LITERATURE SURVEY

1.TITLE:”Using neural networks to forecast stock market prices “

AUTHORS : Ramon Lawrence/1998.

DESCRIPTION : In this paper efficient market hypothesis(EMH) is presented and contrasted with chaos theory and neural networks. Finally, Future directions for applying neural networks to the financial markets are discussed.In this paper the autors even conclude stoke price is a martingle and , therefore the best estimate of the future price is the current price. The Efficient Market Hypothesis (EMH) states that at any time, the price of a share fully captures all known information about the share. Since all known information is used optimally by market participants, price variations are random, as new information occurs randomly .

2.TITTLE:”Hybrid ARIMA-BPNN model for time series prediction of the Chinese stock market”

AUTHORS: Li Xiong,Yue Lu/2017

DESCRIPTION: In this paper, a new hybrid ARMA-BPNN model containing technical indicaters is proposed to forecast four individual stocks consisting of both main board market and growth enterprise market in software and information services sectors. Stock price prediction is a challenging task owing to the complexity patterns behind time series. Autoregressive integrated moving average (ARIMA) model and back propagation neural network (BPNN) model are popular linear and nonlinear models for time series forecasting respectively. The integration of two models can effectively capture the linear and nonlinear patterns hidden in a time series and improve forecast accuracy. In this paper, a new hybrid ARIMA-BPNN model containing technical indicators is proposed to forecast four individual stocks consisting of both main board market and growth enterprise market in software and information services sector.

3.TITLE: "Analytics-driven solutions for customer targeting and salesforce allocation".

AUTHORS: R. Lawrence C. Perlich

DESCRIPTION: Sales professionals need to identify new sales prospects, and sales executives need to deploy the sales force against the sales accounts with the best potential for future revenue. We describe two analytics-based solutions developed within IBM to address these related issues. The Web-based tool On TARGET provides a set of analytical models to identify new

sales opportunities at existing client accounts and noncustomer companies. The models estimate the probability of purchase at the product-brand level. They use training examples drawn from historical transactions and extract explanatory features from transactional data joined with company firmographic data (e.g., revenue and number of employees).

4.TITLE: "Research on product sales forecast based on online search behavior".

AUTHORS: Zhonghua Jiang, Zhiyi Wu.

DESCRIPTION: The search behavior of Internet users is closely related to the needs of users, which is very important for the decision-making of enterprises. Based on the online search behavior, It makes an empirical study on the prediction of product sales, and establishes a model to reflect customer willingness. The findings show that there is a positive correlation between keyword search frequency and product sales.For the reference check the following paper : S.P. Jun, D.H. Park and J. Yeom, "The possibility of using search traffic information to explore consumer product attitudes and forecast consumer preference", Technological Forecasting and Social Change, vol. 86, no. 340, pp. 237-253, 2014.

5.TITLE: "Using Enterprise Systems to Enhance Sales and Services Agility in Manufacturing Firms".

AUTHORS: Sanjay Mathrani.

DESCRIPTION: To manage customer ordering and sales services efficiently, sales forecasting and operations planning as well as order intake and return material authorization processes must be responsive and nimble in an enterprise. Organizations have implemented enterprise systems (ESs) to integrate their supply chain operations such as receipt of customer orders, planning of production and shipping of goods. It evaluates the management of sales and customer service processes in manufacturing firms using an ES and its information. Three case studies are conducted in manufacturing companies that have implemented ESs to examine how these systems support the management practices and strategies in sales and service operations. This paper evaluates the management of sales and customer service processes in manufacturing firms using an ES and its information.