

# LITERATURE SURVEY

BATCH NUMBER	11
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TEAM ID	PNT2022TMID04990
PROJECT NAME	GLOBAL SALES DATA ANALYTICS

## 1. A literature survey on Big Data Analytics in Service Industry

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### ABSTRACT

The huge blast of information and Internet gadgets has prompted a fast approach to Big Data in the later past. The administration industry which is a noteworthy client for these Big Data applications will prompt real change to the conveyance process and new bits of knowledge into utilization examples and work processes, which thusly will help with new worldwide conveyance models incorporating new innovations and dispersion of work comprehensively. The Service Industry will utilize Big Data for different choices making an information framework and making the work process more ideal. The idea of large-scale manufacturing lead to Industrial Revolution, likewise, Big Data is relied upon to drive new types of financial movement in the Service industry with connected human capital, achieving a new level of monetary action, development, and development.

### Keywords:

Big Data, Decision Making, Service Industry, Customer Satisfaction, Data Analytics, MIS, DSS.

## **2. Big Data Analytics: A Literature Review Paper**

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### **Abstract.**

In the information era, enormous amounts of data have become available on hand to decision-makers. Big data refers to datasets that are not only big but also high in variety and velocity, which makes them difficult to handle using traditional tools and techniques. Due to the rapid growth of such data, solutions need to be studied and provided in order to handle and extract value and knowledge from these datasets. Furthermore, decision-makers need to be able to gain valuable insights from such varied and rapidly changing data, ranging from daily transactions to customer interactions and social network data. Such value can be provided using big data analytics, which is the application of advanced analytics techniques on big data. This paper aims to analyze some of the different analytics methods and tools which can be applied to big data, as well as the opportunities provided by the application of big data analytics in various decision domains.

**Keywords:** big data, data mining, analytics, decision making.

### **3.LITERATURE SURVEY USING PREDICTIVE ANALYTICS FOR STUDENT COUNSELLING IN HIGHER EDUCATION**

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#### **Abstract –**

In the modern era of higher education, it is exceptionally challenging for teachers to counsel students in terms of academic matters. Teachers have abundant data related to different aspects of students but deriving appropriate insights from them is very challenging. Predictive analytics plays an important role to cope with such challenges. However, for effective predictive analytics, numerous factors must be considered such as the selection of proper academic and social variables, the appropriate volume of the data, and quality of the data, and the adoption of suitable predictive algorithms. This paper deals with an exhaustive literature survey of predictive analytics in the educational domain specifically for higher education. The paper also discussed the analysis of the existing literature survey and identified research gaps.