**Big Data in E-commerce**

Big data in e-commerce is used to improve customer engagement, personalize the shopping experience, and increase sales.

Big data eCommerce engages customers in two main ways : by providing personalized recommendations and increased visibility into product information.

**The Benefits of Using Big Data in Ecommerce**

* Making better strategic decisions.
* Improved control of operational processes.
* Better understanding of customers .
* Cost reductions.

 Data-driven ecommerce businesses regularly measure and improve on the following:

* Improve shopper analysis.
* Improve customer service.
* Personalize customer experience.
* Provide more secure online payment processing.
* Better target advertising.

**How to adapt e-commerce business for the use of big data**

First of all you have to determine improvements to your **e-commerce website**. In order to achieve this, you should understand the following:

* what information is important to you business;
* what are its sources;
* how should your website interact with them;
* how can it interact with them;
* how can you utilize this information for the needs of your e-commerce business.