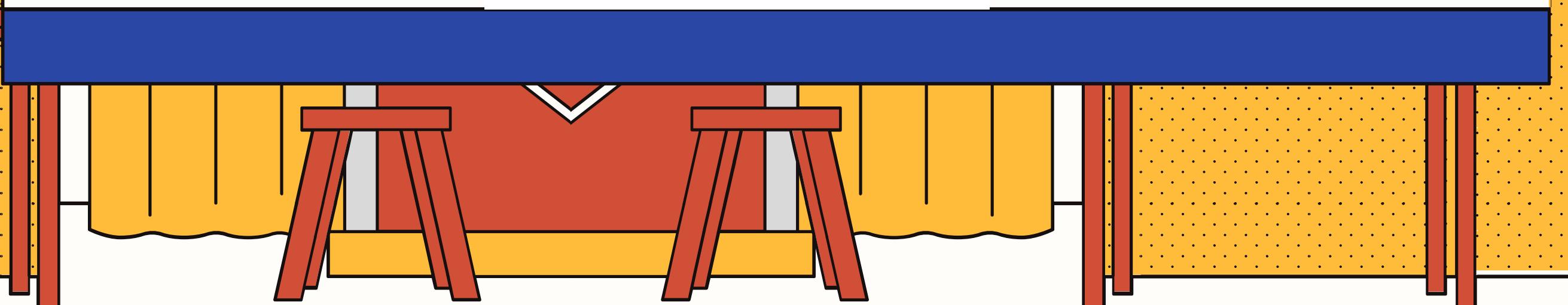
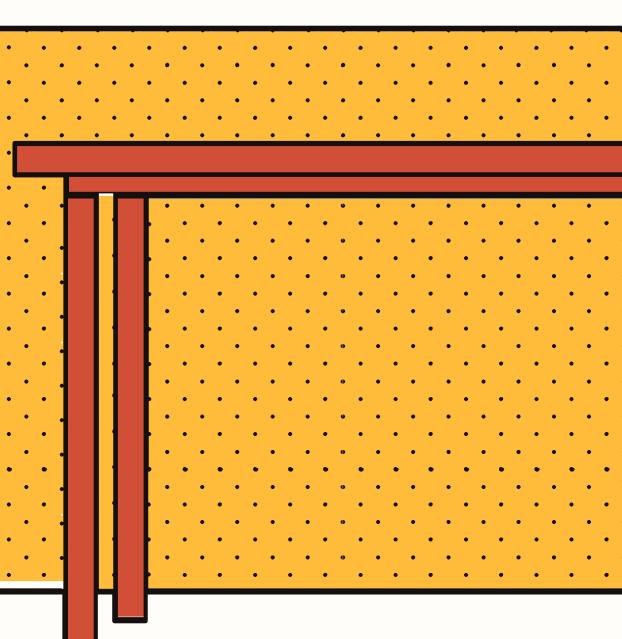
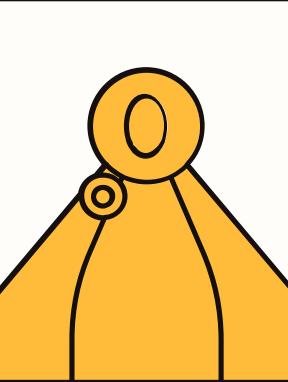
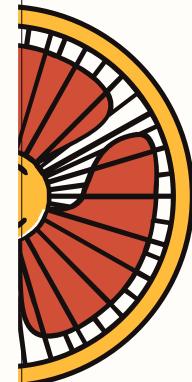


SERVING SINCE 1992

MERCADO Anaisiso LIVRE

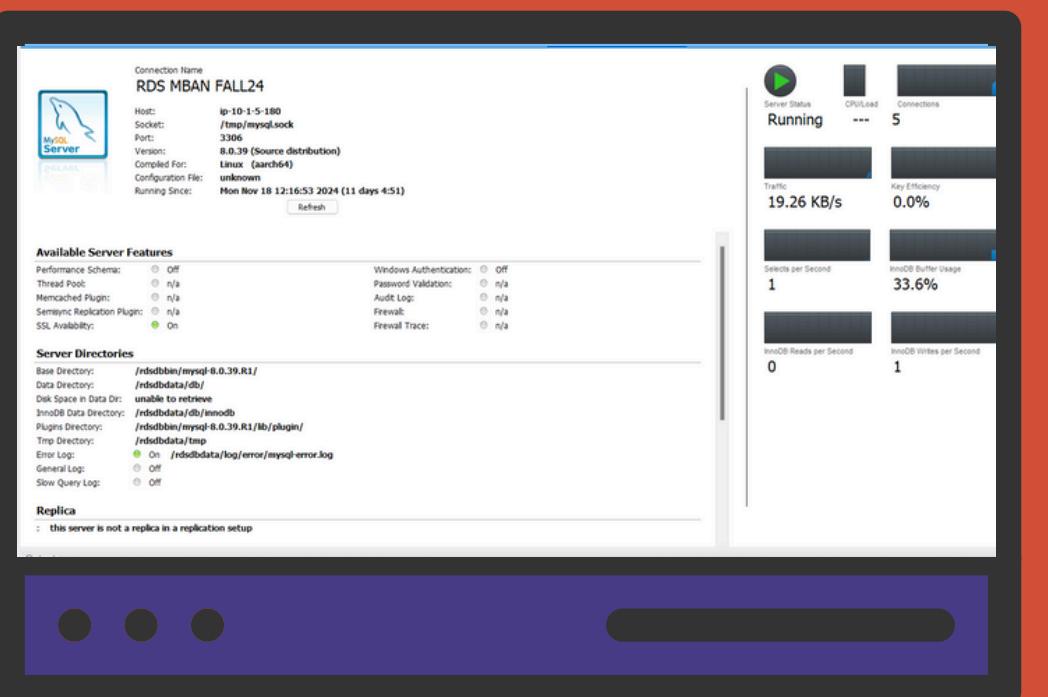
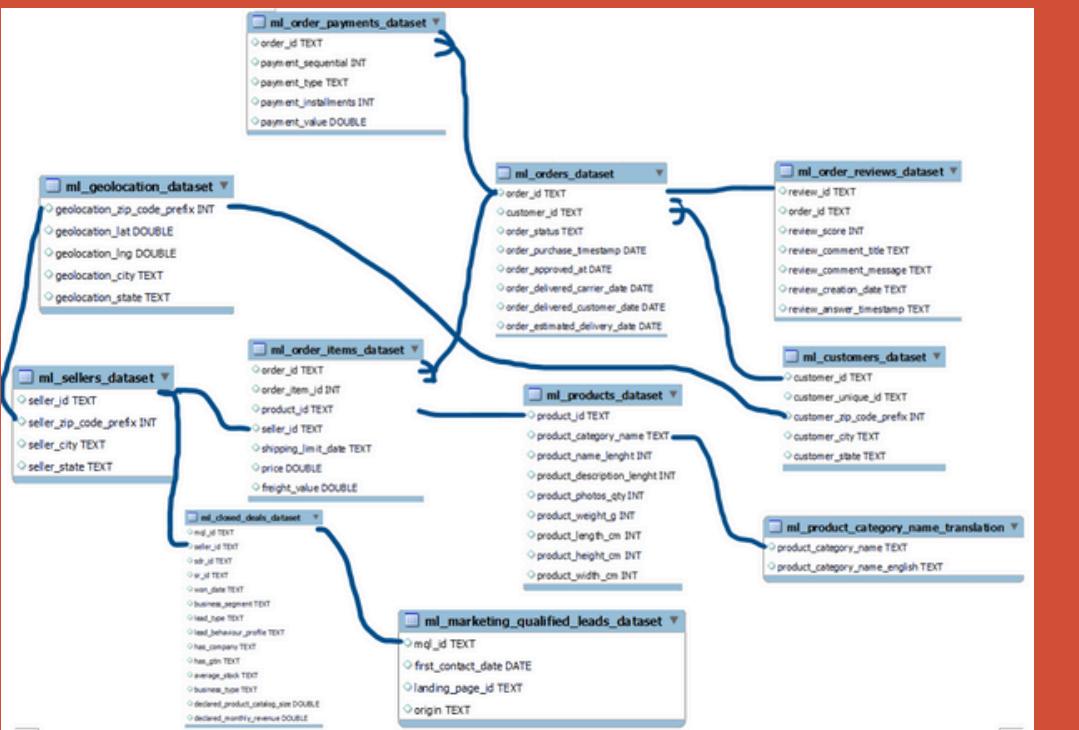


