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Big Data Analytics for E-Commerce

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Abstract: *Big data refers to a substantial amount of data, both organised and unorganised, that is extremely large and poses challenges when it comes to processing using conventional database and software methods. In the majority of enterprise scenarios, the data is either excessively large, rapidly changing, or surpasses the current processing capabilities. In recent times, the practice of shopping and buying goods from sellers has undergone a complete transformation due to the advancement of online shopping services. The concept is commonly referred to as E-Commerce, where this platform enables users to register their identity and initiate product purchases according to their requirements. This system entices numerous corporate and commercial entities to alter their business strategy and commence selling their products through online channels. This paper presents a concise overview of the analysis of big data in the field of E-commerce. The analysis of big data analytics in e-commerce is examined, focussing on the improvement of dataset performance and the study of scalability issues. Furthermore, this text explores the utilisation of big data analytics in the field of e-commerce, as well as the diverse technologies that enable the analysis of consumer data. Additionally, it examines the difficulties encountered by these e-commerce merchants when implementing big data analytics.*

Keywords: Big Data, E-commerce, Classification, prediction, Data Analytics

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