IDEATION PHASE
Define The Problem Statements

Date	26 September 2022
Team ID	PNT2022TMID16071
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which Makes Us
PS-1	Company or Corporation	To enhance sales by making smarter business judgments.	The data have been interpreted incorrectly in several cases.	There is a wealth of information available, but it is crucial to properly evaluate it. We shall be in a terrible position if we read information incorrectly and behave accordingly.	Impede
PS-2	Marketing Team	To develop a product marketing plan and strategy.	Time restrictions may apply.	Data must be carefully gathered and analyzed via a labor-intensive procedure called market research.	Obstruct
PS-3	Sales Team	To examine and process the data.	Lack of data transparency and integrity.	The data are not entirely reliable. Researchers found that 70% of marketers acknowledged having inconsistent and low-quality data.	Pique
PS-4	Product Lead	To improve corporate decision-making.	Lack of knowledge regarding the use of data.	A major problem in managing marketing analytics is a lack of knowledge of how to evaluate and apply data to boost business growth.	Uncertain
PS-5	Institution	Look for a more accurate analytical instrument.	Finding the best tool is challenging.	As a solution for analytics, there may be hundreds of useful tools. Consequently, it presents a new difficulty.	Distress