

Ideation Phase

Problem Statements

Project Name	Project – Global sales data analytics
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Problem statement

Shopping Online is currently need of the hour. Because of this Covid-19, it is not easy to walk into store and gather Surveys. Every store be it online or offline needs evaluation and analysis to predict daily salesfor better sales performance and it is essential to know what kind of goods a customer want and at timethey need it.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.

Who does the problem affect?	It will affect both the customer and the store owner.
What are the boundaries of the problem?	Low data proficiency among sales will greatly limits the value of analytical insights and inhibits data-driven decision making, real time issue
What is the issue?	Cannot identify most profitable products and the ones that aren't moving, most profitable customers, and potential sales opportunities.
When does the issue occur?	Consumers shopping patterns have changed since the pandemic, with more emphasis on e-commerce,contactless payments,currency
Where does the issue occur?	The issue occurs on online shopping.

Why is it important that we fix the problem?	Data-driven sales organizations now operate more like scientists and strategists, and the results speak for themselves.
What solution to solve this issue?	Solving problem through data cleaning and presenting the data in a logical way, creating a data extraction reasonable