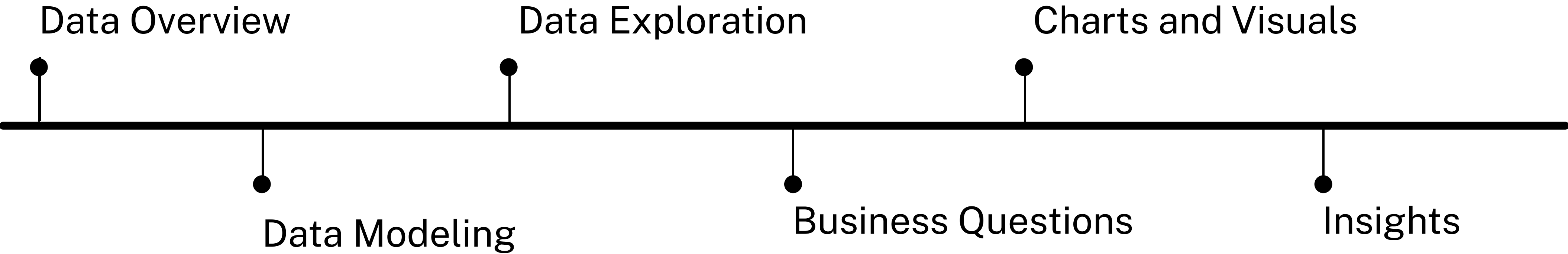


BRAZILIAN E-COMMERCE INSIGHTS

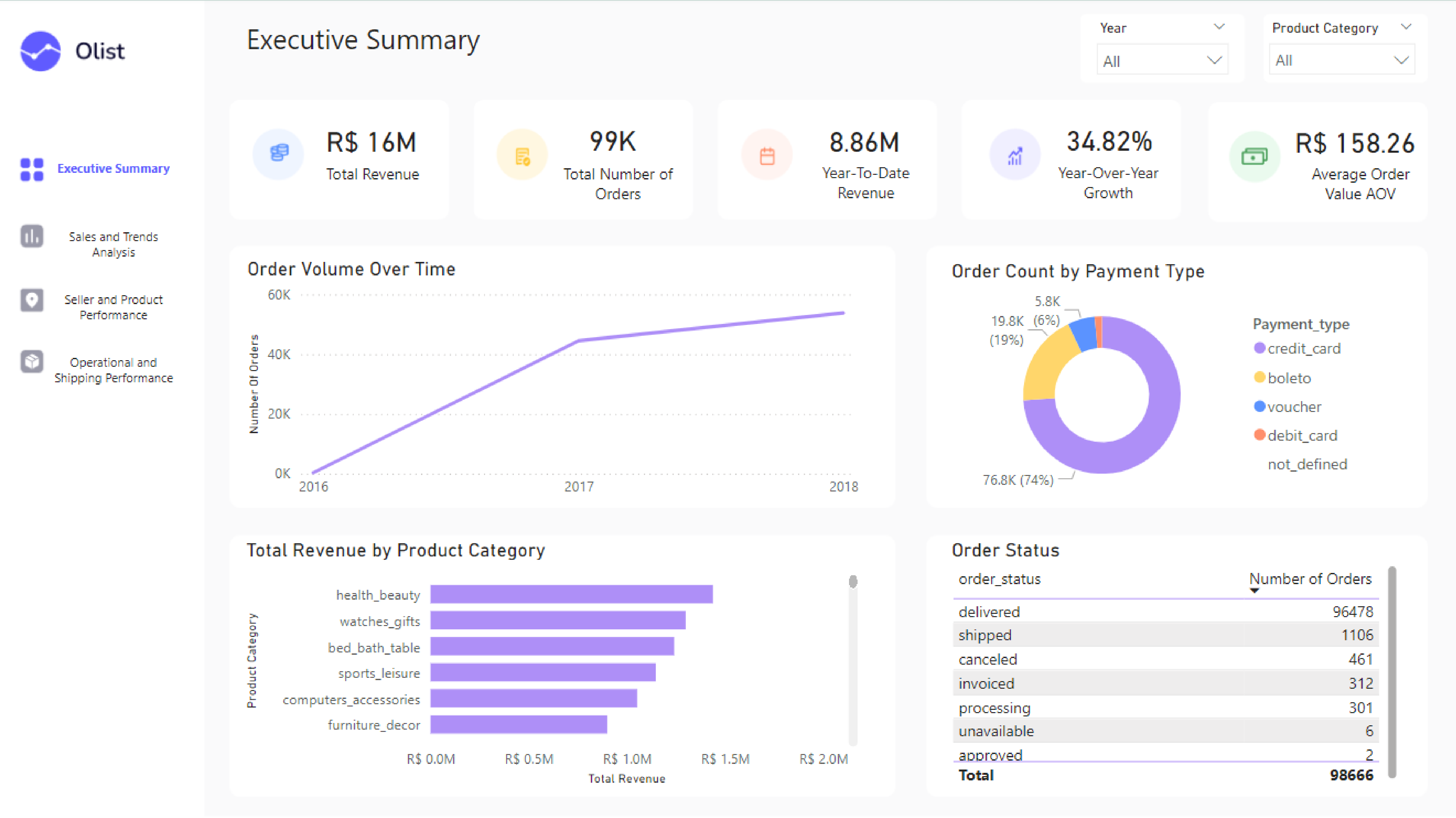
A COMPREHENSIVE ANALYSIS OF SALES AND OPERATIONS

MAI AHMED BAKR

PRESENTATION OVERVIEW



DASHBOARD





- Executive Summary
- Sales and Trends Analysis
- Seller and Product Performance
- Operational and Shipping Performance

