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BIG DATA ANALYSIS IN MARKETING

The "big data" analysis is one of the most discussed topics in Marketing for the last 2 years. But despite of its popularity there are just a few marketers and companies in the world which had enough resources and knowledges to collect, analyse and use it. So what is "big data"? There are about 20 different definitions of its, but I guess this one is the best:

"Big data is data that exceeds the processing capacity of conventional database systems. The data is too big, moves too fast, or doesn't fit the strictures of your database architectures. To gain value from this data, you must choose an alternative way to process it."

Edd Dumbill

So if it's so hard to work with "big data" then how can we apply it in the Ukraine for different levels of business? As the Confucius said: "Even the longest journey begins with a single step." And there is an example of using data analysis in the Kyiv's Internet Service Provider "Undernet". Special software gives us an opportunity to collect specific data about users:

➢   Amount of Internet traffic
➢   New users per day/month/year
➢   Lost users per day/month/year
➢   Level of user activity on different times
➢   Level of the ARPU
➢   Geography of users
➢   Geography and types of the visited sites

Understanding of this data and correct data processing gives us an opportunity to understand our users, their needs and sometimes the way of life in common. This data gives us the information where and when our advertising meets the correct customer. With the processing of "big data" we can find the trends of changing the level of users and to make some forecasts.

As the conlusion I can say that marketer has to find the informationa about customers, competitors and the market from all the sources to build the most clear understanding of external and internal environment of the enterprise.