Global Sales Data Analytics

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| Data | 11-11-2022 |
| Team ID | PNT2022TMID45267 |
| Project Name | Global Sales Data Analytics |

Literature survey on the selected project &information gathering

A literature survey or a literature review in a project report is that section which shows the various analyses and research made in the field of your interest and the results already published, taking into account the various parameters of the project and the extent of the project.

It is the most important part of your report as it gives you a direction in the area of your research. It helps you set a goal for your analysis - thus giving you your problem statement.

When you write a literature review in respect of your project, you have to write the researches made by various analysts - their methodology (which is basically their abstract) and the conclusions they have arrived at. You should also give an account of how this research has influenced your thesis.

Descriptive papers may or may not contain reviews, but analytical papers will contain reviews. A literature review must contain at least 5 - 7 published researches in your field of interest.

Information Gathering

Information gathering: A Process of Collecting the user needs to solve a problem or issues and achieve an objective.

Business Requirement: A series of needs that must be fulfilled to achieve a high-level objective.

Clear business requirements help ensure that the end result of a project fulfills the stakeholders' needs.

**1. One-on-one interviews**

The most common technique for gathering requirements is to sit down with the clients and ask them what they need.

There are many good ways to plan the interview, but generally you want to ask open-ended questions to get the interviewee to start talking and then ask probing questions to uncover requirements.

Open-ended interview questions allow interviewees to respond how they wish, and to what length they wish, appropriate when the analyst is interested in breadth and depth of reply

**2. Group interviews**

Simply, Group interviews are similar to the one-on-one interview, except that more than one person is being interviewed. These interviews work well when everyone is at the same level or has the same role. Group interviews require more preparation and more formality to get the information you want from all the participants.

Usually, IF the number is 5 or more, the interview will be named as “Facilitated Session”.

**3. Joint application development (JAD)**

Is a technique that allows the analyst to accomplish requirements analysis and design the user interface with the users in a group setting.

In another meaning, JAD sessions are similar to general facilitated sessions. However, the group typically stays in the session until the session objectives are completed. For a requirements JAD session, the participants stay in session until a complete set of requirements is documented and agreed to.

**4. Questionnaires**

Questionnaires are much more informal, and they are good tools to gather requirements from stakeholders in remote locations or those who will have only minor input into the overall requirements. Questionnaires can also be used when you have to gather input from dozens, hundreds, or thousands of people.

Questionnaires are useful in gathering information from key organization members about:

1. Attitudes – what people in the organization say they want.
2. Beliefs – what people think is actually true.
3. Behavior – what organizational members do.
4. Characteristics – properties of people or things.

**5. Prototyping**

Prototyping is a relatively modern technique for gathering requirements. In this approach, you gather preliminary requirements that you use to build an initial version of the solution — a prototype. You show this to the client, who then gives you additional requirements. You change the application and cycle around with the client again. This repetitive process continues until the product meets the critical mass of business needs or for an agreed number of iterations.

**6. Use cases**

Use cases are basically stories that describe how discrete processes work. The stories include people (actors) and describe how the solution works from a user perspective. Use cases may be easier for the users to articulate, although the use cases may need to be distilled later into the more specific detailed requirements.

**7. Following people around**

This technique is especially helpful when gathering information on current processes. You may find, for instance, that some people have their work routine down to such a habit that they have a hard time explaining what they do or why. You may need to watch them perform their job before you can understand the entire picture. In some cases, you might also want to participate in the actual work process to get a hands-on feel for how the business function works today.

**8. Request for proposals (RFPs)**

If you are a vendor, you may receive requirements through an RFP. This list of requirements is there for you to compare against your own capabilities to determine how close a match you are to the client's needs.

**9. Brainstorming**

On some projects, the requirements are not "uncovered" as much as they are "discovered." In other words, the solution is brand new and needs to be created as a set of ideas that people can agree to. In this type of project, simple brainstorming may be the starting point. The appropriate subject matter experts get into a room and start creatively brainstorming what the solution might look like. After all the ideas are generated, the participants prioritize the ones they think are the best for this solution. The resulting consensus of best ideas is used for the initial requirements.

**10. Demo Screens**

This technique is especially helpful when gathering information from a client how is totally not related to Information technology field or the client does not know exactly what he needs. By providing basic screens “Not necessary to be active” and explaining the concept of the estimated system, the client will understand more and start to give the analyst the information and the requirements.