Sales and Trends Analysis

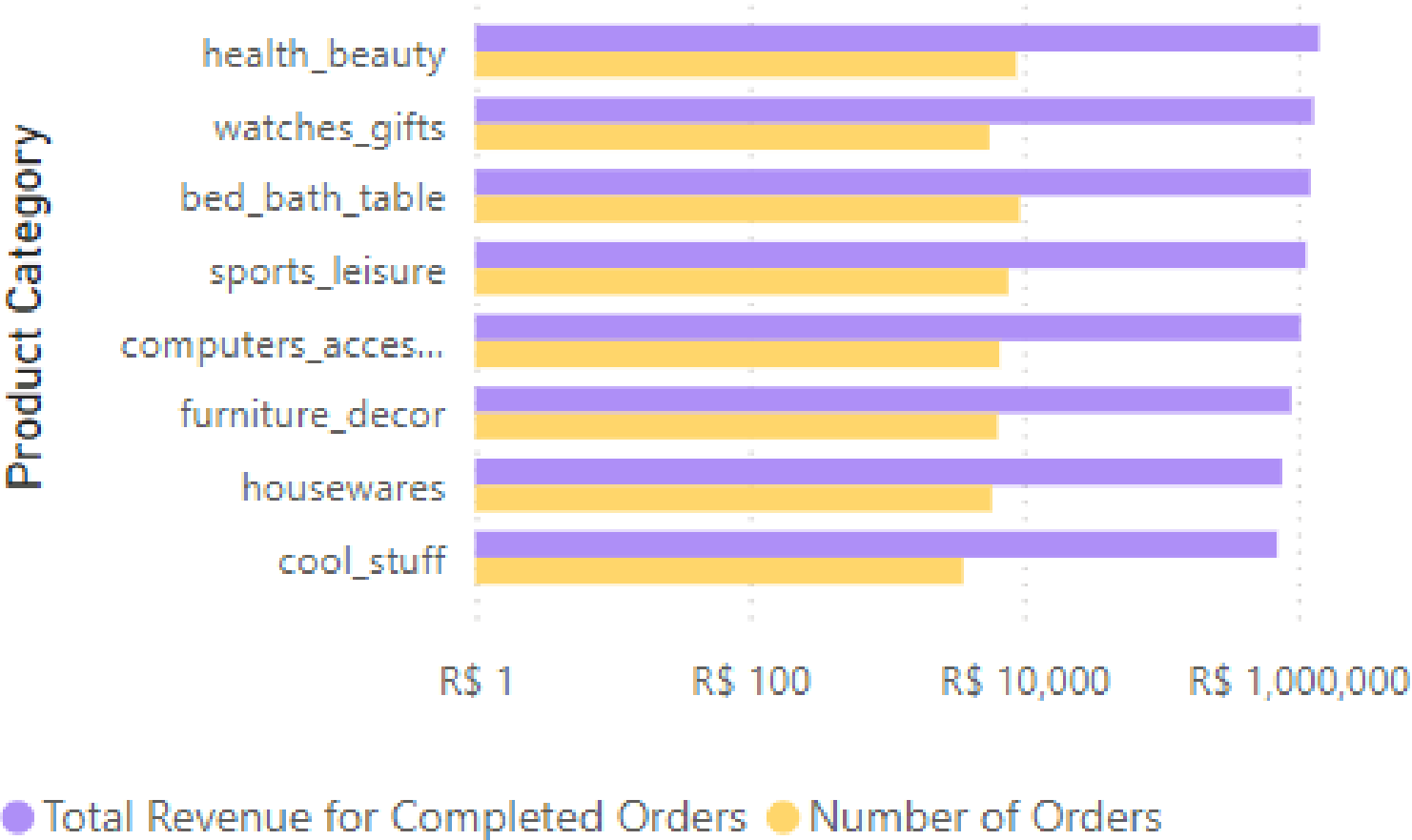
Year

All

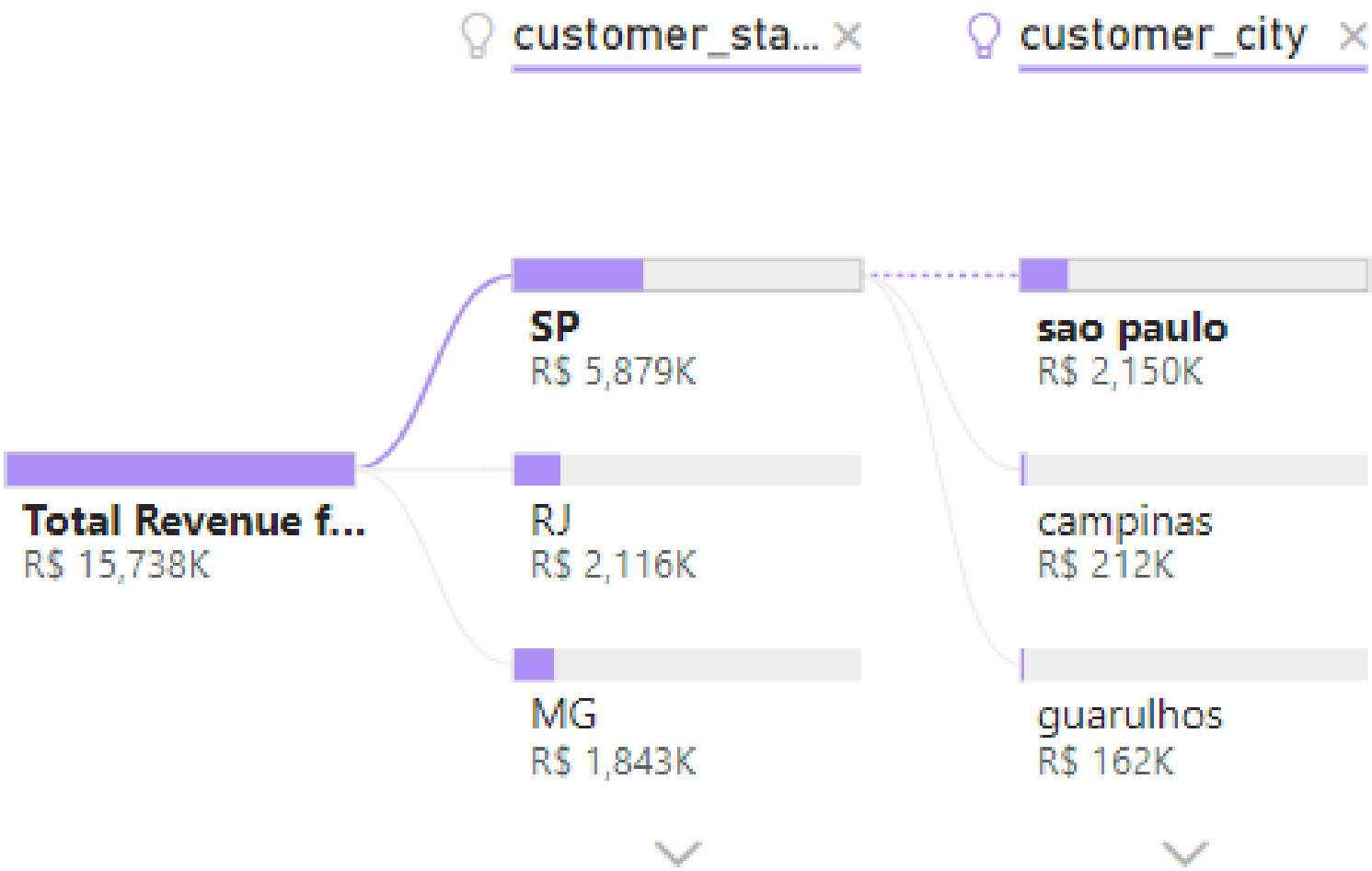
Product_Category

All

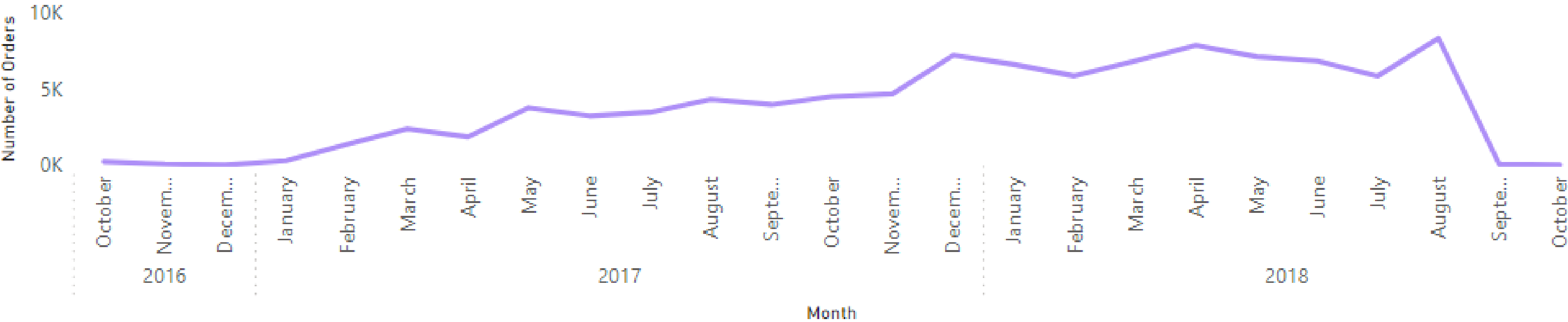
Revenue vs Order Volume by Product Category



Revenue Breakdown by Customer Location



Number of Orders by Year_Delivered and Month_Delivered





