GLOBAL SALES ANALYTICS

INTRODUCTION:

The aim of sales analytics is to predict revenue more accurately and make the most of the opportunities in your reach. It provides a visual representation of your most recent performance metrics. It gives you a concise view of results-based data like sales-to-date, sales-by-region, lead conversion rate, sales growth, and so on. Dashboards are an essential tool for any business with plans to increase revenue and set ambitious growth goals. Without a sales dashboard, you're left to analyze dizzying amounts of data on your own. Trying to compile all those sales analytics metrics manually is an impossibly exhausting task with a massive risk of critical human errors.

LITERATURE SURVEY:

Here, we will take a look at all the previous solutions, attempts and implementations to the sales analytics or anything that is atleast vaguely related to it.

How Is Sales Dashboard Helpful To The Sales Team:

Sales dashboards are a modern way of keeping your sales team in sync so that you can avoid shoulder tapping, missed emails, and extended communication chains. Over two-thirds of a sales representative's time (64.8 percent) is spent on non-revenue-generating tasks, leaving only 35.2 percent for selling functions. Your sales staff doesn't need to waste time hunting for information when they have so many essential obligations to focus on. Reps spend less time hunting for information and more time on the duties they were recruited to accomplish with the help of a **sales dashboard**. It can also help salespeople understand their departmental and individual sales goals and determine how they compare to their peers. It also gives businesses the knowledge and data to target hot prospects and improves their chances of closing a contract.

IBM Cognos:

IBM Cognos tools allows users to receive insights immediately with a simple setup, no training required, and dashboards for services like sales force, Google Analytics, and Microsoft Dynamics.

Publication and sharing of reports simplified:
 Publication and dissemination of reports are simplified within Power BI. Analysts upload reports and visualizations to the Power BI service rather than emailing or placing these on shared discs. When the fundamental dataset is modified, its data is regenerated.
Real-time updates:
As data is sent or streamed in, dashboards change in real-time, allowing viewers to solve issues and uncover possibilities instantly. Factory sensors, social media sources, and anything else that gathers time-sensitive data can be used as streaming data sources.
Seamless App Navigation:
Report developers can adjust navigation to assist users in discovering material quickly and understanding the links between different reports and dashboards using the "app navigation experiences" feature.
Controlled User access levels:

Customization of security features is possible. Report developers implement row-level security (RLS) access filters to guarantee that users only see data that is relevant to them, reducing the danger of individuals accessing data they shouldn't.

REFERENCES:

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