

Research on the application of big data in economic management

Ce Wang

University of Sanya

Abstract

In the process of rapid economic development, the integration of economics and management is also deepening. By applying big data statistical analysis methods to enterprise economic management, we can find out the management operation rules, improve management efficiency and promote the healthy development of enterprises. Based on this, this paper discusses the application of big data statistical analysis methods in the field of economic management. Firstly, it briefly discusses the significance and value of the application of big data statistical analysis in the field of economic management, secondly, it focuses on the application of big data statistical analysis in the field of management and economy from the macroeconomic level and enterprise management level, and finally, it puts forward the countermeasures to improve the application of big data statistical analysis in the field of economic management.

Keywords: big data statistical analysis method, economic management, use value, research application, business development.