

Covid-19 Pandemic and E-commerce

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Data Analytics - Capstone Project

How the Covid-19 pandemic changed YOUR shopping behavior?

LET'S CHECK THE FACTS!

What Happened in 2020?

May/Jun Mar Mar/Apr Jul-Jan Dec A mysterious WHO declares The World Cases begin to People Covid-19 a Shuts down skyrocket as new virus and struggles with lockdowns pandemic.

> The Virus spreads and cases multiply.

appears in

Soon after,

and deaths

(what's later

19 surge in

Europe.

named) Covid-

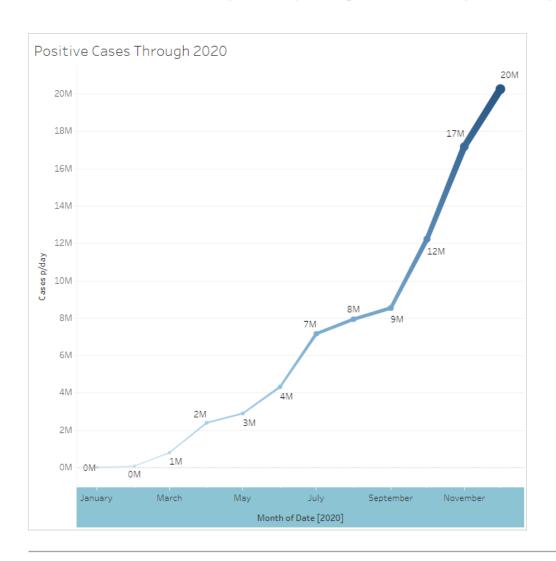
related to

new cases of

Wuhan, China.

- Bay Area is first in the US to shelter-inplace
- Countries seal borders
- People starts wearing masks and Social distancing.
- states "reopen" in phases.
- The race to identify treatments and make vaccines continues.
- unemployment, work from home, no in person school or childcare.
- New Hope and **New Mutations** of the virus.
- FDA authorizes 2 vaccines

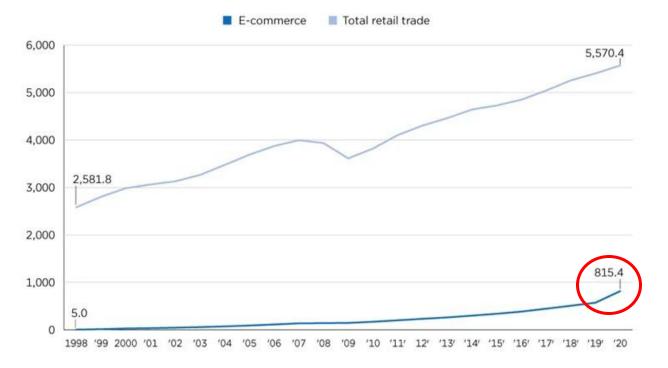
The World Shuts Down



- 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)

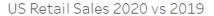


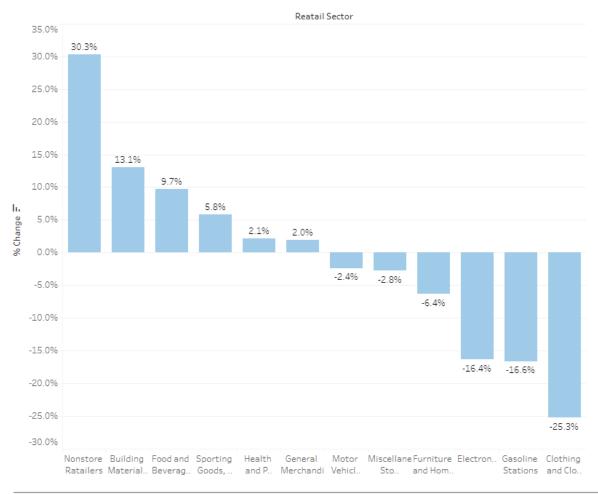


 The first collected data on ecommerce in 1998 in the U.S, when online sales were just \$5.0 billion and online retail was just emerging as an irreversible force. More than 20 years later, ecommerce sales top \$800 billion.

✓ 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



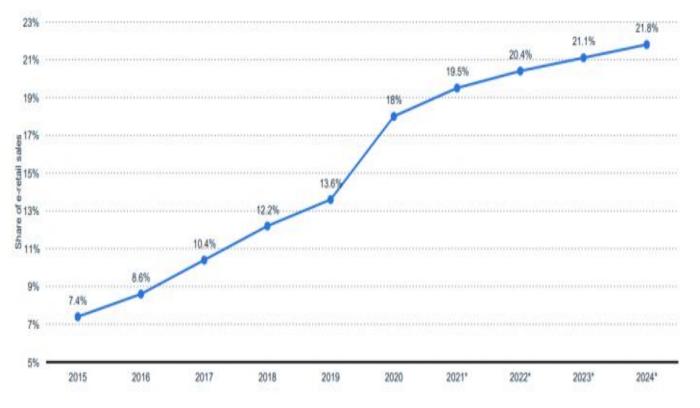


 As consequences of pandemic-related lockdowns, people was kept at home, working, shopping and even studying online. Retail ecommerce grew, while sales in other industries declined from 2019 to 2020.



- ✓ 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 Ecommerce 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/3 ZQYdAkfs78CeDjRGceuvY?

https://10az.online.table au.com/t/alejandrareyn oso/authoring/Capston eDashboard/Covid-19E-commerce#1

