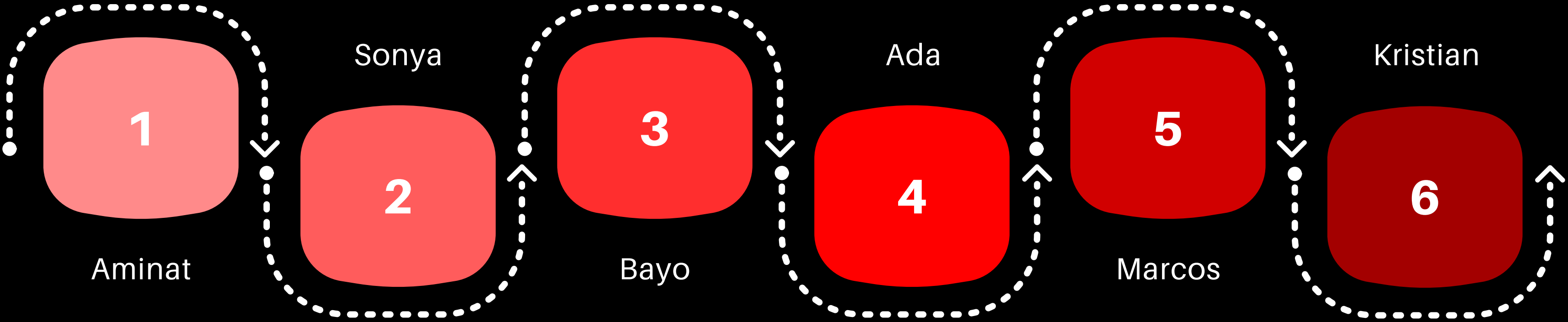# Analytical Review

Olist - Brazilian e-Commerce Dataset

GROUP 4

ANALYSIS CATEGORIES

Sales Distribution **1**

Sales Trend **2**

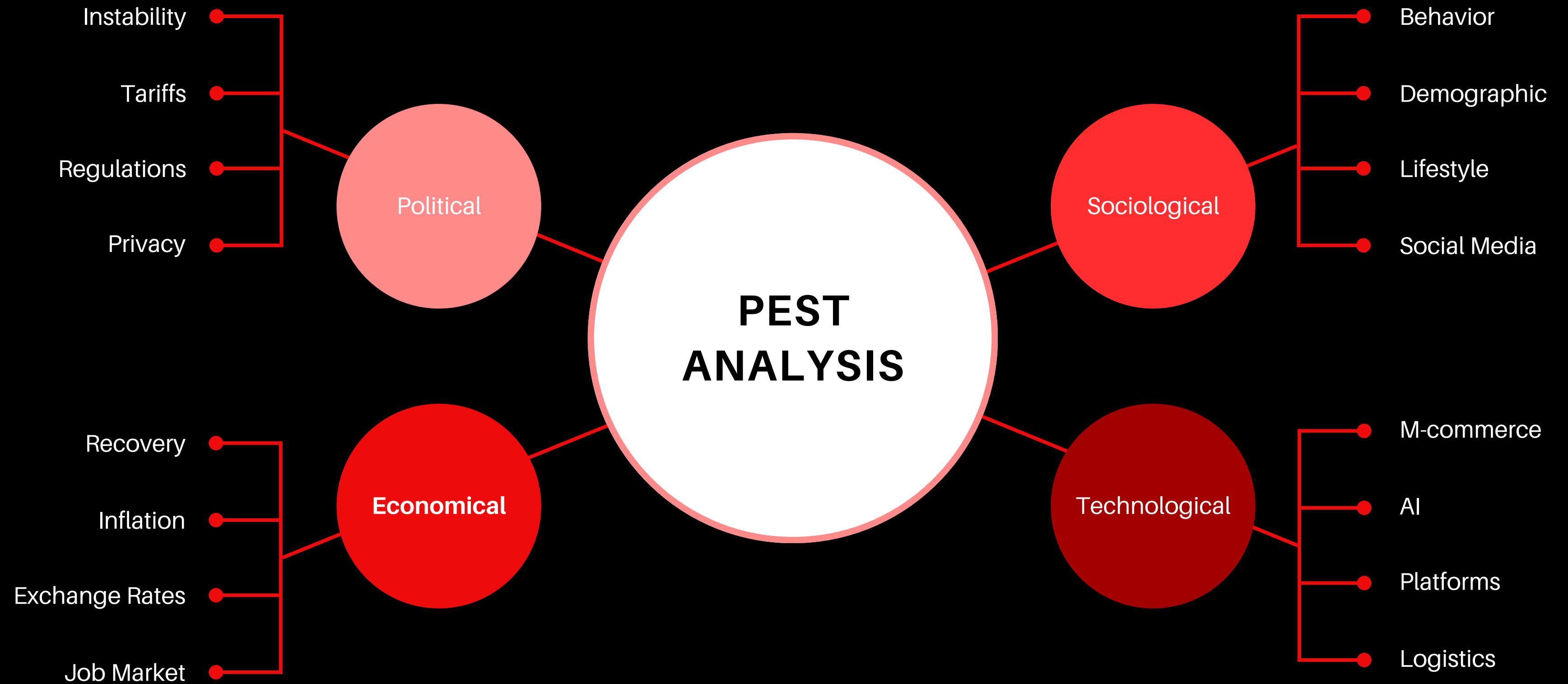Delivery and Review **3**

Customer Feedback **4**

Sales Prediction Modeling **5**

PEST ANALYSIS

Political
- Instability
- Tariffs
- Regulations
- Privacy

Economical
- Recovery
- Inflation
- Exchange Rates
- Job Market

Sociological
- Behavior
- Demographic
- Lifestyle
- Social Media

Technological
- M-commerce
- AI
- Platforms
- Logistics

RECOMMENDATIONS

Sales Distribution & Sales Trend	Delivery & Review	Customer Feedback	Sales Prediction Modeling
Mobile Optimisation	Invest in Infrastructure	Continuous Quality Control	Seasonal Adjustments
Incentives for Lower Sales States	Regional Marketing Strategies	Enhanced Tracking Communication	Strategic Pricing
Regional Partnerships	Collaborate with Local Authorities	Regional Business Expansion	Inventory Management
Incentivise Referrals	Enhance Delivery Tracking Systems	Feedback Loop Improvement	Risk Management