

IBM – Naalaiya Thiran

Global Sales Data Analytics

Literature Survey

Advanced data analysis and exploration of large marketing databases are the subjects of many research and application projects

Authors: Setia & Jyoti, 2013

The knowledge acquired can be used automatically in the processes of communication with the client including operations undertaken in order to increase the chance of making a purchase, improve customer satisfaction, reduce the risk of a customer leaving, or optimise the margin on the product.

Application of advanced data analysis in marketing is considered in three main perspectives

Authors: Jannach, Zanker, Felfernig, & Friedrich, 2010

From the managerial perspective, we use it to build a decision support system that uses large, heterogeneous data and mechanisms generating recommendations related to the sales strategy and pro-motion of the products offered. From the customer's perspective, we prepare an advisory system facilitating selection of products in accordance with one's inter-ests, needs, and preferences. From an IT perspective, advanced data analysis is related to a computing platform containing a number of exploration models, integrated with transactional systems of the online and offline store and its envi-ronment. This platform must guarantee not only access to various information resources but also scalability of applications operating on a large number of information collections.

Recommendation systems using recommender algorithms

Authors: Chavan & Mukhopadhyay,2013

Such systems use the past purchase history and the customer's search data to supply relevant recommendations for the customer. All big companies such as Amazon and Netflix personalize the content for the user based on their shopping habits and behavior patterns. An effective recommendation system can increase sales manifold, by presenting users with items that they would need before the user even recognizes they need it. The hybrid recommendation algorithms are more suitable in the e-commerce field. It improves the quality and efficiency by providing the user with a great shopping experience.