| Topic: Online Purchase Data Collector | Author: Roberto Marrero Ortiz | Date: 8/26/2022 |

Problem Background

Due to the very high number of online purchases made nowadays it is very easy to lose track of the money spent and overall items purchased throughout a year.

E-commerce currently accounts for 20 percent of retail sales according to Statista and the average person makes one to two online purchases a month.

Lack of in-depth knowledge and statistics about an average person's overall online purchases across many platforms.

Target

An online platform that documents a person's overall online purchases from every different website they order from. Allowing users to keep track of money spent and items from places such as Ebay, Amazon, Walmart, ect. This will give users an in depth look as to where most of their online purchases are made, percentage of money spent on shipping and other e-shopping tendencies a user might have.

Causes

With the high number of purchases made online a year, many consumers lose track of the money and number of items purchased in a calendar year in many cases making subscription purchases for goods a consumer might not use.

Almost every online marketplace is a completely different entity from each other, which means to know everything purchased online a user must explore each website separately or search for the statement of the payment method but lose the ability to see which items were purchased.

Many people have bad online shopping habits and probably don't even know about it and could use a platform which reveals tendencies and constant purchases a user could find unnecessary allowing them to save money.

Countermeasures

Keep Track of frequently bought items, online subscriptions, and activity on different e-commerce websites all in one platform.

Give the ability the set budgets for different websites.

Document frequent purchased and create stat sheets on a user's more used online store, most purchased goods, most expensive goods, ect.

Gives users the opportunity to understand their online purchase preferences and tendencies and give the user suggestions on what else to buy within their budget across their most used online stores and others.

Keep track of money spent through online purchases.

Check/Evaluate

Platform Growth and increased data collection.

Use of the trackers and interest of users on in-depth data about their purchases.

Increase Knowledge on a user's money spent and use of platform features.

Act/Standardize

Constant Feedback from users on data, privacy options and item suggestions.

Research for best users' statistics to be shown for better use of the platform.

Implement different budgets and ecommerce systems.