

Influencia de la aplicación del Big Data en el crecimiento de las ventas de legalización migratoria en la empresa SME en Estados Unidos

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RESUMEN

Este trabajo examina la influencia del Big Data en el crecimiento de las ventas de servicios de legalización migratoria en la empresa SME en Estados Unidos, buscando optimizar estrategias comerciales. El objetivo general es analizar cómo la aplicación del Big Data impulsa las ventas al examinar patrones de comportamiento y segmentar clientes, identificando oportunidades de negocio. Los objetivos específicos incluyen detectar patrones para personalizar ofertas, evaluar el impacto de la segmentación en las ventas, y determinar variables que influyen en las decisiones de los clientes mediante minería de datos y análisis predictivo. La metodología adopta un enfoque cualitativo descriptivo y exploratorio, basado en una revisión documental de fuentes secundarias de 2011 a 2024, como Redalyc, SciELO y McKinsey, siguiendo el método inductivo según Hernández Sampieri et al. (2014). La población consta de artículos e informes seleccionados intencionalmente, consultados en bases como Google Scholar y la biblioteca de la Universidad Simón Bolívar, con la técnica de recolección centrada en análisis documental. Los resultados indican que el Big Data permite identificar necesidades específicas de clientes latinos, incrementando la retención hasta un 20% con segmentación mediante modelos como RFM (Kumar & Reinartz, 2016), y anticipar tendencias con herramientas como Google Analytics (Gartner, 2023). Esto puede elevar las ventas entre un 10-15% (McKinsey, 2021) y reducir costos al dirigir campañas efectivas (McAfee & Brynjolfsson, 2012). Además, optimiza procesos operativos, aunque

enfrenta desafíos como inversión inicial y capacitación, sugiriendo un enfoque gradual con pilotos. En síntesis, el Big Data transforma las estrategias de SME, fortaleciendo su competitividad en el sector migratorio. Realizado entre septiembre de 2024 y junio de 2025 en Barranquilla, este estudio ofrece una base práctica para implementar esta tecnología, alineándose con la innovación y el crecimiento económico.

Palabras clave: Big Data, legalización migratoria, segmentación, ventas, análisis predictivo.

ABSTRACT

This study investigates the influence of Big Data on the growth of sales for immigration legalization services at SME in the United States, aiming to optimize commercial strategies. The general objective is to analyze how Big Data application drives sales by examining customer behavior patterns and segmenting clients, identifying business opportunities. Specific objectives include detecting patterns to personalize offers, assessing segmentation's impact on sales, and determining variables affecting customer decisions through data mining and predictive analysis. The methodology employs a qualitative descriptive and exploratory approach, based on a documentary review of secondary sources from 2011 to 2024, such as Redalyc, SciELO, and McKinsey, following the inductive method per Hernández Sampieri et al. (2014). The population consists of intentionally selected articles and reports, accessed via databases like Google Scholar and the University Simón Bolívar library, with data collection focused on documentary analysis. Results show that Big Data enables identifying specific needs of Latino clients, boosting retention by up to 20% through segmentation with models like RFM (Kumar & Reinartz, 2016), and forecasting trends with tools like Google Analytics (Gartner, 2023). This can increase sales by 10-15% (McKinsey, 2021) and reduce costs by targeting effective campaigns (McAfee & Brynjolfsson, 2012). Additionally, it optimizes operational processes, though challenges like initial investment and training suggest a gradual approach with pilot projects. In summary, Big Data transforms SME's strategies, enhancing its competitiveness in the migration sector. Conducted between September 2024 and June 2025 in Barranquilla, this study provides a practical foundation for implementing this technology, aligning with innovation and economic growth.

Key Words: Big Data, immigration legalization, segmentation, sales, predictive analysis.

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