

JUST KNOW THE BASIC CONCEPT OF E-COMMERCE BIG DATA

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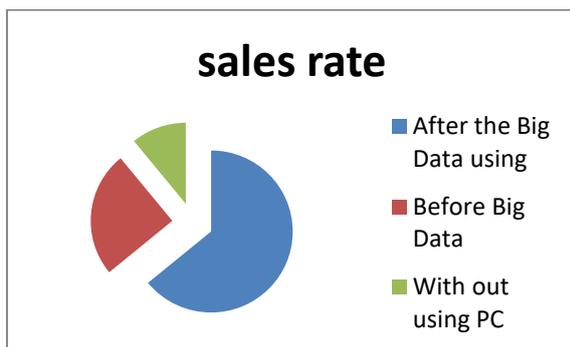
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ABSTRACT

Big Data is a term that describes the large volume of data – both structured and unstructured that inundates a business on a day to day basis. But it is not the amount of data that’s important. It’s what organizations do with the data that matters. Big data can be analysed for insights that lead to better decisions and strategic business moves. This paper presents what is big data and relationship between big data with e-commerce business.

1. INTRODUCTION

The main advantages of big data using in business is for getting more profit. The below chart tells us about the amount of profit increased after merging big data concepts into real time business.



The Role Big Data Plays in E-Commerce

In early period we go stores and buy our products from the shopkeepers. Since each shopkeeper having the small amount of customer. So it is easy to manage and maintain

the accounts. Then he can easily find that frequent people buying frequent items because there is only less amount of awareness.



After Big Data..!!

In recent years, the population is growing day to day in which business is in large amount increases. The shopkeepers are unaware of each and every customer who uses the new invention is Big Data. It’s our next generation and future. Big Data is the advanced

technology it can be used to store large amount of data. It's easy to maintain so much of data.

2. A SIMPLE EXAMPLE OF BIG DATA

If you own a supermarket Starting you are having a 100 customers that time you know every one shopping mentality and what they need. Now there are 1000 above customers are there in your shop. Now you can use one personal computer that can be stored all the 1000 above the customers details and what they love to shop and what they like to buy. Now you can easy to attract them and increases your business finally you and the customer will satisfied.

The big data can store the millions of data of people what they like and what they love. It can analyse the every people behaviour and finds solutions for it. A small example if you are like fashion you are probably search dresses, shoes like that means you are analysed by the big data then you are having more advisement in that fashion and some discount also be provided, of big date in e-commerce.

The creation and consumption of data continues to rapidly grow around the globe with large investment in big data analytics hardware, software, and services. The availability of large data sets is one of the core reasons that Deep Learning, a sub-set of artificial intelligence (AI), has recently emerged as the hottest tech trend. Huge giants such Google, Facebook, Baidu, Amazon, IBM, Intel, and Microsoft are heavily investing in big data, with the acquisition of talent hot on their agenda.

Big data is continuously creating new challenges and opportunities, all of which have been forged by the information revolution. This infographic takes a look at how those in the ecommerce industry are already using data sets to introduce a new level of strategic marketing and provide better customer service experiences. Predicting trends, optimising

pricing and forecasting demand, are just some of the ways that ecommerce businesses are using data to gain a competitive advantage. The guesswork has been removed, and now ecommerce businesses can accurately make strategic decisions on how to operate their online empires.

3. CONCLUSION:

Big data is proving to be a game-changer when it comes to retail and ecommerce. If businesses can successfully implement effective big data strategies then they will reap the rewards of better customer experiences and bigger profits. This infographic explores practical ways to introduce data solutions with simple implementation. This big data has become an essential component to many successful e-commerce businesses that look to this information to help guide their future business moves. And thus, big data offers outstanding solutions for a dynamic adaption of online stores, a real-time portfolio optimization, and individualized customer support.