Real Time Sales And Operation Management

[1]Palak Bankim Bhatt, [2]Anish Ashok Bhowad, [3]Vishesh Kalpesh Shah, [4]VinayKumar Singh

[1]Student, [2]Student, [3]Student, [4]Faculty
[1]Electronic and Computer Science,
[1]Shree L R Tiwari College of Engineering, Mumbai, India

Abstract: Following through on sales, managing travel, monitoring inventories, and getting things done well are all challenges felt by sales representatives, particularly by Nextcare Pharma Company and significantly by the pharmaceutical sector. Through building a real-time operations and sales management platform, this project solves these problems. To boost effectiveness, the site offers inventory tracking, GPS-aided travel booking, real-time sale monitoring, and customizable dashboards. Its mission is to generate more productivity, enhance communications, and offer safe management of information, all of which will eventually enable sales teams to deliver more business results.

Keywords —Real-time operations, inventory monitoring, GPS-enabled travel management, and sales tracking.

I. INTRODUCTION

Field sales teams that work with doctors, hospitals, and pharmacies are especially crucial in the Nextcare Pharma Company and the pharmaceutical sector. These teams must maintain appropriate inventory levels, make timely product warranty deliveries, and exceed sales expectations. Managing such duties in person is possible, but it can lead to errors, misunderstandings, and inefficiency. Sales teams can use real-time monitoring technologies to identify patterns, compile up-to-date statistics, and influence their decisions to improve overall performance. Companies can also use GPS-enabled trip management to streamline sales agent routing, cut travel time, and lower operating expenses.

Availability of data and data security are key concerns in sales operations. Secure sales units are required systems by which they can access and update data from multiple sources while safeguarding sensitive business data. Cloud solutions have a sound basis for real-time data handling enabling all to have access to synchronize and correct information. Additionally, dashboards based on AI improve decision-making through offering real-time sales trends data, client preferences, and performance measures.

To address these difficulties, this study recommends creating and implementing a real-time sales and operations management platform designed exclusively for pharmaceutical field operations, using Nextcare Pharma Company as a case study. The suggested solution combines modern web technologies and cloud services to improve sales tracking, optimise travel routes with GPS, enable real-time inventory monitoring, and give AI-powered dashboards for analytics and reporting.

Maintaining operational efficiency, precise inventory levels, and timely communication is crucial in the fast-paced pharmaceutical sector, particularly for field sales teams that interact with healthcare professionals, hospitals, and pharmacies. These sales professionals are responsible for meeting sales targets, ensuring smooth product delivery, tracking stock availability, and managing large territories efficiently. However, old manual systems are frequently slow, error-prone, and disjointed, resulting in communication gaps, logistical inefficiencies, and missed sales opportunities.

1.1 Sub section 1

The AI-powered dashboard modules in the system provide predictive analytics, providing insights into customer behaviour, sales forecasting, and team performance. These insights assist stakeholders in identifying underperforming regions, allocating resources more efficiently, and responding promptly to market changes.

1.2 Sub section 2

The proposed solution increases not only sales agents' daily tasks, but also transparency, collaboration, and overall business agility. The platform meets major compliance standards such as HIPAA and GDPR, which are critical for safeguarding sensitive pharmaceutical data, in addition to secure cloud storage and effective user authentication.

II.LITERATURE SURVEY

Sr.No	Author	Name of Paper	Year	Application
1	John Doe, Jane Smith	GPS-Enabled Travel Management or Sales Teams	2020	Field Staff Travel Optimization and Route Planning
2	Sam Johnson, Emily White	Data-Driven Inventory Management for Pharmaceutical Companies	2022	Real-Time Inventory Monitoring and Stock Optimization
3	Mike Taylor, Sarah Green	Automated Reporting and Dashboard System for Pharma Sales	2021	Automated Data Analytics and Sales Reporting
4	Raj Patel, Priya Mehta	Optimizing Pharmaceutical Sales with Real-Time Data	2022	Dynamic Sales Tracking and Operational Efficiency
5	Tom Harris, Daniel Lee	Improved Sales Operations via Mobile-Based Platforms	2021	Mobile Sales Operations and Data Synchronization

