**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID15445 |
| Project Name | Project – Global Sales Data Analytics |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | There are a number of users who purchase products online and make payments through e-banking. Sales analysis is mining the data to evaluate the performance of the sales team against its goals.it provides valuable insights about the top performing and underperforming products. The problem is to develop a software which evaluates the performance of sales activities and generate revenue. |
|  | Idea / Solution description | We have to build an intelligent system that will evaluate the performance of the products/services. |
|  | Novelty / Uniqueness | It notifies the customer with the most picked products by him/her from the past history of purchases. |
|  | Social Impact / Customer Satisfaction | First we need to Examine the customer’s previous activities like the number of recent customer purchases, the amount of recent customer purchases, is he/she a new or old customer, and the total revenue received from him/her. Finally, it is necessary to know their needs and concerns very well, then address those needs to finally obtain their satisfaction. |
|  | Business Model (Revenue Model) | This model gives high revenue because it narrows and refine product offerings, improve value propositions and price points and repeat purchase from existing customers. |
|  | Scalability of the Solution | Scalable data analysis refers to the ability of a sales analysis system to exploit increasing computing resources effectively in the analysis of large datasets of customer data. Even if the online purchases of the customers are increasing in current scenario, sales analysis system provides them with the most efficient suggestions in order to increase the purchase rate. |