

Brain Stroming and Ideation

Date	19 September 2022
Team ID	PNT2022TMID05248
Project Name	Global Sales Analytics
Maximum Marks	4 marks

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PROBLEM

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. Hence understanding things like, Customer Analysis and Product Analysis of this Global Super Store is essential.

Key rules of Brainstroming

To run a smooth and productive session

- Stay in topic.
- Listen to others
- Defer judgment.
- Encourage wild ideas
- Go for volume.
- If possible, be visual

Mariya Monisha J

display analytics on a sales dashboard which is straight forward, intuitive, and communicate a clear message.

Perform rapid analysis by comparing your current sales against the previous period, the same period the previous year, and get a sense of historical trends

The goal of sales analytics is always to simplify the information available to you.

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using free tools like Google Sheets, PowerPoint, or Excel. Or it can be hooked up to a dashboard software solution like power meter

Sales growth shows how much your revenue increases (or decreases) over a specific period of time.

Nivetha TMS

Many global, industryleading brands are now using their sales data in ingenious ways to make better business decision

Analysis should focus on improvement and developing a strategy for improving your sales performance in both the short- and long-term

focus on sales and revenue performance, and a strong (or weak) performance can become a potent rallying force fo

Nithya V

The goal of sales analytics is always to simplify the information available to you.

Sales analytics can enable your agents to spot key trends, dive deep, predict outcomes, and increase productivity

sing free tools like Google Sheets, PowerPoint, or Excel. Or it can be hooked up to a dashboard software solution like PowerMetrics.

Nigitha C

the ones that aren't moving, your most profitable customers, and potential sales opportunities.

By analyzing your sales, you can identify your most profitable products

Many global, industryleading brands are now using their sales data in ingenious ways to make better business development

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