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***

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DYNAMIC ENVIRONMENT

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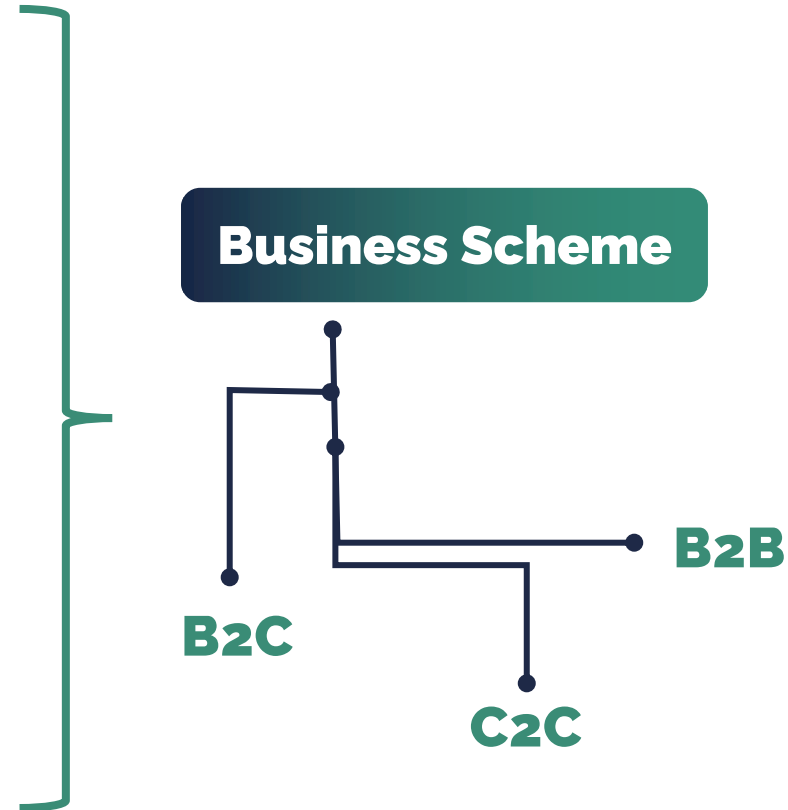## PUBLIC-PRIVATE DATA PARTNERSHIP

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DATA-DRIVEN POLICY MAKING with minimum lag

1 **Marketplace**

2 **Electronic retai**

3 **Classified**

4 **Ride hailing**

5 **Social commerce**

6 **Daily deals**

7 **Price comparison**

Business Scheme

B2C

C2C

B2B

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 ...

Time Reference:
QUARTERLY

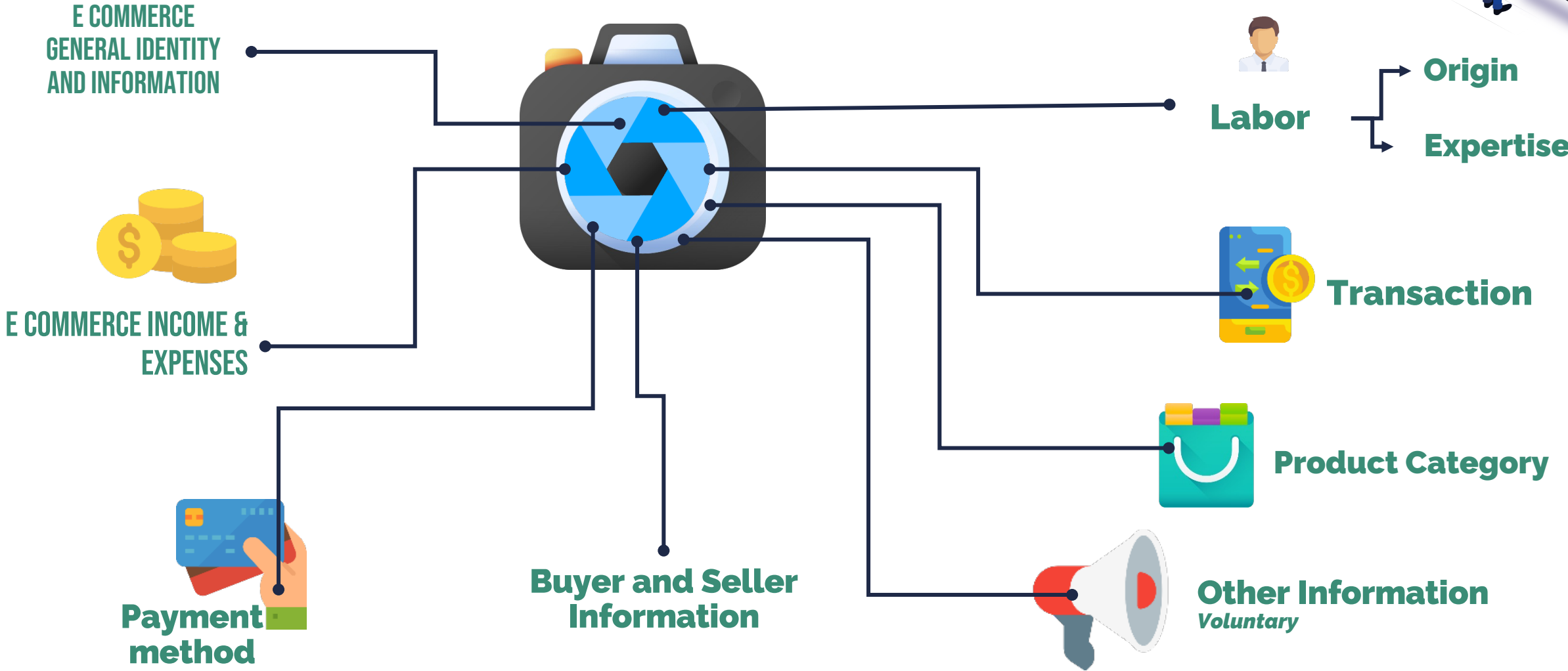| Quarter I	Quarter II
1 Jan – 31 Mar	1 Apr – 30 Jun