- Executive Summary
- Sales and Trends Analysis
- Seller and Product Performance**
- Operational and Shipping Performance

Seller and Product Performance

Year

▼

All

▼

Seller State

▼

All

▼

Seller Distribution by State

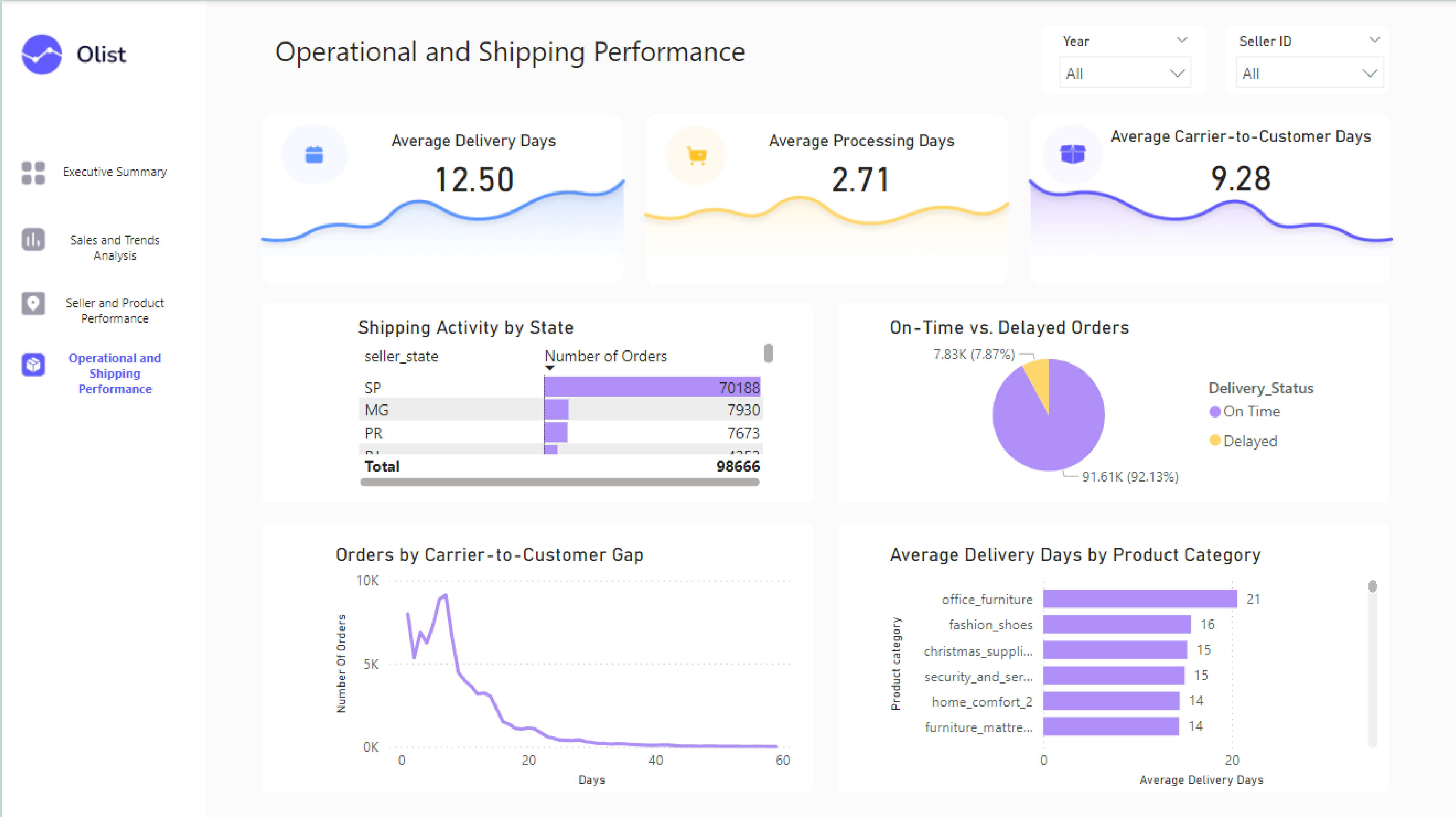
State	Count
SP	1500
PR	300
MG	200
SC	200
RS	150
RJ	150