FREE-SABAW



ETL

- Uploaded to our AWS RDS and cleaned data
- Joined datasets to create a comprehensive view.
- Used Python and Amazon QuickSight to generate insights.
- Improved data quality, enabled deeper analysis, and provided actionable insights for marketing campaigns.

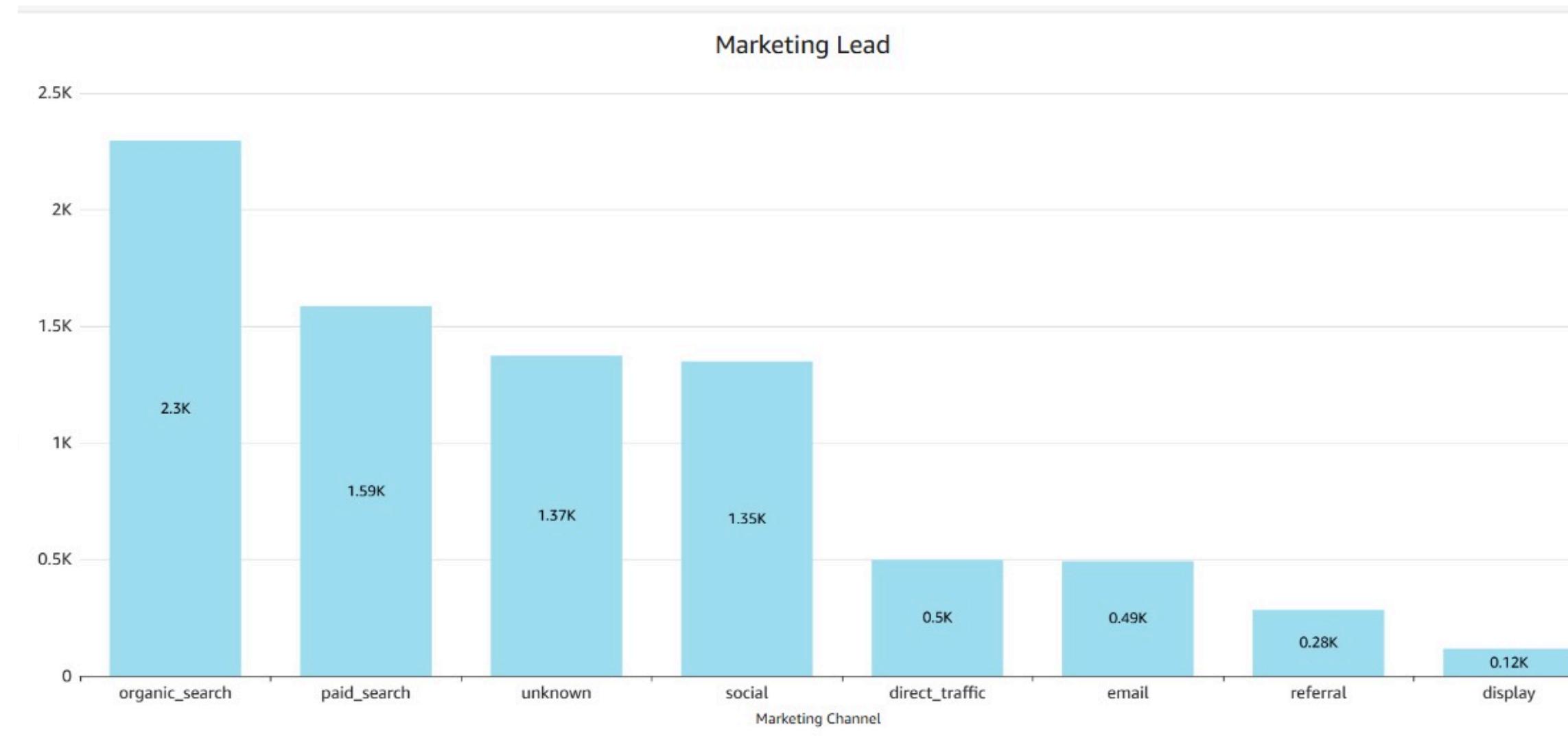


ASSUMPTIONS

- An order is complete when either the item was shipped or the item got delivered to the customer.
- That a transaction has occurred if the payment is associated with a payment value
- Null Values.

