**Ecommerce Boom MX**

e-Commerce worldwide has experienced rapid and accelerated growth, various sources report a year over year growth of 25 to 31%. This accelerated growth will deeply impact various industries and is rooted in countries economies. Using data, we wanted to confirm which are the top states that will see a rise in e-commerce, this to find new business opportunities and to better understand the ecommerce landscape. One of the most interesting aspects of our research was the diversity of sources and databases, it came as a surprise the ranking of the states depending on the analyzed variable. Particularly in México, e-commerce has grown extremely fast, even more so over the past 5 years, this, by also taking into consideration the (compared to developed countries) amount of people that have a credit card or bank account in México. E-Commerce has found and interesting amount of ways to keep getting bigger and bigger every year.

**Facts:**

· Mexico's number of internet users projected to grow to about **91.6 million by 2021.**

· Mexico's digital population stood at over **70 million active internet users. (2017).**

· 70.5% of internet user in México are 35 or younger.

Our initial belief, which is widely known, is that Mexico City, Monterrey and Guadalajara are the most powerful cities in terms of sales for almost every industry, population and education. Besides proving with data that these are the top 3 cities, we wanted to discover which other cities are growing rapidly and could have a direct impact on e-commerce. Using 7 data frames and taking into account economic, demographic, and cultural conditions, we wanted to find where would be the next e-commerce boom in our country.

In order to find out about this we went through different datasets which where amazingly clean but had a lot of information, much more than what we need, we selected and cleaned the data to generate a final dataset that would lead us towards the right results.

* We inferred that Education, Human Development Index, Population Growth, and the use of ATMs / Transactions by cell phone can give us a clearer image about the next states that are growing at a faster rate in terms of e-commerce.

Finally, after combining the data and using a multiple linear regression analysis, we reached the conclusion that Puebla, the State of México, Chihuahua and Coahuila are the states with a higher probability of having an important growth in ecommerce

*\*we need to mention that there is no data available about e-commerce sales by state in México.*