

Ideation Phase

Literature Survey

Date	19 September 2022
Team ID	PNT2022TMIID16725
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

Global Sales Data Analytics

S.NO	TITLE	AUTHORS	ABSTRACT	DRAWBACKS
1	Evaluation of Business Continuity Management- A case study of disaster recovery during the Covid-19 pandemic	Fredrik Teg storm; Filip Nilsson	Background The Company produces and sells specialised products and technical solutions worldwide through more than ten different technologies based and decentralised Business Units.	This study is an early indication of how the pandemic contributed with insights about appropriate adjustments for a company's BCM programme 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 business processes to deal with a certain level of uncertainties.

			customer behaviours and the market trends	
4	An analysis of employee attrition in it industry	Hardik P.K	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 cross functional, 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.