Literature Survey

**Introduction**

* Overview of the importance of data-driven innovations in SCM.
* Brief introduction to Qlik as a tool for advanced analytics.

**Review of Existing Research**

* Visibility and Decision-Making: Studies highlighting the role of data analytics in improving supply chain visibility and decision-making.
* Logistics Optimization: Research on the use of analytics tools like Qlik for optimizing logistics operations.
* Forecasting and Inventory Management: Evidence from studies showing improved forecasting accuracy and inventory management through advanced analytics.
* Successful Implementations: Case studies and examples of successful data-driven SCM transformations across different industries.
* Challenges and Opportunities: Discussion on the challenges of adopting data-driven approaches (e.g., data governance, cultural change) and the opportunities they present.

**Conclusion**

* Summary of key findings from the literature.
* Emphasis on the transformative potential of data-driven innovations in SCM.