

Project Design Phase-I
Proposed Solution Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID13572 |
| 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 |
|-------|--|---|
| 1. | Problem Statement (Problem to be solved) | <ul style="list-style-type: none"> Online shopping websites get flooded with voluminous amount of sales data everyday. Processing, analyzing and communicating this data are a challenge. Hence understanding these things like, customer Analysis and product analysis is essential. |
| 2. | Idea / Solution description | <ul style="list-style-type: none"> A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes. |
| 3. | Novelty / Uniqueness | <ul style="list-style-type: none"> Interactive Dashboard and simple UI Dynamic and real time analytics AI based predictions and forecasting |
| 4. | Social Impact / Customer Satisfaction | <ul style="list-style-type: none"> Visible profits driven by informed decisions Optimize sales and marketing Ability to react to competitor's strategies |
| 5. | Business Model (Revenue Model) | Three tier pricing- Basic, Standard, Enterprise <ul style="list-style-type: none"> Basic: Limited features targeting startups and individuals. Standard: Limited premium features. Target customers- Medium Scale businesses. Enterprise with all premium features targeted at Large corporations. |
| 6. | Scalability of the Solution | <ul style="list-style-type: none"> More B2B customer services can be provided alongside Usable by all customer facing companies and startups of all scale |