

Ecommerce Performance Analysis Report

Period Covered: Brazilian E-Commerce Public Dataset by Olist

Prepared by: Kim Andrei Melgar

Date: July 20, 2025

Executive Summary

This analysis explores ecommerce performance and why certain product categories underperform. The findings aim to support business decisions in marketing, inventory, and regional strategy.

Key Findings

1. Low-Selling Products Are the Primary Cause

- Underperforming categories are dominated by products with minimal sales volume.
- These low sellers fail to generate sufficient revenue or traction in the marketplace.

The figures below highlight the difference in seller count between top-category products and underperforming category products.

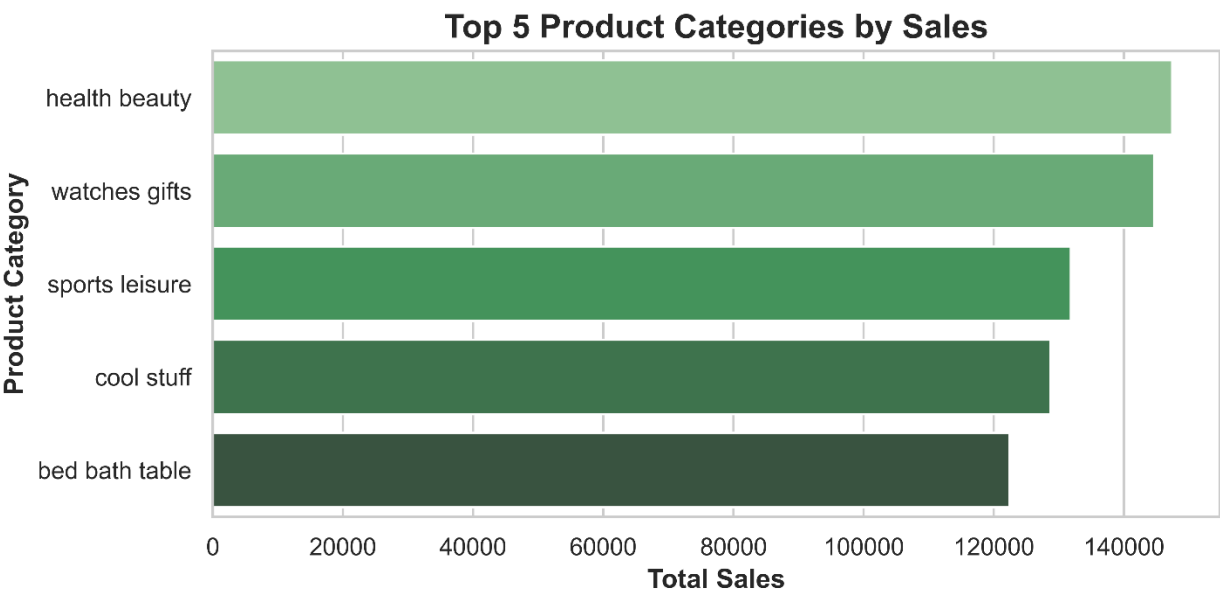


Figure 1: Top 5 Product Categories by Sales

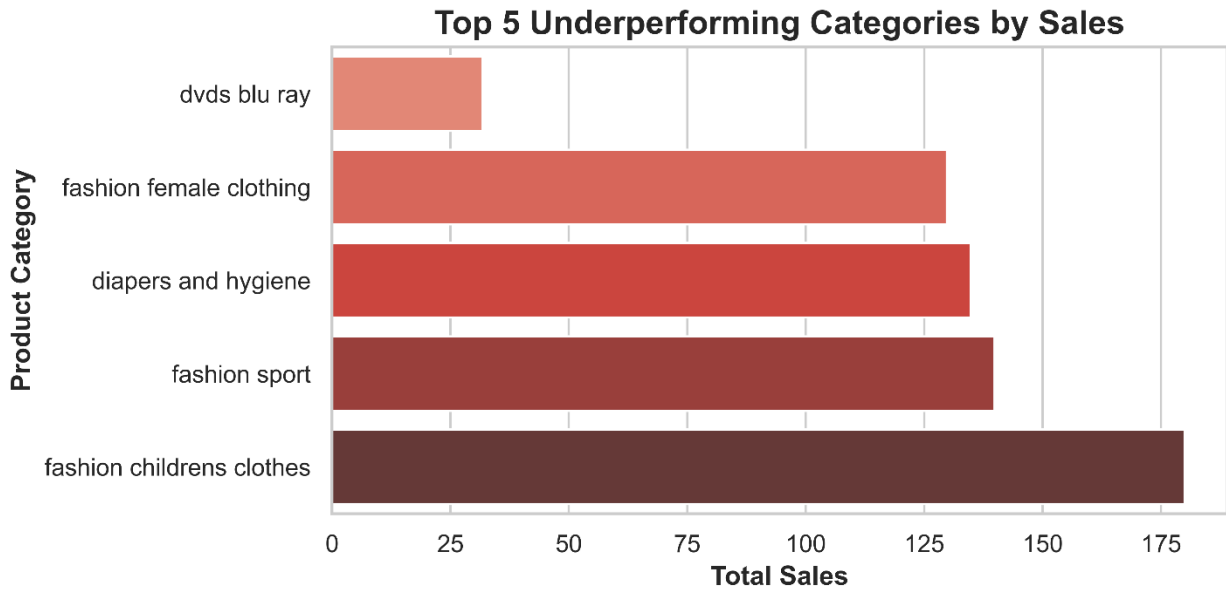


Figure 2: Top 5 Underperforming Product Categories by Sales

2. Not Enough Product Choices

- There are only a few different products available in these categories.
- With fewer options to choose from, customers are less likely to buy something.

The figures below highlight the difference in stock count between top-category products and underperforming category products.

