

# Ideation

## 1. Following cross-sectional field study approach:

- Following a cross-sectional field study approach, we make two contributions.
- First, we elaborate on the central role played by the head controller in generating trust in analytics solutions and thus, making the project successful.
- Second, we identify three patterns in the way companies plan, implement, and then use data analytics in the context of business performance forecasting.
- The two successful patterns are the ones that start with a limited but tangible objective (either in term of information precision, or rapidity of processing) that can be expended in a second time.
- The contributions provide propositions that could be further tested in a wider research setup.

## 2. Sales data analysis using a sample excel spreadsheet:

### Perfecting sales process:

**Identifying bottlenecks**-look at likelihood of our sales numbers and how likely leads are to move on from each stage of our pipeline. Analysis should reveal any bottlenecks in our sales process.

**Utilizing sales activities**-time to make some surgical changes to our sales process. To create a list of powerful sales activities that can help us to improve our sales and the quality of the sales data we'll be accumulating.

### To present data with dashboards:

We can create and share our own sales dashboards, which can feature many different metrics.

### Analysis report:

Identify the key sales metrics we need, such as win rate and average deal size

Record this data in visual dashboards

Review the data regularly against historical averages to monitor growth and problem areas

### **3. Web Application:**

- To design and develop a web application which can help companies and retailers to analyze and visualize enterprise sales data in the form of graphs.
- Since we are developing a web application for this purpose, we do not need any storage space as once deployed the application can be used by any device with an internet connection.
- Using websites, we can see our output quickly. In this application, there is no need to install any software since everything can be accessible on a device with internet connection.
- There is no need to shift between applications. It is a faster process as we can analyze in less time.
- The primary aim of is to develop a web application using which a company or a retailer can analyze and visualize the sales data and also compare daily sales by different salesperson.