Large Cross-border E-Commerce Development Direction of the Background Data and Characteristics

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Abstract
With the rise of the Internet, e-commerce gradually become a very important consumption, and gradually increase the amount of online transactions increased pressure on the electricity supplier and logistics. The use of big data has become an important concept to solve the problem. For the buyer's shopping cart, favorites, and other data to make business stocking a comprehensive forecast, according to the courier companies to share data to help businesses and logistics companies do to prepare shipments and transport capacity.

Keywords: big data; e-commerce; development; market environment

1 INTRODUCTION
With the development of the Internet, virtual trading patterns - E-commerce also will be born, since 1997, to create a Ma Alibaba B2B e-commerce platform, to Taobao, Dangdang, the United States together superior products and so a series of electricity supplier birth of electronic commerce entered a period of rapid development, cross-border e-commerce e-commerce as an important branch, has also been a high priority, and courier services through the Internet, people exchange between countries have no, cross-border sales of goods to achieve, by 2012 China's import and export transactions amounted to cross-border electricity supplier 2.3 trillion yuan in 2012 China e-commerce market transactions reached 8.1 trillion yuan, accounting for cross-border electricity supplier of the entire e-commerce market 28.4% of cross-border electricity supplier electricity suppliers in the market occupies a pivotal position. At present, China's cross-border e-commerce is still in its infancy, the government also has a certain degree of policy support, great potential, but is also problematic defect management policy, cross-border customs barriers, logistics obstacles, and many other aspects of credit transactions for the current status of the development of cross-border electricity supplier market and many problems exist, we must propose innovative business strategies to cope with, thus contributing to the development of cross-border electricity supplier.

2 Business management of large data environments
As information technology continues to penetrate into all areas of economic, social, life, mobile computing, networking, cloud computing and other emerging technologies, the rapid development of the global amount of data is showing unprecedented explosive growth, diversity of data, low value complex feature density, real-time, also become increasingly

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significant. Big data is already in the field of industry and manufacturing, retail, e-commerce, financial services, consumer information and mobile location services, etc. has been widely used. Big data both for in-depth understanding of people, regular interactions with the market organization provides a new perspective and interpretation of strong backing, it has also brought profound changes to the modern enterprise operation and management mode, so that enterprises can be more time and space the scope of integration of resources, and by the transformation and upgrading reshape relations with suppliers, customers, partners, etc. between the constantly innovative business models. Thus, in the new era of large data on current international research and application of rapid development, combined with Chinese business practices in a global economic context, in-depth study of modern business operations management and business decision making big data environments, will not only be able to effectively promote business innovation management theory and methods, and will guide future management of the business and practice of revolutionary transformation of Chinese enterprises, Chinese enterprises to build support based data management and decision-making core competencies, improve China's economic position in the global competition, and played an important role.

3 Development of big data environment of e-commerce
Challenges of the next big data environment of e-commerce, with the rapid development of China's economy, businesses have accumulated a lot of criticism that the bottleneck is difficult to have a breakthrough, foreign trade is also true. With the reform and opening up, join the WTO, which after 10 years of development, gradually into the bottleneck from the rise. How to make a breakthrough in the bottleneck, this is our new challenge!

Opportunities large data e-commerce environment, challenges and opportunities, if the 21st century is the era of IT. So then, we will immediately step into the era of big data, how long accumulation of foreign trade data to analyze market trends to grasp, is the key to breaking the deadlock in the bottleneck, but also give us the chance era.

Large data environment of e-commerce platform, Alibaba, according to the recent actions of view, they are also aware of the foreign trade data, to guide the market importance. Therefore, the foreign trade loan program came into being; this is a win-win decision. Both can help them get trade data can also help companies to obtain capital for development.

Why foreign trade data so important? It gives foreign trade enterprises What are the benefits? First, the foreign trade data accurately extract all the Chinese Customs Importers and Suppliers for basic information. We can help companies win new customers, reduce churn, competitive strategy for enterprises! Secondly, through trade intelligence data mining and depth of analysis, foreign trade enterprises to bring more benefits.

In recent years, cross-border electricity providers increasingly hot, domestic sellers through cross-border B2C platform will be made in China products are sold around the world. Among them, the orders increased rapidly from small language market, some sellers even only for a specific market force and concentrate on deep plowing. This practice not only allow them to avoid the intense competition in the European market, but also give them a market advantage. If the transfer direction of the seller, is a catalyst for small language market, the
waves from the platform is the main reason for the rise of a small language markets, such as Russia, will AliExpress Brazilian domestic market brought in front of the seller.

4 E-commerce applications for big data technology and mining

4.1 Big Data Mining Technology

More and more industries actively using big data technology to large applications and data mining, data or before big data analysis using solutions, some more in the Internet industry, such as Baidu, Taobao. Now see some more, especially since the last two years, such as telecommunications, finance, energy these traditional industries, more and more users in the initial attempt or consider how to use a similar large data solutions to enhance their business level, such as the telecommunications industry, China Telecom has taken big data analysis programs to analyze their data. This is critical to understand, this is what prompted the technology has the potential to many companies. Not only provide data services to generate the questionnaire, those orders, are able to generate a single feedback via data services. So this type of data using gold online data tool, to find a middle of the platform in the network marketing to do, it is still possible to have a certain amount of electricity supplier marketing value. With the increase in applications, whether it is the upper frame structures, or the actual data analysis applications will be an era of big data directly affects the places where we work and live, a lot of data collection and analysis has become the market to determine the future important reference. In this regard, large data applications and is not our life does not matter, but the close relationship, perhaps you made in the letter a little microblogging dynamic, can become an important basis of the influence business decisions. Corporate or business data collection is mainly dependent on the network most of the media channel, through user registration account records the user's operating habits and propensity to consume, so as to enterprises and businesses personalized marketing and precise user commercial purposes. Enhance the value of the conversion rate.

