

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID46186
Project Name	GLOBAL SALES DATA ANALYSIS
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Businessman	Improve my company profit.	I have facing big challenging in marketing.	We try analysis people mindset what product like people based on place, product and demand	Litter fear facing challenges.
PS-2	A CEO	Make my Organization Standard value of our product.	Product sale is very low and profit is moderate	Some branch have a good profit & sale and our organization try to improve quality of product based on feedback	Stress