



## Article

# The Experience of the Best Developed E-Commerce Company

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**Abstract:** This article examines the evolution of Amazon as a pioneering force in the development of e-commerce, highlighting its innovative contributions to the geo-economic landscape. It explores the company's role in transforming the global digital marketplace, focusing on the benefits and growth outcomes enabled by e-commerce. The research identifies key gaps in the existing literature regarding the long-term impact of Amazon's e-commerce strategies. Through a comparative analysis of Amazon's performance before and after adopting e-commerce solutions, the study evaluates the effectiveness of these innovations in driving company success. The findings underscore the significant role of e-commerce in shaping Amazon's growth trajectory and offer insights into its broader implications for the global digital economy.

**Keywords:** E-commerce, Amazon.com, AWS (Amazon Web Services), Amazon Web Services

## 1. Introduction

Although it can be challenging to operationally define and record, everyone can sense a website's quality while it's absent. In actuality, a website may receive as many opinions about its quality as there are users. Quality may be influenced by task-related elements that impact end users, such as navigability, content and function adequacy, and presentation quality and attractiveness. It might also rely on performance-related elements that impact end users' productivity and the website's profitability for the business that operates it. Response time, transaction throughput, robustness, and dependability are some of these variables. It might rely on aspects of development that have an impact on website developers and maintainers [1].

To guarantee a thorough list of quality characteristics, more study was conducted on quality aspects and qualities. In Suh et al. (2009) state that although e-commerce website software is huge and complicated, quality standards demand the important performance of variables like availability, performance, scalability, and security. For this reason, scalability and availability were added in particular [2]. Essentially, this has the greatest impact on how well a website is implemented. Scalability is the ability of a website to accommodate growing user and use needs. Website software programs must therefore be ready to expand swiftly in terms of both in terms of services provided and users served.

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The online trading market through e-commerce systems is increasingly developing in the world. Considered super giants of e-commerce, companies like Amazon (USA), Alibaba, and JD.com (both China) today dominate 40% of international online trade, run seven of the top ten e-commerce marketplaces worldwide, and set the course for the flow of goods in the global logistics network. The digital economy and its associated efficient technologies, such as e-business and e-commerce, are currently permeating our daily lives at a rapid pace. For this reason, our republic's leadership has made several significant measures to further speed up the state's and society's development [3].

In his January 25, 2020, address to the Supreme Assembly on the most important problems for 2020, for example, the President of the Republic of Uzbekistan expressed his views on the expansion of our country's digital economy. A resolution to guarantee information security, implement the Decree of the President of Uzbekistan No. PF-5349, "On measures for the further development of the sphere of information technologies and communications," dated February 19, 2018, and promote the quick development of modern information technologies for the incorporation of the digital economy into our republic's state management system was also adopted by the Cabinet of Ministers.

The resolutions on July 3, 2018, "On measures for the development of the digital economy in the Republic of Uzbekistan," and August 31, 2018, "On additional measures for the introduction and further development of the digital economy in Uzbekistan," which outline the goals and objectives of the digital economy, may also be included in this list. Members of our country's diplomatic mission met with representatives of various associations and companies to establish cooperation with Uzbek companies in the e-commerce industry. The agreements that came out of these talks demonstrated the Chinese business community's interest in strengthening its relationship with its Uzbek counterparts [4]. President Shavkat Mirziyoyev's broad reforms in Uzbekistan were noted as offering multiple opportunities to further promote mutually beneficial cooperation in many high-priority areas. The new trial system was expected to achieve good results, and it did.

## 2. Materials and Methods

This article's research is to investigate the crucial elements influencing the caliber and expansion of e-commerce platforms, with a specific emphasis on Amazon.com and Amazon Web Services (AWS). The study starts by examining the fundamental ideas that underpin the quality of websites, highlighting important components including scalability, security, performance, and usability. Because they have a direct impact on user experience, business profitability, and operational efficiency, these are crucial components of e-commerce systems. The method takes into account both performance-related elements like response time, transaction throughput, and availability, as well as task-related elements like navigability and content adequacy [5].