Revenue by Seller City

Map showing revenue by seller city. Bubbles represent revenue, with larger bubbles indicating higher revenue. Major cities like São Paulo, Belo Horizonte, and Rio de Janeiro are highlighted.

Number of Orders By Seller ID

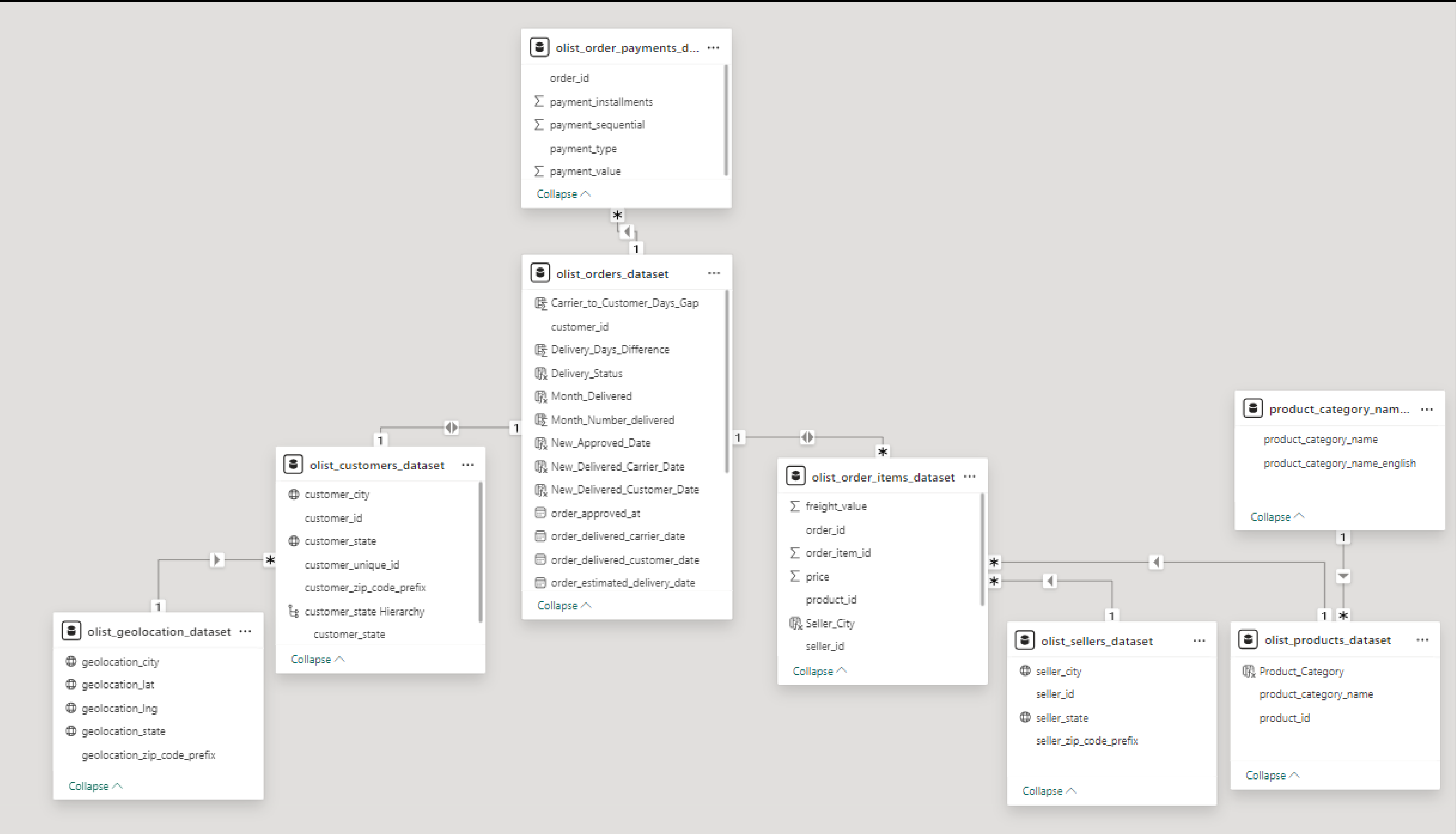
Seller ID	Number Of Orders
6560211a1...	1.9K
4a3ca9315...	1.8K
cc419e065...	1.7K
1f50f92017...	1.4K
da8622b14...	1.3K
955fee9216...	1.3K
7a67c85e8...	1.2K



DATA OVERVIEW

The dataset from the Olist Brazilian e-commerce platform covers orders from 2016 to 2018. It includes detailed information on customer orders, payments, product categories, seller performance, and shipping logistics. The dataset offers insights into sales trends, customer demographics, payment methods, and order fulfillment.

