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The Design of ERP Intelligent Sales Management System

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Introduction

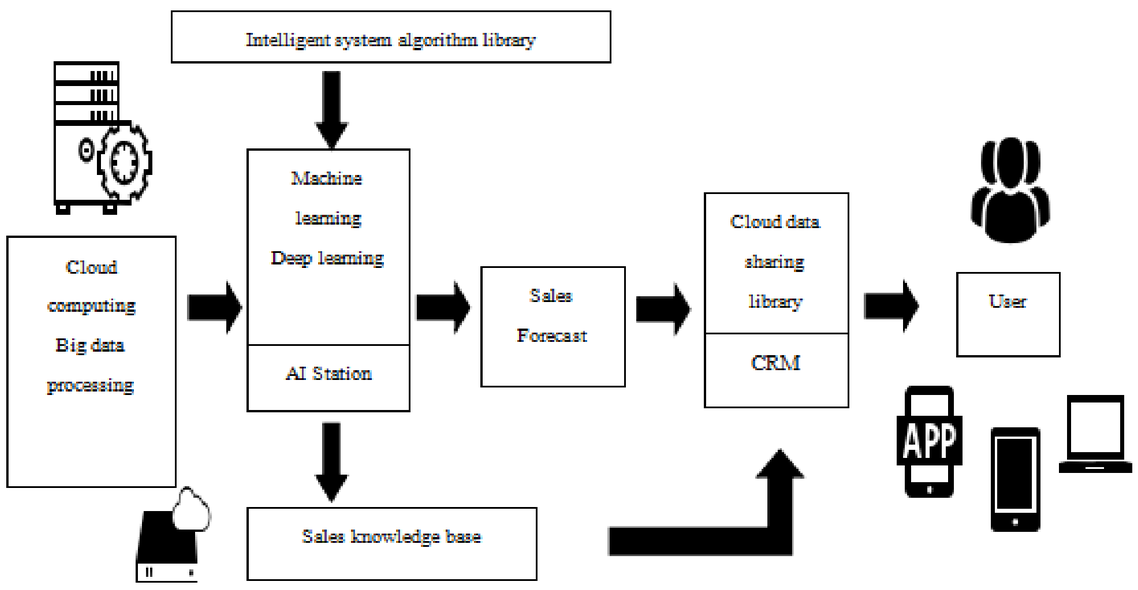
Enterprises should effectively use the huge amount of accumulated data. Enterprises may explore the value behind the data. This study will help enterprises improve the traditional ERP system. The study integrates big data, cloud computing, artificial intelligence into the traditional ERP system. And the new system may make sales forecasts for the enterprise. It will reduce inventory costs and improve business efficiency.

How do companies keep up with the development of technologies to improve the sales management? This study may give enterprises some enlightenment.

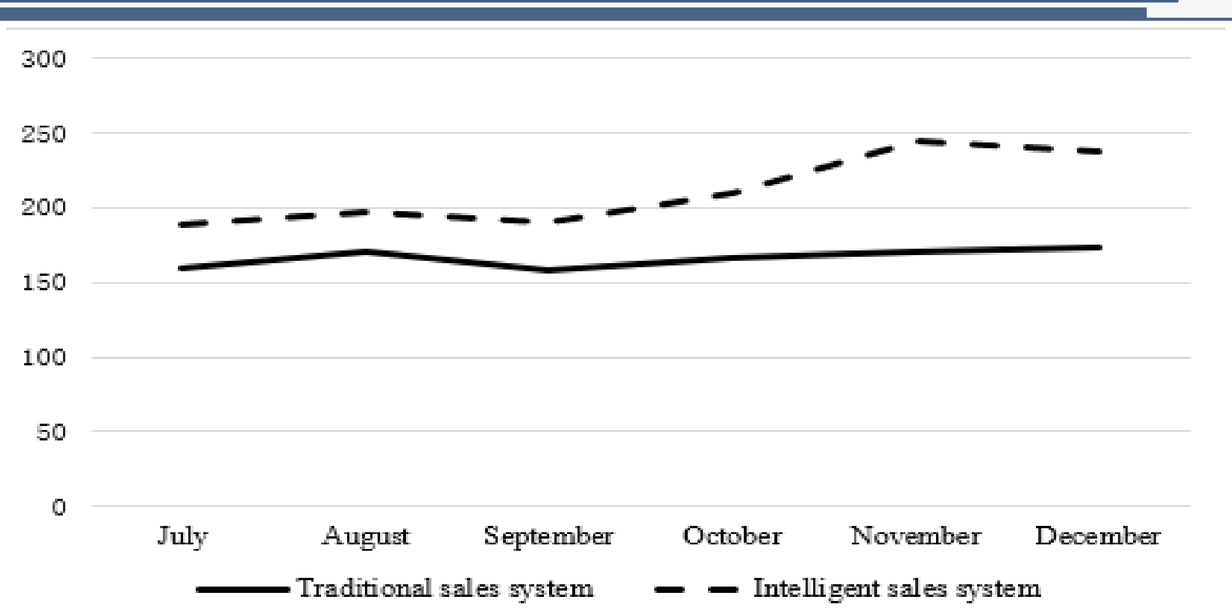
Methods

This article uses two methods, literature research method and experimental method. We aim to optimize the existing model to achieve the purpose of improving the accuracy of sales forecasting. We design the ERP intelligent sales management system through this methods.

Graphics / Images



This is the ERP intelligent sales system architecture. (1) The application of data processing, model analysis, application reasoning and other functions through the operation of machine learning and deep learning. (2) A rich and diverse deep learning system architecture and machine learning algorithm library environment. (3) The implementation of cloud service resource management platform, deep learning management AI Station platform and application analysis tool Teye. (4) BP network prediction algorithm. Neural network is a non-linear adaptive system that can self-find the internal connection of sales data through machine learning to achieve prediction.



We make a experiment which takes a company's product A as an example. It compares the sales of the product within six months when using the intelligent sales system and the traditional sales system. This is the result. After using the intelligent sales system, the sales volume of the modified products has been greatly increased.

Conclusions

This study designs the ERP intelligent sales management system based on artificial intelligence technology. Through the analysis of the demand of the commodity sales system, it clarifies the sales forecasting functions that the intelligent sales management system should have, and then discusses the specific implementation technology and introduces the sales forecasting model. It determines the system architecture of the commodity sales information management platform. In the process of designing this system, the following conclusions are obtained: (1) Through the investigation of various enterprise sales department, we can fully understand the sales pain points. Then we summarize the actual needs of the enterprise and optimize the ERP sales system. Finally, we improve the efficiency of business operations. (2) When designing the architecture, the most important design part is to integrate artificial intelligence and cloud computing into the ERP sales management system, and build the system through BP algorithm, machine learning optimization model, cloud computing collaborative work and other methods. (3) Use .NET related technology to develop the company's sales information system and realize seamless connection of various departments, and the core modules of the system have reserved interface fields which are extensible. Experiments have proved that the intelligent ERP sales system effectively improves the efficiency of product sales management, simplifies sales communication links through deep learning, discovers potential customers, and effectively increases sales by pushing advertisements to them.