

Sales Tracking System

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Abstract—this project deals with developing a website for Sales tracking system. It provides the user with a catalog of different records available for total sales in the store. The system is implemented using a 3-tier approach, with a backend database, java, HTML. In order to develop a website, a number of Technologies must be studied and understood. These include multi-tiered architecture, server and client side scripting techniques, implementation technologies such as PHP, relational databases (such as MySQL, Access). This is a project with the objective to develop a basic website where a user is provided with an application have a multitude of features that enable you to capture data about quoting and about sales activities and also to know about the technologies used to develop such an application. Sales tracking system let you use and manipulate data and transform it into useful, insightful, and actionable business intelligence reports.

1. INTRODUCTION

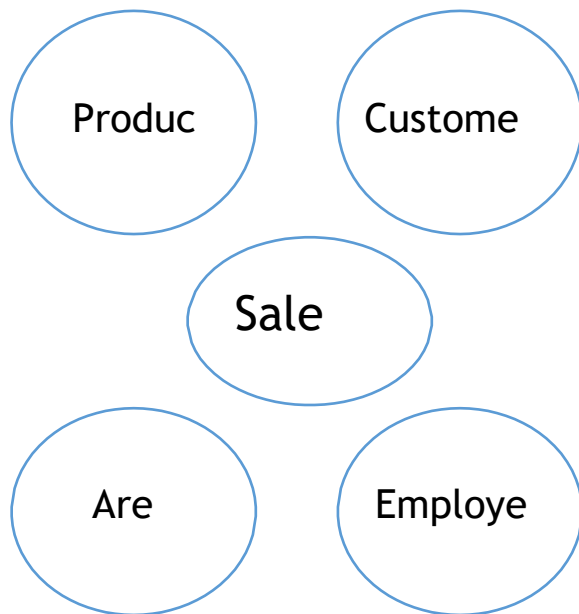
Initially, all the data related to sales and other important information were handle manually. Sales tracking and reporting require analysis of past sales efforts. To strengthen customer relationships, responses to customer queries took time. Sales tracking requires time to manage and analyse sales data to spot trends that can lead to better results as it is a work of management people and salespeople shuffling paperwork. Sales tracking tools have become a necessity for most businesses wishing to remain competitive within their industry. A sales tracking system that accurately forecasts sales is worth the investment, as accurate forecasts of sales have a huge impact on your business bottom line. There are programs that can do just about everything under the sun, but you will probably pay premium. Focus on what you do and what you need to know. As sales professional the focus is on the information that will make you money. This system is useful for discovering customer purchasing patterns by extracting associations or

co occurrences from transactional databases. With the help of this system we can also find out the buying habit of the customer. Through this we get to know that in which particular area which frequent product are sold and also able to analyse the working of employee. Using the tracking system company administrator easily knows about the customer buying habits like bread with jam. And also company admin knows that which product has not been sold frequently in particular market. Increase the productivity as well as the profit of the business. According to the present scenario and advancement in the world there is a need for detail analysis of the business to we need to analyse our data to the zero level to improve the quality of service. We need to properly process our data so as to get information with proper knowledge [4]. So for this we are using data mining in our project to analyse the data. Data mining can be defined as the mechanism for evaluating the business data from various contexts and then consolidating it to profitable information. Basically in this we take data and examine those data on the basis of various aspects. There is much software present which help in data mining that consist of many tools through which we can perform evaluation on our data [1]. Thus this helps in developing a relationship in a vast database in between the numbers of attribute. Due to the continuous growth in the different expertise it has lead to many inventions. Business owners have basic focus on as to how to increase the profit of the company.

A. Sales Tracking Analysis

In the mention system we use the sales tracking analysis technique which shows that the purchasing habits of the customer. To increase the sale of a product we use market basket analysis. With the help of this system we can find out the sale of a particular product, this system also shows that the sale of area wise. So

company administrator easily finds out the sale of product. Due to the advancement and increasing demands many companies as well as in many small business owners has basic focus on as to how to increase the profit of the company.



LITERATURE SURVEY

In present day economy, Marketing is defined as the providing of goods and services according to the taste and preferences of the consumers at time when it is required. Every dealership whether it is big or small, needs it's vital for the firm to carry on its operation and to achieve the target. The basis for marketing is information. Marketing information is needed to project, compare and evaluate the dealers and consumers preferences. After duly recognising the importance of marketing, this topic has been chosen as the focus of project. It analyses the various facts like price, promotional aspects and availability etc., Marketing has become a complicated job with the increase in the number of product trades and with the changing life style of people, never a producer directs approaches the consumers for his products and services in a same way consumer will never directly knock the door of produces for his need and his wants in this or a specified wings has to play to keep the role between their two parties to construct a harmonious relationship. Satisfaction is commonly understood as an Individual's feeling of delight or disappointment resulting from comparing a product perceived performance (or Outcome) in relation to his or her expectation. Thus, it is a function of perceived performance and the buyer expectations. The three broad levels of satisfaction can be represented by means o relation.

