BIG DATA IN E-COMMERCE

A GUIDE FOR SMALL BUSINESS
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
- YouTube Comments
INCREASE CUSTOMER LIFETIME VALUE

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

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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