

# Literature survey review(2022,2021,2019)

## BIG DATA ANALYTICS IN ELECTRONIC COMMERCE(2022)

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### ABSTRACT

Keywords: Big Data Analytics, BDA, Ecommerce, Big Datap Analytics In E-Commerce

### Big Data Analytics Offers Benefits to E-Commerce

- Shopping on a whole new level
- Online transactions are far more reliable
- Personalization is improving
- Sales growth and improved pricing
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### CONCLUSION

In today's culture, technological innovation has always assisted a wide spectrum of businesses. There is a race for first position in the ecommerce industry. Ecommerce companies should invest more in Big Data Analytics and make better use of their data. Big Data Analysis can be used in the ecommerce industry to improve personalization, sales, and price, among other things, according to the study's conclusions. E-commerce companies are turning to Big Data and analytics to stay ahead of the competition. Consumers, on the other hand, confront a variety of issues that Ecommerce should take into account.

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# Implementing Big Data Analytics in E-Commerce: Vendor and Customer View(2021)

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**INDEX TERMS** Big data analytics (BDA), E-commerce, predictive analytics, customization, increase revenues.

	Positive effect	Negative effect
vendor	<ul style="list-style-type: none"><li>• Satisfy customers' needs.</li><li>• Increase revenues</li><li>• Detect fraud and security issues</li><li>• Increase competition rate.</li><li>• Enhance customer loyalty</li></ul>	<ul style="list-style-type: none"><li>• High cost of BDA tools and professionals.</li><li>• Challenges related to data growth and analysis</li></ul>
customer	<ul style="list-style-type: none"><li>• Customized shopping experience</li><li>• Improved services</li><li>• Enhance the purchasing decision.</li></ul>	<ul style="list-style-type: none"><li>• Shopping addiction</li></ul>

## CONCLUSION

In this research, we have analyzed the BDA impacts on the e-commerce experience of vendors and customers. Authors conclude that applying BDA capabilities in e-commerce projects improves the online shopping experience and increases vendors' revenues. Additionally, understanding customers' needs and behaviour helps companies attract customers by providing personalized services and products. BDA enhanced the e-commerce experience of both the vendors and customers. However, due to the rapid growth of data, analyzing big data is still challenging. This research presented a good starting point for exploring the applications of BDA in the e-commerce area. Authors encourage researchers to study the challenges facing BDA in e-commerce, such as data accuracy and security and contribute to providing solutions and tools to overcome current challenges.

## ACKNOWLEDGMENT

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## Big Data Analytics: A Literature Review Perspective(2019)

**Sarah Al-Shiakhli Information Security, master's level (120 credits) 2019**

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### Big data platforms and tools

- Apache Mahout
- R
- Alteryx
- Google cloud platform
- H2O
- MicroStrategy
- Datameer
- Microsoft

### Big Data Analytics and Decision Making

In all of the models examined, the intelligence phase is the first phase of the decision-making process. In this phase

- data collected from internal and external sources are used to identify problems and opportunities;
- big data sources are clearly identified;
- further data are collected and gathered from different sources, being stored and sent to the user;
- after defining the data sources and types of the data required for the analysis, the data is processed through big data storage and management tools

### Big data analytics challenges

Many studies have focused on the use of analytics techniques such as data mining, visualisation, statistical analysis, and machine learning; however, there is a need to develop new analytic approaches in order to handle big data challenges such as the time required for

processing when the volume of the data is very large (Oussous et al., 2018). Oussous et al. thus presented the difficulties in applying current analytical solutions, including machine learning, deep learning, incremental approaches, and granular computing

## **Big data analytics applications**

- Continued adoption of the big data analytics,
- Growth in the number of big data applications,
- Development of the Hadoop ecosystem technology,
- Data lakes,
- Advanced analytics models, and
- Algorithmic transparency principles

## **Conclusion and Future Research**

The purpose of this study was to offer a literature review on the topic of big data analytics. This began with the presentation of a general background to the topic, including big data definitions and characteristics, followed by a review of big data analytics tools and methods.

Various big data tools, methods, and technologies have been discussed in this research, offering readers examples of the necessary technologies, and prompting developers to come up with ideas about how to provide additional big data analytics solutions to help in decision making.

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