

Literature Survey - Global Sales Data Analytics

S.No	Paper/Title	Year	Journal	Method	Advantage(s)	Limitations
1	Impact of big data analytics on sales performance in pharmaceutical organizations	April 2021		This study is related to the quantitative research method. This method emphasizes the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.	Sales performance effectively and efficiently achieves the targets in the sales process by examining opportunities and improving closing rates	The data were collected from a developing country, and the results of this research may be different in developed countries.
2	Effects of 3D Virtual “Try-On” on Online Sales and Customers’ Purchasing Experiences	September 2020	IEEE Access (Volume: 8)	1) VTO technology consists of making a virtual body model from the customer’s own body size, 3D garment modeling, and interactive try-on and mix-and-match of garments. Many studies explain the method of making a virtual body by scanning or measuring the customer’s body. 2) We propose a new method, instead of 2D CAD patterns, we use 3D garment photos; to make a 3D garment mesh surface because 2D CAD patterns are always copyrighted and require	1) Virtual try-on (VTO) is a new technology used to help customers try on and mix and match apparel without a fitting room. 2) It appeared when conventional shops were in crisis because of consumers’ shift to online retailers. VTO technology has been adopted because it has many advantages in both retail channels.	The thing to overcome is the psychological barrier on the side of the customer, and convincing them to use and trust virtual try-on applications. That requires being extra clear about what’s happening with user data such as images and videos, where they’re processed, how they’re used, and so on.

				professional CAD software, therefore our study proposes an efficient way.		
3	Visual Analytics for Decision Support: A Supply Chain Perspective	June 2021	IEEE Access (Volume: 9)	<p>1. Visualization types suitable for particular analytical goals in each of the SC activities, i.e Visualization Techniques.</p> <p>2. Analytical reasoning by analysts involving in the process of analysis, i.e., tactics.</p>	<p>1. The lack of identifying specific SC business decisions that can be supported by VA.</p> <p>2. The lack of exploring various analytical capabilities of SC VA systems.</p> <p>3. The lack of identifying the state of the art in visualization techniques and tactics has been resolved.</p>	First, the application of VA in supporting of source and make processes of the SC may be explored, such as cost modeling of different sources and production scheduling. Second, visualizing the impact of external variables on different SC operations such as the effect of weather forecast on sales may be investigated more extensively.
4	Sales Analytics and Big Data Developments Needed Now to Address Practitioner-Identified Emerging Biopharmaceutical Sales Force Strategic and Operational Issues	March 2021	Research Paper	<p>The association of cancer drug costs and total cancer treatment costs per cancer site uses two methods: Kaplan-Meier Sample Average (KMSA) method and an approach similar to the Cox proportional hazard model.</p> <p>Generalized Propensity Score (GPS) based weighting with bootstrap standard errors can be used to estimate the marginal effect of detailing on drug utilization.</p>	<p>This paper provides a commercial/sales analytics, big data management, and organizational blueprint for companies on how to prepare and operate successfully in this evolving sales force pharma landscape.</p> <p>Focuses largely on patient,payer,sales and marketing analytics.</p>	Survey respondents from biopharmaceutical consulting companies also noted expertise focus is not in the areas identified here required for the industry to respond effectively to changing environmental trends.

Paper links

1. Effects of 3D Virtual “Try-On” on Online Sales and Customers’ Purchasing Experiences

<https://ieeexplore.ieee.org/document/9189849>

2. Visual Analytics for Decision Support: A Supply Chain Perspective

<https://ieeexplore.ieee.org/document/9445829>

3. Sales Analytics and Big Data Developments Needed Now to Address Practitioner-identified Emerging Biopharmaceutical Sales Force Strategic and Operational Issues

<https://www.pmsa.org/jpmsa-vol05-article01>

4. Impact of big data analytics on sales performance in pharmaceutical organizations

<https://doi.org/10.1371/journal.pone.0250229>