***E-Commerce Strategies***

**Introduction -**

This report will be discussing the importance of addressing and meeting customer expectations when employing an E-Commerce strategy. Examine the strategies employed and the impact of E-Commerce on business organisations.

**What is E-Commerce ?**

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business.

**What is the importance of E-Commerce?**

E-commerce seems to be everywhere these days. You can’t go online without seeing article after article proclaiming that e-commerce is destroying brick and mortar stores. It can be difficult to decipher accurate information from manipulated data being spewed by alarmists on the internet. However, there is some truth to these overly apocalyptic statements. Studies predict that 55% of internet users will be digital buyers by the end of 2017. Not far fetched given how the data has been trending in recent years.

**How E-Commerce may help businesses ?**

It identifies areas or opportunities to increase profits Consumer behaviour analysis Contrast data with competitive businesses Monitor customer results Optimize business operations Predict progress of new ventures Find market trends Identify any business issues or concerns.

**How does E-Commerce work ?**

Businesses have their questions to their objectives. To answer these questions and figure out how they are meeting their targets, they collect the necessary data, review it and determine the steps they need to implement to push the company forward.

For a practical example, the financial services firm Charles Schwab used business intelligence to understand the performance metrics of all its branches across the United States and to identify areas of opportunity. Access to the central business intelligence platform allowed Schwab to bring all of its branch data into one view.So leadership will control whether the performance of a region is above or below average so click in to see the departments that push the success of that area.

On the technical side, raw data is collected from business activities. Data is compiled and held in data centres. When processed, customers can then access the data and continue the review phase to address business questions.

**Tools and Techniques in E-Commerce -**

Most self-service business analytics platforms streamline the research method, making it easier for people to interpret their data without the technical know-how to access the data themselves.

One of the most popular ways of presenting business intelligence is through data visualisation. Humans are visual creatures and very much in tune with patterns or colour variations. Information visualisations portray statistics in a manner that is more open and intuitive.

Visualisations compiled into dashboards can easily tell a story and highlight trends or patterns that may not necessarily be easily discovered when manually analysing the raw data. This accessibility also enables more conversations around the data, leading to broader business impact.

**Conclusion -**

In conclusion, this report covers the importance of addressing and meeting customer expectations when employing an E-Commerce strategy. Examine the strategies employed and the impact of E-Commerce on business organisations.