Quarter III	Quarter IV
1 Jul – 30 Sep	1 Okt – 31 Des

Timelag: 16 days after after the quarter ends

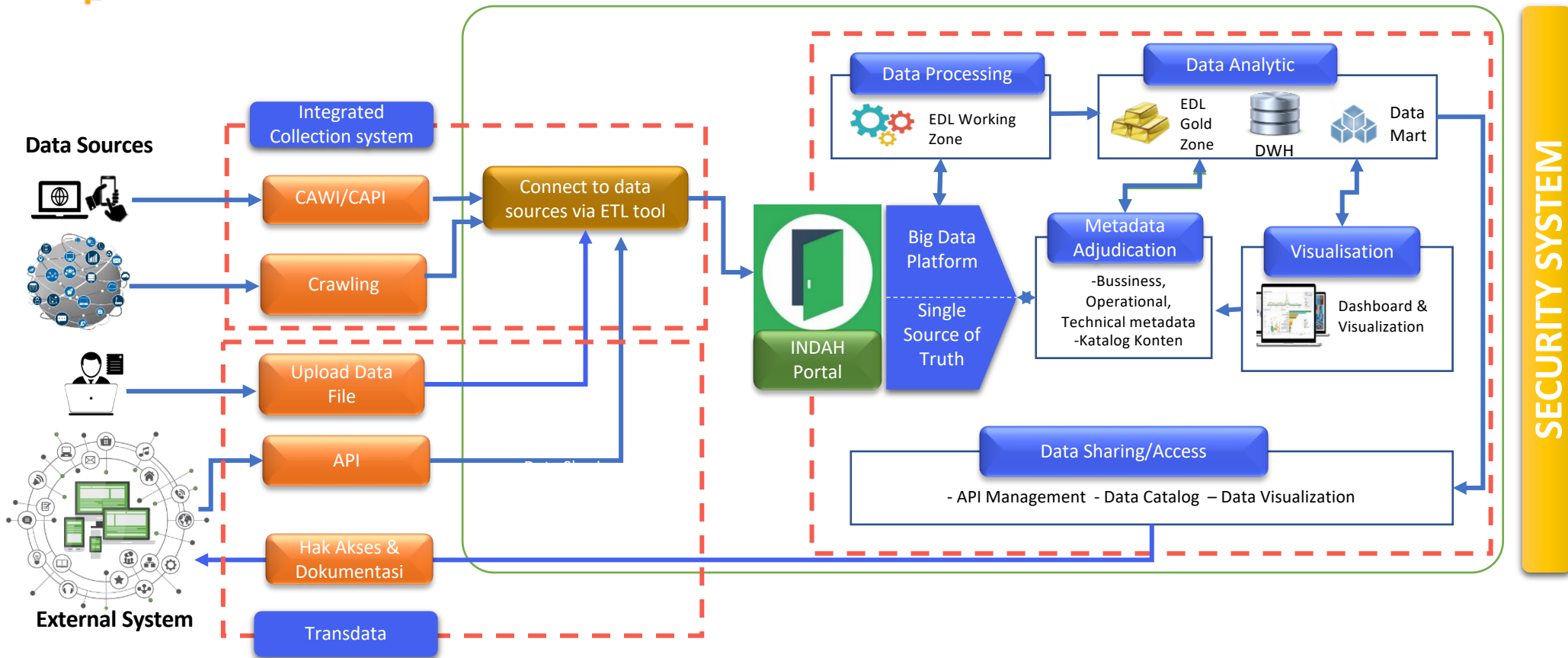Data collected from E commerce in Indonesia

