

Research Project 4: E-Commerce Research Report

Title: Exploratory Analysis on the Top 10 E-Commerce Companies

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Executive Summary

An exploratory data analysis on the top 10 e-commerce companies. The analysis provides insights on the market cap of the companies, highlighting their regions and years of business as at February, 2025. Data source and other references provided below conclusions and recommendations.

Introduction

- To explore the market cap of the top ten global e-commerce companies by regions and years of business as at February, 2025.
- The dataset was sourced from <https://companiesmarketcap.com/e-commerce/largest-e-commerce-companies-by-market-cap/> and using google search, sourced the founding years.
- Outline the scope and objectives of the analysis.

Data Description

- Dataset used in the analysis had 104 companies listed with 6 columns.

Rank	Name	Symbol	Market Cap	price (USD)	country
Company Rank	Company Name	Company Abbreviated	Company market cap	Stock price as at said date	Company origin/ country

- Sourced founding year and created a range with 4 columns.

Company	Region	Country	Founding Year
Company Name	Company Region/Continent	Company origin/country	Company's year founded

- Dataset provided as sheets - original (has 3 parts showing the above datasets described and the third part as country and region which was sourced from online)
- Dropped rank, symbol and price columns to use for study. Joined region column (Part 3) to original dataset (Part 1) and sorted the top 10 companies by market cap. Also converted range with founding year (Part 2) to table and extracted years till date from the founding year column.
- Years till date columns is the difference between founding years and current year.

Methodology

- Used pivot tables for summaries and created charts for visualization.
- Project objective was centered on market cap and years of business by the top 10 companies and region.
- Software used (Google Sheets).

Insights & Findings

- The top 10 global e-commerce companies are

- | | |
|-----------------|---------------------------|
| 1. Amazon | 2. Alibaba |
| 3. Pinduoduo | 4. Shopify |
| Meituan | 6. MercadoLibre |
| 7. Sea (Garena) | 8. Jingdong Mall (JD.com) |
| 9. Copart | 10. Coupang |

