GLOBAL E-COMMERCE MARKET DATA ANALYSIS

PROJECT

AKOPOVA ELINA

EDUCATIONAL PROGRAM

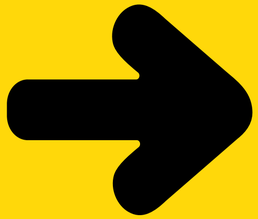
ECONOMICS & DATA ANALYSIS

=

ECONOMICS

+

APPLIED MATHEMATICS & INFORMATICS



COURSEWORK

ECONOMICS

+

DATA SCIENCE / CODING / MATHEMATICS

MY COURSEWORK

FACTORS OF COMPETITIVENESS OF MARKETPLACES IN THE RUSSIAN MARKET

RELEVANCE ↓

14,9%

SHARE OF ONLINE SALES FROM THE TOTAL NUMBER OF SALES IN RUSSIA IN 2024

70%

OF POPULATION OF THE RUSSIAN FEDERATION OVER THE AGE OF 12 HAS ORDERED ONLINE AT LEAST ONCE

1,26

BILLION VISITS TO WEBSITES OR MARKETPLACE APPLICATIONS PER YEAR IN THE RUSSIAN FEDERATION

4,3

BILLION RUBLES SPENT IN RUSSIA ON ONLINE MARKETPLACES

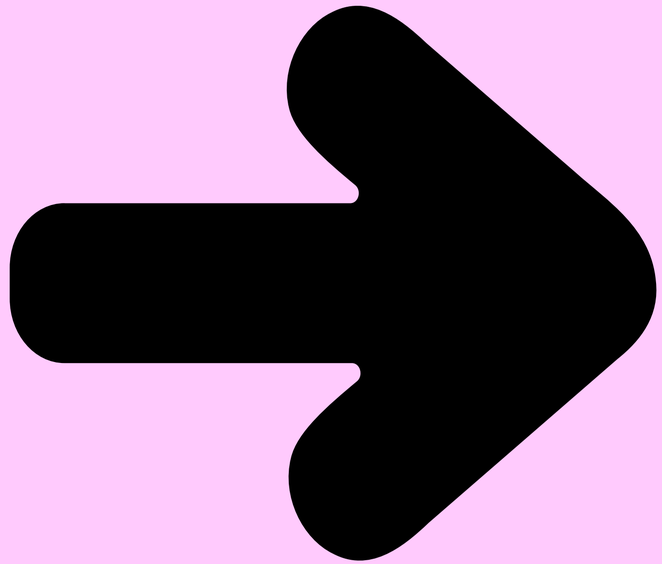
65%

OF ONLINE SALES ARE MADE VIA MARKETPPLACES

MOST POPULAR MARKETPLACES

1. WILDBERRIES (47%)
2. OZON (34,4%)
3. YANDEX MARKET (8,1%)
4. MEGAMARKET (6,9%)

STEPS TO ACHIEVE SUCCESS



01 SECTION

OBSERVING
DOCUMENTATION

WATCHING
TUTORIALS

READING
ARTICLES

→ NEW INFO

CONSULTING

02 SECTION

PYTHON CODE

WEBSITES PARSING

ONLINE DATABASES → PARSING

03 SECTION

SUMMARY STATISTICS

DATA CLEANING & TRANSFORMATION

OUTLIERS +
DUPLICATES +
NORMALIZATION +
STANDARTIZATION

HANDLING MISSING DATA

→ EDA

EXPLORATORY DATA ANALYSIS

VISUALIZATION

HISTOGRAMS / BOX PLOTS / DENSITY PLOTS / SCATTER PLOTS / CORRELATION HEATMAPS / PIE CHARTS

04 SECTION

→ HYPOTHESIS FORMULATION

05 SECTION → TESTING

STATISTICAL TESTS

T-TEST
Z-TEST
ANOVA
X^2-TEST

MATHEMATICAL MODELS

LINEAR REGRESSION

SPEARMAN CORRELATION

06 SECTION

ECONOMICS

INCOME

FINANCE

→ EXPLANATION

SOCIOLOGY (?)

MACRO + MICRO

07 SECTION

BUSINESS APPLICATIONS

AREAS OF APPLICATION

FUTURE RESEARCHES

HYPOTHESIS TRUE?

→ RESULTS

RELEVANCE

GLOBAL SCALING