

LITERATURE REVIEW

GLOBAL SALES ANALYTICS

S.NO	TITLE OF THE PAPER	AUTHOR	METHODS	OBSERVATION
1	Data analysis and visualization of sales data	Kiran Singh; Rakhi Wajgi	Focuses on a system which will visualize sales data which will help users in applying intelligence in business, revenue generation, and decision making, managing business operation and tracking progress of tasks.	The machine learning models used for implementation are K-Nearest Neighbor, Random Forest, and Gradient Boosting. The dataset used for the experimentation is provided by Data Science Nigeria, as a part of competitions Singh, K et al [3] have analyzed and visually represented the sales data
2	Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities	Muhammad Shahbaz Changyuan Gao Fakhar Shahzad	his study contributes by providing BDA as a substitute for failed SFA systems and provides a basis to extend the literature on the role of BDA in sales performance and CRM	Based on the study finding, organizations need to equipped their salesforce with BDA to strengthen their relationships with customers and sales. This study empirically offers a strong

			<p>capabilities. This study contributes in theory by investigating a theory-driven framework that may be an important lens through which to examine BDA importance in sales performance and increments in CRM capabilities.</p>	<p>basis for further extending the research of BDA in sales and CRM capabilities. The study concluded that individual characteristics, organizational characteristics and innovation diffusion theory factors (</p>
--	--	--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

			<p>two-dimensional</p> <p>Hawkes Processes and learning algorithm for applications to the sales pipeline prediction. Though there is a few precedent statistical methods</p>	<p>leads are underrated by the seller in order to avoid the attention and competition from other sellers who may also have the channel to touch the clients behind the leads;</p>
--	--	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

3	<p>Sales analytics</p> <p>The path to improving sales effectiveness</p>	Lorraine Eden	<p>Using analytics to improve support and services provided to sales teams. – Automating the creation of sales performance incentive funds (SPIFs) based on sales trends. – Supporting decisions for the management of coverage models for territory and quota setting.</p>	<p>Employing the right tools is a critical component of bringing advanced analytics to an organization. Tools such as IBM Sales Performance Management in combination with IBM Watson Analytics can provide you with the infrastructure you need for managing sophisticated predictive analytical models</p>
---	-------------------------------------------------------------------------	---------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

4	Social Media Big data Analysis	Minjee Sun, Avi Goldfarb	<p>Machine learning, lexicon based, statistical and rule based approaches are the most widely used methods for sentiment analysis (Medhat et al., 2014) but n-gram analysis and artificial neural networks methods have also been used</p> <p>(Ghiassi, Skinner, & Zimbra, 2013). Fan et al. (2017) used Naïve Bayes (NB) algorithm for sentiment analysis on online reviews for use in product forecasting.</p>	<p>This paper introduced a framework that provides a way of utilizing social media big data in BassEmotion Model for demand forecasting using results from sentiment analysis on Facebook and Twitter data.</p> <p>Association media data is very noisy, it is difficult to make accurate predictions from social media data about products in general but if the products are broken down and multiple characteristics search is applied then the information which is collected can be converted as a demand forecasting and market or trend sensing tool.</p>
---	--------------------------------------	--------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

5	Marketing & Sales Big Data, Analytics, and the Future of Marketing & Sales	Lareina Yee Jigar Patel	<p>Marketing Mix Modeling (MMM)</p> <p>MMM provides the best way to measure the actual link between a brand's marketing investments and resulting sales I profit impact. By adjusting spend across the mix of channels and examining actual sales over a period of time as well as the intensity of activity changes week to week, marketers can determine consumer buying responses to your marketing.</p>	<p>Sophisticated algorithms, databases, data warehouses, and computations help determine insights. But Maria needs to be able to see the wood for the trees. Sales organizations have to be able to mask all the complexity so sales leaders can take action.</p> <p>. The company then took all that complexity and hid it behind a simple "dashboard", which it gave to the sales force. This dashboard provided simple guidelines on flight capacity, corresponding pricing, as well as competitor options. The result? A 20 percent boost in share of wallet.</p>
---	----------------------------------------------------------------------------	----------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------