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APPLYING BUSINESS ANALYSIS TO IMPROVE INFORMATION SYSTEMS

In the current era of rapid development of information technology, information system has become the core tool to support enterprise operation and strategic decision-making.

These systems are not only responsible for the storage and processing of data, but also have a profound impact on business processes and customer experience.

With the deepening of digital transformation, enterprises are increasingly relying on information systems to improve efficiency, reduce costs and enhance competitiveness.

However, changing market demands, rapid advances in technology, and rising customer expectations have led many businesses to face the challenge that their information systems cannot effectively meet business needs.

The current information system often shows the problems of insufficient flexibility, poor integration and low user satisfaction.

These defects not only lead to the decline of operation efficiency, but also increase the waste of resources, which seriously affects the market competitiveness of enterprises.

To address these challenges, Business Analysis (BA), as a systematic methodology, is increasingly becoming an important tool for enterprises to solve information system problems.

Through in-depth requirements analysis, process optimization, and data-driven decision support, business analytics can help organizations identify critical issues in their information systems and develop targeted improvement strategies [1].

The core of business analytics is to understand and meet business needs, which can improve the adaptability and flexibility of information systems through a variety of means.

For example, through requirements analysis, business analysts are able to identify the real needs of users and ensure that the functional design of information systems is highly aligned with business objectives.

At the same time, process optimization can help enterprises re-examine existing workflows, eliminate redundancies and inefficiencies, and thus improve the overall performance of the system.

The application of data visualization technology provides intuitive decision support for management, helping them make fast and informed choices in a complex data environment.

This paper will explore the specific application of business analytics in information system improvement, in-depth analysis of how it can enhance the performance and adaptability of information systems through a series of practical methods, so as to create greater value for enterprises.

Through case study and theoretical analysis, this paper aims to provide strong support for enterprises to effectively use information systems in dynamic environment and promote their continuous innovation and development.

At the same time, this paper will also discuss the adaptability of business analytics in different industries, explore its effectiveness and flexibility in specific market environments, in order to provide theoretical basis and practical guidance for the future development of information systems, and help enterprises in the fierce market competition in an invincible position [2].

Purpose of work. The purpose of this paper is to optimize the performance of information systems in e-commerce platforms (taking Alibaba as an example), especially order management and logistics tracking systems, through the application of business analysis.

Through data-driven analysis methods, enterprises can improve their competitiveness in the market and improve the overall efficiency and user experience of information systems.

In addition, the paper aims to explore the application potential of big data, artificial intelligence and other technologies in enterprise information system optimization to help enterprises better respond to the rapid changes in market demand.

Research objects. The object of this study is the information system of e-commerce platform, especially the order management system (OMS) and logistics tracking system (LTS).

The research focuses on the performance of these systems in large-scale data processing and real-time response.

This paper chooses Alibaba as a case study to examine how the company improves its information system and improves operational efficiency through business analysis techniques and tools.

The research also covers platform users, order processes, inventory management and other system-related elements [1–4].

Research the topic.

The theme of the research is to improve the performance of information systems in e-commerce platforms through the application of business analytics techniques, especially for the optimization of order management and logistics systems.

The study explores how technical tools such as big data, artificial intelligence and machine learning can be used to identify bottlenecks in the system by analyzing order and logistics data and propose targeted optimization schemes.

Research topics include the improvement path of information systems, the impact of business analytics on system optimization, and the practical application of emerging technologies in information systems.

Research results. Through this research, the following results have been obtained. The key bottlenecks in e-commerce platform information system are identified, especially the efficiency of order management and logistics tracking system under high load operation.

This paper presents a specific method to optimize order management process by using business analysis tools, including data flow processing, predictive model application and automatic system resource adjustment scheme [7].

Through experimental verification, it is proved that after the introduction of machine learning model, the system performance is significantly improved during the peak order period, the order processing time is shortened, and the accuracy of logistics tracking is improved.

The results of this study provide a feasible optimization path for e-commerce platforms, and demonstrate the application effect of big data and artificial intelligence technology in actual business scenarios.

The results show that through the application of business analytics tools and technologies, enterprises can significantly improve the flexibility, responsiveness and scalability of information systems, thereby maintaining a leading position in a highly competitive market environment [1–6].

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DISTANCE LEARNING INFORMATION SYSTEMS FOR COMPUTER SUBJECTS

An analysis of modern methods and approaches to the problem of improving the quality of the educational process by creating distance learning information systems was conducted.

The most important tasks of increasing the level of computerization of the educational process were considered, the most appropriate areas of using information technology in the educational process were identified.

The most important role of information support for classes was noted, especially when using correspondence courses, as well as when students independently prepare for tests and examinations.