

Literature Survey

Global Sales Data Analytics

1. J. Ricky Fergurson, "Data-driven decision making via sales analytics: introduction to the special issue," 2020.

Sales powers business throughout the world. While sales (and marketing) literature has spent much time exploring analytics and measurement, there seems to be a revitalized interest in sales and especially sales data and analytics. Marketing analytics powers the current wave of data-driven decision making, and leveraging strategic data remains a source of building a sustainable competitive advantage. As we stand here seven years later, the available amount of data has grown exponentially due to the increased connectivity and data availability made possible by technology increasingly permeating the sales profession. Salespeople, sales managers, and executives must quickly make sense of oceans of sales-related data. The business world changes rapidly, and organizations must be able to help their sales teams adapt to these changes. Sales managers need the availability to quickly access published research to gain insights into best practices and solid methodology to deal with their daily challenges

2. Muhammad Shahbaz, Changyuan Gao, Lili Zhai, "Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities," 2021

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. This study investigates the impact of big data analytics (BDA) on CRM capabilities and the sales performance of pharmaceutical organizations. A research model was tested based on 416 valid responses collected from pharmaceutical companies through a structured questionnaire. Structural equation modeling (SEM) was employed using Smart-PLS3 to confirm the contribution of BDA to improving CRM capabilities and sales performance. The study finds that individual characteristics such as self-efficacy, playfulness, and social norms, along with organizational characteristics such as voluntariness, user involvement, user participation, and management support, are positive predictors of salesforce perception of BDA. This positive perception of

BDA increased the person-technology fit in the salesforce, which ultimately increased the CRM capabilities and sales performance.

3. Kiran Singh,Rakhi Wajgi, “Data analysis and visualization of sales data,” 2018

Data is being generated very rapidly due to increase in information in everyday life. Huge amount of data get accumulated from various organizations that is difficult to analyze and exploit. Data created by an expanding number of sensors in the environment such as traffic cameras and satellites, internet activities on social networking sites, healthcare database, government database, sales data etc., are example of huge data. Processing, analyzing and communicating this data are a challenge. Online shopping websites get flooded with voluminous amount of sales data every day. Analyzing and visualizing this data for information retrieval is a difficult task. Therefore a system is required which will effectively analyze and visualize data. This paper 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.

4. Heli Hallikainen, Emma Savimaki, Tommi Laukkanen, “ Fostering B2B sales with customer big data analytics”, 2020

This study focuses on the use of big data analytics in managing B2B customer relationships and examines the effects of big data analytics on customer relationship performance and sales growth using a multi-industry dataset from 417 B2B firms. The study also examines whether analytics culture within a firm moderates these effects. The study finds that the use of customer big data significantly fosters sales growth (i.e. monetary performance outcomes) and enhances the customer relationship performance (non-monetary performance outcomes). However, the latter effect is stronger for firms which have an analytics culture which supports marketing analytics, whereas the former effect remains unchanged regardless of the analytics culture. The study empirically confirms that customer big data analytics improves customer relationship performance and sales growth in B2B firms.

5. Denny Borsboom, Tessa F. Blanken , Fabian Dablander , Frenk van Harreveld , Charlotte C. Tanis , and Piet Van Mieghem ,“ The Lighting of the BECONs: A Behavioral Data Science Approach to Tracking Interventions in COVID-19 Research”,2022

The imposition of lockdowns in response to the COVID-19 outbreak has underscored the importance of human behavior in mitigating virus transmission. The scientific study of interventions designed to change behavior (e.g., to promote physical distancing) requires measures of effectiveness that are fast, that can be assessed through experiments, and that can be investigated without actual virus transmission. This paper presents a methodological approach designed to deliver such indicators. We show how behavioral data, obtainable through wearable assessment devices or camera footage, can be used to assess the effect of interventions in experimental research; in addition, the approach can be extended to longitudinal data involving contact tracing apps. Our methodology operates by constructing a contact network: a representation that encodes which individuals have been in physical proximity long enough to transmit the virus. Because behavioral interventions alter the contact network, a comparison of contact networks before and after the intervention can provide information on the effectiveness of the intervention.

