Scholar Publishing Group
International Journal of Big Data Intelligent Technology
https://doi.org/10.38007/IJBDIT.2025.060108
ISSN 2790-0932 Vol. 6, Issue 1: 82-91

Research on Intelligent Transformation and Risk Warning Mechanism of Enterprise Financial Management Based on Big Data Technology

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Keywords: Data analysis, Intelligent finance, Risk monitoring, Data-driven decision

Abstract: In the context of the continuous development of information technology, big data is gradually promoting the transformation of enterprise financial management. This paper explores how a data-driven approach can reshape an enterprise's financial management system, especially in the areas of information collation, intelligent analysis, risk monitoring, decision support, and internal control management. By using big data, companies can more quickly and accurately access financial information, identify key trends, spot potential risks in advance, and improve overall efficiency through rational resource allocation. Combined with the actual cases of some enterprises, this paper further analyzes the practical effects of big data in financial management, and discusses how it promotes the improvement of enterprise management mode and its role in enhancing competitiveness.

1. Introduction

Enterprises have become more efficient in processing financial data, but also face more complex markets and risks. Traditional financial management methods, which rely on limited data and static analysis, have been unable to keep up with the rapid pace of change. Therefore, how to use big data to improve the intelligence of financial management and establish an effective risk early warning system has become a problem that enterprises need to solve. Based on the current technological development, this paper discusses the application of data-driven management mode in enterprise finance, analyzes its role in information integration, decision support, risk prediction and management optimization, and demonstrates the effect of intelligent financial management through practical cases, hoping to provide some useful references for enterprises' digital transformation.

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2. Relevant Research

Enterprise financial management is transforming to intelligence. Some studies show that combining a variety of classification algorithms and integrated learning strategies can not only improve the accuracy of financial risk prediction, but also deeply analyze business data and management reports, optimize capital operation, improve the scientific and rational financial decisions, and thus enhance the competitiveness of enterprises in the market.

The wide application of social platform data has promoted the reform of enterprise financial management mode. Some studies have found that business process optimization, operation management, information system construction, talent allocation and strategic planning have different impacts on financial management, and these factors interact to make the financial management of enterprises more efficient. In addition, the application of data modeling technology further improves the integration ability of corporate financial data, making financial planning and resource allocation more accurate.

A large number of studies have shown that data intelligence can make up for the shortcomings of traditional financial management and improve the ability of capital management, cost control and risk monitoring. In view of the fund flow and credit risk problems of supply chain enterprises, researchers proposed a data-driven financial risk control model, which optimized capital allocation, improved operational efficiency, and showed good results in credit assessment and risk early warning, providing a new solution to the financing problems of small and medium-sized enterprises.

In terms of financial risk prediction, studies have explored early warning methods based on blockchain and mathematical modeling. By analyzing a large number of investment income data of enterprises, the accuracy of this method in risk identification and trend prediction is verified, which provides enterprises with more accurate financial risk early warning support. In addition, the risk control model combined with knowledge network and deep learning has significantly improved the prediction accuracy of capital operation and equity adjustment, enabling enterprises to respond more effectively to market changes.

Ai technology also plays an important role in risk management in financial markets. The research on the securities market found that due to the rising production costs, export restrictions and market inflation and other factors, some enterprises have increased the pressure of capital turnover, and the financial risk has increased significantly. This phenomenon further proves that intelligent risk control systems are of great value in identifying financial hidden dangers, optimizing capital flows and enhancing enterprises' ability to resist risks.

Current research demonstrates the value of data intelligence, blockchain and artificial intelligence technologies in financial management and risk control. Whether it is data-driven financial optimization, intelligent decision support, or the improvement of financial risk monitoring strategy, these studies not only enhance the scientific nature of corporate financial management, but also provide strong support for the optimization of financial risk management system in the future.

