GLOBAL SALES DATA ANALYTICS
LITERATURE SURVEY

AUTHOR: Rehan Iftikhar , Mohammad Saud Khan

YEAR: October 2020

ABSTRACT:

Social media big data offers insights that can be used to make predictions of products' future demand and add value to the supply chain performance. The paper presents a framework for the improvement of demand forecasting in a supply chain using social media data from Twitter and Facebook. The proposed framework uses sentiment, trend, and word analysis results from social media big data in an extended Bass emotion model along with predictive modeling on historical sales data to predict product demand. The forecasting framework is validated through a case study in a retail supply chain. It is concluded that the proposed framework for forecasting has a positive effect on improving the accuracy of demand forecasting in a supply chain.

AUTHOR: Shahriar Akter , Samuel Fosso Wamba

YEAR: March 2016

ABSTRACT:

There has been an increasing emphasis on big data analytics (BDA) in e-commerce in recent years. However, it remains poorly-explored as a concept, which obstructs its theoretical and practical development. This position paper explores BDA in e-commerce by drawing on a systematic review of the literature. The paper presents an interpretive framework that explores the definitional aspects, distinctive characteristics, types, business value and challenges of BDA in the e-commerce landscape. The paper also triggers broader discussions regarding future research challenges and opportunities in theory and practice. Overall, the findings of the study synthesize diverse BDA concepts (e.g., definition of big data, types, nature, business value and relevant theories) that provide deeper insights along the cross-cutting analytics applications in e-commerce.

AUTHOR: Hui-Jia Yee , Choo-Yee Ting , Chiung Ching Ho

YEAR : June 2016

ABSTRACT:

Location analytics has been employed to capture insights about business, retail, disaster planning, public safety, conservation of energy, and many more. Despite the success of location analytics in various domains, obtaining a set of optimal features or criteria for analysis purposes remained a challenge. Hence, feature selection plays an important role in obtaining the optimal features as it determines the valuable and significant factors to be included in the final analytical dataset. In this light, feature selection was proposed to optimize the geospatial features to predict sales as well as recommendation for locations when establishing new outlets. In this study, sales data for a certain telecommunication company was used. This paper ends with the results of empirical experiments and recommendation of location characteristics that optimize yearly sale

AUTHOR: Kaiyi Zhao , Ruizhi Sun , Chao Deng , Li Li , Sicong Li , Qiannan Wu

YEAR: September 2018

ABSTRACT:

In order to realize the automation of large data analysis and mining, a series of advanced algorithms, such as data cleaning and clustering, are used to deeply excavate the market sales data of agricultural and sideline products and it provide the necessary data basis for the decision layer of the enterprise. We designed and developed a visual analysis system of market sales data orients to products and business circles in the article. First, we clean and filter the original market sales data, and then establish the model based on clustering analysis in machine learning. Finally, the automatic display of analysis result views are achieved through excellent visualization framework technology. The experimental results show that in the actual sales data onto agricultural products, the characteristics of the business circle that the system automatically aggregates are obvious, and the combined display mode of the main and auxiliary views can show the characteristics of the sales data of a commercial circle from the macro and micro

perspectives, respectively. It not only utilizes the ability of computer automatic analysis, but also fully exploits people's

cognitive ability of visual information and it helps people understand the information, knowledge and wisdom behind the big data of the market sales more intuitively and efficiently. Based on web visualization technology, a case of visual analysis of market sales data onto agricultural products and business circles is presented in this paper. And it has practical reference significance of other typical marketing analysis, especially for agricultural products market.