**Project Design Phase-I**

**Proposed Solution Template**

| Date | 24 September 2022 |
| --- | --- |
| Team ID | PNT2022TMID35484 |
| Project Name | GLOBAL SALES DATA ANALYTICS |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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

| **S.No.** | **Parameter** | **Description** |
| --- | --- | --- |
|  | Problem Statement (Problem to be solved) | To classify and analyze global sales data and market statistics to get to know the preferences of customers and improve their marketing strategies. |
|  | Idea / Solution description | To create an **interactive dashboard** and to get insights from it. |
|  | Novelty / Uniqueness | Can understand customer’s preferences and current market trend that helps them to manage stocks and predict future demand. |
|  | Social Impact / Customer Satisfaction | Out of stock issues will be sorted , Ensuring fast delivery of products, quick exchange process, suits customer preferences. |
|  | Business Model (Revenue Model) | By creating an interactive dashboard, the company gets to know about their customer’s choices and can provide offers accordingly so this contributes to the rise in company’s revenue. |
|  | Scalability of the Solution | SaaS Model of Scalability. |