E-commerce Data Collection in Indonesia

UNECE Expert Meeting on Statistical Data Collection 2023

12 - 14 June 2023
Outline

- **WHY**: collect e-commerce data in Indonesia
- **WHO**: types of businesses whose data is recorded
- **WHAT**: data will be recorded
- **WHEN**: data recording will be conducted
- **HOW**: the process of e-commerce data recording
THE NEED TO MEASURE THE DIGITAL ECONOMY FOR DATA-DRIVEN POLICY MAKING ...

- Digital transformation brought by technology improvement
  - New Actors
  - New Products

Change how the economy works

Required existing economic measurement update

DIGITAL ECONOMY

DYNAMIC ENVIRONMENT

PUBLIC-PRIVATE DATA PARTNERSHIP

DATA-DRIVEN POLICY MAKING with minimum lag
... SO IT NEEDS DATA PARTNERSHIP WITH ALL DIGITAL ECONOMIC ACTORS, MAINLY E-COMMERCE ...

1. Marketplace
2. Electronic retail
3. Classified
4. Ride hailing
5. Social commerce
6. Daily deals
7. Price comparison
Data collection in e-commerce is conducted every quarter.

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High-frequency macroeconomics updates (lag: H+35)

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Minimum time lag policy formulation …

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<th>Quarter I</th>
<th>Quarter II</th>
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<td>1 Jan – 31 Mar</td>
<td>1 Apr – 30 Jun</td>
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<th>Quarter III</th>
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<td>1 Jul – 30 Sep</td>
<td>1 Okt – 31 Des</td>
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Timelag: 16 days after the quarter ends
Data collected from E-commerce in Indonesia

- E-commerce General Identity and Information
- E-commerce Income & Expenses
- Payment Method
- Buyer and Seller Information
- Other Information (Voluntary)
- Product Category
- Origin
- Transaction
- Labor
- Expertise
Data Collection Process
Integrated Statistics Infrastructure System (Sintesis)

Suporting System (Knowledge Management, Data Ontology, Collaboration Tool, Identity Access Management)

Metadata Management System

Data Sources
- Integrated Collection system
- CAWI/CAPI
- Crawling
- Upload Data File
- API
- Hak Akses & Dokumentasi
- Transdata

External System

Crawling

Connect to data sources via ETL tool

Integated Collection system

Upload Data File

CAWI/CAPI

Crawling

Metadata Management System

Data Processing
- EDL Working Zone
- Single Source of Truth
- INDAH Portal

Data Analytic
- EDL Gold Zone
- DWH
- Data Mart

Metadata Adjudication
- Business, Operational, Technical metadata
- Katalog Konten

Visualization
- Dashboard & Visualization

Data Sharing/Access
- API Management
- Data Catalog
- Data Visualization

SECURITY SYSTEM

Data Sharing API

External System

EDL Working Zone

EDL Gold Zone

DWH

Data Mart

Dashboard & Visualization

Metadata Adjudication

Data Sharing/Access
Thank You