3. Application of Big Data Technology in Enterprise Financial Management and Innovation of Risk Early Warning Mechanism

Enterprises have ushered in many new opportunities and challenges in financial risk management, because big data enables enterprises to collect massive information from multiple channels, such as online platforms, transaction records and sensor data, which can help enterprises have a more comprehensive understanding of their current operating conditions. Moreover, it can also grasp the market dynamics and consumer demand changes in real time. With this information, enterprises can quickly adjust production plans and sales strategies to avoid financial risks such as

inventory overhang and capital occupation.

In addition to data collection, big data also provides a number of efficient analytical tools that can help companies analyze financial data more deeply, and with the help of technology such as machine learning and data mining, companies are able to predict future financial conditions and identify potential risks in advance, which means they can react to problems before they actually happen and reduce the impact of risks. Unlike traditional management methods that rely on manual experience, big data technology can identify risk points in financial management more quickly and accurately through automated analysis, and at the same time provide targeted solutions, which can reduce human judgment errors and improve the overall management efficiency.

4. Research on Intelligent Transformation and Risk Warning Mechanism of Enterprise Financial Management Based on Big Data Technology

4.1. Enhanced Data Integration and Analysis Capabilities

The financial management model of enterprises is undergoing fundamental changes, especially in how to integrate and analyze data efficiently. In the past, the financial data of enterprises were often scattered in different departments and systems, and there was a lack of uniform standards, which made it difficult for enterprises to fully understand their financial situation, and also affected the accuracy and timeliness of risk identification. With big data technology, companies can integrate data that is scattered in various places into one platform, so that they can manage and analyze this data more efficiently. Big data technology helps enterprises organize data from different channels into a complete data set, and then through the establishment of data storage platform, enterprises can standardize and store these data in a centralized manner, which on the one hand improves the efficiency of data management, on the other hand, also provides a strong foundation for subsequent analysis. In this way, companies can have a clearer grasp of their financial situation, identify potential risks and opportunities in a timely manner, and make more informed decisions.

Once companies have their data in order, they can use big data tools to deeply analyze the connections and trends between these data, which can provide a clearer picture of not only the financial past, but also how the money is moving. In this way, companies can identify important factors that may affect their financial health. Big data technology is able to process more information, faster, and more accurately than ever before relying on human analysis. In this way, companies can identify potential financial problems earlier and take timely steps to address them. Through this intelligent analysis, companies can stay flexible when the market changes quickly and avoid losses caused by financial crises.

4.2. Establishment and Use of Financial Risk Early Warning System

Many companies are now using big data to help manage financial risk, especially in the area of risk warning, and they are becoming faster and more effective. With big data, companies can see financial data more quickly, discover possible risks in a timely manner, and when problems are found, companies can take immediate measures to prevent losses from becoming larger. Compared to previous manual processing methods, big data can process more information and identify problems more accurately, so that companies can react in advance to prevent problems from getting worse.

In order to do this, enterprises can build a complete financial risk monitoring system. The system constantly monitors important financial metrics such as accounts receivable, changes in inventory, and company cash flow. If any of these indicators are abnormal, the system will immediately alert

managers and tell them that they need to pay attention to these issues, so that the company can identify risks early, before the problem grows out of control. However, when doing this, enterprises also have to set appropriate warning values and risk standards according to their own company's situation, these standards can not be static, they need to be adjusted and optimized according to the company's historical data, industry changes and market conditions. Therefore, enterprises can be more flexible to deal with possible financial problems, prepare for them, and reduce risks.

When the system alerts, companies can take timely measures to address risks. If it is difficult to recover accounts receivable, the enterprise can strengthen the collection or adjust the credit policy; If there is too much inventory, enterprises can adjust procurement and production plans to reduce inventory pressure. Through these flexible countermeasures, enterprises can better control financial risks and avoid losses. In short, the financial risk early warning system based on big data can help enterprises to monitor and analyze the financial situation in real time, and discover potential risks in time, thus providing enterprises with more time and space to take measures to ensure the stable operation of the company.

