

STAGES OF E STORE ANALYSIS IN E COMMERCE

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Abstract

E-commerce has revolutionized the way businesses operate, allowing them to reach a global audience and conduct transactions electronically. With the rise of e-commerce, e-stores have become an essential component of the digital economy, providing a platform for businesses to showcase and sell their products or services online.

As e-commerce continues to grow and evolve, it is crucial for businesses to analyze and optimize their e-stores to ensure they are meeting the needs and expectations of their customers. E-store analysis involves assessing various aspects of an e-store's performance, user experience, and market position to identify areas for improvement and drive growth.

Keywords: digital services, ecosystem, online shopping, convenient payments, Uzum.uz Market, payment, delivery, pickup point.

Anotatsiya

Elektron tijorat korxonalar faoliyatini rivojlantirishda yuqori ahamiyatga ega bo'lib, ularga global auditoriyani qamrab olish va tranzaktsiyalarni elektron tarzda amalga oshirish imkonini beradi. Elektron savdo maydonchalari elektron tijoratning o'sishi bilan raqamli iqtisodiyotning muhim tarkibiy qismiga aylandi, bu biznes uchun o'z mahsulotlarini yoki xizmatlarini onlayn tarzda namoyish etish va sotish uchun platformani ta'minladi.

Elektron tijorat o'sishda va rivojlanishda davom etar ekan, korxonalar o'z mijozlarining ehtiyojlari va istaklarini qondirish uchun elektron savdo maydonchalari faoliyatini tahlil qilish va optimallashtirish juda muhimdir. Elektron savdo maydonchalari faoliyatini tahlili o'sishni rag'batlantirish, elektron do'konning ishlashi, foydalanuvchi tajribasi va bozor pozitsiyasining turli jihatlarini baholashni o'z ichiga oladi.

Kalit so'zlar: raqamli xizmatlar, ekotizim, onlayn xaridlar, qulay to'lovlar, Uzum.uz bozori, to'lov, yetkazib berish, qabul qilish punkti.

Аннотация

Абстрактный Электронная коммерция произвела революцию в том, как работают компании, позволив им охватить глобальную аудиторию и проводить транзакции в электронном виде. С развитием электронной коммерции интернет-магазины стали важным компонентом цифровой экономики, предоставляя предприятиям платформу для демонстрации и продажи своих товаров или услуг в Интернете. Поскольку электронная коммерция продолжает расти и развиваться, для компаний крайне важно анализировать и оптимизировать свои интернет-

магазины, чтобы убедиться, что они соответствуют потребностям и ожиданиям своих клиентов. Анализ интернет-магазина включает в себя оценку различных аспектов производительности интернет-магазина, пользовательского опыта и рыночной позиции для определения областей для улучшения и стимулирования роста.

Ключевые слова: цифровые сервисы, экосистема, онлайн-шопинг, удобные платежи, Uzum.uz маркет, оплата, доставка, пункт выдачи заказов.

INTRODUCTION

There are several stages involved in conducting a thorough analysis of an e-store in the context of e-commerce. These stages may include traffic and user engagement analysis, conversion rate analysis, user experience evaluation, competitive analysis, customer reviews and feedback analysis, A/B testing, inventory and sales analysis, market research and customer segmentation, SEO analysis, social media and digital marketing analysis, mobile experience analysis, among others. Each stage of the analysis process provides valuable insights into different aspects of the e-store's performance. For example, traffic and user engagement analysis can help businesses understand how users are interacting with their e-store and identify popular pages or areas for improvement. Conversion rate analysis can help businesses track how many users are completing desired actions on their e-store, such as making a purchase or filling out a form. User experience evaluation is another critical stage in the e-store analysis process.

METHODOLOGY

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It involves conducting commercial transactions electronically, enabling businesses and consumers to engage in online transactions without physical interaction. E-commerce has revolutionized the way businesses operate and has become an integral part of the global economy.

E-commerce can take various forms, including business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C), and consumer-to-business (C2B). B2C e-commerce involves businesses selling products or services directly to individual consumers. B2B e-commerce focuses on transactions between businesses, such as suppliers selling products to retailers. C2C e-commerce involves individuals buying and selling products or services among themselves, often through online platforms or marketplaces. C2B e-commerce occurs when consumers provide products or services to businesses, such as freelance work or user-generated content.

