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Exhausting Agile Processing and Data Mining in Electronic Commerce

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ABSTRACT

Agile software developments are hotspots of software development field in foreign countries. Metrics and big data will boost today's marketing leaders toward success. While the notion of the metrics-driven CMO is well-understood, marketers still struggle with how to apply agile and big data to deliver big business value. To do so successfully, they must get bigger their point of view further than promotional activities and center movements around their customers and their purchasing processes. Data mining metrics like this would give us great insight into whether the change was successful; whether it led to hairline fracture how it has changed user behavior, and whether it is delivering net value to the business in terms of the A/B test. The bottom few in the list could be used to track and improve it over time, considering there is some benefit to the business in terms of capturing the new data.

Keywords : Agile, Data Mining, Big Data, E-Commerce

I. INTRODUCTION

Agile and Big data is the way toward looking at huge and varied data i.e., BIG DATA to make known shrouded designs, obscure connections, market trends, customer inclinations and other valuable data that can enable organizations to make more-educated business decisions. These statistics are vast and complex and without a distrust overpowering, that traditional data processing is not competent to process them. Big Data is being utilized impractically every sector, except it is most widely being utilized in e-commerce sector, which principally deals inB2B, B2C and C2C showground.

Several big retail firm would value this data exceedingly as it helps them in predicting the user interest, their reminiscent of and find objectionable and provide their customers relative search results when they shop on their site, so that they attract the customer by giving them the required and relevant searches of the products or items. These preferences are all generated through Big Data and Agile. And it goes a long way for the organization by aiding them for future- big decisions and contingencies, whenever they do arise. As far as short term gains are concerned, the profits have notably increased. It has been ascertained that e-commerce firms that inject data mining and agile into their value chain, experience higher efficiency than their competitors.

E-Business: selling goods and services electronically and moving items through distribution channels, for example through Internet shopping for kitchen kits, any type of tickets, music CD/DVDs, apparel, any hardware, or souvenirs. E-finance: credit cards, banking machines, mobile and Internet banking, any type of insurance, financial services.

To cash in the success of e-commerce several companies are entering in several new areas like online suggested medicine and artificial things. The

increased buy and sell volume in e-commerce especially during big sale of e-Bay had forced the traditional retailers to demand protection. At present the online travel accounts large amount of the total e-commerce market along with computers and electronics e-commerce sales.

Due to lack of standards like agile, Big Data or Data mining the Indian e-commerce market has also witnessed many failures in many areas industries could not face the intense pressure of the market and closed .In nutshell it could be safely said that; the future belongs to e-commerce there are a number of expenditures which are involved in the traditional form of business which can be avoided on the whole in e-commerce.

Online classified ad- Online advertisement can be defined as "The activity of attracting customer towards product/services through electronic media. It is economic and profitable method for promotion of product/services. There are specialized companies in the market known as 'publicity firm' that manages online marketing campaign. announcement through electronic media has geared towards defining modern form of business through unique and useful application.

Open ads: Typically short messages which can be popularly seen in newspaper, periodicals etc. These are cheaper than large display billboards.

Explore advertising: The method of placing the online ads on the web pages is search publicity. When the internet user type a particular keyword in the search engines for the product/services the ads appears on the web page.

Media/video ads: Ads which can be seen parallel while watching content. These are online video ads consist of text, display and video of product/services.

II. METHODS AND MATERIAL

Categories of Online Announcement

There are major four types of online publicity which are very popular in business world and among buyers Present and poster ads: Banner ads comprises of some text(eye catching image or headlines).A click on banner ads ends on publicity websites due to hyper link. It provides relevant information to the customers and boosts them to buy the product. Display ads are visual ads that appears on websites related with the content/services.

Process Supported by AGILE and Big Data in E-COMMERCE

E-commerce companies use Big Data and agile in two ways. One is to evaluate past behavior of customers to find patterns, and the other is immediate analysis, that is, reacting when the customer is shopping online," country leader-information management, International Business Machines Corp. (IBM) India. This list covers broad roles in E-Commerce industry. Customer Relationship Management (CRM) and Supply Chain Management (SCM)

This incorporates overseeing information for items apposite from distribution center to the client. Internet business enterprises utilize analytics widely to oversee Inventory. Additionally a critical bit of work is done into advancing transportation and estimating delivery price.

Fraud recognition

Using Agile and digital signature techniques, encryption and mining approach with redundancy removal move toward, the fact that the E-Commerce organization may have nothing to do with this misrepresentation; they are the people who pay for it. Notwithstanding, fakes are not generally from the trader side. Notwithstanding the fact that it is

uncommon, users likewise make false claims in cheats. At first every one of these fakes were taken care of physically, yet with time E-Commerce is moving towards creating prescient calculation to distinguish fakes and keep away from them if conceivable.

