Ideation Phase
Define the Problem Statements

Date	17 September 2022
Team ID	PNT2022TMID30128
Project Name	Project - Global sales data analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Company	To make better business decisions to increase the sales.	There are some improper interpretations in the data.	There are lots of data available, but interpreting that data correctly is vital. We will be at an extreme disadvantage if we misinterpret facts and make decisions based on that.	Frustrated
PS-2	Marketing team	To create a marketing strategy for products.	There can be time constraint.	Market research involves a detailed process of collecting and analysing data, which is time-consuming.	Irate and falter
PS-3	Sales Team	To analyse the data	Lack of transparency in the data	We can't fully trust the data. According to a study, 70% of marketers admitted they have poor quality and inconsistent data.	Annoyed
PS-4	Product manager	To make better business decision	Lack of understanding of how to use data	The common challenges in marketing analytics management are a lack of understanding of how to read and use data to bring more growth to a business.	Doubtful
PS-5	Organization	Search for better analytical tool	Identify the best tool is hard	There might be hundreds of useful tools as a solution for analytics. Therefore, it creates a new challenge	Despair