



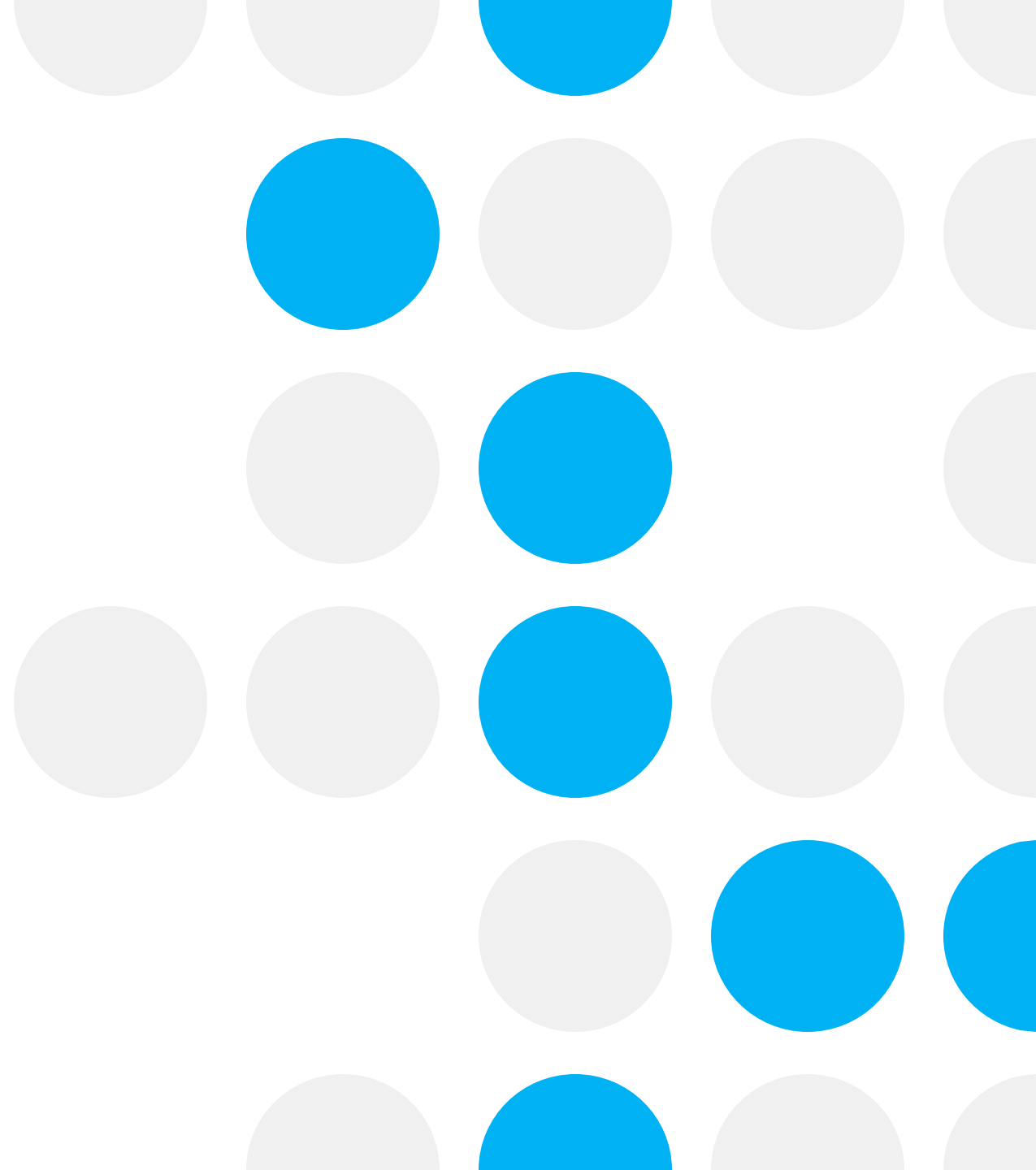
Covid-19 Pandemic and E-commerce

Alejandra Reynoso

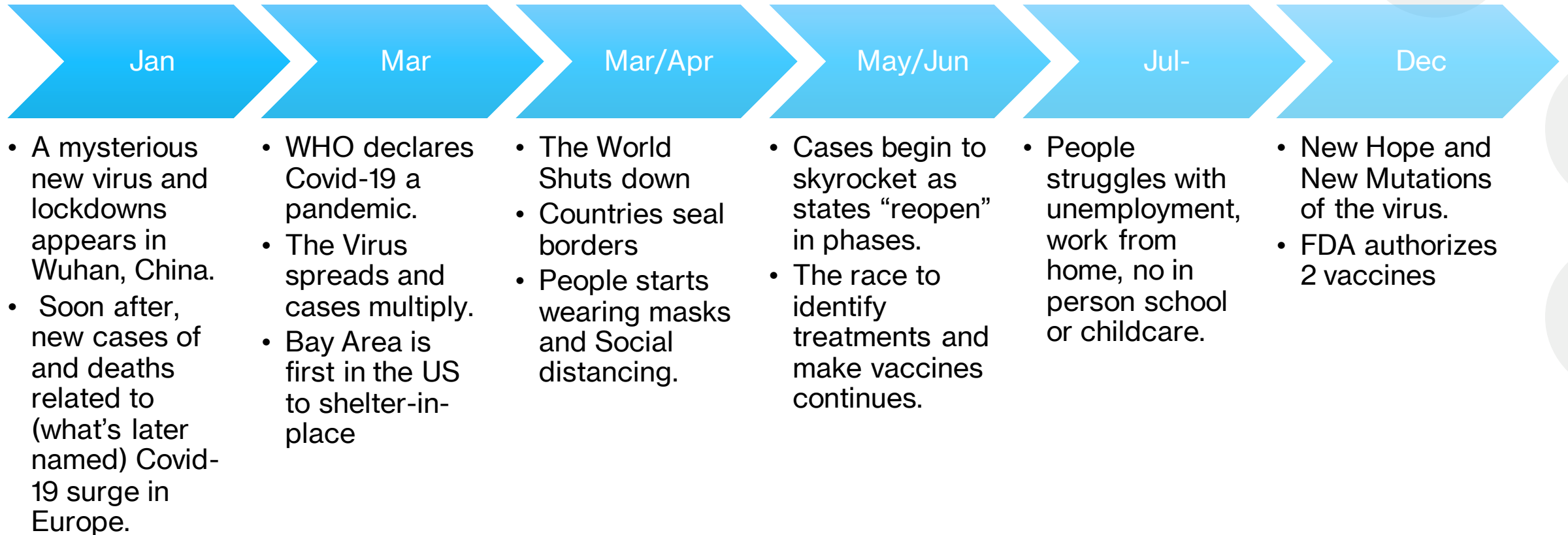
