

## PROJECT DESIGN PHASE I

### IDEATION PHASE

Date	24 September 2022
Team ID	PNT2022TMID39710
Project Name	GLOBAL SALES DATA ANALYTICS[Proposed Solution document,which includes the novelty,feasibility of idea,business model,social impact,scalability of solution,etc,.]
Maximum Marks	2 Marks

#### PROPOSED SOLUTION:

SI.NO	PARAMETER	DESCRIPTION
1.	Problem Statement [Problem to be solved]	<ul style="list-style-type: none"><li>➤ The main goal is to sell products and gain profit from it through globally.</li><li>➤ There are a lot of subsidiaries of the stores network which are scattered on various geographical locations.</li><li>➤ In this work we use the gathered sales datasets to understand the factors affecting the sales.</li></ul>

		<ul style="list-style-type: none"> <li>➤ Due to COVID pandemic it's not easy to walk in a store randomly and buy anything.</li> <li>➤ To overcome this try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.</li> </ul>
2.	Idea/Solution Description	<ul style="list-style-type: none"> <li>➤ Enhancing the visibility and creating interactive dashboards.</li> <li>➤ Maintaining customers feedback.</li> <li>➤ Keep track on the customer's current trend.</li> </ul>
3.	Novelty/Uniqueness	<ul style="list-style-type: none"> <li>➤ Exclusive advertisement for the product with some offers.</li> <li>➤ Gain customer's</li> </ul>

		<p>trust.</p> <ul style="list-style-type: none"> <li>➤ Separately maintaining the database for top sold products.</li> <li>➤ Analytics are modular with the help of exporting and import files.</li> <li>➤ Has ability to add manual insights for later viewing.</li> </ul>
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> <li>➤ Analyzing sales help businesses in understanding their most profitable products and the once that aren't moving,most profitable customers,and potential sales opportunities there by providing products/services which matches customer needs</li> </ul>

		<p>and meets their satisfaction.</p> <ul style="list-style-type: none"> <li>➤ Customer gets instant analytical diagrams when they input the file to the software, as long as the file is in the correct format.</li> <li>➤ Customer can reuse the same any number of times.</li> </ul>
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> <li>➤ Improve the decision-making process oriented at analyzing scales trends, reducing costs and increasing business revenue.</li> <li>➤ One-time payment – for a user. Free Trial for 30 days.</li> </ul>
6.	Scalability of the Solution	<ul style="list-style-type: none"> <li>➤ It can also analyze wide range of datasets and different types of</li> </ul>

		visualizations can be done.
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