Research on the Development Strategy of E-commerce Platform under the Background of Big Data

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ABSTRACT. *Under the background of the continuous development of global big data technology, Internet technology and cloud computing levels are constantly improving. The popularization and development of modern information technology has changed the people's traditional clothing, food, housing and transportation. In the era of big data, real-time data, diversification and diversity are its characteristics. E-commerce, as a network platform based on Internet technology, has developed rapidly in the era of big data, but combined with the development of China's e-commerce platform. In terms of the situation, there are many problems, and only the problem of cracking the current e-commerce platform can finally promote its effective development. The main content of this paper studies the development strategy of e-commerce platform under the background of big data, hoping to inspire the development of e-commerce platform in China.*

KEYWORDS: *Big data, E-commerce, Internet*

1. Introduction

In the context of the current global big data era, e-commerce platform is an important development area in the era of big data, including various types of shopping websites, etc. In such a complicated and huge amount of information, it is difficult to extract effective information. Difficult, and the application of large number of drama technology makes content extraction more convenient. Big data technology itself contains many features, such as fast update, wide content, etc. Therefore, in the current era of big data, e-commerce platform needs long-term healthy development, it needs to constantly adjust its own development strategy.

2. E-commerce platform has ushered in unprecedented development opportunities in the context of big data

As we all know, the e-commerce platform is a B2B trading platform based on Internet technology, such as Jingdong shopping website, Taobao Shopping Website, etc. These are all important e-commerce platforms in China. Taking Taobao Shopping Website as an example, the current development of Taobao Shopping Website in China is very rapid, but as the number of users continues to increase, the amount of transaction information and other data involved in the website is gradually increasing. These complicated information constitute a large e-commerce platform. Data. In the rapid development of Taobao Shopping Website, the number of buyers and sellers is increasing. Under this circumstance, the competition of various types of businesses is becoming more and fiercer, and the use of big data technology can re-plan Taobao Shopping Website management. To ease the burden of management work [1]. For example, using the data cube technology, you can optimize the shelf time of your website when you log in to Taobao Shopping Website page, and the amount of centralized access. Secondly, you can use quantum trajectory technology to calculate the browsing habits and search characteristics of buying a house. Content, adjust its own marketing strategy, and constantly explore new potential users. At the same time, in the context of the current big data era, e-commerce platform can analyze the consumption behavior of Taobao Shopping Website users through big data analysis technology, and provide intuitive data analysis services for Taobao Shopping Website merchants. In this way, the e-commerce platform can be continually expanded to open up new market areas based on the results of big data analysis, effectively promoting the continuous development of China's social economy.

3. Relevant problems faced in the current development of China's e-commerce platform

According to the development status of China's current e-commerce platform, under the background of the big data era, various types of e-commerce platforms are developing rapidly, but in the process of rapid development, they also face many problems and dilemmas. Taking Taobao Shopping Website as the main case, Taobao Shopping Website is the most powerful and registered member of the e-commerce platform in the development of various types of e-commerce networks in China. In the process of development, it encountered the following problems. First, there are a large number of registered network operators in the exploration network, but there are fewer network operators with certain influence. According to relevant statistics, about 97% of the previous network operators in the Taobao Shopping Website network are small. Online merchants, 70% of online stores, only the owner is responsible for one person, and secondly, the number of employees in the online store is less than 20% of the number of employees [2]. It can be seen that in the current highly competitive e-commerce group, the competitiveness of small-scale online merchants is insufficient, and the survival of this type of online store has become a major problem in the face of the current consumer demand of the people.

Secondly, in the Taobao Shopping Website, the online survival period is low. Due to the low online registration threshold of e-commerce platforms, many people with entrepreneurial dreams, both young and old, hope to realize their dreams through online stores. Many entrepreneurs have been hampered by the lack of professional business knowledge and online store management experience, which has made it difficult for online stores to survive. According to relevant data, among the Taobao Shopping Website network group, the number of online stores that can exceed 10 years is less than 10%, and the number of online stores that can exceed five years of operation time is less than 50%, or even 100%. The online operation of twenty has not been operated for a year.

Thirdly, in Taobao Shopping Website, although there are many types of network operators, most of the network operators do not have their own characteristics in the course of operation, and lack certain core competitiveness. In particular, many network operators follow the trend very seriously, service homogenization, products Problems such as poor quality abound, and this phenomenon has led to a poor operating environment on the website. In addition, many online stores in the business process, product types, etc. are basically the same, resulting in the same type of online shop can only blindly compete for prices, this phenomenon seriously restricts the continued development of e-commerce platform. Finally, in Taobao Shopping Website, there are still problems with low operating efficiency, and many online stores have low traffic, which makes sales difficult to grow [3].