DATA MODELING



DATA EXPLORATION

DATA EXPLORATION

A

Initial exploration included examining order volume trends, customer locations, and payment types. Techniques such as filtering, grouping, and aggregating were applied to uncover patterns in revenue and order statuses. Additionally, handling nulls and categorizing date columns was necessary for accurate date-driven insights.

BUSINESS QUESTIONS

FOUR THINGS TO KNOW

01

Sales and Trends Analysis

- What is the total revenue trend over time?
- How do payment methods influence revenue?
- What is the seasonal trend in order volume?

02

Seller and Product Performance

- Which product categories generate the most revenue?
- How does seller distribution affect sales?
- What is the average order value across different product categories?

03

Customer and Demographics

- Where are the highest revenue-generating regions?
- How does customer city distribution impact sales?
- What are customer purchase preferences by category?

04

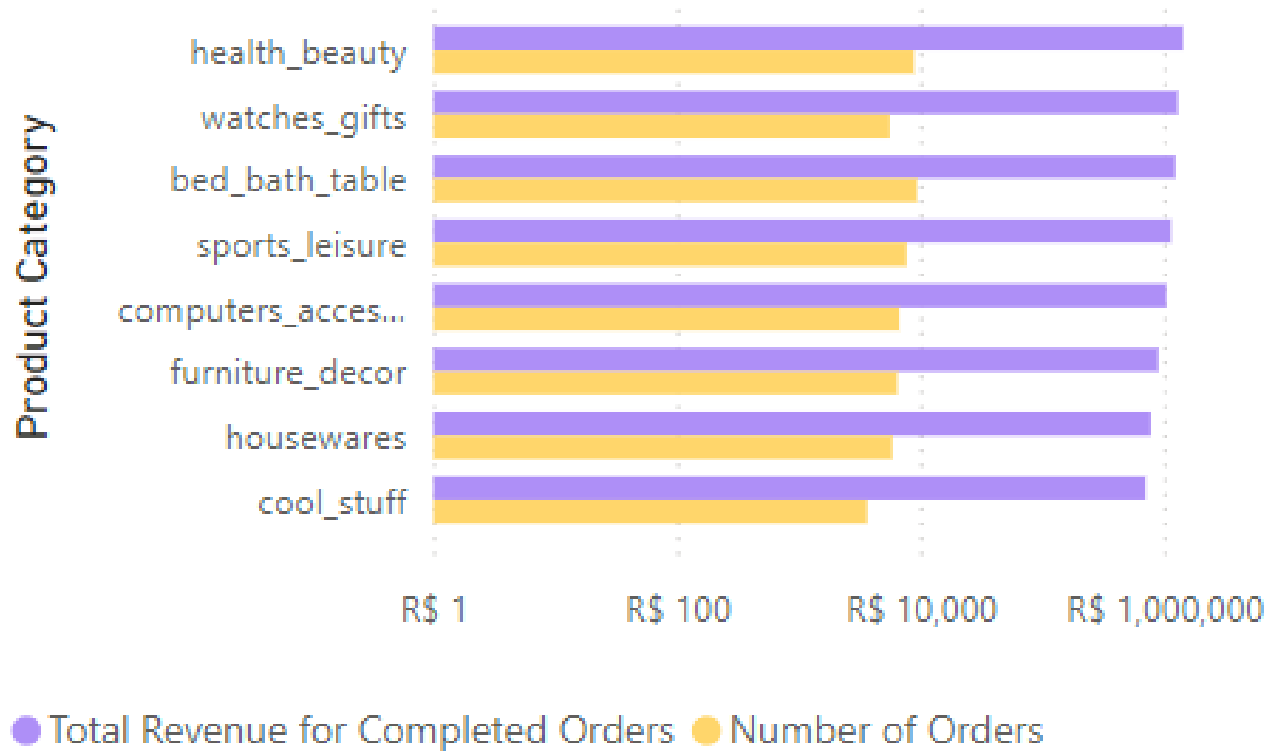
Operational and Shipping Performance

- What is the percentage of on-time vs. delayed orders?
- How do average delivery times vary by product category?
- What is the impact of seller location on shipping efficiency?

CHARTS AND VISUALS

CHARTS AND VISUALS

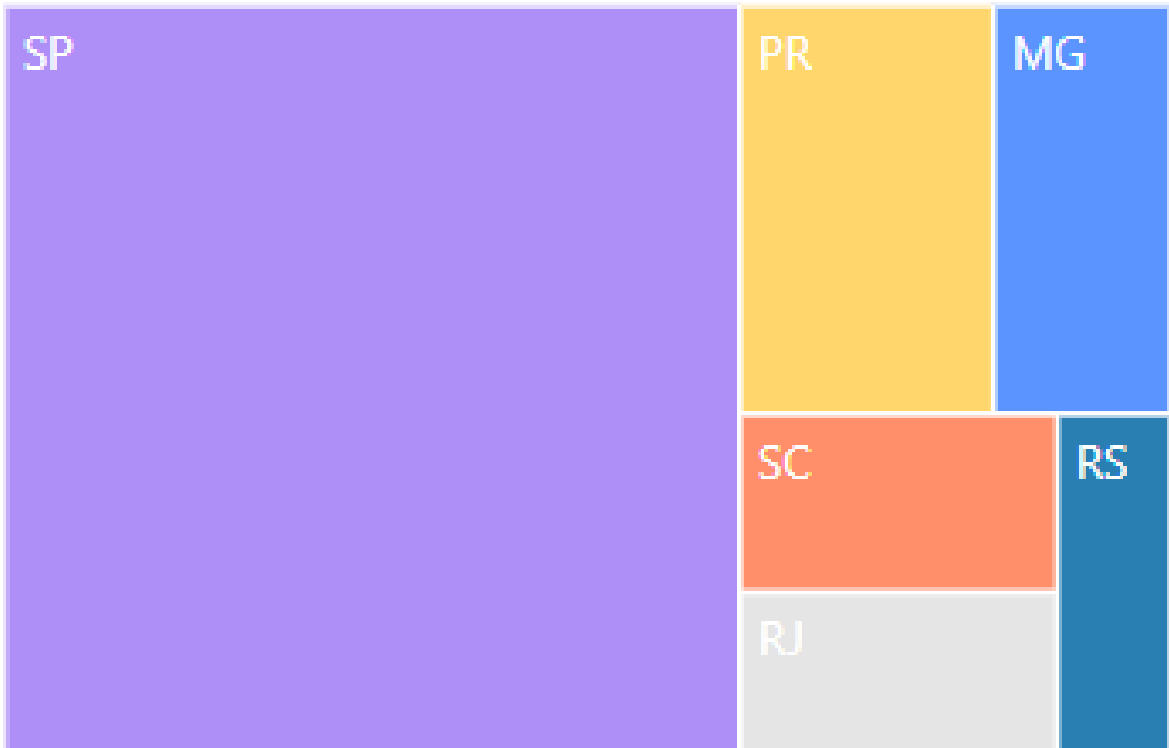
Revenue vs Order Volume by Product Category



