FINAL PROJECT	
Background	Livestream e-commerce is the future of e-commerce. TikTok's livestream e-commerce sales have grown significantly in recent years. With the rise of social media, Tiktok has become a global platform for people to share their lives and interact with others. It is one of the most popular social media platforms in the world. It has since become a platform for people to make money, by selling products on Tiktok Shop. Livestream e-commerce is increasingly prioritised by Tiktokshop and other e-commerce platforms such as Shopee. Livestream provides users with an immersive shopping experience, amidst the social element of entertainment. It also helps with converting online users into customers. For example, one study found that livestream purchasing increased by an average of 76% worldwide from pre-pandemic times to 2021. The analysis will be helpful for Tiktok to assess whether it should focus on livestream e-commerce sales, or general e-commerce sales as a whole. Financial institutions and consulting companies such as Mckinsey Inc. can also benefit from the analysis.
Problem Statement	With the nascent introduction of Tiktok Shop, it needs to find a strategic focus on either livestream e-commerce to drive its sales, or to focus primarily on its e-commerce sales provided on Tiktok Shop. This is a pertinent business problem for Tiktok as it is estimated that the livestream e-commerce industry is worth $600 billion in China, and $25 billion in the US, by 2023. Tiktok Shop needs to capture first mover advantage and beat its fierce competitors such as BeLive technology, Shopee, Amazon, Facebook and many other e-commerce sites. Else, Tiktok may find it diluting its revenue and profit margins.

Data	1. Statista
	https://www.statista.com/topics/8752/livestream-commerce/#topicOverview
	
	    ▪ Livestream e-commerce sales for China
	    ▪ Livestream e-commerce sales for the US
	    ▪ Livestream e-commerce sales for Singapore
	
	2. https://emplifi.io/resources/blog/live-shopping-statistics
	
	3. https://trends.acommerce.asia/country/singapore/live-streaming-boosts-retailtainment-amid-e-commerce-explosion-in-singapore/#:~:text=A%20recent%20report%20by%20AI,to%20recover%20from%20the%20pandemic.

Visualise	Data visualisation of the trends of livestream e-commerce during and after the pandemic; in the form of bar graphs, pie charts, line graphs, box plots, etc. Age groups

Analysis	Trend analysis would focus on Singapore in the APAC region. Age (Gen Z is the winner) 			
Findings	Livestream e-commerce sales have got the highest potential.			
Recommend ation	Conclude by going ahead with a strategic focus on livestream e-commerce sales on Tiktok.			

Week	Concept	How I've used it	Line number	Filename
1	HTML, CSS, JS	Used a combination of the 3	N/A	N/A
2	addEventListener	Used .getElementById method	30	script.js
3	Change of colors	Applied different colors to elements	5-8	styles.css
4	Change of font	Applied different fonts to elements	2	styles.css
5	Functions	Created a function with let count = 0	4	counter.js
6	Use of header, main, footer	Used a combination of all 3 elements	11-23	index.html
7	Use of count	Incremented count using count += 1	12	counter.js
8	Data visualization	Plotted graphs, such as bar graphs	17	index.html
9	Data visualization - Excel	Plotted graphs, such as line graphs in Excel	N/A	N/A
10	Links	Used <a> tag to create hyperlinks	28	index.html
11	Lists	Created ordered and unordered lists using and	31-35	index.html
12	Images	Inserted images using <img> tag	37	index.html
13	Tables	Created a table using <table>, <tr>, <th>, and <td>	39-43	index.html
14	Forms	Created a form with <form>, <input>, and <label>	45-48	index.html