Literature Review

Project Title: Global Sales Data Analytics
TEAM ID: PNT2022TMID28002

Team Lead:

R. Kishore

Team Members:
1. R. Ganesh Karthik
2. R. Farhan Ahmed
3. V. Prasanna Kumar

PROJECT TITLE	AUTHOR	OBJECTIVE /OUTCOME
Machine Learning Approach for Forecasting the Sales of Truck Components (2019)	Sai Vineeth Venishetty	This study shows the optimal algorithm for performing the sales forecasting of truck components for the chosen data.
How to Integrate Purchasing with the Sales and Operations Planning Process (2019)	Matilda Davidsson Frida Hansson	In this article it shows that to identify gaps between the supply capacity and the demand plan.
Sharing Sales and Service Networks with Competitors : A Multiple-case Study in the Heavy Truck Industry (2018)	Alexander Engblom Emma Lundquist	This study contributes to science by research on co-opetition research in output activities, and by a discussion on the meaning of competition, success and partnerships.