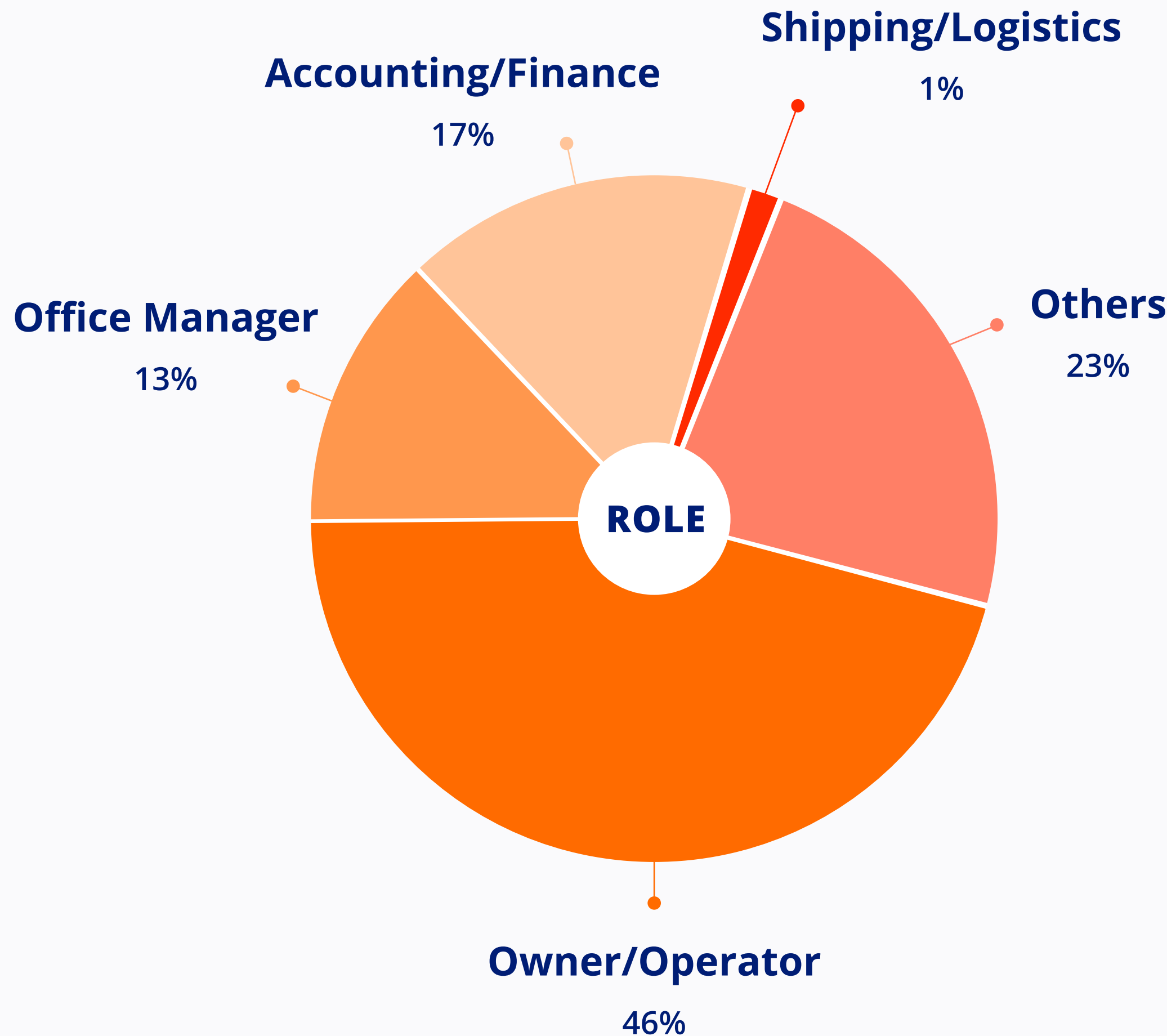