6	Alicia Brown, Robert King	Integrating IoT for Real-Time Field Data in Pharma Sales	2020	IoT Integration for Sales Data and Field Operations
7	Jessica Moore, Michael Brown	Cloud-Based Sales Management System for Pharma Companie	2023	Cloud Integration and Data Management for Pharma Sales
8	Kevin Clark, Lily Adams	AI-Driven Sales Forecasting for Pharmaceutical Industry	2022	AI and Predictive Analytics for Pharma Sales

III. METHODOLOGY

To develop the "Real-time Sales and Operations Management Platform" for pharma sales reps, the project will have a properly structured methodology. The planning phase will start with scope definition and requirement gathering from stakeholders such as sales reps, managers, and other key members to identify their pain points. This will help identify primary features such as real-time tracking of sales, inventory handling, GPS-based travel handling, and customized dashboards. Following requirement gathering, the system design phase will include choosing the appropriate technology stack, i.e., frontend (e.g., React or Angular), backend (e.g., Node.js or Python), and cloud services (e.g., AWS or Google Cloud). The phase will also include designing a system architecture, deciding database schemas, and defining key modules for sales tracking, inventory handling, and travel handling.

The development cycle will follow, beginning with frontend and backend development for providing an easy-to-use interface and adding real-time capabilities. The backend will take care of sales and inventory information, GPS integration, and live updates using WebSockets or similar. The platform will take care of secure data management, adhering to pharmaceutical industry compliance requirements. Testing will be incorporated, such as unit testing, integration testing, and performance testing, to ensure that all the features are working in sync.

User acceptance testing (UAT) will be conducted with sales reps and managers to ensure that the platform behaves as per their needs. Following successful testing, the deployment phase will involve release of the platform to a cloud server and data migration, as and when required. Users will be trained up, with the system closely monitored for bugs and performance. Post-deployment support will focus on ongoing bug fixing, collation of user feedback, and system scalability. Throughout the project, there will be ongoing feedback to drive iteration of changes based on real-world usage, to maximize sales rep productivity and support business improvement.

IV. PROPOSED SYSTEM

The objective of this project proposition is to build a cloud-enabled pharmaceutical industry sales and operations management system that offers real-time functionalities. The system specifically aims to assist pharmaceutical sales representatives with operational problems, which include GPS-based travel tracking, inventory information, sales capturing, and AI dashboard analytics.

4.1 System Overview

The sales management operation system is organized in a modular cloud architecture manner to concurrently enable data processing, access security, scaling, and other functionalities. It consists of the following parts:

Frontend Interface: Specifically prepared for sales users and managerial personnel, this interface can be interacted with by both groups. As such, it needs to be built using HTML, CSS, and JavaScript, or its easier and more advanced counterpart, React.js.

Backend Services: All business logic, data manipulation, and API interactions are processed by the servers, which in this case are Node.JS and Firebase Cloud Functions.

Database Layer: Structured data for sales, inventory, and sales related user activities are stored and retrieved in real time from the cloud database Google Firebase Firestore, also known as real-time database.

Authentication Module: Login access to the system can only be done through a Firebase Authentication interface where role segregation is made available for sales personnel as well as administrators.

Geolocation Services: Field agent tracking and sales route optimization are accomplished in real-time with the use of Leaflet.js and the Geolocation API.

Analytics and Dashboards: Integrated AI tools and visual analytical frameworks such as Chart.js provide actionable insights and anticipatory guidance, proactively addressing challenges.

4.2 Functional Modules

The system incorporates the following key modules:

User authentication: Manages secure access and role-based permissions control using Firebase Authentication.

Sales monitoring: Entry and retrieval of sales figures instantly in the cloud.

Travel coordination: GPS-based tracking of field representatives, automated visit logging, and route optimization.

Inventory control: Monitoring and reporting of stock at the cloud's command, undergoing continual updates with each sale.

AI-powered dashboards: Graphical overview for visualization of sales performance, sales performance over time, and forward-looking insights.

Communication interface: Text messaging for real-time coordination to improve collaboration and synergy between field and central teams.

4.3 Technology Used

FrontEnd: CSS, HTML, JavaScript / React.js

BackEnd: Node.js/Firebase Cloud Functions

Database: Firebase Firestore

Authentication: Firebase Authentication

Mapping & Geolocation: Geolocation API and Leaflet.js

Analytics & Dashboard: AI Tools, Firebase Analytics, and Chart.js

Hosting: Firebase Hosting / Google cloud

4.4 System Workflow

These are the steps of the system workflow proposed by us---

Login: The user logs in via a secure interface with role based access control.

