Research on Enterprise Development Strategies Against the Background of Big Data Energizing Enterprise Development

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ABSTRACT

The concept of big data has penetrated into social production and life, and is directly related to the development of enterprise operations. With the empowerment and support of big data, enterprises can better obtain personalized market information, and the value of data information they can mine is also greater, which will profoundly affect the daily operation and management of enterprises. In the context of big data energizing enterprise development, enterprises should not only attach importance to big data applications, but also ensure data security and strengthen data information management.

Keywords: Big data, Enterprise development, Coping strategies.

1. INTRODUCTION

With the gradual improvement of the market economy system, China's industrial structure has also been optimized. The popularization of internet technology can bring more information to the development of enterprises, which means that enterprise competition is gradually shifting from product competition to comprehensive competition. More and more enterprises are realizing the importance of big data energization.

2. CHARACTERISTICS OF BIG DATA

Big data can usually organize data information to obtain application information forms with diverse data forms, high information value, and convenient query. With the passage of time, the application scope of big data in social production and life continues to increase. Therefore, it is necessary to comprehensively explore the characteristics of big data and combine the application of big data technology to fully explore the value of information. In the new era of popularization of big data technology, the development of enterprise management also needs to combine information technology. This means that enterprises need to actively strengthen their awareness of information management, introduce advanced technological concepts, and create conditions for management informatization.

2.1 Rich Data Types

With the development of the times, the material living conditions of the people have greatly improved, and the corresponding spiritual demands for life have also been improved. Especially after the popularization of network technology, more and more people can access diverse services through convenient channels to meet their personalized needs. Big data technology can accurately understand the needs of the people and complete content push after comparing data information. This not only matches the personalized demands of the people, but also better excavates the value of big data and brings positive impacts to social development. With the support of big data technology tools, massive amounts of information can be sorted out to meet the diverse service needs of the public. Big data can obtain information more comprehensively and quickly, and after the backend system operation, users can complete information filtering, which can better match the actual needs of the audience. Therefore, the accuracy of information push is also very high. The public can conduct various operations on terminal equipment

tools and form log records. This information can provide information analysis support for big data platforms, and the big data system itself can sort and integrate different information, replacing the manual analysis models used in the past. Therefore, not only can it significantly improve information processing speed, but it can also effectively reduce labor costs.

2.2 Large Data Volume

In the context of the new era, big data technology has been widely used, and some data resource information can form large capacity storage after practical application, and form a data resource library based on this. With the advancement of technology, storage tools and methods continue to be updated. For example, in the initial stage, storage was mainly in the form of MB, and has gradually developed to the form of EB, PB, etc. This not only indicates that with cutting-edge technology, the storage capacity of data resources has greatly improved, but also means that the database content is even larger. In recent years, mobile electronic terminal devices have further shown a trend of intelligence and specialization, with mobile phones, computers, and other devices providing support for the application of big data technology. The public can browse and query information on mobile intelligent terminals, and can also directly publish information to the public. Many program tools support mass posting and dissemination. As society gradually enters the intelligent stage, data value mining is increasingly valued, and large and medium-sized internet enterprises are expanding their exploration scope of big data and conducting research on the concept and application direction of big data. With the support of internet technology, big data tools have gained a certain popularity. After integrating and mining this information, it can more comprehensively understand the actual needs of users and also determine the development trend of the industry. Therefore, it is necessary to fully leverage the advantages of data resources and apply cutting-edge theoretical knowledge to the practice of data dynamic analysis. This is not only the focus of modern enterprise strategic planning, but also requires internet enterprises to seize the opportunities of the times to achieve further innovative development. Enterprises can process information resources to obtain more valuable content that can meet the needs of decision-making references.

