

**CHALLENGES AND OPPORTUNITIES OF  
THE MODERN RISK SOCIETY:  
SOCIO-CULTURAL, ECONOMIC AND  
LEGAL ASPECTS**

*Monograph*

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**13. ANALYTICAL RESEARCH METHODS AT E-COMMERCE  
ENTERPRISES IN UKRAINE**

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**Introduction.** With the development of information systems and technologies, their spread and improvement, mankind has invented a large number of ways to make life easier with the help of the Internet and electronics. The economy is also not standing still: for example, a few years ago, online stores became very popular, offering customers a wide range of products. Thanks to them, many different economic transactions are conducted every day via the Internet. As a result, the concept of e-commerce has developed rapidly. This term means doing business on global networks. In a simpler sense - trade via the Internet. In addition to stationary stores, various companies also open online ones. As a result, such companies have the opportunity to increase competitiveness, reduce costs associated with the sale of products and provide more useful and high-quality information about goods to their customers.

**Literature review.** Such scientists as Patramanska L. Yu., Valkova N.V., Legeza D.G., Hryniv N.T., Kislyuk L.V., Plotnichenko studied e-commerce in Ukraine and abroad, analysis and features. IB and many others. They analyzed the dynamics of Internet trade in Ukraine, the analysis of trade and trade volumes [1, p.39-42]. Substantiated the problems of analytical assessment of e-commerce in Ukraine and presented the results of the analysis of the state of e-commerce in Ukraine in comparison with European trends [8, p.149-152].

**Results.** In Ukraine, the possibility of conducting an analysis of e-commerce enterprises in Ukraine using economic and logical methods, determining the

development trends of enterprises and identifying the advantages and disadvantages of their economic activity has appeared not so long ago. Only on September 3, 2015, the Law of Ukraine «On e-commerce» was adopted [2]. This indicates that it is currently quite difficult to find information about this industry, as the State Statistics Service does not currently collect official data. Therefore, it is very important to conduct research in the field of e-commerce in enterprises themselves, because business leaders then have the opportunity to see trends to improve or, perhaps, reduce the financial condition of the enterprise. Such research should be conducted on the basis of methods of economic analysis, the most appropriate of which are economic and logical methods of evaluating the activities of e-commerce enterprises.

The company Prom.ua, which has been working in this field since 2008, is taken as an example of conducting the research. On its platform, entrepreneurs create their own online stores and place their products in a common catalog. More than 100 million products have been collected for Promi customers.

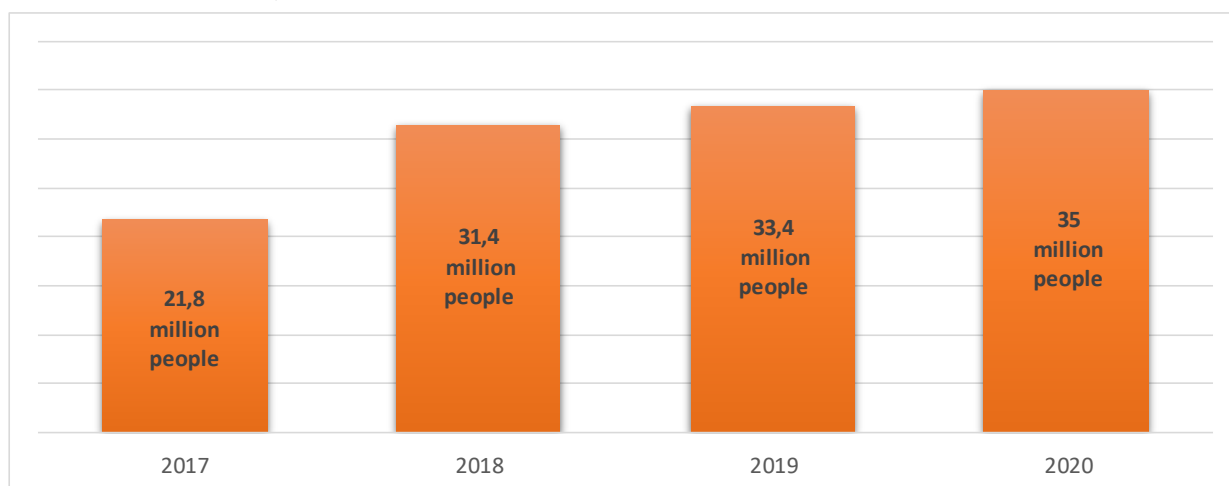
Prom.ua is an online e-commerce platform for retail and wholesale of goods and services [3]. The founders are Mykola Palienko, Denis Horovy, Taras Murashko. The headquarters is located at: Ukraine, Kyiv, Kharkivske Shosse 201-203, building 2-A, letter F [4].

According to Kantar TNS CMeter as of September 2019 Prom.ua is in the TOP-10 most visited sites UAnet [4].

Every year the number of visits to this site grows, the fastest growth occurred in 2013-2015, when the Ukrainian market was replenished with new online stores, about 10 million people.

According to statistics, in 2018 the average monthly attendance was 35 million people. Currently, the audience of «Prom.ua» numbers more than 37 million people, including about 10 million people living abroad [6].

Figure 4 shows the dynamics of growth of the average monthly attendance of the audience «Prom.ua». It shows that every year the average monthly attendance increases. Based on the data in Figure 4, we will conduct research to assess changes and trends in the dynamics and show in table 22.



**Figure 4. Dynamics of turnover growth «Prom.ua»**

**Analysis of the dynamics of audience growth «Prom.ua»**

Year	Attendance per month, million people	Absolute increase, million people		Growth rate,%		Absolute value 1st% growth	
		Basic comparison	Chain comparison	Basic comparison	Chain comparison	Basic comparison	Chain comparison
2017	21,8	-	-	-	-	-	-
2018	31,4	9,6	9,6	144,0	144,0	0,2	0,2
2019	33,4	11,6	2	153,2	106,4	0,2	0,3
2020	35,0	13,2	1,6	160,6	104,8	0,2	0,3

1) Determine the absolute increase in average monthly attendance:

- $\Delta y = y_n - y_0$  (basic method)  
2018 year:  $\Delta y = 31,4 - 21,8 = 9,6$  million people
- $\Delta y = y_n - y_{n-1}$  (chain method)  
2019 year:  $\Delta y = 33,4 - 31,4 = 2$  million people

2) Determine the growth rate of average monthly attendance:

- $T_p = \frac{y_n}{y_0} * 100\%$  (basic method)  
2018 year:  $T_p = \frac{31,4}{21,8} * 100\% = 144,0 \%$
- $T_p = \frac{y_n}{y_{n-1}} * 100$  (chain method)  
2019 year:  $T_p = \frac{33,4}{31,4} * 100\% = 106,4 \%$

3) Determine the growth rate of average monthly attendance:

- $T_{mp} = T_p - 100\%$   
2018 year:  $T_{mp} = 144,0 \% - 100 \% = 44,0 \%$

4) Determine the absolute value of the 1st% increase:

- $\Delta y \text{ 1\%increase} = \frac{\Delta y}{T_{mp}}$   
2018 year:  $\Delta y \text{ 1\%increase} = \frac{9,6}{44,0} = 0,22$

5) Determine the average absolute increase:

- $\Delta \bar{y} = \frac{y_n - y_0}{n-1} = \frac{13,2 - 9,6}{3} = \frac{3,6}{3} = 1,2$  million people

6) Determine the average annual growth rate:

- $\bar{T}_p = \sqrt[n-1]{\frac{y_n}{y_0}} = \sqrt[3]{\frac{13,2}{9,6}} = 1,1$  million people

After analyzing the data on the average monthly attendance of «Prom.ua», we can draw the following conclusions:

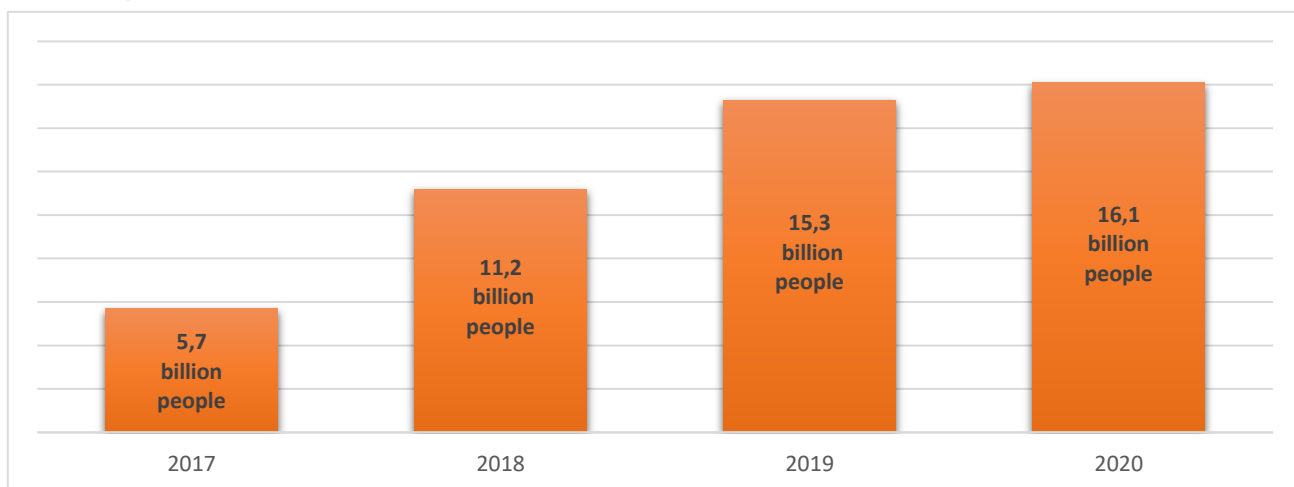
## Monograph

- in 2018, compared to 2017, the absolute increase was 9.6 million people, or 44.0%, the absolute value of 1% increase is 0.2.

- in 2019 compared to 2017 - the absolute increase was 11.6 million people, or 53.2%, the absolute value of 1% increase - 0.2. Compared to 2018 - the absolute increase was 9.6 million people, or 6.4%, the absolute value of 1% increase - 0.3.

- in 2020 compared to 2017 - the absolute increase was 13.2 million people, or 60.6%, the absolute value of 1% increase - 0.2. Compared to 2019 - the absolute increase was 1.6 million people, or 4.8%, the absolute value of 1% increase - 0.3.

The average absolute increase is 1.2 million people, and the average annual growth rate is 1.1 million people. Statistics also provide information on the turnover of «Prom.ua», according to which Figure 5. Based on the analysis of the dynamics of trade growth and table 23.



**Figure 5. Dynamics of turnover growth «Prom.ua»**

*Table 23*

### Analysis of the dynamics of trade growth «Prom.ua»

Year	Commodity circulation, billion UAH	Absolute increase, UAH billion		Growth rate,%		The absolute value of the 1st% increase	
		Basic comparison	Chain comparison	Basic comparison	Chain comparison	Basic comparison	Chain comparison
2017	5,7	-	-	-	-	-	-
2018	11,2	5,5	5,5	196,5	196,5	0,06	0,06
2019	15,3	9,6	4,1	268,4	136,6	0,06	0,11
2020	16,1	10,4	0,8	282,5	105,2	0,06	0,15

After analyzing the turnover of «Prom.ua», we can draw the following conclusions:

- in 2018, compared to 2017, the absolute increase amounted to UAH 5.5 billion. or 96.5%, the absolute value of 1% increase is 0.06.



- in 2019 compared to 2017 - the absolute increase amounted to UAH 9.6 billion, or 168.4%, the absolute value of 1% increase - 0.06. Compared to 2018, the absolute increase amounted to UAH 4.1 billion, or 36.5%, and the absolute value of the 1% increase was 0.11.

- in 2020 compared to 2017 - the absolute increase amounted to UAH 10.4 billion, or 182.5%, the absolute value of 1% increase - 0.06. Compared to 2017, the absolute increase amounted to UAH 0.8 billion, or 5.2%, and the absolute value of the 1% increase was 0.15. The average absolute increase is UAH 1.6 billion, and the average annual growth rate is UAH 1.2 billion.

