Project Design Phase-I
Proposed Solution

Date	08 October 2022
Team ID	PNT2022TMID41225
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics. Sales data analytics refers to the use of technology to collect and use sales data to identify actionable insights. It is used to identify, optimize, and increase sales. An efficient sales model that generates higher revenue for the business.
2.	Idea / Solution description	Use the technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses sales data to plan an efficient sales model that generates higher revenue for the business. Users can create multiple Analytical Visualizations and can build the required Dashboards.
3.	Novelty / Uniqueness	Understanding performance with sales data analytics helps sales and marketing teams to review their strategies and performance in order to make improvements. Sales analytics provides valuable information like Customer Analysis and Product Analysis to improve sales methodologies. Users create multiple analytical graphs/charts/Visualizations.
4.	Social Impact / Customer Satisfaction	Analysing sales help businesses in understanding their most profitable products and the ones that aren't moving, most profitable customers, and potential sales opportunities thereby providing sales which matches customer needs and meets their satisfaction. It helps in the Perception of profit about particular product and perception of sales in different location and time.

5.	Business Model (Revenue Model)	Global sales analytics can use the sales data and provide actionable insights for selling a product or service to a consumer or business. Improve the decision-making process oriented at analysing scales trends, reducing costs and increasing business revenue.
6.	Scalability of the Solution	This solution can be used from small store to multinational company. This solution can be processed with less memory and quickly. The solution can be used as user specified so it is easy to customer.