

## RECOMMENDATIONS

### 1 Evolution of E-commerce orders in Brazil

a) Some states are doing great in terms use of service e.g. SP has highest count of orders therefore no change in existing systems but some states are also growing like MG, RJ where we should focus more on extracting business opportunity.

b) As count of orders is very low in stats like SC, PI even for three years we should understand the type of market in those states and deploy the needful.

c) More stores/inventory can be deployed in the cities where count of orders is very high e.g. state SP.

Note- Also above steps can also reduce freight charges and delivery time.

### 2 Analysis on sales, freight and delivery time

a) Difference between estimated delivery and actual deliver is very high in some orders. Hence it should be reduced.

b) Freight value should be reduced in order to engage customers more for purchasing items.

### 3 Payment type analysis

a) Other payments methods like- Debit card and Voucher can be promoted for specific group of customers, particularly vouchers to incentivise the customers.