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BIG DATA ANALYSIS VIA PAYMENT SYSTEM

The definition of big data hides a tremendous set of data. It is extremely challenging to process it with the help of usual software due to the fact that the amount of such data is fairly big. In other words, big data is a problem of saving and processing huge data.

Nowadays big data attracts practically all the companies, which plan to optimize marketing costs.

One of the remedy to find data is a payment system. The payment system implies some process which allows customers to pay for their goods. The main purpose of this process was payment until nowadays. However everything changes and this process is not an exception.

A big payment system possesses a great amount of data, it is aware of all transactions that customers make. For instance, a payment system knows about shops, cost of purchase, payment method and so on. Thus, when you do purchasing you automatically create database about yourself.

Examples of information which can be obtain:

- Features of a new product
ALS (Amyotrophic lateral sclerosis) research with help of big data

- Best-seller product
Analysis of POS-system by «Objective Logistics»

- Customer preferences
Analysis of purchase via all types of payment system

- Customers' behavior and influential factors
The mobile application LevelUp, which tracks correlation between sales and weather condition.

To sum up, big data is a tremendous amount of data which can help marketing managers to gain useful information about theirs customers, customers' needs, preferences and behavior.