Data Analytics – Capstone Project

How the Covid-19 pandemic changed YOUR shopping behavior?

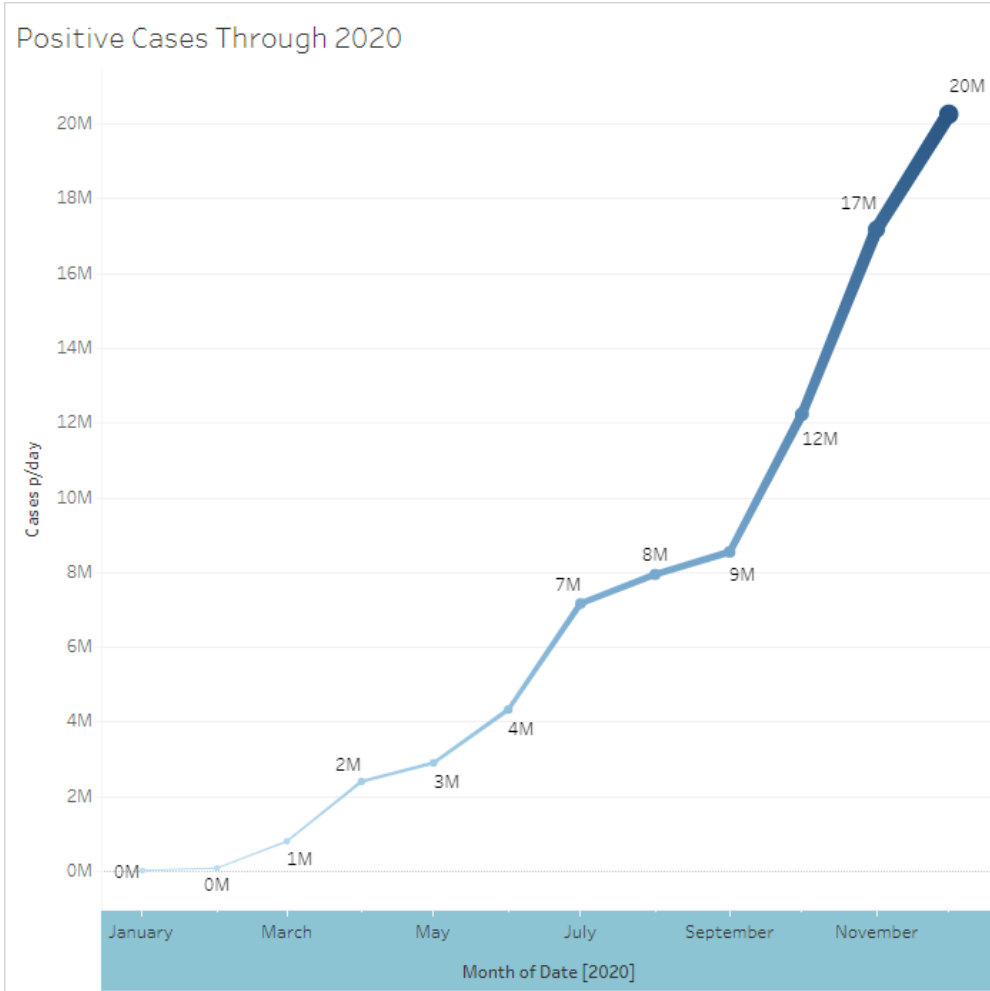
LET'S CHECK THE FACTS!



