

**LITERATURE SURVEY**  
**Global Sales Data Analytics**

<b>Title</b>	<b>Authors</b>	<b>Year</b>	<b>Abstract</b>
<b>A critical review of the literature for sales educators</b>	<b>Shannon Cummins, James W.Peltier, Robert Erffmeyer, and Joel Whalen</b>	<b>2013</b>	<b>Experiential learning, assessment, and career development. First challenge is to develop for categorizing the identified sales articles.</b>
<b>On the nature of international sales and sales management research: a social network–analytic perspective</b>	<b>Wyatt A. Schrocka, Yanhui Zhaob, Keith A. Richardsc, Douglas E. Hughesd and Mohammad Sakif Ami</b>	<b>2018</b>	<b>International sales and sales management topics, including strategies, activities and potential pitfalls</b>
<b>The Predictors of sales performance: a</b>	<b>Paulo Henrique Donassolo,</b>	<b>2014</b>	<b>Factors influence sales performance</b>

<b>study with wholesale sellers</b>	<b>Celso Augusto de Matos</b>		<b>and how these factors vary in different contexts is essential both in the field of sales</b>
<b>Survey on customer centric sales analysis and prediction</b>	<b>B. Ida Seraphim, Lavi Samuel Rao, Shiwani Joshi</b>	<b>2018</b>	<b>Business management is a field for highly dependent on sales prediction. It will be order to predict these sales many data mining techniques but to predict these these sales</b>