IDEATION PHASE

DATE :	20 TH SEPTEMBER
TEAM ID :	PNT2022TMID28002
PROJECT NAME :	GLOBAL SALES DATA ANALYTICS
MAXIMUM MARKS :	4 MARKS

PROBLEM STATEMENT:

Sales data is a term that includes a large array of metrics but, broadly speaking, if you can measure something in relation to the sales process, its viable sales data. Modern software like IBM cognos can help you collect this data, but it's important to learn how to read this data to understand what it means for your business and where you can improve.

With such an expansive sales data definition, it can be hard to know where to focus your efforts—especially if you also have to spend time selling. With the right sales analysis tools, you'll have a wealth of information and be able to spot trends that will empower you and your team and provide better sales forecasts and goals for the rest of the organization. The trick is in knowing which metrics to use and when.