

How to creatively present

E-commerce Categories

in PowerPoint



Do you need to present e-commerce market characteristics and your online store performance?



Increase your understanding of data through compelling visualizations.

Explain what is E-commerce & its types in visual way.



E-commerce is a business model that lets firms and individuals buy and **sell products or services** over **the Internet**. There are Business to Business, Business to Consumers... types, based on who's a provider and a client.

Illustrate the market characteristics, demographics and competitors.

E-consumers Country Demographics Dashboard

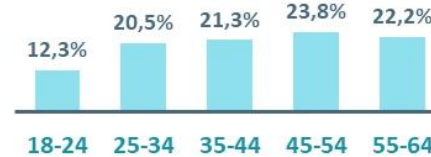
Germany Example, Users Split by Sex, Age, Education, Place of Living, Income per Household, ...

Charts are data-driven
editable Excel Tables

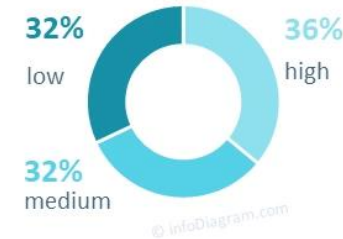
Users by gender



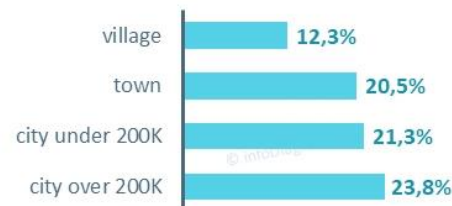
Users by age



Users by income



Place of living



Education



Data for illustration purpose only, source: Statista

Describe **main reasons** for e-shopping.

Reasons for Shopping Online List

Convenience, Price, Convenience, Products Range, Customers' Reviews, Shipping, Time Saving, ...



Exemplary data, for illustration purpose only

Visualize preferred payment methods.

Most Preferred Payment Methods

Editable data chart, Excel table

Online Transactions Types Pie Chart, Credit, Debit Card, PayPal, Bank Transfer, Cash on Delivery, Prepaid



39% | PayPal



28% | Credit Card



14% | Bank Transfer



10% | Cash on Delivery



9% | Others

Comments

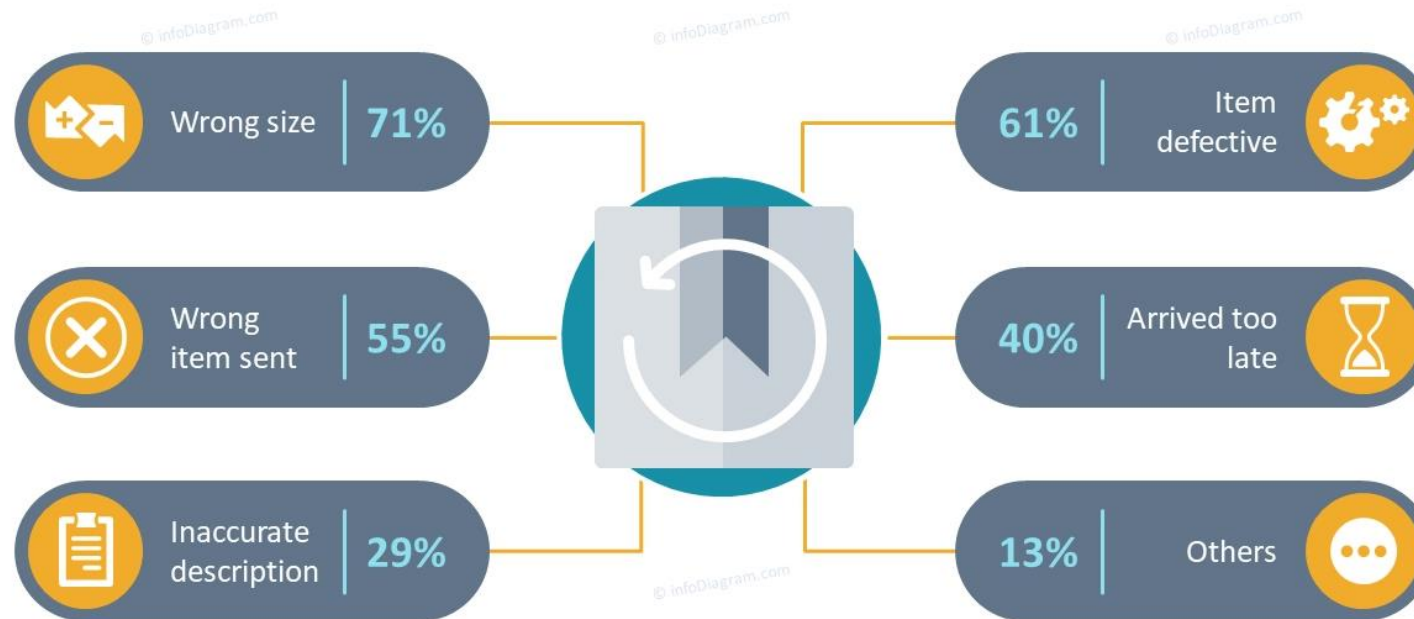
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Exemplary data, for illustration purpose only

