

Ideation Phase

Define the Problem Statements

Date	08-OCTOBER- 2022
Team ID	PNT2022TMID05132
Project Name	GLOBAL SALES DATA ANALYTICS
Maximum Marks	2 Marks

Problem statement:

Shopping online is currently the need of the hour. it is not easy to walk in a store randomly and buy anything you want. There is a shortage of availability required products for the consumers. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

Who does the problem affect?	The overall purchase power of the consumer and also sales capacity of company.
what are the boundaries of the problem?	Unavailability of products equally between the consumers.
What is the issue?	There is no proper distribution of products among the customer The customers are not getting the products they prefer.
When does the problem occur?	If sufficient knowledge of purchase history this cause this issue.
Where does this problem occur?	It occurs to retailers who does not hear to consumers.
Why is it important that we address this problem?	So the purchasing power will increase and beneficiary for both retailers and consumers.
What solution to solve this issue?	By hearing out to the consumers and collecting their user preference data.
What methodology used to solve the issue?	Data analytics and data visualization is used for this.