Research on Supply Chain Cost Management of E-commerce Enterprises Under the Background of Big Data

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Abstract

With the development of information technology and the transformation of people's consumption concepts, the scale of the e-commerce enterprises is expanding, and the development momentum is at its peak. At the same time, promotional activities such as "618" and "Double 11" make the scale of online retail transactions grow exponentially. In the context of increasingly fierce market competition, consumer demand is showing personalized characteristics. To enhance market competitiveness, all e-commerce enterprises must do a good job in supply chain cost management. Supply chain cost management is a crucial part of corporate cost management and directly related to the future development of the enterprise. Big data analysis technology can achieve massive data collection, processing, and analysis, ensuring that enterprises can quickly capture data information, deeply explore the value and role of operational data, and ultimately help reduce the cost of e-commerce enterprises. Therefore, relying on the relevant theoretical basis of big data and supply chain cost management, this paper comprehensively analyzes the problems and causes of e-commerce enterprises in supply chain cost management from the procurement link, inventory link, marketing link and logistics link of e-commerce enterprises, expounds the importance of big data analysis technology to e-commerce enterprises' supply chain cost management, discusses the specific application of big data analysis in e-commerce enterprises' supply chain cost management, and puts forward corresponding suggestions based on big data analysis techniques, that is, in the context of big data, e-commerce enterprises should strive to build a new digital platform, build intelligent suppliers, consumers, logistics, procurement, sales forecasting system, and realize the further optimization of supply chain cost management based on the help of big data technology, so as to provide theoretical reference for e-commerce enterprises to improve the efficiency of supply chain cost management.

Keywords

Cost Management, Supply Chain Management, E-commerce Enterprises, Big Data Analysis