Show the **return process** in the E-com business, presenting most common reasons for product returns.

Most Common Reasons For Returns

List Diagram Template, Example Categories Wrong Size, Defect, Late Arrival, Bad Product Description, Misplaced Item



Exemplary data, for illustration purpose only



See how to create an
interesting E-commerce
diagram.

Example based on visuals from
infoDiagram.com

Slide before:
an ordinary bullet list.

Online Purchase Product Return Methods



- **Door-to-door by Courier**
- **Parcel Locker**
- **Brick & Mortar Store**
- **Post Office**

Slide after: an engaging diagram.

Online Purchase Product Return Methods

Online Purchase Product Return Methods

- Door-to-door by Courier
- Parcel Locker
- Brick & Mortar Store
- Post Office



Door-to-door
by Courier



Parcel
Locker



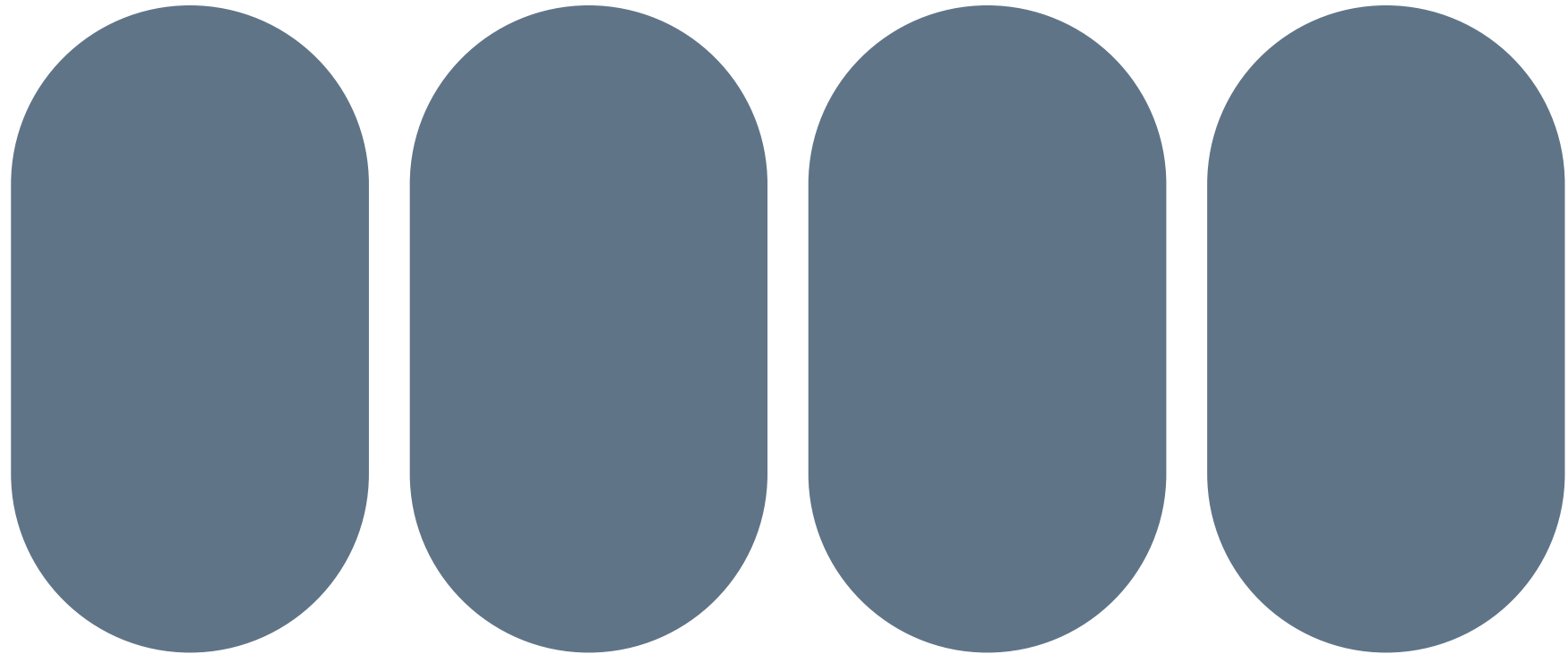
Brick & Mortar
Store



Post
Office

1

Prepare the same amount of diagram shapes as there are points on your bullet list.



2

Paste your copy to the diagram shapes. Remember to keep color contrast between texts and shapes.

Door-to-door
by Courier

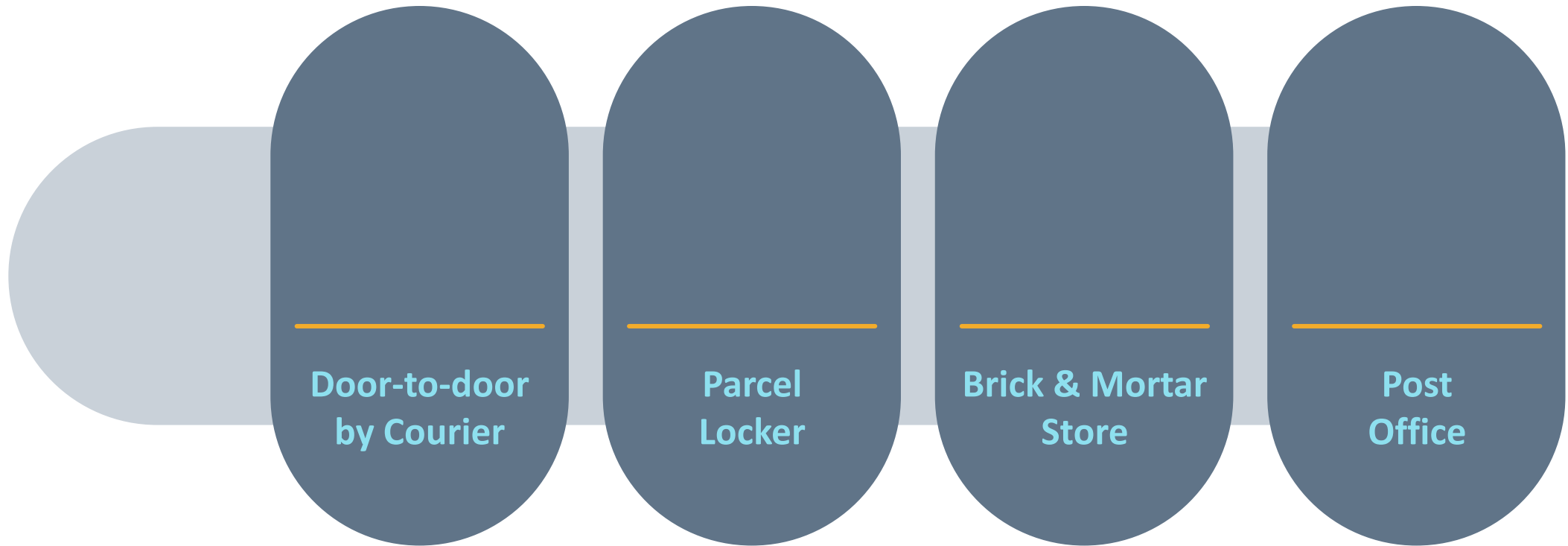
Parcel
Locker

Brick & Mortar
Store

Post
Office

3

Connect the diagram elements with a background shape and add lines separating the copy from icons.