2.3 Data Value Enhancement

The current social information transmission is very fast, forming a massive amount of information in a short period of time, and the information can quickly diverge during the dynamic transmission process. Therefore, how to filter and obtain valuable information in the database is the focus of attention for experts and scholars at this stage. Big data technology can collect and obtain a large amount of information, and the collection channels are constantly increasing, which means that certain methods need to be used to find useful information. Many pieces of information do not have practical significance when transmitted back and forth, or the corresponding value is very low, so it is necessary to focus on finding valuable information, which requires professional personnel to support with advanced technical tools. Fully mining the value of data and analyzing it after model comparison can provide users with information reference, which is also the social value of using big data technology.

Overall, big data comes from various fields of social production and life, and can access massive amounts of data in a short period of time. Especially with the popularization of mobile phones, computers, etc., the channels for obtaining and sending information have further increased, and the speed of communication between information has also significantly accelerated. Internet technology has penetrated into various industries in society, and whether it is daily communication, news browsing, online shopping, or business transactions, it will form a large amount of information. Usually, these information resources need to be processed as soon as possible, efficiently mining the existing value, in order to maximize the value of this information. At the same time, if the data resources are not fully processed within the specified time, it will create certain pressure on the corresponding internet platform. In the process of continuous popularization of big data technology, its data information operation and analysis tools also need to be innovated to avoid the phenomenon of outdated information, and to ensure that the key value of information is extracted in a timely manner.

3. THE IMPACT OF BIG DATA ON ENTERPRISE DEVELOPMENT

Big data technology can support enterprise management, marketing, business promotion, and financial work. The amount of information involved helps improve management mechanisms

and provides decision-making references for enterprise strategic planning. Exploring the value of data information can provide certain clues for enterprise development, which is also a topic that contemporary enterprises need to continue to pay attention to in long-term development. It can provide huge support for enterprise cost control, financial management, risk avoidance, market exploration, and other aspects.

3.1 Impact on Enterprise Management

For the development of enterprises, strategic decision-making direction and planning can directly affect whether the enterprise can be in the right direction of development. When there are changes in the macroeconomic environment and industrial changes, the management of enterprises mainly considers how to make decisions from a subjective perspective based on their own management experience, such as analyzing the internal and external environment, competitive advantages and disadvantages of the enterprise, in order to form strategic decisions.

In the era of big data, numerous advanced technologies have been further utilized. Internet and communication technologies can support various market economy entities to collect more information, and integrate internal and external data information by combining RFID and QR codes. This enables enterprises to better understand the similarities and differences between their own products and market products, and helps them implement differentiated competition strategies. Enterprise leaders need to strengthen their awareness of information risk and recognize the significant impact that big data technology can have on the sustainable development of enterprises, in order to support the introduction and application of big data technology tools.

With the support of big data, enterprises can improve production management efficiency. Firstly, enterprises can timely obtain customer feedback information based on NLP technology. After analyzing this information, relevant results can be transmitted to the front-end process for product improvement. Secondly, enterprises can use sensors to collect and provide feedback on production information, optimize production processes through big data tool analysis, and improve their own process innovation. Once again, data information in various management processes can be sorted out, such as comparing budget information with actual information to understand the reasons for exceeding

the budget, optimize production plans, and strengthen cost control efficiency. Finally, big data technology can be applied in inventory management to analyze the consumption, supply, type, and quantity of inventory products, calculate the most suitable procurement quantity, reduce storage costs, and improve inventory management mechanisms.

3.2 Impact on Enterprise Marketing

One of the main tasks that many CEOs on Wall Street need to do on a daily basis is to analyze social media platform information in data processing tools to measure user emotions. Typically, a scoring system can be used for daily scoring, in order to analyze how competitors' stocks are handled. This method is scientific and targeted. If the public is happy, they need to buy, and if there is widespread anxiety among the public, they need to sell. This method is feasible and can enhance the profitability of investment enterprises. This example demonstrates that user information on internet platforms can unleash its value and serve as a reference for participants in decision-making during market transactions.

