

MAHENDRA INSTITUTE OF TECHNOLOGY- **NAMAKKAL**

DATA ANALYTICS IN RETAILSTORE STOCK INVETORY ANALYTICS.

LITERATURE SURVEY-1

TEAM MEMBERS

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| S.NO | Title | Year of Publication | Problem Identification | Drawbacks |
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| 1. | Retailing and retailing research in the age of big data analytics | 2019 | Big data analytics in retail not only has the potential to improve the operating margins of companies by 60% but revolutionize all areas of retail. (Marnik G. Dekimp e) | In the retail industry, big data analytics helps companies collect and analyze customer purchase history and preference data. |
| 2. | Berkah Swalayan (SME Market) | 2018 | Information system of business and forecasting on sales, low –cost purchases , and minimize inventory.(Al - Husaini et al.) | Thus, a conducive business environment would need to be further enhanced to foster innovative and creative SMEs that would become competitive amidst the challenges of the global market |
| 3. | IMPACT OF BIG DATA ON THE RETAIL INDUSTRY | 2011 | The variables considered in this study are based on the current state of | The final recommendation is to research and analyse the company's |

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| | | | data analysis in the retail sector. (A.Seetharaman) | performance in terms of the financial and operating benefits that companies can achieve with data analysis. |
| 4. | Amigo Group | 2013 | Forecasting product sales in seven stores using the hierarchical time series forecasting method. (Kartikasari & Suhartono) | Order point are the delivery time stock which is the Inventory needed during the lead time |
| 5. | Ciputra | 2020 | To get the number of forecast sales in the coming year. (Budiharji & Hadikumiawati) | Inability to enjoy economies of scale |

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| 6. | Development of Pressure Sensing Array System for Retail Inventory Management | 2020 | Pressure sensing system for real Time monitoring of inventory on the retail shelves and it also includes labor intensive stock taking procedures and mismatching of goods in retail store as compared to system record. | Potentials miscounting of the goods and mismatching with system records |
| 7. | Empirical evaluation of IRI mitigation strategies in retail stores | 2022 | This study evaluates the effectiveness of mitigation strategies currently employed by retailers to manage operational issues related to inventory record inaccuracy (IRI) in retail stores | It is important to note that different IRI mitigation strategies may require firms to re-design or re-organize their business processes. |
| 8. | Study on Inventory Management Optimization of small and Medium Sized retail companies in the context of new retail | 2021 | Due to company growth, the current inventory system not suitable. It must be in on line mode and off line mode. | Overstock goods occupy a large amount of funds. 3.Cash flow difficulty |

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| | :based on AHP | | | |
| 9. | Effective uses of retail store management system for small retail store | 2021 | They should also be sold quickly before the expire | Fixed basic issues such as storage on racks, sales system issued due to contamination and stocks. |
| 10. | Pack size effects on retail store inventory and storage space needs | 2021 | Systematically Investigates the effect of pack size constraints on in - store inventory and storage space needs. | Orders will be placed less often and therefore new merchandise will arrive less frequently at the store |