ShopNest Store Business Analysis Report

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1. **Top Categories by Total Price:**

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### Bar Chart Analysis: Top Categories By Total Price

#### Health and Beauty (beleza\_saude)

* **Total Sales:** Over 1 million
* **Insight:** This category dominates, reflecting a high consumer interest in health and beauty products.

#### Watches and Gifts (relogios\_presentes)

* **Total Sales:** Over 1 million
* **Insight:** Close contender with health and beauty, indicating strong market demand for watches and gift items.

#### Bed, Bath, and Table (cama\_mesa\_banho)

* **Total Sales:** Significant
* **Insight:** Essential household items show strong sales, contributing greatly to overall revenue.

#### Sports and Leisure (esporte\_lazer)

* **Total Sales:** Significant
* **Insight:** Reflects a robust interest in sports and leisure activities.

#### Computers and Accessories (informatica\_acessorios)

* **Total Sales:** Moderate
* **Insight:** Steady demand for technology and accessories.

#### Furniture and Decoration (moveis\_decoracao)

* **Total Sales:** Moderate
* **Insight:** Consistent sales in home furnishing and decoration items.

#### Cool Stuff (cool\_stuff)

* **Total Sales:** Lower
* **Insight:** Though lower in sales, still maintains a place in the top 10, showing niche interest.

#### Domestic Utilities (utilidades\_domesticas)

* **Total Sales:** Lower
* **Insight:** Practical household items with moderate market presence.

#### Automotive (automotivo)

* **Total Sales:** Lower
* **Insight:** Indicates specialized interest in automotive products.

#### Tools and Garden (ferramentas\_jardim)

* **Total Sales:** Lower
* **Insight:** Reflects niche market demand for tools and gardening supplies.

### Summary

* **Top Performers:** Health and Beauty, Watches and Gifts
* **Major Contributors:** Bed, Bath, and Table, Sports and Leisure
* **Moderate Sales:** Computers and Accessories, Furniture and Decoration
* **Lower Sales:** Cool Stuff, Domestic Utilities, Automotive, Tools and Garden

### Strategic Implications

* **Focus Areas:** Health and Beauty, Watches and Gifts for marketing
* **Growth Opportunities:** Explore potential in lower-performing categories

1. **Delayed Orders Analysis:**

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### Descriptive Analysis of Delayed Orders

#### Total Delayed Orders

* **44263 orders** are delayed across various categories.

#### Top Three Categories with Most Delays

* **Bed, Bath, and Table (bed\_bath\_table):** 4288 delays
* **Computers and Accessories (computers\_accessories):** 3070 delays
* **Automotive (auto):** 1757 delays

#### Least Delayed Categories

* **Arts and Craftsmanship (arts\_and\_craftmanship):** 10 delays
* **CDs, DVDs, and Musicals (cds\_dvds\_musicals):** 7 delays
* **Imported Books (books\_imported):** 19 delays

### Key Insights

#### High Volume Delays

* Categories like **Bed, Bath, and Table**, **Computers and Accessories**, and **Automotive** have the highest number of delayed orders. This might be due to high order volumes, supply chain issues, or logistical challenges.

#### Niche Categories

* Categories such as **Arts and Craftsmanship**, **CDs, DVDs, and Musicals**, and **Imported Books** have significantly fewer delays, likely due to lower demand or more efficient handling.

#### Moderate Delays

* Categories like **Baby**, **Cool Stuff**, **Consoles and Games**, and **Construction Tools** exhibit moderate delays, indicating a balance between demand and supply chain efficiency.

### Recommendations

#### Supply Chain Optimization

* For categories with high delays, conduct an in-depth supply chain analysis to identify bottlenecks and implement solutions such as better inventory management and improved logistics.

1. **Monthly Comparison of Delayed and On-Time Orders:**

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### Visual Description of Delivery Trends

**Type of Chart:** Clustered Bar Chart  
**Axes:**

* **X-Axis:** Months
* **Y-Axis:** Count of Orders (On-Time and Delayed)  
  **Bars:**
* **Light Blue Bars:** Count of On-Time Deliveries
* **Dark Blue Bars:** Count of Delayed Deliveries

### Key Insights

#### 1. Monthly Trends

* The visual presents both on-time and delayed deliveries for each month.
* Each month features two bars: one for on-time deliveries and one for delayed deliveries.

