

Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID21264
Project Name	Project – Global Sales Data Analytics Nandhakumar Raj S, Nitish Kumar S, Pradhiksha S, Varsha A
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Businesses generate huge amounts of data which needs to be analysed to boost their sales and run their business efficiently. Through sales analytics, you can decide which products to focus on, where to sell and how best to reach customers.
2.	Idea / Solution description	We analyse the data using IBM Cognos in order to Identify new sales opportunities, Plan effective sales targets, Improve customer acquisition and Incentivise sales teams.
3.	Novelty / Uniqueness	<ul style="list-style-type: none"> Interactive and user-friendly dashboards ML model to predict sales.
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> To gain a competitive advantage. Increase Revenues increase customer retention
5.	Business Model (Revenue Model)	Two pricing model – Standard and Premium <ul style="list-style-type: none"> Standard – Basic analysis to Identify new sales opportunities and plan effective sales targets. Premium - ML model to predict sales along with advanced analysis to gain a competitive advantage.
6.	Scalability of the Solution	The base model can be used for start-ups and big corporations with just a few changes.