

Research on Information Service of Automobile Sales and Automobile Aftermarket under Big Data Environment

Li Jinhua

Sichuan Vocational and Technical College China Sichuan 629000

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Abstract: With the development of the times, all walks of life in our country have been greatly developed. Nowadays, with the highly developed information technology, all walks of life in our country have gradually integrated information technology and network technology. Among them, in recent years, big data technology has played an important role in their development and progress in various industries in China. It is playing a more and more important role in the current information service of automobile sales and the improvement of in the automobile aftermarket. This paper will analyze the current situation of automobile sales and information service construction of automobile aftermarket, and provide relevant suggestions for the current automotive sales and post-market information service work in combination with the relevant technology under the big data environment.

In the current era, with the gradual development of information technology and network, the related technology of information data has gradually entered our daily life, and are also bringing tremendous changes to this era. In the era of big data, the industrial structure of all walks of life in our country has undergone tremendous changes. In recent years, with the development and growth of cloud computing and Internet of things technology, another great revolution has been created for the development of business in China. At present, the information service in automobile sales and automobile aftermarket industry is also gradually moving towards the process of informationization, in which large data technology is gradually applied. Under the big data environment, automobile sales and aftermarket industry are facing enormous challenges, but has also gained many opportunities. This paper analyzes the opportunities brought by the big data environment to automobile sales and information services of automobile aftermarket by combining with the current situation, and study how to seize the opportunities to improve the work efficiency and effectiveness of automobile sales and information services of automobile aftermarket.

1. Opportunities and Advantages brought by Big Data Environment to Information Services of Automobile Sales and Automotive Aftermarket

1.1 More complete collection and analysis of user data can strengthen the pertinence and effectiveness of car sales.

In the era of big data, the automobile sales industry has carried out a more comprehensive and

complete collection of a large amount of user information, and established a database to provide in-depth analysis of the user's demand information, and has provided more demand tips. The sales of automobiles will be more targeted, and users can be provided more suitable car recommendations through user information analysis. And it will improve the effectiveness and rationality of users' car purchase, which improves the work efficiency and effect of automobile sales.

1.2 The data of automobile related data and insurance industry are effectively integrated, which provides opportunities for auto insurance work.

In the era of big data, attention should be paid to the integration of work with the insurance industry. In the automotive industry, more attention should be paid to the integration of work with the insurance industry in the current era to ensure that all kinds of related problems can be solved better. In the current big data environment, more complete information collection is carried out for the price of automobiles, maintenance costs, value of scrapped vehicles, etc., and a more complete database is established to provide a more scientific and reasonable insurance plan for each user. The development of these aspects has combined the work of the auto insurance industry with the reimbursement guarantee of car owners, providing more opportunities and possibilities for auto insurance work.

1.3 The business data of automobile after-sales service has been effectively integrated and the service efficiency of after-sales has been improved.

In the era of big data, the data on the overall driving of cars and car owners has been more realistic and comprehensive, which facilitates the work of the automotive aftermarket. In the daily work of vehicle maintenance and repair, we can provide targeted maintenance and repair plan for car owners through data analysis, combined with the driver's driving habits and relevant data of the car. At the same time, in the current automobile market, more attention is paid to the development of the guarantee work for automobiles. Through data analysis, it is possible to predict automobile faults more accurately and timely, and provide more timely and effective solutions to provide faster and faster solution services.

1.4 In the era of big data, information technology can be used to create application apps to integrate after-sales service and optimize work services.

In the current era, under the big data environment, it is focused on integrating the after-sales service of the automobile by creating an APP, which facilitates the after-sales service for the owner of the vehicle, and performs real-time statistics on related activities of the automobile industry, driving mileage of the automobile, and fuel consumption. This kind of information is analyzed and statistically fed back to the owner to early warn the abnormal conditions of the vehicle. At the same time, the APP can also provide more relevant sales information to the owner, which improves the work efficiency and efficiency of the automobile sales and after-sales market to a certain extent.

2. How to Build and Optimize Information Service Platform for Automobile Sales and Aftermarket under Big Data Environment

2.1 To do a good job in initial data collection for all aspects of automotive users, and ensure that they can be provided effective car purchase recommendations.

In the era of big data, in order to build a good information data platform, the primary task is to

do a good job of collecting data and ensuring the accuracy and completeness of the data information to ensure that the follow-up work is scientific and reasonable. In terms of data collection of information service platform of automobile sales and aftermarket, it is necessary to make full use of communication with various industries and enterprises, as well as centralized collection and integration through the Internet to do well in data preprocessing. Automobile information recommendation can be provided pertinently, and aims at user's preferences and desire to buy automobile, which recommends the most suitable vehicle for its reference. In this process, attention should be paid to the privacy protection of users. At the same time, the security protection of the platform should be strengthened to prevent malicious attacks from stealing and to create a secure and reliable environment for data processing and sharing to ensure the effective development of car sales.

2.2 To do a good job in the implementation of the vehicle data and the automotive aftermarket work.

Under the big data environment, the construction of the automobile sales and automobile after-market information service platform is inseparable from the real-time collection and analysis of the data of the automobile, to control and analyze the real-time information of the automobile, and timely give feedback to the owner, warning the abnormal situation that is about to arise, and providing the best solution for it through data analysis. What's more, in order to do a good job in the automobile after-sales market, it is also necessary to receive users' information feedback in time. At the same time, the construction of information service platform needs to set up user feedback entrance to ensure that users' feedback information can be collected and processed in time. And enterprises can optimize their services, modify service orientation and optimize after-sales work according to the information.

2.3 To do a good job in the analysis and processing of relevant data to ensure the efficiency of the work

In the era of big data, building a complete data service platform is inseparable from the support of an efficient data processing layer. At present, there are two parts in the data processing layer in the process of building information service platform of automobile sales and automobile aftermarket, namely, data comprehensive statistics and data mining. Among them, data statistics work needs special mathematical statistics method to collect and integrate data resources for statistical analysis. In this process, different statistical analysis methods should be adopted in different directions according to different aspects of data to ensure the validity of data processing. The work of data mining is mainly to deeper information mining for data resources, discover more commercial value and to provide more matching service work for the automotive industry and users based on the basic analysis of data.

2.4 To build a good data service work to ensure the effective improvement of the service quality of the platform

In the creation of the information service platform, doing a good job in data services has an important impact on the overall service quality improvement of the platform. In the data service work in the information service platform, the service item for the original data needs to be done first. In this process, the enterprise should set the corresponding access rights and obtain the corresponding data information according to the authority. Secondly, in terms of statistical data service projects, the company's access to the statistical information of the platform is relaxed, and

information push and reminders are optimized. The most important thing is to do a good job in decision-making information service. It is necessary to make rational use of the concept of “data-driven decision-making”, and combine the relevant information data of the county to deeply explore the industry hotspots and user behaviors, and mine and predict the data of various aspects such as driving and insurance to improve the completeness of information services and ensure that the information service of automobile sales and automobile aftermarket are well developed under the era of big data.

3. Conclusion

In the current era, the process of informationization has been irresistible. In the era of information development, big data technology has come one after another, and in the current society, big data has penetrated into all aspects, which constantly enriches and facilitates our lives. In the current era, building a good information service platform for automobile sales and automobile aftermarket under the big data environment has an important impact on improving work efficiency and effectiveness. In this process, it is necessary to do relevant work, pay attention to user privacy, and build a more complete service system.

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