

Research on the Construction of Comprehensive Practice Platform for e-Commerce Big Data Analysis Based on Internet of Things

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Abstract: with the Development of Social Economy and Information Technology, the Internet of Things Service Platform Has Also Developed Rapidly, Which Also Marks the Coming of the Era of Big Data Technology. in the Era of Big Data, While Providing Massive Information, It Also Challenges the Development of Related Activities in the Overall Environment. e-Commerce is a New Form of Trade under the Development of Modern Information Technology. Cloud Computing and Internet of Things Provide Related Services for It. under the Exertion of Their Related Roles, the Revolutionary Improvement of e-Commerce Mode Has Been Realized. the Sea Quantitative Data Brings Unprecedented Pressure from Organization to Transmission, Analysis, Storage and Inquiry, But the Rich Information Resources Also Bring More Development Opportunities. Based on the Internet of Things Environment, This Paper Analyzes the Existing Problems and Puts Forward Relevant Suggestions in Order to Better Apply Big Data in Internet of Things e-Commerce.

1. Introduction

Under the Current Social Development Background, the Development of Internet of Things Service Platform Has Ushered in New Development Opportunities. the Development of Internet of Things Service Platform Has Also Brought the Development of Big Data to a New Height [1]. Cloud Computing and Internet of Things Technology Have Made Great Progress and Achieved a Big Data Explosion and Entered the Era of Big Data. with the Development of Big Data Information Technology, Network Economy Has Become a Strategic Emerging Industry, Bringing Great Changes to People's Daily Life [2]. Internet Users Shopping through e-Commerce Platform Has Become a Common Behavior. the Basic Function of the e-Commerce Platform is to Provide a Platform for Buyers and Sellers to Trade on the Internet. with the Expansion of Data Scale, the Difficulty of Information Processing Will Be Significantly Enhanced, But If the Organization Regularly Implements the Use of Big Data, It Can Produce Greater Application Value [3]. the Development of the Internet of Things Provides an Effective Data Source for the Development of Big Data Technology. Big Data Technology Provides Data Application and Decision-Making for the Internet of Things Service Platform. the Two Complement Each Other and Develop Together [4].

With the Rise of Information Technology Such as Cloud Computing, the Internet of Things and Various Social Networks, Global Data is Growing Rapidly and Its Storage Units Are Expanding [5]. the Quantitative Data of the Sea Brings Unprecedented Pressure from Organization to Transmission, Analysis, Storage and Query, But the Rich Information Resources Also Bring More Development Opportunities. Due to the Different Levels of Economic Development, Policy Construction Environment, and the Level of Education of Residents, the Level of e-Commerce Development in Various Regions Has Been Uneven [6]. as One of the Important Components of the Network Economy, e-Commerce Has Also Received Great Attention from Governments in Various Countries and is Becoming a New Growth Point for the Future Economy [7]. the e-Commerce Profession Has Experienced Trial and Booming Periods. the New Concepts of Cloud Computing, Big Data and the Internet of Things Have Been Pouring into the e-Commerce Field, Making Chinese e-Commerce Enter the Post-e-Commerce Era [8]. Based on the Internet of Things Environment, This Paper Analyzes the Existing Problems and Puts Forward Relevant Suggestions, in the Hope That Big Data Can Be Better Applied to Iot e-Commerce. Thereby Improving the

Application Ability of Iot e-Commerce Information Data, and Further Improving the Overall Efficiency, Service Quality and Operational Capability of the Industry.

2. The Meaning of Big Data Technology and Internet of Things Service Platform

The Internet of Things is an Important Part of the New Generation of Information Technology, and It is Also the Product of the Development of the Information Age to a Certain Stage. the Internet of Things is Actually the Internet Connected by Objects. in the Era of Big Data, the Acquisition of Diversified Information Can Be Achieved in the Development of e-Commerce, Which Provides an Opportunity for Its Development, and Carries out Related Business Activities through Electronic Forms, and as a New Form of Transaction. the Practical Characteristics of e-Commerce Require Teachers Not Only to Have Basic e-Commerce Skills, But Also to Have a Strong Level of Actual Combat. China's e-Commerce Infrastructure Has a Low Starting Point and is in a Backward State Compared with Developed Countries Such as the United States. in Particular, the Informatization Level of Smes That Occupy an Important Position in the Entire National Economy is Low [9]. When Using the Internet of Things Service Platform, Most of the Work Needs to Be Completed According to Big Data, Which Provides Certain Data Support for the Managers of the Internet of Things Service Platform through the Use of Big Data Technology.

