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Technology Application of Big Data in the Cross-Border E-Commerce Industry Chain in Zhanjiang Region

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Abstract: With the rapid development of cross-border e-commerce in China, there are certain potential problems and defects in the industry chain, and the relevant departments need to comprehensively analyze the actual situation of cross-border power plant industry chain, give full play to the application advantages and value of big data technology, effectively solve the problems existing in cross-border e-commerce, and promote the healthy, stable and sustainable development of cross-border e-commerce industry. This paper mainly targets the detailed analysis of the application of big data technology in the cross-border e-commerce industry chain in Zhanjiang.

Keywords: Big Data; Zhanjiang Area; Cross-Border E-Commerce Industry Chain; Technology Application

1. Introduction

In the development process of cross-border e-commerce, with the help of the Internet carrier, to achieve continuous innovation and development, to play a vital role in China's domestic and foreign trade. Under the background of development in the new era, the application of big data technology has been continuously increased in the cross-border e-commerce industry chain, comprehensively improve the information level of the industry, and promote the long-term development of the industry.

2. Big data technology and cross-border e-commerce industry chain

Big data mainly refers to the new data collection mode that conventional tools cannot be used to achieve the processing process.Compared with traditional information processing technology, big data technology has high accuracy and efficiency. Big data presents the characteristics of huge data volume, with complex structure, which needs to be matched with special servers for efficient application. At the same time, it has a higher demand for cloud computing, in order to obtain higher processing efficiency and accuracy[1]. Cross-border electricity industry chain in the process of processing, need to determine the corresponding goals, for the corresponding goals further implement data analysis, screening and analysis, prediction processing data, show data processing results, so as to obtain relatively accurate data analysis, provide customers with more quality service and authoritative conclusion.

In recent years, as a new trade mode, cross-border e-commerce has taken the Internet as the medium, realized the optimization and upgrading of the trade system, and has gradually become an important starting point of the "Belt and Road" strategy.The development of cross-border e-commerce cannot be separated from the support and guarantee of information means.Big data technology can effectively combine all links of the cross-border e-commerce export industry chain, effectively improve the overall quality and efficiency of its operation, and provide strong support and guarantee for the export development of China's cross-border e-commerce.

3. Cross-border e-commerce industry chain in Zhanjiang region

Relevant countries' resources, flow of goods, technology and service capital cooperation and talent cooperation in

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the regional member states that have signed the Regional Comprehensive Economic Partnership will be more convenient and conducive to value creation and integration of resources.This will provide a very rare opportunity for Zhanjiang, which is connecting the key trade logistics channel in Southeast Asia.

Zhanjiang City has set up a cross-border e-commerce comprehensive pilot zone.Since the approval, zhanjiang to promote cross-border electricity business development, create a good development environment, gradually set up zhanjiang cross-border electricity "two platform six systems" basic framework of zhanjiang included in cross-border electricity retail import pilot city, then buy cross-border electricity goods can ship directly in zhanjiang bonded warehouse, no turnover other regional bonded warehouse.This policy will bring more tax advantages and customs clearance supervision convenience to our city.