6. Damodar Punasya, Harsh Kushwah, Hitesh Jain, Rashid Sheikh, “An application for sales data analysis and visualization using python and django”,2021

In the meantime, sales of the businesses are rising more and more. Companies want to trace their sales and their advancement. The entire data must be found and stored within the database. They have to see their company's expansion. The company wants to understand where they stand in comparison to different companies. Since this data can be in huge amounts, estimating the sales prediction is nearly difficult. Soon these terms, the physical estimation may become time consuming. Considering this problem, we've proposed the analysis and visualization of the data. Visualization is the graphical depiction of data with the help of graphs, tabulations, charts by which we could realize company sales. Using data visualization, we could form an opinion on a company's sales and sales by different salespeople. So, we've used a web application to integrate both the data analyzed as well as present that data to the end user with a simple user interface.

7. Parisa Maroufkhani, Ralf Wagner, Wan Khairuzzaman Wan Isail, Mas Bambang Boroto, Mohammad Nourani, “ Big Data Analytics and Firm Performance: A Systematic Review”, 2019

The literature on big data analytics and firm performance is still fragmented and lacking in attempts to integrate the current studies' results. This study aims to provide a systematic review of contributions related to big data analytics and firm performance. The authors assess papers listed in the Web of Science index. This study identifies the factors that may influence the adoption of big data analytics in various parts of an organization and categorizes the diverse types of performance that big data analytics can address. Directions for future research are developed from the results. This systematic review proposes to create avenues for both conceptual and empirical research streams by emphasizing the importance of big data analytics in improving firm performance. In addition, this review offers both scholars and practitioners an increased understanding of the link between big data analytics and firm performance.

8. Dina Darwish, "Developing and Implementing Big Data Analytics in Marketing ",2020

Big Data represents the greatest game-changing chance and change in outlook for marketing since the creation of the telephone or the Web going standard. Big Data alludes to the ever-expanding volume, velocity, variety, variability and multifaceted nature of data. Big Data is the key result of the new promoting scene, conceived from the computerized world we currently live in for marketing associations. The expression "big data" doesn't simply allude to the information itself; it additionally alludes to the difficulties, capacities and skills related with putting away and examining such gigantic data sets to help a degree of decision-making that is more precise and timely than anything recently endeavored. Because of the many benefits of big data, the big data applications have appeared, and they can play important roles especially in making companies take informative business decisions in different fields, such as, healthcare, banking, manufacturing, media and entertainment, education and transportation and many others. This paper concentrates on the importance of Big Data Analytics nowadays, especially in the marketing process inside companies, as well as challenges and obstacles facing Big Data analytics, and a case study of a bank wanting to market a new financial tool to its customers is studied using R tool.

9. Muhammad Shahbaz, " Investigating the Impact of Big Data Analytics on Perceived Sales Performance: The Mediating Role of Customer Relationship Management Capabilities",2020

A persistent question for information technology researchers and practitioners is how big data analytics (BDA) can improve sales

performance. Therefore, this study proposed a research model to investigate the impact of BDA on perceived sales performance in accordance with the resource-based view (RBV) and dynamic capability theory. The 416 valid responses collected from the employees of pharmaceutical organizations were analyzed using structural equation modelling to test the proposed research model. Results indicated that the BDA and customer relationship management (CRM) capabilities shared a strong positive impact on perceived sales performance. BDA, as organizational resources, creates organizational dynamic capabilities, such as CRM capabilities. BDA and CRM capabilities can influence perceived sales performance. Furthermore, CRM capabilities have a significant mediating impact on the relationships between BDA and perceived sales performance. This study also highlighted the practical and theoretical implications of the proposed model, the research limitations, and the future research directions.