BRAZILLIAN E-COMMERCE STORE; O-LIST

**Description:** Brazilian E-Commerce Public Dataset by O-list

O-List is an e-commerce platform that connect customers with seller through their online marketplace. The dataset has information of 100k orders from 2016 to 2018 made at multiple marketplaces in Brazil. Its features allow viewing an order from multiple dimensions: from order status, price, payment and freight performance to customer location, product attributes and finally reviews written by customers.

**Olist data has 7 main key points:**

1. Customer data
2. Seller data
3. Geolocation data
4. Reviews data
5. Product data
6. Order data
7. Order confirmation data

**Case Study Questions:**

--1. How many Customers do we have by state?

--2. Count of customers per state

--3. How many sellers do we have by state?

--4. Total revenue generated per order?

--5. Top selling products and sellers by revenue?

--6. Customer lifetime value based on total revenue generated

--7. Top Sellers by Revenue?

--8. Top Rated Products

--9. Average order rating

--10. Payment Distribution. Which is the most used payment channel?

--11. Monthly revenue growth

**Bonus Questions:**

**--** Top 10 Customers by Revenue

-- Categorize rating as excellent, good, average, poor and very poor

**Additional Notes:**

* Dataset was gotten from Quantum Analytics