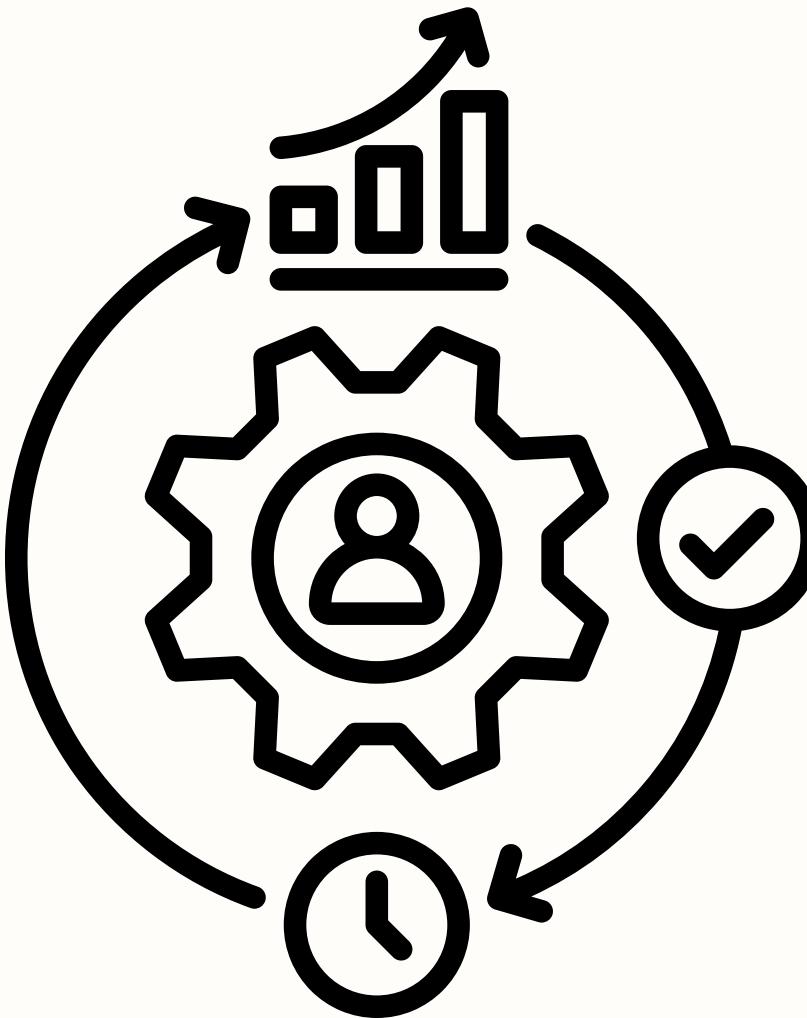


MARKETING

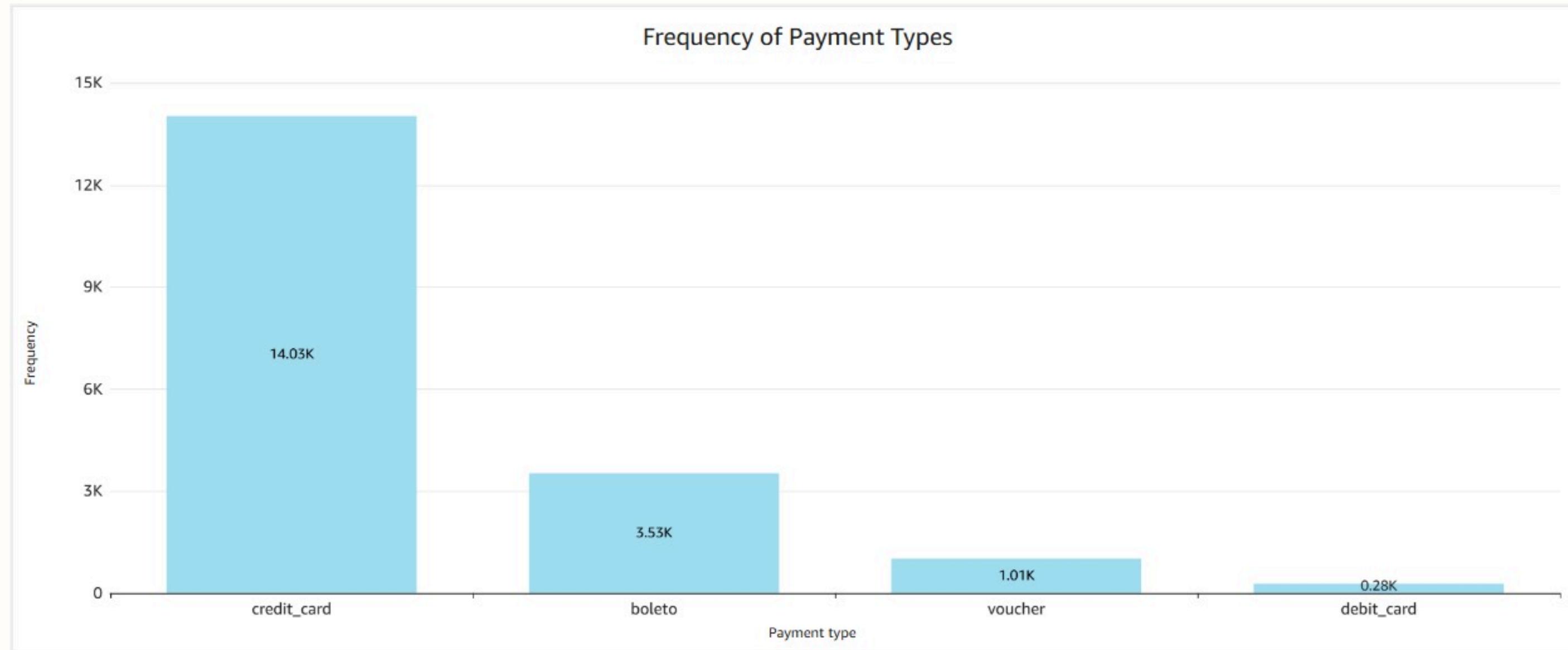


**Organic Search, Paid Search, Unspecified account
for 66% of all our marketing leads**

OPERATIONAL INSIGHTS

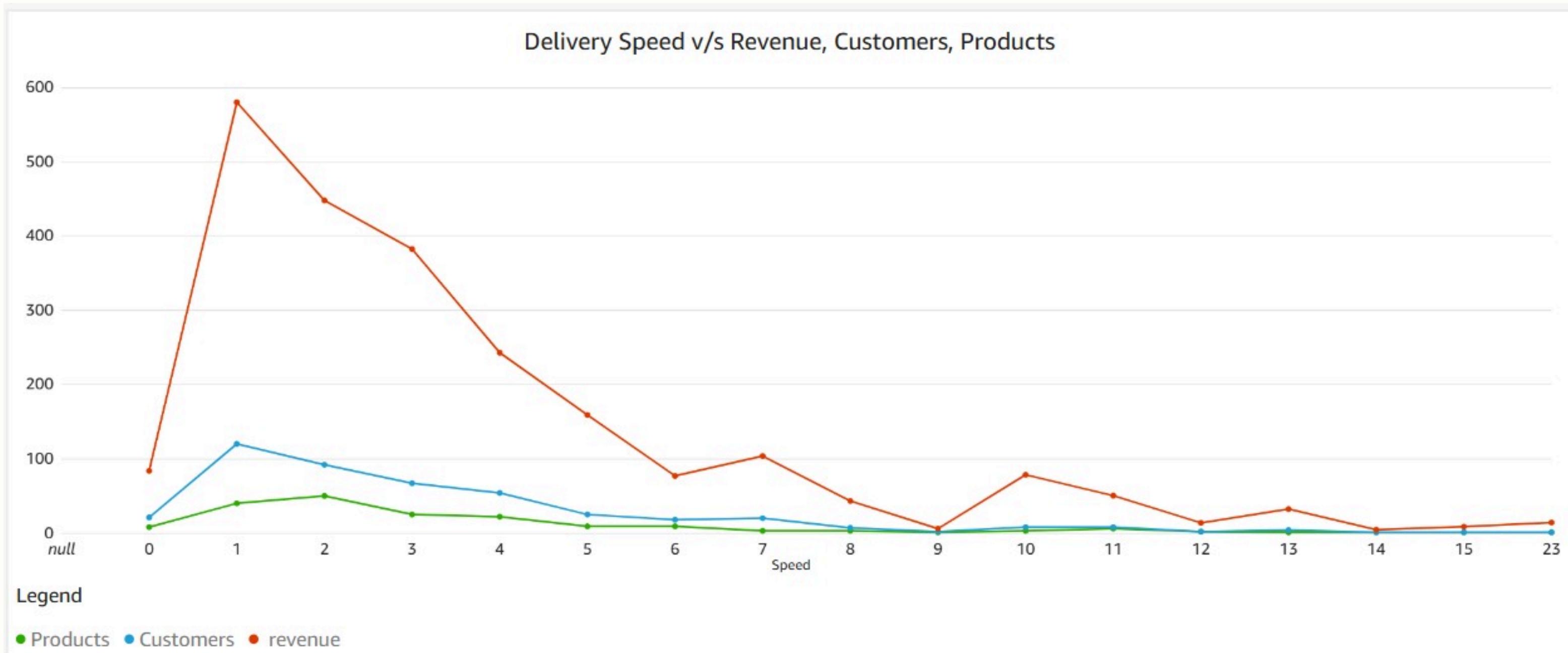


PAYMENT METHODS