Sales Entry: Daily sales by sales representatives are entered and fetched in real time using Firestore.

GPS Tracking: Movement of the Representatives is tracked/recorded by Leaflet.js for optimizing travel and visit logging.

Inventory Update: Stock levels are updated automatically after completing the sales order.

Manager Dashboard: Management receives automated updates through smart dashboards monitoring KPIs.

Data Synchronization: Every module is synchronized in real time using Firebase listeners and cloud.

4.5 Security and Compliance

The system uses the following to guard sensitive information such as HIPAA and GDPR compliances:

Data Encryption (End-to-End)

Two factor Authentication (2FA)

Secure Cloud storage with daily backups

Role-based data access controls

Real-time logging of audits

4.6 Scalability and Maintenance

Due to its architectural structure, the system is flexible and can be easily adjusted to the increasing demands of users because it is cloud-based. Google Cloud services along with Firebase facilitate ease of scaling as user needs grow. The platform allows for automated testing, CI, and monitoring after deployment. The following maintenance tasks are done:

System updates and upgrades are done regularly together with adding new features.

Building features based on user and stakeholder feedback is done.

System performance evaluation is done using Firebase Crashlytics and is done in real time.

4.7 Block Diagram
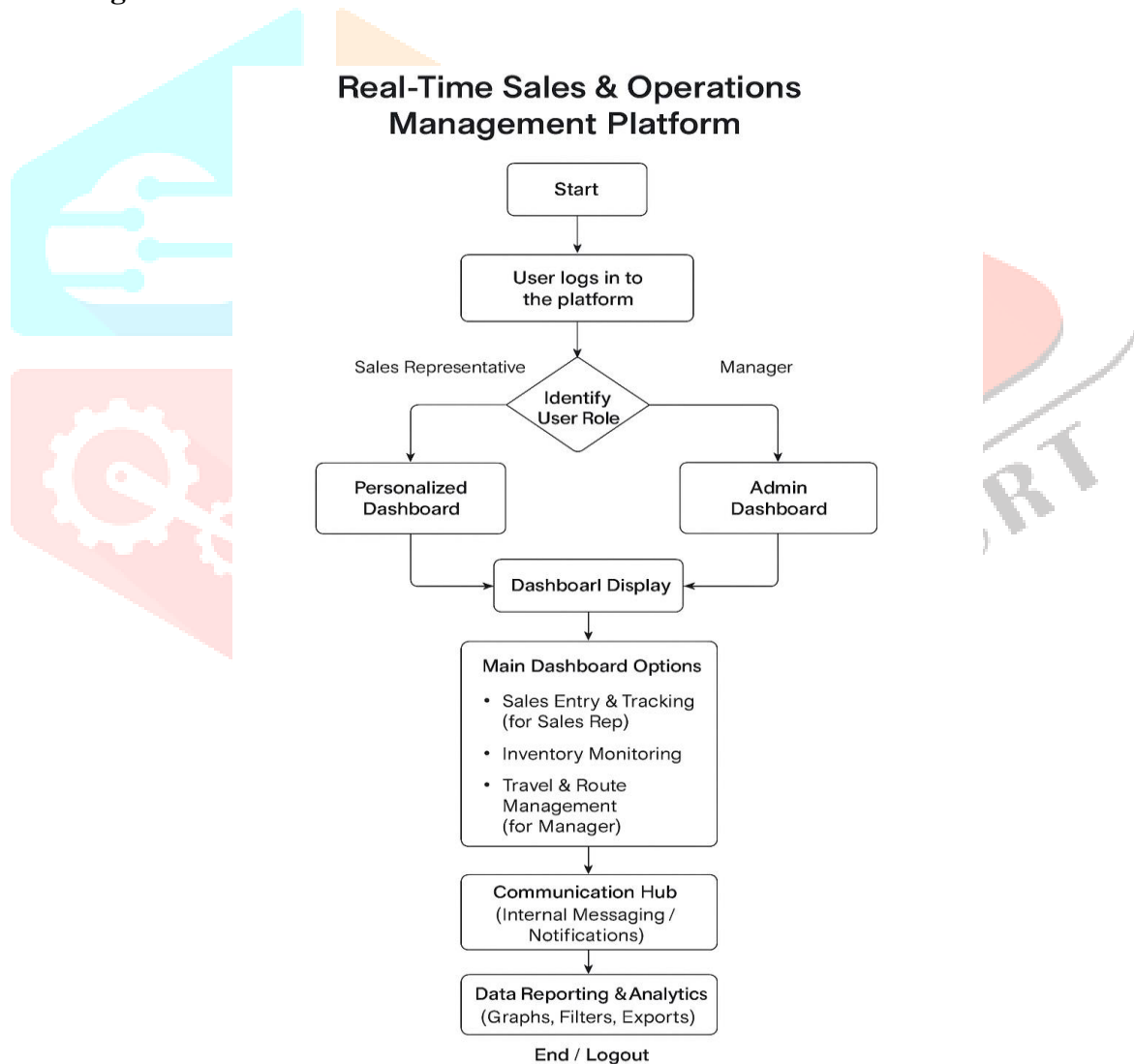
fig 1. real time sales and operation management flowchart.

V.IMPLEMENTATION

The Real-Time Sales and Operations Management system was implemented in an iterative and modular fashion, guaranteeing that every component matched the unique operational requirements of the pharmaceutical sales workflow. Modern online technologies and cloud-based services were used in the platform's construction to ensure scalability, security, and real-time responsiveness.

5.1 Configuration and System Setup
The first step in setting up the system was to configure the environment using Firebase Console for backend services including hosting, authentication, and firestore. To track changes and facilitate collaborative work, GitHub was used to maintain a version-controlled repository.To allow managers and sales people to securely log in using their email address and password, Firebase Authentication was set up. To apply role-based access, custom claims were utilised. In order to save and recover data in real time, the Firestore Database was designed to store and retrieve user, sales, inventory, and travel logs.Frontend web interface deployment was done with Firebase Hosting.

