# Ideation Phase
## Define the Problem Statements

| Date | 01August 2022 |
|---|---|
| **Team ID** | PNT2022TMID29201 |
| **Project Name** | Global Sales Data Analytics |
| **Maximum Marks** | 2 Marks |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | Sales Team | Enhance sales performance | Sales Performance is not improving | Most of the charts are useless | Distress |
| PS-2 | Company or Corporation | Make smarter business judgements | Lack of knowledge to use the data efficiently | Unstructured data is complex to understand | Troubled |
| PS-3 | Product Lead | Improve corporate decision making | Decisions are not appropriate | Nil and Negative data values | Upset |
| PS-4 | CEO | Finding best data analytics tool | Couldn't find one under the budget | Top rating tools are expensive | Uncertain |
| PS-5 | Marketing Team | Develop marketing plans and strategy | No experience using dashboards | Data visualization is hard | Agony |

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