Ideation Phase
Define the Problem Statements

Team ID	PNT2022TMID29085
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement:

In sales, many tasks are now managed through centralized cloud software, including CRMs, email marketing platforms and integration tools, making sales data readily available.

Many global, industry-leading brands are now using their sales data in ingenious ways to make better business decisions, but any company can take advantage of insights and reporting tools to achieve data-driven sales success.

However, the prospect of sifting through the many sales metrics available to make sense of the data can be overwhelming, while knowing what to do with that information once you've got it is another challenge.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Global Sales data Analytics:

I am	I'm trying to	But	Because	Which makes me feel
Sales person	to increase profit	there is less profit	couldn't understand customer behaviour	frustrated
Company	to find the targeted customer	Difficult to find targeted customer	Thee is no data about the customer	frustrated
Company	to sell more product based on season	there is insufficient data	data is not in suitable format to analyse	Incompetent
Company	To find the correct market for selling prodect	Unable to find the suitable format	insufficient data	disappointed