

# LITERATURE SURVEY

## GLOBAL SALES DATA ANALYTICS

<b>Title</b>	<b>Author</b>	<b>Year</b>	<b>Abstract</b>
Sales Management A Global Perspective	John B Ford, Earl Honeycutt, Antonis Simintiras	2003	cross-cultural negotiations, Customer Relationship Management (CRM), sales territory design and management.
Real-World Data Analytics in Global Pharmaceutical Marketing.	Rath, Badal, Kar, Surjit Kumar	2016	Randomized Controlled Trials (RCT) data, Real-World Data (RWD) , includes topic about efficiency of both in pharmaceutical
IRIS: A goal-oriented big data analytics framework on Spark for better Business decisions	Grace Park, Sooyong Park, Latifur Khan, Lawrence Chung	2017	Big data analytics framework in business context, IRIS framework and an assistant tool using Spark which is a real-time big data analytics platform
Big data analytics in E-commerce: a systematic review and agenda for future research	□ Shahriar Akter □ Samuel Fosso Wamba	2016	This Paper explores BDA in e-commerce by drawing on a systematic review of the literature. The paper also

			triggers broader discussions regarding future research challenges and opportunities in theory and practice.
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