At the present stage, Zhanjiang City has the site conditions of online shopping bonded import. However, from the perspective of the industrial chain, the level of efficient connectivity has not been reached, and the fluid industrial chain will directly lead to the problems of small scale, scattered distribution, high logistics cost and low efficiency of e-commerce.Therefore, the existing e-commerce enterprises in Zhanjiang City also have certain problems and deficiencies in the market. (1) products are serious homogenization, low price and vicious competition.Some suppliers have imitated brand products and provided fake and shoddy products, which increases the consumers' doubts about cross-border e-commerce transaction credit and product safety and quality.Suppliers' homogenization of products, strong substitution and decreased added value, resulting in low-price vicious competition among suppliers to seize market share, constantly reduce their own profit and development space, form a vicious circle, and has a direct impact on the benign development of cross-border e-commerce in Zhanjiang. (2) Cross-border electricity platform comprehensive service ability to be improved, the platform belongs to the main carrier of electricity transactions, for product suppliers for internal operation and external marketing to provide good operation platform, at the same time to provide product information, marketing and after-sales dispute processing comprehensive service, and ensure the whole cross-border e-commerce trade efficient and orderly[2]. However, we for Zhanjiang cross-border electricity enterprise detailed operation analysis, some platform enterprises lack strong comprehensive service ability, fuzzy market positioning, lack of awareness of their own industry, attaches too much importance to profit, to a certain extent ignore the consumer user service, not for comprehensive service ability to improve sufficient capital and human resources, cause suppliers and users difficult to get good trading experience, has a bad impact on the healthy development of cross-border electricity transactions. (3) Brand effect is low, the credit evaluation system is not perfect.E-commerce itself has certain characteristics of openness, concealment and information asymmetry.At the same time, cross-border e-commerce enterprises themselves have a low brand effect, so it is difficult to effectively obtain the recognition and trust of more consumers and users, further highlighting the lack of integrity in cross-border e-commerce transactions.In addition, some consumer users lack credit, malicious damage to products and evaluation, intentional return for goods and other bad behaviors, resulting in certain economic losses and bear the corresponding credit risks. (4) Cross-border e-commerce lacks a perfect logistics system.Cross-border logistics includes the characteristics of domestic and foreign stages, long transportation lines, many links and high cost.At the same time, the cross-border logistics lines are long, affected by various relevant factors, the risk of loss, loss to both parties. After the operation, the product is prone to damage. In the case of return and exchange of goods, it takes longer time and it is difficult to obtain the satisfaction of both parties.

4. Technology application of big data in the cross-border e-commerce industry chain in Zhanjiang region

First, big data is used in product suppliers. Cross-border e-commerce generates massive amounts of information and data in the process of real transactions. Suppliers can use big data technology to conduct statistical analysis on relevant information data such as click and collection, repurchase rate and commodity evaluation, predict hot selling products scientifically and reasonably, and then help suppliers choose reasonable and effective products. Product suppliers search the keywords of the product, can intuitively and clearly see the search results, average sales, price and ranking and other information, enhance the visualization of commodity information. Supplier in the support and guarantee of big data technology, analyze customer access, collection and discussion communication behavior, more comprehensive and

detailed understanding of user commodity preferences, product types and reasonable classification and preservation, detailed classification of product categories, targeted precision service, enhance user purchase experience, combined with the actual situation and needs, design personalized goods, more meet user diversified, multi-level practical needs, improve service quality and efficiency[3].

Cross-border electricity enterprises in the process of innovation and development, give full play to big data technology realize cross-border electricity platform optimization and perfect, improve platform informatization, enhance its service and promotion function, promote the complete authenticity of commodity display page, enhance store service comprehensive ability, ensure the effectiveness of marketing strategy, at the same time improve product after-sales service level, obtain suppliers and consumers' satisfaction, ensure the safety and convenience of the transaction process.

Finally, enhance the integration of cross-border e-commerce logistics methods. Enterprises should make a comprehensive analysis and consider the different conditions of the commodity's own characteristics, transportation limitation, operation cost and safety distribution, and choose the best logistics mode combination. Informatization is an important measure for the international logistics integration of cross-border e-commerce. Build a unified information platform and realize the relevant connection of cross-border e-commerce logistics. The unified information platform of cross-border e-commerce logistics is more in line with the changing actual needs of cross-border e-commerce logistics, docking with relevant logistics links such as receipt, receipt, transfer and customs clearance, international settlement, integration and integration, to realize that all functional departments of logistics enterprises need to comprehensively collect and deal with relevant information[4].

5. Conclusion

With the continuous improvement and improvement of society and the development of science and technology, big data technology plays an important value in various industries and fields, and is more in line with the actual needs of data analysis and application. Zhanjiang cross-border electricity in developing rapidly in the new era, enterprises strengthen the application of big data technology, help suppliers reasonably choose goods, provide targeted services, improve the overall management level of cross-border e-commerce platform, effectively integrate logistics mode, solve Zhanjiang cross-border electricity industry chain, promote the rapid development of the industry.

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