Ideation Phase
Define the Problem Statements

Date	15 August 2022
Team ID	PNT2022TMIT07554
Project Name	Project – Global sales data analytics

Problem statement

Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics. Sales data analytics refers to the use of technology to collect and use sales data to identify actionable insights. It is used to identify, optimize, and increase sales. An efficient sales model that generates higher revenue for the business.

Who does the problem affect?	It will affect both the public and the store.
What are the boundaries of the problem?	Low data proficiency among sales will greatly limits the value of analytical insights and inhibits data-driven decision making.
What is the issue?	Cannot identify most profitable products and the ones that aren't moving, most profitable customers, and potential sales opportunities.
When does the issue occur?	Consumers shopping patterns have changed since the pandemic, with more emphasis on e-commerce and contactless payments.
Where does the issue occur?	The issue occurs on online shopping.
Why is it important that we fix the problem?	Data-driven sales organizations now operate more like scientists and strategists, and the results speak for themselves.

What solution to solve this issue?	Solving problem through data cleaning and presenting the data in a logical way.
What methodology used to solve the issue?	Data Analytics techniques are used to solve the problem and identify the solutions.