

Ideation Phase

Empathize & Discover

Date	10 September 2022
Team id	PNT2022TMID46186
Project name	Global Sales Data Analysis
Maximum mark	4 Mark

Global sales data analysis

Goal & objective

data analytics is to apply statistical analysis and technologies on data to find trends and solve problems

Pains

- 1) Time-to-Value
- 2) No Scale
- 3) Answers State—High Opportunity Cost
- 4) Untapped Data
- 5) High Effort

Gain

- 1) increase profit
- 2) reduce loss 70%
- 3) analysis market status.
- 4) improve company status

