

Research on Management Mode Optimization Strategy of Private Enterprises Based on Big Data Analysis

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Abstract: In today's information age, the management of enterprises has also ushered in changes and innovations, the most important of which is the wide application of BD(big data) technology. The management mode system of private enterprises is a whole concept, and its research is not limited to the internal management environment, but also takes into account the related humanistic environment, administrative system, market environment and other multiple factors. In order to enable enterprises to quickly obtain effective information in the complex data and assist enterprises to strengthen internal management, it is necessary for enterprises to optimize their management mode by using BD technology. The arrival of BD era brings both opportunities and challenges to enterprise management. This paper mainly discusses how to innovate the management mode of enterprises under the background of BD era.

Keywords: Big data, Private enterprises, Management mode.

1. Introduction

Private enterprise is a unique term in China, which can be understood as all enterprises registered in China except state-owned enterprises, enterprises invested or controlled by state-owned assets, and other enterprises except those registered by foreign investors in China. Its forms can include private enterprises, partnerships, limited liability companies and joint stock limited companies. A large number of data and statistical results show that China's private economy has long been an important force in economic and social development [1-2]. The management mode system of private enterprises is a whole concept, and its research is not limited to the internal management environment, but also takes into account the related humanistic environment, administrative system, market environment and other multiple factors. Therefore, the management mode of private enterprises often changes with these environmental factors and external political and cultural factors [3-4].

Under the BD(big data) environment, it can not only bring convenience to people's lives, but also promote social change to some extent. BD is based on the sea volume and unstructured data, and through the Internet, cloud computing and other information methods, it conducts professional data mining and analysis to improve the analysis and decision-making ability [5]. In today's information age, the management of enterprises has also ushered in changes and innovations, the most important of which is the wide application of BD technology. It greatly facilitates the supervision and management of enterprises, and has a significant impact on the development of enterprises.

2. The Influence of BD Mode on Enterprise Management Mode

The compilation of statements, especially the subsidiaries, branches and other branches of the group, keep a lot of mutual integration in their respective input data information, thus enhancing the difficulty of managing data and creating a barrier for the overall development of enterprises. The contact with non-financial information will be faster and more, and

the cost control work will be more reflected, so that the enterprise management will return to the essence of cost control. The use of BD in enterprises can implement cost control more scientifically from the strategic level, improve the management of enterprises, change the management mechanism and improve the quality of enterprise in an all-round way.

The amount of information produced by BD is relatively large, and its speed is relatively fast, which attracts people's attention [6-7]. Therefore, in the process of data analysis, we need to pay attention to the characteristics of BD, and reasonably use BD to carry out more accurate data analysis to provide better data support for enterprise development. Under the BD environment, information resources are no longer simply limited to the knowledge stored in the human brain and the contents in the literature. Network information resources, links between web pages, etc. can be refined and become new and useful information. BD is widely used in medical, financial, manufacturing, retail, mobile communications and other industries, which embodies great social value and unlimited industrial space [8].

BD's structure is also very rich. According to the data form, it can be divided into structured data, unstructured data and semi-structured data. These data types are different, and their corresponding functions are different. Finally, the processing speed of BD is so fast that people can almost get instant messages [9]. The use of BD in enterprises is particularly important. BD can reduce the expenditure of labor cost for enterprises, and rationally plan the development direction of enterprises. BD plays an obvious role in reducing the operating cost of enterprises and improving the rationality of decision-making. This advantage makes the comprehensive competitiveness of enterprises significantly improved.

3. Analysis on the Present Situation of Private Enterprise Management Mode

3.1. Lack of attention to BD

BD has extremely important commercial value for enterprise development, but some enterprise leaders can only

see the superficial value of BD, and think that the application of BD is simply the integration and application of relevant data and information, but has not yet recognized the actual value of BD in enterprise development and business decision-making. Under the background of BD era, enterprises can make full use of the advantages of BD, strengthen the processing speed of internal information, integrate information data from different channels, provide scientific and reasonable planning route for the development direction of enterprises, and effectively promote the long-term development of enterprises [10].

3.2. The quality of enterprise decision makers is not high

The cultural quality of most business owners in China is not high. Although we have accumulated some experience in economic operation, we lack systematic modern enterprise management knowledge, scientific and rational analysis, judgment and planning ability for the operation law and situation of market economy, and make decisions based on experience, which is not suitable for the development of enterprises. For example, in the use of talents, the narrow understanding and lack of long-term vision lead to the loss of outstanding talents and the low quality of decision makers, which also leads to the low quality of decision-making.

The personal integrity of private business owners directly determines the integrity of the business, causing the distrust of the society, especially the banks, to the business, and greatly reducing the benefits of the financial measures taken by the state to support the development of private enterprises. It is difficult for social funds to flow to individual and private enterprises, which leads to the lack of guarantee of development funds for good production and operation projects and the loss of development opportunities.

