

Analyzing Business Problems

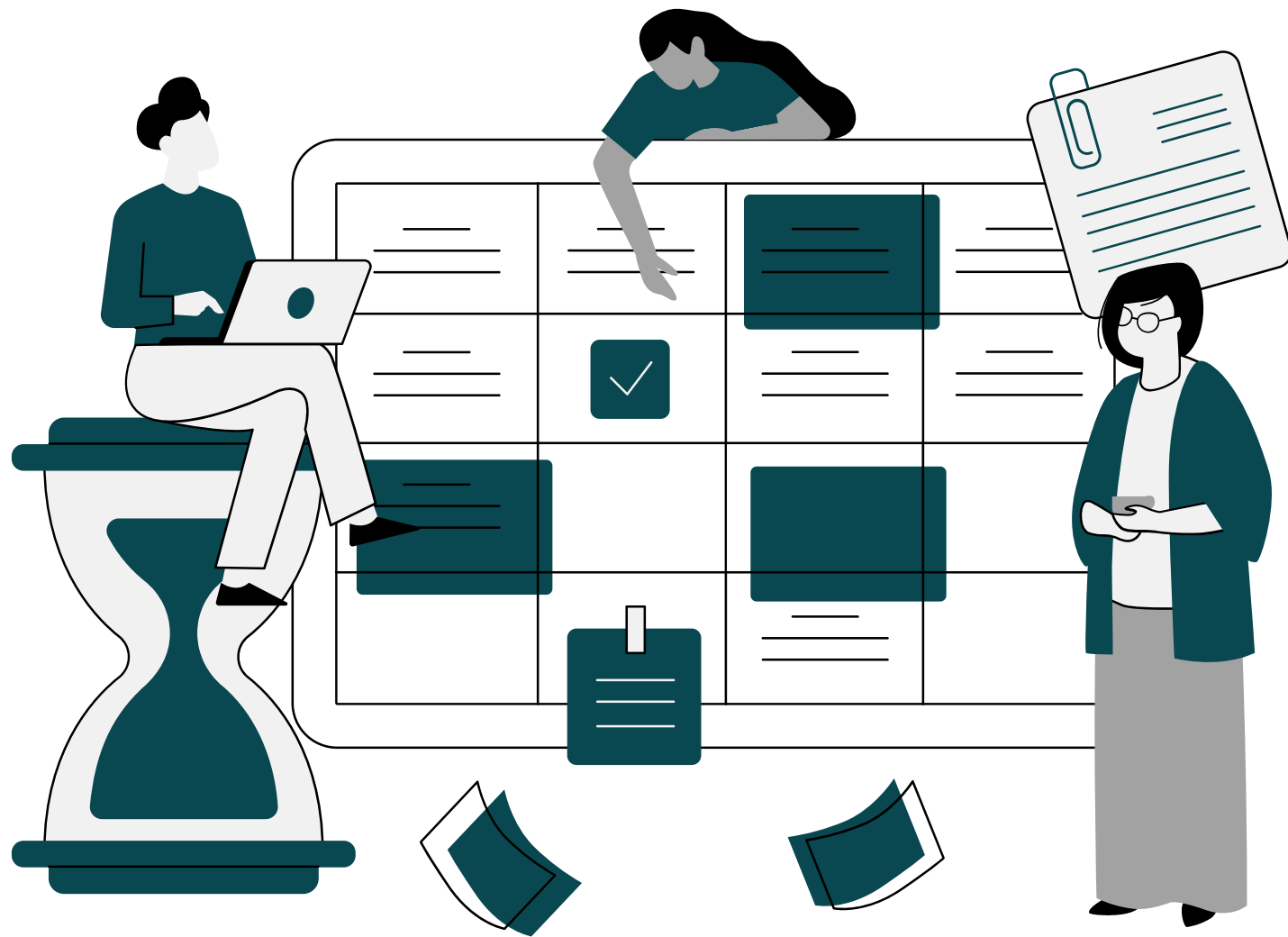
# Payments Monetisation Analyst

Olga Denisova



# Analysis agenda

A brief look at what we will discuss on this report



- 01** Necessary insights about country
- 02** Revenue split according to geographic data
- 03** E-commerce product category review
- 04** Sellers review
- 05** Conclusions

# Information about Brazil



Brazil has 26 states singular and 1 federal district.

## *São Paulo (state)*

A major industrial complex, the state has 21.9% of the Brazilian population.

With more than 46 million inhabitants in 2019, São Paulo is the most populous Brazilian state.

