

# Global Sales Data Analytics - Ideation

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Comparative charts can help monitor the product-wise sales.	The dashboard must be concise and user-friendly.	Generating insights from sales data, trends, and metrics to set targets and forecast future sales performance	Revenue outcome must be determined
Segment-wise analysis can be performed. (ex. Consumer, Corporate etc.)	Identify, optimize, and forecast sales	Using diagnostic analytics, you can review current and past sales data from your company to understand less-than-stellar emerging issues better.	Invest in the right sales opportunity
Sub-categories can help identify which zone has which market.	Customer IDs can be used for identifying customer recommendations.	Discounts must be evaluated	Order Date and Shipping Date will give insights about delivery duration.
Can help with low chances of customer churn.	Grow Sales and Improve Processes	Order Priority data must be observed.	Regional and Zone wise data exploration.

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**Top 3 Ideas**

- 1. Revenue outcome must be Identify, optimize and forecast sales.
- 2. The dashboard must be user-friendly.
- 3. Generating insights from sales data, trends, and metrics to set targets and forecast future sales performance