4

Add icons to symbolize each point and the return process itself.



Door-to-door
by Courier



Parcel
Locker



Brick & Mortar
Store



Post
Office

Your E-commerce diagram slide is ready!

Example based on visuals from infoDiagram.com



E-commerce Analysis - Revenue Chart

Year to Year E-commerce Growth Trend, Net Turnover Value over Time

Editable data chart, Excel table



Comments

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More E-commerce slides at

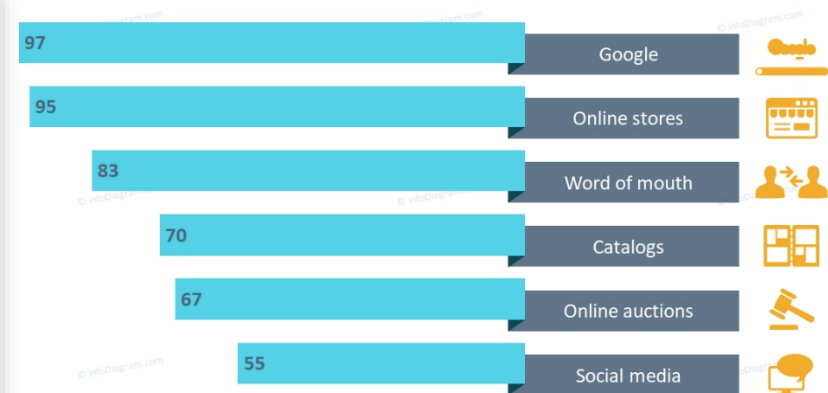
[infoDiagram.com](https://www.infodiagram.com)

(click to open)

Information Sources Used in E-shopping

Research Outcome Chart example categories Google, Online Stores, Word of Mouth, Auctions, Catalogs, Social Media

Editable data chart, Excel table

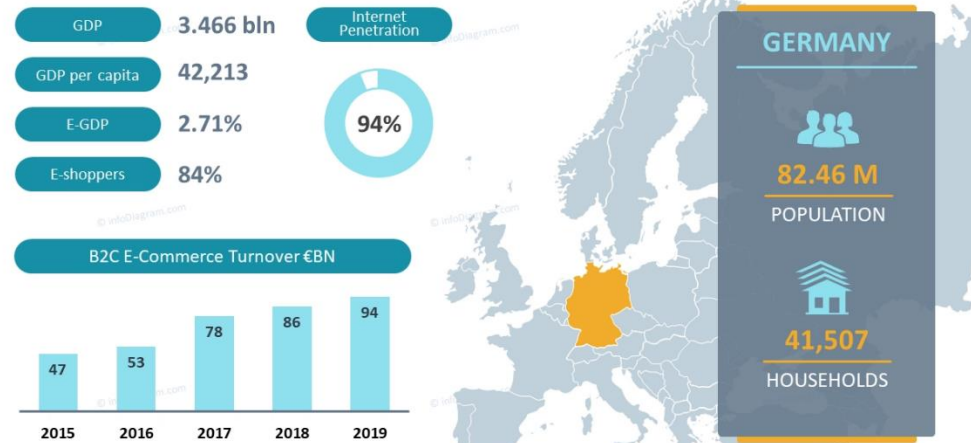


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E-com Market Characteristics Dashboard

Germany example, GDP, Internet Penetration, B2C E-commerce Value, E-shoppers, Population

Charts are data-driven
editable Excel Tables



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& visuals to better explain your topics

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