

Operational Analysis and Recommendations for Target Brazil (2016-2018)





Introduction

- **Objective:** To analyze 100,000 orders placed in Brazil between 2016-2018 to identify inefficiencies and optimize operations.
- **Key Metrics:** Order processing, pricing, payment methods, customer satisfaction.



Exploratory Analysis Overview

Time Range of Orders: September 4, 2016 - October 17, 2018.

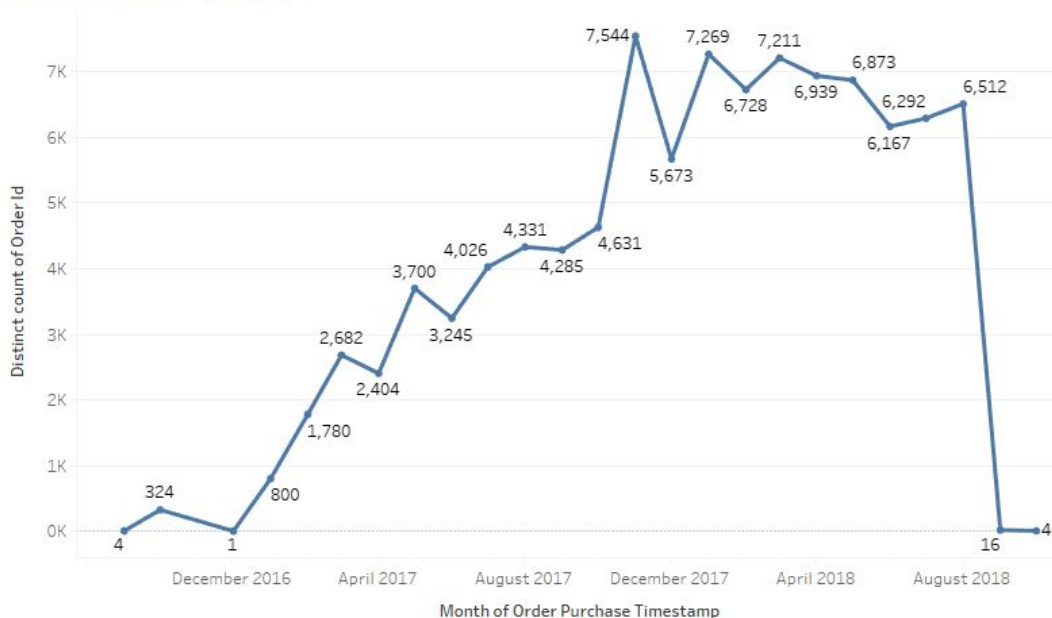
Geographic Coverage: Orders placed from 27 states and 4,119 cities in Brazil.

Data Extraction: Analyzed 8 tables using SQL to derive insights.



Order Volume Trends

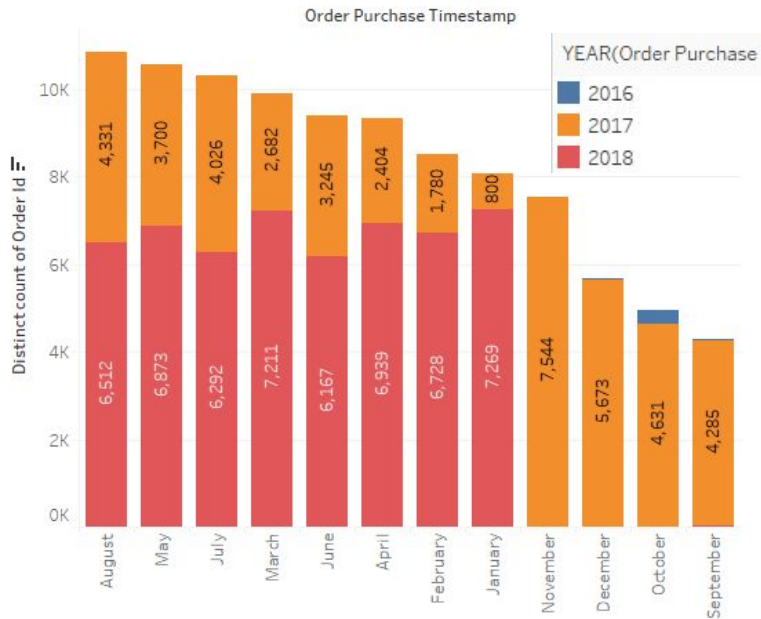
Count of Orders (MOM)





