

Project Design Phase-I
Proposed Solution Template

Date	25 September 2022
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	During the COVID pandemic, the use of online to shop has grown exponentially. We have to understand things like, Customer Analysis and Product Analysis.
2.	Idea / Solution description	We use IBM Cognos to display all the records and previous year global sales of product names and categorize and sub categorize for graphical representation.
3.	Novelty / Uniqueness	Discounts will be provided to customers to promote sales.
4.	Social Impact / Customer Satisfaction	Customer would know the available products and nearest location of shops the gives the idea to customer for purchase.
5.	Business Model (Revenue Model)	This method focuses on the actual sales numbers from the customers. This helps us determine which products are on top and helps to increase the product quantity.
6.	Scalability of the Solution	Using this approach, the price of products across the world are kept same so the customers will be reliable.