Data Collection Process
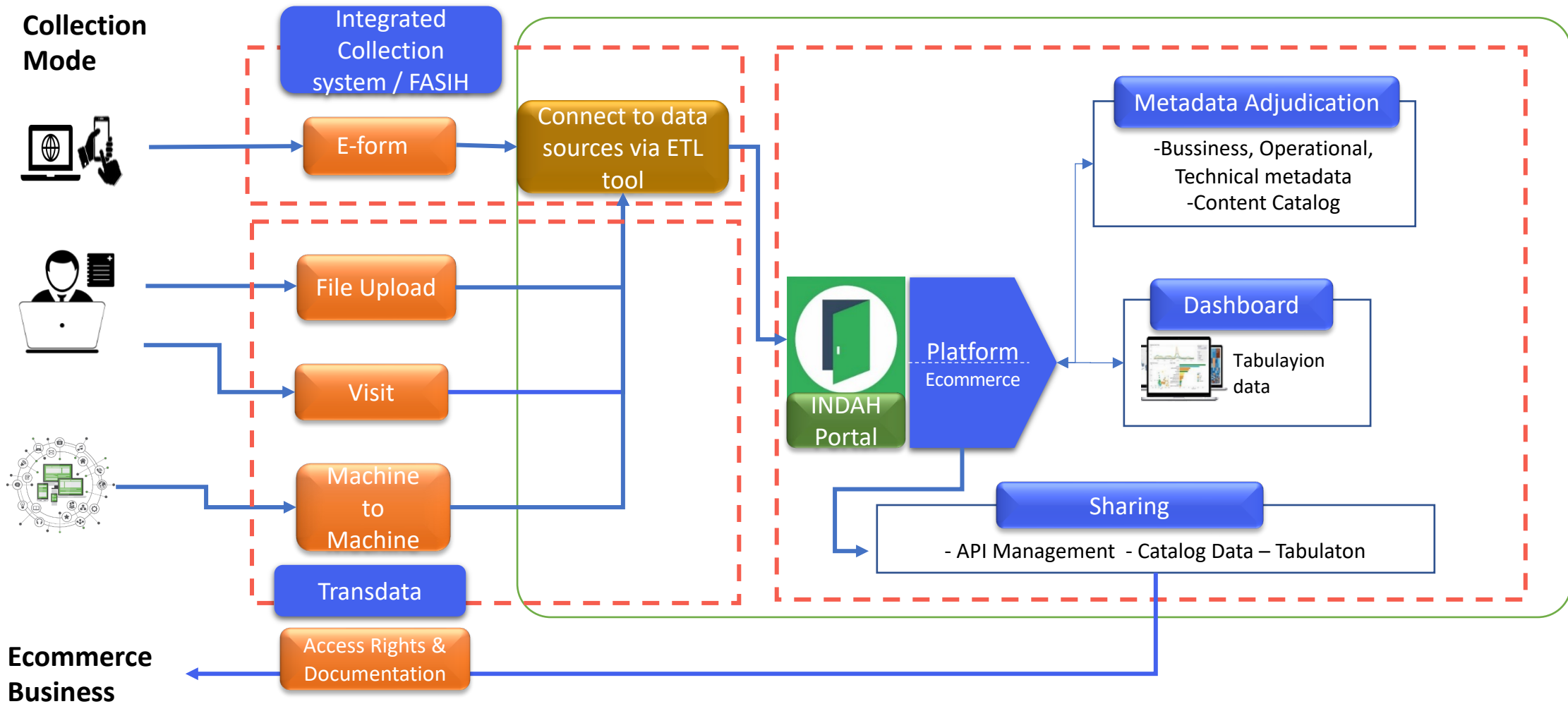
Integrated Statistics Infrastructure System (Sintesis)

sintesis
Sistem Infrastruktur Statistik Terintegrasi

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

Metadata Management System

Data Sources

Integrated Collection system

CAWI/CAPI

Crawling

Connect to data sources via ETL tool

Upload Data File

API

Hak Akses & Dokumentasi

External System

Transdata

INDAH Portal

Big Data Platform

Single Source of Truth

Data Processing
EDL Working Zone

Data Analytic
EDL Gold Zone   DWH   Data Mart

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

Visualisation
Dashboard & Visualization

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

SECURITY SYSTEM

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Data collection infrastructure for E commerce

Thank You