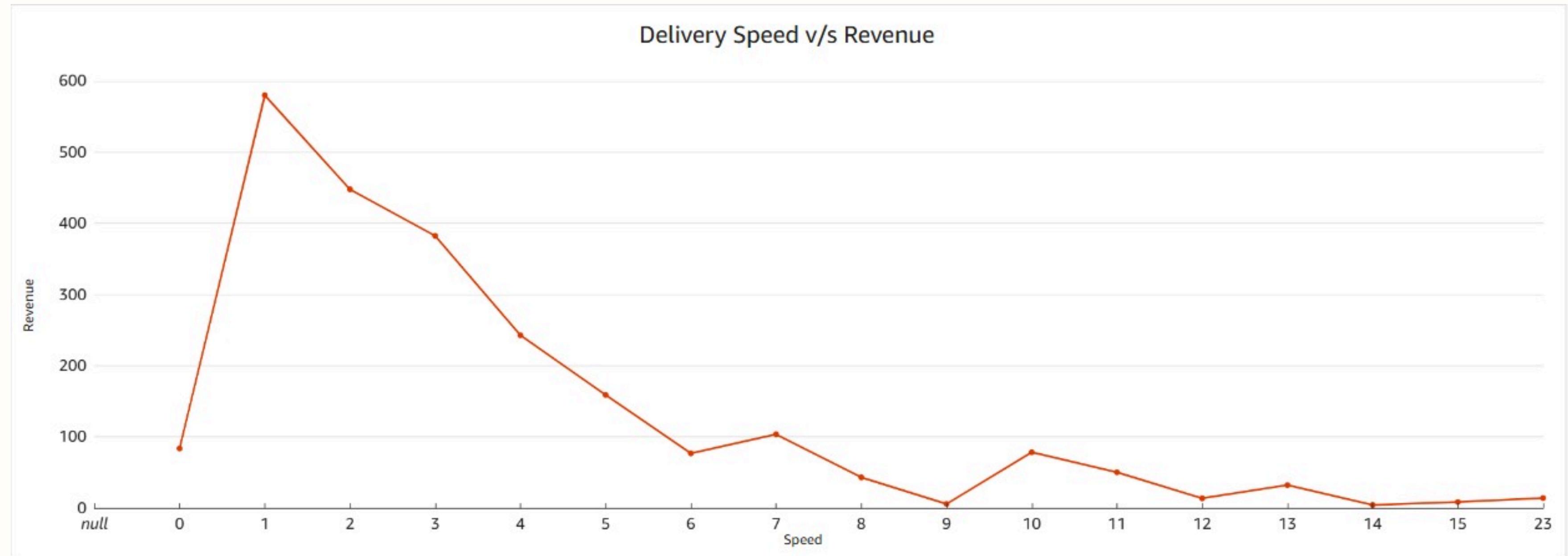


**Most frequently used payment method is a credit card
accounting for ~74% of the payment types**

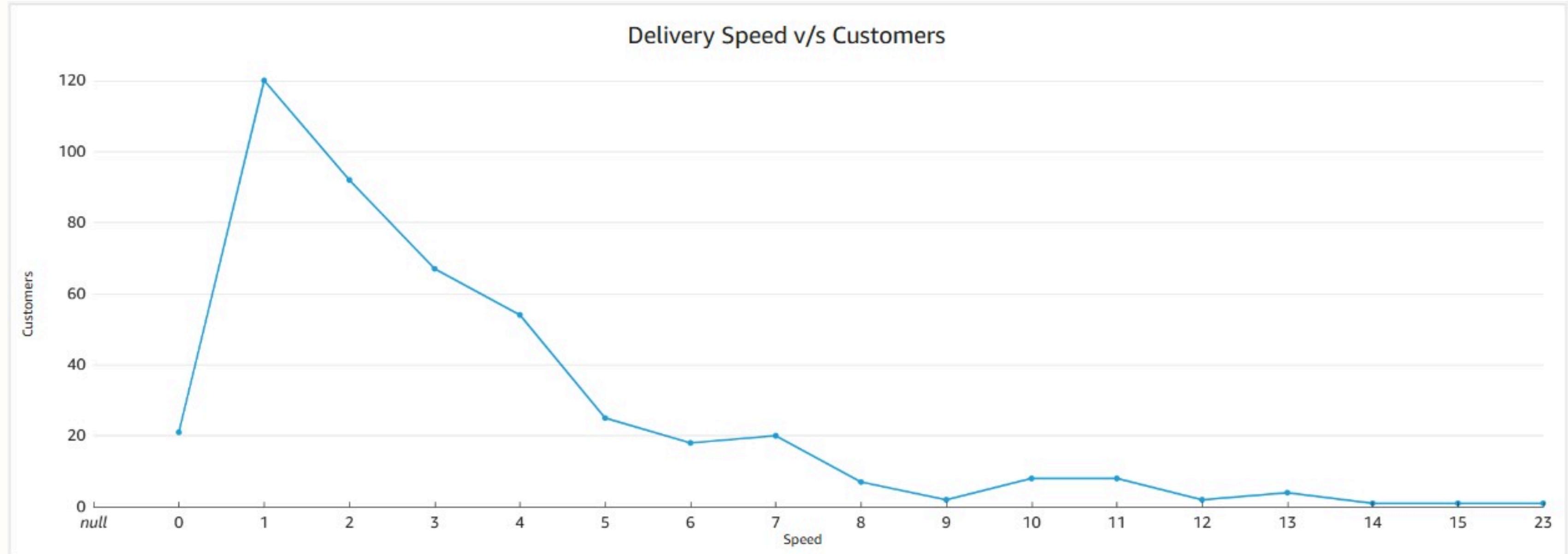
DELIVERY SPEED TRENDS



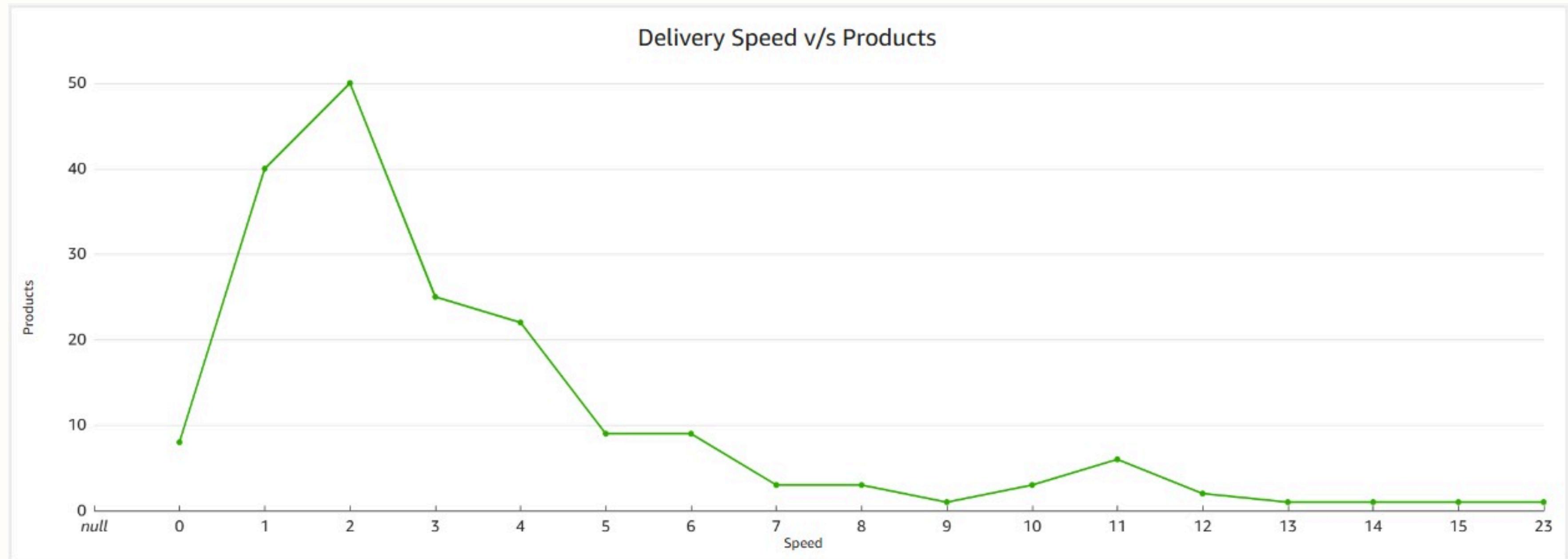
DELIVERY SPEED V/S REVENUE



