

# **LITERATURE SURVEY**

## **GLOBAL SALES DATA ANALYTICS**

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# **Global Sales Data Analytics:**

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## *Abstract :*

In the information era, enormous amounts of data have become available on hand to decision makers. Big data refers to datasets that are not only big, but also high in variety and velocity, which makes them difficult to handle using traditional tools and techniques. Due to the rapid growth of such data, solutions need to be studied and provided in order to handle and extract value and knowledge from these datasets. Furthermore, decision makers need to be able to gain valuable insights from such varied and rapidly changing data, ranging from daily transactions to customer interactions and social network data. Such value can be provided using big data analytics, which is the application of advanced analytics techniques on big data. This paper aims to analyze some of the different analytics methods and tools which can be applied to big data, as well as the opportunities provided by the application of big data analytics in various decision domains.

# GLOBAL SALES DATA ANALYTICS

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## **ABSTRACT:**

Big data is currently a buzzword in both academia and industry, with the term being used to describe a broad domain of concepts, ranging from extracting data from outside sources, storing and managing it, to processing such data with analytical techniques and tools. This thesis work thus aims to provide a review of current big data analytics in an attempt to highlight big data analytics' importance to decision making. Due to the rapid increase in interest in big data and its importance to academia, industry, and society, solutions to handling data and extracting knowledge from datasets need to be developed and provided with some urgency to allow decision makers to gain valuable insights from the varied and rapidly changing data they now have access to. Many companies are using big data analytics to analyse the massive quantities of data they have, with the results influencing their decision making. Many studies have shown the benefits of using big data in various sectors, and in this thesis work, various big data analytical techniques and tools are discussed to allow analysis of the application of big data analytics in several different domains.

# Global Sales Data Analytics

*Author name : M shahbaz*

## *Abstract :*

Information technology in this 21st century is reaching the skies with large-scale data to be processed and studied to make sense of data where the traditional approach is no more effective. Now, retailers need a 360-degree view of their consumers, without which, they can miss the competitive edge of the market. Retailers have to create effective promotions and offers to meet its sales and marketing goals, otherwise they will forgo the major opportunities that the current market offers. Many times it is hard for the retailers to comprehend the market condition since their retail stores are at various geographical locations. Big Data application enables these retail organizations to use prior year's data to better forecast and predict the coming year's sales. In this paper, the data sets of the world's largest retailers, Walmart Store, have been analyzed to determine the business drivers and predict which departments are affected by the different scenarios (such as temperature, fuel price and holidays) and their impact on sales at stores' of different locations. We have made use of Scala and Python API of the Spark framework to gain new insights into the consumer behaviors and comprehend Walmart's marketing efforts and their data-driven strategies through visual representation of the analyzed data.

# Global Sales Data Analytics

*Authors name: R. Lawrence C. Perl ich*

## *Abstract :*

Sales professionals need to identify newsales prospects, and sales executives need to deploy the sales force against the sales accounts with the best potential for future revenue. We describe two analytics-based solutions developed within IBM to address these related issues. The Web-based tool On TARGET provides a set of analytical models to identify new sales opportunities at existing client accounts and noncustomer companies. The models estimate the probability of purchase at the product-brand level. They use training examples drawn from historical transactions and extract explanatory features from transactional data joined with company firmographic data (e.g., revenue and number of employees) Sales reps have a hard time developing product or market specialization (unless the organization commits to specialized sales force allocated by geography).