Project Design Phase-I

**Proposed Solution Template**

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| Date | 01 October 2022 |
| Team ID | PNT2022TMID33054 |
| Project Name | Global Sales Data Analytics |
| Maximum marks | 2 Marks |

**Proposed Solution Template:**

Type your text

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

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| **S. No** | **Parameter** | **Description** |
| 1. | Problem Statement (problem to be solved) | The mentioned system is designed to find the most frequent combinations of items. It is based on developing an efficient algorithm that outperforms the best available frequent pattern algorithms on a number of typical data sets. This will help in marketing and sales. We are given a large database of customer transactions. Each transaction consists of items purchased by a customer in a visit. We present an efficient algorithm that generates all signicant association rules between items in the database. The algorithm incorporates buer management and novel estimation and pruning techniques. We also present results of applying this algorithm to sales data obtained from a large retailing company, which shows the effectiveness of the algorithm. |
| 2. | Idea / Solution description | We should aim to answer some basic questions that may arise for the store manager/owner/customers giving a much better insight about the store and how to increase the productivity. |
| 3. | Novelty / Uniqueness | * Interactive Dashboard and simple UI * Dynamic and real time analytics * AI based predictions and forecasting |
| 4. | Social Impact / Customer Satisfaction | Customer would know the available products and nearest location of shops the offers discounts. |
| 5. | Business Model (Revenue Model) | * Drop Shipping * Wholesaling and Warehousing * Private Labeling and Manufacturing * White Labeling * Subscription |
| 6. | Scalability of the Solution | Easy highly scalable applications can be deployed with help of cloud services. Making a website or app of this application is scaled and available to everyone. |