Revenue vs. Order Volume by Product Category

Compares revenue and order volume per category, highlighting high-revenue versus high-volume categories.

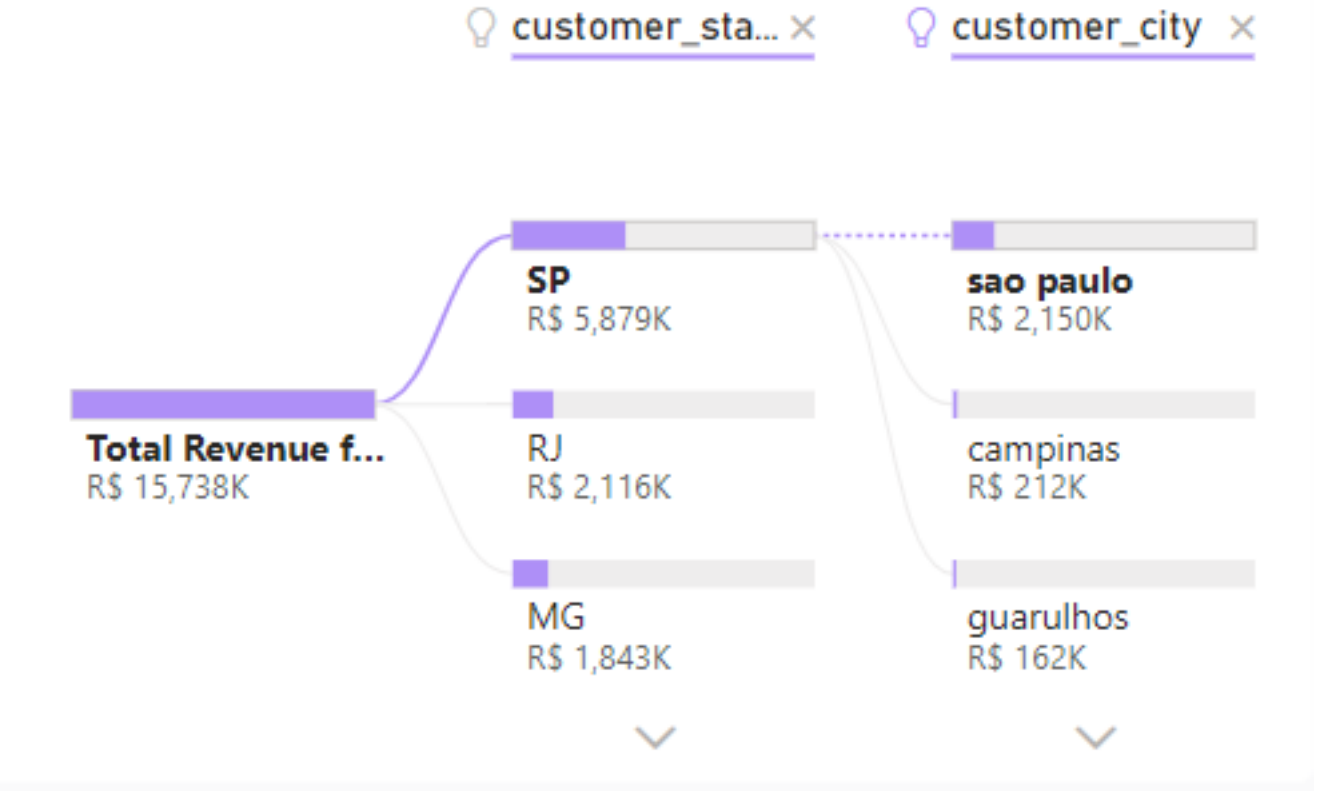
Seller Distribution by State



Seller Distribution by State

Shows seller concentration by state, with larger areas for higher seller counts, emphasizing regional impact.

Revenue Breakdown by Customer Location



Revenue by Customer Location

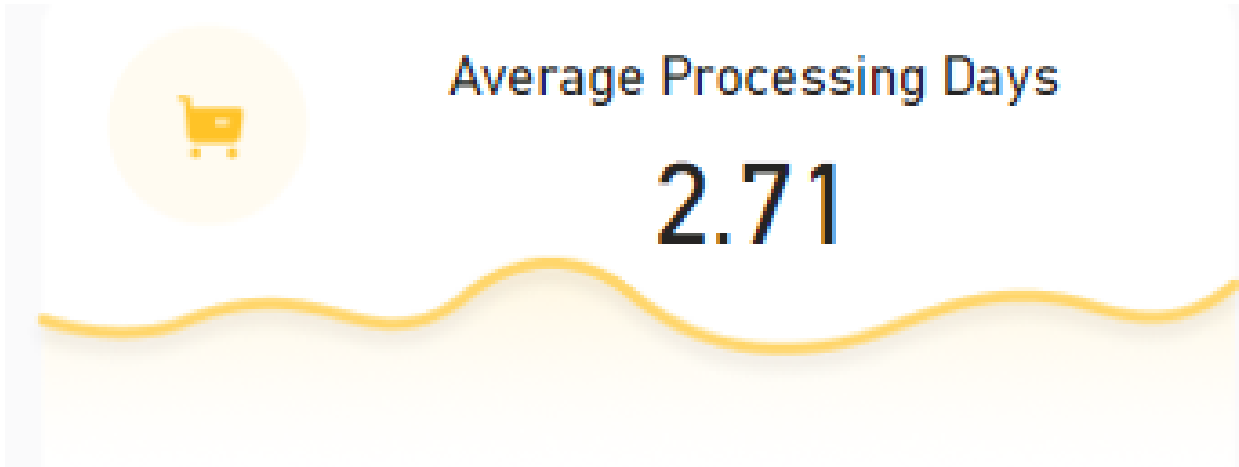
A decomposition tree depicting revenue concentration by customer city.

