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**Assessing Big Data Applications in Marketing and E-Business Development**

**Ishan Shekhar**

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

**ABSTRACT**

In today's digital world, one of the most important factors for e-business growth and competitiveness is the use of Big Data analytics into marketing tactics. The analytical aspects of Big Data marketing applications and how they have affected the evolution of e-business models are the topics covered in this lecture. Understanding consumer behavior, personalizing marketing efforts, optimizing pricing tactics, and enhancing customer interaction are all made possible by harnessing massive amounts of structured and unstructured data. Firms may make data-driven decisions, increase operational efficiency, and achieve sustainable development in the digital marketplace with the use of key approaches highlighted in the report, such as real-time performance tracking, sentiment analysis, data mining, and predictive analytics. Data integration, privacy, and making good use of insights for marketing strategy are some of the other topics covered. Providing practical implications for academics, marketers, and business strategists looking to leverage data for competitive advantage, the findings highlight how Big Data has the ability to revolutionize marketing paradigms and advance e-business growth.

**Keywords:** *Big Data Analytics, Marketing Strategies, Consumer Behavior, Digital Marketing, Business.*