

## Project Design Phase-I Proposed Solution

|               |                                       |
|---------------|---------------------------------------|
| Date          | 9 OCTOBER 2022                        |
| Team ID       | PNT2022TMID14326                      |
| Project Name  | Project - Global Sales Data Analytics |
| Maximum Marks | 2 Marks                               |

| S.No. | Parameter                                   | Description   |
|-------|---|---|
| 1.    | Problem Statement<br>(Problem to be solved) | <ul style="list-style-type: none"> <li>Companies need a way of determining the best sales and business strategy to adopt for products.</li> <li>This is mainly done by analysis of the sales data and identifying trends.</li> <li>There's a need for easy analysis of data for these companies.</li> </ul>                         |
| 2.    | Idea / Solution description                 | An interactive and powerful data analysis platform which provides valuable insights from the results of the analysis.   |
| 3.    | Novelty / Uniqueness                        | <ul style="list-style-type: none"> <li>Interactive Dashboard and simple UI</li> <li>Dynamic and real time analytics</li> <li>AI based predictions and forecasting</li> </ul>  |
| 4.    | Social Impact / Customer Satisfaction       | <ul style="list-style-type: none"> <li>Visible profits driven by informed decisions</li> <li>Optimize sales and marketing</li> <li>Ability to react to competitor's strategies</li> </ul>   |
| 5.    | Business Model (Revenue Model)              | Three tier pricing- Basic, Standard, Enterprise <ul style="list-style-type: none"> <li>Basic: Limited features targeting startups and individuals.</li> <li>Standard: Limited premium features. Target customers- Medium Scale businesses.</li> <li>Enterprise with all premium features targeted at Large corporations.</li> </ul> |
|       | Scalability of the Solution                 | <ul style="list-style-type: none"> <li>More B2B customer services can be provided alongside</li> <li>Usable by all customer facing companies and startups of all scale</li> </ul>   |