Thoughts on Big Data Analysis Helping Financial Innovation and Development

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ABSTRACT. With the continuous deepening of informatization, networking and digitization have become the main characteristics of the current era. The emergence of big data has promoted the overall development of my country's financial industry. As a part of the financial core assets, big data can promote the further improvement of the financial industry. The corresponding staff can use big data to obtain key information from massive data, thereby providing data support for the development of finance and promoting the continuous improvement of the financial industry. This article first gives a brief description of the basic situation of the development of big data analysis, and secondly discusses the problems that the financial innovation model needs to face under the background of current big data, and finally proposes corresponding solutions for reference.

KEYWORDS: Big data analysis, Financial innovation, Internet finance, Innovation and development

1. Introduction

The emergence of the big data era has had a certain impact on my country's social development. With the support of corresponding big data technology, all walks of life in society have achieved good development space, thus effectively promoting the level of social production in my country. Financial innovation is part of the current big data technology. With the support of big data technology, the innovation of the development model of the financial industry has been realized to meet the current social development needs. However, due to the influence of many factors in the actual application process, the development of the financial industry is also facing some problems. Therefore, we should find effective strategies to make improvements in combination with the actual situation to ensure the innovative development of the financial industry.

2. The Basic Situation of the Development of Big Data Analysis

Big data is a data integration technology that can realize information processing under a variety of conditions to meet the development needs of different industries. It has strong adaptability. Compared with the traditional information processing mode, big data itself has many advantages and characteristics. It is relatively fast in information processing speed, and has strong information editing capabilities. The data has strong reliability and authenticity. As the current modern information processing mode, data analysis can adapt to the analysis of information under different conditions, so as to process massive amounts of data information and improve information processing capabilities.

From a definition point of view, big data analysis technology refers to the processing and editing of data to obtain useful information. With the in-depth study of big data technology by current professionals, big data has been able to achieve multiple links of information collection and processing . Due to the large amount of data information of big data itself, and it is divided into different types, this is helpful to the innovation and development of the financial industry and can have a profound impact on its development.

2.1 Data Mining for Financial Innovation

Relying on big data analysis technology, the financial industry can innovate service content, so that it has a certain market share. In the recent years of development, major online banks have cooperated and launched different types of products to help some companies solve current financial problems and promote their overall development.

2.2 Data Analysis of Financial Innovation

In the current financial market, data analysis on financial products has become the focus of the financial industry, and the corresponding investors are relatively dependent on the analysis of information data. With the support of current information and data, people can analyze their content through big data technology to form different assessments, so as to better understand the investment direction and the existing risks, which has a strong impact on the development of the financial industry. Influence.

2.3 Data Monitoring of Financial Innovation

Judging from the current performance of my country's financial market, there are many risks and problems, which pose certain problems for the development of the financial industry. In the case of using big data for analysis, it can quickly find the available information, so as to help the staff to better observe the dynamics, deepen the understanding of the customer, and construct the corresponding financial information data graph to understand in time The relationship between customers reduces the occurrence of other problems.

3. Problems Faced by Financial Innovation under Big Data Analysis

3.1 Challenges in Financial Supervision

Under the traditional financial management model in the past, financial supervision can supervise the specific development of finance in a limited area, including some corresponding financial products and industry standards. It has always been mainly based on the content of the financial industry, so it is realizing The financial industry can pass macro judgments. However, with the support of current data analysis, the financial industry's own environment has undergone major changes. The financial system itself has certain data characteristics, and the speed of data changes is relatively fast. In the process of management, most managers are more inclined to financial supervision. Such supervision only exists on the surface. For example, in financial services, financial information changes relatively quickly. In this case, if relevant personnel manage in the traditional way, it is difficult to identify some large amounts of data and information, thus forming a certain financial regulatory risk .

3.2 Credit Risk

Under the influence of the current big data technology, Internet finance needs to face greater risks. Under the traditional model, the data transmission speed of the financial industry is slow, and in most cases, some information content is transmitted face-to-face, so The credit problems of both partners are relatively low. In the current situation of big data, the financial industry needs to face many problems, which makes the financial industry's untrustworthy rate continue to increase. The reason for this is that under the support of big data analysis, people can pass a variety of different Ways to complete the exchange of information, and will not be limited by space and time. Under such circumstances, once the financial compliance of big data analysis is given, the other party of the cooperation is prone to lack of data, which leads to incorrect analysis of financial information and ultimately leads to the normal development of the financial industry.

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3.3 Broaden Information Acquisition Methods and Integrate Relevant Resource Information

Information acquisition is the basis of current big data analysis, so in order to make big data analysis better apply to financial innovation, in order to make big data better analyze current financial innovation, in the future work should clarify the current information acquisition channels, and at the same time Ensure the authenticity and validity of information, so as to use complete data in financial innovation work, thereby realizing financial innovation work, and finally realizing financial model innovation. In the future work, relevant units for big data analysis can be established. Their main purpose is to integrate financial-related information at the current stage, so as to better evaluate the financial market environment, strengthen understanding of the e-commerce market, and clarify The development direction of the financial industry.

In the current economic situation, it is necessary to fully understand the financial information content of the financial structure. You can obtain a large amount of data information through financial information, and do a good job of feedback on big data information, so as to make a comprehensive assessment of the current corporate market and

understand the current corporate market At the same time, the traditional business must be improved to meet the current needs of the enterprise. Therefore, in the process of broadening information acquisition channels, we should strengthen the update of relevant financial information, so that we can better understand the needs of the current financial market, so as to adjust the information path of the financial market to meet the development needs of the financial industry.

3.4 Promote Modern Financial Information Integration Model

In the context of the current big data, the information analysis capabilities of the financial industry have been further strengthened, which provides a corresponding guarantee for the integration of financial information, thereby accelerating the innovation and development of the financial industry. Under such circumstances, the integration of financial information can be achieved in various ways, so as to build a financial system that meets the current social needs and ultimately meet the development of the financial industry. From the current e-commerce perspective, with the support of big data analysis technology, e-commerce has achieved large-scale improvements. It has built its own value chain through a virtual network, thereby realizing the online financial industry. Integration with offline, so as to meet the needs of consumers, but also to achieve the current transformation of e-commerce, thereby promoting the overall development of the industry.

3.5 Transform the Development Path of the Financial Industry

Under the influence of the current big data analysis, financial innovation can integrate data ports. In the past, the traditional financial industry would be subject to certain restrictions on space and time factors, making transaction development difficult. The use of big data can reduce the impact of the above content, so as to meet the current financial innovation and development. At the same time, it can also use big data to form a financial model of the supply chain to meet the current deficiencies in the development of the financial industry.

4. Conclusion

In summary, under the current big data background, the financial industry should pay attention to the application of big data technology. Through big data technology, technological innovation can be achieved, thereby promoting the overall development of the financial industry. However, from the current point of view, due to the limitations and influences of many factors, innovation and development have been greatly affected. To this end, attention should be paid to the integration of the current financial industry and big data, to give full play to the advantages of big data, and to strengthen the innovative development of the financial industry.

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