

**Project Design Phase-I**  
**Proposed Solution**

Date	24 September 2022
Team ID	PNT2022TMID17956
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

**Proposed Solution:**

S.No.	Parameter	Description
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. One way to measure performance is with sales analytics. Sales analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.
2.	Idea / Solution description	Exploration of sales data gives knowledge about sales trend. Analysing 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 analysing. 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"><li>• Perception of profit about particular product.</li><li>• Perception of sales in different location and time</li></ul>
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"><li>• Dashboard will be created to view trends of sales.</li><li>• Better decision will be made by company.</li></ul>
6.	Scalability of the Solution	This 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.