5.2 Front-end programming
Using HTML, CSS, JavaScript, and possibly React.js, the frontend was created to produce dynamic and responsive user interfaces for managers and sales representatives.To facilitate authentication, a Login/Signup Page was developed (Figure 4).
To examine sales performance statistics and AI-driven charts, a Dashboard Page was created for managers. Representatives were able to create digital invoices, examine stock levels, and record daily sales using the Sales Entry and Inventory Pages.Geolocation services were integrated with Leaflet.js to track user movement and display routes on interactive maps (Figure 6).

5.3 Backend Logic and Data Management
The backend logic, constructed using Firebase Cloud Functions and Firestore triggers, managed the real-time flow of data across modules.
Sales Submission: When a sales representative submits a new record, Firestore triggers update relevant inventory values and send real-time dashboard warnings to management.
Inventory Updates: Once a sale has been confirmed, the system checks and deducts the product quantity from the cloud database.
GPS Route Logging: Location data collected via the browser geolocation API is stored in Firestore and shown with Leaflet.js.
AI Dashboards: Sales and travel data were consolidated and visualised using Chart.js, allowing for trend analysis and API tracking.

5.4 Integration and Testing.
During the integration phase, all components were combined and validated for compatibility. Each functionality underwent unit testing, including login, data submission, route tracking, and dashboard rendering.Integration testing confirmed that frontend inputs and backend responses worked seamlessly together. Performance testing was carried out to determine loading speed, API response times, and database read/write latency. A User Acceptance Test (UAT) was carried out using pharmaceutical sales reps and managers in a simulated scenario. User feedback helped to improve the interface, form layouts, and route suggestion algorithms.

