

Project Design Phase I
Proposed Solution

Date	28 October 2022
Team ID	PNT2022TMID51031
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

Proposed Solution Template:

S.No	Parameter	Description
1.	Problem Statement (Problem to be solved)	Sales include all the actions involved in the product sale, consumer service and business service. For the sales and marketing team to review their performance data visualization techniques called sales analytics is used. In sales analytics, technology is used to collect and use the sales data to produce productive results and they are in turn used to identify and optimize the sales. Various attributes are used to plan an efficient sales model which will benefit both customers and business.
2.	Idea / Solution description	The sales data is studied which will give knowledge about the trends in sales. Based on the understanding, the processed data is analyzed.
3.	Novelty / Uniqueness	<ul style="list-style-type: none">• Improve Value Propositions and Price Points• Narrow and Refine Product Offerings• Accurate Sales Forecasting
4.	Social Impact / Customer Satisfaction	An insight about the profit of the product is gained. An insight about the sales in different locations and time is gained.
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	Analyzing the data continuously to improve the efficiency of the products.