

Ideation Phase

Defining the Problem Statements

Date	26 September 2022
Team Id	PNT2022TMID06631
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

Problem Statements

Problem. No	I'm a	I'm trying to	But	Because	Which Makes us
1	Company or Corporation	To enhance sales by making smarter business judgments.	The data have been interpreted incorrectly in several cases.	There is a wealth of information available, but it is crucial to properly evaluate it. We shall be in a terrible position if we read information incorrectly and behave accordingly.	Impede
2	Marketing Team	To develop a product marketing plan and strategy.	Time restrictions may apply	Data must be carefully gathered and analysed via a labour-intensive procedure called market research.	Obstruct
3	Retailer	Providing offers and gifts to attract customers	Not able to meet the requirements	People don't respond to offers	Frustrated
4	Super Market Owner	Find the key performance indicators to boost the sales	There is lot of customer churn	Of fluctuation in price over essential goods in market	Worried
5	Small scale Shop Keeper	Sell my product online	I can't able to manage my sales data	Of online sales data I can't able to define sales trends	Trouble in sales
6	Customer	Find and analyze the sales from various sources	There are no specifications or accuracy in sales	The sources are from various systems	Disappointed