

# Analysis on E-commerce development strategy based on big data analysis

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**Abstract:** With the rapid development of information technology, big data has been widely promoted and applied in various fields, which has played a positive impact on the development of the industry. As far as the field of e-commerce is concerned, with the analysis and prediction function of big data technology, it creates a good opportunity for the development of e-commerce. However, in practical application, how e-commerce enterprises play the advantages of big data technology and effectively solve the challenges in the process of applying big data has become an important content that must be deeply studied. Based on this, this paper explores the application strategies of big data analysis in the development of e-commerce, hoping to provide valuable references for promoting the orderly and healthy development of e-commerce.

**Key words:** Big data analysis; E-commerce; Development strategy

Nowadays, the era of big data has come in an all-round way. With the help of big data analysis, big data prediction and other functions, all industries will usher in good opportunities for development. In the field of e-commerce, relying on big data analysis technology, accurate positioning of consumers, the development of personalized consumption recommendation information, is bound to improve the marketing ability of e-commerce enterprises, improve the economic benefits of enterprises. However, how to play the role of big data technology in the operation of enterprises and how to improve the data control ability of e-commerce enterprises are urgent challenges for enterprises to face and meet. Therefore, it is of great practical significance to explore e-commerce development strategies based on big data analysis.

## 1. Opportunities and challenges brought by big data analysis for e-commerce development

### 1. Analysis of opportunities brought by big data analysis for the development of e-commerce

First of all, with the help of big data analysis, enterprises can recommend products with higher accuracy and effectively innovate the business operation model. With the deepening of e-commerce marketing model, more and more people begin to become online consumers, which makes the variety of goods on e-commerce platform more complete, and the competition with the category of goods is becoming more and more fierce. In the face of huge consumer groups and increasingly fierce competitive environment, merchants use big data analysis to improve the accuracy of advertising push and provide accurate product recommendations for users in need. This is not only the demand of consumers, but also the inevitable choice for e-commerce platforms to improve service quality. Secondly, big data technology can integrate the high-quality product information on the e-commerce platform, provide consumers with the current hot products, tap the needs of consumers, and form a powerful electronic marketing model. At the same time, big data can also use the collected consumer information to provide them with products at the same price, form a strong data processing capacity, and provide convenient services for consumers to choose their favorite products. Finally, with the help of big data technology, e-commerce enterprises can provide more detailed services. The use of big data to collect and analyze the information on the e-commerce platform, push it to the upstream and downstream, realize the sharing of high-quality information resources, provide a strong impetus for the transformation and upgrading of e-commerce enterprises, create a marketing platform with wider coverage, attract more consumers, and thus enhance their market competitiveness.

### 2. Challenges brought by big data analysis for the development of e-commerce

First, enterprises are faced with the challenge of mastering information technology. For e-commerce enterprises, the application of big data to achieve development, in fact, is the first to master information technology, who can show strong competitiveness in the fierce market competition. Therefore, one of the challenges facing e-commerce enterprises is to be able to master the core “weapon” of big data technology. Secondly, in the past development, the market competition of e-commerce enterprises is not fierce, and many marketing behaviors do not need external help. Therefore, many e-commerce enterprises have gradually formed a passive marketing model, so in the increasingly incentivized e-commerce environment, in order to use big data analysis to change the marketing model, enterprises need to face the dilemma of “data control” ability, that is, whether they can accurately obtain consumer consumption behavior, whether they can use big data to accurately locate consumers. Finally, in the mode of big data analysis, the informatization degree of e-commerce enterprises is getting deeper and deeper, and at the same time, a large amount of data is collected through big data, including the operation data of e-commerce enterprises and the consumption behavior data of consumers. This information will be summarized in the database, and its security and confidentiality will become the characteristics of people’s attention, and it is also a major challenge faced by e-commerce enterprises applying big data analysis.

## 2. E-commerce development strategy based on big data analysis

Faced with the opportunities and challenges brought by big data analysis, e-commerce enterprises need to actively carry out reforms, innovate e-commerce marketing models, and enrich marketing channels. In this regard, the author puts forward the following four development strategies.

### 1. Apply big data analysis to innovate marketing management mode

With the help of big data analysis technology, the marketing management model of e-commerce enterprises can be innovated, and the market target can be repositioned according to the market demand and the consumption demand of consumers, and finally the precision marketing can be realized. At present, the operation mode of e-commerce has gradually entered the bottleneck period of development, and it is necessary to explore new development paths with the help of new technologies to bring higher economic benefits to enterprises. This requires e-commerce enterprises to carry out professional management of marketing, give play to the role of big data analysis, enhance their competitiveness as a whole, and create higher economic benefits. To this end, e-commerce enterprises can start from the following aspects:

First of all, combined with the integration of big data analysis technology, constantly improve the internal operating mechanism of the enterprise. With the help of advanced big data storage equipment and professional database technology, it provides strong support for all links of electronic marketing, and promotes all links to be orderly and efficient. Secondly, combined with the high integration ability of big data technology, enterprises need to improve the internal system, form a strong construction standard, integrate scattered data, and realize the sharing of information resources as soon as possible. Build an information sharing platform between enterprises, realize information exchange, information sharing and information utilization, and maximize the role of data information. Finally, combined with the application of big data analysis, e-commerce enterprises need to set up an effective marketing team with strong comprehensive ability. The data processing staff will carry out rational analysis of the background data, and the marketing operation team will make use of the data, so as to promote the development of e-commerce enterprises with the help of big data analysis technology.

