

IDEATION PHASE

Problem Statements

Date	26 September 2022
Team ID	PNT2022TMID41405
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which Makes Us
PS-1	Company or Corporation	To enhance sales by making smarter business judgments.	The data have been interpreted incorrectly in several cases.	There is a wealth of information available, but it is crucial to properly evaluate it. We shall be in a terrible position if we read information incorrectly and behave accordingly.	Impede
PS-2	Marketing Team	To develop a product marketing plan and strategy.	Time restrictions may apply.	Data must be carefully gathered and analyzed via a labor-intensive procedure called market research.	Obstruct
PS-3	Sales Team	To examine and process the data.	Lack of data transparency and integrity.	The data are not entirely reliable. Researchers found that 70% of marketers acknowledged having inconsistent and low-quality data.	Pique
PS-4	Product Lead	To improve corporate decision-making.	Lack of knowledge regarding the use of data.	A major problem in managing marketing analytics is a lack of knowledge of how to evaluate and apply data to boost business growth.	Uncertain
PS-5	Institution	Look for a more accurate analytical instrument.	Finding the best tool is challenging.	As a solution for analytics, there may be hundreds of useful tools. Consequently, it presents a new difficulty.	Distress

GLOBAL SALES DATA ANALYTICS

PROBLEM STATEMENT:

The main goal is to sell products and gain profit from it through globally. There are a lot of subsidiaries of the stores network which are scattered on various geographical locations. In this work we use the gathered sales datasets to understand the factors affecting the sales. Due to COVID pandemic it's not easy to walk in a store randomly and buy anything. To overcome this try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

Fig:

