Analysis of the operating performance for Ecommerce Company

An e-commerce company from brazil, has requested a complete analysis of their operating performance. They want a detailed report covering three main parts: general dashboard, delivery performance, and product quality.

General Dashboard

Report: Production | Sales | Rating

16.01M
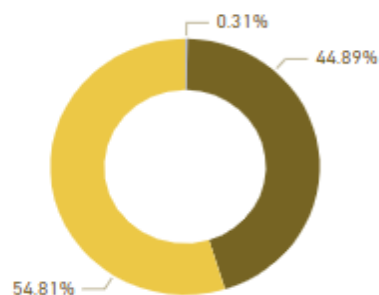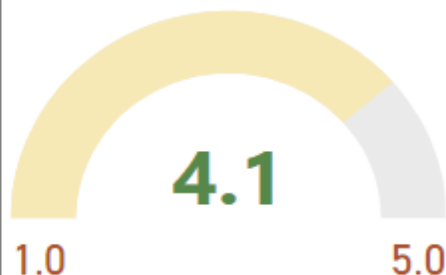Total Sales

96.48K
Total Order

Sales vs Reviews

● Total Order   ● Total Sales

Month	Total Sales	Total Order
January	1.2M	7.7K
February	1.2M	8.2K
March	1.5M	9.6K
April	1.5M	8.9K
May	1.7M	10.5K
June	1.5M	9.2K
July	1.6M	9.9K
August	1.7M	10.7K
September	0.7M	4.2K
October	0.8M	4.7K
November	1.1M	7.1K
December	0.9M	5.7K

Percentage Sale Yearly

- 0.31%
- 44.89%
- 54.81%

● 2016 ● 2017 ● 2018

Avg Review

4.1

1.0   5.0
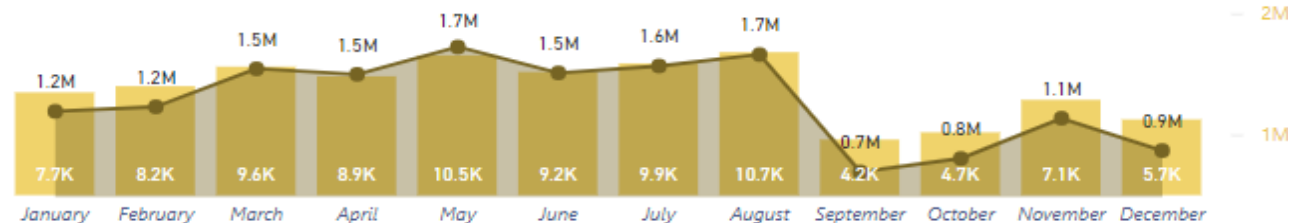
Revenue from Payment Method

Method	Revenue
credit_card	12.5M
boleto	2.9M
voucher	0.4M
debit_card	0.2M
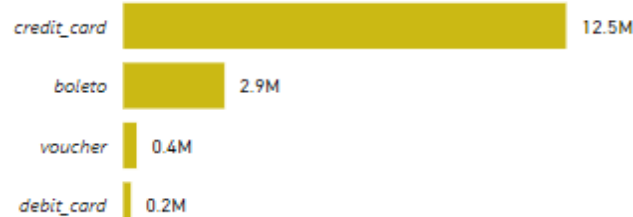
Distribution of Reviews score

Score	Count
1	11K
2	
3	8K
4	19K
5	57K
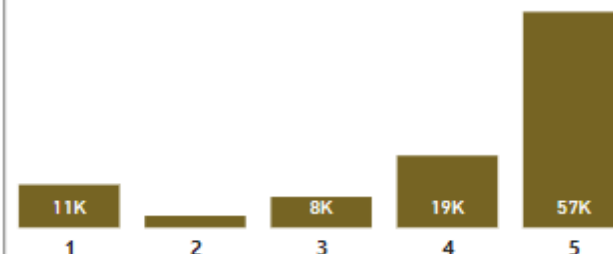
Top 5 Product Category Produced

Category	Value
bed_bath_table	9.3K
health_beauty	8.6K
sports_leisure	7.5K
computers_accessories	6.5K
furniture_decor	6.3K

Top 5 Products of Sales

Product	Value
health_beauty	2.01M
watches_gifts	1.86M
bed_bath_table	1.84M
sports_leisure	1.71M
computers_accessories	1.63M
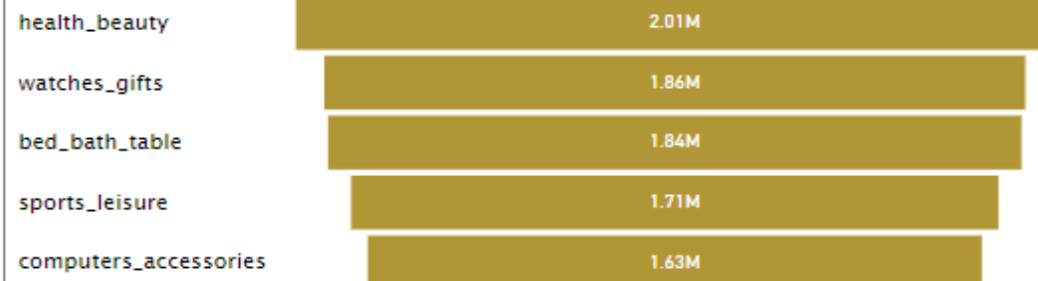
Delivery Performance

Insights: Delivery Performance

| 2016 | 2017 | 2018 |

Late Deliveries Per Year

4.2K

1.6K

0.0K

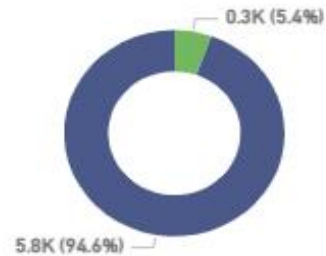Jan 2016   Jul 2016   Jan 2017   Jul 2017   Jan 2018

96.48K
Total Order

6534
Late Deliveries

89.94K
On time Deliveries

Percentage of Late Deliveries

● Seller Late Dispatch ● Carrier Late Delivery

0.3K (5.4%)

5.8K (94.6%)

Average Procurement Time Cycle

9.92 hrs → 2.78 days → 9.31 days →

Late Deliveries vs Average Reviews each Month

● Average of review_score ● Late Deliveries trend

	January	February	March	April	May	June	July	August	September	October	November	December
Late Deliveries	622	324	949	1427	605	569	168	651	210	186	191	632
Avg review	1.9	2.1	2.2	2.0	2.2	2.6	2.4	2.9	2.5	2.7	2.7	2.4

Customer's Location

PERU, BRAZIL, BOLIVIA, PARAGUAY, CHILE

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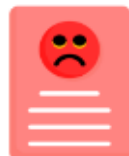
Recommendation:
Most of the late deliveries result from the carriers we used. We need to conduct an investigation into our carriers and shippers. To improve our delivery performance and avoid further late deliveries.

Product Quality