

GLOBAL SALES DATA ANALYTICS LITERATURE SURVEY :

Analysis of sales data of a company or retailer has been becoming a widely discussed topic. The sales data can consist of many records, and filtering of sales data to find meaningful intuitions are common techniques in sales analysis. Tools like dashboards help managers and owners in visualizing aggregated data. Some tools usually show the items that are sold by different sales' points. To understand data by visualization was used as early as 1137. In all fields, there has been vast Development in visualization techniques. Examining information and data visualization help to visualize and express ideas in architecture. With the coming of computer simulation visualization pertinence has been faster. Visualization of data is used to present design data with the aid of drawings and diagrams and data is usually conceptual or special, we require scientific visualization techniques like charts and graphs, etc. Visualization should have the power to present multidimensional data and it must be synergistic and permit efficacious communication. Some researchers focus on the tools used for data analysis. They highly focus on how easy it is to use the dashboard, create connections and store data in databases and ease of sharing information . Dashboards are being widely used to visualize the sale amount by the salesperson on a bar graph with different colours. Sales by salespersons and

sales of products are also visualized on the same application. The way the human brain processes information, presenting insights in charts or graphs to ascertain significant amounts of complex data is more accessible than relying on spreadsheets or reports. Analytics offer a user with an intuitive, detailed and simpler way of conveying critical concepts universally – and it's possible to experiment with different scenarios by making tiny adjustments. Recent studies discovered that the use of visualizations in data analytics could shorten business meetings by 24%. Moreover, a business intelligence strategy with visualization capabilities boasts an ROI of \$13.01 back on every dollar spent. Therefore, the analysis and visualization of data is critical to the sustained success of a business and to help the business yield the foremost possible value from this tried and tested means of analyzing and presenting vital information.