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Big data's percolation into E-commerce: How big data in cloud can be an added advantage?

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Big Data has introduced many innovative revolutions into the e-commerce business and has helped the market players at all levels from the big box market leaders to the niche small scale players to take on the competition in an effective way with additional customer-centric view. This has helped the e-retailers to make more informed decisions, introduce personalized offers, and implement dynamic pricing, optimize supply chain management and execute predictive analytics. As we speak there is an astronomical expansion happening to the big data in terms of the 3Vs namely volume, velocity & variety. To handle this, the current system seems to be a less fit and there is a need to extract the most value at no additional expenses or overheads. Implementing big data analytic solution in cloud environment which currently shows signs of maturity holds the key to this problem. Cloud seems to bring in a lot of value to the state-of-the-art analytic solution for big data and the main drivers that would convince the business leaders to move their big data analytic solution into cloud are reduced operational expense, minimized overhead, increased flexibility/ scalability, ubiquitous availability and reduced setup time. To support this initiative and to move the analytics into cloud multiple service offerings are available in the market under the banner 'Analytics as a Service'. In this paper, I will introduce an ideal, secure hybrid cloud model to implement big data analytics solutions that helps e-retailers to enjoy the benefits of the cloud by keeping their critical data safe.

Biography

James Alwyn Durai Xavier is working as an Assistant Manager in HCL Technologies, Noida, India. He has a Master's degree in Management from Manchester Business School, University of Manchester, United Kingdom and a Bachelor of Engineering in Computer Science from Anna University, Chennai. He is passionate in following the new evolving techniques and concepts related to IT.

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