BIG DATA IN E-COMMERCE

A GUIDE FOR SMALL BUSINESS

PerzOnalization©

BIG DATA IS

DATA SETS THAT ARE SO LARGE OR COMPLEX
THAT TRADITIONAL DATA PROCESSING
APPLICATIONS ARE INADEQUATE
TO DEAL WITH THEM

STRUCTURED DATA

CUSTOMER DATA (NAME, POSTAL ADDRESS, E-MAIL ADDRESS, PHONE NUMBER)

TRANSACTIONAL DATA (PRODUCT ID 2342 ORDERED ON JAN 4, 2017 BY USER I 3576576)

PRODUCT RELATED DATA (PRODUCT CATEGORY, SIZE, TECHNICAL SPECS, PRICE, COLOR ETC.)

UNSTRUCTURED DATA

TWITTER POSTS

FACEBOOK LIKES

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INCREASE CUSTOMER LIFETIME VALUE

OFFER CUSTOMIZED PROMOTIONS

INCREASE AVERAGE REVENUE PER CUSTOMER

INCREASE PROFITABILITY

DECREASE RETURNS & CHURN

”

BIG DATA IS QUITE SIMPLY DATA THAT CANNOT BE MANAGED OR ANALYZED BY TRADITIONAL TECHNOLOGIES

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REBECCA SHOCKLEY OF IBM

HOW CAN SMB ECOMMERCE BENEFIT FROM BIG DATA

FOR BIG DATA TO BE MEANINGFUL FOR THE SMALL BUSINESSES, IT NEEDS TO BE TREATED IN SUCH A WAY THAT THE INSIGHTS SHOULD HELP SMBS ACHIEVE THEIR GOALS.

A customised approach to big data analysis is required for helping SMBs with their data related problems as they would not have huge budgets or massive teams to afford million-dollar databases or carry on with year-long big data projects.

A big data strategy for SMBs should be goal oriented, fast and flexible and should be able to return high returns in a short time frame.

THANK YOU

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