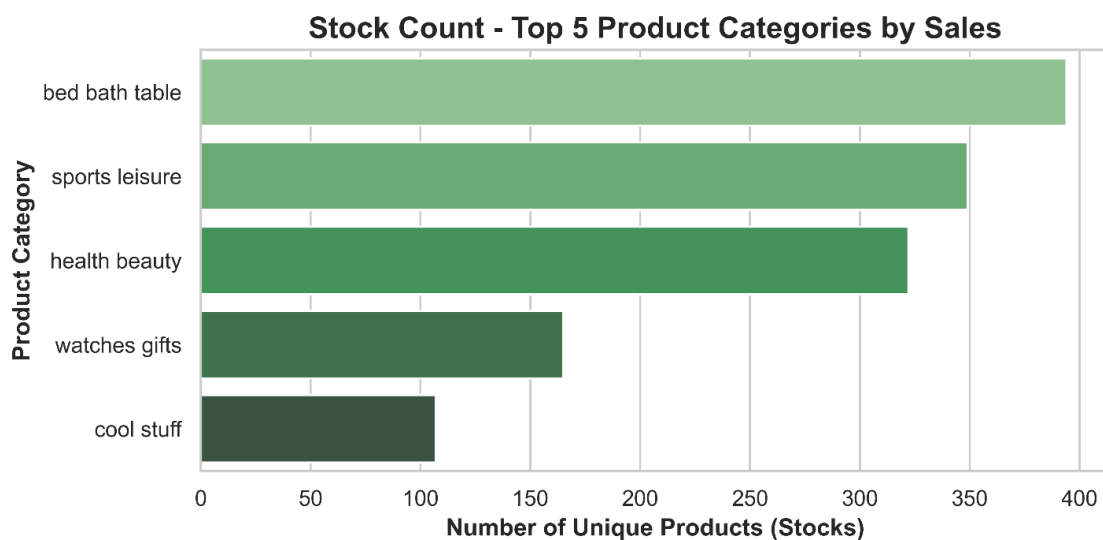


Figure 3: Stock Count of Top-Performing Category Products

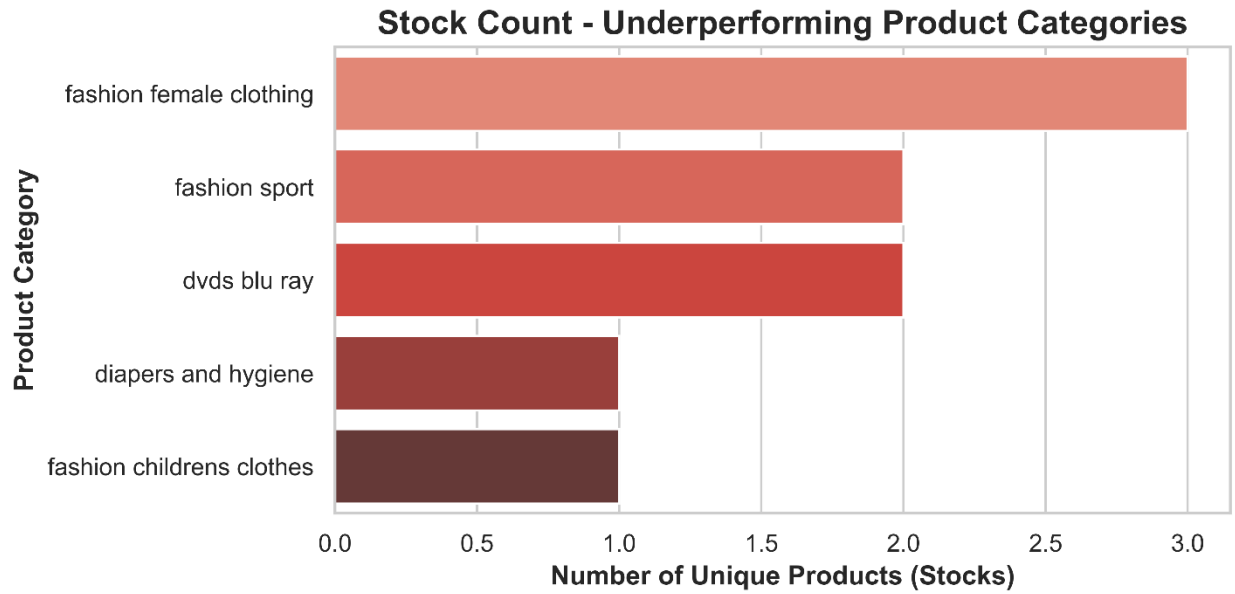


Figure 4: Stock Count of Underperforming Category Products

3. Fewer Orders Happen as a Result

- Because the products don't sell well and there aren't many of them, these categories get fewer orders overall.
- The low number of orders is a result of the two problems above.

The figures below highlight the difference in order count between top-category products and underperforming category products.

