

Project Design Phase-I

Proposed Solution Template

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| Date | 1 OCTOBER 2022 |
| Team ID | PNT2022TMID18438 |
| Project Name | Project – Global Sales Data Analytics |
| Maximum Marks | 2 Marks |

| S.No | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | <ul style="list-style-type: none"> Decision makers of E-commerce companies(User) need a way to comprehend raw data, analyse and make more informed business decisions. E-commerce companies(User) need a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers. |
| 2. | Idea/Solution description | A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes. |
| 3. | Novelty/Uniqueness | <ul style="list-style-type: none"> Interactive Dashboard and simple UI Dynamic and real time analytics AI based predictions and forecasting |
| 4. | Social Impact/Customer Satisfaction | <ul style="list-style-type: none"> Visible profiles driven by informed decisions Optimize sales and marketing Ability to react to competitor's strategies |
| 5. | Business Model(Revenue Model) | Three tier pricing-Basics, Standards, Enterprise <ul style="list-style-type: none"> Basic : Limited features targeting startups and individuals Standard : Limited premium features. Target customers- Medium Scale businesses. Enterprise with all premium features targeted at Large corporations. |
| 6. | Scalability of the Solution | <ul style="list-style-type: none"> More B2B customer services can be provided alongside Usable by all customers facing companies and startups of all scale |