

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID49363
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	Sales Team	Enhance sales performance	Sales Performance is not improving	Most of the charts are useless	Distress
PS-2	Company or Corporation	Make smarter business judgements	Lack of knowledge to use the data efficiently	Unstructured data is complex to understand	Troubled
PS-3	Product Lead	Improve corporate decision making	Decisions are not appropriate	Nil and Negative data values	Upset
PS-4	CEO	Finding best data analytics tool	Couldn't find one under the budget	Top rating tools are expensive	Uncertain
PS-5	Marketing Team	Develop marketing plans and strategy	No experience using dashboards	Data visualization is hard	Agony

I am  Sales Team	I'm trying to  Enhance sales performance	But:  Sales Performance is not improving	Because  Most of the chart are useless	Which makes me feel  Distress
I am  Company / Corporation	I'm trying to  Make smarter business judgements	But:  Lack of knowledge to use the data efficiently	Because  Unstructured data is complex to understand	Which makes me feel  Troubled
I am  Product Lead	I'm trying to  Improve corporate decision making	But:  Decisions are not appropriate	Because  Nil and Negative data values	Which makes me feel  Upset
I am  CEO	I'm trying to  Finding best data analytics tool	But:  Couldn't find one under the budget	Because  Top rating tools are expensive	Which makes me feel  Uncertain
I am  Marketing Team	I'm trying to  Develop marketing plans and strategy	But:  No experience using dashboards	Because  Data visualization is hard	Which makes me feel  Agony