

Project Design Phase-I
Proposed Solution Template

Date	23 September 2022
Team ID	PNT2022TMID29201
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

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	we are going to provide discounts to the customers to increase the sales by providing free door step delivery of products to customers.
4.	Social Impact / Customer Satisfaction	Customer should know the available products and nearest location of the shops which gives the idea to customer for purchase.
5.	Business Model (Revenue Model)	This method focuses on the actual sales numbers from the customers. This helps to determine which products are top performers and multiplying the shop and increasing the product quantity.
6.	Scalability of the Solution	Using this approach, the price of products across the world are kept same so the customers will be reliable.