Challenges of Data Mining Implementation in E-Commerce in India

Tanuja

Research Scholar, Department of Computer Science, OPJS University, Churu (Raj.), India

Abstract: **E- Commerce (Electronic- Commerce) has made it possible for business to give advertisement along with features and price- tag of products using computers. All organizations are setting for E-commerce as it is simple, secured and efficient. Moreover it standardizes organization in present competitive market. E- Commerce is used to handle electronic commerce. It is the latest trend for commerce.**

Keywords: **Data Mining Implementation, E- Commerce (Electronic- Commerce).**

1.   INTRODUCTION

In all application of E-Commerce, Information communication and technology (ICT) are used most widely and efficiently. Actually, it is the commerce sector which has helped in major growth of computers as an industry. Quality of Information communication and technology as high speed of calculation, zero fatigue, accuracy and versatility has made it an integral part of all business applications. Most problems with commerce sites are due to misunderstandings on the part of the site creators about how users understand the structure and elements of typical commerce transactions. Users have formed schemas to understand commerce, but commerce sites routinely ignore these schemas. Considering the newness of the internet and world wide web, it's safe to say that nearly everyone who has purchased online gained their understanding of commerce offline. "Dirt-side" commerce transactions have structural, schematic, and semantic orders that don't fully map to the different medium of the web, and it's this gap in mapping that causes the problems users experience trying to shop online, whether the problems stem directly from usability flaws or unmet expectations.

Electronic commerce, commonly known as e-commerce or E-commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown dramatically since the spread of the Internet. A wide variety of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mail as well.

2.   E-COMMERCE CAN BE DIVIDED INTO

- E-tailing or "virtual storefronts" on Web sites with online catalogs, sometimes gathered into a "virtual mall"

- The gathering and use of demographic data through Web contacts

- Electronic Data Interchange (EDI), the business-to-business exchange of data

- e-mail and fax and their use as media for reaching prospects and established customers (for example, with newsletters)

- Business-to-business buying and selling

- The security of business transactions

Use of computer in business depends upon nature of business. Various fields in which computer in business are used can be:-

(i) Payroll System:-

This area is one which has total computerization. Salary calculation is done using computers almost everywhere. A database of employees is kept and based on standard charts of calculations, parks and deductions are made and final salary is calculated. Automatically implement of increment, calculation of arrears, loan deduction, PF-contribution, maturity calculation are carried out. Income-tax deductions and refund are also generated.

(ii) Office Automation:-

This area is gaining momentum day to day. Offices are called paper-less offices today by use of computers. Use of computers as word-processors, fax machines, printers, modems etc. make office an electronic- office. Majer areas covered by computers in office automation are-

a) Document Handling

b) DTP (Desktop publishing)

c) Storage and access of data

d) Data and voice communication

e) Video and audio conference

f) Business packages

g) Presentation

h) Graphical displays etc.

(iii) Recording keeping System:-

Personal as well as official records can be kept using computers. It is known as record- keeping system. For personal-different grades, scales, positions, increments, competence etc. Can be kept in a database for decision making purpose. Similarly, in other record- keeping, different records can be kept based on their usage, later-retrieval and set of operations and mode of access etc.

Record keeping systems help to improve the efficiency and quality of organizations.

(iv) Inventory Control:-

Computers are used in inventory control management. In Inventory stock control and sales are kept. Computers can be used in these areas as:-

a) In stock control

b) Generating recorder level

c) Processing of sales order

d) Sales- accounting

e) Market research

f) Forecasting

g) Cost-evaluation

h) Production planning

i) Stock- checking

j) All updations etc.

(v) Banking:-

Modern Banking is E- Banking called Electronic Banking, because of use of computers in all sections of banking transactions. Single-window system have been adopted in banking systems where all types of transactions can be carried out from single window. On-line accounting has been made possible. Deposits, withdrawals, cheque books, drafts, clearance etc. all can be carried from a single window and also from on line a system. ATM (Automatic-Teller-Machines) are another areas of banking using computers. Using ATM, money can be withdrawn from anywhere in the world using card-system. International banks and other leading banks provide information regarding foreign-currency rates, rates of interest etc. as part of their daily service due to computerization only. This sector is largely and totally dependent on us of computers today.

(vi) Insurance Sector:-

Insurance sector is emerging field in India and it is using computers widely. Computers are used for generation of timely reminders, payment of dues, premium, calculation of bonus on policies, re-allotment of lapsed policies, maturity value calculations etc. are done using computers. Some companies are providing on-line information to clients for their policies. Claims and return policies are carried out timely using computers.

(vii) Stock Market:-

Stock exchanges are totally dependents on computers. All transactions are carried out via computers only. These computers display up to-date information about shares, their rising or declining prices transactions, rates of exchange and other administrative back up. Using computers national and international stock exchange have joined together and more faster transactions are possible today.

(viii) Paper industry:-

Computers are used widely in publishing sector today. They have become useful in publishing of newspapers, magazine and books etc. DTP is field called Desk Top Publishing is totally computer oriented. From entering of news via computer to page-preparation and final editing, everything is done using computers only. Different colour-combinations, font style, character widths, character sizes are easily achievements using computers. Computers are also used to update listings of Telephone directories, catalogues, parts and price lists so that they can be quickly typeset wherever required.

3. CONCLUSION

In conclusion, E- Commerce is used to handle electronic commerce. It is the latest trend for commerce. We can generalize that in business computers are used everywhere. Some other areas to highlight are:-

a) In data –processing of business data

b) For statistical and mathematical computations

c) For numerical estimations

d) Carrying out and maintain vendor's list

e) In financial transactions as secure transactions

We can conclude the concept saying that it is E-Commerce era today. E-commerce deals with process of buying, selling or exchanging product, services and information via telecommunication.

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