



# E-commerce Dataset Project

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# Project Overview:

## Visualizing the sales analysis.

The dataset contains 100,000 anonymized order records from 2016 to 2018 across multiple Brazilian marketplaces. The records provide multifaceted views of each order, including status, price, payment and shipping details, customer location, product attributes, and customer reviews.

Flipkart, one of India's largest e-commerce companies, plans to expand into Brazil. As a data analyst following insights were made from the dataset



## Insights:

- The Top 5 cities with the highest number of customers include sao paulo,rio de janero,bello horizonte,brasilgia and curitiba
- The highest selling product selling category were the health & beauty products while the lowest selling category were security and services
- Most of the customers used credit cards for making payments
- The product category with the highest review were dvds & musicals but recorded low sales



## Future Scope:

Overall, the dashboard provides easy navigation throughout the company's performance, and the visuals are clear and concise. I am confident that my learnings from this project will help me in my future endeavors in the field of Data Analytics.



# Brazilian E-commerce Dataset

year

2016

2017

2018

97K

Total customers

4312

Total sellers

99K

Total orders

15.42M

Total Sales

175

Total product cate...

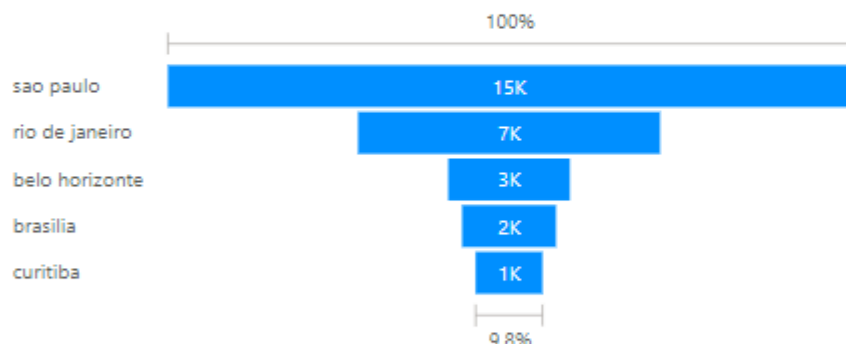
6746

Total Cities

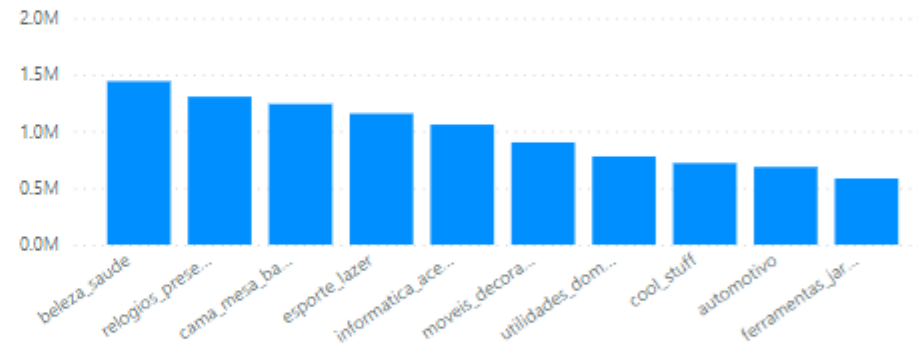
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Total States

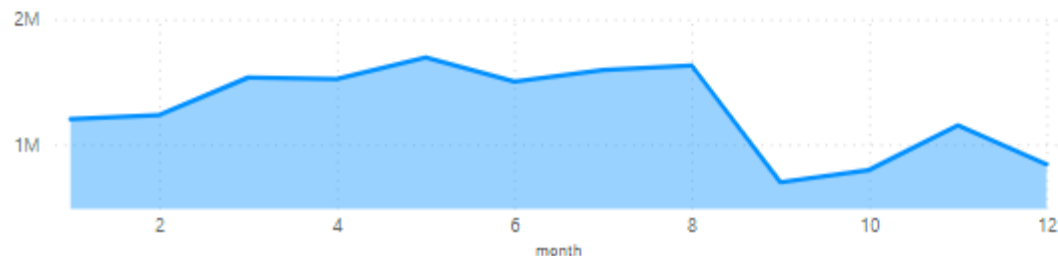
## Top 5 Cities by Number of customers



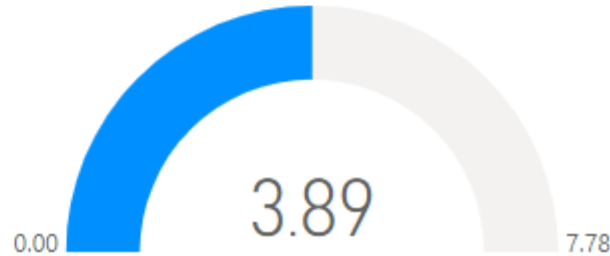
## Top 10 product categories By Total Sales



## Total Revenue by Month



## Average Review Score





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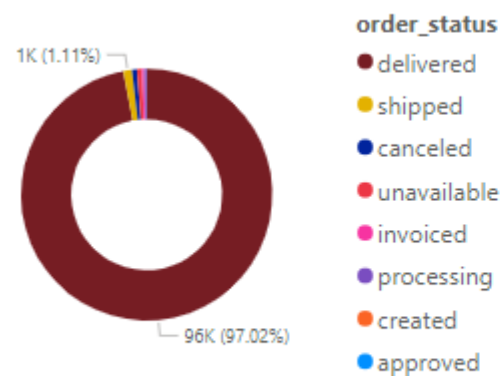
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Total Cities

