



BRAZILIAN E-COMMERCE DATA ANALYSIS

Analysis by Amr AlAbasy

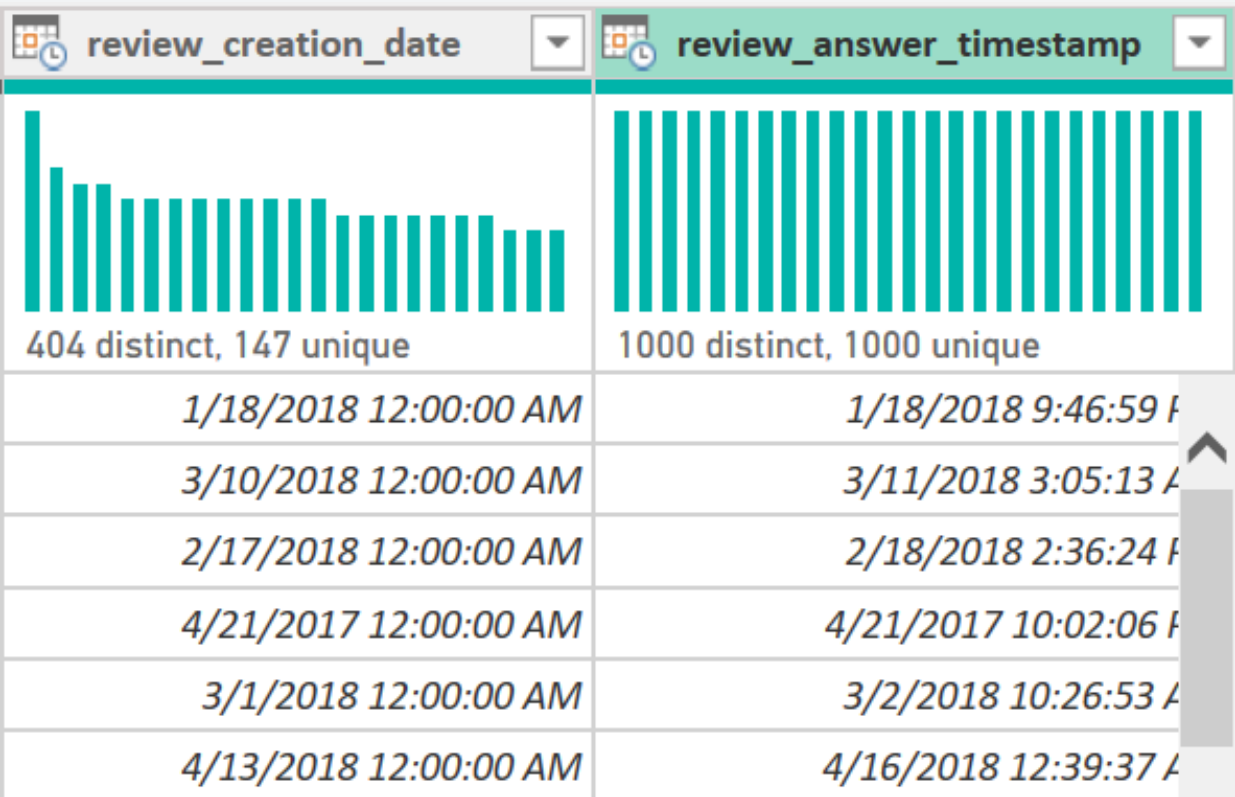
