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:

[E-Commerce Retail Sales (ECOMSA) | FRED | St. Louis Fed (stlouisfed.org)](https://fred.stlouisfed.org/series/ECOMSA)

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

[Consumer Electronics Sales | EDA + Model (kaggle.com)](https://www.kaggle.com/code/saadatkhalid/consumer-electronics-sales-eda-model/input)

My thought process for this business idea pitch it to emphasize the growth of online sales in the past few years. 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.