

GLOBAL SALES DATA ANALYTICS

PROPOSED SOLUTION

S.NO	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>As the world is the devastating situation and countries have been put under lockdown, restrictions have been imposed on going out of homes, arranging crowded events, going in markets, almost every business has been close down in the world in the wake of corona virus and people are stress to stay in homes. Hence people cannot go in markets for buying products, so this is probably pushing people to do online shopping. This research intends to investigate if Corona virus is pushing people do online shopping and it is also focused in this study to know if the people will continue doing Shopping online with the same rate as they are doing now when the markets are closed and they are also strictly barred from going In markets</p>
2.	Idea/Solution description	<p>Use Data analytics –Global Sales data Analytics Application</p> <p>Mobile users abandon a website if it takes longer than 3 seconds to load E-commerce solutions are the products and services that help a company conduct business electronically.many e-commerce solutions providers now focus on offering a suite of products and services designed to meet multiple needs and solve various problems.Any business that wants to sell their products and services across the internet have to opt for ecommerce solutions to support their business at different stages.The working of ecommerce solutions totally depends on their offerings. It can be product-based as well as service-based.</p>

3.	Novelty/Uniqueness	<p>You are at home drinking coffee in your pajamas and you can even check your bank account simultaneously to make sure there are enough funds for your purchase. You have the ability to search for the exact style, brand, color and size you need without having to roam multiple stores to find it. You have other people's product reviews and feedback available at a click of the mouse so you are able to make a better decision about the product before you finalize the purchase. You can compare products sold at different retailers to ensure you are purchasing the one with the best value.</p> <ul style="list-style-type: none"> • Comfortable • Specific • Helpful • Smart
4.	Social Impact/Customer Satisfaction	<p>Perception of Price Inflation, Customer Satisfaction is used to measure how much a customer is happy with any product, its quality and overall experience. It reflects if the customer is happy to engage with any business or not. It is also an important aspect to measure success of a business.</p>
5.	Business Model (Revenue Model)	<p>Grow Sales and Improve Processes, Low chances of customer churn. The Predictive Revenue Model is a data analytic model which uses financial, marketing, and advertising data to predict the return on advertising within multiple scenarios. Capturing the initial marketing spend, the model represents the revenue flow from customer interaction at the top of the funnel. The model leverages a relatively small but varied range of data elements and business variables and demonstrates the efficacy of predictive analytics, and its ability to delve beyond top-line data and into the Customer Journey.</p>

6.	Scalability of the Solution	<p>Mobile users abandon a website if it takes longer than 3 seconds to load. Having an e-commerce site that you can easily scale to accommodate your web store's growing audience is therefore crucial. Back in 2018, Amazon's website couldn't handle the surge in Prime Day web traffic, and customers who were looking to finalize a purchase were redirected to the homepage and were left unable to check out. This issue lasted for an hour and it was estimated that it cost Amazon about \$1,000,000 per minute because it occurred during the peak hours of Prime Day.</p> <ul style="list-style-type: none"> ● Reliable performance for high order volumes ● Peak traffic ● Load balancing ● Lazy loading ● Uptime ● Multiple stores and brands