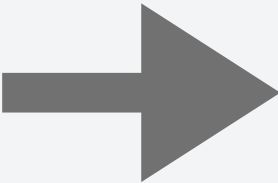
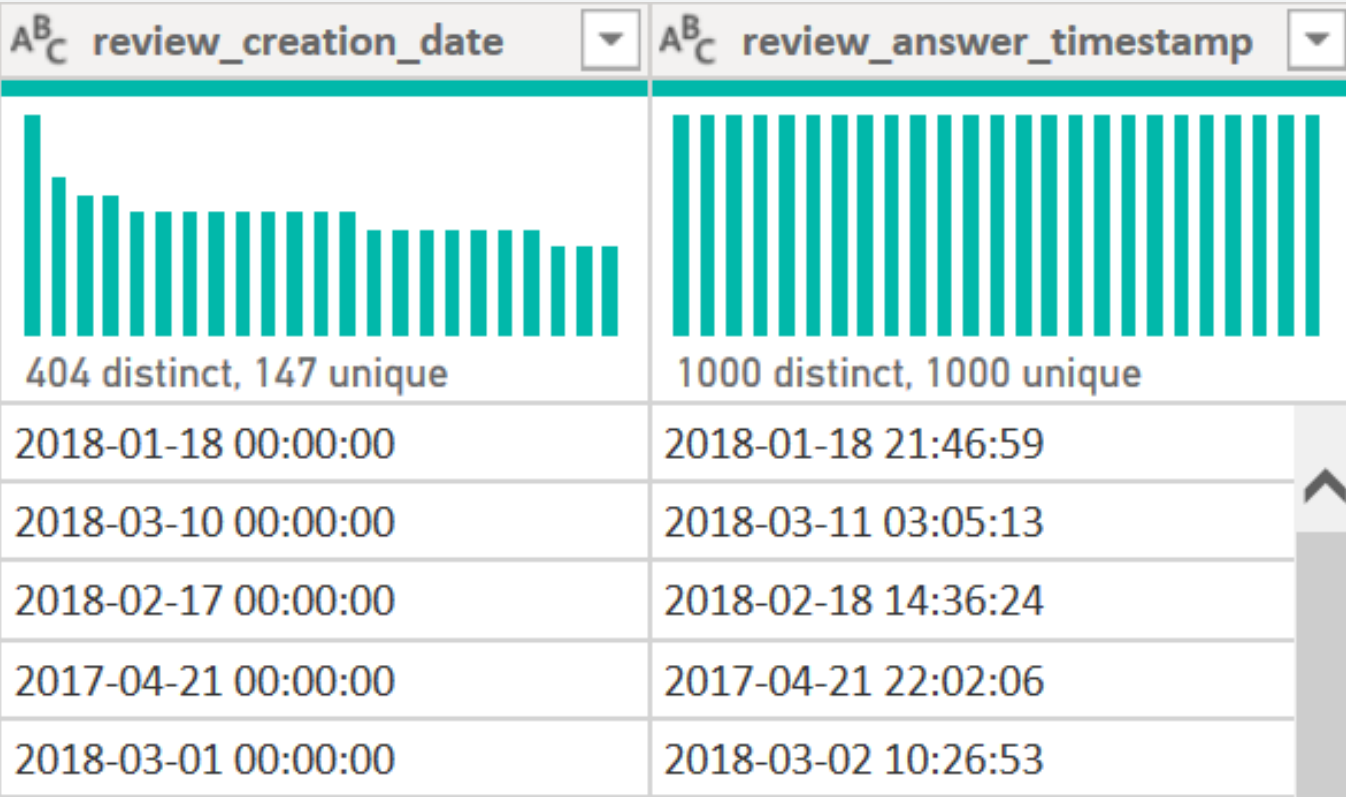
THE GOALS OF THIS CHALLENGE:

- 10 descriptive analytical questions to be answered via data visualizing on Power BI
- Make a customer segmentation
- Product category sales predication for upcoming 6 months

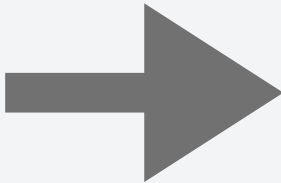
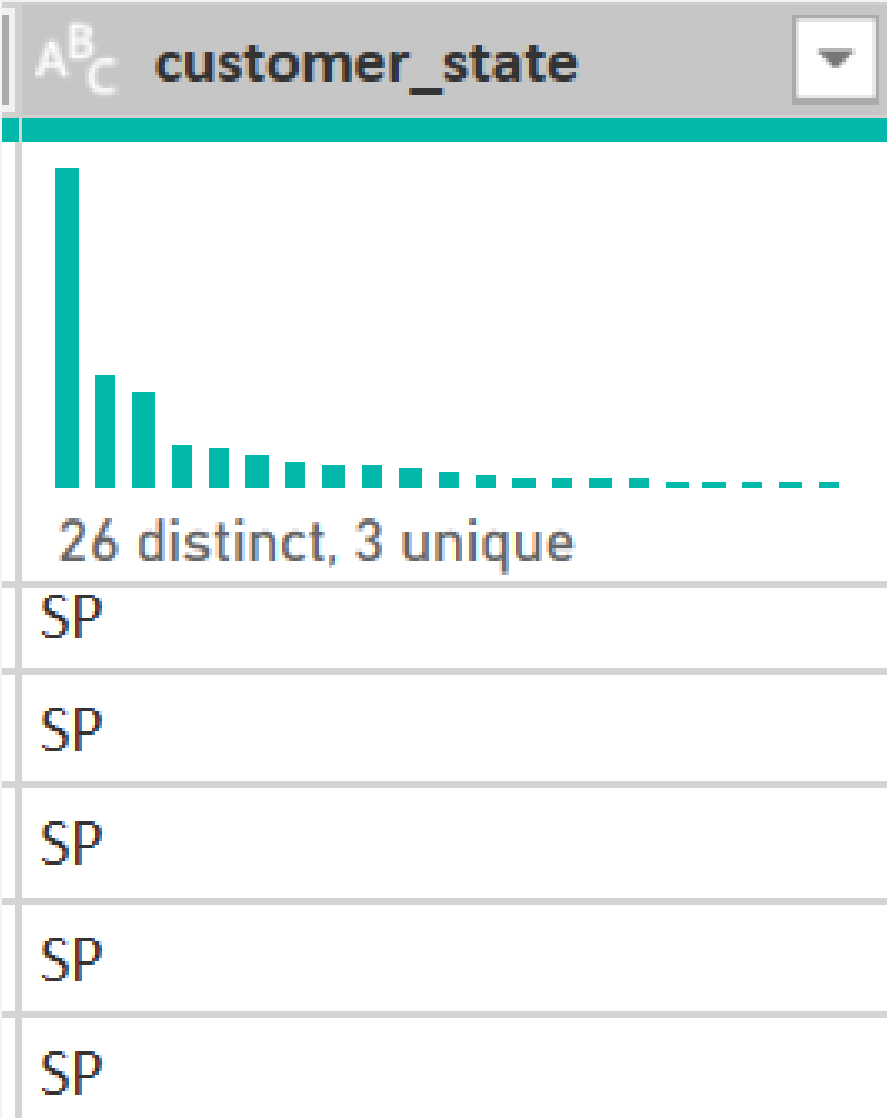
THE GOALS OF THIS CHALLENGE:

The cleaning process involved various steps to ensure the data was accurate and consistent. I cleaned inconsistencies, missing values, duplicates, and other issues that could potentially impact the analysis. However, after applying rigorous data cleaning techniques, the cleaned table now presents a more organized and reliable dataset. The cleaning process involved handling missing values by imputing or removing them, standardizing formats, correcting inconsistencies, removing duplicates, and addressing any other data quality issues **attached 2 examples of cleaning .**

CLEANING DATA:



