

# **MEENAKSHI COLLEGE OF ENGINEERING**

**B.TECH-INFORMATION TECHNOLOGY**

**DATA ANALYTICS**

## **LITERATURE SURVEY**

**GLOBAL SALES**

**TEAM ID**

**PNT2022TMID27765**

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# **GLOBAL SALES DATA ANALYTICS**

## **INTRODUCTION:**

Sales analytics refers to the technology and processes used to gather sales data and gauge sales performance. Sales leaders use these metrics to set goals, improve internal processes, and forecast future sales and revenue more accurately. The goal of sales analytics is always to simplify the information available to you. It should help you clearly understand your team's performance, sales trends, and opportunities. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.

## **SOFTWARE USED:**

- IBM Cognos
- Excel

## **HARDWARE USED;**

- Computer

PAPERS	PARAMETER	DESCRIPTION
1.Base paper	<p><b>1.Aim:</b> walmart sales data analystics</p> <p><b>2.Abstract:</b> Information technology in this 21st century is reaching the skies with large-scale of data to be processed and studied to make sense of data where the traditional approach is no more effective Now, retailers need a 360-degree view of their consumers, without which, they can miss competitive edge of the market Big Data application enables these retail organizations to use prior year's data to better forecast and predict the coming year's sales. It also enables retailers with valuable and analytical</p>	<p>In sales, many tasks are now managed through centralized cloud software, including CRMs, email marketing platforms and integration tools, making sales data readily available.</p> <p>Many global, industry-leading brands are now using their sales data in ingenious ways to make better business decisions, but any company can take advantage of insights and reporting tools to achieve data-driven sales success.</p> <p>However, the prospect of sifting through the many sales metrics available to make sense of the data can be overwhelming, while knowing what to do with that</p>

insights, especially determining customers with desired products at desired time in a particular store at different geographical locations.

### **3.Existing system:**

Paper analysed the data sets of world's largest retailers, Walmart Store to determine the business drivers and predict which departments are affected by the different scenarios (such as temperature, fuel price and holidays) and their impact on sales at stores' of This different locations. They have made use of Scala and Python API of the Spark framework to gain new insights into the consumer behavior and comprehend Walmart's marketing efforts and their data-driven strategies through visual representation of the analysed data.

### **4.proposed system:**

we apply Machine learning library is

information once you've got it is another challenge.

	<p>employed with a simple regression model to predict future sales. The regression model finds relations between variables to see trends and Predictions.</p> <p><b>5.advantages:</b></p> <p>1.Hadoop MapReduce focuses more on batch processing as it was designed in a context where size, scope and data completeness are more important than speed.</p> <p><b>6.Disadvantage:</b></p> <p>1.Data is worthless if it cannot be analysed, interpreted and applied in context</p> <p>2. Linear regression performs poorly when there are non-linear relationships. They are not naturally flexible enough to capture more complex patterns, and adding the right interaction terms or</p>	
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	polynomials can be tricky and time-consuming.	
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## 2. Reference paper-

**1.Existing system:** Sales forecasting is an important aspect of modern market intelligence.It enables businesses to effectively distribute capital, forecast realistic sales income, and prepare a stronger strategy for the store's potential development.Conventional forecasting system fails to compete with big data and the precision of revenue forecasting. These problems may be solved by using different data processing strategies. It focuses on product sales predictive analytics challenges centered on historical sell data and time-series analysis.

### **2.proposed system**

In proposed system we are using best worst method for providing optimal solution in global sales Using cluster analysis we going to predict the global

### **Advantages:**

- Gives optimal optimal solution for future sales analytics.
- Data accuracy increased in global sales
- Hadoop is a open source framework used to efficiently store and process the large datasets.

### **Disadvantage:**

- Data accuracy is less in predicting the global sales
- No optimal solution for predicting the global sales

	<p>sales during and after pandemic. Consumer's can respond to the product through social media. The concept of Big Data Analysis is used for data collection, pre-processing and data analysis. A model is obtained by training the available Data using Deep Learning, which is used for the determination of sentiment values of the collected comments.</p>	
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