LITERATURE SURVEY

1. Account Level Demand Estimation and Intelligence Framework

P. Mallick, V. K. Sharma, P. Bhinde and M. M. Reddy, "Account level demand estimation and intelligence framework," 2014 International Conference on Data Science and Advanced Analytics (DSAA), *2014, pp. 191-195, doi: 10.1109/DSAA.2014.7058072.*

In the context of business-to-business (B2B) commerce, one of the most significant strategic activity for marketing and sales teams is to accurately estimate a company's demand for IT products that can be fulfilled by HP. This metric is known as Account level Total Addressable Market (A-TAM) within the HP community. A-TAM has been combined with transaction level data to identify the characteristics of customers which show tendency for increased spending over the years and use those characteristics to pin point customers likely to show similar behavior. The potential for increment in revenue is also quantified by analytically determining the factors which drive the revenue and use those for prediction.

2. Effects of 3D Virtual "Try-on" on Online Sales and Customers' Purchasing Experiences

H. Hwangbo, E. H. Kim, S. -H. Lee and Y. J. Jang, "Effects of 3D Virtual "Try-On" on Online Sales and Customers' Purchasing Experiences," in IEEE Access, vol. 8, pp. 189479-189489, 2020, doi: 10.1109/ACCESS.2020.3023040.

The advancement of the Internet and technology has made it possible to purchase and use different types of products and services online instead of offline. In particular, as the scale of online shopping malls is rapidly increasing, new functions have been tried and introduced to compensate for the limitation of not being able to directly wear clothes in an online mall. We create a 3D body model complemented by adding more diverse body shapes and sizes, and investigate the effects of virtual try-on on online sales through actual data. In addition, qualitative data including interviews are used to complement and interpret the results. The results show that virtual tryon affects the

sales results: the average sales per customer increased by 14,000 won (13USD). The most important finding is that the return rate decreased by 27% by filtering out incorrect sizes and fits. Virtual tryon may very well replace physical fitting rooms. This study presents an advanced technology of 3D virtual try-on and shows that virtual try-on is an effective tool to boost sales and decrease customer's returns in a case study of women's casual L brand.

3. Understanding customer behavior using indoor location analysis and visualization

A.Yaeli et al., "Understanding customer behavior using indoor location analysis and visualization," in IBM Journal of Research and Development, vol. 58, no. 5/6, pp. 3:1-3:12, Sept.-Nov. 2014, doi: 10.1147/JRD.2014.2337552.

Understanding customer behavior in brick-and-mortar stores and other physical indoor venues is essential for any business aiming to provide a more personal and compelling shopping experience, optimize store layout, and improve store operations. Achieving these goals ultimately leads to improved user experience, conversion rates, and increased revenue. Today's mobile-based location technologies provide information about the user's location that can be used in advanced analytics and visualizations

4. Pre-release sales forecasting: A model-driven context feature extraction approach

C. H. Tian, Y. Wang, W. T. Mo, F. C. Huang, W. S. Dong and J. Huang, "Pre-release sales forecasting: A model-driven context feature extraction approach," in IBM Journal of Research and Development, *vol. 58, no. 5/6, pp. 8:1-8:13, Sept.-Nov. 2014, doi: 10.1147/JRD.2014.2344531.*

Social media can be a potential data source in new product pre-release sales forecasting. However, the relationship is not straightforward because sales volume is the result of the interaction between different context entities. To reveal the important hidden dimensions from the structural relationships between context entities, we propose a model-driven feature extraction approach. Based on the semantic entity relationship model, middle-level features can be automatically generated through predefined

primitive features with respect to typical structural relationships. Then, spatio-temporal analytics is applied in feature selection for sales forecasting models. The proposed technical approach is verified in movie box-office forecasting for a leading cinema chain in China.

5. Analysis and Optimization of Online Sales of Products

Z. Pirani, A. Marewar, Z. Bhavnagarwala and M. Kamble, "Analysis and optimization of online sales of products," 2017 International Conference on Innovations in Information, Embedded and Communication Systems (ICIIECS), *2017, pp. 1-5, doi: 10.1109/ICIIECS.2017.8276165.*

The enormous number of e-commerce websites in the market today has lead to the need of having an analysis tools which helps determine whether the organization is meeting its desired sales goals. With the aim of developing a “Sales Analytics Tool” our paper describes the need of a system to analyze the database transactions of e-commerce websites using various data mining techniques and algorithms such as affinity analysis, logistic regression and linear regression. Our proposed idea through this research paper is to develop a system which takes input the database transactions of sold products, segments the data obtained, analyzes the graphs and extracts the market trends and product sales patterns. After this, the system optimizes this data on the basis of market requirements thereby improving sales and merchandise planning in a way that to increase the overall productivity and profits of the organization.