USER PERSONAS



Average Delivery Days

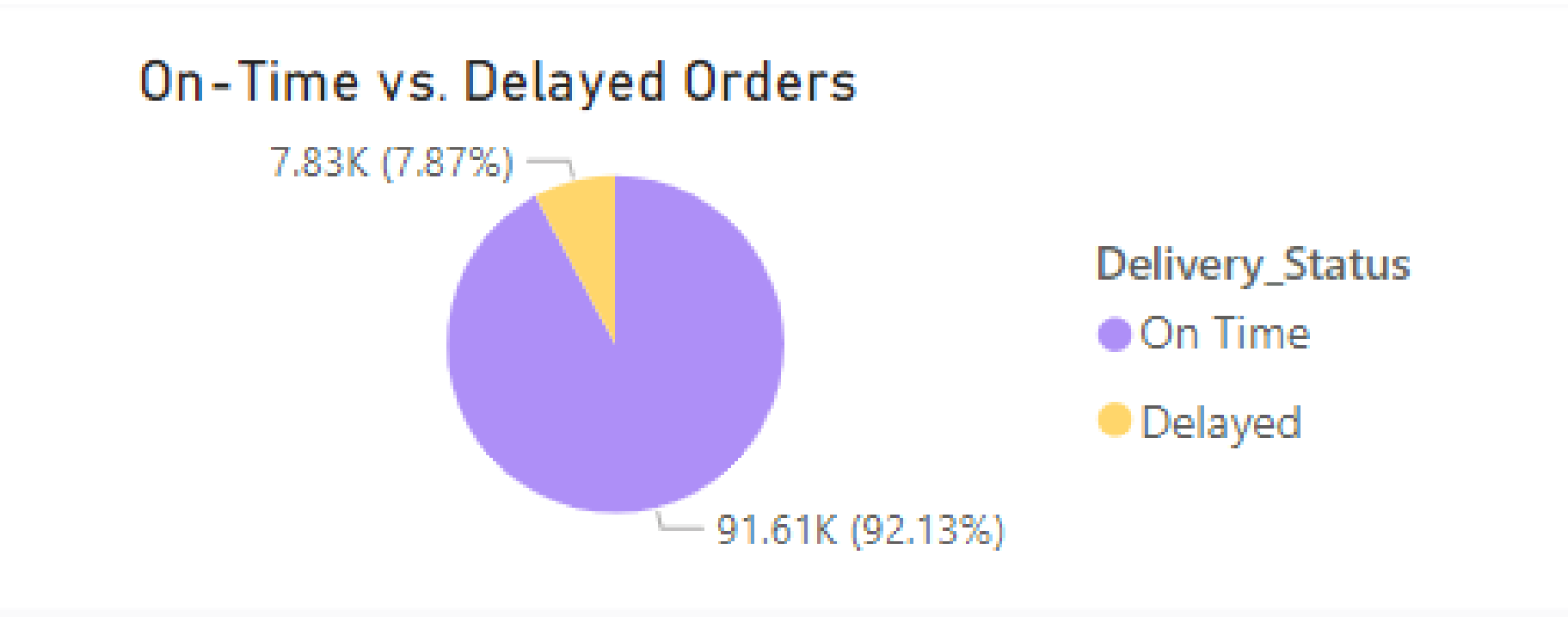
Reflects the average time from order dispatch to customer delivery, indicating shipping efficiency across categories.



Average Processing Days

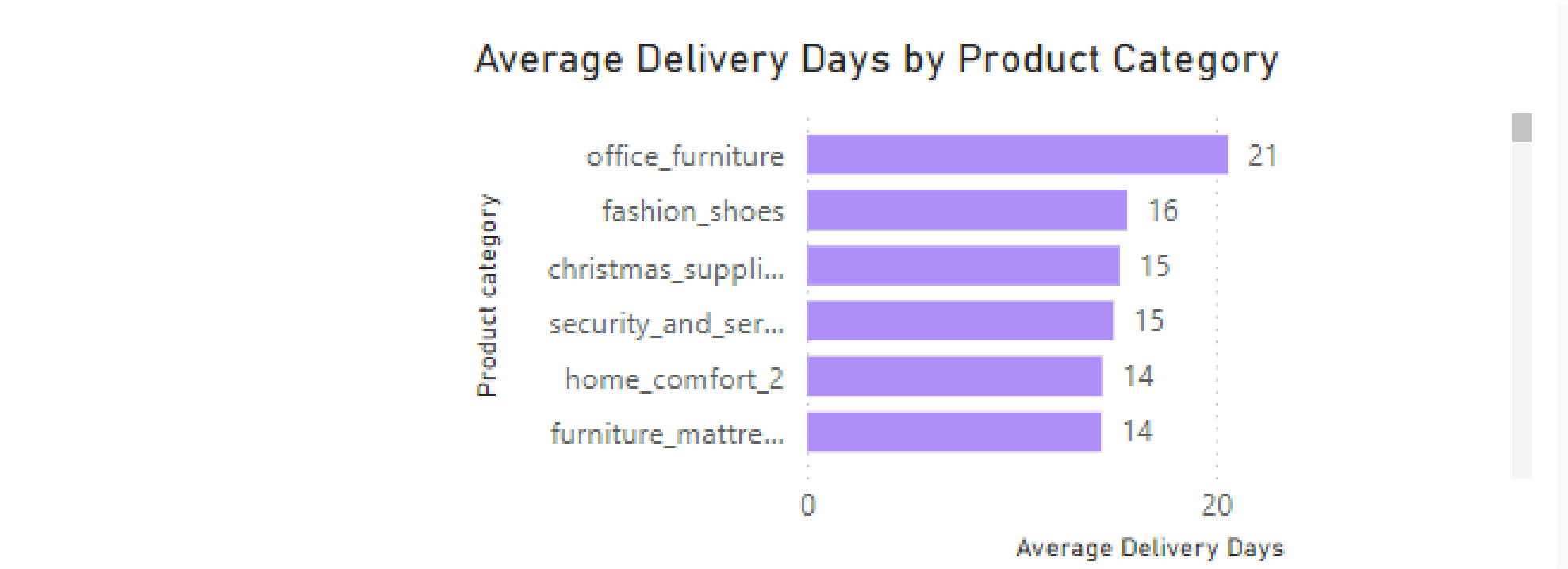
Shows the average duration between the order timestamp and when it's handed to the carrier, highlighting internal processing efficiency.

