Project Design Phase-I
Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID16522
Project Name	Project - 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
1	Problem Statement (Problem to be solved)	Sales Analysis is the process of understanding how your business performs in terms of sales. It provides insights into the past, present, and future performance of a business and can be used to help you forecast trends, identify opportunities for growth, and develop a strategic action plan for your company.The goal of sales analytics is always to simplify the information available to the sales and Marketing teams. It should help them clearly understand the team's performance, sales trends, and opportunities to gain many insights and develop strategies that are better than the previous one.
2	Idea / Solution description	The solution description is done by using IBMcognos where we can display all the records and previous year global sales of product name, category ,sub-category as a pictorial representation Based on this, we can understanding the requirements and processed data is analyzed.
3	Novelty / Uniqueness	During the analysis, extraction of new features will be done. With that, more understanding can be made and we can come up with better decisions which will increase the salesperson's profit.
4	Social Impact / Customer Satisfaction	An insight about the profit of the product is gained. An insight about the sales in different location and time is gained.
5	Business Model (Revenue Model)	The dashboard is created in which trends of sales can be viewed and so that better decisions can be made by the company.
6	Scalability of the Solution	Thus, the final model can be used by the small

		stores as well as the MNC's. Also, this solution is easily accessible and acquires less memory.