

Ideation Phase

Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID49116
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Super market owner	Boost the sales of products	Lot of goods are unsold	Could not satisfy customers on quality	Annoyed
PS-2	Retailer	To make more profit in particular region	Could not achieve the target	People are not aware of my products	Sad and depressed
PS-3	E-Commerce Owner	To market the products	Not able to reach customers	People don't pay attention to advertisements	Unworthy
PS-4	Retailer	Providing offers and gifts to attract customers	Not able to meet the requirements	People don't respond to offers	Frustrated
PS-5	Super Market Owner	Find the key performance indicators to boost the sales	There is lot of customer churn	Of fluctuation in price over essential goods in market	Worried
PS-6	E-Commerce Owner	Sustain in the global market	Could not maintain this position	Lost many reputed customers	Disturbed