What Happened in 2020?



The World Shuts Down



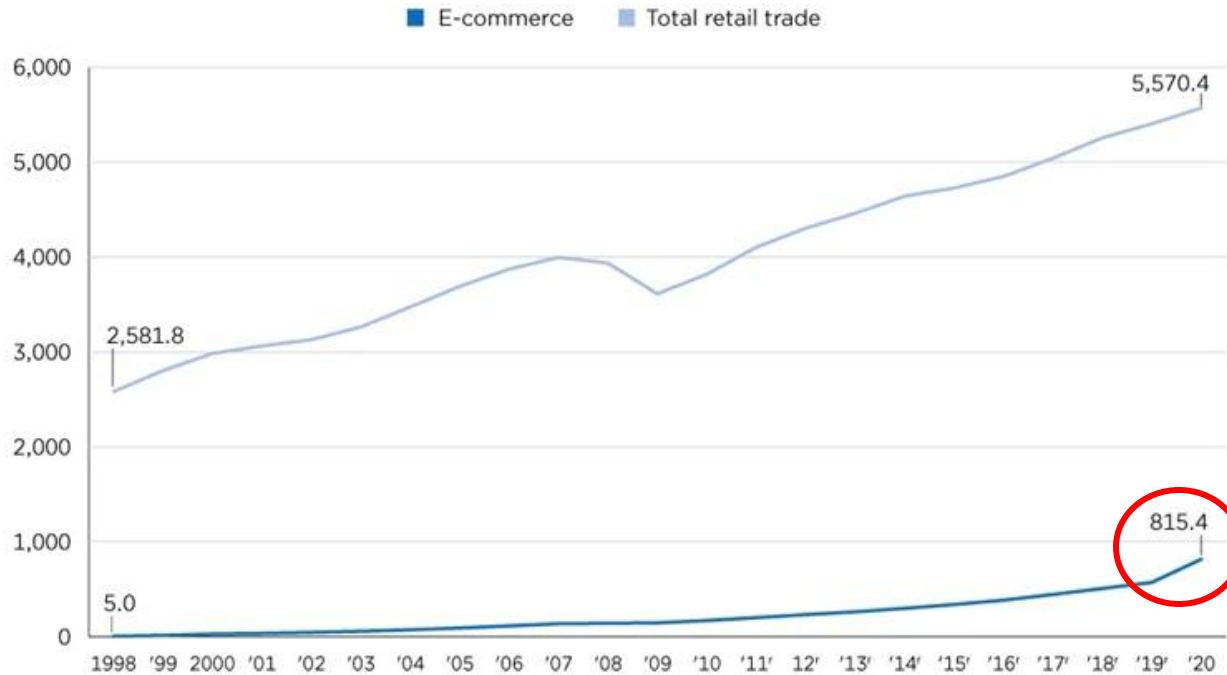
- Lock downs.
- Business closings.
- In-person activities restrictions.
- Sports teams cancel seasons.
- Schools close.
- Employees working from home.
- Essential workers only allowed for in person jobs.
- Supply Chain shortages.
- People getting used to “new-normals”.
- People developing new consuming behaviors.