### 2. The use of big data analysis, mining marketing information resources

Mining marketing information resources is the key to precision marketing and the key to promoting marketing. Therefore, in the development of e-commerce enterprises, it is necessary to make full use of big data analysis, in-depth mining of information resources, and promote e-commerce to achieve precision marketing. Under the precision marketing model, e-commerce enterprises can provide personalized recommendations for consumers and create a humanized consumption experience. However, from the current point of view, most e-commerce enterprises have not yet established a recommendation system in line with their own personalized characteristics, or the recommendation system is not mature, leading to the asymmetry between data information and e-commerce marketing links, highlighting the lack of data control ability of e-commerce enterprises, marketing data accuracy is not enough.

For example, online advertising is an essential part of the development of e-commerce enterprises, which can generate income for enterprises and effectively tap the needs of consumers. According to the characteristics of e-commerce platform, establish a more scientific and personalized recommendation system, make use of consumers' preferences, consumer behavior habits, etc., to enhance the attraction of advertising information, so as to carry out precision marketing and provide consumers with high-quality services. For example, in the e-commerce platform such as a treasure, a lot, the increase of "find similar" and "similar product ranking" and other recommendation functions can not only provide convenience for consumers to compare products, but also encourage businesses to continuously optimize product information, improve service quality and product quality. As far as the merchants on the e-commerce platform are concerned, they can expand the scope of consumer positioning by optimizing the keywords. For example, for products such as kitchen utensils, businesses can add keywords such as "rental goods" and "rental artifacts" on the basis of traditional keywords to achieve the purpose of mining consumer information.

For another example, the use of accumulated brand fans, do a good job in the "re-dissemination" of e-commerce products, so that brand fans become the second center of product dissemination. Therefore, in the context of big data analysis, e-commerce enterprises can make use of different social media platforms such as Weibo and short video platforms to promote their brands. At the same time, with the help of the active group of brand fans, the enterprise's products can be spread among the fans, which can increase the fans' loyalty to the products on the one hand and expand the range of product dissemination on the other hand. In this mode, enterprises can use the feedback information from brand fans to understand the needs of consumers, and then improve and adjust their own products. In this way, not only can big data take brand fans as the center, effectively increase the effective radiation range of the brand, but also enhance the influence of the brand.

### 3. Improve the information security factor and do a good job in data privacy protection

In the process of using big data analysis to carry out network marketing, enterprises should do a good job of protecting personal privacy and preventing information and data from being tampered with and stolen. In the past, in the development of e-commerce enterprises, the security incidents of personal privacy theft and important information tampering were common, which brought bad consumption experience to netizens, and information data leakage also became a nightmare for consumers. In view of this, e-commerce enterprises should pay more attention, rely on the big data platform to carry out real-time monitoring of data information, and take preventive measures for different data security situations in time. At the same time, e-commerce enterprises should also pay attention to the relevant laws and regulations, on the illegal theft of consumer information, e-commerce data information, according to the law to protect their rights. In this way, it can not only prevent the adverse impact of data information disclosure to the enterprise, but also use the law to build a psychological defense line for consumers, and provide strong support. In order to achieve this goal, enterprises need to have a deep understanding of the personal information protection laws and regulations issued by the state, and make full use of legal weapons to promote their own stable development.

### 4. Joint new media to achieve traffic diversion

E-commerce enterprises are more concerned about the activeness of the audience, and the factors to consider the activeness of the audience are nothing but the number of visits and independent visitors. In the development, e-commerce enterprises of course pay more attention to the platform with a larger user scale and a wider radiation population, and the audience is easy to produce consumer behavior,

but also has a larger marketing market potential. For example, in the process of the rapid development of e-commerce driven by a treasure live sale, the platform also pays attention to the use of other platforms to divert, and many live rooms are multi-platform synchronous interactive operation mode. For example, the combination with Weibo effectively makes use of the huge fan base on Weibo, and the opening of live streaming is an important entrance for good drainage. At the same time, with the development of e-commerce, Yibao also uses new ways such as short videos to enrich the information on the recommendation page. Compared with the previous picture display, it is easier to attract consumers and increase the number of visits to the store. For another example, some short video platforms can allow e-commerce to introduce products through short videos, and some platforms are in order to promote creators to produce high-quality videos to introduce incentives, encourage e-commerce, independent e-commerce operators to create high-quality content, and then achieve the purpose of convergence and accumulation of traffic. In addition, e-commerce enterprises can cooperate with food bloggers, travel bloggers and good things recommendation officers in the self-media. Through the fan groups of the self-media and the intelligent recommendation function of the new media platform, they can effectively expand the visibility of the products, realize the diversion and drainage, and form a mutually beneficial win-win model with the self-media bloggers. In this way, with the help of the platform built by big data technology, e-commerce enterprises can realize traffic diversion and effectively expand their own business earnings.

## Epilogue

To sum up, in the information age, the competition between enterprises has expanded from product competition to technology competition and concept competition, which not only brings new opportunities for the development of enterprises, but also puts forward higher requirements on the management ability and ideology of managers. To this end, in-depth understanding of the advantages of big data analysis technology, the application of big data analysis to enterprise marketing, providing personalized marketing services, accurate positioning of marketing target groups, can play a role in promoting the innovation of e-commerce operation mode and improving the marketing ability of e-commerce. To this end, e-commerce enterprises should be good at the application of big data analysis technology, improve their information processing ability, and actively align with the current marketing environment, so that they are always invincible in the era of big data, while achieving sustainable development.

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