

Literature Survey

Analysis of sales data from a company or retailer is a steaming topic at the moment. Numerous records may make up the sales, data, and filtering the data to discover significant insights is a common technique in sales analysis. Managers and owners can visualise aggregated data with the aid of tools like dashboards. Various tools typically display the products that are offered by various points of sale. As early as 1137, visualisation was being used to understand data. Visualization techniques have advanced greatly across all disciplines. Examining data and information can help express and visualise ideas in architecture. Visualization pertinence has increased with the advent of computer simulation. We need scientific visualisation techniques, such as charts and graphs, because design data is typically conceptual or unique. Visualization of data is used to present design data with the help of drawings and diagrams. Visualization should be able to communicate effectively and present multidimensional data. It should also be synergistic. Some researchers concentrate on the data analysis tools. They place a lot of emphasis on how simple it is to use the dashboard, establish connections, store data in databases, and share information. Dashboards are frequently used to show the salesperson's revenue on a bar graph with various color-coded bars. The same application also displays sales made by salespeople and sales of products. It is easier to understand insights presented in charts or graphs than it is to rely on spreadsheets or reports because of the way the human brain processes information. Analytics provide a user with a simple, clear, and intuitive way to convey important ideas to all audiences. By making minor adjustments, it is also possible to experiment with various scenarios. According to recent studies, data analytics using visualisations can cut the length of meetings in half. Furthermore, a business intelligence strategy with visualisation features boasts a return on investment (ROI) of \$13.01 for every dollar invested. Therefore, data analysis and visualisation are essential to a business's long-term

success and to ensure that it derives the maximum benefit from this tried and true method of data collection.