

# Application of Application Statistics in Enterprise Management in the Context of Big Data

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**Abstract:** This paper studies the application of applied statistics in enterprise management under the background of big data. Firstly, the basic concept of applied statistics is introduced, and then the core value of applied statistics in enterprise management is analyzed in the background of big data. Then, the specific application measures of application statistics in enterprise management are elaborated in detail, such as strengthening the application of big data statistics, using big data platform and improving the statistical application system.

**Keywords:** Big data; Application statistics; Enterprise management; Application measures

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## Introduction

With the rapid development of information technology, big data has become an important force in promoting social progress and economic development. In the field of enterprise management, the application of big data has brought unprecedented opportunities and challenges to enterprises. Applied statistics, as an important tool for data analysis, is playing an increasingly important role in the context of big data. This paper aims to study the application of application statistics in enterprise management under the background of big data, in order to provide useful reference for enterprise managers.

### 1. Applied to the concept of statistics

Applied statistics is a comprehensive discipline that uses the basic theories and methods of statistics to deeply analyze and effectively solve the practical problems in various fields. It is not only stay in the theoretical level, but closely related to reality, the abstract statistical principles into a powerful tool to solve concrete problems. In the process of applying statistics, data collection is the basic link, and scientific and reasonable means can obtain comprehensive and accurate data information. Then, the data collation work is also crucial, which requires the systematic classification, coding and summary of the original data, to lay a solid foundation for the subsequent analysis work<sup>[1]</sup>. Thirdly, the analysis link is the core of applied statistics. It uses various statistical methods and models to dig deep into the laws and trends behind the data. By interpreting the data, we can understand the nature of the phenomena and provide a scientific basis for decision-making. Finally, the application of statistics transforms the analysis results into practical applications to guide the development of various fields. It can be said that the application of statistics is one of the core technologies in the data era, which is of great significance for promoting social progress and promoting economic development.

### 2. Application value of application statistics in enterprise management under the background of big data

In the context of today's big data era, the application of statistics has a profound and complex impact on enterprise management. This impact is not limited to the data level, but also lies in how it profoundly changes the operation mode and management mode of enterprises<sup>[2]</sup>. Specifically, first of all, the application of big data statistics significantly improves the organization and systematization of enterprise management. With the support of big data technology, enterprises can efficiently summarize and sort out massive data, thus forming a clear and easy to analyze data system. The establishment of this data system enables enterprises to have rules to follow when carrying out various management activities, which greatly improves the standardization and organization degree of management. Secondly, the application of statistics can timely integrate and find out the problems existing in enterprise management.

With the help of big data statistics tools, enterprises can monitor various operational data in real time, and dig out potential problems and hidden dangers. Through in-depth data analysis, enterprises can find the root cause of the problem, so as to provide powerful data support for the development of effective solutions. Finally, big data statistics have had a profound impact on the decision-making of corporate management. In the context of big data, managers begin to rely more on data to make decisions. Data not only provides a more comprehensive and objective information basis for decision-making, but also makes the decision-making process more scientific and reasonable. Through data-based analysis and prediction, managers can make more intelligent and forward-looking decisions, thus laying a solid foundation for the development of the enterprise.

### **3. Application measures of applied statistics in enterprise management in the background of big data**

#### **3.1 Strengthen the application of big data statistics**

In today's era of rapid development of information technology, big data statistics has become an indispensable and important tool in enterprise management. By strengthening the application of big data statistics, enterprises can more accurately grasp the market dynamics, optimize the internal management, and improve the decision-making efficiency. For the application of data statistics, enterprises should take this as an important reference, but not entirely rely on the data. Data is only a reference factor, not a decisive factor. However, through big data statistics, enterprises can dig out valuable information from massive data, which is of important guiding significance for the operation and development of enterprises.

