Project Design Phase-I
Proposed Solution Template

Date	17.10.2022
Team ID	PNT2022TMID42071
Project Name	GLOBAL SALES DATA ANAYLITICS
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In its simplest form, a problem statement **defines the pain point you hope to solve or the impact you hope to make with your work**. This statement should be clear, concise, and define a measurable outcome. Ultimately, it should answer the question:
2.	Idea / Solution description	Data analytics enables organizations to analyze all their data (real-time, historical, unstructured, structured, qualitative) to identify patterns and generate insights to inform and, in some cases, automate decisions, connecting intelligence and action.
3.	Novelty / Uniqueness	Marketing analysts assist businesses in determining not just how to reach a potential audience but also which items and services to offer. They are also responsible for building user profiles and influencing pricing decisions.
4.	Social Impact / Customer Satisfaction	In the past, audience data was difficult to measure as it was scattered across multiple social media platforms. But with analytics tools, marketers can analyze data across platforms to **better understand audience demographics, interests and behaviors**. AI-enabled tools can even help predict customer behavior. **CUSTOMER SATISFICATION** A customer satisfaction analysis **uses data collected through a survey or questionnaire to identify behaviors that lead to happy or unhappy customers**. Through a customer satisfaction analysis, companies might spot trends causing

		dissatisfaction and implement changes to retain current customers
5.	Business Model (Revenue Model)	Sales professionals use business analytics **to analyze the sales pipeline; detect any loopholes in the sale process, and raise sales performance**. Marketers use Business Analytics to analyze marketing campaigns and study consumer trends for responding well to the needs and demands of the consumer.
6.	Scalability of the Solution	Scalability is **the measure of a system's ability to increase or decrease in performance and cost in response to changes in application and system processing demands**.