

Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID03233
Project Name	Project – GLOBAL SALES DATA ANALYTICS
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Due to the pandemic's impact, online purchasing has become indispensable. Given the growing popularity of online shopping, it is crucial to examine how the industry is developing.
2.	Idea / Solution description	The idea is to build a dashboard using IBM Cognos for the visualizations, in which the user may understand the sales and product values. Machine learning algorithm is used to identify, optimize and forecast sales.
3.	Novelty / Uniqueness	Provide dominant insights, so that the user could make decisions on the recommendation provided. Dynamic and real time analysis.
4.	Social Impact / Customer Satisfaction	The customer will understand the sales and purchases clearly. Can see the visible profit driven by informed decisions.
5.	Business Model (Revenue Model)	Stunning graphics and Impressive visualizations to create a successful marketing strategy. This enables the user to determine the actions that need to be made to improve the Business.
6.	Scalability of the Solution	The solution can work effectively on large and small datasets. User-friendly.