

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID29554
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement:

Determine the crucial sales Key performance metrics you require, such as the win rate and average contract size. As leads move through your pipeline, use a solution (like Pipedrive's CRM) to track this information. Integrate this information in visual dashboards. Regularly compare the data to historical averages to track growth and problematic areas.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Customer	Prepare data	I experience issues with data entering.	Unsure of data cleaning	Perplexed
PS-2	Customer	Know the region wise sales data	I'm unsure about the visualization	Sales data are inaccurate	Frustrated

