



MIS376 - KNOWLEDGE MAPPING AND DATA VISUALIZATION

REPORT

THE IMPACT OF THE COVID-19 PANDEMIC ON AMAZON.COM

16030411003

ZEYNEP ZİLAN YILDIRIM

Assoc.Prof. H.KEMAL İLTER

During the Covid-19 period, there have been changes in people's lifestyles. At the beginning of these changes was the frequency of use of online shopping sites, which are already developing steadily. Online shopping sites emerged from people's desire for effortless shopping and access to all their needs from a single platform. However, it has turned into a mandatory need with the restrictions during the pandemic process. Realizing this situation, e-commerce sites have spread by expanding their order networks and product range.

It is one of the largest in the Amazon Marketplace and shares sales data quarterly. I chose these periods according to the covid -19 spread dates. In order for the comparison data to be accurate, I also included the pre-covid-19 sales periods.

When we look at the e-commerce net sales data in the quarterly reports published by Amazon (between 2018-2021), we see a serious decrease in the transition from the second quarter of 2020 to the third quarter. Outside of this range there has always been an increase.

The main point I want to mention with this study is the change and the direction of the change in e-commerce sales on amazon.com during the covid-19 period.

First of all, when examining the charts I created from the data I obtained, I think it would be more accurate to group the quarters within themselves. Periodic needs and demands affect the sale of products. For this reason, increases and decreases between the same periods will actually give the information we want to reach. However, we know that our aim is developments in the covid-19 period, so examining the graphs for the previous quarter and the next quarter will provide more information visually.

In our first chart, I visualized the net sales data between 2018 and 2021 with bar charts. When we compare quarters in the same range from different years, net sales in quarter 2 2019 are higher than quarter 2 2020. This is the opposite of the increases we expect to observe during the corona period.

In the second chart, I visualized the operating income between 2018 and 2021. Compared to the 3rd quarter of 2018 and the 3rd quarter of 2019, there was a decrease. In addition, there is another drop between the first quarter of 2019 and the first quarter of 2020.

In the third chart, I visualized the operating expenses between 2018 and 2021. Here, however, there is no opposite of what is expected. Because I thought that as the corona period increased in investments, it would increase in expenditures.

In the fourth chart, I visualized the net earnings data for the 2018 – 2021 periods in the same way. We see that quarter 1 2019 has a higher value than quarter 1 2020, and net sales in quarter 2 2019 are higher than quarter 2 2020.

In the last chart, we will see diluted earnings per share for the period 2018-2021. Here, too, the value of the first quarter of 2019 is higher than the first quarter of 2020. And the quarter 3 value of 2018 is higher than the quarter 3 of 2019.

Finally, amazon.com has grown during the corona period. These growth rates are 34.8 percent for net sales, 21.75 percent for operating income, 26.5 percent for operating expenses, 70.7 percent net earnings and 69.02 percent diluted earnings per share. Between 2018 and 2021, the frequency of people's use of e-commerce sites increased and amazon.com showed a proportional development.