Global Reach: E-commerce allows businesses to reach a global audience, transcending geographical boundaries and time zones. It provides opportunities to expand customer bases and access new markets.

Convenience: Online shopping offers convenience to customers, enabling them to browse and purchase products or services anytime and anywhere. It eliminates the need to visit physical stores, saving time and effort.

Cost Savings: E-commerce can reduce operational costs for businesses, as it

eliminates expenses associated with maintaining physical storefronts, such as rent, utilities, and staffing. It also facilitates efficient inventory management and order fulfillment.

Personalization: E-commerce platforms often leverage customer data to provide personalized shopping experiences. Through techniques like recommendation systems and targeted marketing, businesses can tailor offerings to individual preferences, enhancing customer satisfaction.

In addition to these benefits, e-commerce also offers several other advantages for businesses and consumers alike. For example, e-commerce enables businesses to scale their operations quickly and efficiently. With an online presence, businesses can reach new customers, expand their product offerings, and grow their revenue without incurring significant additional costs.

ANALYSIS AND RESULTS

Uzum.uz is a digital services ecosystem. They are developing a digital services ecosystem to facilitate business growth, online shopping, convenient payments, and help with other day-to-day household tasks. They combined a range of services to create a unique user experience.

Uzum.uz Market is an online store in Uzbekistan that offers a wide range of products including electronics, household appliances, children's goods, clothing and footwear, home goods, sports equipment, beauty and health products, books, pet supplies and more. They offer installment payments for up to 12 months and delivery within 1 day. Uzum.uz Market also has daily discounts and promotions.

Uzum.uz Market has a shopping app available on Google Play with over 1 million downloads and a 4.5-star rating based on over 25K reviews. The app offers convenient features such as installment payments for up to 12 months, daily discounts and promotions, low prices on their entire product range, the ability to return products within 10 days and secure online payment.

Uzum.uz Market is part of a unique ecosystem of digital services in Uzbekistan that includes Capitalbank, Uzum Nasiya installment service, Uzum.uz Market online marketplace with a wide range of products and fast delivery, as well as Uzum Bank digital bank. In 2023, Uzum.uz Market became the most recognizable shopping platform in the country with 91% of respondents recognizing the brand and over half demonstrating unaided awareness of the brand within six months since its launch.

Here is more detailed information about Uzum.uz Market, an online store in Uzbekistan:

Uzum.uz Market is a one-stop shop for all your needs. You can find a wide variety of products, including electronics, clothing, home goods, groceries, and more. Uzum.uz Market offers fast and convenient delivery. You can have your order delivered to your door in as little as 24 hours.

Uzum.uz Market has a wide range of payment options. You can pay with cash, credit card, or debit card.

Uzum.uz Market offers a satisfaction guarantee. If you are not satisfied with your purchase, you can return it for a full refund.

Here are some of the benefits of shopping at Uzum.uz Market:

Convenience: Uzum.uz Market offers fast and convenient delivery. You can have your order delivered to your door in as little as 24 hours.

Variety: Uzum.uz Market has a wide variety of products, including electronics, clothing, home goods, groceries, and more.

Affordability: Uzum.uz Market offers competitive prices on a wide range of products.

Customer service: Uzum.uz Market has a team of experienced customer service representatives who are available to help you with any questions or concerns you may have.

If you are looking for a convenient, affordable, and reliable way to shop online, Uzum.uz Market is a great option. With a wide variety of products to choose from and fast and convenient delivery, Uzum.uz Market is the perfect place to find everything you need.

Here are some additional details about Uzum.uz Market:

Uzum.uz Market was founded in 2022 by a team of experienced entrepreneurs.

Uzum.uz Market is headquartered in Tashkent, Uzbekistan.

Uzum.uz Market has a team of over 100 employees.

Uzum.uz Market has over 3,000 sellers on its platform.

Uzum.uz Market has delivered over 1 million orders.

Uzum.uz Market is committed to providing its customers with a safe and secure shopping experience.

By registering or being in the Uzum.uz Market, the Buyer, Seller and / or site visitor expresses his unconditional consent to the Privacy Policy and the conditions for processing his personal data specified therein.