The Essential Characteristics of e-Commerce Have Certain Relevance with Internet of Things and Cloud Computing, Which Has a Good Promoting Effect on Optimizing the Overall Development. Logistics Distribution is the Process of Delivering Real Packages to Customers through Express Delivery, Postal Packages, Etc. There Are Many Transit Points Involved and They Are Not Controlled by People. Due to Customs Problems, Weather Problems or Workers' Strikes in Various Countries, Logistics Will Be Delayed. Therefore, the International Cargo System Also Needs to Count the Average Time in Various Countries So That It Can Give a Time-Range Reply When Conducting Marketing or Answering Customer Inquiries. First of All, It is Necessary to Find out All the Package Information and Delivery Order Numbers Sent to Various Countries within a Certain Period of Time. for Each Package, the Specific Package Location and the Current Delivery Result Can Be Found through the Delivery Order Number. the Logistics Inquiry Process is Shown in Figure 1.



Fig.1 Logistics Query Process

Good e-commerce infrastructure construction can speed up the development process of urban e-commerce and promote the city to gradually realize informatization. Through the analysis and collation of massive data, we can fully understand and master the consumer's needs and hobbies, thus enabling consumers to make relevant recommendations according to the consumer's needs and hobbies when using e-commerce websites. Although all walks of life have their own industrial parks, the scale is not large enough and the efficiency is relatively low. The reason for this phenomenon is caused by the diversified development of operating systems. As far as practical application is concerned, with the rapid development of Internet of Things technology and related industries, it has brought great opportunities for the modernization of electronic commerce and effectively promoted the rapid monitoring and development of electronic commerce under its application. Although most of the teachers in this major have high academic qualifications, they lack practical experience and have not revised the corresponding practical teaching contents based

on the needs of enterprises, thus causing the practical teaching objectives to be seriously divorced from the needs of enterprise talents. The government's direct participation and support play a vital role in infrastructure construction. The selection of this indicator reflects the government's attention and concern to the e-commerce industry to a certain extent.

3. Measures for Application of Big Data Technology in Internet of Things Service Platform

3.1 Building Data Cloud

The analysis of consumers' shopping behavior and consumption psychology can urge e-commerce enterprises to make a correct judgment on consumers' needs and further improve the industrial structure of e-commerce enterprises. The Internet of Things in China has achieved explosive growth in recent years. Judging from 2015, the overall scale of China's Internet of Things industry has reached 550 billion yuan. By 2018, the scale of China's Internet of Things industry has exceeded 1 trillion yuan, as shown in Table 1.

Table 1 Scale of the Internet of Things Industry

2015	2016	2017	2018
550 billion	650 billion	800 billion	1000 billion

Building a data cloud to collect data from customers and customers is the basis for the use of big data in the IoT service platform. First, collect data as early as possible, then analyze and integrate the data to explore its value [10]. . As far as commodity management in e-commerce is concerned, a management system with real-time tracking function is established on the basis of making full use of the Internet of Things technology, and enterprises can monitor the dynamics of dynamic products in real time and manage the quality of goods. The information support environment is the basis and limitation for SMEs to implement e-commerce. In cloud computing applications, e-commerce enterprises need to carefully select cloud computing vendors, and take the security assurance measures provided by the manufacturers as one of the considerations to avoid the loss of business data caused by virus intrusion. Enterprises can have full control over data, and the benefits of data assets will be higher, and the risks will be relatively low [11].

3.2 Standardized Data Application

IoT e-commerce is generated by the retail industry in the past through the current electronic means, changing the trading model and combining IoT technology. If there is only a large amount of data, and there is no corresponding analytical model, the data can not realize its value. In the application process, the protection and utilization awareness of data property rights should be further strengthened according to certain laws and regulations. Basic management of logistics system is the premise, policies and regulations are the guarantee, informatization level is the cornerstone, human capital stock is the engine, and distribution efficiency is the key in the e-commerce system. Due to the late start of informatization in China and the increased distribution of network resources, it is necessary to strengthen the construction of network infrastructure, improve the network speed and increase the coverage rate. When enterprises apply big data technology, they must combine their own actual conditions, build big data analysis models, mine data value to the maximum extent, and make good use of big data technology. A large number of projects are difficult to make profits in a short period of time, which requires enterprises themselves to actively change their thinking concepts, based on big data technology, to enhance the technological advantages of the Internet of Things service platform, and to improve service capability and quality.

4. Conclusion

With the development of information technology such as Internet, big data has become the data capital for the development of enterprises and regions. The use of big data information technology to analyze the development of the industry and propose reasonable optimization strategies will become one of the major innovative measures for future regional development. In the development

of electronic commerce, the application of Internet of Things and cloud computing can provide more convenient development and services for enterprises in the process of optimizing the actual operation of enterprises, thus realizing the overall sustainable development. In the future social development process, big data technology will gain greater development opportunities and challenges in the Internet of Things service platform. The effective combination of big data technology and IoT service platform will not only make the application of IoT service platform more extensive, but also generate more industrial chains based on big data technology. In the future practice exploration, the platform can be used to establish more perfect e-commerce practice teaching content and realize more practical teaching links. Despite the promising future of IoT e-commerce platforms in the big data environment, big data technology is still in its infancy. To get useful information in complex data, and to protect privacy issues, you still need to work hard.

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