GLOBAL SALES DATA ANALYTICS

LITERATURE SURVEY

S.NO	TITLE	AUTHORS	ABSTRACT	DRAWBACKS
1.	Digital Transformation of IKEA's Supply Chain during and after the pandemic	Rama Krishna Ponnana; Navya Uppalapati	IntroductionDigital transformation in the supply chain is gaining popularity due to the recent customer behaviors and the market trends.	IKEA is somewhat prepared for similar pandemic situations and made the business processes to deal with a certain level of uncertainties.
2.	Evaluation of Business Continuity Management - A case study of disaster recovery during the Covid-19 pandemic	Fredrik Tegström; Filip Nilsson	Background The Company produces and sells specialised products and technical solutions worldwide through more than ten different	This study is an early indication of how the pandemic contributed with insights about appropriate adjustments for a company's

			technology-based and decentralised Business Units.	BCM-programme to ensure a more effective disaster recovery in the future.
3.	How to Integrate Purchasing with the Sales and Operations Planning Process	Matilda Davidsson; Frida Hansson	Sales and Operations Planning, S&OP, is a cross-functional, collaborative business manage- ment process where the goal is to balance demand and supply through an operational plan, aligned with the strategy of the company.	The demand plans are derived from the sale department and the supply capacity originates from the manufacturing only.
4.	A Theory of Predictive Sales Analytics Adoption	Johannes Habel; Sascha Alavi; Nicolas Heinitz	Due to the pervasive data ubiquity, sales practice is moving rapidly into an	Statistical method is used to examine existing data and trends to

			era of predictive analytics.	understand customers and products better.
5.	How to make Analysis work in Business Intelligence Software	Dr Lilit Axner	Competitive Intelligence (CI) has been defined by many authors. These definitions do have certain differences but all of them have a main common feature.	Choosing the Right BI Software to get precise results