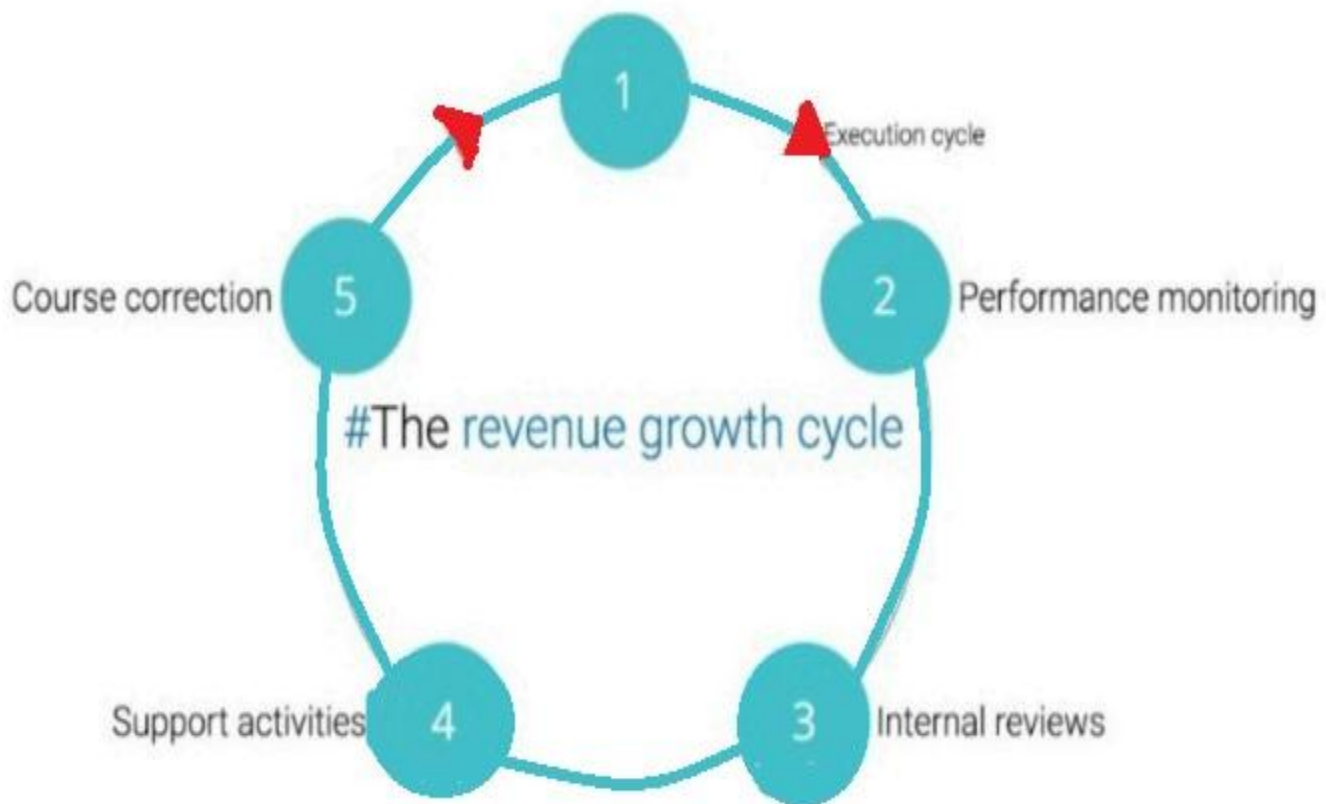


# **GLOBAL SALES DATA ANALYTICS**

## **LITERATURE SURVEY**

<b>S.NO</b>	<b>TITLE</b>	<b>AUTHORS</b>	<b>ABSTRACT</b>	<b>DRAWBACKS</b>
1	Evaluation of Business Continuity Management - A case study of disaster recovery during the Covid-19 pandemic	Fredrik Tegström; Filip Nilsson	Background The Company produces and sells specialised products and technical solutions worldwide through more than ten different technologybased and decentralised Business Units.	This study is an early indication of how the pandemic contributed with insights about appropriate adjustments for a company's BCMprogramme to ensure a more effective disaster recovery in the future.
2	A Theory of Predictive Sales Analytics Adoption	Johannes Habel; Sascha Alavi; Nicolas Heinitz	Due to the pervasive data ubiquity, sales practice is moving rapidly into an era of predictive analytics.	Statistical method is used to examine existing data and trends to understand customers and products better.
3	Digital Transformation of IKEA's Supply Chain during and after the pandemic	Rama Krishna Ponnana; Navya Uppalapati	Introduction Digital transformation in the supply chain is gaining popularity due to the recent	IKEA is somewhat prepared for similar pandemic situations and made the

			customer behaviors and the market trends.	business processes to deal with a certain level of uncertainties
4	An analysis of employee attrition in it industry	Hardik P.K (2016)	A study on employee attrition	His research examined the relationship between organizational factors and attrition of IT professionals. The result can conclude that the organizational factor played significant role in predicting the variance in turnover intention.
5	How to Integrate Purchasing with the Sales and Operations Planning Process	Matilda Davidsson; Frida Hansson	Sales and Operations Planning, S&OP, is a crossfunctional, collaborative business management process where the goal is to balance demand and supply through an operational plan, aligned with the strategy of the company.	The demand plans are derived from the sale department and the supply capacity originates from the manufacturing only.



## PROBLEM IDENTIFICATION:

Data analytics solve this challenge by properly accounting for certain mechanism by which businesses. It Generate revenue and the improbability in sales. Therefore, in addition to the best to the revenue estimate, a business can gain transparency into the inconsistency if there are varied of revenue results.