

IDEATION PHASE
BRAINSTORM AND IDEA PRIORITIZATION TOP
THREE IDEAS

Team Leader	Madhavan PB
Team mates	Mohamed Safwan Monish B Rogeshwar
Project Name	GLOBAL SALES DATA ANALYTICS

Brainstorm Top 3 Ideas

- Idea 1: It allows business analysts, designers, developers, and stakeholders to work together at the same time.

Business development is the process of devising a sustainable business model for all stakeholders, including shareholders, customers, employees, and any other parties affected by the business. It encompasses every stage of business functions, including research, analysis, and execution. Now, data analytics are essential in almost every sector, from healthcare to retail. Companies are using big data to gain a better understanding of customer preferences, which in turn, helps them to develop more effective marketing strategies

- Idea 2: It provides good classification ability in determining of whether the image is true or fake

Data analysts also have help when reporting or communicating findings. Both Tableau and Power BI are data visualization and analysis tools to compile information, perform data analytics, and distribute results via dashboards and reports.

- Idea 3: It uses data visualization to showcase the results of the information much better and interactive

Businesses generate and analyze large amounts of data, and sales teams are using analytics and data visualization tools to better interpret and understand this data. It is very useful for to identify trends or patterns in their data that might require immediate action. Data visualization can be used to present information in a way that can quickly indicate changes over a specific period, such as sales result or blog traffic over a month or a quarter. Data visualization can help us or many professionals to quickly conclude whether a new blog post or webpage is resonating well with the visitors.