Data from EVO, which has owned Prom.ua since May 2018, show that the number of employees in various stores on the online store platform is 592,000. 550 thousand people were planned for the beginning of 2020. The volume of production is about UAH 16.1 billion, which is UAH 1.1 billion more than planned. The data are entered in the analytical table 24. Using the method of chain substitutions, the influence of factors is determined, namely: the number of employees and labor productivity, on the summary indicator - the volume of production.

*Table 24*

### Analysis of production volume and factors influencing it

Indicator	Planned	Actual	Deviation	
			Absolutely	Relative, %
Production volume, UAH billion	14,0	16,1	1,1	115,0
Number of employees, thousand people	550	592	42	107,6
Labor productivity, UAH billion	0,025	0,027	0,002	108,0

1) We determine labor productivity =  $\frac{\text{Production volume}}{\text{Number of employees}}$

- Scheduled:  $\frac{14,0}{550} = 0,025 \text{ billion UAH}$
- Actually:  $\frac{16,1}{592} = 0,027 \text{ billion UAH}$

2) We build a multiplicative model:

$$y_0 = a_0 * b_0 = 550 * 0,025 = 14,0$$

$$y' = a_1 * b_0 = 592 * 0,025 = 15,1$$

$$y_1 = a_1 * b_1 = 592 * 0,027 = 16,1$$

3) Determine the influence of factors:

$$\Delta y_a = y' - y_0 = 15,1 - 14,0 = 1,1$$

$$\Delta y_b = y_1 - y' = 16,1 - 15,1 = 1,0$$

Audit:

$$\Delta y = y_1 - y_0 = \Delta y_a + \Delta y_b = 16,1 - 14,0 = 1,1 + 1,0 = 2,1 \text{ billion UAH.}$$

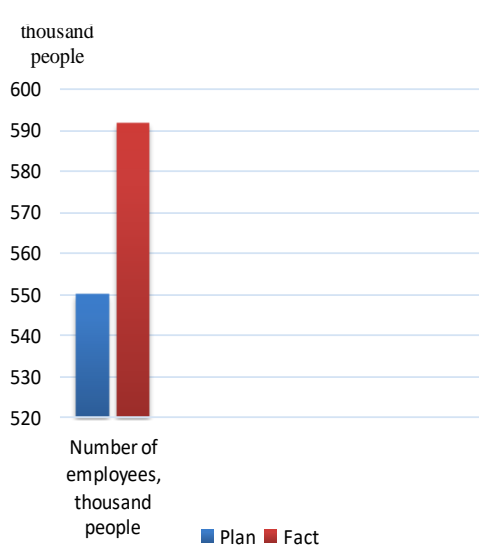
Thus, the volume of production increased by UAH 2.1 billion compared to the plan, this was due to the following factors: as a result of an increase in the

number of employees by 42 thousand people, the volume of production increased by UAH 1.1 billion. As a result of the growth of labor productivity by UAH 0.002 billion, the volume of production increased by UAH 1.0 billion.

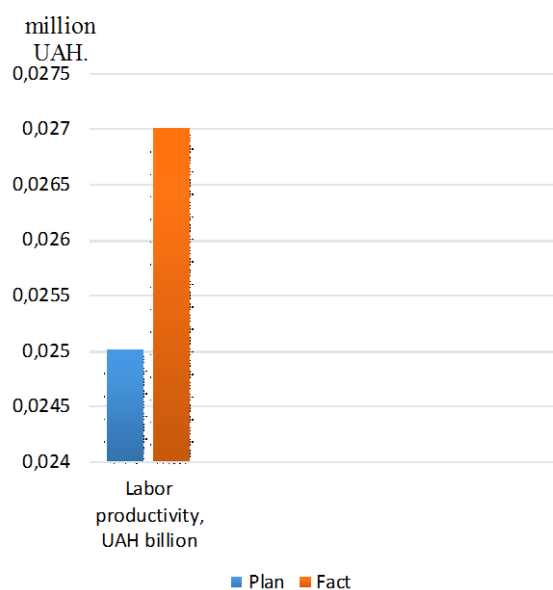
The dynamics of changes in sales, number of employees and productivity on «Prom.ua» are presented in Figures 6, 7, 8, respectively.



