

## LITERATURE REVIEW

**PROJECT TITTLE : GLOBAL SALES DATA ANALYTICS**

**TEAM ID : PNT2022TMID45296v**

S.NO	TITTLE OF THE PAPER	AUTHOR	METHODS	OBSERVATION
1	Impact of big data analysis on sales performance in pharmaceutical organization:The role of customer relationship management capabilities	Mohamed shahbaz changyuan gao  Fakhar shahzad	The study contributes by providing BDA as a Substitute for failed SFA systems and providebasis to extend the literature on the role of BDA in a sales performance and CRM capabilities.	Based on the study finding organizations need to equipped with salesforce with BDA to Strengthen their relationship with customers and sales
2	Sales analytics the path to improving sales effectiveness	Lorraine Eden	Using analytics to improve support and services provided to sales teams. – Automating the creation of sales performance incentive funds (SPIFs) based on sales trends. – Supporting decisions for the management of coverage models for territory and quota setting.	Employing the right tools is a critical component of bringing advanced analytics to an organization. Tools such as IBM Sales Performance Management in combination with IBM Cognos Analytics can provide you with the infrastructure you need for managing sophisticated predictive analytical models

