**IDEATION PHASE**

**LITERATURE SURVEY**

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| Date | 15 October 2022 |
| Team ID | PNT2022TMID46719 |
| Project Name | Project - Global Sales Data Analytics |
| Maximum Marks | 2 Marks |

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| **S.NO** | **PAPER** | **YEAR** | **JOURNAL** | **METHOD** | **ADVANTAGES** | **DISADVANTAGES** |
| **1)** | AN APPLICATION FOR SALES DATA ANALYSIS AND VISUALIZATION USING PYTHON AND DJANGO | JUNE 2021 | Irjmets  Volume 03 | We have used data analytics in our application to get intuition of sales data of products sold over a period of time and check the performance of each salesperson in the company on a daily basis. The application also helps the owner to get the visualization of product sales in form of charts and graphs, and sales comparison of each salesperson. The end user can even filter the visualization based on date and time of sales, for example, he can see the graph for sales of products in a particular month of a particular year | 1. Promotes Better Decision-making 2. Helps Achieve the Mission Statement 3. Keeps Your Business Updated 4. Boosts Efficiency 5. Provides Better Insights Via Data Visualization 6. Better Accessibility 7. Transparency Of Sales Data 8. Helps Pinpoint Profitable and Slow-Moving Products | 1. **­** Lack of alignment, availability and trust 2. Lack of 3. Commitment 4. Low quality of underlying transactional data 5. It may increase social stratification 6. Lots of data is unstructured |