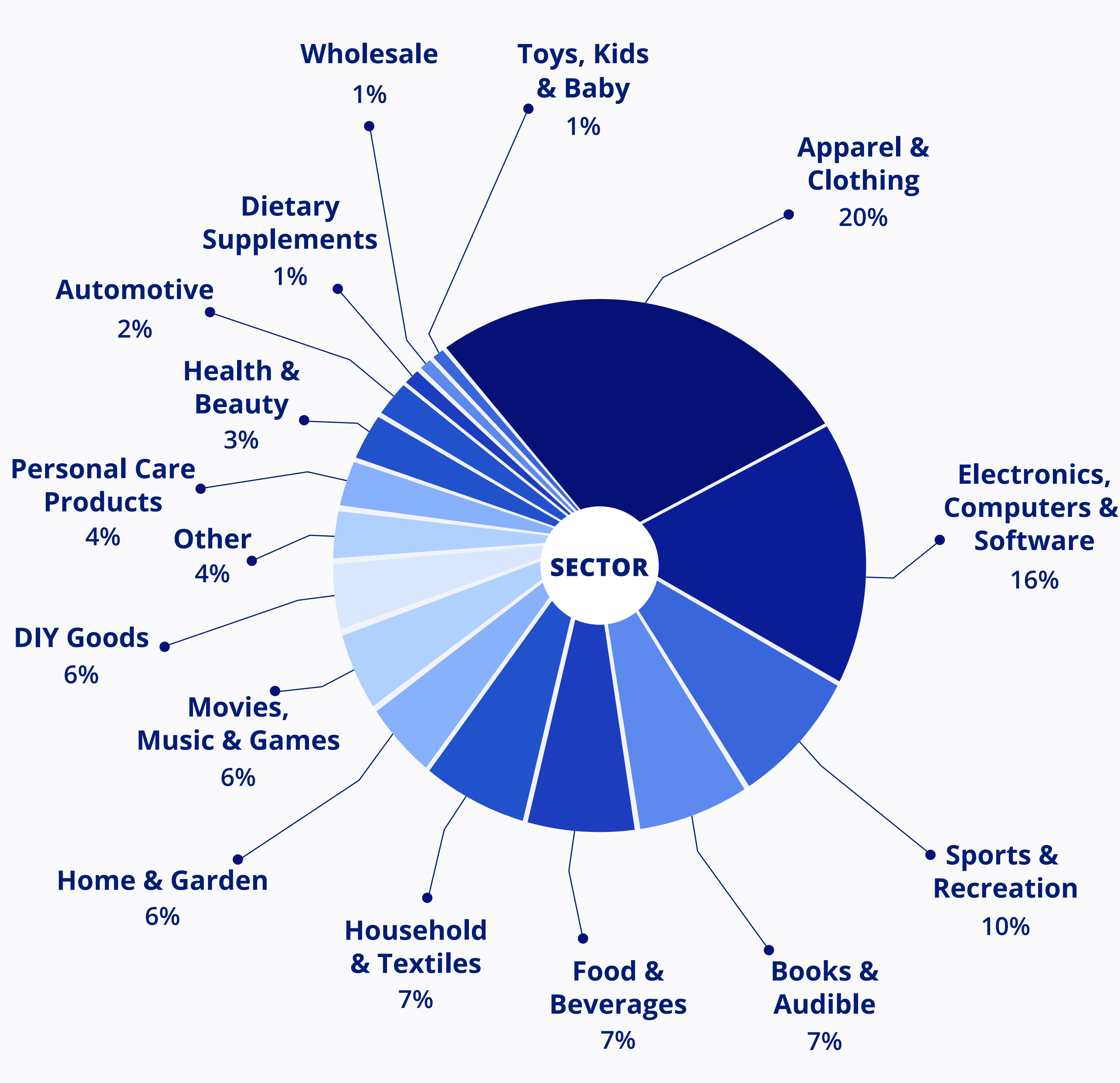


