Business professionals looking to apply learned acumen to real-world business challenges, working with big data, including predictive analytics to solve complex problems. They are looking to understand the roles and applications of e-commerce in our society. Through our research and with our presentation, we can give them a thorough assessment of the topic.
Add-to-Cart

- retail revolutionized by the touch of a button -

Presented by: Tea-M
Industries Capitalizing on E-commerce

- Retail
- Entertainment
- Shipping
- App Development

Source: MarketLine
E-COMMERCE

STRATEGIES

Sources: BigCommerce, Forbes
"The brand [Kelty and Sierra Designs] was seeing nearly 60% of their traffic coming in from mobile."

Source: BigCommerce
Market Cap & Shifts

Increasing internet connections and speeds

Shifting spending habits

Revenue 2019: $546.1 billion
Estimated 10.0% increase
= $881.1 billion in 2024

Source: IBISWorld
<table>
<thead>
<tr>
<th>Category</th>
<th>Level</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Change</td>
<td>High</td>
<td>Increasing</td>
</tr>
<tr>
<td>Barriers to Entry</td>
<td>Low</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Industry Globalization</td>
<td>Low</td>
<td>Increasing</td>
</tr>
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<td>High</td>
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</tr>
</tbody>
</table>

Source: IBISWorld
Declining growth rate and disappearing middle class threatening Industry and Market Performance:

New corporate culture and values --> evolution of business operations

Sources: Department of Labor, Forbes and Science Direct
Consumer Preferences are dependent on Technological Advancements
The Future of E-Commerce is NOW!
Industries have the Opportunity to capitalize on E-Commerce

E-Commerce = Lead source of Industry Revenue

Demographic shifts are evolving the way Businesses Function and Industries Interact

Preferences will change as Technology changes

Technology is bridging the gap between General Relationships in the Economy
Who are the major players in e-Commerce and Mobile Retail in the United States?

Amazon (21.2%)
Apple (1.5%)
eBay (0.8%)
Walmart
What other technological advancements will change consumer preferences in the next five to ten years?
What Demographic changes in the U.S. over the last 50 years have contributed to the growth of ecommerce in industries

- Decreasing Boomer Population
- Increasing Millennial Population
- Progressive Thinking
- Increasing Women in Workforce
- Decreasing Mean Age of Mothers
- Technological Surge