Personal data in the context of this Privacy Policy is any information recorded on electronic, paper and (or) other tangible media that relates to a specific individual or makes it possible to identify him.

Processing is understood as any action (operation) or set of actions (operations) for the collection, systematization, storage, modification, addition, use, provision, distribution, transfer, depersonalization and destruction of personal data, using automation tools, computers or without using such tools. . These types of operations include collection, recording (or other fixation), systematization (archiving), accumulation, storage, clarification (updating, changing), extraction, use, transfer (provision, access), comparison, depersonalization, blocking, deletion, destruction of personal data. The specified provisions of the Policy include the cross-border transfer of personal data. Cross-border transfer of personal data is carried out on the territory of foreign states.

Uzum.uz Market makes its service in such a way that the processing of personal data is minimized.

In some cases, we have to transfer your personal data to third parties in accordance with the requirements of applicable law. This happens, for example, when there is reason to suspect that a crime has been committed or that our website is being misused.

Uzum.uz Market will store your personal data for as long as necessary to achieve the purpose for which it was collected or to comply with legal and regulatory requirements.

The Seller's obligations to transfer the Goods and other obligations related to the transfer of the Goods arise from the moment of confirmation that the Goods are in stock. If, after payment for the Goods, it is found that the Goods are not in stock, the Seller has the right to cancel the Order.

Wholesale and retail trade carried out in the form of electronic commerce is regulated by the Regulations on the procedure for the implementation of wholesale and retail trade activities, approved by the Decree of the Cabinet of Ministers of the Republic of Uzbekistan dated November 26, 2002 No. 407, the Rules of Retail Trade in the Republic of Uzbekistan, approved by the Decree of the Cabinet of Ministers of the Republic of Uzbekistan dated February 13, 2003, No. 75 and the Rules for the implementation of electronic commerce, approved by the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated June 02, 2016, No. 185.

The Buyer fully understands the meaning and consequences of his actions in relation to the conclusion and execution of the contract concluded with Uzum.uz Market for the provision of services for the delivery of Goods, as well as the contract for the sale of Goods with Uzum.uz Market.

The product is presented on the site through sample graphic images, which are the property of the Marketplace. Due to the different technical characteristics of the monitors, the color of the Product may differ from that shown on the website. The appearance of the Product may differ from that described on the site. The presence of the Goods on the web page of the Seller is not a guarantee of its availability.

Payment for orders on the Marketplace is carried out in cash and non-cash funds by transfer through payment systems.

The Buyer makes payment in favor of Uzum.uz Market, which acts on behalf of the relevant Seller with the involvement of an authorized payment acceptance operator or an electronic money operator and is the recipient of the payment as an agent of the Seller.

In cases provided for by applicable law, when paying for an Order on the Internet, a cash receipt is sent to the email address specified by the User when placing the Order. The price of the Goods (works, services) is indicated in the national currency – in Uzbek soums and includes value added tax.

Upon receipt of the Order, the Buyer is obliged to present the Uzum.uz Market Code sent by SMS or a barcode generated in the application. If the sent and presented Code match, Uzum.uz Market has the right to issue the Order to the person who presented it. In order to check the exclusion of fraud during the delivery of a prepaid Order, the administrator of the Uzum.uz Market pickup point or the courier has the right to require the Buyer to present an identity document of the Buyer.

The order is stored at the Point of issue of orders for 5 days from the date of its receipt.

The Buyer's failure to appear at the Order Pickup Point within the period specified in clause 3.19 of this Agreement and the failure to perform other necessary

actions to accept the Goods upon courier delivery are considered as the Buyer's refusal of the Goods. In this case, the Order is returned and the funds paid for the Goods are returned. The Buyer has the right to refuse the Goods of good quality at any time before its transfer, and after the transfer of the Goods, if the Goods do not have any defects, but did not fit in size, color, technical characteristics and other reasons, the Buyer has the right within 10 calendar days from the date of purchase (for food - 24 hours) return, exchange non-food goods of good quality for a similar one from the Seller, where it

was purchased, and receive a refund.

Return of Goods of good quality is possible provided that the goods have not been used, the packaging with a barcode (QR-code), factory labels, tags, seals are preserved, the presentation, consumer properties, as well as a document confirming the fact and conditions of purchase the specified Goods.

