



Boosting Efficiency in the E-commerce Industry: Tackling Key Challenges

See how Maru AI supports your engineering team with real-time insights, helping overcome challenges of high turnover and improving project outcomes.





Executive Summary

The e-commerce industry is rapidly evolving, presenting companies with unique challenges. Maintaining a team of experienced professionals ready to tackle complex projects on short notice is crucial. However, tight budgets, demanding timelines, and shrinking margins force many organizations to rely heavily on less experienced staff. This reliance leads to project delays, reduced efficiency, and increased costs. High turnover and frequent team changes add further complications, disrupting project continuity and increasing training expenses.

The Problem

Challenges Faced by Companies

- **Reliance on Junior Engineers:** To control costs, e-commerce companies often hire junior developers or staff with limited experience. These individuals lack the depth of knowledge needed for complex projects, particularly those involving advanced e-commerce platforms like Adobe Commerce. According to LinkedIn's Workforce Learning Report, most of employees say they would stay at a company longer if it invested in their career development.
- **Project Delays:** Inadequate expertise results in projects lagging behind schedule. According to a 2023 report by McKinsey, 45% of e-commerce projects experience delays due to skill gaps in the workforce. Delays can lead to missed market opportunities, costing companies significant revenue. The Standish Group's CHAOS Report indicates that 71% of IT projects are NOT completed on time or budget.

A large blue circular graphic with a white outline, containing the text '71%' in white. The graphic is partially surrounded by a blue arc on the left side.

71%

71%
IT projects
are **NOT**
completed on
time or
budget

- The Standish
Group's CHAOS
Report

A large purple rectangular graphic with a white outline, containing the text '45%' in white. The graphic is partially surrounded by a purple arc on the right side.

45 %
of
E-Commerce
Projects
experience
delays
due to
SKILL GAPS

- McKinsey 2023 Report

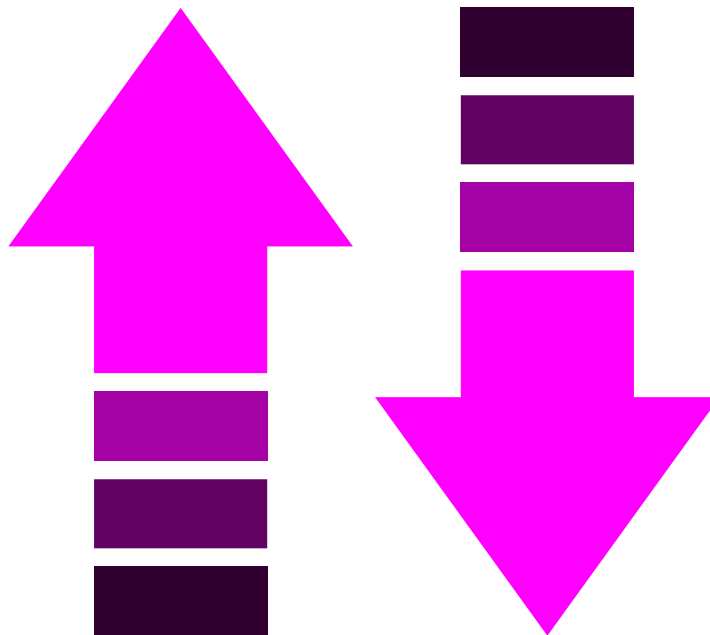
45%

- **Efficiency Losses:** Inexperienced staff struggle to keep up, leading to decreased productivity. This inefficiency can cost companies up to 20% of their potential revenue, as noted in a study by Deloitte. Furthermore, Gallup reports that only 15% of employees worldwide are engaged at work, highlighting the need for better tools and training to enhance productivity.
- **High Turnover:** The e-commerce industry experiences a turnover rate of approximately 30% annually. Frequent changes in team composition disrupt project continuity and increase training costs. The Work Institute's Retention Report states that the average cost of losing an employee is 33% of their annual salary.

Impact on Business

- **Shrinking Margins:** Delays and inefficiencies lead to increased project costs, significantly impacting profit margins. The National Retail Federation reports that inefficiencies in project management can decrease profit margins.
- **Reduced Productivity:** The learning curve for junior staff slows down project progress, affecting overall productivity. Gartner highlights that companies with a well-trained workforce are 40% more productive. Additionally, the World Economic Forum notes that reskilling efforts can lead to a 6% increase in GDP by 2030.
- **Increased Training and Onboarding Costs:** Constant movement within teams necessitates ongoing training. According to the Society for Human Resource Management, the average cost to onboard a new employee is \$4,129. Moreover, training an employee can cost anywhere from 1% to 2.5% of their annual salary, according to the Association for Talent Development.

increased
Project
Costs



decreased
Profit
Margins

Solutions for E-commerce Companies

- **Invest in Training and Development:** Companies should invest in comprehensive training programs to bridge the skills gap. Offering certification programs and continuous learning opportunities can significantly enhance staff capabilities. LinkedIn's Workplace Learning Report shows that 68% of employees prefer to learn at work.
- **Implement AI-Powered Tools:** Maru AI Leveraging AI-powered tools like Maru AI can help junior staff quickly gain expertise and improve productivity. Maru AI offers intelligent code assistance, real-time support, and platform-specific insights, enabling less experienced staff to perform at higher levels.

KEY FEATURES

Intelligent Code Assistance

Quickly find relevant code snippets and best practices.

Code Examples

Access examples that demonstrate the application of code in real-world scenarios.

Code Explanation

Understand the purpose and meaning of code blocks with contextual explanations.

Platform Expertise

Gain insights and best practices for Adobe Commerce projects, supported by comprehensive Adobe Products Documentation.

Maru AI ensures that projects stay on track by providing real-time support and recommendations, reducing delays, and improving overall efficiency. By minimizing the need for constant oversight from senior engineers, Maru AI allows companies to maintain tight budgets while achieving high-quality results.

Our SOLUTIONS

- **Enhance Project Management Practices:** Adopting agile project management practices can improve efficiency and reduce delays. Regular training in agile methodologies can equip teams to handle projects more effectively. According to PMI's Pulse of the Profession report, 71% of organizations use agile approaches to their projects.
- **Utilize Cross-Functional Teams:** Encouraging collaboration between different departments can foster knowledge sharing and improve project outcomes. Cross-functional teams bring diverse perspectives and expertise to the table, leading to innovative solutions. Harvard Business Review notes that teams with diverse skills and perspectives are 35% more likely to outperform their competitors.
- **Monitor and Optimize Processes:** Continuously monitoring and optimizing processes can help identify bottlenecks and inefficiencies. Implementing performance metrics and regular reviews can drive continuous improvement. According to McKinsey, companies that regularly review and optimize their processes are 30% more likely to meet their project goals.

71%

Organizations use agile approaches to their projects

- PMI's Pulse Of the Profession

71%

35%

35%

teams with diverse skills and perspectives are more likely to outperform their competitors

- Harvard Business Review

30%

companies that regularly review and optimize their processes are more likely to meet their project goals

- McKinsey

30%

Conclusion

Addressing the challenges faced by the e-commerce industry requires a multifaceted approach. By investing in training and development, implementing AI-powered tools like Maru AI, and enhancing project management practices, companies can boost efficiency and maintain competitive margins. Embracing these solutions ensures that projects stay on track, productivity is maximized, and the impact of high turnover is minimized. Empower your workforce and transform your business with these strategies, driving success in the ever-evolving e-commerce landscape.

<https://www.maru.ai/>

For more information on how Maru AI can revolutionize your e-commerce projects and overcome industry challenges, contact us today!