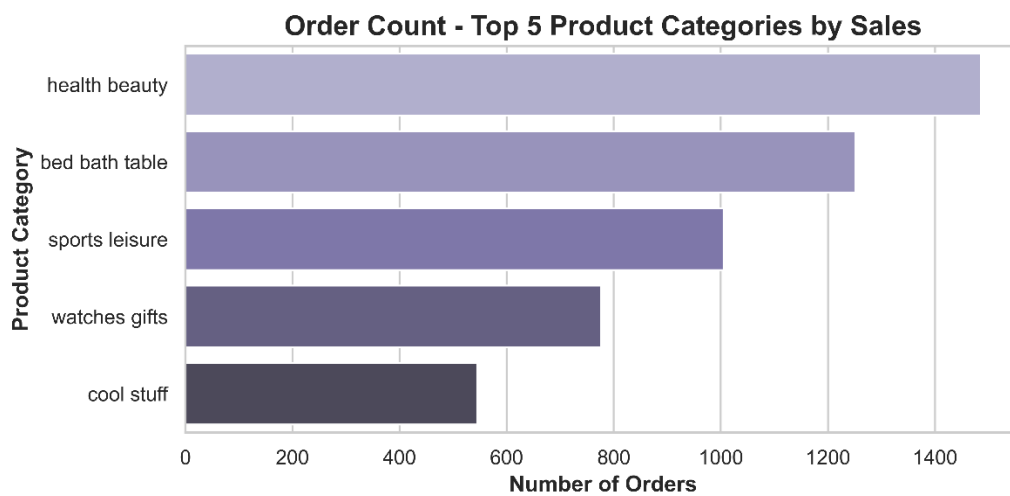


Figure 5: Order Count of Top-Performing Category Products

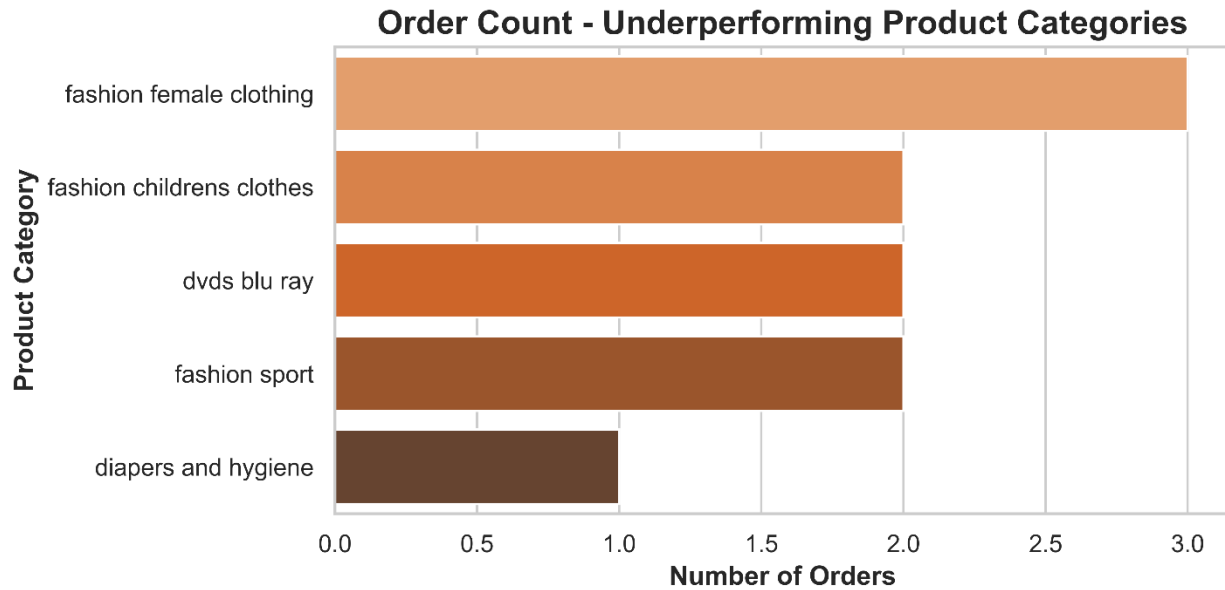


Figure 6: Order Count of Underperforming Category Products

Dashboard Overview (Power BI)

A dashboard was created to visualize and explore these findings further. It includes:

- **KPIs:** Total Sales, Total Sellers, and Total Orders
- **Tables:** Top 5 Product Categories by Sales and Top 5 Underperformers Product Categories
- **Bar Charts (Horizontal):**
 - Seller Count of Top Product Categories
 - Stock Count of Top Product Categories
 - Seller Count of the Top 5 Underperforming Product Categories
 - Stock Count of the Top 5 Underperforming Product Categories
- **Business Insight:** Summary of the findings