4. The development strategy of e-commerce platform under the background of big data

4.1 Continuously strengthen big data analysis and optimize e-commerce platform

In the context of the era of big data, e-commerce platforms want to develop healthily, should effectively use big data technology, use big data technology to comprehensively analyze the operational advantages and disadvantages of e-commerce platform, in addition, through cloud service technology, Refine the buyer information in the e-commerce platform and refine the buyer's consumption information, so as to continuously improve the development model of the e-commerce platform. According to the development characteristics of the e-commerce platform, in the development process, the network business hopes to obtain high volume through high traffic, and the high traffic is reflected in the number of times the buyer visits the online store [4]. In order to obtain high store visit traffic, online merchants generally need to search for sorting to improve the exposure of the store. For example, Taobao Shopping Website and other websites manage the order of the online store through bidding. Of course, in a complete shopping, buyers often compare the creditworthiness of online merchants by means of shopping, and also measure the reputation of the entire online store through the evaluation of products that have already been purchased. However, for the purchase activity, buying a house often has cognitive barriers to the existence of online merchants. As a platform for buyers and buyers to participate in the e-commerce

platform, according to the analysis of big data on e-commerce platform, e-commerce only has a timely and comprehensive grasp of the buyer's shopping behavior, and optimizes the graphic design of its own online store. Layout, pre-position products that buyers are more interested in, according to the buyer's shopping habits and browsing characteristics, etc., timely recommend products that buyers are interested in, thus providing buyers with a more comfortable and thoughtful shopping experience. It also enables the seller to master the buyer's needs in the process, improve the stickiness between the buyer and the e-commerce platform, and increase the buyer's recognition of the network merchants.

4.2 Constantly innovating e-commerce service model with big data analysis

In the context of the current growing number of Internet users in China, user data is a large database for e-commerce platforms and network operators. To effectively use the database, it is necessary to comprehensively explore through big data analysis technology. The useful information in the database always focuses on the management issues of the e-commerce platform and opens up a new customer service model. In this process, it is first necessary to comprehensively collect and organize user information and make rational use of the shopping behavior of e-commerce users [5]. For example, Alibaba acquired a large amount of information about netizens through the acquisition of Sina Weibo, and through the analysis of huge data, to optimize its e-commerce services and form a personalized service. In addition, there is a need to extract potential customers from existing big data information. According to relevant statistics, in the development process of big data, the amount of data increases rapidly in the form of doubling every year. In these relatively large amounts of data, there is a lot of useless information, and e-commerce companies can use this huge amount of data. Excavate useful information to grasp the user's online shopping preferences, behavioral characteristics, etc., improve their marketing strategies, and improve the management level of online merchants.

4.3 Continuously explore big data and broaden the business channels of e-commerce platforms

For the e-commerce platform, the reason why the people choose to shop on such platforms is related to the promotion activities of the merchants themselves, and on the one hand to the convenient shopping experience of the e-commerce platform. From the earliest computer shopping to today's various types of mobile shopping, users are provided with many types of shopping experience. Users can use the big data analysis to find the buyer's shopping from the huge amount of data in the online shopping process. Preference, shopping willingness, shopping time, etc., effectively expand their shopping channels, in order to ultimately meet the user's shopping experience [6].

4.4 Strengthen data security and management to ensure user information security

From the development of big data technology to the application, it has brought many opportunities for the development of e-commerce platform. However, in the Internet, the realization of interconnection and interoperability is likely to increase security risks, especially the content of trajectory information of online shopping users is easily stolen by illegal persons. For example, in the e-commerce platform, the habits of the user's shopping habits, the user's circle of friends, and social relationships are recorded. Although the information is relatively fragmented, the accuracy of the information is high, and the network information security problem caused by this becomes the focus of the broad masses of the people. Under this situation, in the development process of e-commerce platform, it is necessary to strengthen the protection of user information, constantly improve the security management mechanism of user information, and prevent leakage of user information. At the same time, it is necessary to combine the development form of the current society. Under the era of big data, the network security threats that may exist in the e-commerce platform are deeply understood to ensure the security of users' information and lay a solid foundation for the better development of the e-commerce platform.

5. Conclusion

In summary, in the context of the era of big data, e-commerce platforms have encountered unprecedented opportunities for development, but at the same time they also face many problems. E-commerce platforms need to maintain a stable development trend, they need Continuously strengthen big data analysis, optimize e-commerce platform, continuously innovate e-commerce service model with big data analysis, and continuously mine user big data information in e-commerce platform, so as to effectively expand the business channel of e-commerce platform, and finally e-commerce The platform also needs to strengthen the security management system to ensure the information security of users in the platform and promote the healthy development of the platform.

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