

LITERATURE SURVEY

TEAM ID:PNT2022TMID4275

Project Name: Global Sales Data Analytics

S.NO	PAPER	AUTHOR	YEAR	METHOD AND ALGORITHM	ACCURACY/ PRECISION
1	Digital Marketing Data Sciences	Harsh Panchal, Kanak Soni,	NOV, 2021	The contemporary study of digital marketing in data sciences will explore (I) methodologies, (ii) purposes, and (iii) vital statistics based on Data Science as used in virtual marketing systems and tactics. The review concluded with recommendations for organizations, marketers, and nontechnical researchers on implementing digital marketing strategies, and perhaps an outline of future work paths on unique Data Mining and knowledge discovery applications.	80% accuracy can be obtained
2	Big Data Analytics in Service Industry	Dr. I. Lakshmi	April 2016	Big Data applications will prompt real change to the conveyance process and new bits of knowledge into utilization example and work processes. The Service Industry will utilize Big Data for different choices making information framework and making the work process more ideal. Big Data is relied upon to drive new types of financial movement in Service industry achieving new level of monetary action.	85%accuracy can be obtained

3	Predictive Sales Analytics Adoption	Johannes Habel, Sascha Alavi, Nicolas Heinitz	Dec 2021	This article elucidates these difficulties by developing the PSAA Model—a conceptual framework that explains how predictive sales analytics applications support sales employees' job performance. Specifically, the PSAA Model (1) sales employees adopt these applications to revise their decision-making, and (2) these updates inherently improve the decision outcome.	75%accuracy can be obtained
4	Visual Analysis of Sales Records	Manisha M.Patil	January 2021	The data gathered is stored with the help of an excel sheet which is a fast and reliable source to maintain sales records. BI analysts can use a wide variety of business intelligence BI tools such one is Tableau which gives them more flexibility in representing the results. Tableau a visual analysis tool helps to measure sales targets from the whole dataset easily and gives the results in the form of desktop view very fast.	90%accuracy can be obtained