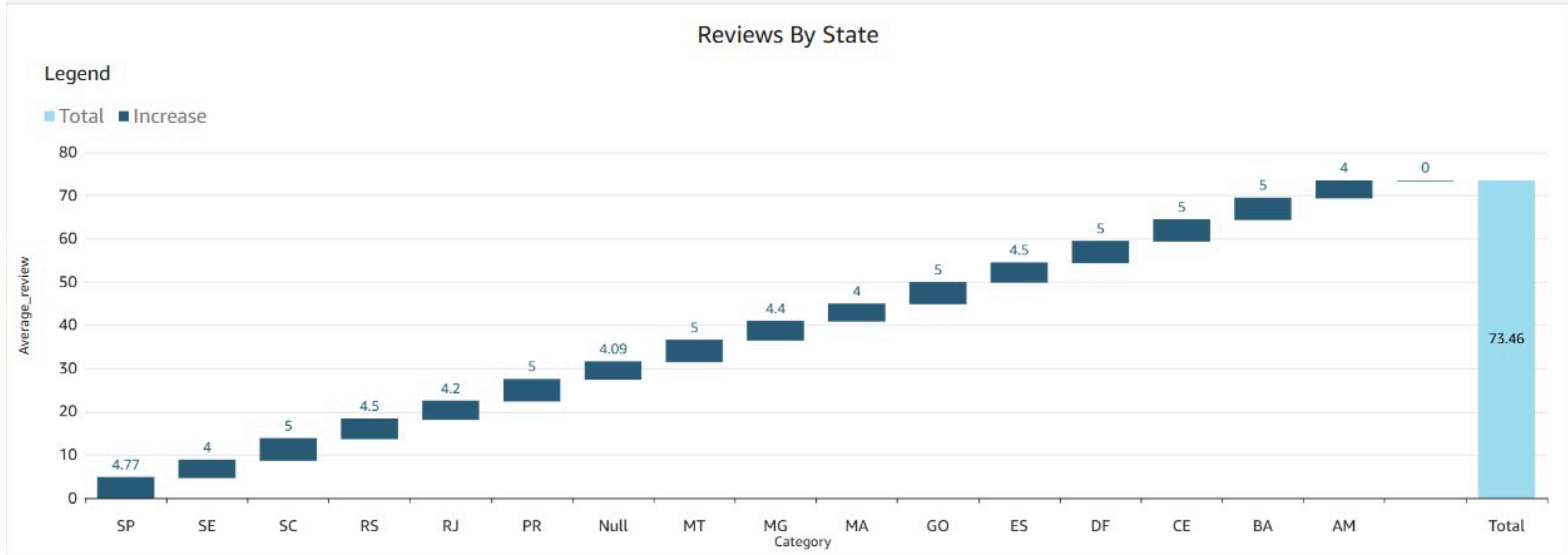
DELIVERY SPEED V/S CUSTOMERS



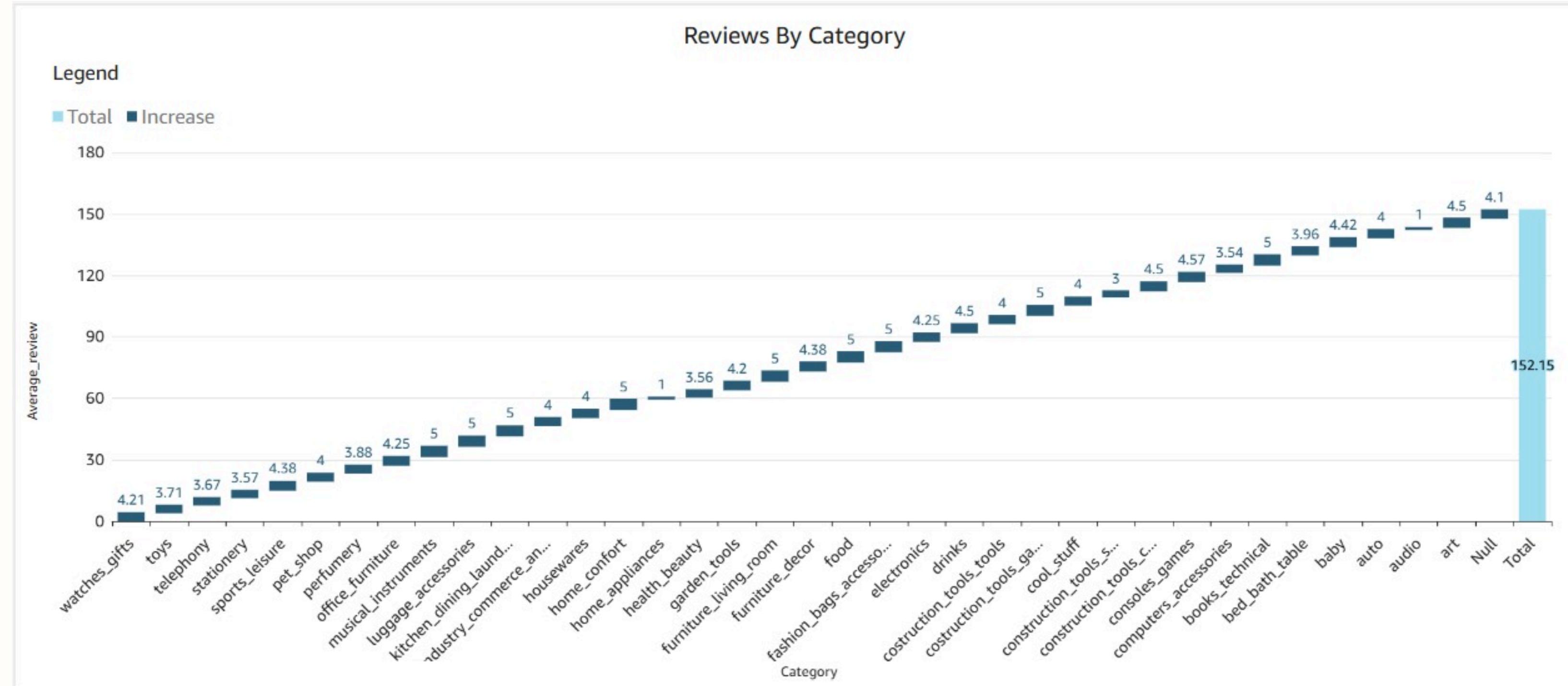
DELIVERY SPEED V/S PRODUCTS



AVG REVIEW BY STATE



AVG REVIEW BY CATEGORY



REVIEW SCORE RELATIONSHIPS

- There is a relationship between the number of reviews and the average review score.
- We found that 7202 users placed a review on our platform and that the average review was 4.1/5.
- 4 and 5 star reviews account for 77% of all the reviews with 5 star reviews accounting for 58% of all reviews.