✓ COVID pandemic-related business restrictions forced global business shift towards the digital economy, which has impacted traditional business models while also creating opportunity through sales diversification online.

The Impact on E-commerce

Estimated Annual U.S. Retail Trade Sales—Total and E-commerce: 1998-2020
(In billions of dollars)

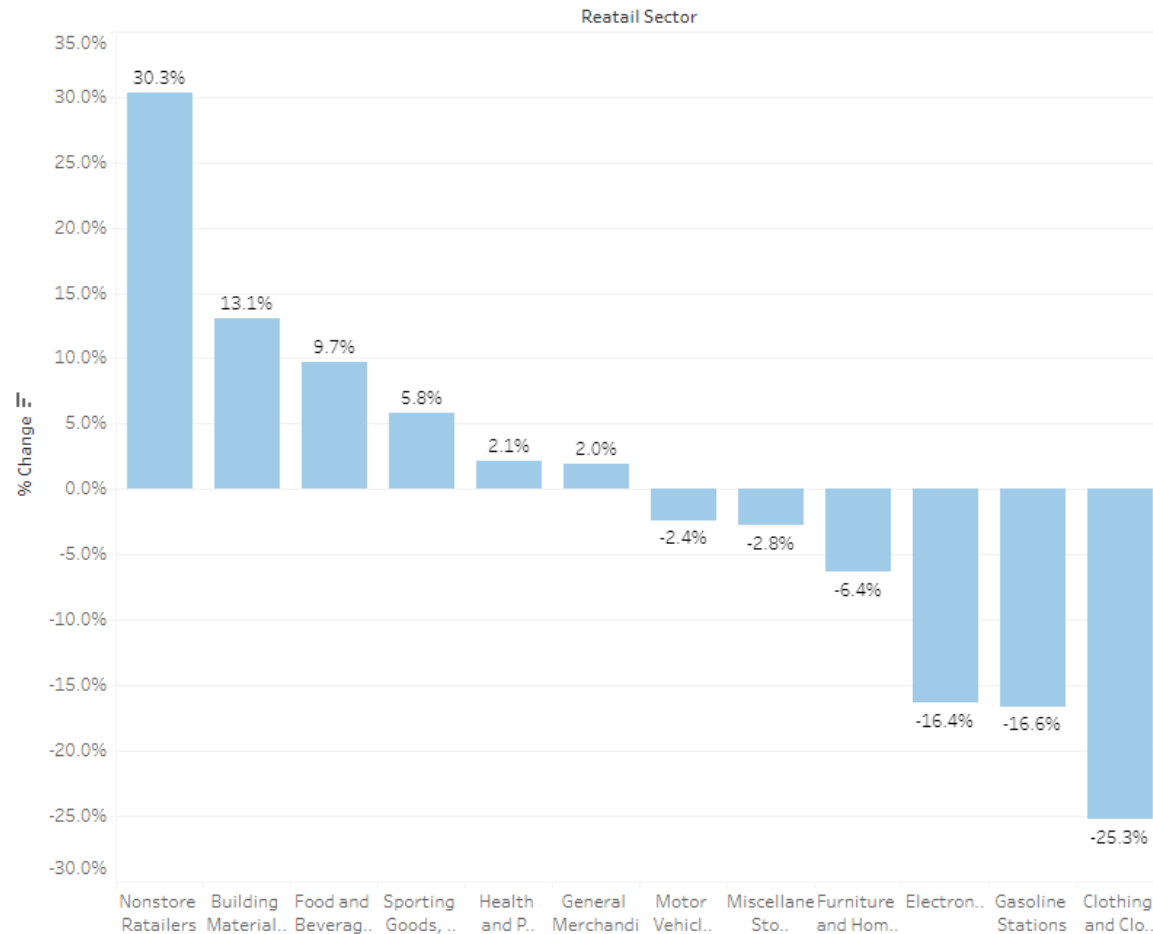


- The first collected data on e-commerce in 1998 in the U.S, when online sales were just \$5.0 billion and online retail was just emerging as an irreversible force. More than 20 years later, e-commerce sales top \$800 billion.

✓ E-commerce sales increased by \$244.2 billion or 43% in 2020, the first year of the pandemic, rising from \$571.2 billion in 2019 to \$815.4 billion in 2020, according to the most recent 2020 Annual Retail Trade Sales release.