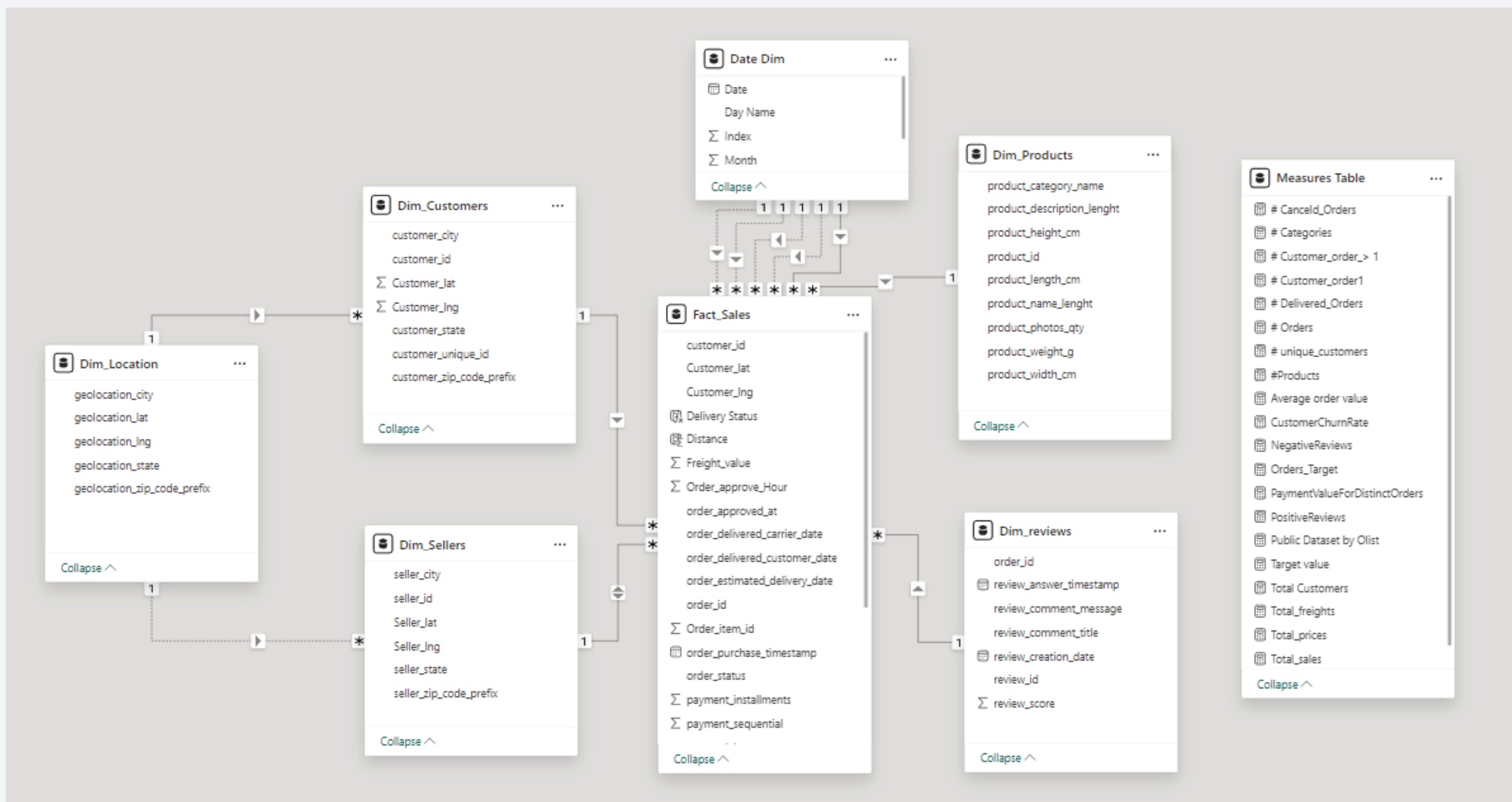
CLEANING DATA:



ABC 123 customer_state

São Paulo
São Paulo
São Paulo
São Paulo
São Paulo

CONVERTING TO DWH (SNOW FLAKE SCHEMA):



BUSINESS QUESTIONS

01 HOW MANY CUSTOMERS HAVE INTERACTED WITH OUR PLATFORM OVER THE PERIOD?

02 HOW MANY PRODUCTS ARE BEING SOLD?

03 HOW MANY TOTAL ORDERS HAVE BEEN PLACED?

04 HOW IS OUR GEOGRAPHICAL REACH IN TERMS OF STATES WHERE ORDERS WERE PLACED?

05 WHAT IS THE TOTAL REVENUE GENERATED OVER THE SELECTED PERIOD?

06 WHAT IS THE TOTAL NET REVENUE AFTER ANY DEDUCTIONS, DISCOUNTS, OR RETURNS?

07 DID WE MEET OUR SALES TARGETS FOR AUGUST AND SEPTEMBER?

BUSINESS QUESTIONS

08

HOW HAS THE ORDER VOLUME FLUCTUATED MONTH BY MONTH?

09

WHAT IS THE AVERAGE CUSTOMER SATISFACTION SCORE?

10

HOW HAVE SALES GROWN OVER THE YEARS?

11

WHAT PERCENTAGE OF ORDERS ARE COMPLETED, PENDING, OR CANCELED?

12

WHAT ARE THE BUSIEST HOURS OF THE DAY FOR ORDERS? ARE THERE SPECIFIC HOURS THAT CONSISTENTLY SHOW HIGHER SALES?

13

ARE CUSTOMERS LEAVING MORE POSITIVE OR NEGATIVE REVIEWS?

14

WHICH PRODUCT CATEGORIES GENERATE THE MOST SALES?