Seasonality and Time of Day Analysis

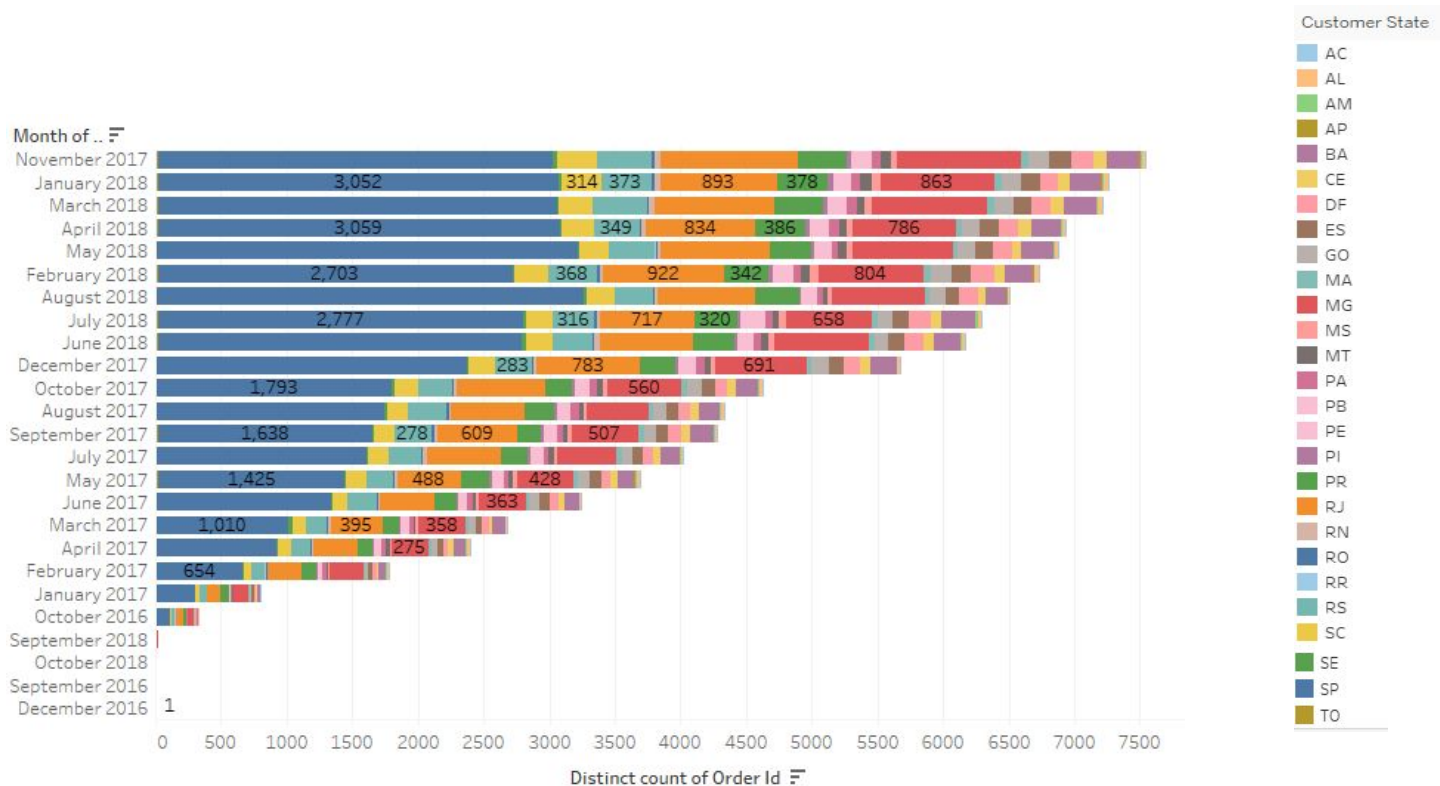
Monthly trend over years



Timeo..

