

Project Design Phase-I
Proposed Solution Template

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| Date | 1 October 2022 |
| Team ID | <i>PNT2022TMD41454</i> |
| Project Name | Global Sale Data Analytics |
| Maximum Marks | 2 Marks |

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

| S.No. | Parameter | Description |
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| 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 | Analyse sales by demographic Analysis of customers Ex: city, age, gender. The goal of this process is to give more information about our data so that the marketing team prepares to intensify the efficiency based on the data. |
| 3. | Novelty / Uniqueness | <ul style="list-style-type: none">• Improve Value Propositions and Price Points• Narrow and Refine Product Offerings• Accurate Sales Forecasting |
| 4. | Social Impact / Customer Satisfaction | By analysing the maximum products sales, we can keep in stock in the markets so that the people will not get affected in buying the needed products. |
| 5. | Business Model (Revenue Model) | By analysing the sales data, the company starts generating the specific products more. By this, the company profit margin of these products gets more. |

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| 6. | Scalability of the Solution | Analysing the data continuously to improve the efficiency of the products. |
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