Abstract. The increase in online shopping increases the competition between various companies in e-commerce field. Due to advancement of technologies the current business development processes are outdated. To enhance the business process in e-commerce the companies need to adapt business intelligence through big data analytics. The impact of big data analytics play a vital role in e-commerce for the competitive business environment. This study discusses various methodologies and processes followed in e-commerce for business intelligence. Also we propose some new methodologies to improve the business intelligence in e-commerce field using big data analytics. Keywords: e-commerce . Business Intelligence . Big Data analytics. 1. Introduction In the past few years usage of internet by the people all over the world is increased enormously. Increase in the usage of internet there has been increase in online shopping that is e-commerce. It results the amount of information generated is increasing exponentially. The main challenge in increasing data is how to identify and extract useful information from this massive amount of data and filtering the meaningful data for the decision makers. Due to heavy competitions in the market place it is very sensitive to take better decisions to reach the goal. The impact of big data analytics in business intelligence allows overcoming these challenges. Instead of doing distribution many organizations started their direct sale through e-commerce. The direct sale method is useful to the customers because the price of the product is very low compare to store purchase. For the organizations the profit is high in the direct sale. It can be achieved because thorough online purchase and sale there is no intermediate vendors between buyer and seller. So there is no commission involved. But the challenge here is once all the organizations started their direct sale for the same type of product how to handle the competitions between those organizations. So we need a decision maker team to analyze the customer requirements and making effective decision for improving business. The job of decision makers is not only analyze the customer requirements it also keep watching other organizations process like the price setting for the product, offers given by other organizations etc. E-commerce uses website as an intermediate medium between customers and sellers. To attract the customer in first sight it is essential to design the web content in a more decorative and attractive manner. Also the content of the site should be easily understandable to the customers. Because customers are nowadays pretty good in comparing the product in different e-commerce sites or different sellers from same site. The Comparison mainly involves in terms of price, offers given by the sellers, customer review and number of product sold out. Also customers are able to getting information from several channels and have clear idea what to buy and where to buy. This survey will address the various methodologies followed in the e-commerce field to improve the business process and usage of business intelligence in e-commerce. And proposes that new future research directions to improve the business process by merging business intelligence and data analytics in ecommerce field. 2. Related Work The literature review in this section allows to identify the various methodologies and existing processes followed in the e-commerce field. Akter and Wamba(2016) [1] in their study they present good practices for shaping big data analytics by identifying different types of big data used in eInternational Journal of Pure and Applied Mathematics Volume 116 No. 21 2017, 183-188 ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version) url: http://www.ijpam.eu Special Issue ijpam.eu 183 commerce, Nature of big data used in business analytics and business value of big data in e-commerce. Also the authors defined the following challenges in big data analytics in e-commerce. • How to get clear directions to reach business target with existing organization culture and practice and what changes to be made in the existing culture. • From the vast amount of data about customers how to identify the right information and exact requirements for creating personalized offers to each customers.