**Implementing bigdata analytics for small scale business**

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*Abstract: Small businesses provide opportunities for entrepreneurs, jobs for neighbors and gathering places for communities. They're rooted in the landscape where they grow, and they give back vitality and sustenance. Although running a small business involves taking greater risks than working for a large, established company, the rewards are both quantitative and qualitative, including broad-based prosperity and a web of symbiotic relationships. That’s where bigdata will be helpful, as a new solution in policy and practice in all sorts of applications context and domains. Many small businesses believe they are too small for big data. This is far from the truth as small businesses need big data to succeed, just as much as larger corporations. Data provides businesses with actionable insights needed to become more efficient and profitable. This paper will assess the options and the extent to which big data can be harnessed for small business growth.*

1. Introduction

Big data is not too big for small businesses. In fact, it’s needed to reveal hidden patterns, market trends, customer preferences, and other meaningful insights. With big data, small businesses can make the smart decisions they need to make to get ahead of their competition and increase their profitability. Using Big Data has been crucial for many leading companies to outperform the competition. In many industries, new entrants and established competitors use data-driven strategies to compete, capture and innovate. In fact, you can find examples of Big Data usage in almost every sector, from IT to healthcare. These days, consumers are smart and understand their priorities. Before making a purchase, consumers look around and compare different options. They even talk to businesses through social media channels and demand special treatment. In fact, most customers want to be thanked for buying products from a company.

Big Data allows a business organization to profile such customers in a far-reaching manner. This allows a business to engage in a real-time, one-on-one conversation with consumers. In tough competitive times, this isn’t a luxury. You need to treat customers how they want. A good example is about a customer entering a store. When a customer enters the shop, the clerk can use Big Data to check his or her profile in real-time. The clerk can learn about the customer’s preferences and desires. This allows him to advise relevant products and services to the customer.

Big Data also plays an important role in integrating physical and digital shopping spheres. An online retailer can easily suggest an offer on the mobile carrier. This can be done on the basis of a consumer inclined toward increased social media usage.