

**SmartE-Commerce: A DIGITAL SHOPPING PLATFORM TO ENHANCE
BUSINESS COMPETITIVENESS BY IMPLEMENTING BIG DATA ANALYTICS IN
MAKING THE RIGHT DECISIONS FOR SMEs (Small and Medium Enterprises).**



Gideon Manurung

- **1st Winner International Business Case**
Held by University of Ciputra Surabaya
February, 2024
- **1st Winner National Business Case**
Held by StudentxCEOs East Java
November, 2023
- **Received Rp8,000,000 in Project Funding**
Held by Ministry of Research, Technology and Higher Education Indonesia.
June - November, 2023
- **2nd Winner Infographic Design Competition**
Held by UNIKA Atma Jaya
2022

“Data is the NEW OIL”

amazon



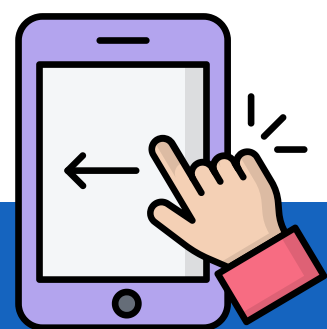
Google

“Data refers to raw facts, figures, or information that is typically in the form of numbers, text, symbols, or multimedia.”

Big Data refers to a large, complex, dynamic collection of data generated from various sources. (A. Bhimani, 2016).

Background

- **Decreasing for Economy Growth in Indonesia.**
- **In 2019, the number of SMEs (Small and Medium Enterprises) in Indonesia reached 65.4 million units.**
- **The data obtained cannot be processed effectively to generate insights.**



User Interaction



Data Collection



Data Processing



Data Reporting