



CERTIFICATE NO : **ICRESTMH /2024/C0824872**

Big Data Techniques for Marketing and E-Business Advancement

Ishan Shekhar

Research Scholar, Department of School of Management and Commerce,
Vikrant University, Gwalior, M.P., India.

ABSTRACT

Big Data has become an essential tool for contemporary marketing and the development of e-business due to the fast expansion of digital technology. In this session, we'll take a look at how Big Data marketing strategies may boost online company growth, consumer satisfaction, and strategic decision-making. Targeted marketing campaigns, optimized product offers, and improved operational efficiency may be achieved by evaluating massive databases that include customer behavior, preferences, and transactional patterns. Businesses can now tailor engagement tactics and forecast market trends with the use of critical tools like real-time performance monitoring, data mining, machine learning algorithms, and predictive analytics. Strong data governance and ethical principles are emphasized in the research, which also tackles data management difficulties such analytical constraints, privacy concerns, and integration complications. The results show that companies may stay nimble in the ever-changing digital marketplaces by making good use of Big Data marketing strategies, which boosts competitive advantage and speeds up e-business development. If you are a researcher, marketer, or company strategist interested in learning how to use data-driven methods to expand and innovate in the e-commerce space, this session is for you.

Keywords: *E-Business, Marketing, Analytics, Customer Engagement, Market.*