

The Significance of Big Data Analytics Techniques for E-Commerce

Ravula Haritha¹, Dr. G.Thippanna², Dr. Nalla Srinivas³

Research Scholar, Department of Computer Science and Engineering¹

Supervisor, Department of Computer Science and Engineering²

Co-Supervisor, Department of Computer Science and Engineering³

NIILM University, Kaithal, Haryana, India

Abstract: *In recent years, the public has shown a strong interest in e-commerce. It's a very practical and innovative way of conducting business. Understanding the differences between e-business and e-commerce is critical. E-commerce refers to the online buying and sale of goods and services. In contrast, e-business is the process of boosting business efficiency by involving customers, vendors, service providers, and administrative personnel in all web-based transactions and contacts. Businesses are leveraging cutting-edge technologies to get a competitive advantage over competitors in terms of cost, revenue, and customer base. Because of the expanding popularity of e-commerce, there is fierce competition in the current condition of online shopping. Traditional business planning approaches are no longer viable as technology has advanced significantly. Large datasets are required for business analytics to improve e-commerce. To improve its online business operations, a corporation should go from business analytics to big data. The research aims to assess whether big data is required for e-business, what possible benefits exist, and what obstacles remain to be addressed.*

Keywords: Big Data Analytics (BDA), Business Intelligence (BI), Challenges, E- Business, E- Commerce