Buyers should be familiar with the list of non-food products of good quality that cannot be returned or exchanged for a similar product, which is regulated by applicable law.

Goods for the prevention and treatment of diseases at home (sanitary and hygiene items made of metal, rubber, textiles and other materials, medical instruments, appliances and equipment, oral hygiene products, spectacle lenses, child care items, medicines).

Personal hygiene items (toothbrushes, combs, hair clips, hair curlers, wigs, hairpieces and other similar products).

Perfumery and cosmetic products.

Textile goods (cotton, linen, silk, woolen and synthetic fabrics, goods from non-woven materials such as fabrics - ribbons, braid, lace and others); cable products (wires, cords, cables); building and finishing materials (linoleum, film, carpets, etc.) and other goods sold per meter.

Sewing and knitwear (clothing and knitted underwear, hosiery and gloves).

Products and materials in contact with food, made of polymeric materials, including those for single use (tableware and tableware and kitchen utensils, containers and packaging materials for storing and transporting food products).

Household chemicals, pesticides and agrochemicals.

Furniture (furniture sets and sets).

Products made of precious metals, with precious stones, made of precious metals with inserts of semi-precious and synthetic stones, faceted precious stones.

Automobiles and motorcycle goods, trailers and numbered units for them; mobile means of small-scale mechanization of agricultural work; pleasure boats and other watercraft for domestic purposes.

Technically complex household goods for which warranty periods are established (household metal-cutting and woodworking machines; electrical household machines and devices; household radio-electronic equipment; household computing and duplicating equipment; photographic and film equipment; telephone sets and facsimile equipment; electric musical instruments; electronic toys).

Animals and plants.

If defects are found in the Goods, if they were not specified by the seller, the Buyer, at his option, has the right to:

- demand replacement for the Goods of a similar brand (the same model and (or) article);

- demand a replacement for the same Goods of a different brand (model, article) with a corresponding recalculation of the purchase price;

- demand a commensurate reduction in the purchase price;

- demand free elimination of defects in the Goods or reimbursement of expenses for their correction by the Buyer or a third party;

- refuse to fulfill the contract of sale and demand a refund of the amount paid for the Goods.

At the request of the Seller and at his expense, the Buyer must return the defective Goods. The Buyer has the right to present the listed requirements to the Seller in relation to the defects of the Goods, if they are discovered during the warranty period or the expiration date. In cases where the warranty period is less than six months and the defects of the Goods are discovered by the Buyer after the expiration of the warranty period, but within six months from the date of transfer of the goods to the Buyer, the Seller shall be liable if the Buyer proves that the defects of the Goods arose before its transfer to the Buyer or for reasons that have arisen up to this point. After the expiration of the warranty period, the Seller is not responsible for any defects in the goods.

Since Uzum.uz Market is not entitled to establish a warranty period. It is set by the manufacturer or the Seller. In cases where the defects of the Goods are discovered by the Buyer after the expiration of the 14-day period or the warranty period established by the seller (manufacturer), if it is not established, then within six months, the Buyer has the right to present the requirements listed in this clause to the Seller if he proves that defects of the Goods arose before its transfer to the Buyer or for reasons that arose before that moment.

Delivery of the Goods to the Buyer is carried out at the address and within the time agreed upon when placing the Order, or the Buyer independently picks up the goods at the specified, when placing the Order, the Uzum.uz Market pickup point.

The exact cost of delivery of the Goods is determined at the time of placing the Order and cannot be changed after agreement by the Buyer.

Disadvantages of order execution:

- non-compliance of the Goods with the description in the card / wrong size / color.

- incomplete packaging of the Goods;

- empty packaging of the Goods;

- the absence of one or more Goods in the Order;

- The product arrived with mechanical damage / traces of use / damaged, etc.

If the Buyer has not checked the Order in the pickup point, Uzum.uz Market is only responsible for the shortcomings in the execution of the Order if the Buyer proves that they arose before the receipt of the Order.

In cases where the Buyer returns the Goods and requires a refund, the Seller refunds the money to him in accordance with this Agreement and in accordance with

the procedure established by the legislation of the Republic of Uzbekistan.

