

Literature Survey

Sales Data Analytics usually has few main categories

- **Descriptive:** What happened? Descriptive analytics entails tracking historical sales data—revenue, number of users, etc.—so you can make comparisons and better understand what's currently happening.
- **Diagnostic:** Why did it happen? Diagnostic analytics is examining and drilling down into the data to determine exactly why something occurred
- **Predictive:** What's going to happen? Predictive analytics is taking what you've learned about past sales and using it to gauge patterns and trends. This allows you to make educated predictions.
- **Prescriptive:** What's the best solution or action? Prescriptive analytics involves assessing all the data and recommending the best plan of action.

Existing Solutions

Field Proxy

Field proxy can automate the field operations and manage sales tracking & report generation. It also lets you manage everything by making custom apps for your field team to manage the day-to-day struggles of working on the field. It can easily

- Create unique dashboards
- Identify areas of improvement
- Track resources with greater efficiency
- Create tasks for different employees and manage them seamlessly.

Glew

Glew make it easy for businesses of all sizes to access and act on data-driven insights by providing everything you need to run business intelligence in one place: data pipeline, data warehouse and powerful, scalable reporting and analytics.

A single platform that would allow anyone to easily connect disparate data sources, instantly access out-of-the-box metrics and visualizations and create powerful custom reports - all without writing a single line of code.

Citations

- [1]** K. Singh and R. Wajgi, "Data analysis and visualization of sales data," 2016 World Conference on Futuristic Trends in Research and Innovation for Social Welfare (Startup Conclave), 2016, pp. 1-6, doi: 10.1109/STARTUP.2016.7583967.
- [2]** T. Liang, S. Lu and Q. Liu, "Data Visualization System Based on Big Data Analysis," 2020 International Conference on Robots & Intelligent System (ICRIS), 2020, pp. 76-79, doi: 10.1109/ICRIS52159.2020.00027.
- [3]** G. Ferreira, P. Alves and S. de Almeida, "Platform for real-time data analysis and visualization based on Big Data methods," 2021 16th Iberian Conference on Information Systems and Technologies (CISTI), 2021, pp. 1-6, doi: 10.23919/CISTI52073.2021.9476628.