15

WHICH PRODUCT CATEGORIES HAVE THE LEAST SALES?

BUSINESS QUESTIONS

16

HOW MANY CUSTOMERS ARE RETURNING TO BUY AGAIN?

17

HOW MANY CUSTOMERS ARE ONE-TIME BUYERS?

18

HOW MANY UNIQUE SELLERS ARE CONTRIBUTING TO OUR PLATFORM?

19

WHAT IS THE AVERAGE AMOUNT SPENT PER ORDER?

20

HOW MANY POSITIVE AND NEGATIVE REVIEWS HAVE WE RECEIVED?

21

HOW HAS THE NUMBER OF CUSTOMERS GROWN OVER TIME?

22


WHO ARE OUR TOP CUSTOMERS?

23

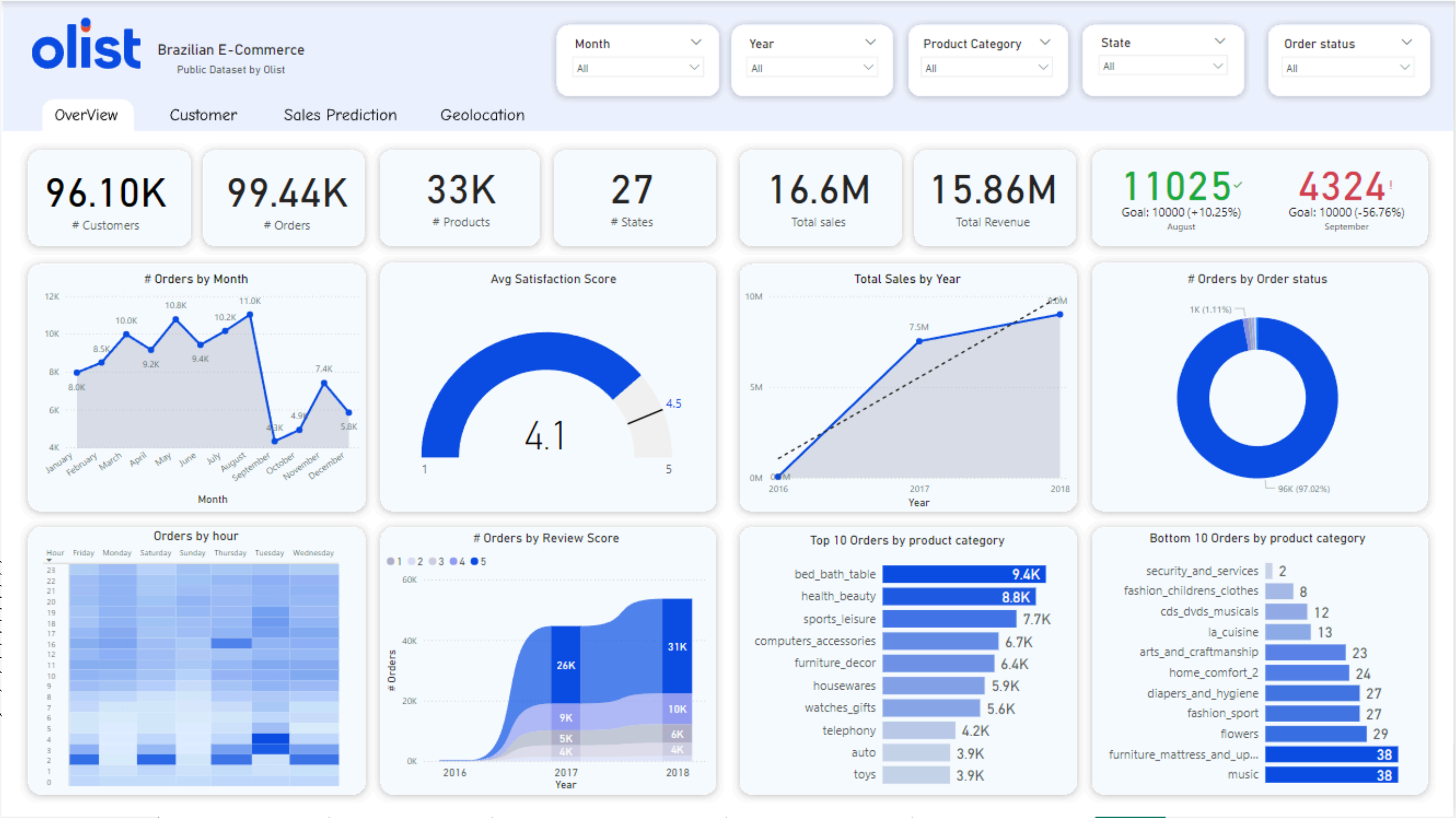
HOW SATISFIED ARE OUR CUSTOMERS?

