Literature Survey

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Abstract

Shopping is one of the mandatory things in this world and is common too, in that case not all shops are running properly in this world. Most of the supermarkets are working on analysing the reports from the previous customer sales report. In COVID times most of the supermarkets are yet to be closed for enough days. So, the shop owners were affected financially the most. Here we are going to work on the data where the data requirement is satisfied by collecting the customers Analysis and product analysis report. In this project we are going to manage the data like different profiles of the customers, collecting the revenue of the customers till date, and managing the profitability report, finally the transportation process. Then the product analysis would consist of managing the average delivery time across the countries. Using this set of data collection, we use different Machine Learning Algorithms to evaluate the results and predict the output finally.

Literature Review

The next innovation guides the instructor through accessing the platform, creating a model, and evaluating results. The activity offers the chance to enhance results and take advantage of sales chances while emulating the workplace. Paper [1] offers teaching advice to assist academics in adapting to the digital era and preparing students for success in their early careers. The results of this study show that doing individual bibliometric analysis on each database does not provide a comprehensive picture of the status of knowledge and trends in each topic. In a business-to-business setting, this article applies an application of mCRM to salespeople, also sheds light on how conventional CRM adoption is affected by mobile CRM [2]. Most of the supermarkets are trying or motivating themselves to understand the customers' mentality and store products according to that, in such cases this study [3] most probably concentrates on approaching the sales prediction system of customers from the data that are stored from the previous buying report. The historically dependable Marketing Information System (MIS) is used to gather important consumer data to identify possible sales targets. Technology advancements like the introduction of IPv6,

the Internet of Things, social networking/mobile, and broadband penetration have made sure that there will never be a lack of data. The difficulty for marketers in the modern world is not a lack of data, but rather a surplus of it [4]. For each census tract with a resident population, the average distance to every supermarket along the street network was calculated. The GIS software used to obtain these analytical findings allowed them to be saved as spatially enabled data files, permitting further investigation and analysis [5]. There are three steps to the suggested framework. The first step involves building an index system based on the supply chain that is connected to supermarket food safety. The Analytic Hierarchy Process (AHP) is used in the second stage to assess the food safety in supermarkets. Application of the Technique for Order Preference by Similarity to Ideal Solution is a component of the third stage (TOPSIS) [6]. The author of this work needs access to real-world data to construct and validate models. To achieve this goal, the author has created and made accessible high-frequency datasets that include roughly six weeks' worth of real transactions and cashier operations from a grocery store that is a part of one of the major European retail chains [7]. The evaluation of dietary needs and the global awareness of eating behaviour have the potential to change because of electronic sales data. Validation studies are required to comprehend the boundaries of agreement and to allow for extrapolation to diets at the individual level [8].

References

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