US Retail Sales 2020 vs 2019

US Retail Sales 2020 vs 2019

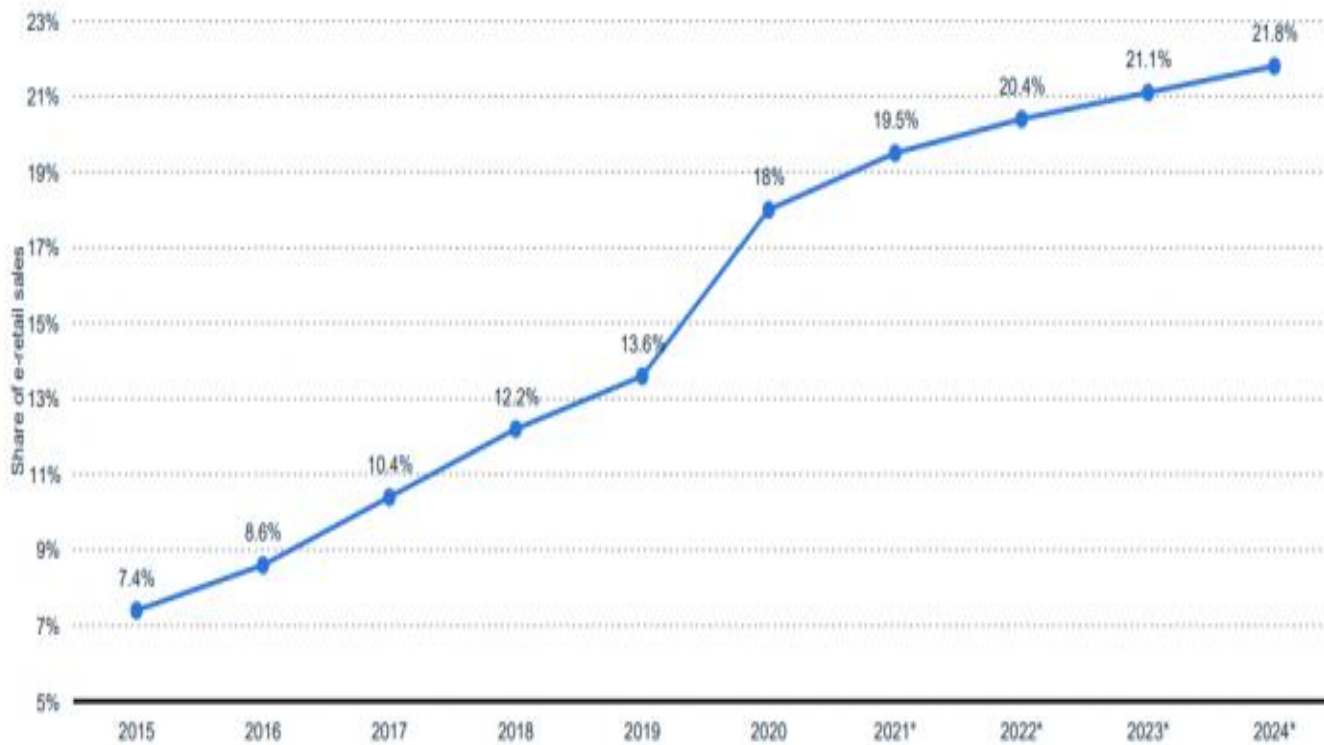


- As consequences of pandemic-related lockdowns, people was kept at home, working, shopping and even studying online. Retail e-commerce grew, while sales in other industries declined from 2019 to 2020.



- ✓ Sales at gasoline stations had a -16.6% drop, as commuting and travel slowed down for many.
- ✓ Sales at bookstores fall -31%.
- ✓ Clothing and clothing accessories had a decline of 25.3%.

E-commerce Continues to Grow



- The global digital economy has been boosted and data anticipates it is far from stopping the positive trend.
- The International Trade Administration has forecasted a solid growth of 8% in E-commerce sales worldwide through 2024.

- ✓ How have you contributed to the trend?
 - ✓ Grocery Curbside Shopping?
 - ✓ Food deliveries.?
 - ✓ Home décor supplies?
 - ✓ Clothe/accessories?
 - ✓ Different Services?

Covid-19 Impact on E-commerce Dashboard in Tableau.

<https://share.vidyard.com/watch/3ZQYdAkfs78CeDjRGceuvY?>

<https://10az.online.tableau.com/t/alejandrareynoso/authoring/CapstoneDashboard/Covid-19E-commerce#1>

