

About the Dataset

The dataset has information on 100,000 orders from 2016 to 2018 made at multiple marketplaces in Brazil. The orders include details such as order status, price, payment, freight performance to customer location, product attribute, and reviews written by customers. The geolocation data is associated to Brazilian zip codes with latitude and longitude coordinates.

Data Analysis Goals

1. Explore the company's product volume, sales, and customer satisfaction rating for products.
2. Analyze delivery performance.
3. Investigate product ratings and discover product categories that are prone to customer dissatisfaction.

E-Commerce Company

Performance Report and Dashboard

ABOUT THE
DATASET

OVERVIEW

DELIVERY
PERFORMANCE

PRODUCT
QUALITY

YEAR

2016

2017

2018

STA...

All

MO...

All

Gross Sales

\$16.01M

Total Orders

99.44K

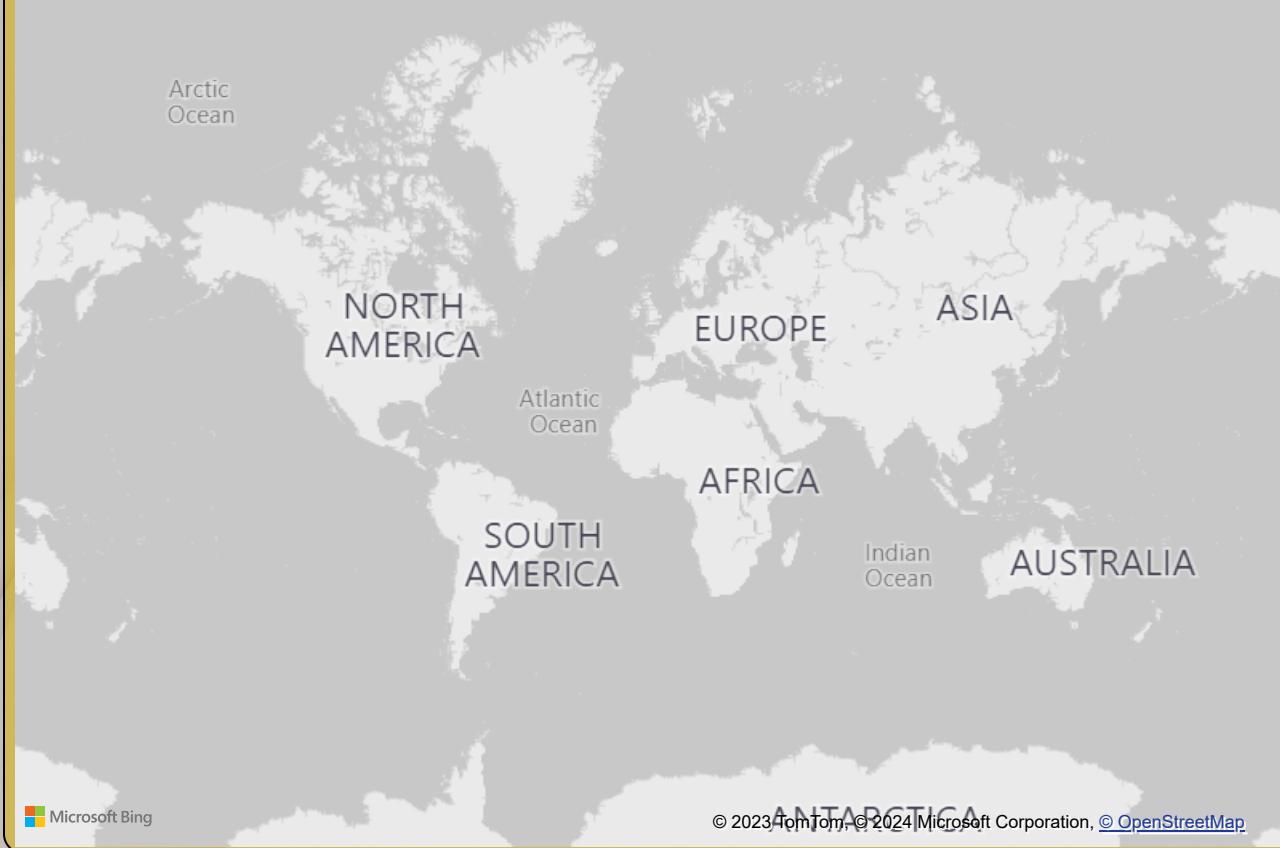
Average Review Score

4.09

