Digitalization is a synonym of our century. Everything is transforming into electronics: from factories to banks, from shops to services. Amazon, Rozetka, Citrus... I bet you know most of them as the most popular online shops in Ukraine. But do you know what makes them so special comparing to ordinary, brick-and-mortar shops?

As the number 1 rule of economy says, if you want your customers to pay you money, you have to provide value. The same is with E-shopping. People choose it because it is more convenient, cheaper and saves time. Isn’t it magical, that you can choose whatever product you want with no queues, no annoying shop assistants and buy it with one click from the comfort of your sofa? With endless range of goods and alternatives, digital shops grab a huge part of shopping market.

But frankly speaking, we have already heard about these advantages five or six times during this class. What are the real benefits of E-shopping for us, programmers? The answer to this question contains only two words: Big Data. With growing competition between digital shops, personalization becomes a key aspect for success. Analyzing and collecting users’ data, companies can increase sales and offer better service for their customers. This field is pretty new and here are still many tasks to solve. So there are a lot of opportunities for you as software engineers.

From my own point of view, the era of E-shopping is yet to come. And who knows, maybe one of you will revolutionize internet shopping and make it even greater than it is now.