**Figure 6. Dynamics of changes in sales of goods on "Prom.ua"**



**Figure 7. Dynamics of change in the number of employees on "Prom.ua"**



**Figure 8. Dynamics of change in productivity at "Prom.ua"**

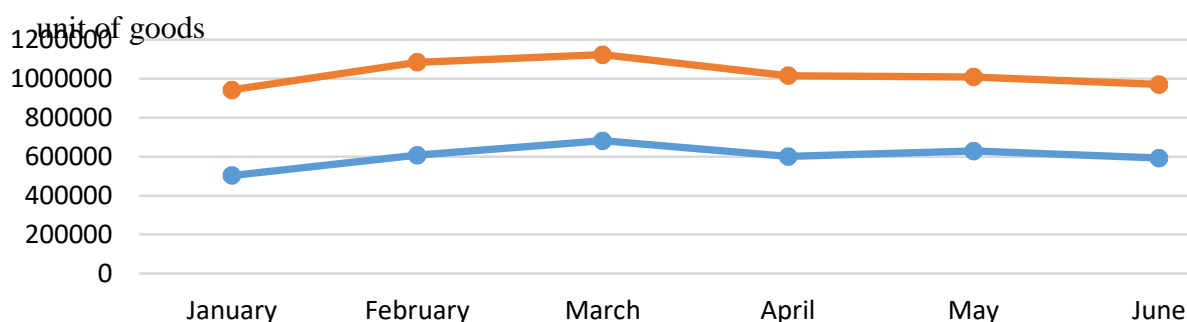
The dynamics of all orders on Prom.ua in the first half of 2020 compared to the same period in 2019 increased by an average of 64.6%. Calculations of this indicator are given below. Data from Prom.ua on the dynamics of orders are presented in Figure 9.

The calculation of the average number of orders in the first half of 2019 and 2020 is made using the formula of arithmetic mean downtime:  $\bar{x} = \frac{\sum x}{n}$ , where  $\sum x$  – number of all orders for all months,  $n$  – number of months.

- I-e half a year 2019 року:  $\bar{x} = \frac{502002+606641+680183+599447+627996+591256}{6} = 621254,2$
- I-e half a year 2020 року:  
 $\bar{x} = \frac{940834+1083559+1121653+1013969+1007505+969138}{6} = 1022776,3$

The relative magnitude of the dynamics is calculated using the formula:  
 $\frac{\text{actual data for the reporting period}}{\text{actual data of the previous period}} * 100\% = \frac{1022776,3}{621254,2} * 100\% = 164,6\%$  – the average percentage of the dynamics of orders on "Prom.ua" in the first half of 2020 compared to the first half of 2019.

At the same time, the dynamics of orders for goods made in Ukraine in the online store "Prom.ua" in the first half of 2020 compared to the first half of 2019 increased by an average of 99.2%. Calculations of this indicator are given below.



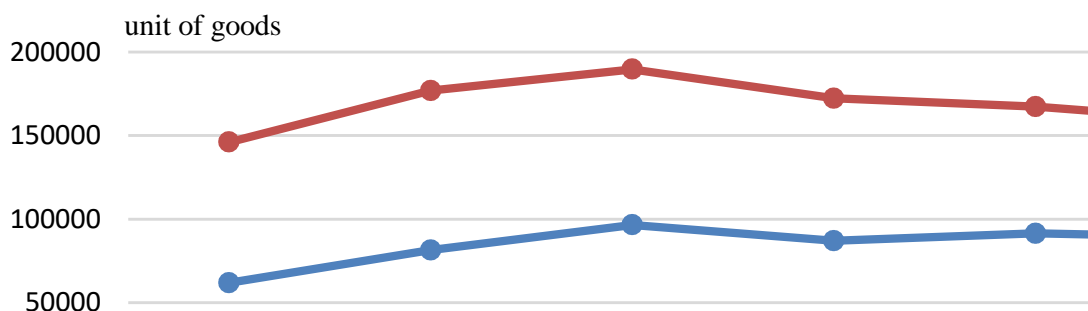
**Figure 9. Dynamics of orders on «Prom.ua»**

Data from Prom.ua on the dynamics of orders made in Ukraine are presented in Figure 10.

