



BUSINESS ANALYSIS

Task 01



OCTOBER 6, 2024

WAMIQ EJAZ
DEN 8971

Contents

Instructions	2
Task 01 – Conducting Market Research	2
Solution.....	3
1. Defining Research Objectives and Scope.....	3
Objective:	3
Scope:.....	3
2. Collecting Data	3
Key Survey Questions:.....	3
Summary of Survey Results:	3
Interviews with Small Business Owners	3
Insights:	3
Secondary Data	3
3. Analyzing Data Using Statistical Tools	3
Market Trends Analysis:.....	4
Popular Platforms:	4
4. Compiling and Presenting Research Reports.....	5
Report Summary:.....	5
Recommendations:	5
5. Providing Recommendations.....	5

Instructions

1. Enhance your online presence by updating your LinkedIn profile.
1. For successful completion of the internship, complete one level (Level 1, 2, or 3) of the Web Development internship at your own pace.
2. Keep your tasks organized in a separate GitHub repository named "DEP" and share the link in the task submission form.
3. Utilize online resources like Google Search, tutorials, and videos to assist you in completing the tasks.

Task 01 – Conducting Market Research

1. Objective: Gather and analyze market data to inform business decisions.

2. Description: Perform market research to identify trends, opportunities, and competitive insights. Provide actionable recommendations based on findings

3. Key Steps:

- Defining research objectives and scope.
- Collecting data through surveys, interviews, and secondary sources.
- Analyzing data using statistical tools and methods.
- Compiling and presenting research reports.
- Providing recommendations based on research findings.

Solution

1. Defining Research Objectives and Scope

Objective:

Identify key e-commerce trends in Pakistan and determine potential growth opportunities for a new entrant in the online marketplace.

Scope:

- Analyze the behavior of consumers purchasing online, focusing on age groups 18-35.
- Assess the competitive landscape, focusing on platforms like Daraz, OLX, and FoodPanda.
- Determine preferences for payment methods (cash on delivery, digital payments) and types of products bought online (electronics, apparel, groceries).

2. Collecting Data

Key Survey Questions:

- How often do you purchase items online?
- Which platform do you use most frequently?
- What product category do you shop for the most?
- What is your preferred payment method?

Summary of Survey Results:

- **45%** of respondents purchase items online once a month.
- **Daraz** is the most popular platform (60% of respondents).
- Electric Accessories and food items are the most commonly purchased items.
- Cash on delivery remains the preferred payment method (65%).

Interviews with Small Business Owners

Interviewed three mock e-commerce store owners to understand their challenges and competition.

Insights:

- Two out of three mentioned the high cost of digital marketing on social media.
- All three mentioned that integrating digital payment systems could increase customer satisfaction but was underutilized due to a lack of infrastructure.

Secondary Data

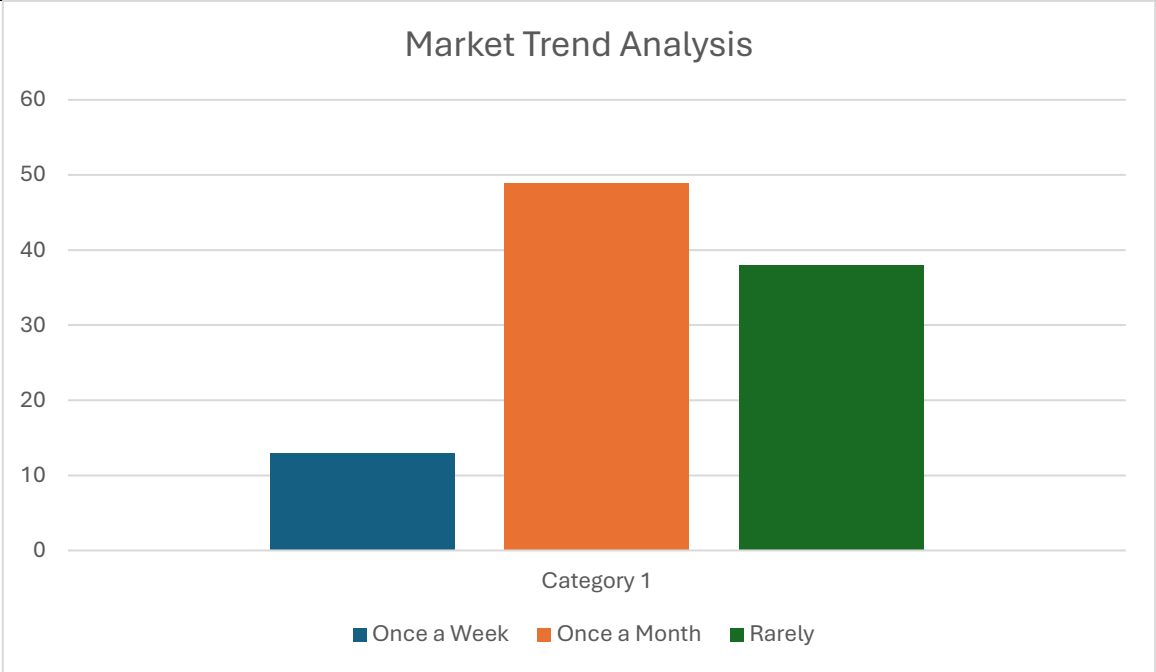
Collected secondary data on the growth of online marketplaces in Pakistan, which projected an **annual growth rate of 20%** for the next five years.

