**Capstone MVP Planning**

**Alejandra Reynoso**

* **Questions:**
* What has been the impact of the Covid-19 Pandemic in the E-commerce and Online industry?
* How Coronavirus impacted Online Shopping Behavior?
* How is the Covid-19 pandemic expected to continue effect on E-commerce sales and traditional business models?
* **Purpose:**

It is not a secret that with the Covid-19 Pandemic, the world experienced many changes in several sectors of the economy. Many industries faced the hardest times and so found alternatives to survive. In this context, E-commerce and Online Markets provided the solution to a lot of the businesses disrupted due to lockdowns and consumer behavior during pandemic.

It is key for business owners and entrepreneurs’ success to know the data that shows consumer preferences and different market trends in an age shifted by the pandemic with new needs and technology.

* **Data Sources:**

<https://www.bts.gov/browse-statistical-products-and-data/covid-related/effects-covid-19-person-vs-online-shopping>

<https://covid19datahub.io/articles/data.html>

<https://www.kaggle.com/datasets/mkechinov/ecommerce-behavior-data-from-multi-category-store>

<https://catalog.data.gov/dataset/united-states-covid-19-cases-and-deaths-by-state-over-time>

* **Visuals:**

Will include Line and bar charts, use correlation analysis, and a dashboard with facts and related with Covid and E-commerce.