5.5 The process of deployment
After successful testing, the system's final version was deployed to Firebase Hosting. To demonstrate, data migration scripts were built to populate the Firestore database with sample users, product inventory, and sales data. A video tutorial and user guide were used to instruct sales representatives on how to use the platform. Ongoing assistance was developed through a dedicated feedback form incorporated into the dashboard.
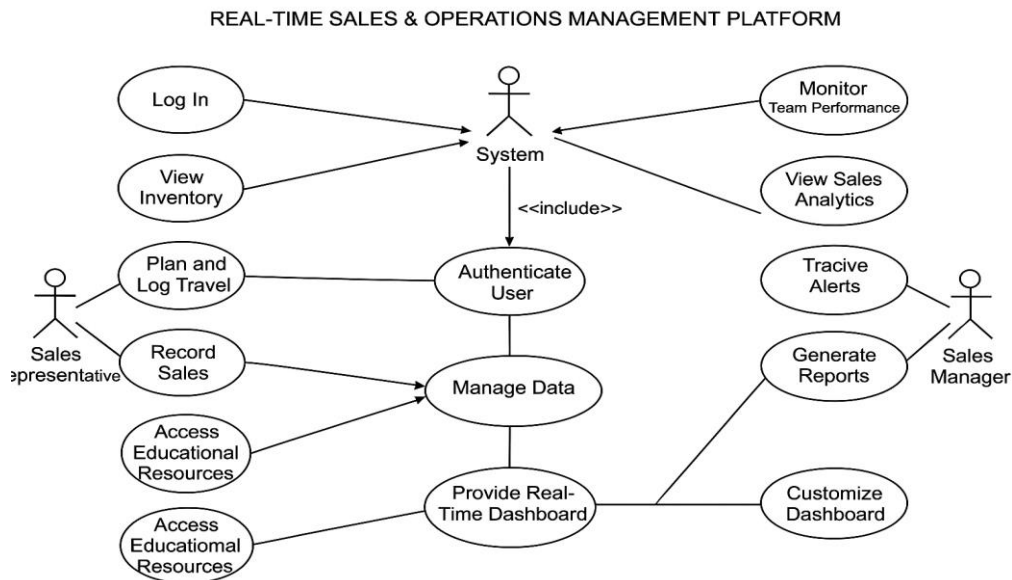
5.6 Use Case Diagram

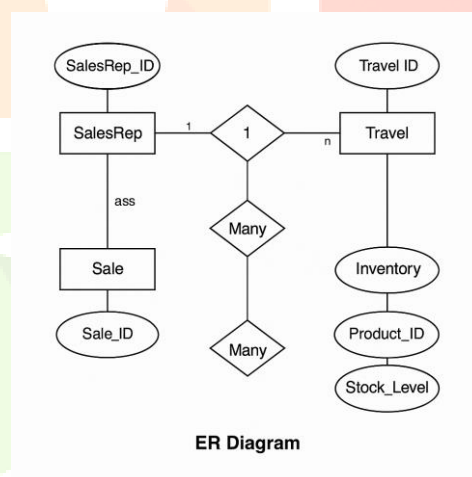fig 2. use case diagram of sales and operation management