3.3. The level of business intelligence is low

The accurate data analysis provided by business intelligence can provide an effective reference for the long-term planning and rapid development of enterprises. Under BD environment, it is of great significance for enterprises to obtain important business value information and strategic

development of enterprises to effectively save, process and analyze different data by means of business intelligence.

At present, enterprises have not realized the importance of business intelligence for enterprise development, and have not taken business intelligence as an important support for enterprise development. The level of business intelligence of enterprises is obviously low. It is not conducive to enterprise managers to reasonably and clearly predict the future development trend of enterprises, and restricts the planning and development of enterprises.

4. Optimization Strategy of Private Enterprise Management Mode Under BD Analysis

4.1. Customer intelligent management optimization

Customer is the most important resource of an enterprise, and its theoretical basis comes from the western marketing theory, which first came into being in the United States and developed rapidly. Using modern technical means to coordinate the actions of customers, competition, brands and other elements and realize integrated automatic management, its goal is to enhance the market competitiveness of enterprises, establish long-term and high-quality customer relations, constantly tap new sales opportunities, and help enterprises avoid business risks and obtain stable profits. Therefore, it is becoming a new enterprise management concept and method.

As an optimized scheme, BD-based intelligent customer management system is more suitable for the current and future development planning of private enterprises (Figure 1). This management system not only meets the needs of private enterprises to master customer information at this stage, but also provides the expansibility of connecting with the existing website management system. Customer management can also play an important role in sales support, providing powerful support tools and various forms of information for sales staff, so that sales staff can effectively manage customers and businesses.

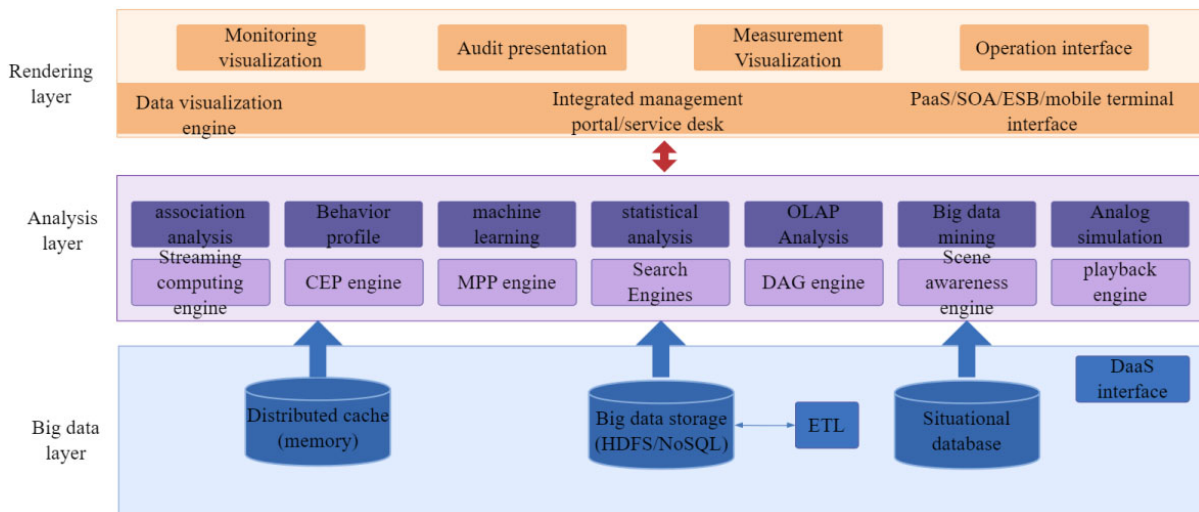


Figure 1. BD-based intelligent customer management system

A good sales management system can effectively broaden customer coverage, improve service efficiency, reduce sales

costs, and then improve the profits of enterprises. Provide complete tools and information for both sales staff and

customers, help customers get more efficient, faster and more accurate services and products, and provide users with appropriate product and service suggestions according to the background information and possible needs of customers.

4.2. Establish an intelligent business platform

In the BD era, data information is like the treasure of enterprises. If you want to get more high-quality data, you need to set up an intelligent business platform to complete a series of work such as product design, production, management and sales according to the market situation and your own development. The correctness of enterprise management decision is based on the reliability of information data. In order to better ensure the normal operation and development of enterprise information system, it is necessary to improve the quality of enterprise management data.

The formulation of an enterprise's development decision directly affects its own development level. The so-called decision refers to the enterprise's selection of the best scheme from a number of development schemes based on the application of related technologies and methods, which can

be used to solve the practical problems of the enterprise's development or determine its development direction in the future. Make full use of the man-machine interaction function of the decision-making system to ensure the efficient development of its decision-making activities. In the past, enterprise decision-making could not be supported by comprehensive and real-time data information, and the market environment was unpredictable, which made the enterprise's prediction of risk problems have a big deviation. Therefore, it is urgent to innovate the decision support system in BD environment.

