

Project Design Phase-I

Proposed Solution Template

<i>Project Name</i>	<i>Project - Global Sales Data Analytics</i>
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S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<ul style="list-style-type: none">● Decision makers of E-commerce companies(User) need a way to comprehend raw data, analyze and make more informed business decisions.● E-commerce companies(User) need a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers.
2.	Idea / Solution description	A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes.
3.	Novelty / Uniqueness	<ul style="list-style-type: none">● Interactive Dashboard and simple UI● Dynamic and real time analytics● AI based predictions and forecasting
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none">● Visible profits driven by informed decisions● Optimize sales and marketing● Ability to react to competitor's strategies

5.	Business Model (Revenue Model)	<p>Three tier pricing- Basic, Standard, Enterprise</p> <ul style="list-style-type: none"> ● Basic: Limited features targeting startups and individuals. ● Standard: Limited premium features. Target customers- Medium Scale businesses. ● Enterprise with all premium features targeted at Large corporations.
	Scalability of the Solution	<ul style="list-style-type: none"> ● More B2B customer services can be provided alongside. ● Usable by all customer facing companies and startups of all scale