Purchase_timestamp_periods	Orders (Count)	Order_status	Orders (Count)	payment_type	Orders (Count)	payment_values (Sum)	
"00:00:00" between "06:00:00"(6 Hours)	4740	Delivered	96478	Credit Card	76,795	\$12,542,084.19	
"06:00:00" between "12:00:00"(6 Hours)	22240	Shipped	1107	Boleto	19,784	\$15,410,449.59	
"12:00:00" between "18:00:00"(6 Hours)	38361	Canceled	625	Voucher	5,775	\$379,436.37	
"18:00:00" between "24:00:00"(6 Hours)	34096	Unavailable	609	Debit Card	1,530	\$217,989.79	
		Invoiced	314				
		Processing	301				
*** A a nurahaga timagtama tahla ahau	ro 19:00 24:00 porio	d in the most order received time	ivomo				
*** As purchase timestamp table show	-						
This also can lead sellers marketing s	trategies if they use	e social media platforms to adverti	se their products.				
*** From total 112.000 orders, there are	e 96.478 order has b	peen delivered and remaining orde	rs have some				
problem with the delivery. Olist Ltd. ca	an create or upgrade	e their shipping automations to he	lp sellers. Otherwise				
sellers can be informed about delivery	and shipping polic	cies of company to reach higher lo	yal customer rates.				
*** As payment type table shows, mos	t purchases has bee	en completed by credit cards. Mar	keting strategies tean	m can create			
some other advantages with this insig	ht. Boleto and credi	it cards should be rewarded with s	some bonus or extra o	discounts.			
Distribution_type	price	price_distribution	Count(Orders)	Product Catego	Product Catego Percentile		
Max Order Value	\$6,735	1-50\$	39317	80	1%		
Min Order Value	\$0.85	50-75\$	17601	262	10%		
AVG (Avarage)	\$120.65	75-120\$	23595	1,092	20%		
Median(0.5 percentile)	\$74.99	120-250\$	22612	6,366	50%		
		250\$-500\$	6309	28,119	Less than %50		
		500-1000\$	2372				
		1000-6735\$	844				
** The most frequent order totals are I	netween 1\$ and 50\$	The recommendation model will t	focus on this range				
The most nequent order totals are t	Careen IV and 304.	. The recommendation model will l	Jour on this lange.				
** Price distributions are showed and	listed from 0-6700\$.	. The majority of orders range 0-25	0\$.				
From this data, sellers can derive futu	re product insights.	. Cost margins over 250\$ can pote	ntially cause a reduct	tion in order numbers.			

Category_name	Product_amount(Count)				
ama_mesa_banho	3029				
sporte_lazer	2867				
noveis_decoracao	2657				
eleza_saude	2444				
ıtilidades_domesticas	2335				
utomotivo	1900	Categor	ies Product Distribution		
nformatica_acessorios	1639	_			
rinquedos	1411	cama_mesa_banho			
elogios_presentes	1329	beleza_saude			
elefonia	1134	informatica_acessorios			
ebes	919	telefonia			
erfumaria	868	papelaria			
apelaria	849				
shion_bolsas_e_acessorios	849	ferramentas_jardim			
pol_stuff	789	construcao_ferramentas_constru			
rramentas_jardim	753	consoles_games			
et_shop	719	eletroportateis			
letronicos	517				
onstrucao_ferramentas_construcao	400				
etrodomesticos	370				
alas_acessorios	349				
onsoles_games	317				
oveis_escritorio	309				
strumentos_musicais	289				
letroportateis	231				
asa_construcao	225				
vros_interesse_geral	216				
ashion_calcados	173				
noveis_sala	156				
limatizacao	124				
vros_tecnicos	123				
elefonia_fixa	116				
asa_conforto	111				
narket_place	104				
limentos_bebidas	104				+
ashion_roupa_masculina	95	0	1000	2000	3000
noveis_cozinha_area_de_servico_jantar_e_jardim	94				
nalizacao_e_seguranca	93		Numbers of F	Products (Per Category)	
onstrucao_ferramentas_seguranca	91				
etrodomesticos_2	90				
onstrucao_ferramentas_jardim	88				
imentos	82				
ebidas	81				
onstrucao_ferramentas_iluminacao	78				

						1
agro_industria_e_comercio	74					
industria_comercio_e_negocios	68					
artigos_de_natal	65					
audio	58					
artes	55					
fashion_underwear_e_moda_praia	53					
dvds_blu_ray	48					
moveis_quarto	45					
construcao_ferramentas_ferramentas	39					
livros_importados	31					
portateis_casa_forno_e_cafe	31					
pcs	30					
cine_foto	28					
musica	27					
fashion_roupa_feminina	27					
artigos_de_festas	26					
artes_e_artesanato	19					
fashion_esporte	19					
flores	14					
fraldas_higiene	12					
moveis_colchao_e_estofado	10					
la_cuisine	10					
portateis_cozinha_e_preparadores_de_alimentos	10					
tablets_impressao_imagem	9					
fashion_roupa_infanto_juvenil	5					
casa_conforto_2	5					
pc_gamer	3					
seguros_e_servicos	2					
cds_dvds_musicais	1					