



Employee Data Analysis Using Excel

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PROJECT TITLE

E-COMMERCE ANALYTICS



ABOUT E-COMMERCE

- ✓ **E-commerce is the activity of electronically buying or selling of products on online services or over the internet.**
- ✓ **Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, online transaction processing, electronic data interchange(EDI), inventory management system, and automated data collection systems.**



VERTICALS OF E-COMMERCE

BUSINESS TO BUSINESS(B2B)

- ✓ **B2B e-commerce refers to all electronic transactions of goods and services that are conducted between two companies.**

BUSINESS TO CONSUMER(B2C)

- ✓ **B2C e-commerce deals with electronic business relationship between businesses and consumers.**

CONSUMERS TO CONSUMER(C2C)

- ✓ **This level of e-commerce encompasses all electronic transactions that take place between consumers.**



CONSUMER TO BUSINESS (C2B)

- ✓ **C2B e-commerce is when a consumer makes their services or products available for companies to purchase.**

BUSINESS TO ADMINISTRATION (B2A)

- ✓ **This e-commerce category refers to all transactions between companies and public administration. This is an area that involves many service.**

CONSUMER TO ADMINISTRATION (C2A)

- ✓ **Another popular e-commerce category, C2A e-commerce encompasses all electronic transactions between individuals and public administration.**

Why Analytics in E-commerce

- ✓ **Ecommerce analytics simply refers to any tool or strategy designed to analyze large amounts of data in order to produce actionable insights.**
- ✓ **Because it exists in an almost entirely virtual space, ecommerce generates complex, comprehensive datasets particularly those related to client behavior.**
- ✓ **More data was created in 2017 than was created during the previous 5,000 years combined. That is a lot of data to measure, parse, and analyze.**
- ✓ **Hence to add value to business analytics is important.**



How Analytics helps in E-commerce

- ✓ **Growing the customer base with SEO, SEM, and email campaign insights.**
- ✓ **Nearly as nearly 40% of online shoppers begin their shopping experience by performing an online. As a result, any business that is not focusing on search engine optimization (SEO) is missing out on a huge chunk of the consumer base.**
- ✓ **Paid search engine marketing (SEM) campaigns can edge players ahead of the competition and help them win more shoppers.**



Predictive Analytics in E-commerce

- ✓ **E-commerce businesses can harness the potential of predictive analytics to offer enhanced product recommendations and promotions.**
- ✓ **Predictive analytics enables e-commerce businesses to enhance pricing models.**
- ✓ **Predictive analytics helps e-commerce businesses to minimize fraud by learning which product categories are most susceptible to fraud and manage them accordingly.**
- ✓ **It offers effective supply chain optimization opportunities for e-commerce businesses.**
- ✓ **Predictive analytics allows e-commerce businesses to make critical business decisions faster.**

Recommendations

- ✓ **Improve user experience to increase engagement.**
- ✓ **Better working networks as ecommerce is totally dependent on the internet.**
- ✓ **Preparations to handle worst case scenarios example, Covid-19 pandemic.**
- ✓ **Improve the existing recommendation systems.**
- ✓ **Improve the existing delivery systems.**



Thank you