

Title: Procurement Management and Big Data Visualization
Technology of H Company

By: Ren Wei **Identification** 65BB987007

Degree: Master of Business Administration

Major: Management

Academic Year: 2024

ABSTRACT

With the rapid development of China's economy, enterprises are facing fierce market competition and hope to improve management through information technology and digital transformation. For manufacturing enterprises, procurement management is crucial, and technological breakthroughs can increase profit margins. Big data processing and analysis have become a research hotspot, among which big data visualization has the advantages of intuitiveness, efficiency, and interactive sharing.

This paper takes H company, the fourth largest white goods manufacturer in the world, as the research object and focuses on the application of big data visualization in procurement management. The research is based on procurement management, supply chain management theory and big data visualization technology, and uses literature research, case analysis and visualization technology for in-depth discussion. The paper found that H company has problems such as scattered procurement management data, insufficient analysis, and insufficient visualization. Through systematic analysis and theoretical knowledge, a solution is proposed, and the overall analysis framework and

process are sorted out, including clear requirements, data extraction, chart selection and visualization scene construction. Through simulation implementation, the visualization effect of the procurement management analysis theme is demonstrated.

This paper conclude that big data visualization helps enterprises grasp the characteristics and trends of procurement data, optimize processes, reduce costs and improve efficiency. At the same time, it can also help manage the supply chain, predict market demand, optimize configuration, and improve competitiveness and sustainable development capabilities. This paper hopes to be helpful to the management and development of H company, and the solution can be extended to other departments and has reference significance for the same industry

Keyword: Procurement management; Supply chain management; Big data visualization

