

PROJECT DESIGN PHASE-I
PROPOSED SOLUTION

Team ID	PNT2022TMID27950
Project name	Global sales data analytics

PROPOSED SOLUTION TEMPLATE:

S.no	Parameter	Description
1.	Problem statement (Problem to be solved)	Why one streaming services leads over the other
2.	Idea/Solution Description	Exploration of sales data gives knowledge about customer expectations. By analysing the processed data insights can be gained. Using these insights dashboards will be created to show the sales profit, trending products in the market, no of subscriptions gained and lost.
3.	Novelty/Uniqueness	New features will be extracted from given data by analysing. More information can be gained and better

		decision can be taken with these new features to increase the profit.
4.	Social impact/Customer satisfaction	<ul style="list-style-type: none"> • User interface • Streaming quality and speed • Products which are trending in the market
5.	Business model	<ul style="list-style-type: none"> • Dashboards and reports on Cognos analytics • Decision making
6.	Scalability	Using this approach, subscription plans can be designed based on the customer needs.