**Project Design Phase-I**

**Proposed Solution**

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID53263 |
| 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.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | To perform customer analysis and product analysis of global super store and create visualization and dashboards using IBM Cognos analytics. |
|  | Idea / Solution description | By analysing the given data we will get to know about the impact of various parameters on global sales through which we can create interactive dashboards. |
|  | Novelty / Uniqueness | Performs customer and product analysis and create interactive dashboards where it provides insights for the customers and also insights for the company which helps in increase in sales. |
|  | Social Impact / Customer Satisfaction | Customer satisfaction depends upon various factors like availability of the product, easy access, transportation facilities etc.. . |
|  | Business Model (Revenue Model) | By performing analysis we come to know about various factors that impacts on revenue of the company and it also tells about market value, global reach . |
|  | Scalability of the Solution | As it is interactive dashboard it is easily adaptable to the changes. |