LITERATURE SURVEY

1. **Walmart's Sales Data Analysis- A Big Data Analytics Perspective by Manpreet Singh and Bhawick Ghutla National Training and Productivity Centre, Fiji National University, Samabula, Suva, Fiji School of Computing, Information and Mathematical Sciences, The University of the South Pacific, Suva, Fiji Institute for Integrated and Intelligent Systems, Griffith University, QLD, Australia Corresponding Authors: manpreet.singh@fnu.ac.fj OR mahmood.rashid@usp.ac.fj**
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   Information technology in this 21st century is reaching the skies with large-scale of data to be processed and studied to make sense of data where the traditional approach is no more effective. Now, retailers need a 360-degree view of their consumers, without which, they can miss competitive edge of the market. Retailers have to create effective promotions and offers to meet its sales and marketing goals, otherwise they will forgo the major opportunities that the current market offers. Many times it is hard for the retailers to comprehend the market condition since their retail stores are at various geographical locations. Big Data application enables these retail organizations to use prior year's data to better forecast and predict the coming year's sales. It also

enables retailers with valuable and analytical insights, especially determining customers with desired products at desired time in a particular store at different geographical locations. In this paper, we analysed the data sets of 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. We have made use of Scala and Python API of the Spark framework to gain new insights into the consumer behaviours and comprehend Walmart's marketing efforts and their data-driven strategies through visual representation of the analysed data.

2. SALES PREDICTION MODEL FOR BIG MART by

Nikita Malik, Assistant Professor, MSI Janakpuri
Karan Singh, Student, MSI Janakpuri, New Delhi
nikitamalik@msi-ggsip.org, 9971633991
karan01921202017@msi-ggsip.org
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Machine Learning is a category of algorithms that allows software applications to become more accurate in predicting outcomes without being explicitly programmed. The basic premise of machine learning is to build models and employ algorithms that can receive input data and use statistical analysis to predict an output while updating outputs as new data becomes available.

These models can be applied in different areas and trained to match the expectations of management so that accurate steps can be taken to achieve the organization's target. In this paper, the case of Big Mart, a one-stop-shopping center, has been discussed to predict the sales of different types of items and for understanding the effects of different factors on the items' sales. Taking various aspects of a dataset collected for Big Mart, and the methodology followed for building a predictive model, results with high levels of accuracy are generated, and these observations can be employed to take decisions to improve sales.

3. Sales Analysis Using the Forecasting Method by Amesanggeng , Riki , Ariadi Saputra

Satyagama University Jl. Kamal Raya No. 2A Cengkareng, Jakarta -Indonesia
Buddhi Dharma University Jl. Imam Bonjol No. 41 Karawaci Ilir-Tangerang 15115
ames@gmail.com
riki@ubd.ac.id
ariadisaputra711@gmail.com
Published : 27 April 2019

Sales Analysis Using Forecasting Method aims to improve effectiveness and efficiency that facilitates companies in business transaction processes, improve the delivery of information

quickly, accurately, and transaction data well and minimize errors. The method used in the presentation of this scientific work is by using a forecasting method which helps determine the approximate stock of goods to come. With 3 forecasting modules are: Moving Average, Weighted Moving Average, Trend Projection is used to perform the forecasting process of the upcoming stock of goods. Can solve problems that exist in the current system so that it can help in improving its services by calculating the stock and helping by determining the average data that has been linked to the forecasting module whose results can be concluded through reports per period. It can be concluded that the results of implementing this new system can help companies in recording each transaction that occurs becomes more efficient and effective, so that it can overcome the problems that exist in the current system. With this we can predict the current flow of goods that have been calculated based on 3 (three) modules that have connections with the system.

4. Analysing and Improving the Sales Strategy and Process (Robert Bosch Oy) by Samuel Kuosa Helsinki Metropolia University of Applied Sciences Bachelor of Business Administration International Business and Logistics Published : 4 May 2017

In this thesis the intention is to identify and analyze the sales strategy and sales process of Robert Bosch Oy, which is a

subsidiary of the multinational Robert Bosch GmbH. This thesis focuses on the mobility solutions business sector. The reason behind this research is to illuminate the problems the organization faces in implementing their sales strategy and sales process, and then offer improvement ideas on how they could be implemented in the Finnish market. The literature review gives an overview of the theory on business-to-business sales, organizational purchasing behaviour, sales strategy and sales process. These subjects are reviewed with the emphasis on manufacturing industry, because the parent company manufactures automotive parts in large scale and the subsidiary does business with local manufacturers which implement these parts in their production. The methodology uses qualitative research methods and interviews as a basis for primary data gathering. All of the interviewed work in different sales and management roles in the case company. The data gathered is analyzed together with the supporting theory and the author's own work experience in the company. The thesis is concluded with a final analysis of highlighted issues, and improvement suggestions are made where pragmatic and supported by theory.

5. **Big data analytics in E- Commerce : A Systematic Review and Agenda for Future Research**
Akter, S. & Fosso, Wamba, S. (2016). Big Data Analytics in ECommerce: A Systematic Review and Agenda for Future Research, Electronic Markets, DOI 10.1007/s12525-016-0219-0.
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There has been an increasing emphasis on big data analytics (BDA) in e-commerce in recent years. However, it remains poorly-explored as a concept, which obstructs its theoretical and practical development. This position paper explores BDA in e-commerce by drawing on a systematic review of the literature. The paper presents an interpretive framework that explores the definitional aspects, distinctive characteristics, types, business value and challenges of BDA in the e-commerce landscape. The paper also triggers broader discussions regarding future research challenges and opportunities in theory and practice. Overall, the findings of the study synthesize diverse BDA concepts (e.g., definition of big data, types, nature, business value and relevant theories) that provide deeper insights along the cross-cutting analytics applications in ecommerce.