

Project Design Phase-I
Proposed Solution

Proposed Solution:

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Sales refer to all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. The most effective way to do this is through data visualization techniques called sales analytics. Sales analytics refers to the use of technology to collect and use sales data to derive meaningful results. It is used to identify, optimize, and forecast sales. It uses different attributes to plan an effective sales model which profits both customer and business. |
| 2. | Idea / Solution description | Exploration of sales data gives knowledge about sales trend. Analyzing the processed data, insights gained from it. Using these insights, dashboards will be created to show sales trend for both sales person and customer. |
| 3. | Novelty / Uniqueness | New features will be extracted from given data by analyzing. With these new features, more information can be gained and better decision will be taken to increase profit for salesperson. |
| 4. | Social Impact / Customer Satisfaction | <ul style="list-style-type: none">• Perception of profit about particular product.• Perception of sales in different location and time |
| 5. | Business Model (Revenue Model) | <ul style="list-style-type: none">• Dashboard will be created to view trends of sales.• Better decision will be made by company. |
| 6. | Scalability of the Solution | The proposed solution can be used from small general store to multinational company. This solution can be processed with less memory and quickly. The solution can be used as open source so everyone can use it. |