Suh et al. (2009) assert that these elements are crucial in deciding how successful e-commerce software systems are. The approach also looks into the operational difficulties that big e-commerce sites like Amazon confront, such as the requirement for dependability and scalability as user demands rise. Furthermore, the technique investigates the creation and use of e-commerce strategies in developing nations where digital transformation projects have been advancing, like Uzbekistan. The research examines governmental measures aimed at promoting the digital economy, such as policies for information technology development and e-commerce infrastructure, which align with global trends.

Through a combination of case study analysis (Amazon's global operations) and policy review (Uzbekistan's digital economy initiatives), the article provides a comprehensive understanding of how quality and innovation shape the success of e-commerce platforms. The methodology also integrates the broader context of global e-

commerce competition, with a focus on the dominant role played by companies like Amazon in setting market trends and defining digital commerce's future [6].

### 3. Results and Discussion

Amazon.com emerged as the most popular e-commerce and retail website in April 2022. On average, users view 8.78 pages and spend six minutes on the website. Amazon has a bounce rate of 35.77 percent, which is the proportion of visitors who depart the website after seeing just one page. Other websites on the list include Amazon.com and eBay. The average visit duration on eBay.com is six minutes, the average number of pages viewed is 6.75, and the bounce rate is 37.23 percent. The average visit duration on Amazon.com is six minutes, the average number of pages viewed is 8.09, and the bounce rate is 37.36 percent [7].

Rakuten.co.jp, a well-known e-commerce and retail website, came in at number four. Visitors stay on a website for an average of six minutes before leaving, and 37.97% of them do so after reading just one page. Nonetheless, an average of 7.78 pages are read during each website visit. An overview of Amazon.com, the number one online retailer in the world for 2022, is provided below [8].

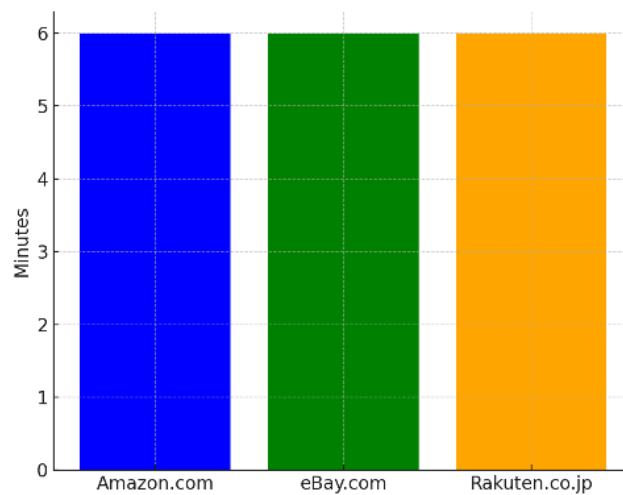


Figure 1. Average Visit Time (Minutes)