The calculation of the average number of orders in the first half of 2018 and 2019 was made using the formula of arithmetic mean downtime:  $\bar{x} = \frac{\sum x}{n}$ , де  $\sum x$  – number of all orders for all months,  $n$  – number of months.

- I-e півріччя 2019 року:  $\bar{x} = \frac{61975+81496+96657+87049+91428+88950}{6} = 84592,5$
- I-e півріччя 2020 року:  $\bar{x} = \frac{146194+177006+189763+172389+167424+158146}{6} = 168487$

The relative magnitude of the dynamics is calculated using the formula:  
 $\frac{\text{actual data for the reporting period}}{\text{actual data of the previous period}} * 100\% = \frac{168487,0}{84592,5} * 100\% = 199,2\%$  – the average percentage of the dynamics of orders on "Prom.ua" in the first half of 2020 compared to the first half of 2019.



**Figure 10. Dynamics of orders for Ukrainian goods on Prom.ua**

The amount of orders of Ukrainian production on Prom.ua also increased significantly. Compared to the first half of 2019, in the first half of 2020 the average amount of orders increased by UAH 46116257.1 million. or 86.1%. Calculations of these indicators are given below. Data from Prom.ua on the dynamics of the amount of orders made in Ukraine are presented in Figure 11.

The calculation of the average amount of orders of Ukrainian production in the first half of 2019 and 2020 is made using the formula of arithmetic mean downtime:  $\bar{x} = \frac{\sum x}{n}$ ,

where  $\sum x$  – number of all orders for all months,  $n$  – number of months.

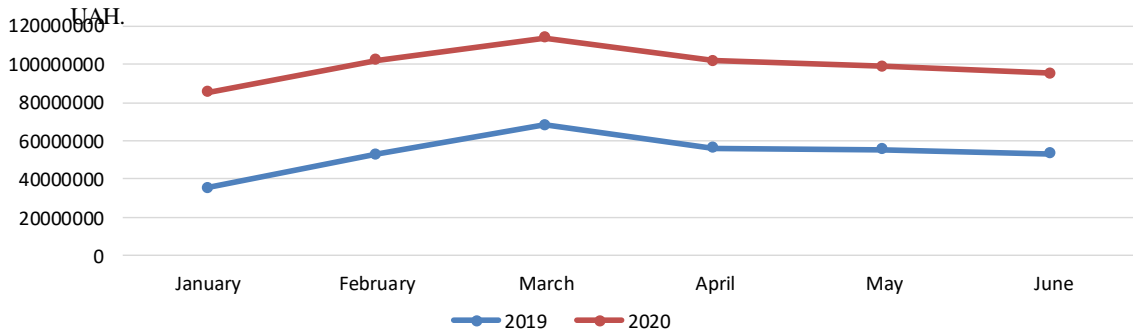
- I-e half a year 2019 :

$$\bar{x} = \frac{35315358 + 52873551 + 68138820 + 56239559 + 55450785 + 53325412}{6} = 53557247,5$$

- I-e half a year 2020 :

$$\bar{x} = \frac{85589609+102178021+114045901+102037490+98934496+95255511}{6} = 99673504,6$$

The absolute indicator is calculated according to the formula: actual data of the reporting period - actual data of the previous period = 99673504.6 - 53557247.5 = 46116257.1 million UAH. The relative magnitude of the dynamics is calculated using the formula:  $\frac{\text{actual data for the reporting period}}{\text{actual data of the previous period}} * 100\% = \frac{99673504,6}{53557247,5} * 100\% = 186,1\%$  – the average percentage of the dynamics of orders on "Prom.ua" in the first half of 2020 compared to the first half of 2019.



