

## E-commerce in the age of COVID-19 and beyond

Data analytics are no longer a nicety, but a necessity.

### Why now?

The COVID-19 pandemic has catalyzed the digital transformation of retailing, including B2B transactions.



**\$3.5 trillion** GLOBAL RETAIL E-COMMERCE SALES IN 2019

GLOBAL RETAIL E-COMMERCE SALES IN 2022

**\$6.5 trillion**



### E-commerce share of U.S. retail industry

**14.9%**

Average quarterly increase throughout 2019 (compared to 2018)

**44.5%**

Year-over-year increase in Q2 2020 (compared to Q2 2019)



More than **3 out of 4** B2B buyers and sellers prefer the new digital reality.  
Only **20%** of B2B buyers hope to return to in-person sales.

### What's next?

Brands and suppliers must leverage their data to meet the exponential growth in consumer demand. Enter GoodData, the only all-in-one business intelligence platform that offers insights as both an internal solution and a customer-facing product.

**80%**

Of online retailers are prioritizing the improved use of data insights in business decision making



### WHY GOODDATA?

- ▶ Scale to any number of customers and users
- ▶ Launch your new analytics solution in weeks, not months
- ▶ Pay per client, not per user or data query
- ▶ Enable clients to optimize operations and reduce costs
- ▶ Customize dashboards by insight, interactions, and branding
- ▶ Embed insights at the point of work
- ▶ Bring in data from almost anywhere
- ▶ Insights that abide by the highest privacy and security standards

