

CHALLENGES AND SOLUTIONS IN DATA ANALYTICS FOR HIGH-GROWTH COMMERCE CONTENT PUBLISHERS

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ABSTRACT

The rapid growth of e-commerce and digital content publishing has created an exponential increase in the volume, variety, and velocity of data generated across platforms. For content publishers in the e-commerce sector, leveraging data analytics to gain insights, optimize performance, and drive growth has become both a necessity and a challenge. Key challenges include handling massive data sets, ensuring data quality and accuracy, and integrating diverse data sources. Moreover, real-time data processing and effective utilization of analytics to enhance user engagement and conversion rates can be complex due to evolving algorithms and market dynamics. In this paper, we explore these challenges and propose solutions, such as advanced data infrastructure, automation in data processing, and AI-powered tools for real-time insights. We also discuss the importance of maintaining a balance between data security, privacy, and analytics to ensure sustainable growth. The adoption of these solutions can empower high-growth commerce content publishers to make data-driven decisions, enhance customer experience, and scale operations efficiently in an increasingly competitive market.

KEYWORDS: *Data Analytics, E-Commerce, Content Publishers, High-Growth, Data Quality, Real-Time Insights, Automation, AI Tools, Data Integration, User Engagement, Conversion Rates, Data Security, Privacy, Scalability, Performance Optimization.*

Article History

Received: 06 Nov 2024 | Revised: 13 Nov 2024 | Accepted: 20 Nov 2024
