PROBLEM STATEMENT

Team ID	PNT2022TMID43381
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

Every company that sells a product/service needs to reach a particular goal in order to make their company profitable. As businesses become larger and there is considerable growth and evolution in the product sales, it becomes more and more important to make use of any data that we may lay our hands on, to optimize the sales. This may also help in tapping possible customer bases, analyzing the performance of each product and to help set achievable, efficiency driven goals.

Doing this manually may require a lot of time and labour. It may also compromise on accuracy of possible predictions. In order to make the most use of any available data and gain insights, we can make use of data analytics. This can help us mitigate potential risks and losses, optimize customer retention, gauge future trends using a unified analytics platform.

Who does the problem affect?	Every business that has a sales process involved in any way (both product and services)
What is the problem?	Lack of optimization of solutions despitepre-existing data.
When does the problem occur?	It is a recurrent issue after concerning every sale.
Where is the problem relevant?	Globally relevant.
Why is it important that we address this problem?	In order to make the most optimal growth trajectory for every company's sales sector.