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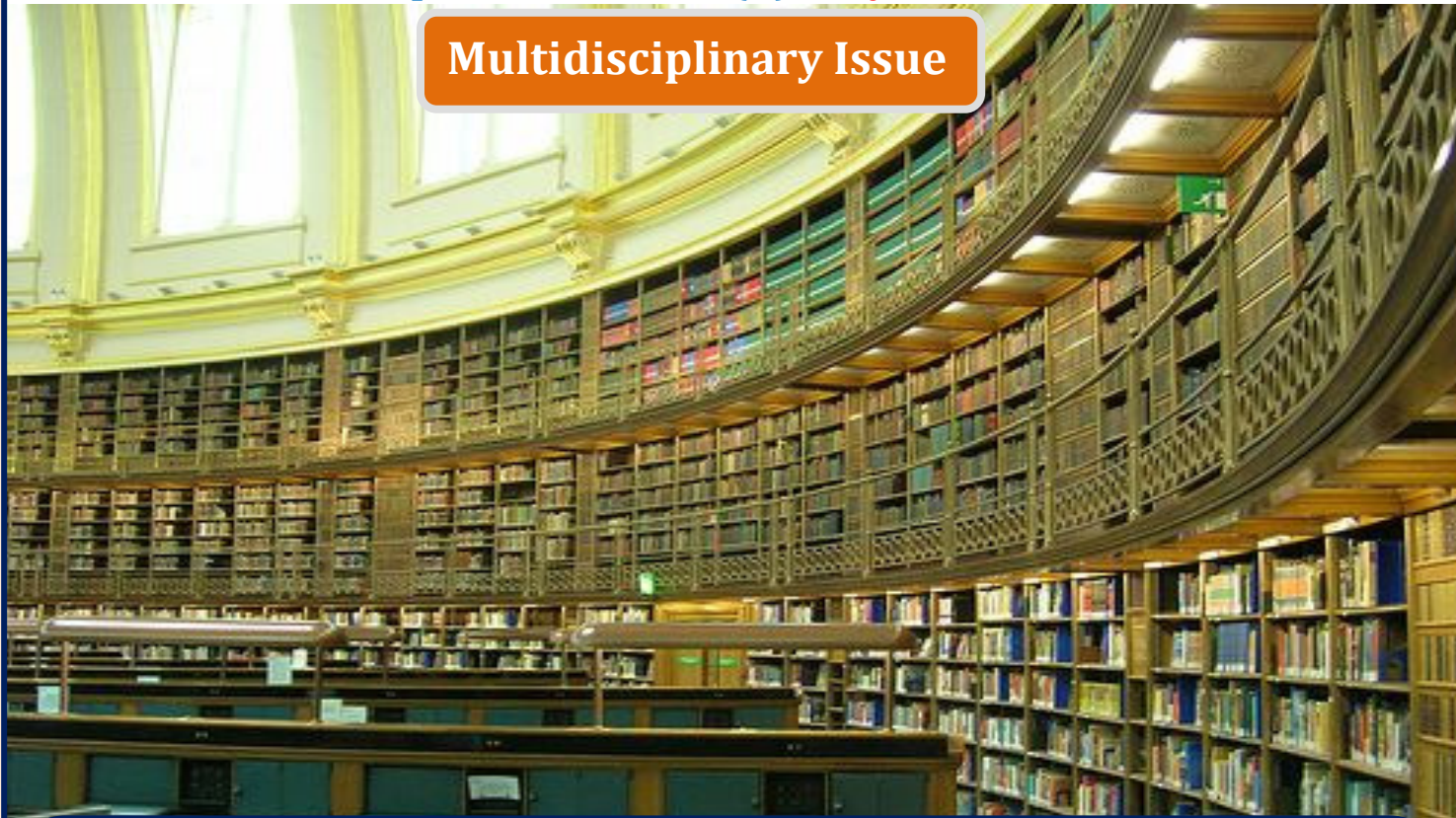
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Multidisciplinary Issue



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- Chief & Executive Editor



Business Intelligence - Boost for E Commerce Business

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Abstract:

Commercial center is quick transforming into e-commerce center now. Right from needle to ship and involves buying and selling of products and services, or the transmitting of funds or data, over system predominantly the net. E-commerce may be a paradigm shift influencing both marketers and also the customers. . Ecommerce accepting new approach to support or improve existing businesses by integrating business intelligence. It is genuine need of every e commerce business to adopt business intelligence to accumulate and retain in global market. Business intelligence helps for sharing information, quick navigation, SWOC analysis, higher cognitive process, spotting problems, drive revenue and competitive gaining and boosting for e commerce business for better decision making.

