

Goals

Research of the domestic e-commerce market in Russia in 2021 - 2022

Overview of the dynamics of turnover and average check

Comparison of turnover and average check in the equivalent periods of 2021 and 2022

Regional distribution of the market by turnover and average check

Determination of the TOP-5 categories of goods by turnover

Determination of the share of regions and categories of goods by turnover,
comparison of share in the equivalent periods of 2021 and 2022

Deviation of average check by region from average check
by population group

e-commerce market in Russia

2022 VS 2021

Tools

MySQL

Power BI

DAX

Power query

Power pivot

Sources:

<https://akit.ru> - E-commerce turnover by goods categories in the regions

Rosstat - Data on the population of the regions of the Russian Federation as of 01.01.2022

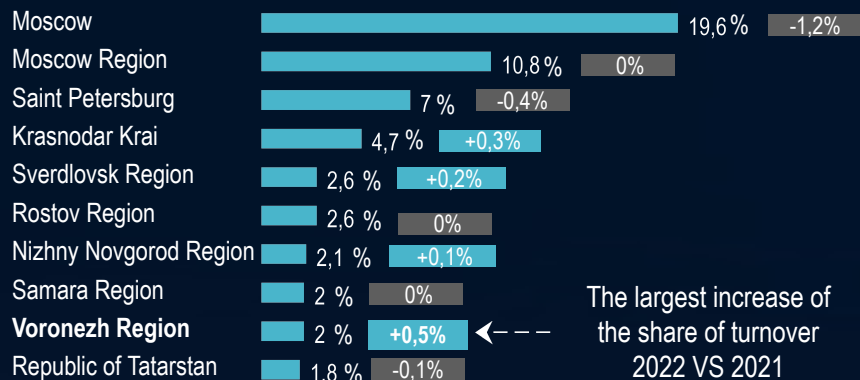
Domestic e-commerce market in Russia 2022 VS 2021

Conclusions

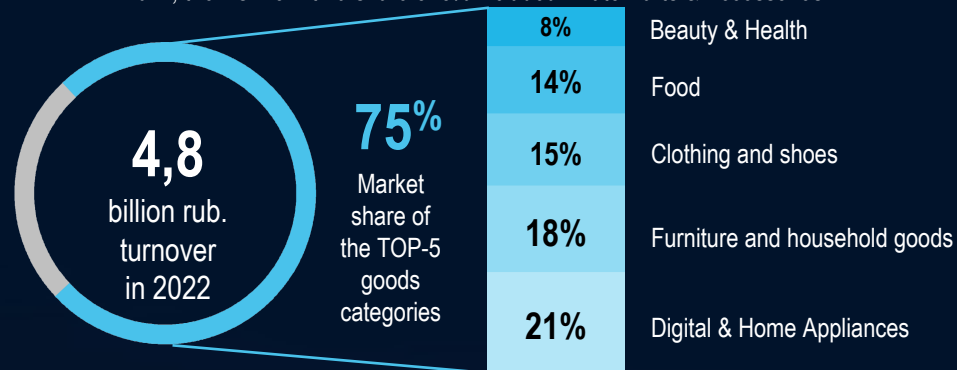
+33%

Increase of turnover
2022 VS 2021

TOP-10 regions by share by turnover in 2022, increase 2022 VS 2021



In 2021, the TOP-5 with a share of 8% included «Auto Parts & Accessories»



Turnover, million rub. 2022 VS 2021

6 855 **123%**
94 726 **80%**
31 533 **63%**

Regions with the highest turnover growth rates in 2022:

Republic of Crimea
Voronezh Region
Lipetsk Region

Average check, rub. 2022 VS 2021

10 341 **20%**

Source:

<https://akit.ru> - E-commerce turnover by goods categories in the regions

Turnover, million rub. 2022 VS 2021

36 850 **205%**
118 509 **191%**
108 244 **88%**

Categories with the highest turnover growth rates in 2022:

Jewelry and watches
Tools and garden equipment
Accessories

