

PROBLEM STATEMENT

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Project name	GLOBAL SALES DATA ANALYTIC

AIM:

To develop a problem statement for GLOBAL SALES DATA ANALYTIC

Problem statement:

Sales Analysis is the process of understanding how your business performs in terms of sales. It provides insights into the past, present, and future performance of a business and can be used to help you forecast trends, identify opportunities for growth, and develop a strategic action plan for your company.

It is the practice of generating insights from sales data, trends, and metrics to set targets and forecast future sales performance. It is any information that your sales team can utilize to improve their decision-making.

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.