Team ID	PNT2022TMID21997
Project Name	Global Sales Data Analytics

Global Sales Data Analytics

ABSTRACT:

The era of Big Data analytics has begun in most industries within developed countries.
This new analytics tool has raised motivation for experts and researchers to study its impacts to
business values and challenges. However, studies which help to understand customers' views and
their behavior towards the applications of Big Data analytics are lacking. This research aims to explore
and determine the pros and cons of applying Big Data analytics that affects customers' responses
in an e-commerce environment. Data analyses were conducted in a sample of 273 respondents
from Vietnam. The findings found that information search, recommendation system, dynamic
pricing, and customer services had significant positive effects on customers' response.

INTRODUCTION:

In today's dynamic world, the accomplishment of the business relies on upon determination of right choice among different choices accessible. The decision of right choice primarily relies on upon the quality and amount of basic information. Generally, the business choice making were information arranged frameworks like individual choice emotionally supportive networks, bunch emotionally supportive networks, transaction emotionally supportive networks, clever choice emotionally supportive networks, learning administration based DSS, official data frameworks/business insight and information warehousing, which were restricted in information catch, stockpiling and examination. Next flood of these information arranged framework is Big Data. With the appearance of con1`cept of Big Data, advancements like information representation, distributed computing stages, monstrous parallel preparing design , conveyed record frameworks and versatile stockpiling frameworks came to front line. The term Big Data is utilized all over the place nowadays, from news articles to expert magazines, from tweets to YouTube recordings furthermore for the Blog dialogs.

KEY CHALLENGES

All the association utilizing „Big data" are compelled to
grapple with some key basic and vital issues:

1) The test for Big Data endeavours is the means by which to scale out the value-based databases and their conventional IT work processes used to drive income, whether from promoting or direct income from online administrations to the cost alternative is to utilize item servers and open-source SQL databases. The test with this methodology is that the scaling of the database foundation requires a lot of update of the database and framework to minimize locking issues over the servers.

2) Government Data Significant measure of information that is required for this investigation is in the administration area and it accompanies regulation, protection and security concerns.

3) Enterprise Information Management: Enterprise Information is all over – volume, assortment, speed and it continues developing. This remaining parts one of the greatest CIO difficulties to deal with this data.

4) Information Strategy: The need to saddle the force of data resources. Enormous information is making undertakings find better approaches to influence data sources to drive development.

5) Data Analytics: The need to draw more knowledge from your Big Data Analytics or expansive and complex datasets. This offers association to need to anticipate future client practices, some assistance with trending and results. What we see today is a pattern where Big-Data financial aspects are driving associations to discover imaginative methods for tending to the cost structure of vast scale bases. The vast majority of Services Providers for web related administrations like ISP, GIS, Telecom merchants and instalment entryways are actualizing approaches that are liable to end up standard for big business IT.

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 customer behaviours	IKEA is somewhat prepared for similar pandemic situations and made the business processes to deal with a certain level of uncertainties.

			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.