Application of Computer Large Data Analysis in Marketing Management

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Abstract. The concept of large data analysis has been mentioned by scholars at home and abroad in recent years. People may understand what it means. However, many laymen may not know what its specific application is. In terms of marketing, large data analysis technology is conducive to the relevant management of marketing[1]. It can be combined with the actual economic saturation of the market to develop the most suitable marketing strategy of the enterprise's economic background. It can also be said that the use of it can bring maximum benefits to enterprises. In fact, the practical application of large data analysis is only involved in foreign experiments. The application of large data in marketing in China is still in its infancy. Here also hope that this article can give you readers and related marketing enterprises more useful information.

Keywords: Large Data Analysis, Marketing, Management

1. Introduction
We often talk about the concept of large data. Some people think that it is a collection of diversified information resources with stronger decision-making power and insight that need new processing mode to support. So the concept of large data analysis, we can infer that it is an analysis function of main information based on diversified information resources[2]. Of course, this can also be considered as the basic data processing methods including data mining and data statistics. Perhaps these contents are very abstract, but it is certain that large data analysis is a practical technology with extensive application.

With the prosperity of the combination of computer network information and large data, people's consumption mode and consumption concept of some products are quietly changing. This change will greatly stimulate the transformation and improvement of marketing mode of various enterprises. It is an opportunity for enterprises, but also can be called a challenge. In the current situation, how to use the method of large data analysis to control their own internal marketing strategy is a major breakthrough point for every enterprise that wants to stand at the top. This also shows that the basic marketing method of large data can only be mentioned on the basis of commercial issues. It also raises the level of large data analysis.

2. The main meaning of large data analysis and marketing
2.1. The theoretical meaning of marketing management
In academia, marketing is also known as marketing. It is a kind of profound academic knowledge of enterprise interest management. In textbooks, it is also defined as a series of activities that bring value to customers and business partners in the process of communication, creation and exchange of products. Marketing also includes data analysis and market research in the early stage.

2.2. Theoretical meaning of large data analysis
Large data refers to the collection of data resources that cannot be grasped, managed and processed by conventional means in a specific time. It is a highly optimized information asset which needs to be processed again. In short, the work of large data analysis is to integrate, analyze and process these data. Some conclusions obtained after integration can be used as a theoretical point of view of specific means.

Figure 1. Marketing means based on large data analysis.

2.3. The connection between large data analysis and marketing
As mentioned above, the process of marketing must include the preliminary data analysis and market survey. These two steps involve data analysis and statistics. Then we can think that there are some inevitable links between large data analysis and marketing management. It's only through some observation that we get these detailed conclusions.

3. The absolute change of marketing management brought by large data analysis
3.1. It will shorten market research time to reduce costs
In the previous marketing activities, enterprises will spend more manpower and financial resources on Market Research and data statistics. This kind of investigation will waste a lot of time and capital cost. In today's pressure from peers, this is an unwise act. On the contrary, large data analysis can reduce the time of market research, which can also effectively reduce the cost of enterprises. Increase the resource utilization rate of enterprises.

3.2. Marketing groups around consumers
Different from the previous information security system, in the wave of large data, a lot of information will become open and transparent words. Consumers can get all kinds of marketing information of various products through the network. However, different from the marketing strategies of the old society, the formulation of marketing services supported by large data analysis is consumer centered.
Table 1. Analysis and investigation of marketing under the mode of general marketing and large data analysis

| Marketing model    | Advantage                                      | Disadvantage                                    |
|--------------------|-----------------------------------------------|-------------------------------------------------|
| General marketing  | It can reduce the cost of the marketing process| The results of marketing are not so good        |
| large data marketing| It can better attract people's attention to improve marketing efficiency | In the process of marketing, the cost is very high |

3.3. Improving the accuracy of market analysis
In the past, the development cycle of every marketing project of an enterprise is a long time. This is because of the accuracy of their market analysis error caused by the consequences. If you always determine the economic trend of the bad market, then the development cycle of the project will naturally be lengthened. However, fortunately, at present, large data analysis technology can effectively improve the accuracy of market analysis required by enterprises.

4. Application of computer large data analysis in marketing management

4.1. Formulation of consumer centered marketing project
In fact, for the current large data technology, its essence is to collect all kinds of consumer information. Through these information, we can analyze the consumer's hobbies, demands and some common consumption behaviors. Therefore, the formulation of marketing management project of large data analysis must be based on the premise of consumers. Otherwise, this kind of project will not be able to provide great benefit for enterprises.

4.2. Key applications to attract consumers' attention
Broadcast, advertisement and newspaper are the marketing means commonly used by enterprises. After so many years of life experience, we can find that the application of advertising can effectively attract the attention of consumers\(^5\). A lot of people are wondering about this. In fact, the flexibility and interest of advertising is a key media marketing project after large data analysis. This is also a key application to attract consumers' attention.

4.3. Marketing strategy of large data sharing
Data sharing is also a specific application measure of large data analysis. However, few individual enterprises use this technology to share information. Generally speaking, enterprises with alliance nature may adopt marketing measures of data sharing to promote the sales of interactive products.

5. The importance of computer large data analysis in marketing management

5.1. Marketing methods that will not innovate will bring down enterprises
The products of enterprises will always make unique functions with the innovation of the times. In order to meet the requirements of the actual situation, the innovation of marketing means is also an important step in the process of the progress of enterprise's efficiency. The application of large data analysis technology just verifies this situation. Marketing methods that are not innovative will bring down enterprises.

5.2. It is conducive to the future progress of large data and marketing management
If a theoretical technology can not be applied in practice, it can not be developed into a leading technology of the times. According to the theory of biology, it's the same thing to use, to abolish and to retreat. Therefore, the application of data analysis in marketing projects will be conducive to the prosperity of large data and marketing management in the future.
5.3. It can also improve the overall quality of consumers
Consumer's purchase desire is an emotional accomplishment formed by marketing means of products. According to this theory, if we properly improve the specification and level of marketing means, we can also improve the overall literacy of consumers. In a sense, it is also a way to improve the national quality.

6. Conclusion
There is no doubt that the development of large data analysis technology will have a huge impact on the old marketing management mode of enterprises[6]. At the same time, for some enterprises on the verge of bankruptcy, this is also an opportunity to make a comeback. However, enterprises must use large data technology to re plan and layout marketing to adjust the concept of marketing.

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