Analyzing user consumption tendencies, shopping behavior, and other data can improve the accuracy of promotional information push, ensuring that enterprises can effectively push their product advertisements to target customer groups, thereby significantly improving marketing efficiency. Enterprises can promote multidimensional classification by collecting data and information, understand the consumption needs of different users, and then use differentiated sales to meet user needs. Enterprises can summarize the various information feedback from consumers, respond to the problems they face in a timely manner based on their business promotion needs, and focus on how to provide users with a good shopping experience. In the process of market competition analysis, enterprises can combine big data analysis to improve marketing effectiveness, such as collecting dynamic information from major competitors in the industry, in order to improve their own marketing strategies. Currently, more and more enterprises are introducing the model of cross selling, analyzing the purchasing tendencies of customer groups and comparing their past purchase records to understand customer demand preferences, and effectively improving sales effectiveness through cross selling. The results of big data analysis can provide support for the optimization of enterprise

production capacity and the connection of various links in production management, which helps to efficiently connect the sales and production links of enterprises.

4. ENTERPRISE DEVELOPMENT STRATEGIES IN THE ERA OF BIG DATA ENERGIZATION

The enterprise development strategy in the era of big data is mainly divided into three aspects:

4.1 Enterprises Should Attach Importance to Big Data Applications

The promotion of big data technology can bring new impetus to the operation and development of traditional enterprises. In the current market competitive environment, enterprise leaders need to fully recognize the positive impact that big data technology can bring to enterprise management, invest efforts to promote the active introduction of big data technology tools, and emphasize the importance of data values in corporate culture.

The efficient application of big data technology requires enterprises to establish specialized data information centers, create information exchange platforms through intelligent identification, intelligent monitoring, and security management, improve the efficiency of data collection, feedback, and integration under the internal network system, and ensure the real-time transmission of information. Enterprises can launch subsystems such as office, finance, supply chain, and product sales to improve the efficiency of enterprise information integration and analysis through data docking and information sharing, thereby comprehensively presenting the current business dynamics of the enterprise and providing reference for enterprise decision-making management.

4.2 Enterprises Need to Strengthen Data Information Management

In the long-term operation and development of enterprises, the amount of information formed continues to increase, and the intensity of data management continues to improve. This means that enterprises have put forward more requirements for the application of big data technology, and the corresponding types of big data are also more diverse. Enterprises need to invest in promoting data management work. Firstly, they need to ensure the efficiency of collection and ensure that the

information they collect is sufficiently effective. Therefore, they need to arrange specialized personnel to be responsible for information collection, feedback, storage, and other work to effectively improve the effectiveness of data collection. With the support of advanced technological tools, the speed of data dissemination continues to improve and the scope of dissemination further expands. Although this can better demonstrate the advantages of data application, it can also easily lead to data information leakage. In addition, as the number of data dissemination channels increases, some false information and negative information are also transmitted, which has a negative impact on social development. Therefore, the collection and integration of big data need to be supervised. Also, enterprises need to pay attention to data information management, clarify information management channels, distinguish between negative and false information, and improve the effectiveness of data collection and statistics to enable enterprises to better explore the value of information.

4.3 Enterprises Need to Ensure Data Security

At present, many mobile app tools require access to microphone, address book, and other information, or to understand the user's location through location acquisition. This not only causes personal information leakage for users, but also poses a certain challenge to enterprise data security. Large enterprises such as JD Group and Tencent have a high level of attention to data value, emphasizing that data is the key to long-term development of enterprises, and investing a large amount of resources to ensure the security of their own data information. Usually, specific considerations can be made from the following aspects: making risk judgments when selecting and applying service software, improving information protection mechanisms, paying attention to the isolation of computer information risks and avoid data leakage, promoting the construction of information management teams and improving the professional literacy of information management personnel. These measures can help manage enterprise data information and ensure that relevant data information is in a secure state.

5. CONCLUSION

On the basis of analyzing the characteristics of big data, this article analyzes the impact of big data

on enterprise development from the perspectives of enterprise management and marketing, and it is believed that big data can energize enterprises and promote their rapid development. Therefore, in the context of big data energizing enterprise development, enterprises should not only attach importance to big data applications, but also ensure data security and strengthen data information management.

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