Research on the Application of Computer Big Data in the Development of Iron and Steel E-commerce

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Abstract. Modern society is an information age, so people live under the Internet every day. Whether companies or individuals want to develop, they must rely on various Internet technologies. Internet technology has indeed promoted the development of enterprises. Enterprises can grasp accurate feedback data through information technology. In this way, companies can carry out plans more effectively, but at the same time, it also exposes the company's data to the risk of being stolen at any time. Therefore, we must consider the security of data before using Internet technology. Based on this feature, many related companies have begun to launch some products to protect data. This gives companies greater protection when using Internet technology. Data information technology also makes the steel industry develop faster. This paper analyzes and summarizes the characteristics and conditions of big data applications in the steel industry.

Keywords: Big Data, Iron and Steel Enterprises, Computer Technology

1. Introduction

With the advent of the information age, different reforms and innovations appear in all walks of life. Of course, the steel e-commerce industry has also ushered in reforms. Combining the developmental direction of the steel industry, iron and steel companies must make three changes, namely changes in management, technology and decision-making. Of course, the most important thing is to make changes in decision-making. In the past, leaders planned and made decisions based on previous experience when companies carried out projects. This method is a reasonable and suitable method before the information age. But relying on previous experience is not enough in the current information age. We must combine the current Internet technology to carry out the project, this is the scientific decision. We can use Internet technology to mine a lot of useful data, and based on these data to obtain some useful clues. It can be seen that the mining of data information is helpful for enterprises. Therefore, data mining technology can be said to be an important basis for enterprises to make decisions.
2. Big data technology development status

Nowadays, as long as the development of all technological enterprises uses Internet technology, a large amount of data and information will be generated. Whether it is the advertising industry or the industrial technology industry, they are originally linked to the Internet, so they usually use information technology to develop their enterprises. The result is also very impressive [1]. Today's information and data technology under the Internet is mature and powerful enough. If companies want to continue to develop in this era, they must be able to use data technology. Of course, it is undeniable that the rational use of data does promote the development of human technology, and the data generated by the industry needs to be refined, and only after analysis can it truly reflect the value of data. Until the data is refined and analyzed, it will not make any contribution to humans. The application of big data mainly benefits Internet companies in the IT technology industry [2].

3. The concrete practice of applying data information technology in iron and steel enterprises

At present, steel companies have been able to skillfully use big data technology for development. Of course, the premise is that the data and information through Internet technology can be secured. Now they are mainly collected and collected through MES system, collaborative office platform system, ERP system and other related computer systems. To save data and information, these systems completely contain big data technology, which not only can effectively protect data but also better strengthen the development of the steel industry. Big data is divided into user data, cost data, production data and logistics data. All these data are controlled by the steel manufacturer Jiugang, which intends to use big data to provide services to the public [3]. The cost of an enterprise comes from two aspects: The first aspect is the application that provides services for public data such as the Internet of Things. The second aspect is the application of big data, which requires companies to independently discover the value of data. Judging from the current situation of steel companies, the introduction of big data technology has solved many problems that hinder the development of steel companies, and fully reflects the power of big data technology. Steel companies can start from the following aspects when applying data technology [4].

3.1. Build your own platform on the Internet

The steel industry can build its own platform on the Internet through computer technology, so that it can make better use of the Internet for corporate development[5]. Many business platforms for the steel industry have appeared on the Internet. For example, Baosteel Iron and Steel Corporation has its own e-commerce platform. Baosteel Group purchases materials needed through its own e-commerce platform, looks at online trading companies, and serves customers. The platform can be accurate The collection of user information and user feedback information shows that Internet platforms have such advantages, and many steel companies are following suit. In recent years, the group has been improving its service platform and developing the company’s WeChat platform, which enables employees to collect customer information through WeChat and provide more effective data for the company’s management. As shown in Figure 1, the current Steel Electronics Commercial spot trading platform[6].
3.2. Analyze and mine through big data

If you want to analyze and mine big data, you need certain data mining algorithms and data analysis techniques. At present, distributed algorithms are mainly used as the core of data mining and analysis. Figure 2 shows the core of distributed algorithm analysis. Content and steps. The steel industry can cooperate with some large companies to jointly develop big data analysis. There are some companies in the market today that have the ability to analyze large amounts of data. According to most of the current steel companies in my country, they do not have the ability to analyze large amounts of data. Therefore, companies can choose to cooperate with other companies and analyze some data in order to actively cooperate with other companies. And information, in recent years, it has also established a network platform to perform analysis at all times to realize internal corporate data, avoid internal violations of the company, and improve work efficiency. In terms of corporate use costs, it can also reduce corporate losses and risks[7].

Figure 1. Iron and steel e-commerce spot trading platform

Figure 2. Distributed Algorithm Analysis

4. Problems to be paid attention to when applying data information technology
Iron and steel enterprises should pay attention to the following aspects in the application process of big data technology.

4.1. Investment and efficiency

In the process of applying big data, steel companies need to pay attention to investment and income [8]. The investment cost of steel enterprises in the production process is very huge. Therefore, as long as a small increase is required, it will bring huge profits to the company. Therefore, enterprises should actively introduce new information technology and strive to increase the value of their products. Interest of senior leaders. Iron and steel companies cannot make money very tight, otherwise you will make production and business operations occur, and a lot of information technology investment will be compressed. If steel companies want to become senior leaders, cadres must use sufficiently high efficiency. Establish a large-scale enterprise data platform, improve the collection rate of resources, and make full use of the collected resources, contact personnel from various departments for discussion, and use some traditional methods to solve problems [9].

4.2. Technical aspect

Technology is the core of enterprise development. Enterprises must have superb technical capabilities to apply big data technology. The higher the technical level, the higher the technical level. Therefore, it can be seen that the application of data technology to steel companies is complicated and difficult. Therefore, if steel companies want to maintain stable operation and development through data information technology, they must first have super core technology [10].

5. Conclusion

Steel e-commerce is an industry with developmental prospects and great potential. In the information age, we believe that we can continuously expand steel e-commerce through Internet electronic platforms. This can contribute to the developmental needs of steel. We also hope that steel companies can use the Internet proficiently, the steel e-commerce industry page can continue to advance in the future.

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