4.2 In the long run big data will be fully subvert the form of financial services

In the long run, as data and network of comprehensive development, financial services to the virtual direction, resulting in an overall financial services subvert form. First, virtualization products, capital flows will increasingly be reflected in the exchange of data signals, a huge space for development of electronic money and other digital financial products. Second, service virtualization through the mobile Internet, holographic simulation technology and other technological means, the bank can provide business services to customers through complete virtual channels existing entity counter may tend to die out. Third, the process of virtualization, in the form of banking processes in all types of documents, documents and other digital files will appear for processing through the network, thereby improving the handling convenience and efficiency. In this form of service, the overall operation of the data bank is a torrent, "Digital Finance" can be fully realized, the bank's management philosophy and the way they operate also will be fully subverted.
4.3 Data Analysis Consulting Services
The amount of data organizations and larger the scale of their owners greater, but very few companies that have their own big data analytics team like large Internet company, so there must be some of the big data professional consulting firm. These companies provide a large data modeling based management consulting, large data analysis, business model transformation, marketing, planning and so on, with big data as a basis for conclusions and results of consulting firm more convincing, which is the traditional consulting company transition direction.

5 E-commerce trends in the era of Big Data
5.1 Big Data era of e-commerce development
In the era of big data, through e-commerce platform, all user actions are recorded and stored, these data include the user's browsing behavior, consumption records, personal information, or even the user's complaints, complaints or satisfaction attitude data through these comprehensive data and correspondingly large data analysis model, we can quickly and accurately analyze and dig out the changing needs of users, users can more accurately depict the contour, user groups can be broken down and differentiate management If there is spare capacity can even analyze the individual needs of each user's right. More commendable is that, based on big data, we can better avoid sample bias user analysis through large data integration analysis of the entire market more timely and comprehensive understanding of the enterprise's decision-making more in line with market volatility, so that enterprise product structure more in line with the changing needs of users. Thus, if an enterprise data analysis, can not be "timely" and can not shorten the period of data analysis as much as possible, even if the amount of data generated every day is bigger, more dimensions of hindsight, we can not afford to match big data analytics this word, it is impossible in lumpy win one of the world's e-commerce industry.

5.2 Healthy and orderly development of online trading system
While e-commerce and enterprise information network construction and development, network security issues can not be ignored. Intrusion from internal information systems and external will be more subtle, if trade secrets were stolen, the information system is destroyed, a large number of data loss, you will be very challenging enterprises to survive, so that in the unfavorable competitive status. Internet e-commerce security issues at present has become a focus of concern, how to ensure that trade secrets are not leaked, the accuracy of electronic signatures, privacy and health network trading system database to run in an orderly manner, and so can not be ignored key.

First, government support in the construction of network infrastructure, the need for government to join efforts to introduce reasonable capital investment, improve investment efficiency, the construction of a more secure and efficient information network, Establishment of equal and open market competition mechanism, Through market competition system, the user can get a better service and lower prices. While carrying out e-commerce activity requires not only high-tech personnel, and the amount of people need to master modern information
technology and business theory and practice of talents. Should therefore make full use of various channels and segments in culture and the rational use good number of high quality and reasonable level, professional support networks, computers and business rationale is willing to peers and professionals, we have accelerated the pace of construction of e-commerce. Electronic Commerce in China started late, and now the development is far from perfect. To promote the rapid development of electronic commerce, it is necessary to carefully identify problems, propose practical solutions, realistically implemented. To support the government's human and cited juice, and actively promote the business model innovation, IT innovation, and is committed to developing a serious work-related talents, to promote e-commerce healthy, rapid and stable development of China.

5.3 The development prospects of e-commerce
E-commerce will have a broader context, it is not subject to time limits, without space constraints, many restrictions from traditional shopping can be anywhere in online trading. E-commerce will have a wider market in the online world would be very small, a business can face global consumers, while a consumer can shop at any merchant worldwide. Faster flow and low price: e-commerce to reduce the circulation of commodities intermediate links, saving a lot of expenses, thus greatly reducing the circulation of commodities and transaction costs. E-commerce will have more in line with requirements of the times, people are now more and more fashion, pay attention to personality, environment-oriented shopping, online shopping, to better reflect the personality of the shopping process.

6 CONCLUSIONS
Big Data has chuanchang from the forum, the view gradually impetuous national governance system, the marketing management, production management, securities markets; its business model is also varied. Market experience shows that there exist trade commodity economies, specific business model which will be determined by the market mainstream. And the final will prove big data transaction commodity economy inevitably become "Internet +" an important part.

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References