4.3. Intelligent Financial Risk Assessment and Management

With the popularization of big data and artificial intelligence technology, the way of financial risk management of enterprises has changed significantly, and the traditional manual processing mode has been gradually replaced by more efficient and automated systems, which not only improves the accuracy of risk management, but also allows enterprises to deal with various financial risks more quickly. In intelligent financial management, it is first necessary to establish a fine risk assessment model and use machine learning and other technologies to conduct in-depth analysis of the historical data of the enterprise, which can help the system find the potential pattern and development trend of financial risks, rather than relying on traditional manual judgment or the summary of past experience. Through these models, the system is able to identify potential risks and in turn more accurately predict possible financial problems in the future, so that businesses can prepare in advance and avoid losses.

When the system finds a potential risk, it can not only calculate the size of the risk, but also estimate the possible loss, providing a more objective risk assessment standard for the enterprise, so as to help the enterprise develop a feasible response plan. For example, if a company finds itself cash-flow strapped, the system will alert you and suggest steps you can take, such as adjusting the way you manage cash flow or speeding up the collection of accounts receivable, based on previous data and similar issues. So they are very reliable and very useful, and the smart financial management system is particularly powerful place is that it can learn by itself, constantly become more intelligent with the accumulation of more and more data, the ability of the system will continue to improve, can help enterprises better cope with various financial changes, such as money management, risk control will become more accurate

The continuous optimization characteristics of this intelligent system allow enterprises to react quickly when the market changes, timely find new financial risks and problems, quickly make adjustments and do not need to rely too much on manual intervention, saving a lot of time and manpower. As time goes on, the financial management of enterprises will become more and more efficient and more accurate. Whether it is budgeting, cost control, or financial forecasting, the system can provide more data support, so that decision-making becomes more scientific and reasonable. Therefore, the intelligent financial management system can not only help enterprises predict risks, reduce losses, but also ensure that enterprises maintain steady development in the unpredictable economic environment, and can occupy an advantage in the fierce market competition

5. Optimization and Innovation of Enterprise Intelligent Decision Support System

With the continuous development of big data technology, enterprises have increasingly relied on data as the core resource for decision-making. Although traditional decision support systems can process some data, they can only provide limited information and are difficult to quickly adapt to rapid changes in the market. Nowadays, many enterprises use big data for decision support, and the system can collect a lot of information in various fields, and then analyze this information to help enterprises make better decisions, especially when the market changes quickly. This system can centralize the company's financial data, market information and operations, analyze the relationship and trend between these data, and help the company see more clearly. For example, it will analyze the current financial situation of the company to see how money flows, how costs are controlled, and how profits are, so that the company can know how its current operations are, and can predict the future market changes that may occur. For example, the system can predict future market demand and competition by analyzing past sales data, customer buying habits, and the economic environment. In this way, companies can adjust their strategies in advance and avoid missing opportunities.

Today's decision support systems are particularly useful because they help companies identify possible risks in a timely manner. These systems keep an eye on a company's financial and market information and alert it to signs of risk. This allows companies to act quickly to prevent further losses before problems affect operations.

These systems are also flexible enough to produce specialized financial reports based on the actual needs of the company, rather than using a fixed template. This allows management to extract the most important information from large amounts of complex data and make clearer, more targeted decisions. In general, such a system helps the company better cope with the rapidly changing market environment, make more informed decisions, and ensure the stable development of the company.

6. Intelligent Optimization of Enterprise Internal Control System

With the rapid development of big data technology, the way of financial supervision of enterprises has also changed. In short, companies are starting to use big data to automatically check their accounts and money flows, rather than manually checking them bit by bit as before. The system can keep an eye on all income and expenditure at all times, and if there is anything that does not match or is abnormal, it can be found immediately.

For example, if a certain amount of money is much higher than usual, or there is a sudden problem with inventory data, the system will immediately issue a reminder. In this way, the financial department can deal with it in a timely manner, before small problems become big problems. And big data not only looks at the internal ledger, but also combines external market news, such as changes in raw material prices and policy adjustments, to provide more comprehensive information for company decisions. Management will no longer have to worry about missing risk points, and the system will list all the areas that need attention. In this way, when enterprises make decisions, the data is more accurate, the response is faster, and the company can naturally go more stable in a complex market.

