

Actionable Insights

- 1) Sales are highest in November.
- 2) Sales are highest from 12-6pm closely followed by 6pm to 12 midnight .
- 3) Majority of customers are located in Sao Paulo, Rio De Janeiro and Minas Gerais while lowest number of customers in Roraima, Amapá, Acre .
- 4) The average time to delivery (between purchase and delivery) is about 12 days.
- 5) The average time between estimated and actual delivery is about 10 days i.e. products arrive 10 days earlier than expected on an average.
- 6) Roraima has highest mean of freight value.
- 7) São Paulo has lowest mean of freight value.
- 8) Roraima has highest mean time to delivery.
- 9) São Paulo has lowest mean time to delivery.
- 10) Maximum number of orders were placed with just a single payment installment.
- 11) There is a 137% increase in cost of orders from 2017 to 2018 (for Jan-Aug months).

Recommendations

- 1) Stock up inventory in November .
- 2) Clearance sale in November.
- 3) Offer more deals during 12 noon to 12 midnight .
- 4) More deals, varieties and offers in states having majority customers like Sao Paulo, Rio De Janeiro and Minas Gerais .
- 5) More deals and promotions in states like Sao Paulo where time to delivery is lowest.