LITERATURE REVIEW

GLOBAL SALES ANALYTICS

S.NO	TITLE OF THE PAPER	AUTHOR	METHODS	OBSERVATION
1	Salespeople Performance Evaluation with Predictive Analytics in B2B	Nelito Calixto and João Ferreira	Activities on a job cannot be measured by only one method of objective or subjective measures, as some tasks of a job requires objective method of evaluation, and for others subjective measures are better. Bikrant Kesari examined the impact of objective and subjective measures of evaluation in sales departments, using various methods.	The number of observations available is not high and the number of observations between the available classes can differ. The authors believe that with a larger dataset, where it would be possible to extract data for each class with a similar number of observations, the model accuracy could be improved, and erroneous cases would decrease, leading to a more accurate model.
2	Predictive Sales Pipeline Analytics	Junchi Yan123, Chao Zhang	Impact to real-world problems As far as we know, this is the first work to establish a modern machine learning paradigm, i.e. profile-specific	From our observation to the referred company, on one hand, many sellers intentionally manipulate the ratings in two ways: i) some

			two-dimensional Hawkes Processes and learning algorithm for applications to the sales pipeline prediction. Though there is a few precedent statistical methods	leads are underrated by the seller in order to avoid the attention and competition from other sellers who may also have the channel to touch the clients behind the leads;
3	Analytics as a Source of Business Innovation	Lorraine Eden	Net change in a jurisdiction's CIT revenues = (A x B) x [(C x D) - (E x F)] (1) where A = Global Residual In-scope Profit (GRIP) B = Reallocation Percentage C = "Tax Receiving" Allocation Key; i.e., each Market jurisdiction's share of Global In-scope Destination-based Sales (GIDS) D = Tax rate levied by each Market jurisdiction on its received share of Amount A E = "Tax Relieving" Allocation Key; i.e., each Residence or Source jurisdiction's share of GRIP F = Rate of tax relief provided by each Residence or	Pillar One Amount A is a new form of tax. Some portion of MNE pre-tax profit is to be reallocated among tax jurisdictions according to a country's share of MNE global sales relative to its share of MNE global pre-tax profit. Essentially, Amount A carves out a portion of the global pre-tax profit of MNEs and applies sales-based formulary apportionment to reallocate that tax base

			Source jurisdiction	
4	Social Media Big data Analysis	Minjee Sun,Avi Goldfarb	Machine learning, lexicon based, statistical and rule based approaches are the most widely used methodsforsentiment analysis(Medhat et al., 2014) but n-gram analysis and artificial neural networks methods have also been used (Ghiassi, Skinner, & Zimbra, 2013). Fan et al. (2017) used Naïve Bayes (NB) algorithm for sentiment analysis on online reviews for use in product forecasting.	This paper introduced a framework that provides a way of utilizing social media big data in BassEmotion Model for demand forecasting using results from sentiment analysis on Facebook and Twitter data. Associal media data is very noisy, it is difficult to make accurate predictionsfrom social media data about productsin general but if the products are broken down and multiple characteristics search is applied then the information which is collected can be converted as a demand forecasting and market or trend sensing tool.