LITERATURE SURVEY

Global Sales and Data Analytics

Author : Nikhil Madaan ,Umang Kumar and Suman Kr Jha

Year of publishing : 2020

Description:

In this modern era of computers, a large amount of data is available to decision makers. Big data doesnt only refer to datasets that are big, but also high in velocity and variety, which is hard to handle using traditional tools and techniques. Due to speedy growth of such data, some ways are necessary to found to get important knowledge and values from these data sets. Also, decision makers need to gain some valuable vision from such big and continuously changing data, ranging from daily transactions to customer interactions and data of social network. Such vision can be given using Big Data Analytics, which is the application of Advanced Analytics Technique on big data. This paper aims to study some of the dis-similar analytics methods and tools which can be applied to big data, as well as the charge provided by the applications of big data analytics in different decision domain.

Author : Iman Raeesi Vanani and Setareh Majidan

Year of publishing : 2019

Description :

Companies and industries are faced with a huge amount of raw data, which have information and knowledge in their hidden layer. Also,

the format, size, variety, and velocity of generated data bring complexity for industries to apply them in an efficient and effective way. So, complexity in data analysis and interpretation incline organizations to deploy advanced tools and techniques to overcome the difficulties of managing raw data. Big data analytics is the advanced method that has the capability for managing data. It deploys machine learning techniques and deep learning methods to benefit from gathered data

Author : Sarah Al-Shiakhli

Year of publishing : 2019

DESCRIPTION

Big data is currently a buzzword in both academia and industry, with the term being used to describe a broad domain of concepts, ranging from extracting data from outside sources, storing and managing it, to processing such data with analytical techniques and tools. This thesis work thus aims to provide a review of current big data analytics concepts in an attempt to highlight big data analytics' importance to decision making. Due to the rapid increase in interest in big data and its importance to academia, industry, and society, solutions to handling data and extracting knowledge from datasets need to be developed and provided with some urgency to allow decision makers to gain valuable insights from the varied and rapidly changing data they now have access to. Many companies are using big data analytics to analyse the massive quantities of data they have, with the results influencing their decision making. Many studies have shown the benefits of using big data in various sectors, and in this thesis work, various big data analytical techniques and tools are discussed to allow analysis of the application of big data analytics in several different domains.

Author : B.Shdifat,D.Cetin Damar and S.Erfani

Year of publishing : 2019

Description :

Many researchers and practitioners are interested in big data due to its transformational potential for achieving competitive advantage. Recent studies indicate that business achieves competitive advantage not only by investments on technology infrastructure but also by creating technological and organizational capabilities. In the light of the Resource-based View theory, this paper aims to find out "what capabilities have been required to build big data analytics?" by conducting an in-depth literature review. We adopted a systematic literature review approach and studied academic articles published between 2010 and 2018. We used Scopus and Web of Science (WoS) databases to find published studies related to big data analytics capabilities, twenty-five (25) of which met the selection criteria. Results showed capabilities of big data analytics fall into two major categories: human and infrastructure capability.

Authors : Nada Elgendy and Ahmed Elragal

Year of publishing:2013

Description:

In the information era, enormous amounts of data have become available on hand to decision makers. Big data refers to datasets that are not only big, but also high in variety and velocity, which makes them difficult to handle using traditional tools and techniques. Due to the rapid growth of such data, solutions need to be studied and provided in order to handle and extract value and knowledge from these datasets. Furthermore, decision makers need to be able to gain valuable insights from such varied and rapidly changing data, ranging from daily transactions to customer interactions and social network data. Such value can be provided using big data analytics, which is the application of advanced analytics techniques on big data. This paper aims to analyze some of the different analytics methods and tools which can be applied to big data, as well as the opportunities

provided by the application of big data analytics in various decision domains.

Author: Mohammad H.Rezazade Mehrizi and Frans Feldberg

Year of publishing:2017

Description:

Big data has been considered to be a breakthrough technological development over recent years. Notwithstanding, we have as yet limited understanding of how organizations translate its potential into actual social and economic value. We conduct an in-depth systematic review of IS literature on the topic and identify six debates central to how organizations realize value from big data, at different levels of analysis. Based on this review, we identify two socio-technical features of big data that influence value realization: portability and interconnectivity. We argue that, in practice, organizations need to continuously realign work practices, organizational models, and stakeholder interests in order to reap the benefits from big data. We synthesize the findings by means of an integrated model.

Author:T.Puneeth Kumar ,T.N.Mangunath and Ravindra S.Hegadi

Year of publishing:2018

Description:

New digital technologies have been introduced into our business and social environments, causing a major change that is recognized as the digital transformation in recent years. While environmental shifts suggest that most of the organization starts using advanced technologies such as Internet of Things(IoT), Mobile applications, Blackchain, Intelligence Things, catboats and many more in their supply chain planning to gain an early competitive advantage and

these technologies generates enormous amount of data that the traditional business intelligence system difficult to handle processing of vast data in real-time or nearly real time causes abstraction to the insight discovery, demand modeling and supply chain optimization, Big Data initiatives for demand modeling and supply chain optimization promise to answer these challenges by incorporating various services, methods and tools for more agile and adaptably analytics and decision making, there by this paper focus on reviewing the level of analytics and the forecasting methods being used in the supply chain, understating the fundamentals of supply chain and role of demand modeling, there by proposing a high level framework for supply chain analytics in the context of big data with the knowledge of data science, artificial intelligence, big data echo system and supply chain.

Big data computing can be generally categorized into two types based on the processing requirements, which are big data batch computing and big data stream computing . Big data batch processing is not sufficient when it comes to analysing real-time application scenarios. Most of the data generated in a real-time data stream need real-time data analysis. In addition, the output must be generated with low-latency and any incoming data must be reflected in the newly generated output within seconds. This necessitates big data stream analysis.