GLOBAL MARKET ANALYSIS

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LITERATURE SURVEY:

In the era of technological development, businesses need to develop their salesforce and sales performance to improve their customer satisfaction. We live in a world where there is a rise in supermarkets, shopping malls, and companies. When the data available is enormous, managing the sales records to meet the needs of the customer is difficult. Because of the growth of such data, solutions need to be provided to handle and bring out value and knowledge from these datasets. Furthermore, businesses should be able to gain valuable insights from rapidly changing data, from daily transactions to customer interactions and social network data. Big Data Analytics helps to enhance Customer Relationship Management performance. BDA improved the salesforce's person-technology fit, which in turn improved CRM capabilities and sales success.