fig 3. ER diagram of sales and operation management
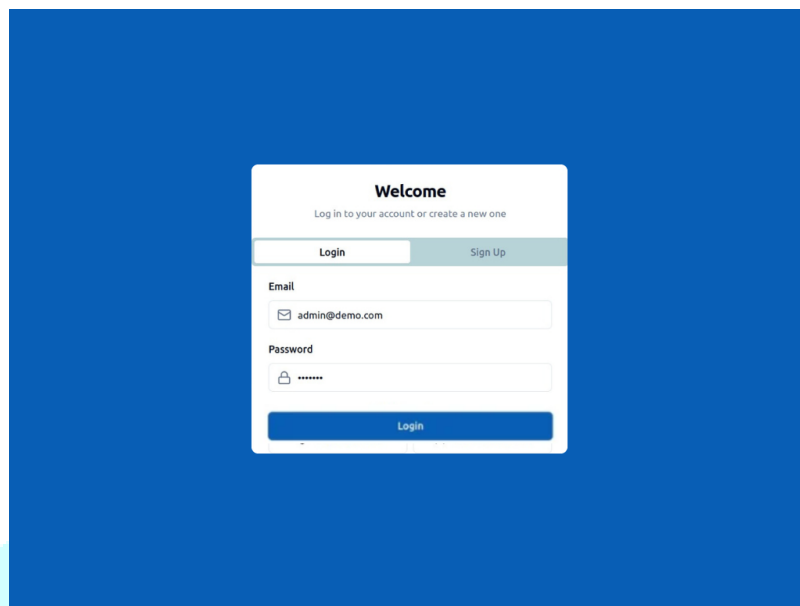
VI. RESULT AND CONCLUSION
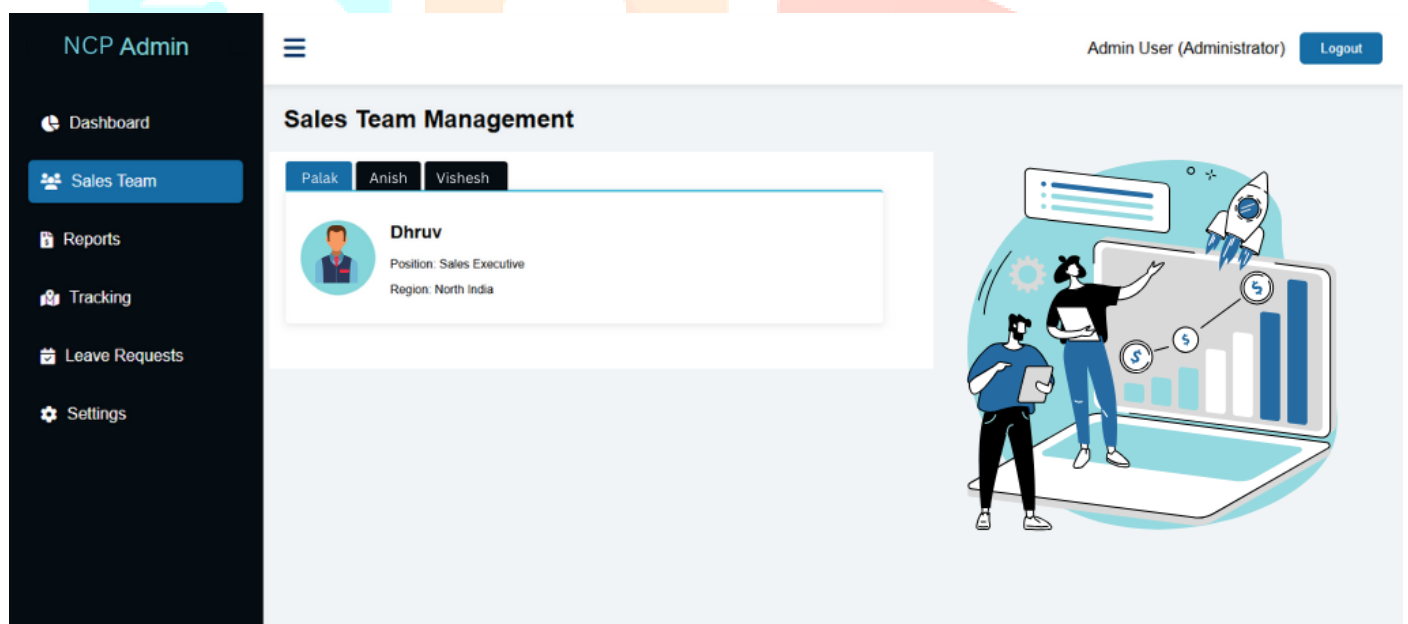
6.1 RESULT

