# PROBLEM STATEMENT

| Team ID | PNT2022TMID13572 |
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| Project Name | Global Sales Data Analytics |
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**Problem statement:**

Online shopping is essential in Now-a-days. 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.

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| Who does this effect? | The overall purchase power of theconsumer. |
| what are the boundaries of the problem? | Unavailability of products equallybetween the consumers. |
| What is the issue? | There is no proper distribution of products among the customer Thecustomers are not getting the products they prefer. |
| When does this occur? | If sufficient knowledge of purchasehistory this cause this issue. |
| Where does this occur? | It occurs to retailers who does nothear to consumers. |
| Why is it important that we fix the problem? | So the purchasing power will increase and beneficiary for bothretailers and consumers. |
| What solution to solve this issue? | By hearing out to the consumers andcollecting their user preference data. |
| What methodology used to solve the issue? | Data analytics and data visualizationis used for this. |