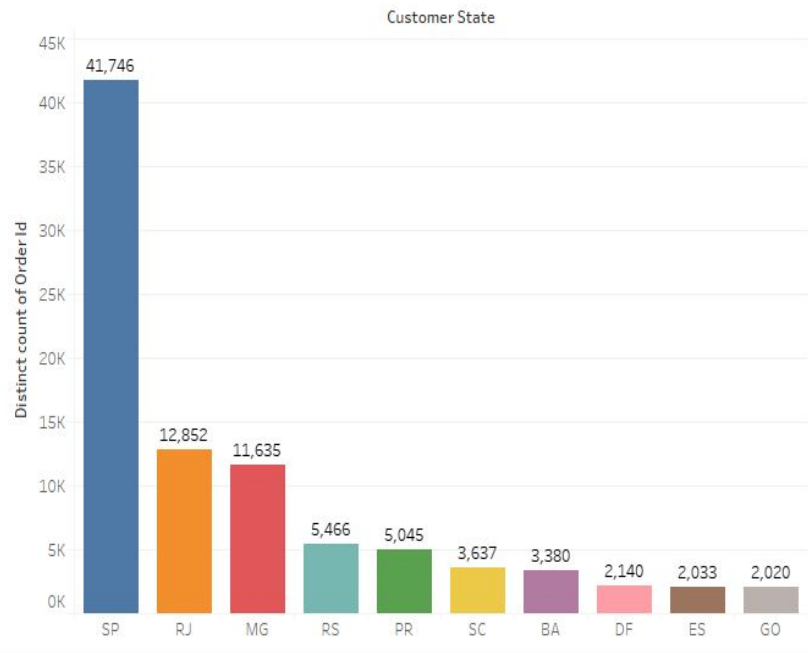
Afternoon	38,361
Night	34,100
Morning	22,240
Dawn	4,740

Regional Order Distribution

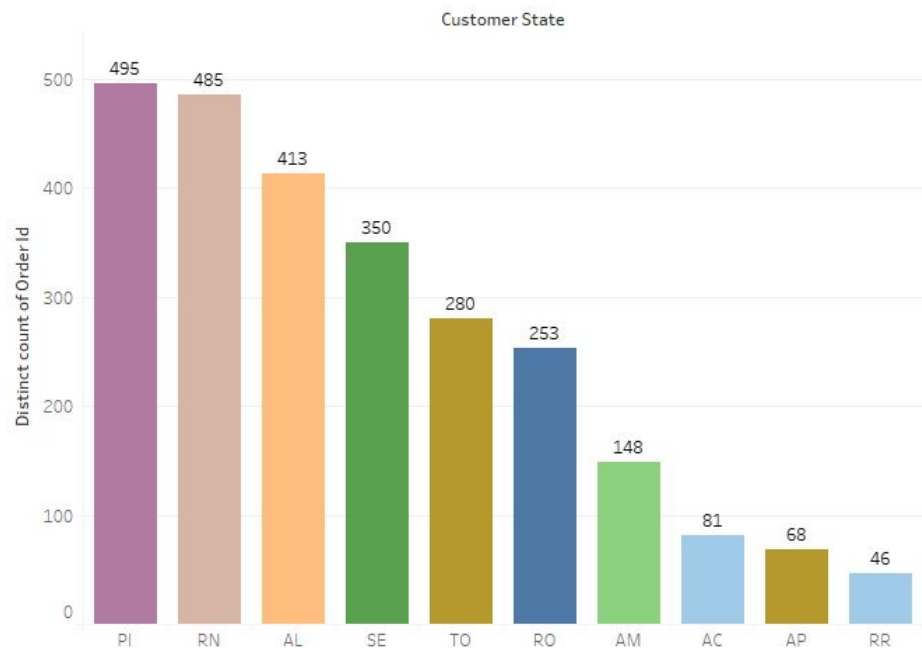




Top 10 states with more number of orders



Bottom 10 states with more number of orders





Order Pricing

- Highest total price of orders recorded in SP and lowest in RR similar to the count of orders placed.