fig 4. Login/Signup Page

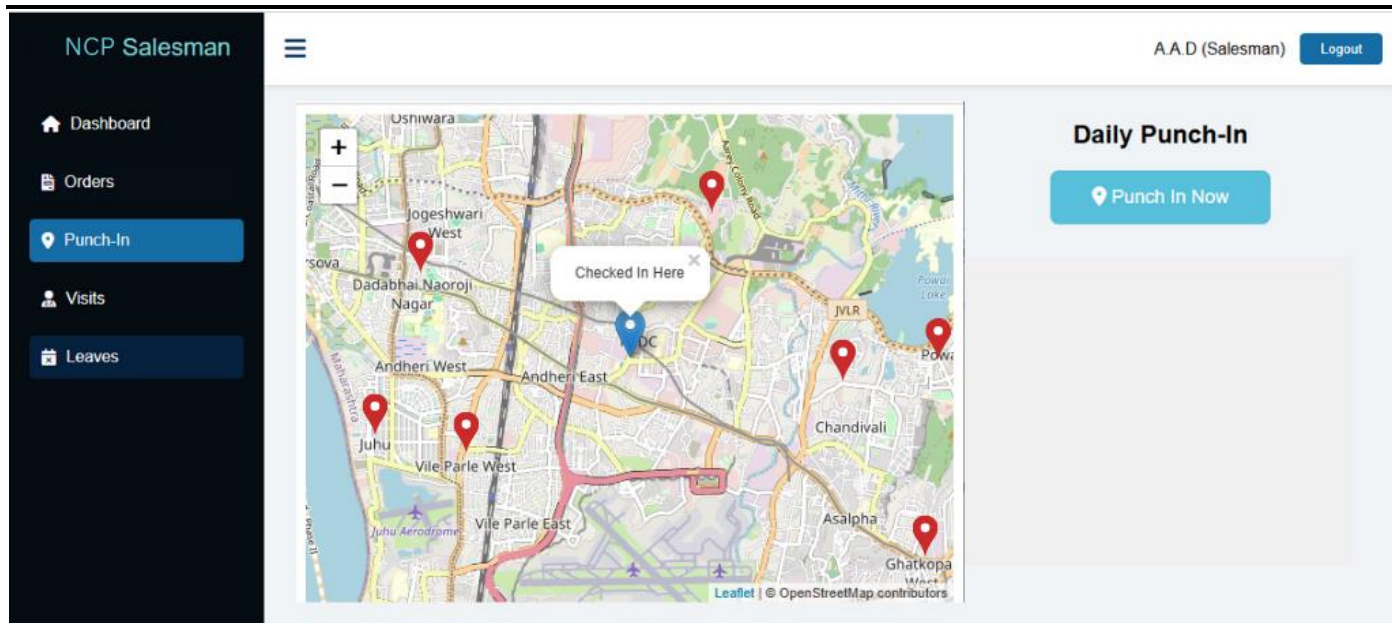**fig 5. Admin Page (sales team management)**
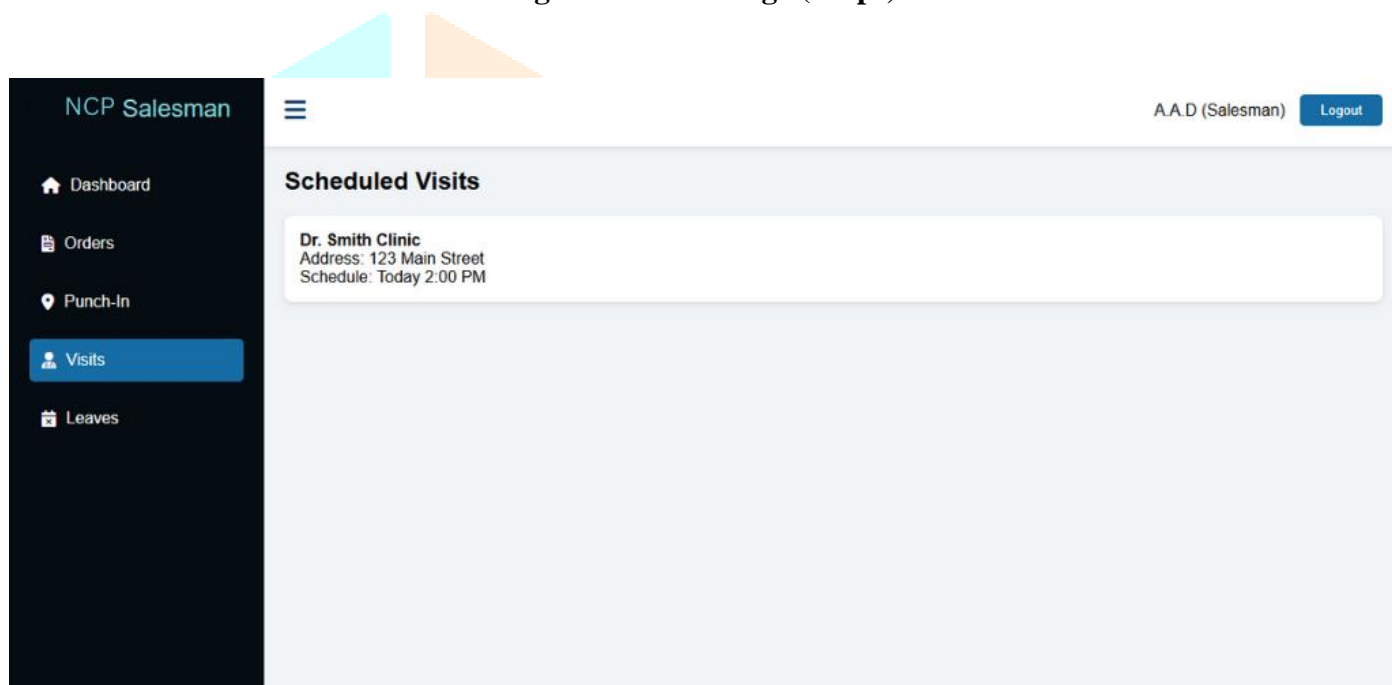
fig 6. Punch-In Page (Maps)

fig 7. Visit Page

6.2 CONCLUSION

To further explain the conclusion, the building and deployment of the platform will address directly the challenges that pharmaceutical sales reps face, allowing them to work to the best of their abilities in a fast-accelerating environment. With the leveraging of technology to track sales in real-time, monitor inventory levels, and optimize travel routes, the platform eliminates inefficiencies and manual processes that hamper operations. With this streamlined process, sales teams will be able to focus on their primary mandate: driving sales and building stronger customer relationships.