Marketing analysis

Traders shape the center of E-Commerce industry. In the event that the vendor develops, E-trade supplier additionally develops. So, E-Commerce players do broad assessment for Merchants to get into new markets or set the correct cost for their products. For example, Snap deal can instruct a any toy or toy material result of a developing interest in his area. Such choices would have been considerably more costly for the sellers.

Agile Suggested Systems and Big Data advised frameworks in E-Commerce industry are not altogether different from those of YouTube. These engines fill in as blueprint for clients to explore through the store of this virtual environment. Suggested engines have been one of the strongest contributors to technological impact.

Agile brings certain key concepts. These include a limited time horizon for planning and allowing issues to be addressed in a short time frame and limiting the impact of taking a wrong turn and the 'on-site customer'.

The product of a data team in the context of a product like local search is somewhat particular within the broader scope of 'big data'. Data is our product, and we leverage large scale data assets to make that data product better.

The agile framework uses the limited time horizon to ensure that unknowns are reduced suitably and that real work is done in a manner aligned with what the customer wants. The unknowns are often related to the customer, technologies and the team. Having attended a variety of scrum / agile / eXtreme training events, I am now of the opinion that the key unknown of big data - the unknowns in the data itself - are generally not considered in the framework. Agile is the technique to the group of person who does the analysis, develop or testing with set of rules.

III. RESULTS AND DISCUSSION

Application of data mining in e-commerce

Application of data mining in e-commerce refers to promising areas in the field of e-commerce where data mining can be utilized for the purpose of enhancements in business. As we all know while visiting an online store for shopping, users normally leave behind certain facts that companies can store in their database. These facts represent unstructured or structured data that can be mined to provide a competitive advantage to the company. The following areas are where data mining can be applied in the field of e-commerce for the benefits of companies:

1) Customer Profiling

This is also known as customer-oriented strategy in e-commerce. This allows companies to use business intelligence through the mining of customer's data to plan their business activities and operations as well as develop new research on products or services for flourishing e-commerce. Classifying the customers of great purchasing potentially from the visiting data can help companies to lessen the sales cost. Companies can use users' browsing data to identify whether they persistently shopping or just browsing or buying something they are familiar with or something new. This helps companies to plan and improve their transportation.

2) Personalization of Service

Personalization is the act to provide contents and services geared to individuals on the basis of information of their needs and behavior. Data mining research related to personalization has focused mostly on recommender systems and related subjects such as collaborative filtering. Recommender systems have been explored intensively in the data mining community. This system can be divided into three groups: Content -based, social data mining and collaborative filtering. These systems are cultured and learned from explicit or implicit feedback of users and are usually represented as the user profile. Social data mining, in bearing in mind the source of data that are fashioned by the group of persons as part of their on a daily basis actions, can be important source of important in-formation for companies. Contrarily, personalization can be achieved by the aid of collaborative filtering, where users are matched with particular interest and in the same vein the preferences of these users to make recommendations.

3) Basket Analysis

Every shopper's basket has a story to tell and market basket analysis (MBA) is a common retail, analytic and business intelligence tool that helps retailers to know their customers better. There are different ways to get the best out of market basket analysis and these include:

Detection of product affinities; tracking not so apparent product affinities and leveraging on them is the real challenge in retail. Wal-Mart customers purchasing Barbie dolls shows an affinity towards one of three candy bars, obscure connection such as this can be revealed with an advanced market basket analytics for planning more effective marketing efforts.

Cross-sell and up-sell campaigns; these shows the products purchased together, so customers who purchase the printer can be persuaded to pick-up high-quality paper or premium cartridges. Planograms and product combos; are used for better inventory control based on product affinities, developing combo offers and design effective user-friendly planograms in focusing on products that sells together.

Shoppers profile; in analysing market basket with the aid of data mining over time to get a glimpse of who your shoppers really are, gaining insight to their ages, income range, buying habits, likes and dislikes, purchase preferences, levering this and giving the customer experience.

IV.CONCLUSION

Progressing out this practice crossway the organization is hard. However, the settlement are potentially enormous, Business people can envisage application and business presentation, decisions can be made faster and more precisely based on actual data and even communication inside and athwart teams is improved. Extracting information through interactive design of queries can achieve highly accurate results in a short amount of time. Much of the time in this project was spent on pre-processing documents to allow the results to conform to the i2b2 format. The time taken on query expansion was of the order of a few weeks, including a couple of days training in the system at the start of the project. This process requires far less specialist knowledge of Artificial Intelligence than other solutions to this confront and the easy to use interface means alteration is straightforward. Clearly, recall still needs to be enhanced: our best system would have been ranked 4th out of 21 systems in the phrase level horizontal evaluation. Examination of the training material suggests this is due to gaps in the drug treatment provided by the terminologies rather than

gaps in the query patterns. We will therefore contemplate on extending drug coverage in our future work.

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