

## USE OF BIG DATA IN SALES MANAGEMENT

George STANESCU<sup>1</sup> ORCID ID 0009-0009-8848-513X

Anișoara DUICĂ<sup>2</sup> ORCID ID 0000-0003-1457-5764

Patrizia Pamela PODHORA<sup>3</sup> ORCID ID 0009-0003-9661-5017

Sorina Geanina STANESCU<sup>4</sup> ORCID ID 0000-0003-1219-3420

**Abstract:** *Managers are constantly looking for tools that adapt organizational data into information to support their strategic decisions to improve the organization in terms of performance and profit. In Business-to-Business, the most valuable data of Big Data is always at hand: sales transactions from an ERP system and sales activities from CRM software. The article explores how Big Data influences sales and management strategies, it shows how it can segment customers using the clustering method, how sales history is used to forecast sales, and, using an a priori ordering algorithm, develop a strategy for modeling buying behavior. By using machine learning algorithms and artificial intelligence, companies can identify hidden patterns and trends in their sales data. This allows for better market knowledge, strategic pricing, and the creation of more effective marketing campaigns. Big Data is not only a tool for the sales department, it is also essential in the decision-making process at the managerial level. Data analysis can provide important insights into operational performance and help optimize processes, increase sales and profitability, and anticipate and adapt to changes and market behavior. By implementing Business Intelligence systems and advanced analytics tools, managers can make more informed and faster decisions. Companies that manage to collect, analyze, and use data effectively have a competitive advantage and can achieve significant results in operational performance.*

**Keywords:** Big Data; competitive advantage, operational performance, sales management, Business Intelligence, CRM, ERP Systems

---

<sup>1</sup> Valahia University of Târgoviște, Romania, stanescugeorge121@gmail.com, Corresponding author

<sup>2</sup> Valahia University of Târgoviște, Romania, anisoara\_duica@yahoo.com

<sup>3</sup> 1 Decembrie 1918 University of Alba Iulia, Romania, patrizia.podhora@gmail.com

<sup>4</sup> Valahia University of Targoviste, Romania, geaninastanescu@yahoo.com