#### 2. Peak Periods

* **August:** This month records the highest number of on-time deliveries, significantly more than any other month. It also has a substantial number of delayed deliveries.
* **March and May:** These months exhibit high activity in terms of order deliveries, with on-time deliveries slightly outnumbering delayed ones.

#### 3. Consistent Patterns

* **February, April, June, and July:** These months show relatively balanced counts of on-time and delayed deliveries, with a slight edge towards on-time deliveries.

#### 4. Low Activity Periods

* **September:** This month has the lowest activity in terms of both on-time and delayed deliveries.
* **October and November:** These months show moderate activity with balanced delivery counts, exhibiting similar trends to each other.

#### 5. End of the Year

* **December:** There is an increase in activity compared to preceding months, with a higher count of on-time deliveries but also a significant count of delayed deliveries.

### Summary

* The chart provides a clear month-by-month comparison of on-time versus delayed deliveries.
* **August** stands out with the highest delivery counts, indicating it may be a peak shopping season.
* **September** shows the lowest delivery counts, suggesting it may be an off-peak month.
* Generally, on-time deliveries exceed delayed deliveries, except for certain months where the difference is narrower.

1. **Payment Method Analysis:**

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### Visual Description of Payment Methods

**Type of Chart:** Pie Chart  
**Segments:** Each segment represents a different payment method.  
**Size of Segments:** The size corresponds to the proportion of orders made using that payment method.

### Key Insights

#### 1. Most Used Payment Method

* **Credit Card (dark blue):** Represents 73.92% of all orders, totaling 76.8K orders. This indicates that the majority of customers prefer using credit cards for their purchases.

#### 2. Second Most Used Payment Method

* **Boleto (light blue):** Accounts for 19.04% of all orders, with 19.78K orders. This significant portion shows a notable customer preference for this method.

#### 3. Other Payment Methods

* **Voucher (pink):** Makes up 5.56% of the orders, equating to 5.78K orders. While less common than credit card and boleto, it still shows some customer preference.
* **Debit Card (orange):** Represents a very minimal portion, with 0% of the orders. This suggests very few customers use debit cards for purchases.
* **Not Defined (purple):** The smallest segment, indicating negligible orders with an undefined payment method (0%).

### Summary

* **Credit Card Dominance:** Nearly three-quarters of customers prefer using credit cards for their transactions.
* **Boleto as a Popular Alternative:** Almost one-fifth of the customers use boleto, making it the second most popular payment method.
* **Lesser Used Methods:** Voucher payments are used by a smaller segment, while debit cards and undefined methods are nearly non-existent.

### Strategic Implications

#### Focus on Credit Card Users

* Given that most transactions are made via credit card, prioritizing a smooth and secure credit card payment process is essential.

#### Boleto Convenience

* Enhancing the convenience of the boleto payment process could boost customer satisfaction and potentially increase sales, considering its popularity.

#### Exploring Lesser Used Methods

* Understanding the minimal use of debit cards and addressing potential barriers might present an opportunity to increase their usage.

1. **Product Rating Analysis:**

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### Analysis of Product Ratings

#### Top 10 Highest-Rated Products

**Chart Type:** Bar Chart  
**X-Axis:** Sum of Review Scores  
**Y-Axis:** Product Categories

**Key Insights:**

* **Furniture\_Matteress:** This category tops the list with the highest total review scores.
* **Flowers and fashion\_sport:** These categories also receive strong positive feedback, indicating high customer satisfaction.

#### Bottom 10 Lowest-Rated Products

**Chart Type:** Bar Chart  
**X-Axis:** Sum of Review Scores  
**Y-Axis:** Product Categories

**Key Insights:**

* **Cool Stuff and Pet Shop:** These categories reappear, suggesting a mix of customer experiences.
* **Other Categories:** Lower total review scores in these categories suggest less favorable feedback.

### Summary

* **Top Performers:** Categories such as **Furniture\_Matteress** and **Flowers** stand out with high ratings.
* **Mixed Feedback:** Some categories feature in both the highest and lowest ratings, reflecting variability in customer satisfaction.