If Performance < Expectation =Customer is dissatisfied
Performance = Expectation = Satisfied

Performance > Expectation = highly satisfied

I. EXISTING SYSTEM:

In the existing system, company cannot get the daily basis sale of a product and also not calculate the daily basis turnover of the company. Previously, if company need to calculate area wise turnover of a particular product then they need to collect data from different areas which leads to more man power and time consumption. Sales tracking software effectively track your

sales. It accurately forecasts sales which are worth investment. Sales tracking and reporting requires analysis of past sales efforts inclusive of both the client and user side.

The existing system gives the details about the same consisting of both the user and client end specifying each of their roles.

Existing System Dis Advantages:

Ø the DynaAction Forms can be used to substitute for multiple form beans.

Ø Support for only three languages.

I. PROPOSED SYSTEM

Sales tracking system is CRM enables businesses of any size to manage every aspect of the customer lifecycle. Keep track of leads, prospects and sales is a huge challenge for any sales professional today. Many will develop complex mechanism using files and spreadsheets and databases and dozen of other tools. When it comes down to it, one of the best ways to keep your leads and sales organised effectively is to look for tracking software, you can track leads and prospects and review and report on your sales.

It is end to end comprehensive web based distributed sales tracking system to meet client's business challenge. Prime business objective is to provide a fast and secure platform to collect current location of the employee which reduces the company fraud and also increase the performance of the company as well as employee.

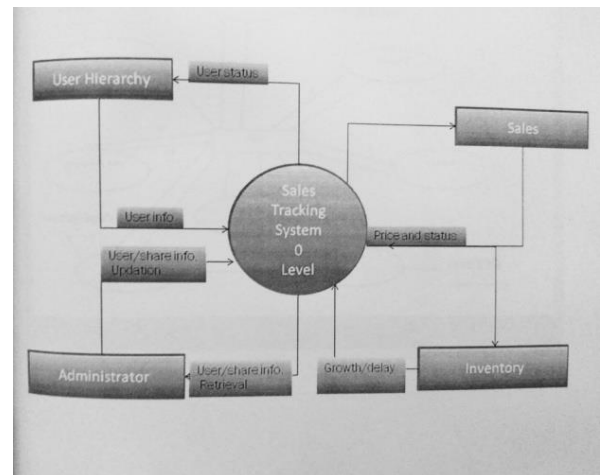
Thus we are developing a system which will help a company to get daily automatically generate the report of daily basis turnover of a particular product. And with the manage improve and administer the sales data from the disparate distributor located all over India. To overcome the limitations of existing system we develop a system to makes the existing help of this system company track the current location of the employee which reduces the company

fraud and also increase the performance of the company as well as employee.

Proposed System Advantages:

- 1) Reducing the data scale and improving the accuracy of bug triage.
- 2) To avoid the expensive cost of manual bug triage.

METHODOLOGY ADOPTED



For developing system we need to follow these methodologies:

A. Database – MY SQL

My Sql is freely and easily available software which provides RDBMS. MySQL provided by the XAMPP is also known as My Sequel. It facilitates us for relational database purpose and according to the March 2014 statistics it is the second most generally used relational database which is open source.

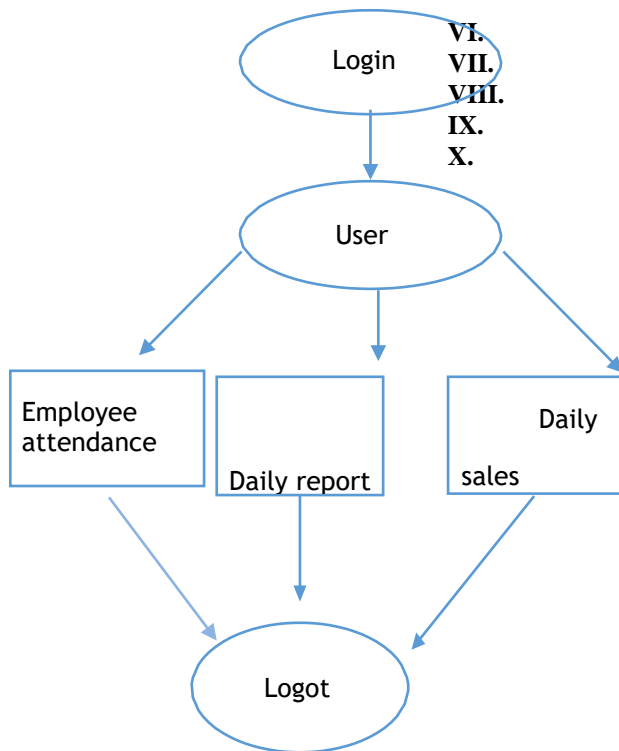
B. Scripting Language – PHP

PHP is used for web development as a server side scripting language [10]. PHP serves as a scripting language basically for server side for the development of web applications. It can also be used as a normal language for programming purpose. This system has chosen PHP as its programming technology for web development.