Production Volume

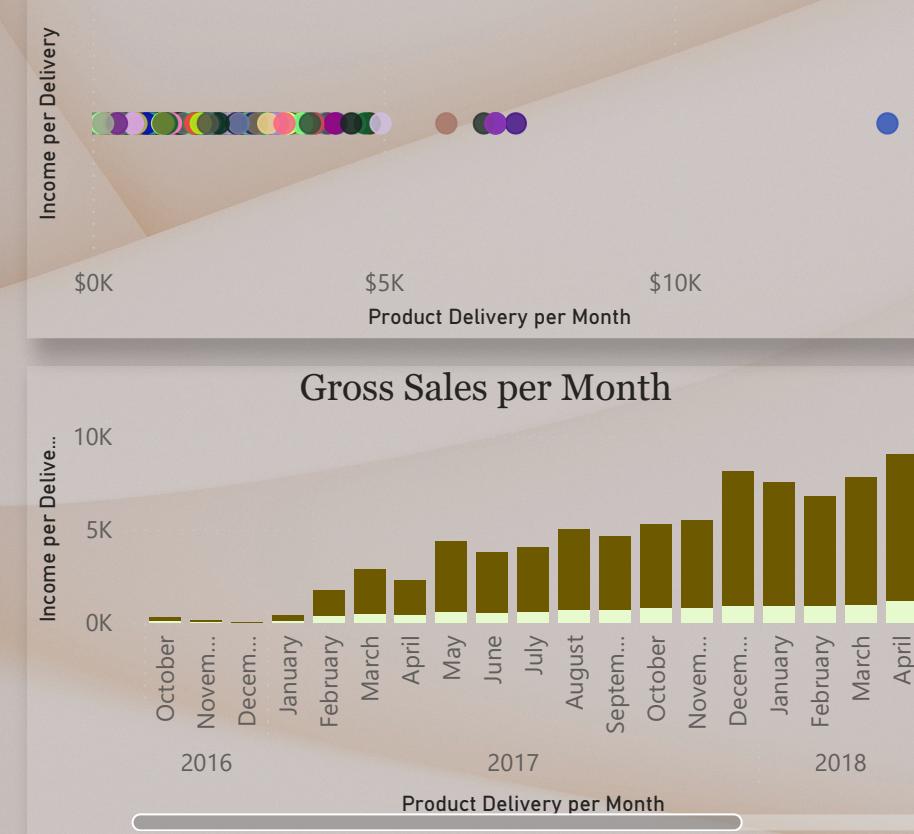
98.67K

Customer Distribution



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Gross Sales per Month



Delivery Performance Dashboard

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DELIVERY...

PRODUCT
QUALITY

YEAR	▼
<input type="checkbox"/>	2016
<input type="checkbox"/>	2017
<input type="checkbox"/>	2018

STATE	▼
All	▼
January	▼

Average Processing Time in
Hours

10.66

Average Days to Deliver

10.36

Total of Late Deliveries

487

Product Delivery Status

Late

487

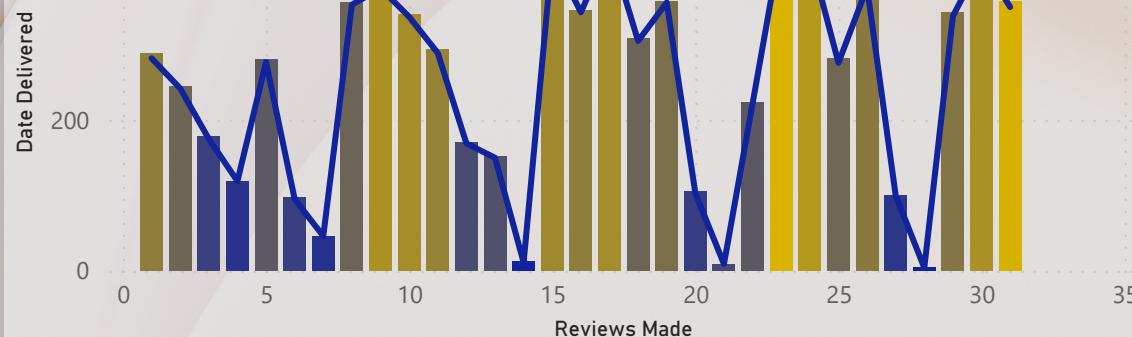
Not Delivered

250

On Time

7332

Reviews Made after Product Delivery



Order Types

order_status

Status Amount

unavailable

58

shipped

90

processing

38

invoiced

27

delivered

7819

canceled

37

Total

8069

Product Quality Dashboard

ABOUT THE
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PERFORMANCE

PRODUCT...

