# Ideation Phase
## Define the Problem Statements

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|---|---|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID13846 |
| Project Name | Global sales data analytics |
| Maximum Marks | 4 Marks |

**Problem Statement:**

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. It is mandatory for sales team to judge the plan and administrate to make improvements. The way of knowing the performance is done through sales analysis. Sales analysis gives insights such as sales data, profit, and other related information. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store. It is used to increase sales and grab customer easily.

| Problem Statement (PS) | I am | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | Customer and store | Online shopping and product sales | Sales strategy is unknown | Customer need is measureless | Dis-stressed |
| PS-2 | Store | Infer profitable products, profitable customers also non movable products | Decision making is confusing | Huge customers in various locations | Confused |
| PS-3 | Customer and store | Know shopping patterns | shopping pattern changed | Due to pandemic | Depressed |
| PS-4 | Customer and store | Online shopping with contactless payments | Mode of product receival changed | Due to pandemic | Confused |

**Solution:**

The methodology is solved by the sales analyst by using data analytic techniques and propose unique solution for the problem