Keywords: E-commerce, Business intelligence, integrating, operational efficiency

1. Introduction To E-Commerce and Business Intelligence:

Many organizations within the globe are adopting e-commerce system for business so as to extend their revenue and customer base, rather than counting on the standard brick and mortar business model. Every country has invested significantly in its information communication technology (ICT) and has pooled its resources to accommodate the digital world. However, because of the masses of information stored in their huge data pools, companies need high-quality business intelligence to enable their top management to efficiently and effectively analyze the enterprise e-business data in order that they can take accurate decisions and make better policy decision. Business Intelligence combines architectures, databases, analytical tools, applications, and methodologies to enhance business operations . Business Intelligence's major objective is to enable interactive access and manipulation of knowledge and enable managers and business analysts to conduct appropriate data analysis. It involves activity into useful information, which is then accustomed keep decisions and at least result in actions which will further business improvement.

Business intelligence manipulates the info transforms into useful information. The most goal of this research is check the mixing of business intelligence tools into e-commerce business for improving and enhancing deciding for business purposes.

2. Objectives of The Study:

- To understand the current status and trends of E-Commerce.
- To Understand business intelligence tools and its utility for e commerce business
- To reveal the key variables influencing integrating business intelligence to E commerce business

3. Research Methodology:

Present study is relied upon secondary data. The specified secondary data is collected from the journals, research papers, websites, various reports and newspaper articles published online.

4. Definitions:

E-Commerce: "E-Commerce is essentially refers commercial transaction which suggest that purchasing and selling of products or services also money transaction, funds, and valuable data, information with assistance of electronic tools over the net " ..

Business intelligence : In keeping with to Forrester Research "Business intelligence is "a set of methodologies, processes, architectures, and technologies that transform information into meaningful and useful information accustomed enable more practical strategic, tactical, and operational insights and decision-making."

5. Main Types of E-Commerce

As commerce continues to evolve, so do the ways in which it's conducted. Following are the foremost traditional sorts of e-commerce models:

1. **Business to Consumer (B2C):** Now a days this is often the foremost popular type of e-commerce. It reflects the transactions between Business to consumer which suggest that the sale is happening between a business and a consumer, like once you buy any article from an internet retailer.
2. **Business to Business (B2B):** This is often another important type of e-commerce and refers to at least one business selling a goods or service to a different business enterprises. Now a days in globalization most of the realm of trade is roofed by this Business to Business e-commerce.
3. **Direct to Consumer (D2C):** Recent trend in e-commerce or the latest model of ecommerce is direct to customers. D2C means that a brand is selling directly to their end customer without researchinh a retailer, distributor, or wholesaler. Subscriptions are a preferred D2C item, and social selling.
4. **Consumer to Consumer (C2C):** This kind of ecommerce is going down mainly for durable, technical trade goods.. Its rather like auction sale and hence C2C e-commerce refers to the sale of an honest good or service by one consumer to a different consumer. Consumer to consumer sales happens on platforms like eBay, olx ,carwale.com etc.
5. **Consumer to Business (C2B):** During this kind of e commerce personal sells their services or products to a business organizations. This goods and services are supported individual skills . C2B encompasses influencers offering exposure, photographers, electrification, plumbing, maintenance, consultants, freelance writers, etc
6. **Government to Business (G2B):** During this kind of ecommerce governments offers some services to business through different agencies or central, state and the native bodies by e Governance.
7. **Business to Government (B2G):** Business to Government ecommerce refers that majority of the government projects and services have gotten done through various businesses .In this process business offer or tenders its service the government
8. **Government to Individual(G2I):** During this kind of ecommerce governments offers some services to individual through different agencies or central, state and navel bodies by e governance documentation and payment procedure is additionally completed through online

mode.

9. Individual to Government (I 2G): Individual to Government ecommerce refers almost of the government offices are requires during this services which are provided by individuals. In this process individual offers or tenders their service the government

6. Recent Trends of E-Commerce:

1. *Retail:* The sale of products on to a consumer without an intermediary.
2. *Drop shipping:* The sale of products that are manufactured and shipped to consumers via a 3rd party.
3. *Digital products:* Downloadable items like templates, courses, e-books, software, or media that has to be purchased to be used. Whether it's acquisition of software, tools, cloud-based products or digital assets, these represent a large size of ecommerce transactions.
4. *Wholesale:* Products sold in bulk. Wholesale products are usually sold to a retailer, who then sells the products to consumers.
5. *Services:* These are skills like coaching, writing, influencer marketing, etc., that are purchased and paid got online.
6. *Subscription:* Well licked D 2 C module subscription services are the recurring purchases of products or services on a daily basis.
7. *Crowd funding:* Crowd funding allows sellers to boost capital so as to bring their product to the market. Once enough consumers have purchased the item, it's then created and shipped.

7. Business Intelligence (BI) For E Commerce Business:

Business intelligence comprises the strategies and technologies utilized by enterprises for the info analysis of business information. It provide historical, current, and predictive views of business operations. It's a technology-driven process for analyzing data and delivering actionable information that helps executives, managers and workers make informed business decisions. BI incorporates a direct impact on organization's strategic, tactical and operational have cognitive process BI supports fact-based higher cognitive process using historical data instead of assumptions and gut feeling.

