

#### **Research Project 4: E-Commerce Research Documentation**

Your stakeholders want to venture into the global e-commerce market and have already made their research. However, they seek a different perspective to resolve some misunderstanding among executives so you have been tasked to conduct your market research on the e-commerce industry.

**Scenario** During an executive meeting, among the highlights were views about the market cap and how long the top e-commerce companies have been in business. The CFO believes that the older companies have a higher market cap since they have been in business long enough to win the market share and moreover, the regions where these companies are located are a major factor. Although the period is a factor, they believe that trust is key.

Trust can be in terms of customer support, personalized deals, marketing, delivery, and many others. The executives have explored trends like AI-powered personalized marketing, customer support, smart search, and automation which are now widely used in many businesses' day-to-day operations. However, they do not want to miss any detail hence have chosen to reconsider the CFO's point.

This is why the executives seek your perspective on the CFO's point. They believe that data can better inform them. They want to have some insights from you about at least the top 10 e-commerce companies in relation to the problem and how these companies have performed throughout the last 10 years. The executives would like you to share your findings as a written report.

## **Research Process by Angelica Adjei-Kwarteng**

### Project Objectives

1. Explore the top ten global e-commerce companies by market cap as at February, 2025.
2. How long have these companies been in existence?
4. How have they performed throughout the last 10 years?

### 1. Collect data:

- Companiesmarketcap.com
- Founding years of the top 10 companies.
- Common grounds (Qualities)
- What performance? Sales? Customer Reviews? Marketcap? Global ranking? performance in the last 10 years. (Ask)

### 2. Prepare Data

- Identify columns to use for exploration.
- Identify columns to remove.
- Identify what outcome to expect from analysis.

### 3. Data Exploration & Analysis

- Inspection
- Cleaning
- Extraction

### 4. Share Findings & Others

- Data Visualization
- Written Report