The cloud manufacturing platform is a third-party platform, and the franchisees on the platform have different understandings of the project tasks (Figure 2). In order to realize the effective organization and management of massive tasks and facilitate the matching and selection of enterprise tasks and platform resources and services, it is necessary to decompose and model enterprise tasks first. Due to the diversity and heterogeneity of resources and tasks in the cloud manufacturing environment, the service allocation of design, manufacturing and simulation in the cloud manufacturing environment should have strong adaptability and dynamics.

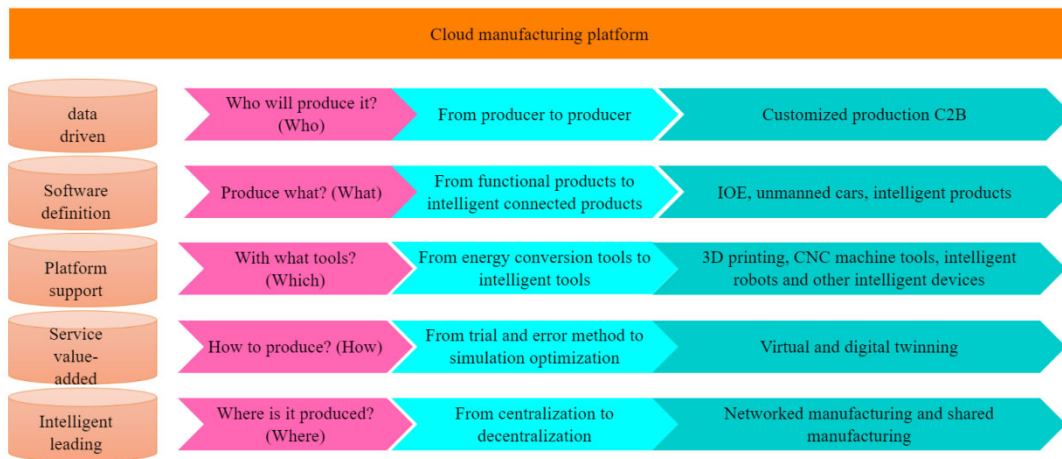


Figure 2. Cloud manufacturing platform

The establishment of business intelligence platform can help enterprises to obtain valuable and in-depth information resources, and provide favorable basis for enterprises to innovate management mode. Intelligent platform is a reliable technology integrated with the continuous practice and development of Internet, which can ensure the reliability of information in the process of acquisition, storage and analysis. At the same time, it can also promote enterprise managers to make reliability decisions, which is an important technical means to stabilize the production and operation of enterprises.

4.3. Cultivate professionals in data management

Many management pay more attention to the acquisition of economic benefits, but neglect the introduction and cultivation of professionals, which restricts the application of BD in enterprise management. Therefore, this paper thinks that enterprises should set up a high-level talent team in many ways if they want to integrate BD into management reasonably, so as to provide more scientific guidance for enterprise management. The management should build a platform for technicians to grow up, and strengthen their comprehensive quality through going out for communication

or internal training. In this way, BD can be used scientifically, thus providing better support for management and decision-making.

Strict selection criteria for professionals in data management. Open recruitment should be adopted to recruit outstanding talents from universities and the society; During the internship period, interns should be strictly assessed, and those who perform well during the internship period should be hired in time, while those who do not perform well, have low enthusiasm, and have weak working ability during the internship period should not be hired. It is necessary to focus on training professionals in data management, further improve their working ability, enrich their horizons and broaden their horizons, so that they can shine better in their jobs.

The cultivation of professional management talents is an indispensable part of the innovation of enterprise management mode. Enterprises need to provide suitable development space and platform for the development and training of talents. Through the training of professional training platform, employees' working ideas and skills will be greatly improved, thus injecting fresh vitality into the innovation of enterprise management, helping enterprises to

shorten the reform cycle and speed up the pace of catching up with social development.

5. Conclusions

Under the BD environment, it can not only bring convenience to people's lives, but also promote social changes to some extent. BD relies on the amount of sea water and unstructured data, and through the Internet, cloud computing and other information methods, it conducts professional data mining and analysis to improve the ability of analysis and decision-making. The personal integrity of private business owners directly determines the integrity of the business, causing the distrust of the society, especially the banks, to the business, and greatly reducing the benefits of the financial measures taken by the state to support the development of private enterprises. Under the background of BD, enterprise management is faced with a series of challenges. In order to better improve the market competitiveness of enterprises, realize the transformation and development of enterprises, they have a place in the fierce market competition and win more economic profits. Enterprises should make corresponding reform measures, find the key ways to solve problems, and introduce more professional BD talents.

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