

# Literature Survey

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| Team ID      | PNT2022TMID06631           |
| Project Name | Global Sales Data Analysis |

| S.no | Title   | Authors   | Year | Findings/Pros/Cons  |
|------|---|---|------|---|
| 1    | Using neural networks to forecast stock market prices   | Ramon Lawrence  | 1998 | In this paper efficient market hypothesis (EMH) is presented and contrasted with chaos theory and neural networks. Finally, Future directions for applying neural networks to the financial markets are discussed.  |
| 2    | A critical review of the literature for sales educators   | Shannon Cummins, James W.Peltier, Robert Erffmeyer, and Joel Whalen | 2013 | Experiential learning, assessment, and career development. First challenge is to develop for categorizing the identified sales articles.  |
| 3    | The Predictors of sales performance: a study with wholesale sellers   | Paulo Henrique Donassolo, Celso Augusto de Matos                    | 2014 | Factors influence sales performance and how these factors vary in different contexts is essential both in the field of sales  |
| 4    | Hybrid ARIMA-BPNN model for time series prediction of the Chinese stock market                                  | Li Xiong, Yue Lu  | 2017 | A new hybrid ARMA-BPNN model containing technical indicators is proposed to forecast four individual stocks consisting of both main board market and growth enterprise market in software and information services sectors. Stock price prediction is a challenging task owing to the complexity patterns behind time series.                                       |
| 5    | Superstore retailing in Bangladesh: A comprehensive literature review from consumer perspective                 | Alam, Mirza Mohammad Didarul and Noor, Nor Azila Mohd               | 2019 | A comprehensive model for examining the customer loyalty towards superstore is still missing in the existing literature. Most of the study either concentrated to analyse the descriptive variables or examined the relationship between service quality and customer satisfaction or between customer satisfaction and customer loyalty.                           |
| 6    | Enabling integrated business planning through big data analytics: a case study on sales and operations planning | Schlegel, Alexander and Birkel, Hendrik Sebastian and Hartmann, Ev  | 2020 | The results show the relevancy of establishing BDAC within an organization to apply IBP by providing empirical evidence of BDA solutions in S&OP. The study highlights how BDAC increase an organization's information processing capacity and consequently enable efficient and effective S&OP.  |
| 7    | Low-field benchtop NMR spectroscopy: status and prospects in natural product analysis.                          | Van Beek, Teris Andre.  | 2021 | As the spectral resolution of LF instruments is limited, they are not used for structure elucidation of new natural products but rather applied for quality control (QC), forensics, food and health research, process control and teaching. Chemometric data handling is valuable. LF-NMR is a rapidly developing niche and new instruments keep being introduced. |