

Literature survey

Date	04 November 2022
Team ID	PNT2022TMID13572
Project Name	Global Sales Data Analytics

Data Analysis and Visualization of Sales Data

Author :- Kiran Singh, Rakhi Wajgi

Published in:- 2016 World Conference on Futuristic Trends in Research and Innovation for Social Welfare(Startup Conclave)

Methodology :-

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.

Problem Statement :-

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. Processing, analyzing and communicating this data are a challenge. Therefore, a system is required which will effectively analyze and visualize data.

Observation:-

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.

Analysis on the Prediction of Sales using Various Machine Learning Testing Algorithms

Author :- J.Sasi Kiran, B.Sankara Rao, N.Divya

Published in :- 2022 International Conference on Conference on Computer Communication and Informatics(ICCCI)

Methodology :-

Focuses on a system which will perform prediction of sales for super markets using different regression and boosting approaches, and figuring out which algorithm is suitable for the job.

Problem Statement :-

The amount of data created is so large that we are unable to process it all on our own. Traditional sales and marketing goals do not assist organizations keep up with the pace of a competitive market because they are carried out without any knowledge about customers purchasing behaviors.

Observation :-

This paper focuses on machine learning where variety of machine learning approaches have been developed. The advancements in machine learning have had a tremendous impact on the world of sales and marketing. Item weight, item fat content, item visibility, item kind, item MRP, outlet establishment year, outlet size, and outlet location type are all included in the prediction.

Sales Analysis of Network Marketing Products Based on Neural Network Data Mining Algorithm

Author :- Xiaoyan Quan,Lijuan Xu

Published in :- 2020 13th International Conference on Intelligent Computation Technology and Automation(ICICTA)

Methodology :-

Focuses on a System which use the neural network data mining method to analyze the sales forecast for network marketing products.

Problem Statement :-

To optimize the corporate decision scheme for network marketing product sales and improve the accuracy of the sales forecast.

Observation :-

This paper focuses on a sales forecast framework for network marketing products based on neural network data mining is proposed according to the decision tree, Bayesian network algorithm mathematical models, and association rules. The experiment shows that the forecast data are basically consistent with the actual situation, with good forecast results and certain research value.