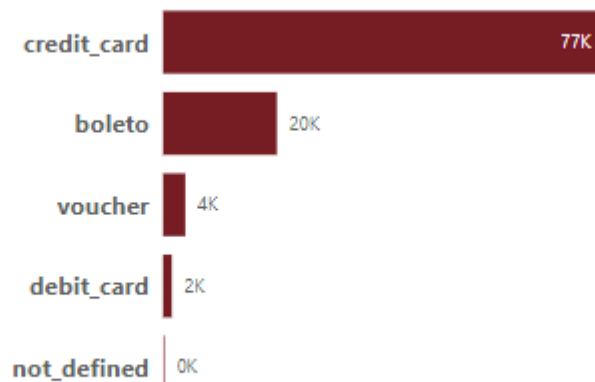
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Total States

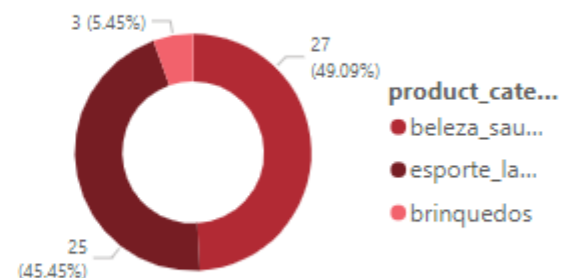
Total Orders By Order Status



Total orders by payment type



Total canceled orders by Product category



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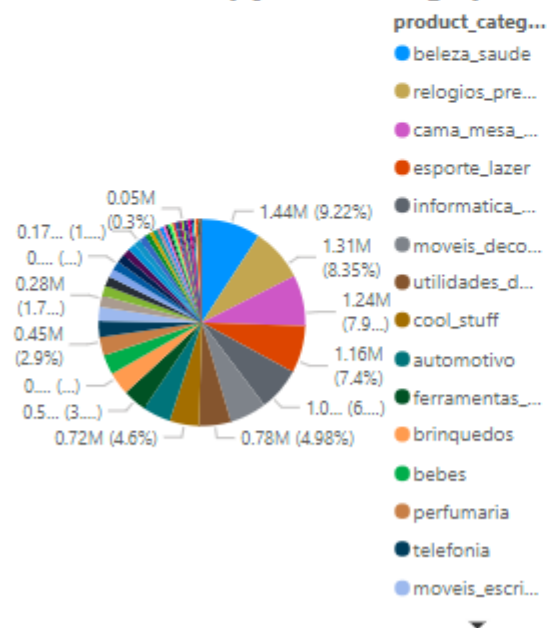
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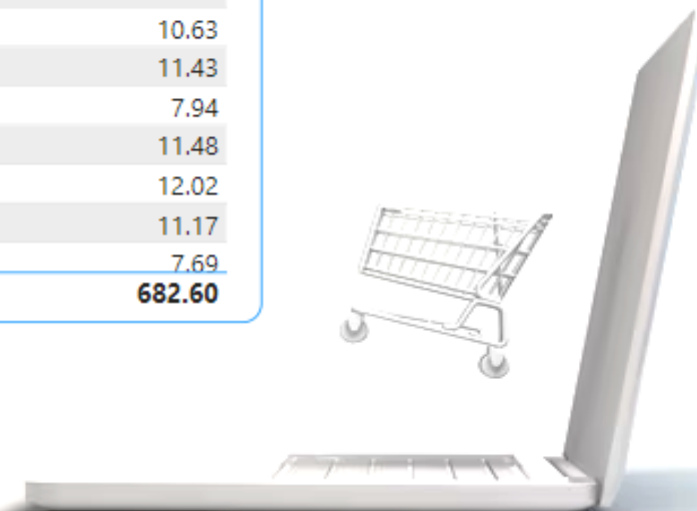
75

Total States

## Total Revenue by product category



product_category_name	Sum of Total_sales	Sum of Total_orders	Sum of Avr_review_score
agro_industria_e_comercio	63,236.45	141	7.76
alimentos	26,959.06	337	13.49
alimentos_bebidas	16,018.98	175	8.51
artes	22,732.55	152	7.88
artes_e_artesanato	1,556.69	16	9.27
artigos_de_festas	4,511.13	33	7.52
artigos_de_natal	9,137.23	101	8.15
audio	42,636.02	270	12.61
automotivo	538,517.60	3063	10.63
bebes	380,998.01	2262	11.43
bebidas	19,035.31	224	7.94
beleza_saude	1,133,980.29	6923	11.48
brinquedos	436,223.35	3031	12.02
cama_mesa_banho	978,281.65	7349	11.17
casa_conforto	51,024.11	306	7.69
Total	12,270,710.61	76526	682.60



## Conclusions:

It was wonderful and leaning experience for me while working on this E-commerce Dataset Project

This project took me through various aspects of project and taught me about research and findings in MySQL and Power BI.





# Thank you

- Santhi
- Ankit
- Neha