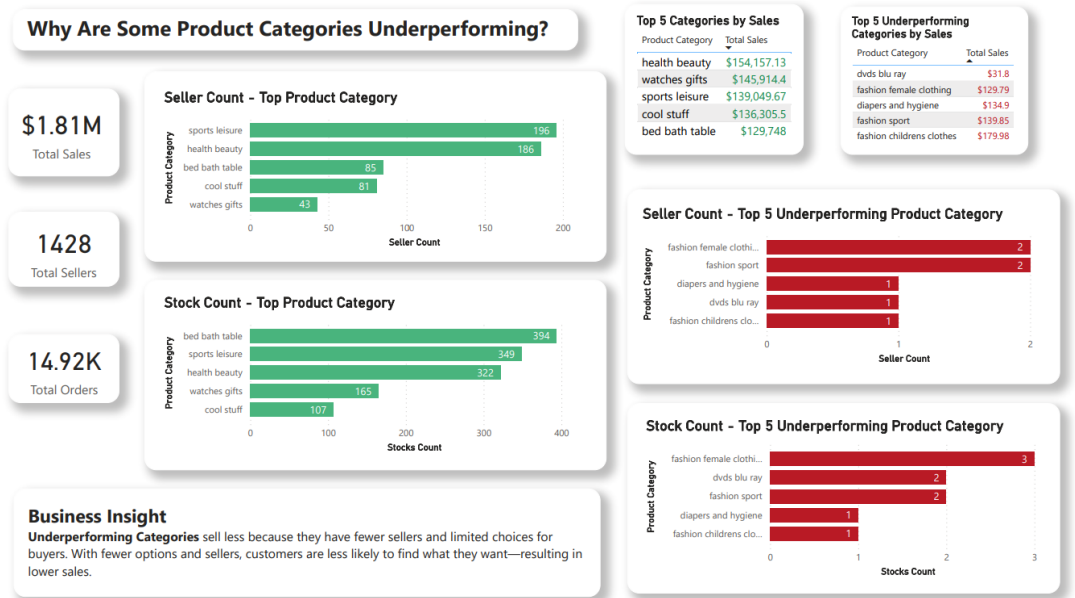


Figure 7: Power BI Dashboard Screenshot

Conclusion

The analysis revealed that underperformance in certain product categories is primarily due to low-selling products and limited product variety. These issues result in fewer orders and ultimately weaker sales. These insights can guide:

- **Marketing:** Avoid allocating heavy promotion to categories with minimal customer interest or stock.
- **Inventory Strategy:** Expand product variety in promising categories to encourage customer purchases.
- **Sales Strategy:** Focus on top-performing categories with high seller and order volumes to maximize ROI.

Future analysis may explore review scores, customer preferences, or pricing competitiveness to uncover deeper reasons behind low product traction.