3. Analyzing Data Using Statistical Tools

Using Excel, I can break down the survey data and analyze trends in consumer behavior.

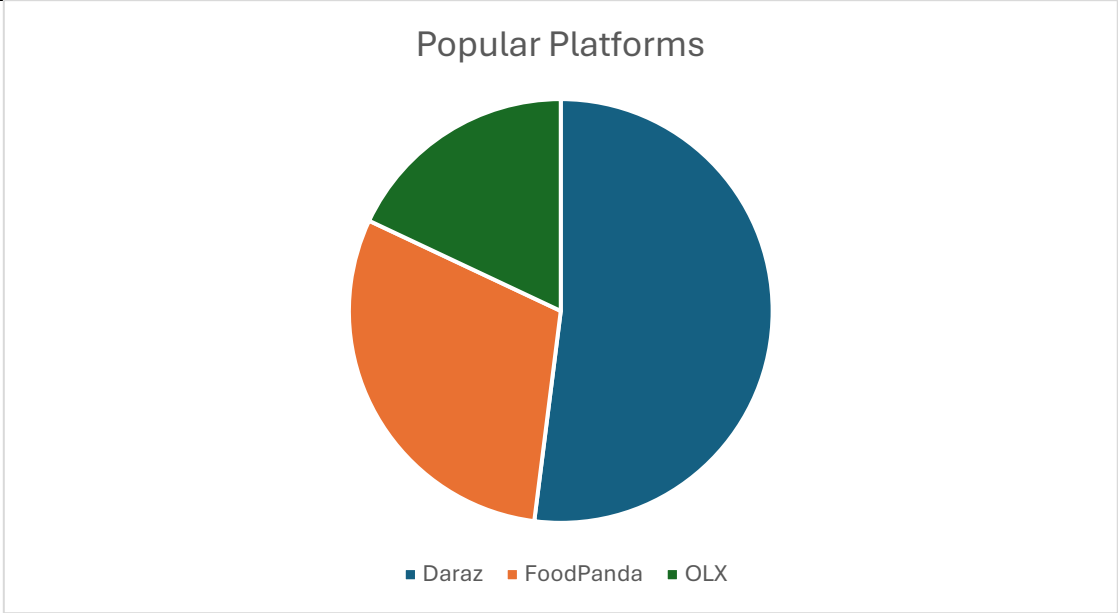
Market Trends Analysis:

Frequency	% of Respondents
Once a week	13 %
Once a month	49 %
Rarely	38 %



Popular Platforms:

Platform	% Usage
Daraz	52 %
FoodPanda	30 %
OLX	18 %



4. Compiling and Presenting Research Reports

Report Summary:

Based on the market research data:

- *E-commerce Growth Potential:*

The e-commerce industry in Pakistan is on a growth trajectory, with a 20% annual growth rate projected. Consumer behavior indicates significant interest in apparel and electronics.

- *Platform Preference:*

Daraz is currently the most popular e-commerce platform, capturing 60% of the market share in the consumer survey. However, platforms like OLX and FoodPanda are competing in niche markets like second-hand goods and food delivery.

- *Payment Preferences:*

Despite digital advancements, cash on delivery remains the dominant payment method, used by 65% of consumers. There is, however, a growing trend toward mobile wallets and digital payment solutions.

Recommendations:

1. *Leverage Social Media for Growth:*

E-commerce platforms should invest in more targeted social media marketing, considering that digital marketing is key for reaching younger consumers.

2. *Focus on Apparel and Electronics:*

Since these categories are the most popular, a new e-commerce platform should prioritize stocking these products.

3. *Integrate Digital Payment Systems:*

Although cash on delivery is preferred, businesses should gradually introduce incentives for digital payments (e.g., discounts for mobile wallet users) to capture this growing market.

5. Providing Recommendations

The data suggests that a new e-commerce business could focus on:

- **Targeting younger audiences** through social media campaigns.
- **Offering a variety of products** but primarily focusing on Food items and electronics.
- **Encouraging the use of digital payments** through incentives like discounts.