

Project Design Phase-I Proposed Solution Template

Date	27 September 2022
Team ID	PNT2022TMID50563
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Interactive Dashboard and simple UI Dynamic and real time analytics AI based predictions and forecasting
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> More B2B customer services can be provided alongside Usable by all customer facing companies and startups of all scale