USER PERSONAS



On-Time vs. Delayed Orders

A pie chart reflecting delivery efficiency, with on-time and delayed orders as segments.

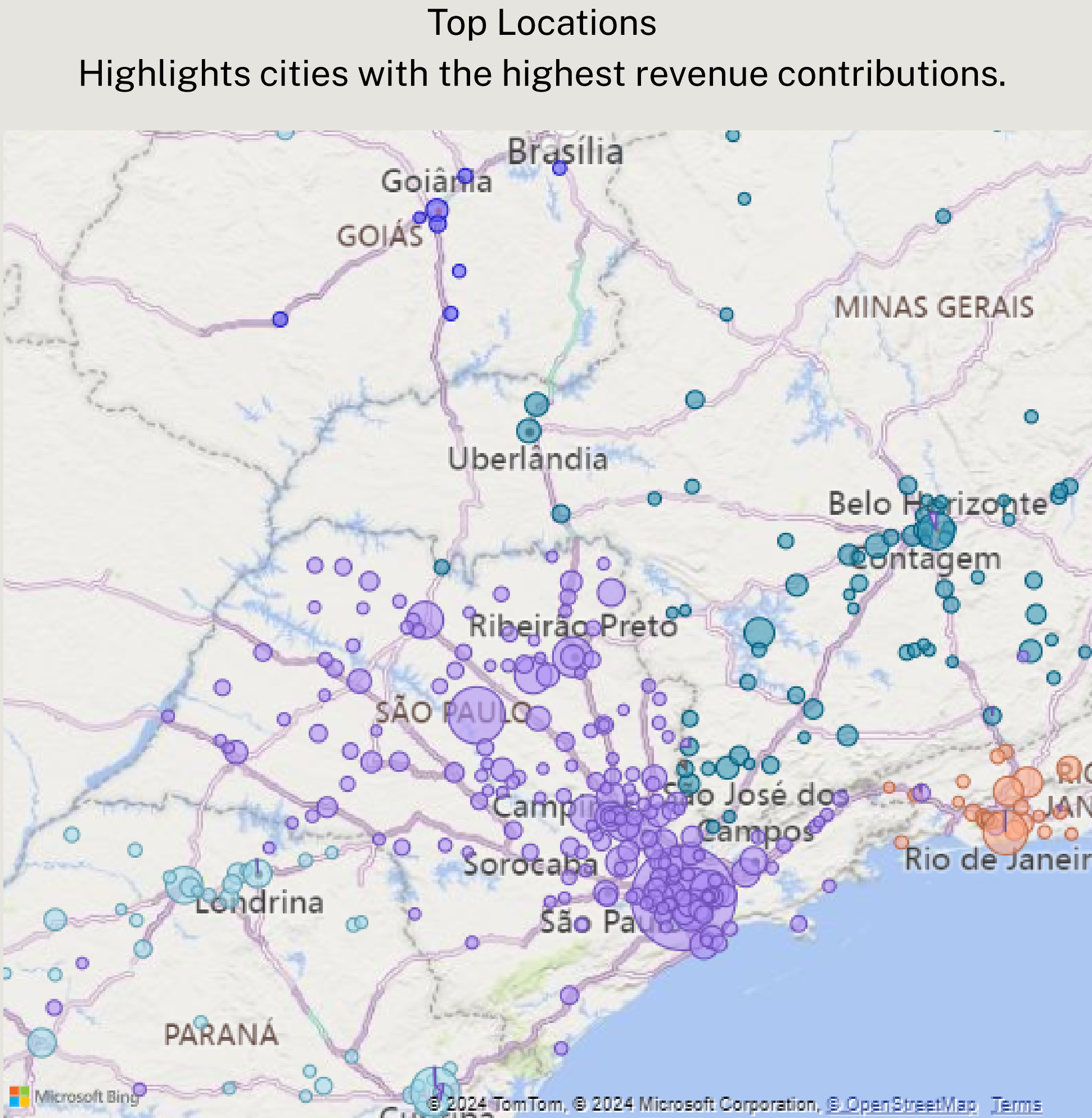


Average Delivery Days by Product Category

A bar chart showcasing delivery duration across product types.

REVENUE BY SELLER CITY

Sales Concentration
Shows where sales are most concentrated geographically.



Market Reach
Reflects the geographical distribution and reach of sellers.

INSIGHTS

DATA INSIGHTS

REVENUE INSIGHTS

Revenue is concentrated in specific high-demand categories like health and beauty, and regional analysis shows Sao Paulo as a top revenue-generating location.

SALES PATTERNS

Seasonal peaks occur, particularly in Q4, aligning with common shopping patterns in Brazil.

OPERATIONAL EFFICIENCY

A high percentage of orders are delivered on time, though some categories experience longer delivery times.

DATA INSIGHTS

SELLER DISTRIBUTION

Seller performance varies by location, with states like SP and MG having higher order counts, indicating seller density impacts customer reach and shipping efficiency.

PAYMENT METHOD PREFERENCES

Most customers prefer credit card payments, suggesting that diverse payment options may drive higher sales.

ORDER CANCELLATI- ONS

A small percentage of orders are canceled or unavailable, highlighting potential inventory or fulfillment issues.

THANK YOU