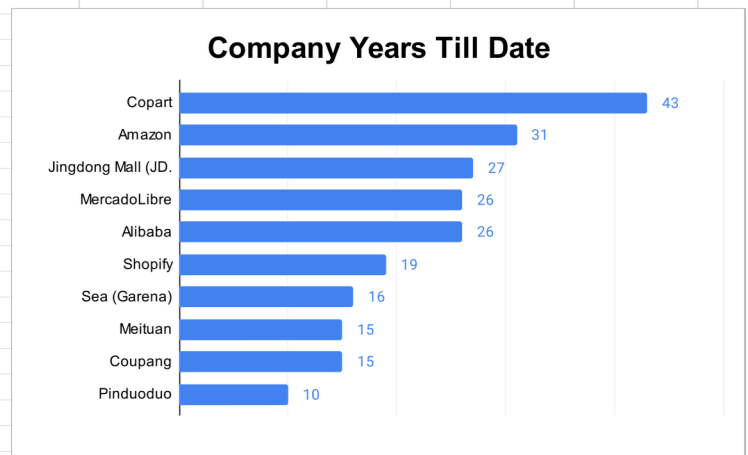
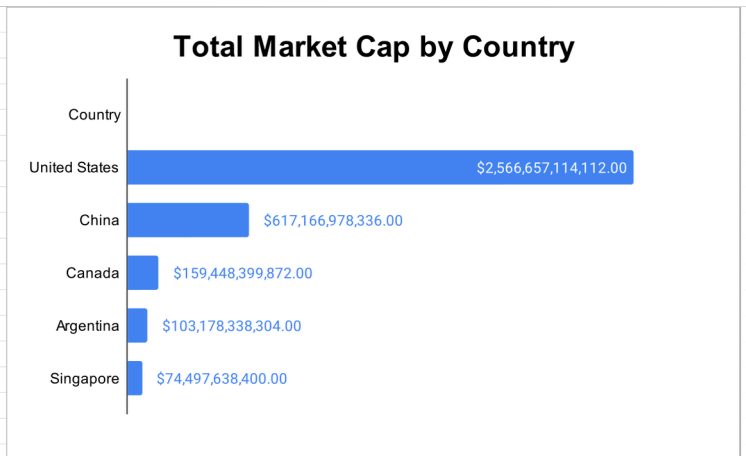
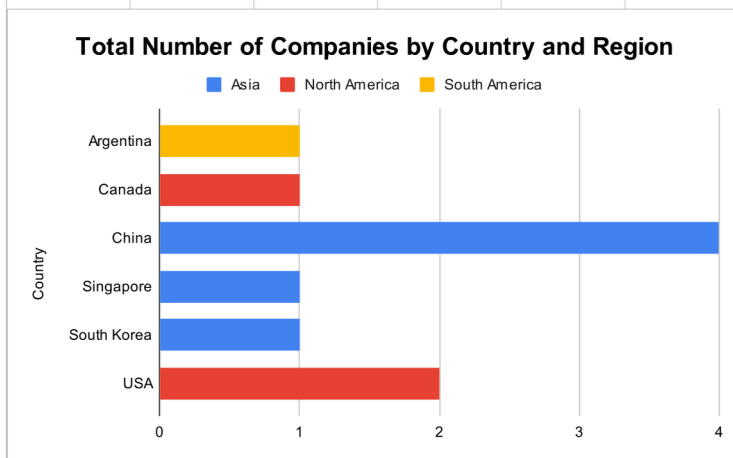
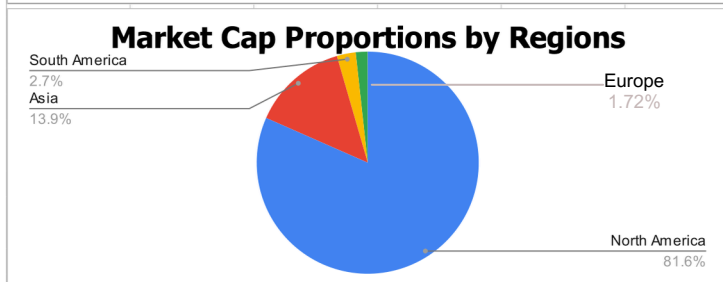
Countries: 2 companies are present in the USA, 4 in China, 1 in Canada, 1 in Argentina, 1 in Singapore and 1 in South Korea.

Regions: Overall, there are 6 top companies in the Asia regions, 3 in the North American regions and 1 in the South American regions.

Limitations & Future Work

- The team sought to know how these companies have performed in the last 10 years. Clarity was sought but got no feedback (missing information to source data hence no insights on performance).

Data Visualization Insights



Conclusion

Based on the findings, we can conclude that the number of years may be a factor but not entirely a factor as the Company Years Till Date shows in the visuals. A company like Copart was founded long before Amazon yet Amazon is the leader in the e-commerce industry.

Also, it is true that the region is a factor as the Asian region had the highest number of top e-commerce companies. However, depending on what the executives seek, the region may or may not be a factor as China in the Asian region had the highest number of companies yet The United States of America recorded the highest market cap ranked by country.

Appendix (Additional Info.)

Research showed that these top 10 companies have certain qualities in common which keep their businesses thriving. They are:

- **Tech-driven:** They heavily rely on technology, AI, cloud computing, and data analytics to enhance user experience, logistics, and operations.
- **Diversified Services:** Many of them offer more than just e-commerce.

For example:

- **Amazon & Alibaba** have cloud computing services (AWS, Alibaba Cloud).
- **Sea (Garena)** started as a gaming company before expanding into e-commerce (Shopee).
- **JD.com & Meituan** focus on logistics, food delivery, and financial services.
- **Economic and production factors:** Countries like China have access to a large consumer market, low production costs due to a large skilled workforce, well-developed infrastructure, efficient supply chains, competitive prices on manufactured goods, and a strategic geographic location facilitating easy access to international markets. These factors can be the reason why there are 4 top e-commerce companies in China alone.

References

The data sourced from

<https://companiesmarketcap.com/e-commerce/largest-e-commerce-companies-by-market-cap/>

The founding years were compared with different sources to confirm validity beginning with google search. For reference,

<https://axiomq.com/blog/8-largest-e-commerce-companies-in-the-world/>
