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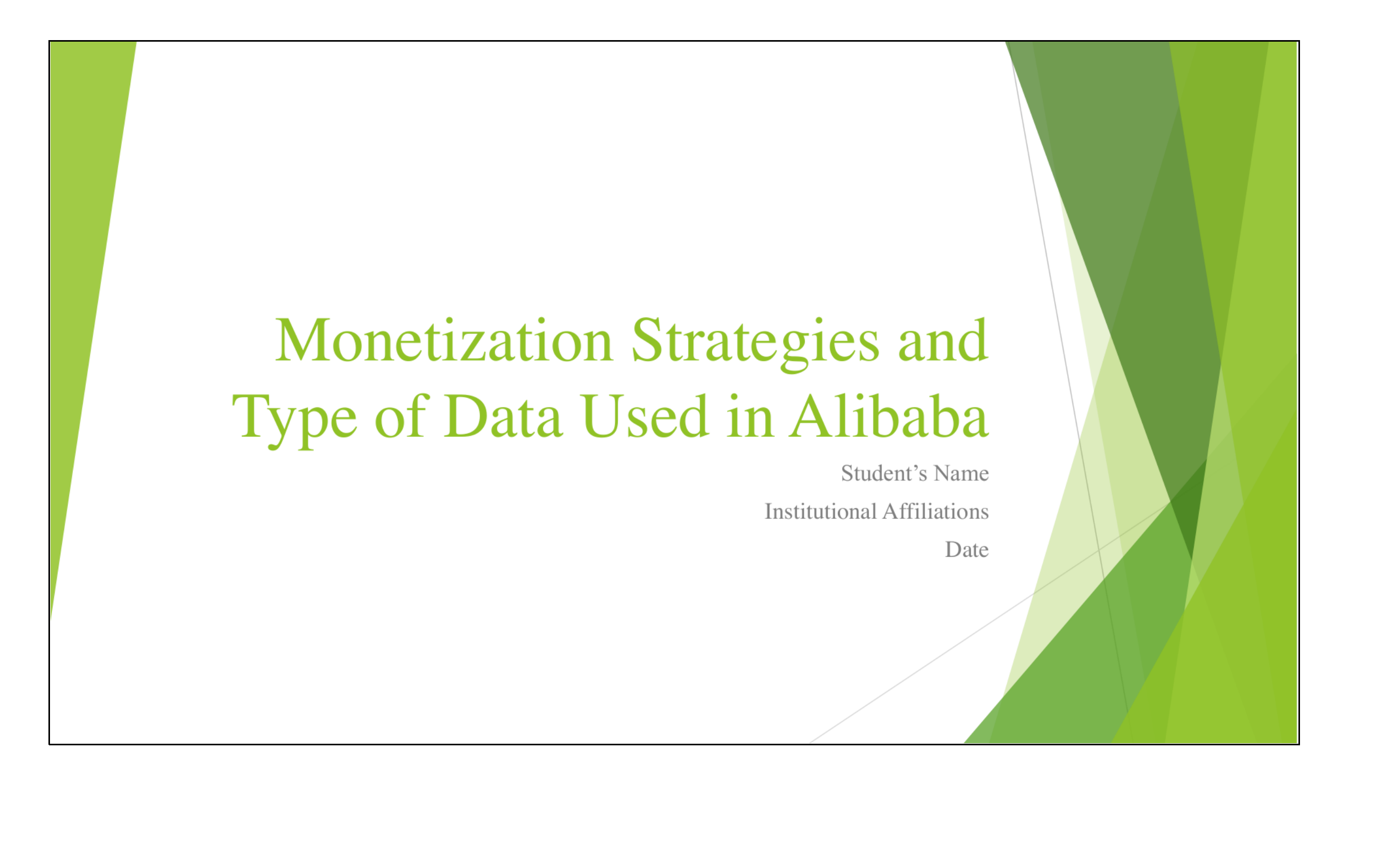
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Monetization Strategies and Type of Data Used in Alibaba

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Introduction

- Alibaba started as an online platform and easy access to data
- Monetization strategies used are many, including Ant finance microloan business
- Large quantities of data require storage that Alibaba monetizes it using cloud computing business
- Alibaba collects real-time passive data from their clients in different ways such as communication
- The passive data is analyzed using suitable algorithms for easy decision making

Alibaba Monetization Segments

- Cloud computing
- Finance
- Digital media and entertainment (Zeng, 2018)
- Wholesale commerce
- Retail marketplaces

Alibaba E-commerce

- Taobao Marketplace
- Tmall
- Aliexpress
- Alibaba.com (Zeng, 2018)

Data-Driven Approach

- The development of an online e-commerce ecosystem required interaction
- The provision and access of all resources required by customers
- The network of all users is data-driven (Zeng, 2018)
- Every data collected is analyzed and help improve customer experience
- Online network and machine learning technologies are used to control real-time data

Passive Data Used

- A business operating online allows it to have an overflow of data that are useful in decision-making
- Alibaba microloan business provides loans on data driven basis (Zeng, 2018)
- The company utilizes probabilistic algorithms to evaluate transaction data
- The data is used to compare good and bad borrowers and develop credit scores
- Communication between buyers and sellers also assessed

Conclusion

- Every business operates to earn revenue
- Alibaba has utilized several monetization strategies, including both wholesale and retail
- Ant Finance also provides revenue through interest
- Passive real-time data is used to enhance customer experience and decision making
- Real-time data improves the quality of decision making hence gaining competitive advantage

Reference

Zeng, M. (2018). Alibaba and the Future of Business. Harvard Business Review.

<https://hbr.org/2018/09/alibaba-and-the-future-of-business>

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