BUSINESS QUESTIONS

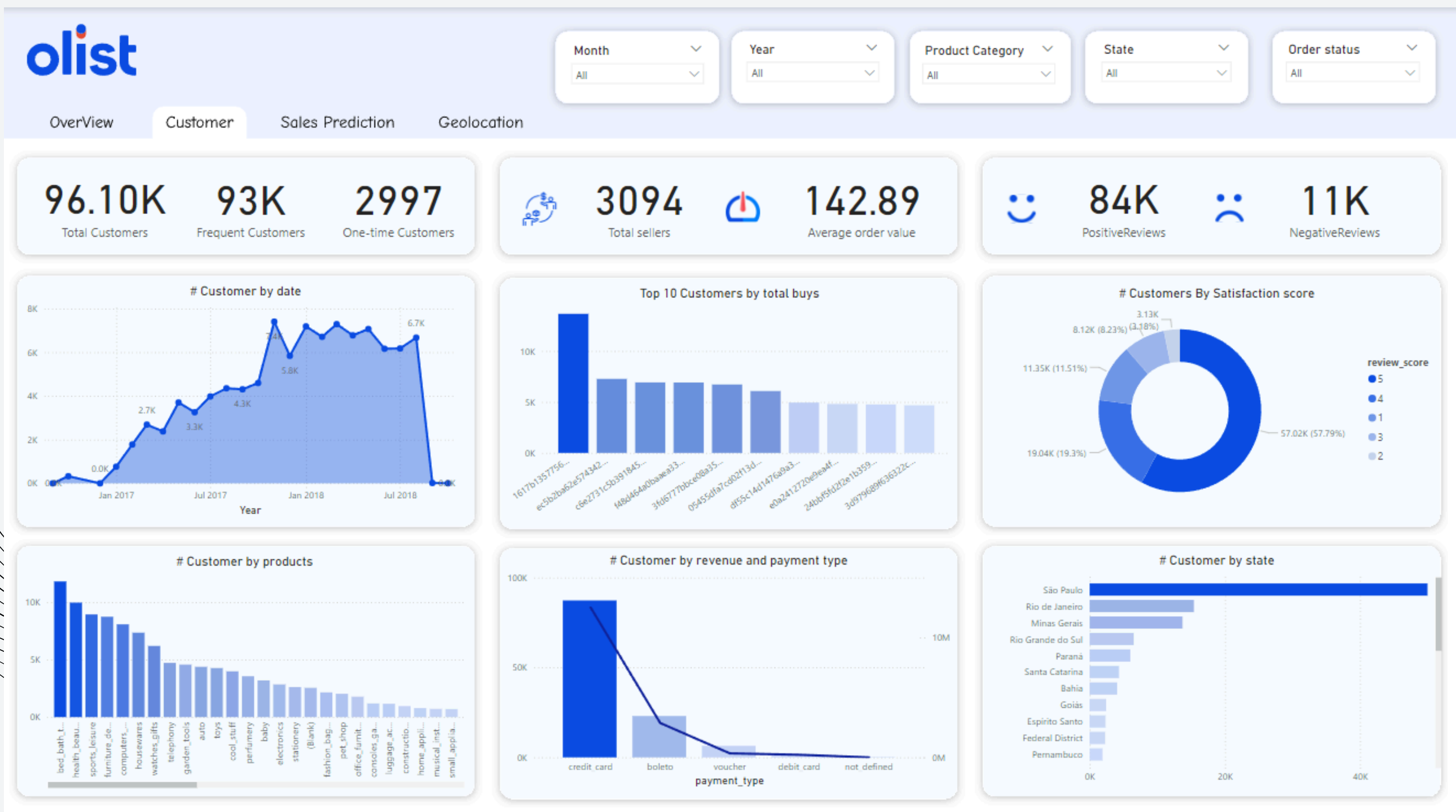


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- 24** WHICH PRODUCTS ARE BEING BOUGHT MOST FREQUENTLY BY CUSTOMERS?
 - 25** WHAT ARE THE MOST POPULAR PAYMENT METHODS?
 - 26** WHICH STATES CONTRIBUTE THE MOST CUSTOMERS
 - 27** WHAT IS THE SALES FORECASTE FOR NEXT 6 MONTHS
 - 28** WHAT IS THE DISTANCE BETWEEN SELLER AND CUSTOMER