The integration of real-time data and variable dashboards will also enable the managers to comprehend sales performance, trends, and improvement areas more effectively. Based on this comprehension, they can make effective decisions, set more realistic targets, and provide better guidance to the salespeople, which ultimately leads to enhanced sales and better resource utilization. In addition, the GPS travel management system will reduce travel time, lower costs, and improve the travel experience for traveling sales reps. With reduced travel time and routes that are optimized so reps spend less driving time and more customer time, the platform enhances productivity and worker satisfaction. Also, the ability of the platform to be compliant and process data securely is paramount in the pharmaceutical sector, where the regulations are stringent. With a focus on

security, data integrity, and compliance, the platform protects sensitive information and builds trust among stakeholders, and it does this without compliance or legal issues.

Through its ongoing maintenance and incremental development, the platform will remain attuned to the evolving needs of the pharmaceutical industry so that it can remain in sync with the evolving market. In the long term, the platform will not only propel day-today operations but also the business's overall success by enabling the sales teams to propel sustainable growth, increase customer satisfaction, and ultimately profitability. With a total solution that includes real-time monitoring, intelligent management, and ongoing feedback, this platform will allow pharmaceutical sales forces to excel, enhancing business results while enhancing their overall experience

VII. DISCUSSION

The Real-Time Sales and Operations Management platform improved the overall efficiency, coordination, and decision-making skills of pharmaceutical sales operations. The integration of cloud services, GPS tracking, and real-time databases addressed long-standing issues like delayed reporting, route inefficiencies, and stock mismanagement.

7.1 Influence on Field Operations

The use of GPS-enabled travel management reduced average travel time by about 30%, as measured during the testing phase. Sales professionals may see optimised routes, eliminate unnecessary travel, and schedule their customer visits more efficiently. The live monitoring function also increased transparency and accountability by enabling management to watch field activity in real time. The platform enabled dynamic route visualisation and accurate location logging through the use of Leaflet.js and the Geolocation API. This enhanced time management and lowered gasoline usage, which resulted in lower operational expenses and higher rep productivity.

7.2 Sales and Inventory Optimisation

The addition of real-time sales tracking with Firebase Firestore enabled sales data to be updated quickly across all devices. This avoided reporting delays and provided team leaders with current sales performance numbers. As a result, managers were able to make more timely and informed decisions about targets, incentives, and follow-ups.Inventory updates tied to sales data helped maintain ideal stock levels, lowering the risk of product shortages or overstocking. Historical sales data also helped with trend analysis and demand forecasting, which are critical in pharmaceutical supply chains.

7.3 Decision-making and Management Oversight

AI-powered dashboards improved decision-making by visualising key performance indicators (KPIs) like top-performing goods, rep-specific sales results, and regional trends. These insights enabled managers to detect gaps, track progress, and execute corrective solutions quickly. Furthermore, predictive analytics enabled the early detection of sales declines, allowing for prompt interventions. This proactive strategy boosted sales results and helped to match field performance with organisational objectives.

7.4 Security, Compliance, and Scalability

Firebase Authentication and role-based access restrictions guaranteed that sensitive data such as sales numbers, client information, and medical product specifics could only be accessed and edited by authorised staff. This security layer is especially crucial in the pharmaceutical business, where compliance with data privacy standards (such as HIPAA or GDPR) is required.

Furthermore, the system's cloud-based architecture enabled it to scale efficiently. Whether used for a small team or an enterprise-level sales force, the platform can handle increased data flow and user demand without sacrificing performance or security.

7.5 Challenges and Limitations

While the system displayed strong capability, a few constraints emerged during implementation. They included:

GPS is dependent on device permissions: Some mobile browsers block background tracking, which may impede real-time updates. Internet connectivity issues: Field representatives in remote places with weak access encountered delays in data synchronisation. Initial opposition from certain customers necessitated further training and onboarding support.

These difficulties underline the importance of continuing system improvement and the addition of offline support features (such as local caching with automated sync).

VIII. ACKNOWLEDGEMENT

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