**Ideation Phase**
**Literature Survey**

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| Project Name | Project - Global Sales Data Analytics |

# 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

## 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 insightsby 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 powerfulcustom reports - all without writing a single line of code.

# Citation

**[1]** K. Singh and R. Wajgi, "Data analysis and visualization of sales data," 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 Analysis," 2020 International Conference on Robots & Intelligent System 2020, pp. 76-79, doi: 10.1109/ICRIS52159.2020.00027.

**[3]** G. Ferreira, P. Alves and S. de Almeida, "Platform for real-time data 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