



### **BUSINESS TO BUSINESS(828)**

✓ B2B e-commerce refers to all electronic transactions of good and sales 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)

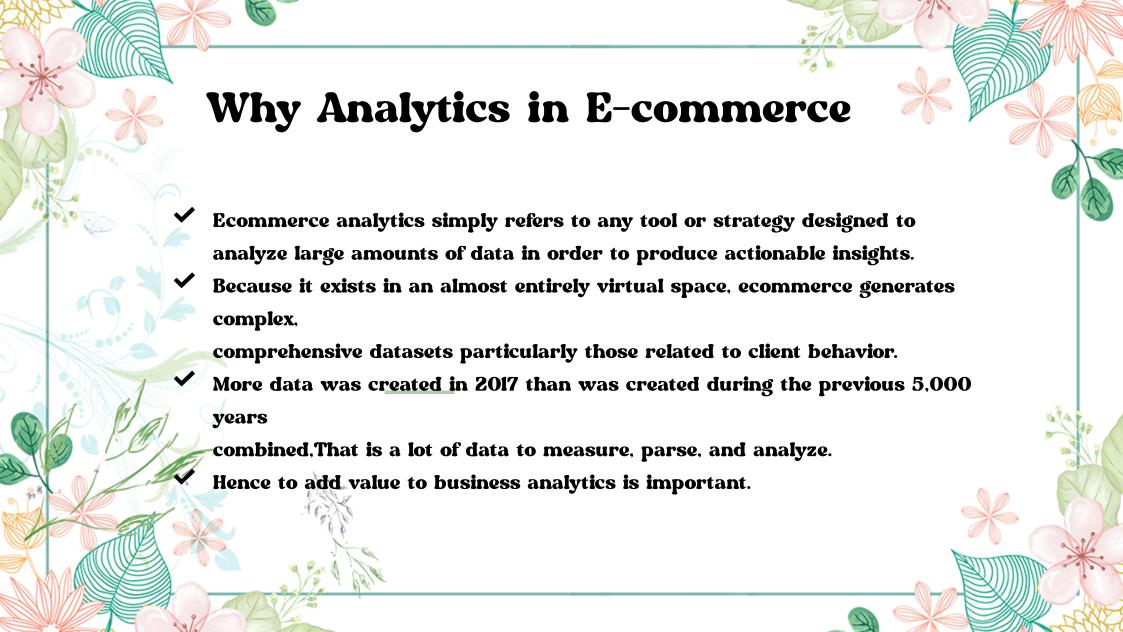
✓ C2B e-commerce is when a consumer makes their services or products available for companies to purchase.

### **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.







- 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.



