

Ideation Phase

Literature Survey

Date	08-OCTOBER- 2022
Team ID	PNT2022TMID05132
Project Name	GLOBAL SALES DATA ANALYTICS

1.Data analysis and visualization of sales data - Mar-2016

Authors: Kiran Singh,Rakhi Wajgi

Data is being generated very rapidly due to increase in information in everyday life. Huge amount of data get accumulated from various organizations that is difficult to analyse and exploit. Data created by an expanding number of sensors in the environment such as traffic cameras and satellites, internet activities on social networking sites, healthcare database, government database, sales data etc., are example of huge data. Processing, analysing and communicating this data are a challenge. Online shopping websites get flooded with voluminous amount of sales data every day. Analysing and visualizing this data for information retrieval is a difficult task. Therefore, a system is required which will effectively analyse and visualize data. This paper focuses on a system which will visualize sales data which will help users in applying intelligence in business, revenue generation, and decision making, managing business operation and tracking progress of tasks.

2.Walmart's Sales Data Analysis - A Big Data Analytics Perspective - Dec-2017

Authors: Manpreet singh, Bhawick Ghutla, Reuben lilo Jnr, Aesaan F S Mohammed, Mahmaad A Rashid

Information technology in this 21st century is reaching the skies with large-scale of data to be processed and studied to make sense of data where the traditional approach is no more effective. Now, retailers need a 360-degree view of their consumers, without which, they can miss competitive edge of the market. Retailers must create effective promotions and offers to meet its sales and marketing goals, otherwise they will forgo the major opportunities that the current market offers. Many times, it is hard for the retailers to comprehend the market condition since

their retail stores are at various geographical locations. Big Data application enables these retail organizations to use prior year's data to better forecast and predict the coming year's sales. It also enables retailers with valuable and analytical insights, especially determining customers with desired products at desired time in a particular store at different geographical locations. In this paper, we analysed the data sets of world's largest retailers, Walmart Store to determine the business drivers and predict which departments are affected by the different scenarios (such as temperature, fuel price and holidays) and their impact on sales at stores of different locations. We have made use of Scala and Python API of the Spark framework to gain new insights into the consumer behaviours and comprehend Walmart's marketing efforts and their data-driven strategies through visual representation of the analysed data.

3. Research on Refined Sales Management, Data Analysis and Forecasting under Big Data - Oct-2020

Author: Wenhui Shan

This article analyses the key points of refined sales management under big data. The main points of sales management include how to establish a sales management organization, how to improve the sales management information system, how to improve the evaluation management system, and how to strengthen internal sales control. Combining the key points of data analysis under big data, the author studies the establishment of data warehouse, data cleaning and mining, the establishment of data prediction models, and the arrangement of model analysis results. The purpose of this article is to help people give full play to the advantages of big data technology applications and promote the healthy development of the enterprise economy.

4. Advanced data analysis and exploration of large marketing databases are the subjects of many research and application projects

Authors: Setia & Jyoti, 2013

The knowledge acquired can be used automatically in the processes of communication with the client including operations undertaken in order to increase the chance of making a purchase, improve customer satisfaction, reduce the risk of a customer leaving, or optimise the margin on the product.

5.Application of advanced data analysis in marketing is considered in three main perspective

Authors: Jannach, Zanker, Felfernig, & Friedrich, 2010

From the managerial perspective, we use it to build a decision support system that uses large, heterogeneous data and mechanisms generating recommendations related to the sales strategy and pro-motion of the products offered. From the customer's perspective, we prepare an advisory system facilitating selection of products in accordance with one's inter-ests, needs, and preferences. From an IT perspective, advanced data analysis is related to a computing platform containing a number of exploration models, integrated with transactional systems of the online and offline store and its envi-ronment. This platform must guarantee not only access to various information resources but also scalability of applications operating on a large number of information collections.

Title	Author	Journal,Year	Proposed Method	Disadvantage
Big Data Analytics:A Literature Review Paper	Nikhil Madaan, Umang Kumar, Suman Kr Jha.	18-07-2020	Big Data Storage andManagement. Customer Intelligence.Quality Management and Improvement.Risk Management and Fraud Detection	The information era we are currently living in, voluminous sorts of high velocity data.
Big Data Analytics: A Literature Review Perspective	Sarah Al-Shiakhli	2019	Supervised, unsupervised, semi-supervised, reinforcement learning.,	Thus usefully focus on big data analytics challenges with regard to security and privacy issues..