

**Project Design Phase-I**  
**Proposed Solution Template**  
**Date 20 October 2022**

**Project Name Project - Global sales data analytics**

**Proposed Solution Template:**

**1. Problem Statement (Problem to be solved)**

Customer, Product analysis and detect emerging trends in business using data analytics. (Sales analysis is an important aspect of running a successful business. Through sales analytics, we can decide which products to focus on, where to sell and how best to reach customers.)

**2. Idea / Solution description**

There are many ready-made analytics software's but that is not the cure to all problems. To tackle this, we are creating a customized analytics model that will help helps businesses of all sizes grow revenue, automate tasks, make smarter decisions and keeps you updated of your customer behavioural changes

**3. Novelty / Uniqueness**

The customized analytics model will help to get a successful data analytics initiative that will provide a clear picture of where you are, where you have been and where you should go. By using this model. So, this model will stand apart from others.

**4. Social Impact / Customer Satisfaction**

This model will help various businesses to make informed business decisions, improve efficiency, increase revenue and minimize the financial loss.

**5. Business Model (Revenue Model)**

This model help companies better understand their customers, evaluate their ad campaigns, personalize content and create content strategies, so it will be a successful model. As it is useful it will definitely attract customers.

**6. Scalability of the Solution**

Whatever the dataset is, the customized model will produce a clear insight of the data with good and interactive visualization. That data visualization is used to identify patterns, trends, etc.