Uzum.uz Market is an online marketplace in Uzbekistan that sells a wide variety of products, including electronics, home goods, clothing, and food. The company was founded in 2018 and is headquartered in Tashkent. Uzum.uz Market offers free shipping on orders over 10,000 UZS and accepts payments via credit card, debit card, and cash on delivery.



Figure-2. Statistics of Uzum.uz (Ranking, Visits And Usage)¹

Uzum.uz market is one of the largest online trading platforms in Uzbekistan, which is currently booming. It ranks 14,045 in the world, 17 in Uzbekistan, and the number of visits and users in the international ranking. In the electronics and technologies products market, however, it is the site with the most users in the short term. Thus, the total number of visits to the market is 3.1 million, relying on March Statistics. The number of visits per page alone accounts for 52.76% of total visits. And also each user uses an average of 7.33 pages on the site. And the time of use of the site is on average 04.35 minutes. Uzum.uz Market sales platform is currently one of the fastest and fastest growing platforms in the Uzbek market. The above statistics are a clear example.

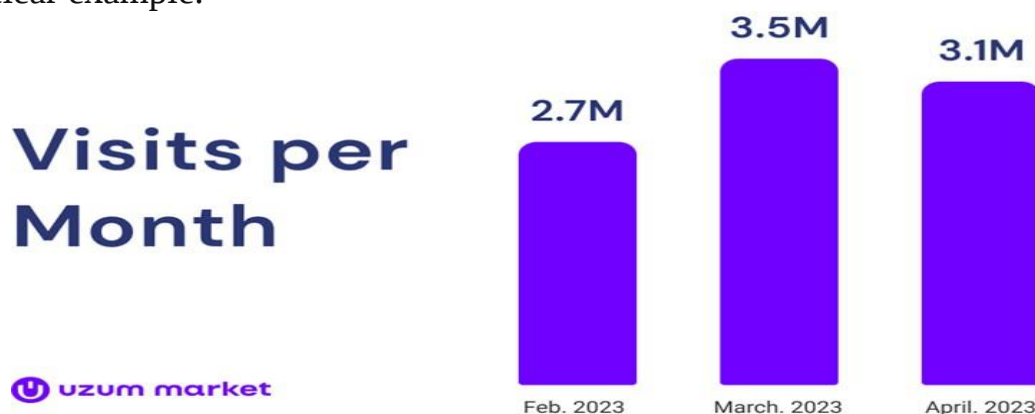


Figure-2. Total visitors of Uzum.uz in 3 months, February to April²

Uzum.uz Market is a rapidly growing online trading platform in Uzbekistan. It ranks 14,045 in the world and 17 in Uzbekistan in terms of the number of visits and

¹ <https://www.similarweb.com/website/uzum.uz/#overview>

² <https://www.similarweb.com/website/uzum.uz/#overview>

users. In the electronics and technology products market, it has the most users in the short term. The total number of visits to the market is 3.1 million based on March statistics, with 52.76% of total visits being to the page alone. Each user uses an average of 7.33 pages on the site and spends an average of 04.35 minutes on the site. Uzum.uz Market is one of the fastest-growing sales platforms in the Uzbek market.

In addition to its impressive growth, Uzum.uz Market is also a leader in the number of visits to its site. In the last 3 months, there were 2.7 million visits in February, 3.5 million in March and 3.1 million in April. The marketing strategies that have been implemented continuously in recent months have contributed to an increase in the number of users of the Uzum.uz Market.

CONCLUSIONS AND RECOMMENDATIONS

The present thesis explored the theoretical foundations and analysis of an electronic store in e-commerce, with a focus on the example of Uzum.uz marketplace in Uzbekistan. The study aimed to provide insights into the concept and organization of an electronic store, drawing from international experiences and analyzing the specific case of Uzum.uz. The research also discussed the stages of e-store analysis in e-commerce and highlighted the prospects for using the Customer Journey Mapping (CJM) approach.

Throughout the thesis, it became evident that an electronic store plays a crucial role in the e-commerce landscape, offering a platform for businesses to reach a wider audience and providing consumers with convenient access to a diverse range of products and services. The theoretical foundations emphasized the importance of understanding the key elements involved in setting up and managing an electronic store, including website design, product catalog, payment systems, customer support, and logistics.

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