

PROBLEM STATEMENT - GLOBAL SALES DATA ANALYTICS

1. E-commerce company (user) needs to classify and analyze data and market statistics, so that they get to know the preferences of customers and improve their marketing strategies accordingly.
2. E-commerce company(user) has to find a good delivery company, in order to provide smooth delivery process to customers.
3. E-commerce company(user) has to overcome technical issues of their online store portal, so that they provide hassle free shopping experience to their customers.
4. E-commerce company(user) must work on improving its popularity, so that they become a brand and thus become a go to online store.
5. E-commerce company(user) must make sure the quality of products sold in their site is good, so that customers find their store to be more reliable.
6. E-commerce company(user) needs a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers.
7. E-commerce company (user) must understand how much of goods they must stock up, so that the products they invest in doesn't get wasted.
8. E-commerce company (user) must gather reviews from their customers, so that they are able to understand what they did was right and what went wrong.
9. E-commerce company (user) has to make its customers aware of the offers and facilities provided, so that it can gain attention of many customers.