The State Of Ecommerce According To Online Sellers

Who We Surveyed : ROLE



Who We Surveyed : SECTOR



2.5
Average Number of Sales Channels

SLIGHTLY OPTIMISTIC
Average Outlook

31%
Average Year-Over-Year Growth

Accounting

Who does your accounting, and how many hours per month do you spend on data entry?



Industry Outlook

Influences

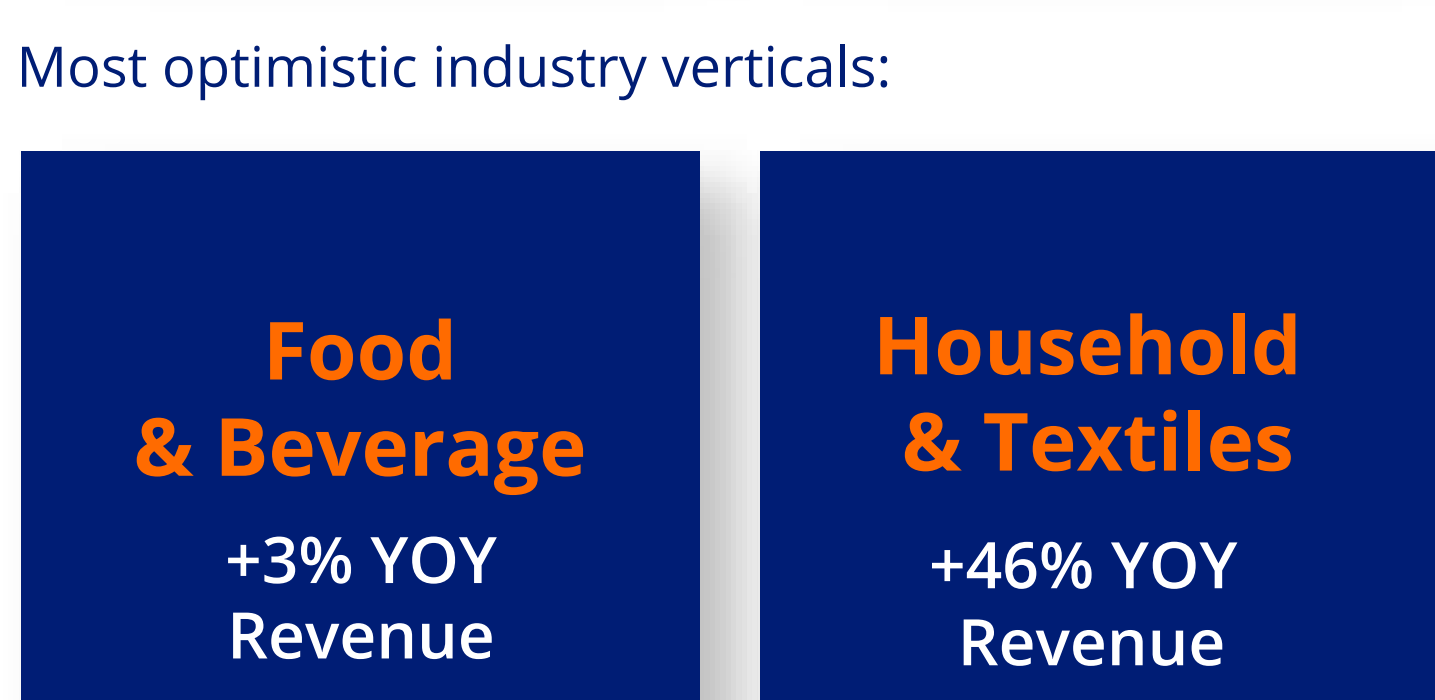
- Average change in revenue year-over-year
- Average hours per month spent on data entry
- Most significant expenses

Average Change In Revenue

Most pessimistic industry verticals:



Most optimistic industry verticals:



*ecommerce industry average = +24% YoY revenue

Most Significant Expenses



Data Entry

Hours per month spent on data entry



Key Findings

Influences

- Positive change in revenue year-over-year
- 67.6 hours or fewer spent on data entry
- Most significant expenses are COGS or variable costs

Causes of Pessimism

- Negative change in revenue year-over-year
- More than 67.6 hours spent on data entry
- Most significant costs are payroll and fixed expenses