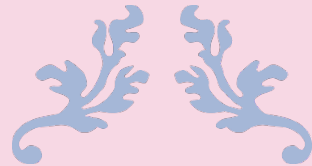# SNS COLLEGE OF TECHNOLOGY

DATA ANALYTICSINRETAILSTORESTOCK INVENTORY ANALYTICS.

LITERATURE SURVEY-1

TEAM MEMBERS

1.NIVASH M		713319CS100
2.BHARANIDHARAN K		713319CS023
3.MENAKA P		713319CS077
4.PRAVEEN KUMAR M		713319CS108

S.no.	Title	Author	Year ofpublication.	Problem identificationn	Drawbacks
1.	Literaturereview andcurrent trends	JorgeAndrés EspinozaAguirreIndustrialEngineering,Faculty ofChemicalSciencesUniversity ofCuencaCuenca,Ecuador0000-0001-5685-2681	February 2015	One of themostimportantretail industrytrends isinvestment inOmnichannelretailstrategies. Researchshows that theaverage digitalconsumerowns 3.64connected devices andtends toconsult thesedevices priortomaking a purchase.	**Inadequatecapital** isalways a bigproblem totheir trade.No room forexpansion due to lack ofenoughcapital. Inability toenjoyeconomies ofscale
2.	Research metholog	Cinthya Vanessa MuñozMacasIndustrialEngineering,Faculty ofChemicalSciencesUniversity ofCuencaCuenca,Ecuador0000-0001-9820-0331	March 2017	Marketresearch, inother words,is researchabout theworld of yourretailbusiness. Among otheressential details, it willprovide youwith data onyour targetshopper'sbuying power,shoppingpreferences,andrelationship	- Marketingresearch(MR) is acostlyaffair. - It isalsolengthy andtime-consuming. - It hasalimited scope.

					with competitors
3.	Content Analysis	RodrigoArcentales-CarriónResearch Groupin Accounting,Finance, andTaxation,Facultyof Economicsand	March 2022	Solving YourOut-of-StockProblem OnceandforAll ….	• Can beextremely timeconsuming. • Is subject toincreased error,particularlywhen relationalanalysis.
4.	Metadata Analysis	MarioPeña ResearchDepartment(DIUC) University ofCuencaCuenca, Ecuador0000-0002-3986-7707	Between the years2015 and 2019	embedded orhidden inotherdata.Itis sometimescalled "dataabout data." Aproblem withmetadata arises when onesendsanemail or adocumentunwittinglydisclosingconfidential information.	Data sets cangainunwantedattention from hackersandimportantinformationcan be leakedtocompetitors.
5.	Product reorderingorreplenishment	Mario PeñaResearchDepartment(DIUC) University ofCuenca Cuenca,Ecuador 0000-0002-3986-7707	February2021	A reorder point(ROP) is aspecific level atwhich yourstock needs tobe replenished.In other words,ittellsyou when to placean order so youwon'trunout of stock.	Thetwofactors thatdetermine theappropriate orderpointarethe deliverytime stockwhich is theInventoryneeded duringtheleadtime
6.	Concept andObjective	Siddharthsai	2020	• Lack ofvisibility . … • Disconnectedstoreteams.	Inconsistence,Warehouse effiencyetc..

7.	Sales Data, and Inventory Balance	Rodrigo Arcentales-Carrion University of Cuenca	Early 2021	The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.	Sales Data, and Inventory Balance
8.	Systems, methodologies, and tools focused on inventory records and localization	Mario Pena University of Cuenca	Starts in 2019	The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized	The limitations of a perpetual inventory system include a false sense of reliability and dependence on human entry.

7.	Sales Data, and Inventory Balance	Rodrigo Arcentales-Carrion University of Cuenca	Early 2021	The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.	Sales Data, and Inventory Balance

9.	PredictiveAnalysis ofBig Data inRetailIndustry	HamzaBelarbi	November 2016	Predictiveanalyticsis abranch ofadvancedanalytics thatmakespredictionsabout futureoutcomes usinghistorical datacombined withstatisticalmodeling, dataminingtechniques andmachine learning.	Even if acompany hassufficient data, criticsargue that computers andalgorithmsfail toconsidervariables
10.	Inventorymanagement in retailindustry - Application of bigdataanalytics	Hien vu	December 2018	Big dataanalytics inretail enablescompanies tocreatecustomerrecommendations based ontheir purchasehistory,resulting inpersonalized shoppingexperiencesand improvedcustomer service.	One of thebestapplicationsof Big data ininventorymanagementcomes from helpingbusinessesforecasttheirdemands.
11.	Retailingandretailingresearch inthe age ofbig dataanalytics	Marnik G.Dekimpe	2019	Big dataanalytics inretail not onlyhas thepotential to improvethe operatingmargins ofcompanies by60% butrevolutionizeallareas of retail.	In the retailindustry,bigdataanalytics helpscompaniescollect andanalyzecustomerpurchasehistory andpreferencedata.

12.	IMPACT OF BIG DATA ON THE RETAIL INDUSTRY	A.Seetharaman	2011	The variables considered in this study are based on the current state of data analysis in the retail sector.	The final recommendation is to research and analyse the company's performance in terms of the financial and operating benefits that companies can achieve with data analysis.
13.	Inventory Management in Retail Store	Rohan Agawal	2015	It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized	The two factors that determine the appropriate order point are the delivery time stock which is the Inventory needed during the lead time
14.	Retailing Sector and Business Retailing Types	Kujtim Hameli	2009	The economic factors that most affect the demand for consumer goods are employment, wages, prices/inflation, interest rates, and consumer confidence.	The biggest problem with retail business is that profit margins of this business is fixed which ranges from 5 to 20 percent depending upon the brand of the product which retailer is selling and also unlike wholesaler who can expand business.

15.	PT.Abaisat Raya	Rahmayanti &Fauzan	2016	The total pricerequired, andhow muchavailable spaceinventory inthewarehouse	The financialand operatingbenefits thatcompaniescan achievewithdata analysis.
16.	PT.ABC (ConstructionCompany)	Candra	2019	To get thenumberofsafety stockand todetermine themaximum inventory.	Issubjecttoincreasederror,particularlywhenrelational analysis.
17.	Ciputra	Budiharji &Hadikumiawati	2020	To get thenumber offorecast salesinthecoming year.	Inability toenjoyeconomies ofscale
18.	Amigo Group	Kartikasari& Suhartono	2013	Forecastingproduct salesin seven storesusing thehierarchical time seriesforecasting method.	Order pointare thedelivery timestock which isthe Inventoryneeded duringtheleadtime
19.	BerkahS walayan(SME Market)	Al-Husainietal.	2018	Informationsystem ofbusiness andforecasting onsales,low-costpurchases,andminimize inventory.	Thus, aconduciveb usinessenvironmentwould needto be furtherenhanced tofosterinnovativeand creativeSMEs thatwouldbe comecompetitiveamidst thechallenges oftheglobal market.

| 20. | an analysisofinfluencingfactors | Nripendra P.Rana | 2022 | significantfactors includepastexperiences, avariety ofcognitivebiases, anescalation ofcommitment and sunkoutcomes,individualdifferences,including ageandsocioeconomicstatus, and abelief inpersonal relevance. | Influencingfactors can beused ascontrolvariables todetermine thekeyinfluencingfactors of anobject |