

LITERATURE SURVEY

GLOBAL SALES DATA ANALYTICS

RAMCO INSTITUTE OF TECHNOLOGY

TEAM MEMBERS

SRIRAM K

SARAVANAKUMAR K

KANTHIMATHINATHAN A

MATHESWARAN N

TEAM MENTOR

MS. G. SAKTHI PRIYA

PAPER 1

Walmart's Sales Data Analysis - A Big Data Analytics Perspective [2017]

AUTHORS

Manpreet Singh, Bhawick Ghutla, Reuben Lilo Jnr, Aesaan Mohammed

SUMMARY

- Information Technology is increasing in the 21st century with large scale of data to be processed and there will no more use of traditional paper.
- Now, retailers need a 360-degree view of the customers in which they miss competitive edge of the market.
- In this paper, the world's largest retailers, Walmart Store to determine the business drivers and predict which departments are affected by the different scenarios (such as temperature, fuel price and holidays) and their impact on sales at stores of different locations.

PAPER 2

Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities [2021]

AUTHORS

Muhammad Shahbaz, Changyuan Gao, Lili Zhai, Fakhar Shahzad, Adeel Luqman, Rimsha Zahid

SUMMARY

- In this era of technology development, every business wants to equip its salesforce with a sustainable salesforce automation system to improve sales performance and customer relationship management (CRM) capabilities
- In this paper, the study shows positive perception of BDA increased the person-technology fit in the salesforce, which ultimately increased the CRM capabilities and sales performance.

PAPER 3

Data Analysis and Visualization of Sales Dataset using Power BI [2022]

AUTHORS

Ms. Sarika Singh, Ms. Lavina Jadhav

SUMMARY

- Power BI has completely revolutionized the worlds of business intelligence, data visualization, and analytics.
 - Power BI is an online service that allows users to search for data, transform it, visualize it, and share the reports and dashboards they create with other users in the same or different departments/organizations, as well as the general public.
 - In this paper, the study shows that implementing mobile-friendly BI platforms across the organization in 2022 makes even more sense from a business perspective
- .

PAPER 4

Exploratory Data Analysis using Python [2019]

AUTHORS

Jitendra Pramanik, Abhaya Kumar Samal, Kabita Sahoo, Dr. Subhendu Kumar Pani

SUMMARY

- Data need to be analysed so as to produce good result using the result decision.
- There are some leading companies where the review of the customer plays a great role to analyse the factor which influences the review rating.
- In this paper, the study shows the use of exploratory data analysis (EDA) where data interpretations can be done in row and column format and python for data analysis.

PAPER 5

Data Analysis and Visualization of sales data [2016]

AUTHORS

Kiran Singh, Rakhi Wajgi

SUMMARY

- Data is being generated very rapidly due to increase in information in everyday life.
- Huge amount of data gets accumulated from various organizations that is difficult to analyse and exploit.
- Online shopping websites get flooded with voluminous amount of sales data every day.
- In this paper, the study shows that focuses on a system which will visualize sales data which will help users in applying intelligence in business, revenue generation, and decision making, managing business operation and tracking progress of tasks.