Proposed Solution Template

Date	01 October 2022
Team ID	PNT2022TMID06631
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

Proposed Solution Template:

S. No	Parameter	Description
1.	Problem Statement (Problem to be solved)	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. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.
2.	Idea / Solution description	The described solution is by using IBM Cognos we can display all the records and previous year global sales of product names, category and sub category as a graphical representation.
3.	Novelty / Uniqueness	• Dynamic and real time analytics • Dashboard access through website • Interactive Dashboard and simple UI • Automated reports
4.	Social Impact / Customer Satisfaction	Make analysis of data patterns and trends very simple and helps in making data driven decisions and Visible profits driven by informed decisions and Optimize sales and marketing.
5.	Business Model (Revenue Model)	Two tier pricing- Standard, Premium • **Standard:** Limited Dashboard features. • **Premium:** Customized Dashboard features with automated reports
6.	Scalability of the Solution	Using this approach, the price of products across the world are kept same so the customers will be reliable.