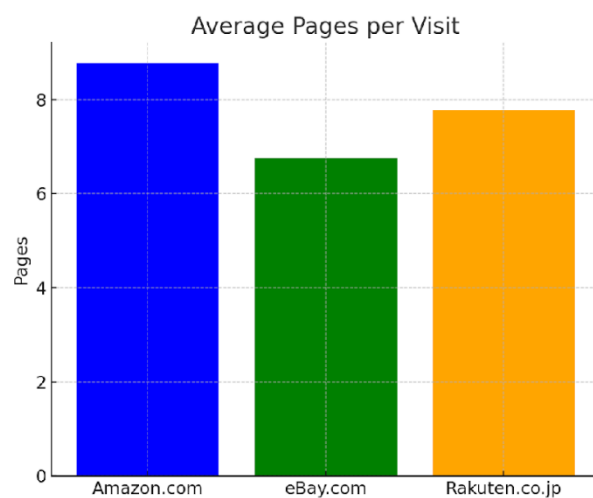


Figure 2. Average Pages per Visit

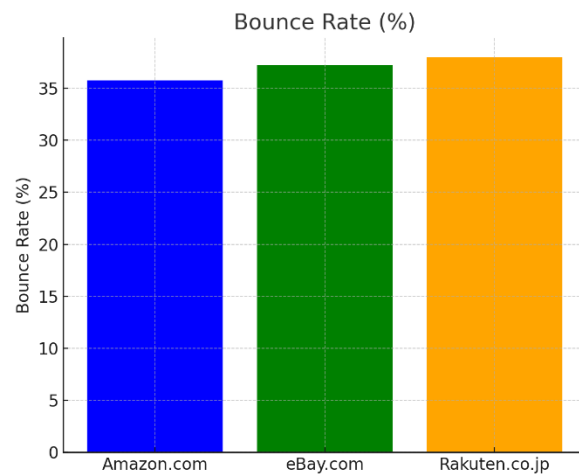


Figure 3. Bounce Rate (%)

One website that is tailored to each nation is Amazon.com. The massive online retailer Amazon.com sells a wide range of products, including toys, gadgets, music, movies, books, and home goods, either directly to its millions of consumers or through third parties [9]. Renting computer and data storage facilities via the Internet is part of its web services business; this is referred to as "cloud computing." Because of its widespread online presence, in 2012, 1% of all Internet traffic in North America passed via the data centers of Amazon.com [10-13]. Despite starting out as a well-known bookshop, Bezos made it clear right away that Amazon.com was more than just a store selling consumer items. He underlined that Amazon.com was a technological company that made online shopping easier for customers [14].

The business has grown quickly in various domains. Amazon.com fulfills the order, and other websites can sell things through its Associates program. The business soon started selling more than books after Bezos' original plan. Sales of music and videos started in 1998. In the same year, it started to expand internationally by purchasing online booksellers in Germany and the United Kingdom. Consumer electronics, video games, software, household items, toys, games, and much more were sold by the company by 1999. Amazon.com required more than simply private investors to grow in order to maintain this growth [15].

Consequently, Amazon.com raised \$54 million to go public on the NASDAQ stock exchange in May 1997, less than two years after opening its virtual doors to customers and failing to turn a profit [16]. The company was able to use both cash and its high-growth shares to finance its aggressive development and acquisition plan [17]. Offering a wider range of products made it more appealing, but Amazon.com's service improved customer loyalty and revenue. Its customization tools recommended other products based on a customer's previous purchases and data from consumers who had made similar purchases. It established a "community of consumers" by publishing product reviews, helping each other find high-quality products, from the best brands to the right book [18].

In 1997, Amazon.com began storing material in its own warehouses to gain greater control over its delivery, it has more data and more customers compared to other companies. In 2000, the company launched a service that allowed small businesses and individuals to sell their products on Amazon.com. In order to assist these businesses with inventory management, it launched Fulfillment by Amazon in 2006 [19]. Because of its growing inventory management business, it paid \$775 million to purchase Kiva Systems, a robotics company whose machines streamline inventory fulfillment operations, in 2012. Although its most profitable section is still AWS, the company still generates the majority of its revenue from online sales, and the majority of its investments are focused on this

industry. This strategy of amazon made it the largest company in the world. Later, other new companies started applying his rules and it brought good profits [20].

#### 4. Conclusion

This study identified and ranked the primary criteria that determine an e-commerce website's quality. quality characteristics for this application area. The specialized literature served as the source for the qualities list. The study and analysis presented in this work made it possible to comprehend these sub-factors' interactions and effects on the primary quality factors better. The findings offer a crucial basis for comprehending the quality of e-commerce websites, enabling developers to evaluate their sites' advantages and disadvantages and determine where additional development is necessary to reach the high standards required for e-commerce success. According to data from the company's investor relations website, Amazon's net sales increased significantly in the first quarter of 2022, while operating profitability decreased. The following are Amazon.com's online sales numbers: Net sales increased 7% to \$116.4 billion from the first quarter of 2021, when they were \$108.5 billion. After deducting the \$1.8 billion foreign exchange loss for the first quarter of 2021, net sales increased by 9%. Compared to \$8.9 billion in the first quarter of 2021, operating income dropped to \$3.7 billion in the first quarter. In the first quarter of 2021, net income was \$8.1 billion, whereas the first quarter's deficit was \$3.8 billion. In conclusion, it can be said that E-commerce can lead to profitable results for our company

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