

**Project Design Phase-I**  
**Proposed Solution Template**

Date	24 September 2022
Team ID	PNT2022TMID35428
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<ul style="list-style-type: none"> <li>Decision makers of E-commerce companies(User) need a way to comprehend raw data, analyse and make more informed business decisions.</li> <li>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.</li> </ul>
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"> <li>Interactive Dashboard and simple UI</li> <li>Dynamic and real time analytics</li> <li>AI based predictions and forecasting</li> </ul>
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> <li>Visible profits driven by informed decisions</li> <li>Optimize sales and marketing</li> <li>Ability to react to competitor's strategies</li> </ul>
5.	Business Model (Revenue Model)	<p>Three tier pricing- Basic, Standard, Enterprise</p> <ul style="list-style-type: none"> <li>Basic: Limited features targeting startups and individuals.</li> <li>Standard: Limited premium features. Target customers- Medium Scale businesses.</li> <li>Enterprise with all premium features targeted at Large corporations.</li> </ul>
	Scalability of the Solution	<ul style="list-style-type: none"> <li>More B2B customer services can be provided alongside</li> <li>Usable by all customer facing companies and startups of all scale</li> </ul>