YEAR
 2016
 2017
 2018

STATE
 All

MO...
 All

Total Product Reviews

99.22K

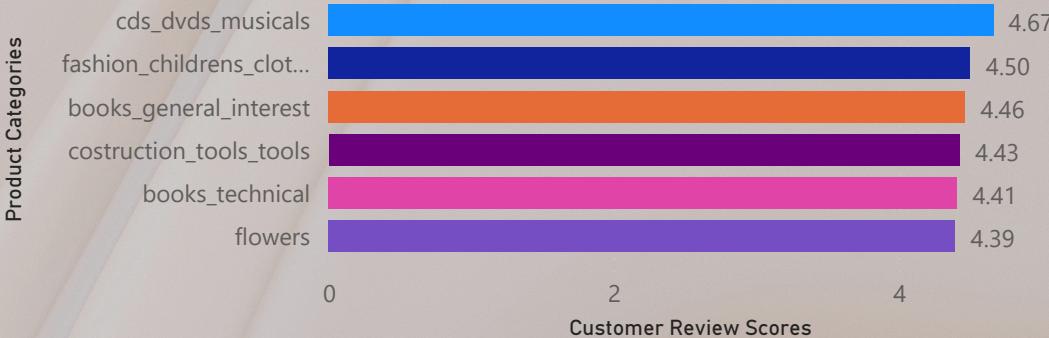
Products Sold

112.65K

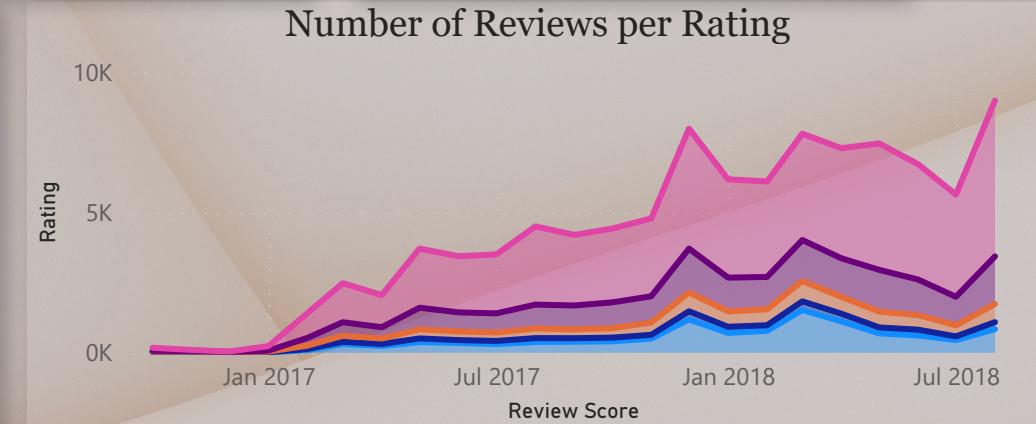
Average Star Ratings



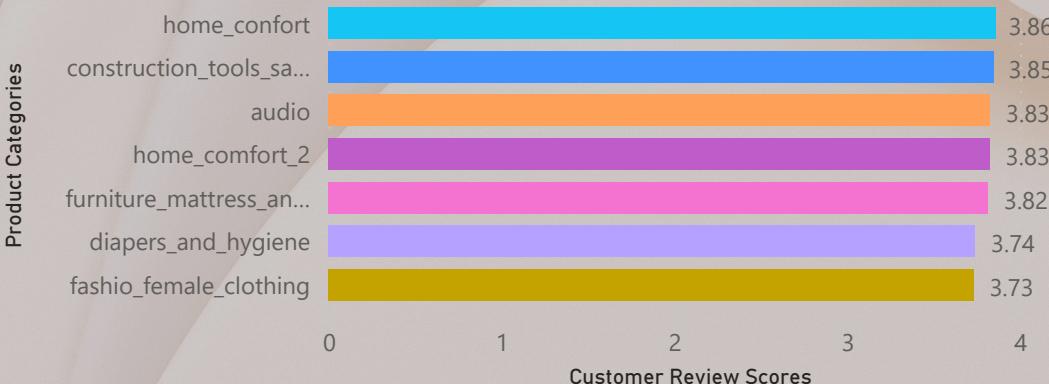
Top Product Categories



Number of Reviews per Rating



Least-Selling Product Categories



Preferred Payment Types

credit_card boleto voucher debit_card

