S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	● Decision makers of E-commerce companies(User) need a way to comprehend raw data, analyse and make more informed business decisions. ● E- commerce companies(User) need a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers.
2.	Idea / Solution description	A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes.
3.	Novelty / Uniqueness	● Interactive Dashboard and simple UI ● Dynamic and real time analytics ● AI based predictions and forecasting
4.	Social Impact / Customer Satisfaction	● Visible profits driven by informed decisions ● Optimize sales and marketing ● Ability to react to competitor's strategies
5.	Business Model (Revenue Model)	Three tier pricing- Basic, Standard, Enterprise ● Basic: Limited features targeting startups and individuals. ● Standard: Limited premium features. Target

		customers- Medium Scale businesses. ● Enterprise with all premium features targeted at Large corporations.
Scalability of the Solution		● More B2B customer services can be provided alongside ● Usable by all customer facing companies and startups of all scale