



Design and Implementation of Online Retail Statistics in China

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The rapid development of e-commerce has resulted in explosive growth of online retail in China. The traditional trade statistics faces with challenge of e-commerce and big data, which urges the National Bureau of Statistics of China (NBS) to make changes in existing trade statistics. From the beginning of 2014, the NBS carried out the online retail statistics reform. The goal is to build a better system of statistical indicators of online retail, and make quantitative assessment on online retail activities scientifically and systematically, so as to estimate total scale and structure of online retail sales, moreover, analyze the extent that online retail impacts on physical store sale and total retail sales. The general designing idea of online retail statistics includes four points. Firstly, divide the online sellers into three categories, and different categories were treated in different methods. Secondly, implement both seller statistics and buyer statistics, which means not only get data from the seller side but also make surveys on buyer side, so the statistical results could be checked and verified by each other. Thirdly, use the 2013 Third National Economic Census's results as the fundamental data, obtain total scale and important parameters for e-commerce. Fourthly, take full advantage of big data from different channels such as e-commerce companies' transaction data and administrative record, which contribute important reference for online retail sales statistics. In accordance with the above ideas, the NBS modified the original trade statistical forms, added online retail relevant indicators, conducted new surveys, and estimated the online retail sales of China based on the 2013 Third National Economic Census results. This paper introduced the ongoing online retail statistics conducted by the NBS, from the aspects of overall program design, implementation, and data publishing.

Keywords: Online retail statistics; e-commerce; design; implementation