

SPSS software application for evaluating and analyzing business performance at New Technology & Electronics Trading Company Limited.

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Abstract: In the fiercely competitive context of the e-commerce market, evaluating and analyzing business performance is an urgent need. This study aims to use SPSS software to collect, process, and analyze business data from New Technology & E-commerce Trading Company Limited. Through research, the study will identify factors affecting business performance and propose improvement solutions. The approach combines data analysis theory with empirical analysis based on the company's actual data. The expected outcome is to provide the company with a comprehensive and feasible business performance evaluation system, while contributing to knowledge on the use of SPSS in the e-commerce field.

Keywords: SPSS, Data Analysis, E-commerce, Business, Company