



GoodData

The state of e-commerce and analytics in 2021

And how to win the new year with data-driven business decisions



Transform your e-commerce business through data-driven decisions

The digitization of retail kicked into high gear in 2020, propelled by COVID-19 and its impact on both B2C and B2B shopping behaviors. 2021 will likely bring its own set of challenges, and e-commerce businesses can be fully prepared by harnessing the power of their data.

Statista recorded \$3.5 trillion in global retail e-commerce sales for 2019. It also forecasted a substantial uptick to \$6.5 trillion in 2022. However, as the pandemic continues to force consumers indoors and connected to the Wi-Fi, online retail is soaring to unimagined heights.

According to the Department of Commerce, U.S. e-commerce grew 44.5% in Q2 2020, generating \$211 billion in sales compared to \$146 billion in Q2 2019. Online Black Friday sales also skyrocketed this year: After scanning 80% of transactions across the top 100 U.S. web retailers, Adobe Analytics found that consumers spent \$9 billion — a 21.6% year-over-year increase.

So, what exactly does this surge of online consumer spending mean for brands and suppliers? For one, it indicates that the digital disruption will likely stick around for the long haul. Indeed, a recent analysis by McKinsey & Company reports that more than three out of four B2B buyers and sellers prefer the new digital reality, and only 20% of B2B buyers hope to return to in-person sales.

But the rapid influx is not without challenges; in fact, it has exacerbated obstacles long familiar to retailers. Along with scaling up at an unprecedented rate, companies still must tackle high turnover of goods, unpredictable shipping delays, depletion of inventory, low customer loyalty, and the like.

Ultimately, in order to succeed in this fast-growing but volatile reality, brands and suppliers must rethink their approach toward innovation — specifically, by leveraging their data to its true potential. The following pages break down why data-driven e-commerce businesses will succeed in 2021 and beyond, as well as how analytics can lead that charge.

Achieve e-commerce success in five easy steps

The e-commerce landscape has become more competitive — and more complicated — than ever before. Brands and suppliers are pulled in every direction by online sales portals. Consumers want it all: faster delivery times and bigger choice, while racking up returns along the way. Add a rapidly evolving market to the equation, and daily performance, operations, and sales optimization pose an even bigger challenge.

Here is a tried-and-true formula for e-commerce success, according to GoodData customers.

1. Earn loyalty and trust

Boost customer loyalty by maximizing their performance — and deliver it with data. Close the door on your competitors.

2. Streamline processes

Brands need daily actionable insights to react to new trends or changes in demand. And by automating the flow of data, you maximize wins with less time and money spent.

3. Take out the guesswork

Data-driven decision making moves businesses forward based on logic, rather than instinct.

With access to real-time reports and dashboards, your brands can:

- ▶ identify weak spots and weak products faster
- ▶ prepare for an upcoming trend and adjust stock levels accordingly
- ▶ identify reasons for repeat returns on a specific product
- ▶ decrease inefficiencies and lower operational costs

4. Attract new brands and suppliers

Data analytics are your shiny new competitive advantage. Why not shout it from the rooftops?

5. Monetize your data

By offering tiered access to insights, you can allow customers to select — and pay — for what they need.

Tier 1 = operational insights

Tier 2 = in-depth sales analysis and customer behavior insights

Turn data into revenue and growth with GoodData

Wondering what sets GoodData apart from other options? With GoodData, you'll be able to:

- ▶ Scale efficiently to any number of customers and users
- ▶ Monetize data by developing a new product offering for paid user tiers
- ▶ Launch your new analytics solution in weeks, not months
- ▶ Pay per brand, not per user or data query
- ▶ Enable brands and suppliers to optimize operations and reduce costs
- ▶ Customize dashboards by insight, data pipeline, and branding
- ▶ Embed insights directly into e-commerce portals
- ▶ Bring in data from almost anywhere
- ▶ Utilize insights that abide by the highest privacy and security standards

Some of the world's top companies have already partnered with GoodData.



Follow the lead of winners in the online retail space



"If we can empower our partners, we enable them to grow sales on our platform, while also benefiting customers who will receive a wider selection."

- **Cody Alton**, Senior Product Manager of ZMS Insights at Zalando

Zalando is Europe's leading online platform for fashion and lifestyle. Founded in Berlin in 2008, it brings head-to-toe fashion to more than 35 million active customers across 17 markets. To share detailed customer insights with its brand partners, Zalando partnered with GoodData to develop ZMS Insights.

Powerful and easy to use, ZMS Insights features eight dashboards with 30-plus metrics, facilitating brands partners to benchmark against peer competitors, drill into metrics on an article level, monitor market share, customize data analysis, and much more. Brands have 24/7 self-service access to data surrounding all consumer touchpoints, from rate of conversions and return buyers to improved knowledge of their customers and brand perception.



[Read the full case study on how Zalando has grown with the GoodData platform.](#)

Why the world's top companies choose GoodData

The GoodData advantage

Business:

1. One platform for ALL: internal teams, client companies, external partners
2. Self-service visualization for business managers
3. Your own branding
4. Sustainable pricing that fits your business at all times (no paying per user)
5. The highest data privacy and security certifications

Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. 150+ data-source options
5. Fully hosted or deployed as a container in your application

Dive deeper into the GoodData platform

[Request a demo](#) and let our experts take you on a guided tour of the GoodData platform.