# Project Design Phase-I
# Proposed Solution

| Date | 19 September 2022 |
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| Team ID | PNT2022TMID25228 |
| Project Name | Project – Global Sales Data Analytics<br>Padmanaban T ,Gowrishankaran S ,Nandha Kumar E ,Varun Kumar S |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

| S.No. | Parameter | Description |
|---|---|---|
| 1. | Problem Statement (Problem to be solved) | Sales include all the actions involved in the product sale, consumer service and business service. For the sales and marketing team to review their performance data visualization techniques called sales analytics is used. In sales analytics, technology is used to collect and use the sales data to produce productive results and they are in turn used to identify and optimize the sales. Various attributes are used to plan an efficient sales model which will benefit both customer and business. |
| 2. | Idea / Solution description | The sales data is studied which will give knowledge about the trends in sales. Based on the understanding, the processed data is analyzed. |
| 3. | Novelty / Uniqueness | During the analysis, extraction of new features will be done. With that, more understanding can be made and we can come up with better decisions which will increase the salesperson's profit. |
| 4. | Social Impact / Customer Satisfaction | An insight about the profit of the product is gained.<br>An insight about the sales in different location and time is gained. |
| 5. | Business Model (Revenue Model) | The dashboard is created in which trends of sales can be viewed and so that better decisions can be made by the company. |
| 6. | Scalability of the Solution | Thus, the final model can be used by the small stores as well as the MNC's. Also, this solution is easily accessible and acquires less memory. |