BI tool saves time, reduces costs, contributes to deciding yet reveals opportunities you may have missed, and thus improves efficiency and unleashes the potential of your team. Moreover, a tool has an impersonal outlook on facts and might use them to make forecasts.

8. The Process of Business Intelligence:

- **Data gathering:** It's primary and important step within the business intelligence to gather data from various corporate sources Data can be touch multiple and heterogeneous systems. It should collected from employees, customers sales departments, inventory accounts , production, advertisement and other stakeholders etc. Data could also be qualitative and quantitative in manner.
- **Data cleaning/standardization:** During this process of filtering the collected data as per the business requirements. Fixing or removing incorrect, corrupted, irrelevant, duplicate and incomplete data within the data base. In the process of combining it may be possible that data can be duplicated , misappropriate and unlabelled. In order that it's very necessary that data should be made cleaned and standardized.

- **Data Analysis:** After cleansing the data it's very essential that it should be rearranged in a suitable manner so chief decision maker can use it for better deciding and also policy building. Data analysis includes the activities to assist managers make strategic decision, achieve organizational goals and solve complexities by collecting, analyzing and reporting the foremost useful information which is relevant to managers' needs and for predicting future trends.
- **Business Intelligence Reporting:** It's the method of gathering data by utilizing different software and tools to extract relevant insight which ultimately enables to provide suggestions, observations and recommendations regarding business trends and empowering the manager for a better higher cognitive process.

9. Utility and Advantages of Business Intelligence To E Commerce

- **Make it easy to access and share the information:** Business Intelligence could be a valuable tool for e-commerce business. All styles of data are collected, processed, transformed and analyzed by business intelligence. In order that data are going to be easily accessible and data are easily shared for each stakeholder, managers, policy makers as per their requirement.
- **Enables real time analysis with quick navigation:** Business intelligence enables real time analysis of collected and processed data and also quickly navigated to the authorities and decision makers. In order that it is going to be made available whenever and wherever it's needed.
- **Helps to spot waste within the system:** Within the business intelligence process data are going to be filtered and cleaned. Unwanted, irrelevant, incomplete and waste data are identified and wiped out, in order that it will save time and expenditures also.
- **Reduces the danger of bottlenecks:** Within the business intelligence process data is filtered, rearranged and analyzed and identified the risks, challenges and future threats involved in the business process. Ultimately decision makers can take strategic decisions to scale back the chance.
- **Help you to grasp your business:** With the assistance of business intelligence every e-commerce business can get authentic data about the acquisition, sales, production, financial position, inventory, employee's record also strength, opportunities, weakness and challenges of the business. Decision makers can take a call accordingly.
- **Improve the decision making Process:** The key purpose of business intelligence is to assist enterprise in the process of decision making. Business intelligence services effectively collect, organize, process and evaluate data systematically and prepare reports that enterprises can use for their effective decision making, development strategies and policy decisions.

- **Accurate decision-making:** Business Intelligence allows e-commerce businesses to form decisions supported statistical facts, instead of guesses,
- **Drive revenue:** BI gives access to sales trends supported on customers' preferences, reactions to promotions, online shopping experiences, purchasing behaviors and other patterns and trends that impact sales. All of this information can help e-commerce stores maximize revenue.
- **Operational efficiency:** Business intelligence looks in the slightest degree style of data and may help the e-commerce businesses uncover errors and quality issues that lead to lost productivity in sales, customer attrition because of center dissatisfaction, higher bounce rates. This data makes it easier for companies to uncover and fix bottlenecks.
- **Gaining a competitive advantage:** Data helps companies understand what strategies work and what doesn't. Using reports and benchmarking, e-commerce businesses can uncover opportunities for improvement, providing them with a competitive edge.
- **Managing business and spotting problems :**BI allows businesses to induce a high level or detailed knowledge of data. This makes it far easier to identify challenges as they arise but before they impact the underline.

10. Essentials of Integrating Business Intelligence Into E Commerce:

For the success with business intelligence, businesses must confirm that their entire organization is committed to using business intelligence and understands how and why it matters. Here are five tips to streamline the implementation process.

1. Business needs

Before launching, ensure your business needs match the features business intelligence can provide. If you wish access to specific data or to drag data from specific tools, confirm that the tool you decide on will work.

2. Amount and quality of data

Where will your data come from? Is there an slip up margin? Remember that poor data result in to poor decisions, so data quality is very important.

3. User experience

When comparing the platforms it is very essential that consider user experience carefully. Seamless user experience can promote user adoption and ultimately drive more value from business intelligence products and initiatives.

4. Training

Business intelligence tools can provide a wealth of knowledge which might be a challenge when users don't know the way to use them. Create a educational and training program to ensure people know the way to access the data they have and make sure they understand not just the way to access data, but the way to apply it. This will be especially useful when looking to rent lancers or usher in outsiders to your team.

5. Get buy-in

Everyone within the business from executives to customer service providers must air the identical page about the importance and use of business intelligence specialize in how tools will