

**Project Design Phase-I**  
**Proposed Solution Template**

Date	20 October 2022
Team ID	PNT2022TMID15651
Project Name	Global Sale Data Analytics
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	These days, online shopping is essential. It's difficult to just go into a store at random and buy anything you want because of COVID. So, attempt to comprehend a few things, such as the Global Super Store's Customer Analysis and Product Analysis.
2.	Idea / Solution description	Study sales data by demographic analysis of consumer data as in city, age, and gender. This procedure' objective is to provide additional details about our data so that the marketing team can get ready to increase efficiency based on the data.
3.	Novelty / Uniqueness	<ul style="list-style-type: none"><li>• Improve Value Propositions and Price Points</li><li>• Narrow and Refine Product Offerings</li><li>• Accurate Sales Forecasting</li></ul>
4.	Social Impact / Customer Satisfaction	We can maintain stock in the marketplaces by analysing the top-selling products, preventing consumers from being discouraged from purchasing the items they need.
5.	Business Model (Revenue Model)	The business increases production of the particular items after analysing the sales data. This increases the corporate profit margin for these items.

6.	Scalability of the Solution	consistently reviewing the data to increase the effectiveness of the items.
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