

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID49365
Project Name	Project – Global sales data analytics
Maximum Marks	4 Marks

Problem Statement:

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. It is mandatory for sales team to judge the plan and administrate to make improvements. The way of knowing the performance is done through sales analysis. Sales analysis gives insights such as sales data, profit, and other related information. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store. It is used to increase sales and grab customer easily.

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Customer and store	Online shopping and product sales	Sales strategy is unknown	Customer need is measureless	Disappointment
PS-2	Store	Infer profitable products, profitable customers also non movable products	Decision making is confusing	Huge customers in various locations	Confused
PS-3	Customer and store	Know shopping patterns	shopping pattern changed	Due to pandemic	Depressed
PS-4	Customer and store	Online shopping with contactless payments	Mode of product receival changed	Due to pandemic	Confused

Solution:

The methodology is solved by the sales analyst by using data analytic techniques and propose unique solution for the problem