

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID40195
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Sales Team	Enhance sales performance	Sales Performance is not improving	Most of the charts are useless	Distress
PS-2	Company or Corporation	Make smarter business judgements	Lack of knowledge to use the data efficiently	Unstructured data is complex to understand	Troubled
PS-3	Product Lead	Improve corporate decision making	Decisions are not appropriate	Nil and Negative data values	Upset
PS-4	CEO	Finding best data analytics tool	Couldn't find one under the budget	Top rating tools are expensive	Uncertain
PS-5	Marketing Team	Develop marketing plans and strategy	No experience using dashboards	Data visualization is hard	Agony

