Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID04990
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

PROBLEM STATEMENT:

Sales and marketing teams need to review their strategies and performance to make improvements. One way to measure performance is with Sales Analytics.

Sales analytics refers to the technology and processes used to gather sales data and gauge sales performance. Sales leaders use these metrics to set goals, improve internal processes, and accurately forecast future sales and revenue. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.

The goal of sales analytics is always to simplify the information available to the sales and Marketing teams. It should help them clearly understand the team's performance, sales trends, and opportunities to gain many insights and develop strategies that are better than the previous one.

PS -1

I am	I'm trying to	But	Because	Which makes me feel
Sales team member	Analyze sales across multiple sources	There are inaccuracies in sales	Sources are different from different systems	Dissatisfied

PS -2

I am	I'm trying to	But	Because	Which makes me feel
Sales team member	Prepare data	i get errors during data entry	There is a complexity in data	Frustrated

PS -3

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Sales team Member	Analyze sales across multiple sources	There are inaccuracies in the sales	Sources are different from different systems	Dissatisfied
PS-2	Sales team member	Prepare data	I get errors during data entry	There is complexity in data	frustrated
PS-3	Sales team member and sales leader of the company	Understand product sales	The Sales strategy is unknown	It is difficult to understand the mindset of a customer	disappointed