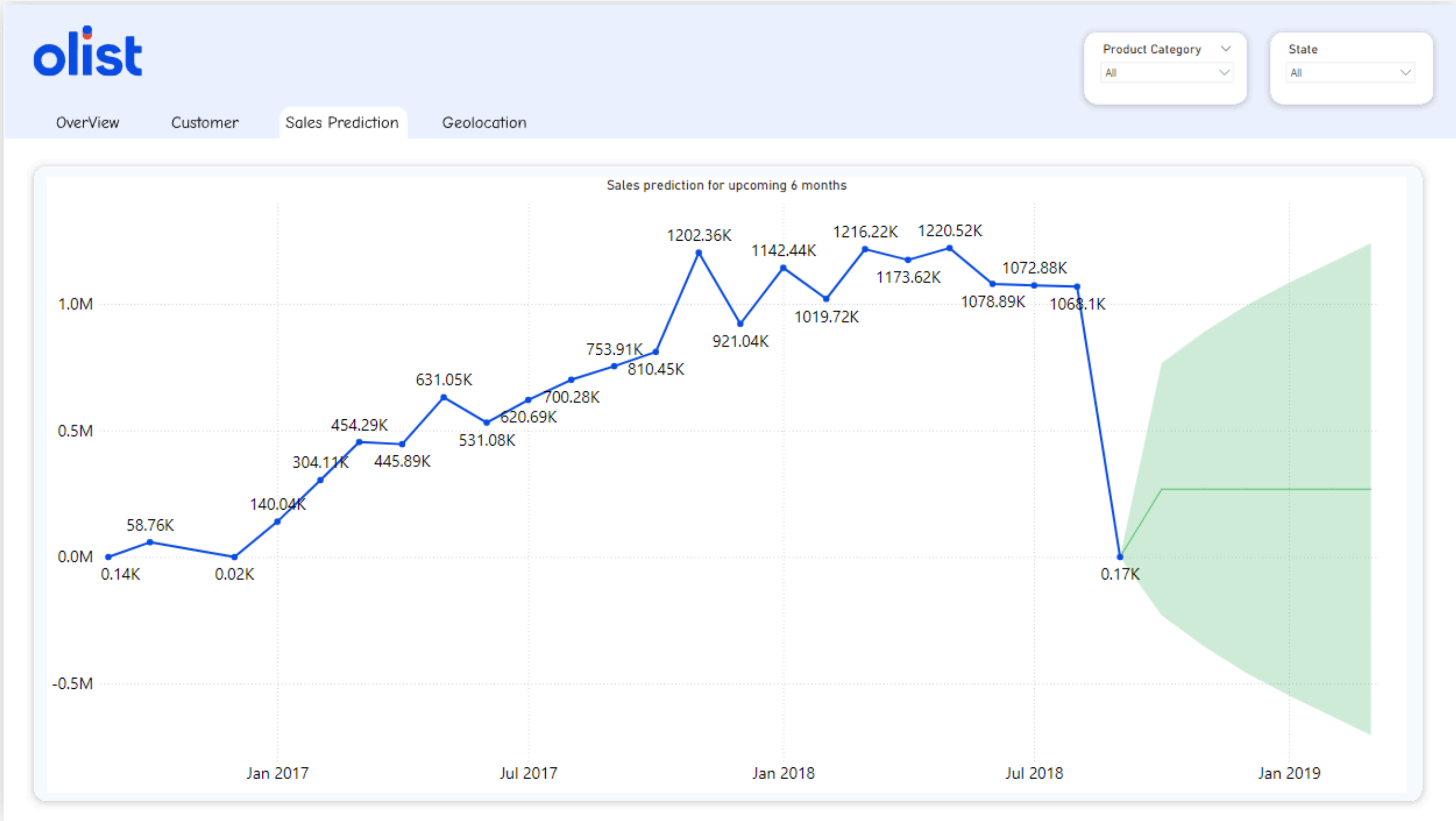
Dashboard(overview)



