

# **GLOBAL SALES DATA ANALYTICS**

## **PROBLEM STATEMENT**

This research is aimed at designing and implementing of sales analysis system. It is set of alleviating the problems the company encountered during sales computation in the past. It describes and explain the computerization of sales and how to calculate due cash sold by the cashier and sales person.

The project gives a detailed way of calculating the entire sales record including their budgeting, sales record, transaction, stock at hand etc. and how the result is stored in the database of the company as well as the system required for the computerization and tabulation of different financial areas of the company.

This project is also of great advantages because it helps to analysis sales record and calculation, daily sales of the company, this is done to reduce insecurity of the company fund and sales record, because it is, manually done, the record may be incorrect

- E- commerce company (user) needs to classify and analyse data and market statistics, so that they get to know the preferences of customers and improve their marketing strategies accordingly.
- E-commerce company(user) must make sure the quality of products sold in their site is good, so that customers find their store to be more reliable.
- E- commerce company(user) needs a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers.
- E-commerce company(user) has to overcome technical issues of their online store portal, so that they provide hassle free shopping experience to their customers.
- E-commerce company(user) has to find a good delivery company , inorder to provide smooth delivery process to customers.
- E- commerce company (user) must understand how much of goods they must stock up, so that the products they invest in doesn't get wasted.
- E- commerce company (user) must gather reviews from their customers, so that they are able to understand what they did was right and what went wrong.

- E-commerce company (user) has to make its customers aware of the offers and facilities provided, so that it can gain attention of many customers.
- E-commerce company(user) must work on improving its popularity, so that they become a brand and thus become a go to online store.

The goal of this project is to predict the department wide sales for a store. This should then help to optimise the manufacturing process and therefore to increase income while lowering costs. It should be possible to feed in past sales data from a department and to get the predicted daily sales.