In order to strengthen the application of big data statistics, enterprises can add or upgrade systems to optimize data statistics in computer devices. These systems can efficiently process and analyze data, and provide accurate and timely information support for enterprises. At the same time, enterprises also need to select special staff for operation and management, to ensure the accuracy and security of the data. In addition, the application of big data statistics is not limited to accounting work, it can play an important role in any department of the enterprise. For example, in the marketing department, big data statistics can help enterprises analyze consumer behavior and develop more accurate marketing strategies; in the production department, big data statistics can optimize the production process and improve the production efficiency.

#### **3.2 Use the big data platform**

In today's era of information explosion, different enterprises face different customer groups with their own characteristics and very different needs. In order to accurately capture and meet these diversified customer needs, the role of big data platform is becoming increasingly prominent. Through the in-depth statistics and analysis of the big data platform, enterprises can carry out a detailed introduction and analysis of specific customer groups, so as to accurately grasp the actual needs of customers. The optimization statistics of big data platform lies not only in the collection and collation of data, but also in how to use these data to guide the service strategies of enterprises. In the process of satisfying customer needs, accurate service is crucial. Big data platforms can outline a clear customer portrait for enterprises by analyzing customers' purchase records, browsing behaviors and social media interactions, etc., so as to help enterprises provide personalized services more in line with customer needs.

With the continuous improvement of the big data platform, the amount of data available to enterprises is also continuously growing continuously, which provides more abundant information resources for enterprises. Through the in-depth mining of these data, the internal awareness of customer needs is constantly improving, and then the product and service strategy <sup>[3]</sup> is more in line with market trends and customer expectations. Finally, the relevant departments of the enterprise will constantly adjust and optimize their own service process and product system according to the effective information provided by the big data platform, so as to ensure that they can accurately meet the diversified needs of customers. This kind of customer demand satisfaction strategy based on big data can not only improve the customer satisfaction and loyalty of enterprises, but also bring more lasting competitive advantage to enterprises.

#### **3.3 Improving the statistical application system**

With the advent of the era of big data, its influence on all walks of life is increasingly profound, and enterprises pay more and more attention to the application of big data statistics. In this context, the formulation and improvement of the internal big data statistical application system is particularly critical. A sound big data statistical application system can not only improve the operational efficiency of the enterprise, but also enhance the internal cohesion of the enterprise, and promote the sustainable and healthy development of the enterprise.

In order to cope with the challenges of the era of big data, enterprises need to continuously upgrade and optimize the applica-

tion system of big data statistics. This requires enterprises not only to keep up with the pace of technological development, but also to develop a big data statistical application system that meets their own needs according to their own actual situation. Through the improvement of the system, enterprises can make more standardized use of big data statistics technology, improve the ability of data processing and analysis, so as to provide more accurate data support for enterprise decision-making. In addition, in the process of improving the application system of big data statistics, enterprises need to improve the overall system from themselves. This includes but is not limited to the system establishment and improvement of data collection, processing, analysis, storage and application. Through the clarity and specification of the system, enterprises can ensure the effective application of big data statistics technology in all links, avoid the abuse and misuse of data, and guarantee the data security and privacy of enterprises.

Finally, the improvement of the application system of big data statistics can also indirectly regulate the various regulations and systems of enterprises, and improve the management level of enterprises. Through the application of big data statistics technology, enterprises can more accurately understand their own operating conditions, find out the existing problems and deficiencies, so as to develop more scientific and reasonable improvement measures. This will not only help to improve the operational efficiency of enterprises, but also enhance the competitiveness of enterprises and promote the sustainable development of enterprises.

## **Conclusion**

To sum up, applied statistics plays a vital role in enterprise management in the context of big data. By strengthening the application of big data statistics, using the big data platform and improving the statistical application system, enterprises can process and analyze data more efficiently and provide strong support for decision-making. In the future, with the continuous development of big data technology and the continuous innovation of the application of statistical methods, it is believed that the application of statistics will play a more important role in enterprise management and create greater value for enterprises. Therefore, enterprise managers should actively embrace big data and application statistics, and constantly improve their decision-making ability and competitiveness.

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