

DAFTAR PUSTAKA

Website

- [1] F. Xiong, M. Xie, L. Zhao, C. Li, and X. Fan, "Recognition and Evaluation of Data as Intangible Assets," *SAGE Open*, vol. 12, 2022, doi: 10.1177/21582440221094600.
- [2] L. A. Scapini, "THE ROLE OF DATA IN STRATEGIC DECISION MAKING," *Rev. Gênero e Interdiscip.*, 2025, doi: 10.51249/gei.v6i02.2488.
- [3] I. Farida and D. Setiawan, "Business Strategies and Competitive Advantage: The Role of Performance and Innovation," *J. Open Innov. Technol. Mark. Complex.*, 2022, doi: 10.3390/joitmc8030163.
- [4] A. K. Shittu, "Optimizing Sales Operations in Industrial Solutions: A Data-Driven Approach for Global Markets," *Int. J. Manag. Organ. Res.*, 2025, doi: 10.54660/ijmor.2025.4.1.101-117.
- [5] S. Kasim, M. Z. Zakaria, L. Efrizoni, and F. Fadly, "AI and the Optimization of Product Placement: Enhancing Sales through Strategic Positioning," *Int. J. Adv. Artif. Intell. Mach. Learn.*, 2025, doi: 10.58723/ijaauml.v2i1.381.
- [6] N. Y. S, S. Srinivash, A. Sm, and Aslam, "Sales Analysis and Prediction System," *INTERANTIONAL J. Sci. Res. Eng. Manag.*, 2025, doi: 10.55041/ijsrem43563.
- [7] T. Kannadasan, "Deep Learning based Seasonality and Trend Detection in Sales Forecasting," *Int. J. Data Informatics Intell. Comput.*, 2025, doi: 10.59461/ijdiic.v4i2.170.
- [8] D. Jericho, K. Jagusch, J. Sender, and W. Flügge, "Methods for evaluating and improving manual process data acquisition in one-of-a-kind

productions,” *Procedia CIRP*, 2024, doi: 10.1016/j.procir.2024.08.338.

- [9] M. M. Adrita, A. Brem, D. O’Sullivan, E. Allen, and K. Bruton, “Methodology for Data-Informed Process Improvement to Enable Automated Manufacturing in Current Manual Processes,” *Appl. Sci.*, vol. 11, p. 3889, 2021, doi: 10.3390/app11093889.
- [10] S. Ayumida, R. Ratnawati, L. Hakim, and N. Ichsan, “Point of Sale (POS) Application Tire at the Diva Cirebon Store Based on Website,” *Int. J. Comput. Inf. Syst.*, 2025, doi: 10.29040/ijcis.v6i1.211.