Ideation Phase
Brainstorming & Idea Prioritization

Date	17 September 2022
Team ID	PNT2022TMID37395
Project Name	Project - Global Sales Data Analytics
Maximum Marks	4 Marks

Atif	Rohith	Hamza	Tahir
Evaluate discounts	Identify, optimize and forecast sales	Analyze which products are in demand	Understand regional and zonal demands
All data about a product that is necessary for a customer to buy must be available	Invest in right sales opportunity	Prioritize orders based on necessity and demand	Analyze revenue generated
Identify which markets are thriving in each region/zone	Perform segment-wise analysis	Increase supply for products in demand and vice versa	Analyze sales trends
Dashboard must be interactive and user-friendly	Visualize data to get clearer idea	Set targets, KPIs and MoS	Identify returning customers (if any)

Top 3 ideas :

1. Identify which markets are thriving in each region/zone
2. Perform segment-wise analysis
3. Identify returning customers (if any)