1. **State-wise Sales Analysis:**

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### Analysis of Sales by State

#### High Sales States

**Chart Type:** Bar Chart  
**X-Axis:** Total Sales Amount  
**Y-Axis:** States with High Sales

**Top States with High Sales:**

* **SP (São Paulo):** Dominates with the highest sales figures.
* **RJ (Rio de Janeiro):** Comes in second, following São Paulo.
* **MG (Minas Gerais):** Ranks third with notable sales.
* **RS (Rio Grande do Sul), PR (Paraná), SC (Santa Catarina), BA (Bahia), DF (Distrito Federal), GO (Goiás), ES (Espírito Santo):** These states show moderate to high sales, though they lag behind the top three.

#### Low Sales States

**Chart Type:** Bar Chart  
**X-Axis:** Total Sales Amount  
**Y-Axis:** States with Low Sales

**States with Lower Sales:**

* **PI (Piauí), RN (Rio Grande do Norte), AL (Alagoas), SE (Sergipe), TO (Tocantins):** These states have the highest sales among the lower-performing ones but still trail significantly behind the top states.
* **RO (Rondônia), AM (Amazonas), AC (Acre), AP (Amapá), RR (Roraima):** These regions represent the lowest sales, indicating minimal customer engagement or smaller markets.

### Summary

* **Top Performers:** São Paulo, Rio de Janeiro, and Minas Gerais lead in sales, showcasing high customer activity and market engagement.
* **Moderate Performers:** States like Rio Grande do Sul, Paraná, and Santa Catarina exhibit substantial sales but are lower compared to the top states.
* **Low Performers:** States such as Piauí, Rio Grande do Norte, and others in the lower sales chart indicate smaller markets or less customer activity.

1. **Seasonal Sales Patterns:**

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### Analysis of Quarterly Sales Trends

**Type of Chart:** Area Chart  
**X-Axis:** Quarters of the year (Q1, Q2, Q3, Q4)  
**Y-Axis:** Total Sales Amount  
**Area:** Represents the sum of sales over each quarter

### Key Insights

#### 1. Quarter 1

* **Sales Growth:** There is a noticeable increase in sales from the beginning of the year, suggesting a positive sales trend early on.

#### 2. Quarter 2

* **Peak Sales:** This quarter records the highest sales, marking it as the most profitable period. The peak could be due to factors such as seasonal promotions, holidays, or other events driving customer purchases.

#### 3. Quarter 3

* **Slight Decline:** Sales start to dip after the peak in Q2 but remain relatively high, indicating sustained customer interest and purchasing behavior through the mid-year.

#### 4. Quarter 4

* **Further Decline:** There is a more significant drop in sales during the last quarter of the year. This could be attributed to seasonality factors like post-holiday slowdowns or budget constraints as the year ends.

### Summary

* **Strongest Sales Period:** Quarter 2, with the highest sales, should be the focal point for marketing and sales strategies.
* **Early Year Growth:** Quarter 1 shows strong growth, making it an ideal time to initiate marketing campaigns.
* **Mid-Year Stability:** Despite a decline from Q2, Quarter 3 still exhibits strong sales, suggesting stable market conditions.
* **Year-End Strategy:** The decline in Quarter 4 indicates a need for strategic planning, possibly through holiday promotions or end-of-year sales to boost revenue.

1. **Revenue Analysis:**

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### Analysis of Annual Revenue Trends

**Type of Chart:** Line Chart  
**X-Axis:** Years (2016, 2017, 2018)  
**Y-Axis:** Total Revenue  
**Line:** Represents the total revenue generated by ShopNest Store each year.

### Key Insights

#### 2016

* **Initial Revenue:** The chart begins at zero, indicating the start of data collection or the commencement of ShopNest Store's operations.
* **Steady Growth:** There is a sharp increase in revenue throughout the year, reflecting strong initial growth.

#### 2017

* **Continued Growth:** Revenue continues to rise significantly, ending the year at a higher total than 2016, suggesting sustained business growth and an expanding customer base and product offerings.
* **Stabilization Mid-Year:** There is a noticeable leveling off in the middle of the year before growth resumes.

#### 2018

* **Strong Performance:** The upward trend persists, with revenue reaching its highest point by the end of the year. This consistent increase indicates ongoing success and effective business strategies.

### Summary

* **Overall Trend:** The revenue from 2016 to 2018 shows a clear upward trend, indicating successful business operations and growth.
* **Key Growth Periods:** Significant growth is observed at the start and end of each year, with a slight stabilization mid-year in 2017.
* **Implications:** This positive trend suggests effective management and market strategy, likely involving successful marketing campaigns, customer acquisition, and product diversification.