With the help of big data, enterprises can deeply analyze key factors in historical data and adjust and optimize internal control processes based on this data. By systematically identifying possible risk points in business processes, enterprises can design more reasonable control processes to ensure that all links can be effectively supervised. For example, by analyzing business process data such as sales and procurement, enterprises can identify risks and weak links, so as to propose improvement

plans more targeted, not only improving operational efficiency, but also reducing financial risks.

Big data technology also enables companies to monitor the flow of funds and the approval process in real time, ensuring the security and compliance of funds. By continuously monitoring the flow of funds, enterprises can detect any abnormal fund changes in time to avoid the risk of misappropriation or embezzlement of funds, and through the supervision of the approval process, ensure that every link is in line with the prescribed process, reducing the possibility of illegal operations.

In general, big data technology not only provides more efficient monitoring and management means for the internal control system of enterprises, but also enables enterprises to find problems in time and deal with them effectively. This will enhance the enterprise's risk prevention and control ability and provide a more solid guarantee for its sustainable development and stable operation.

7. Application Analysis of Large Data in Enterprise Financial Risk Management

Many companies are now using big data to help manage financial risk, not only making their work more efficient, but also identifying and responding to possible risks ahead of time. For example, A large e-commerce company we studied was very successful through big data analysis and improved its financial management. Company A analyzes the market and consumer behavior through big data, so that they can quickly detect changes in the market and then make adjustments accordingly. For example, through these data, Company A can better arrange inventory, avoid commodity accumulation or poor capital flow, and thus reduce financial troubles.

In addition to these, Company A has set up a risk warning system, which can monitor every transaction and customer behavior in real time. As soon as the system detects any irregularities, or potential risks, it alerts the company so that it can take action before the problem gets worse. Company A now uses big data and intelligent tools to analyze all the previous data. This allows for early warning of possible financial problems, and checks are quick and accurate. Where it used to take half a day of manual checking of accounts, the system can now identify risk points in seconds, so companies can make quicker decisions and avoid risks that are thanks to money.

They upgraded their decision support system to integrate financial, market and user information. When management makes decisions, it is no longer necessary to listen to the fragmented information reported by various departments, and directly look at the panoramic data after system integration, market fluctuations and capital status are clear at a glance, and it is naturally more secure to make decisions. On the other hand, big data also helps them strengthen internal management. In the past, people stared at the ledger to check loopholes, and now the system automatically monitors these key indicators of capital flow and inventory changes, and alarms if there is a slight anomaly, and financial control is more than one grade stricter than before. Whether it is the flow of funds or the approval process, every link can be monitored and tracked in real time to ensure that every financial operation is compliant, reducing the risk of internal fraud and improving overall operational efficiency.

From this perspective, Company A has achieved remarkable results in financial risk management by using big data technology. It not only enhances the ability of enterprises to deal with risks, but also provides valuable lessons for other companies, demonstrating the potential for broad application of big data in modern financial management.

8. Conclusion and Prospect

As big data continues to evolve, the way companies manage financial risk is also changing. By combining different data, companies can better see potential financial problems and make better

decisions. By establishing an intelligent risk assessment system, enterprises can monitor market changes at any time and adjust strategies in time, so as to improve the efficiency of financial management and reduce risks and losses, especially when the market is uncertain, enterprises can respond quickly. Like many leading enterprises, especially e-commerce platforms, they have realized real-time monitoring of the market through big data technology and can flexibly respond to changes, which gives them an advantage in the market competition. However, there are still some challenges, such as how to improve the accuracy of risk prediction, or how to further improve the risk management process, which need to be solved step by step. In the future, enterprises should continue to strengthen the application of big data technology, especially in risk control and decision-making, but also pay attention to data security and privacy, and ensure that data use is compliant. In general, with the development of big data technology, the financial risk management of enterprises will become more intelligent and efficient, and enterprises should constantly optimize the management mode, adapt to market changes, maintain competitiveness, and ensure long-term development.

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