

Project Design Phase-I
Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID04990
Project Name	Project – Global sales Data analytics
Maximum Marks	2 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Decision makers of E-commerce companies(User)need a way to comprehend raw data, analyse 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	Interactive Dashboard and simple UI Dynamic and real time analytics AI based predictions and forecasting
4.	Social Impact / Customer Satisfaction	Visible profiles driven by informed decisions Optimize sales and marketing Ability to react to competitor’s strategies
5.	Business Model (Revenue Model)	Three tier pricing-Basics, Standards, Enterprise 1.Basic : Limited features targeting startups and individuals 2.Standard : Limited premium features. Target customers- Medium Scale businesses. 3.Enterprise with all premium features targeted at Large corporations.
6.	Scalability of the Solution	More B2B customer services can be provided alongside Usable by all customers facing companies and startups of all scale