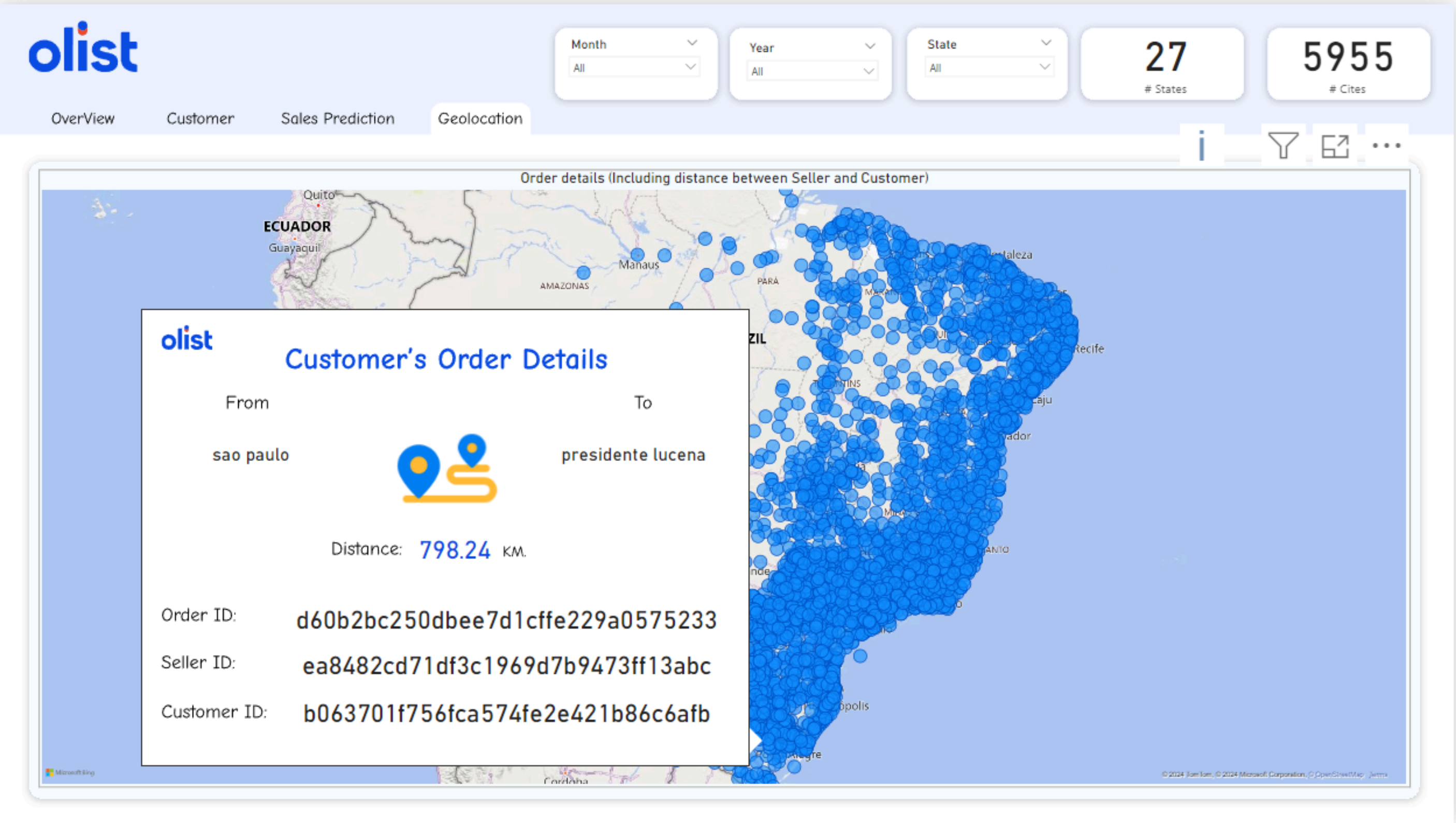
Dashboard(customer)



Dashboard(customer)



Dashboard(customer)



**THANK'S FOR
YOUR TIME**