**Figure 11. Dynamics of the amount of orders for Ukrainian goods on «Prom.ua»**

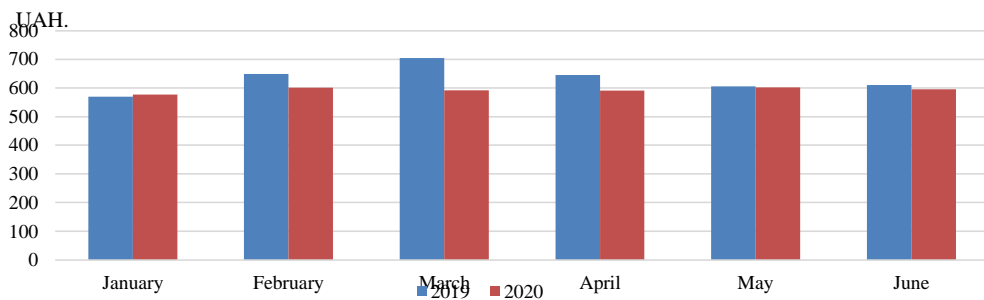
Although the amount of orders for Ukrainian goods increased, the average amount of a check on Prom.ua decreased by 6.4%. For example, the average check amount as of June 2020 is UAH 596, and the average check for such goods in the first half of 2019 is UAH 611. Calculations of this indicator are presented below. Data from Prom.ua on the dynamics of orders are shown in Figure 12.

The calculation of the average check amount in the first half of 2019 and 2020 is made using the formula of arithmetic mean downtime:

$$\bar{x} = \frac{\sum x}{n}, \text{ де } \sum x - \text{average check amount for all months, } n - \text{number of months.}$$

- I-e half a year 2018 :  $\bar{x} = \frac{570+649+705+646+606+611}{6} = 631,2$
- I-e half a year 2019 :  $\bar{x} = \frac{577+601+592+591+602+596}{6} = 593,2$

The relative magnitude of the dynamics is calculated using the formula:  
 $\frac{\text{actual data for the reporting period}}{\text{actual data of the previous period}} * 100\% = \frac{631,2}{593,2} * 100\% = 106,4\%$  – the average percentage of the dynamics of the average amount of the check for goods of Ukrainian production on "Prom.ua" in the first half of 2020 compared to the first half of 2019.



**Figure 12. Dynamics of the average amount of Ukrainian goods on "Prom.ua"**

Based on statistics, analysts at Prom.ua found several unexpected patterns: in the western regions of Ukraine, on average, more is spent on online shopping (from 630 to 800 UAH) than in other regions [6].

According to the study, more than 75% of orders on the Prom.ua trading platform take place between regions. Kyiv is the largest interregional importer, Kharkiv and Kyiv are the leaders among exporters to other regions, and Odessa, Dnipropetrovsk and Khmelnytsky also export a lot [6].

The largest number of orders is concentrated in Kyiv, while the average monthly number here reaches 223461 units of goods in 2020, which is due to the

fact that Kyiv is the largest city in terms of the number of people living there. The smallest number of orders - in the Ternopil region, namely - 13,564 units, there is also the smallest average check amount - 607 UAH.

Thus, Prom.ua, and with it e-commerce in general, is developing more and more and is becoming more and more popular among Ukrainians. This is due to many reasons, the main of which are:

- lower prices compared to traditional stores (by reducing the non-production costs of e-commerce companies have the opportunity to optimize pricing policy);
- availability of information about goods, services in online stores in real time around the clock without weekends;
- the availability of search engines that allow consumers to find information about the necessary goods and services;
- the ability to exchange feedback on goods and services [7, p.214].

**Conclusion.** As e-commerce is gaining more and more popularity in Ukraine, it creates a large turnover, which attracts all regions of Ukraine, thus creating the largest business platform. Every year, e-commerce is gaining more and more popularity, and therefore in the future it will become the most promising part of business. Because of this, it is advisable to conduct an economic analysis using various methods, one of which was proposed in this study. With their help, certain negative aspects of the company's work can be identified, or unused reserves, eliminating all the shortcomings and taking measures to mobilize the identified reserves, companies can increase their profits and profitability.

As for the study of the online store «Prom.ua» - the following conclusions can be drawn: this store provides reliable information about all products sold in it, sellers are tested, and the quality of goods meets all standards, turnover and the number of online orders more and more increase, so this object of study will continue to develop, reaching new heights.

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