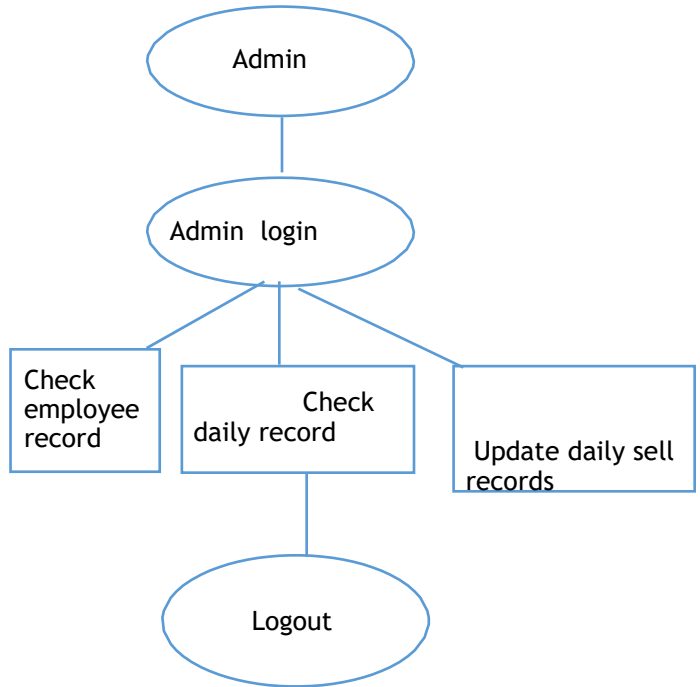
C. Xamp

Xamp is defined as software whose source code is freely accessible to the user's means it is charge for the customers and there is no need to buy anything to have access on it. It provides us with the facilities that it can be operated on various types of computer independent of the operating system. It provides us with many solutions for the web applications as a bundle of solution package containing mainly of languages related to programming, scripting and database.

SYSTEM DESIGN



A. Flow diagram for admin



ALGORITHM

1. Give login details.
2. Assign roles and privileges.
3. Request for designation and resources.
4. Request completed.
5. Request for add, modify, delete organization, branch, employ, team.
6. Request completed.
7. Request for sale.
8. Request completed.
9. Update inventory after sale.
10. Request for add, modify, delete model details
11. Request completed.
12. Request for add inventory.
13. Request completed.
14. Request for add, modify and delete model details.
15. Request completed.
16. Access report.

TECHNOLOGIES USED

Front End : J2EE

UI : HTML, CSS, Java

Script, Visual Studio

API : Java Servlet

Back End : MySql

DB Connectivity : JDBC

S/W : Jdk1.8, Netbeans , Mysql 5.5

SALES FORECASTING

CRM solutions perform sales forecasting by studying the detailed information on complex and low-volume sales cycles. Timely analysis has to be done by measuring various sales results of your firm with respect to the already made forecast. The various strategies put forward after the forecast can increase the number of customers.

CRM sales forecasting solutions also look over various suggestions of the customers regarding their view in buying a product continuously and the history of customer’s demand in the market. Sales forecasting is mainly dependent upon the desire of the customer to buy any product than on any arithmetic calculation.

The whole forecasting process requires the historical data of various transactions and interaction of the customer, and the average time for finalizing an order. The past information can be retrieved from the CRM database and can be used as the initial data in forecasting. Another important factor required while preparing a forecasting is the detail of all the current enquires the company holds. Sales forecasting without the above information is not reliable. Proper forecasting will make the task of monitoring the sales targets much easier.

ADVANTAGES OF E-SALESTRACK

SALES FORECASTING

- Web based hosted sales forecasting solution.

- On-remand sales forecasts based on most updated data.
- Custom filters for better functionality.
- Customizable and diverse graphs and analytics.
- Sales forecasting in your CRM dashboard.
- Easy access to historical sales data for reference.
- Custom sales forecasting based on total leads and opportunities, converted leads, industry performance, etc.

Name of car	No. of customers	Percentage
Fiesta	30	30
Endeavor	28	28

- Sales forecasting for various time ranges; day, weeks, months or

Name of car	No. of customer	Percentage
Ikon	9	9
Figo	33	33
TOTAL	100	100

The above table indicates that 33% of the respondents are having ford Figo,

30% of the respondents are having ford Fiesta, 28% of the respondents are having ford Ikon and

9% of the respondents are having ford Endeavour.

VIII. CONCLUSION/ FUTURE WORK

Sales tracking software for sales force Automation. Sales tracking and reporting systems that let you analyse customer characteristics and buying habits. Keep track of leads, prospects and sales are a huge challenge for any sales profession today. Many will develop complex mechanisms using files and spreadsheets and databases. Sales tracking tracks selling activities as opposed to revenue tracking which focuses on tracking the progress of forecast opportunities. Management must have a method of knowing if sales are correctly engaging in enough of the right activities to produce revenue in the future. This lead to three key metrics: the right activities, the right way, the right amount. In Daily status report System we are using the data mining techniques to enhance the sales of retail business. In data mining we use the market basket analysis techniques to enhance the growth of business. Data mining is the process to find out the interesting patterns into the large amount of data.

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