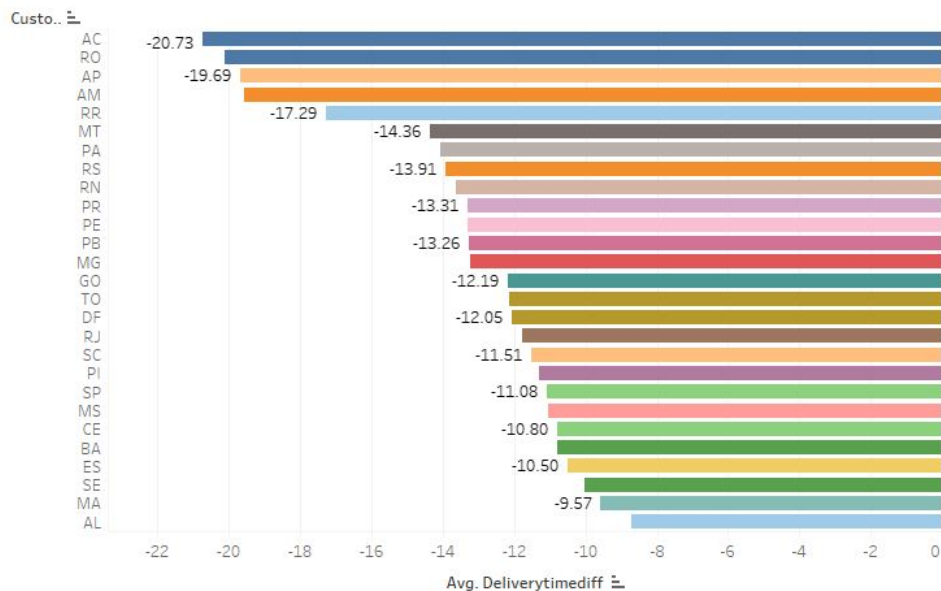
Total Price and Avg Price from the states





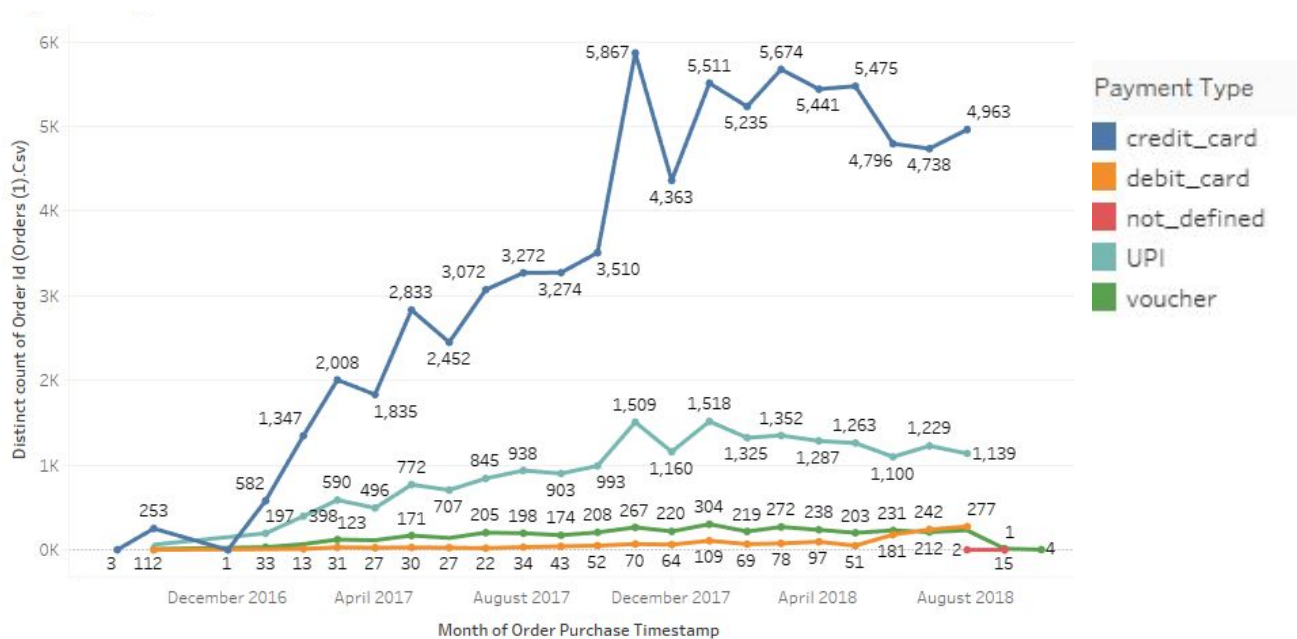
Delivery Time Analysis

Average difference between delivery date and estimated delivery date



Payment Method Analysis

- Most payments are from credit cards and single installments





Recommendations

- Investigate reasons for order decline in late 2018.
- Prepare for peak sales in November, January, and summer months.
- Improve delivery logistics in regions with long delivery times.
- Redistribute marketing budgets to states with fewer orders.