SALES PERFORMANCE



REVISED

REACH

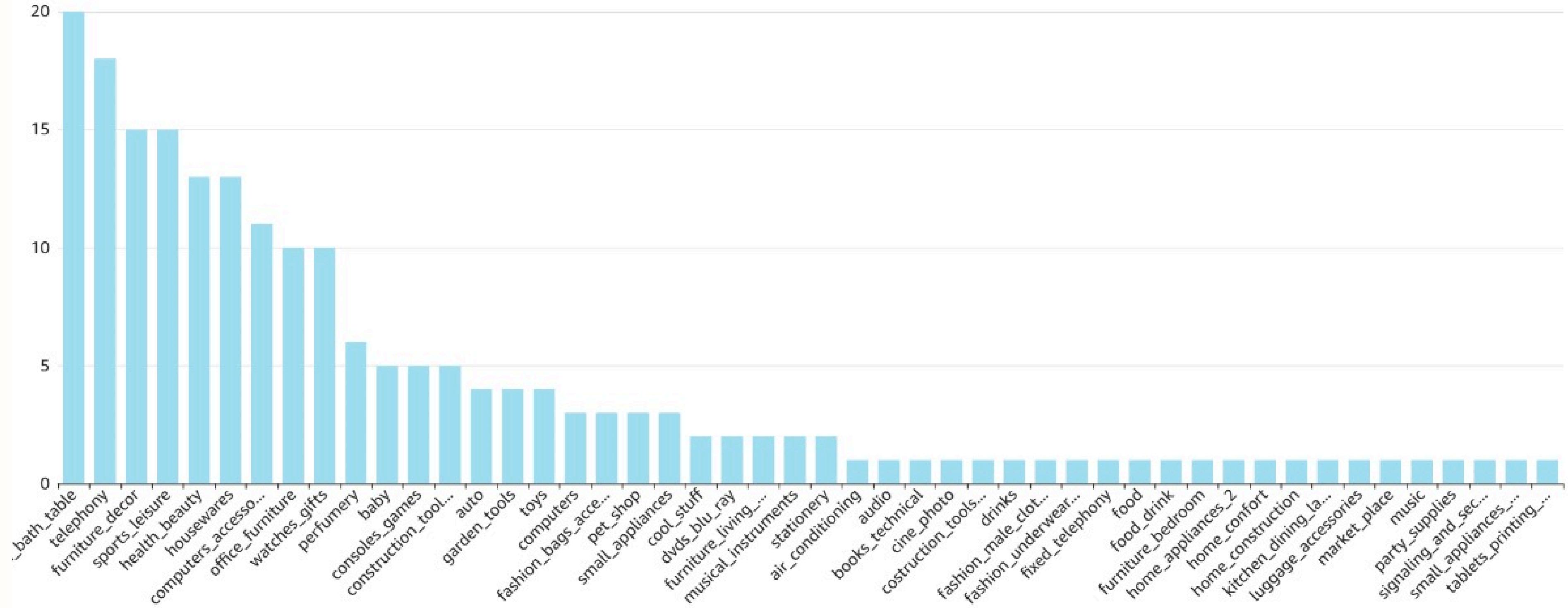
We are able to reach customers all over Brazil

- Sao Paulo
- Rio de Janeiro
- Minas Gerais

87%

of all sales

Products Sold The Most



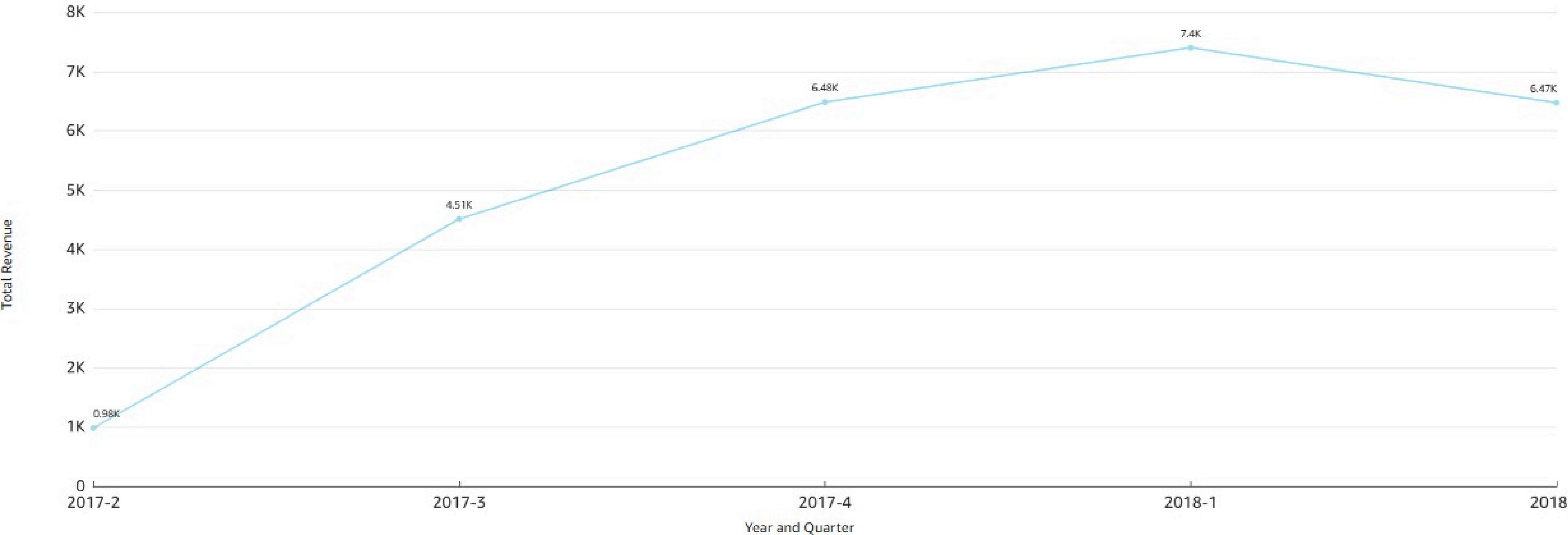
Best Selling
Product Categories:

1. Bed, bath and table

2. Telephony
3. Furniture & Decor

QUARTER REVENUE

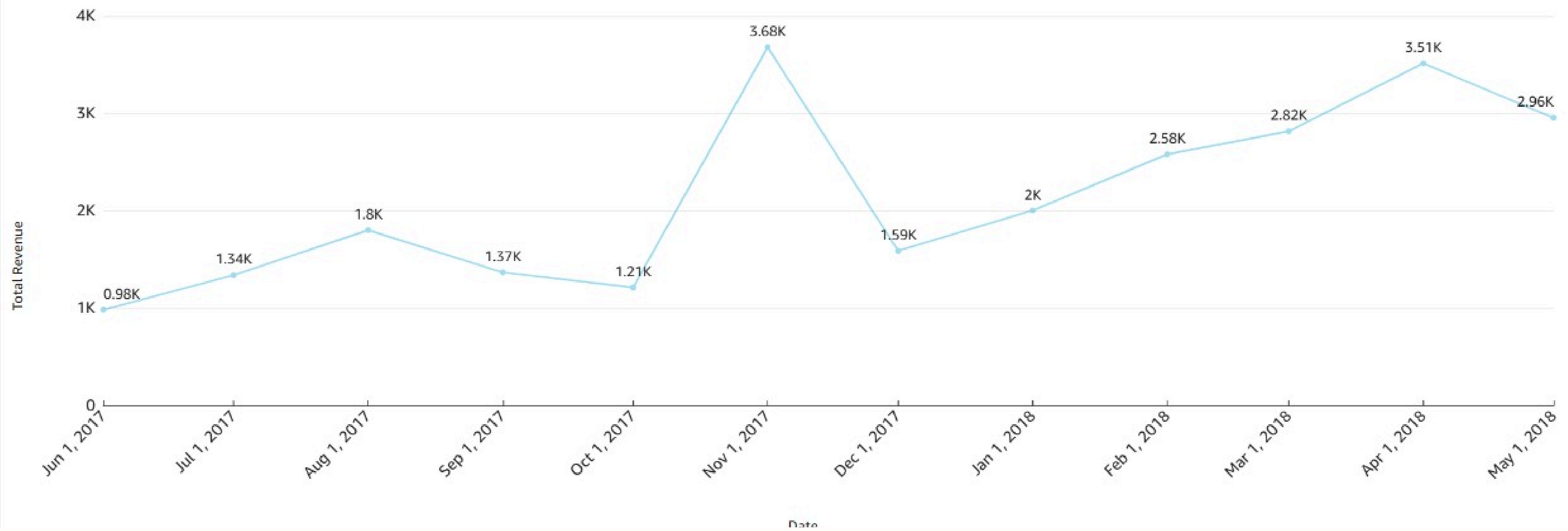
Quaterly Revenue Analysis



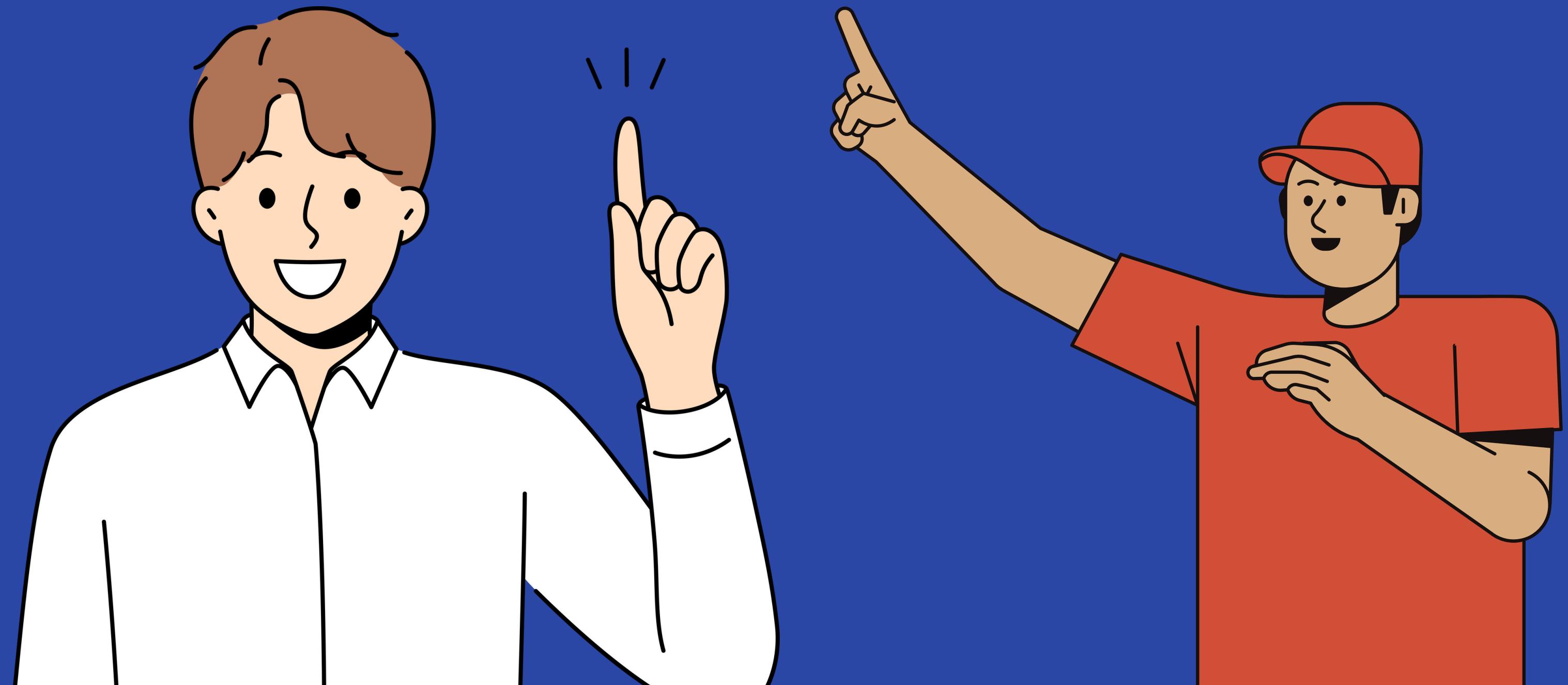
The company's revenue has grown throughout the fiscal year.

MONTHLY REVENUE

Monthly Revenue Analysis



RECOMMENDATIONS



SALES PERFORMANCE

Focus on top-selling product categories such as electronics and small home appliances.

Electronics account for 35% of total sales, with small home appliances contributing 20%. Both categories consistently rank among the top 10 products sold.

We can do this by:

- Increasing inventory for these categories, especially during high-demand seasons (e.g., Q4).
- Developing bundled offers to upsell related products (e.g., accessories for electronics).

OPERATIONS

Optimize delivery speeds to drive higher revenue and improve customer satisfaction.
Orders delivered within 2 days generate 30% more revenue and have 15% higher customer satisfaction scores compared to orders taking more than 5 days.

We can do this by:

- Considering offering more adds on the top 2 selling items as this could lead to a lot more customers using the website
- Using predictive analytics to pre-stock inventory near high-demand regions, improving last-mile efficiency.

MARKETING SELLERS LEAD

Scale up Social Media Campaigns while refining Email Marketing strategies.
Social Media Campaigns contribute to 40% of total leads, outperforming other channels in both volume and conversion rates (20% higher than Email Marketing).

We can do this by:

- Increasing the advertising budget for top-performing platforms like Instagram and TikTok.
- Segmenting the audience in Email Marketing campaigns to personalize messages and boost engagement.

THANK YOU
for joining us!

