Brainstorming Ideas

After creating a couple different business ideas but being unable to find reliable market research data, I ended up choosing to go with an e-commerce business mainly focused on selling electronics. Here are a few sources I chose to gather my market research data from.

Market research data that used to build my market research schema:

[Retail Sales: Electronic Shopping and Mail-Order Houses (MRTSSM4541USS) | FRED | St. Louis Fed (stlouisfed.org)](https://fred.stlouisfed.org/series/MRTSSM4541USS)

[E-Commerce Retail Sales as a Percent of Total Sales (ECOMPCTSA) | FRED | St. Louis Fed (stlouisfed.org)](https://fred.stlouisfed.org/series/ECOMPCTSA)

[*What Is E-Commerce? Definition, Types & Getting Started – Forbes Advisor*](https://www.forbes.com/advisor/business/what-is-ecommerce/)

Information I plan to use to create a compelling argument about why the future of e-commerce is a bright one:

[What Is Ecommerce? The Complete Guide To Online Selling (2024) - Shopify](https://www.shopify.com/blog/what-is-ecommerce)

[35+ Essential eCommerce Industry Statistics [Updated] - Upmetrics](https://upmetrics.co/blog/ecommerce-statistics)

My thought process for this business idea pitch it to emphasize the growth of online sales in the past few years but especially the more recent rapid growth in online services. I intend to highlight the data that not only shows growth in e-commerce as in industry in general, but the growth of electronic sales in the e-commerce industry. I plan to focus on the trends in the data that highlight how younger generations of people worldwide, millennials and gen Z, are the driving force behind this rise in the e-commerce industry. Which is why the future of e-commerce is a bright one because the future of humanity is already dependent on it.