Global Sales Data Analytics

Abstract :

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.

Introduction :

An effective literature review provides the reader with state-of-the-art reporting on a specific topic and also identifies any gaps in the current state of knowledge of that topic. Literature reviews have played a decisive role in scholarship, particularly where scientists are looking for the new knowledge created by explaining and combining existing knowledge processes. The literature search process used determines the quality of a literature review (Webster and Watson, 2002), and the literature review writing goal is to reconstruct available knowledge in a specific domain, offering access to subsequent literature analysis. The process should thus be described comprehensively, allowing the reader can assess the knowledge available within the relevant field in order to use the results in further research .

Literature review :

[1] - Data analytics can help small businesses in a number of ways. By understanding data analytics, businesses can make better decisions about where to allocate their resources and how to price their products or services. Additionally, data analytics can help businesses identify trends and understand their customer base. Data analytics software can track and analyze data, allowing you to create actionable reports and dashboards. If you're looking for a reliable solution, read our guide to the best data analytics tools and software available today.

Advantages :

1. Lot of times decisions within organizations are made more on gut feel rather than facts

and data. One of the reasons for this could be lack of access to quality data that can help with better decision making.

2. Analytics can help with transforming the data that is available into valuable information for executives so that better decisions can be made.

3. This can be a source of competitive advantage if fewer poor decisions are made since poor decisions can have a negative impact on a number of areas including company growth and profitability.

Disadvantage :

1. Data analytics are the mainly process of the certain area and the procedure of the process is too long and get data.

[2] - Analytics can help analyse large amounts of data quickly and display it in a formulated manner to help achieve specific organizational goals. It encourages a culture of efficiency and teamwork by allowing the managers to share the insights from the analytics results to the employees. The gaps and improvement areas within a company become evident and actions can be taken to increase the overall efficiency of the workplace thereby increasing productivity.

Advantage :

1. It can help analyse large amount of data quickly and display

Disadvantage :

1. The team report will not correct the data managers will share that data so check the data and proceed.

[3] - There is a lack of alignment between different teams or departments within an organization. Data analytics may be done by a select set of team members and the analysis done may be shared with a limited set of executives. However, the insights generated by these teams are either of not much value or are having limited impact on organizational metrics.

Advantage :

1. Data analytics done by the select set of the team members .

Disadvantage :

1. The insights generated by these teams are either of not much value or are having limited impact on organizational metrics.

[4] - This could be due to a "silos" way of working with each team only using their existing processes disconnected from other departments. The analytics team should be focussed on answering the right questions for the business and the results generated by data analytics teams needs to be properly communicated to the right employees to drive the right set of actions and behavior so that it can have an positive impact on the organization.

Advantage :

1. This should be focused on answering the right disconnected from other department.

Disadvantage :

1. Each team only using their existing processes disconnected from other departments.

[5] - Identifying the concept means determining what is needed to achieve the goal, and what work should be done to deliver the project. Such planning consists of documenting the project goals, features, tasks, and deadlines. In this research, this referred to the process of developing a literature review perspective on big data analytics .

Advantage :

1. The concept means determining what is needed to achieve the goal.

Disadvantage :

1. This research will refer some of the data only .

[6] - Accordingly, several solutions, ranging from distributed systems and Massive Parallel Processing (MPP) databases for providing high query performance and platform scalability, to non-relational or in-memory databases, have been used for big data. Non-relational databases, such as Not Only SQL (NoSQL), were developed for storing and managing unstructured, or non-relational, data. NoSQL databases aim for massive scaling, data model flexibility, and simplified application development and deployment .

Advantage :

1. Databases for providing high query performance and platform scalability.

Disadvantage :

1. Non related databases are used in here such as not only SQL.

[7] - From the managerial perspective, we use it to build a decision support system that uses large, heterogeneous data and mechanisms generating recommendations related to the sales strategy and promotion of the products offered. From the customer's perspective, we prepare an advisory system facilitating selection of products in accordance with one's interests, needs, and preferences .

Advantage :

1. Heterogeneous data and mechanisms generating recommendations related to the sales strategy .

Disadvantage :

1. Advisory system facilitating selection of products.

REFERENCE :

1. Adams, M.N.: Perspectives on Data Mining. International Journal of Market Research 52(1), 11–19 (2010).
2. Cuzzocrea, A., Song, I., Davis, K.C.: Analytics over Large-Scale Multidimensional Data: The Big Data Revolution! In: Proceedings of the ACM International Workshop on Data Warehousing and OLAP, pp. 101–104 (2011).
3. Manyika, J., Chui, M., Brown, B., Bughin, J., Dobbs, R., Roxburgh, C., Byers, A.H.: Big Data: The Next Frontier for Innovation, Competition, and Productivity. In: McKinsey Global Institute Reports, pp. 1–156 (2011).
4. Agarwal, R. and Dhar, V., 2014. Big data, data science, and analytics: The opportunity and challenge for IS research. IS research Journal.
5. Arunachalam, D., Kumar, N. and Kawalek, J.P., 2018. Arunachalam, D., Kumar, N. anUnderstanding big data analytics capabilities in supply chain management: Unravelling the issues, challenges and implications for practice.. Transportation Research Part E: Logistics and Transportation Review journal, Volume 114, pp. 416--436.
6. Boyd-Graber, J., Mimno, D. and Newman, D., 2014. Care and feeding of topic models: Problems, diagnostics, and improvements.. Handbook of mixed membership models and their applications Journal.
7. Ekbia, H., Mattioli, M., Kouper, I., Arave, G., Ghazinejad, A., Bowman, T., Suri, V.R., Tsou, A., Weingart, S. and Sugimoto, C.R., 2015. Big data, bigger dilemmas: A critical review. Journal of the Association for Information Science and Technology.