# Geographic data

Brazilian state split according to the customers purchase

State	State full name	Order count	Revenue in %
SP	São Paulo	43622	37.47%
RJ	Rio de Janeiro	13527	13.39%
MG	Minas Gerais	12102	11.70%
RS	Rio Grande do Sul	5668	5.57%
PR	Paraná	5262	5.07%
SC	Santa Catarina	3754	3.89%
BA	Bahia	3610	3.85%
DF	Distrito Federal	2204	2.22%
GO	Goiás	2112	2.19%
ES	Espírito Santo	2107	2.04%
PE	Pernambuco	1728	2.03%
CE	Ceará	1398	1.75%
PA	Pará	1011	1.36%
MT	Mato Grosso	958	1.17%
MA	Maranhão	767	0.95%
MS	Mato Grosso do Sul	736	0.86%
PB	Paraíba	570	0.88%
PI	Piauí	524	0.68%
RN	Rio Grande do Norte	522	0.64%
AL	Alagoas	427	0.61%
SE	Sergipe	361	0.47%
TO	Tocantins	301	0.38%
RO	Rondônia	261	0.38%
AM	Amazonas	154	0.17%
AC	Acre	84	0.12%
AP	Amapá	70	0.10%
RR	Roraima	46	0.06%

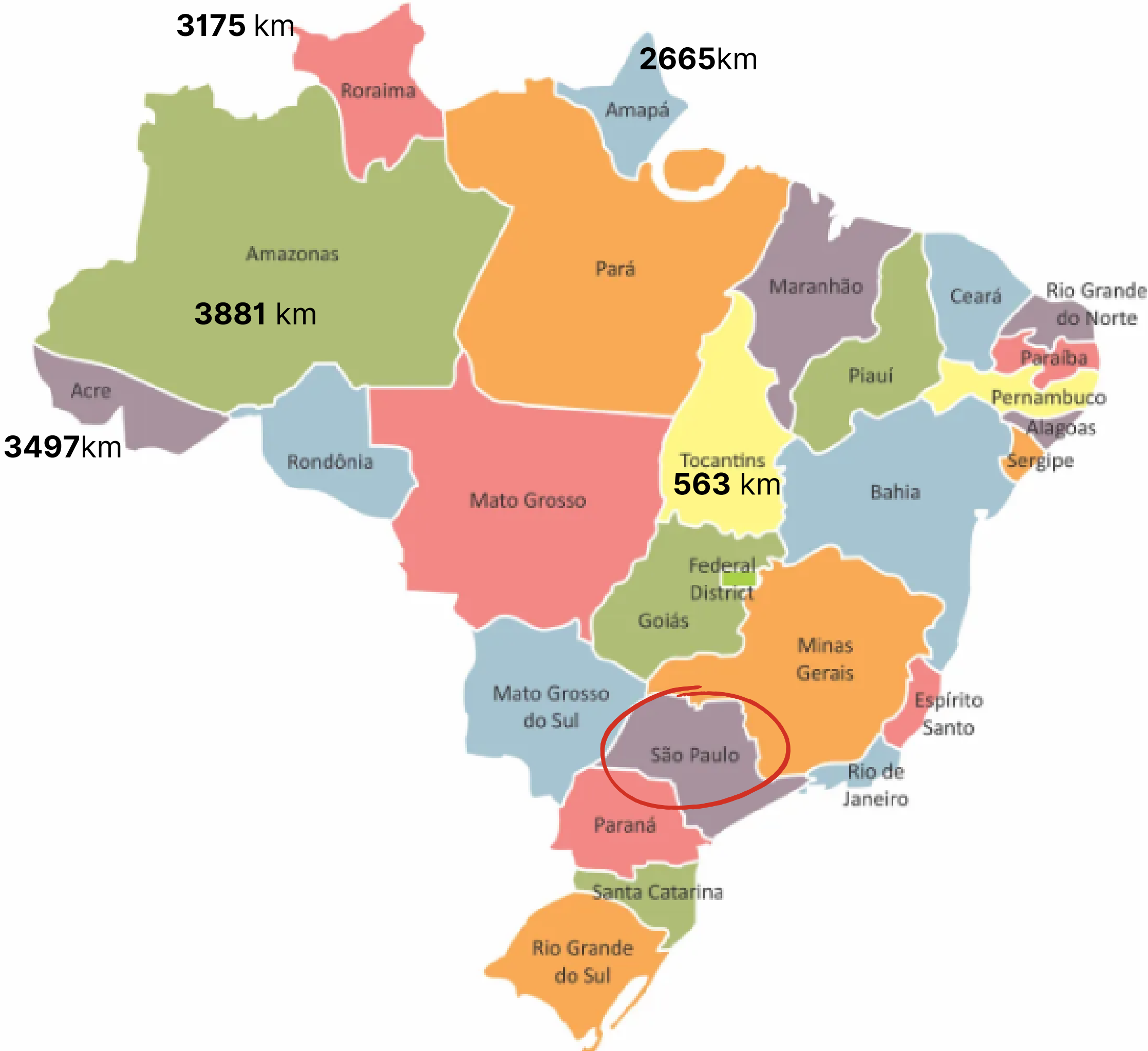
# Geographic data

Flop states comprising  
to the top state

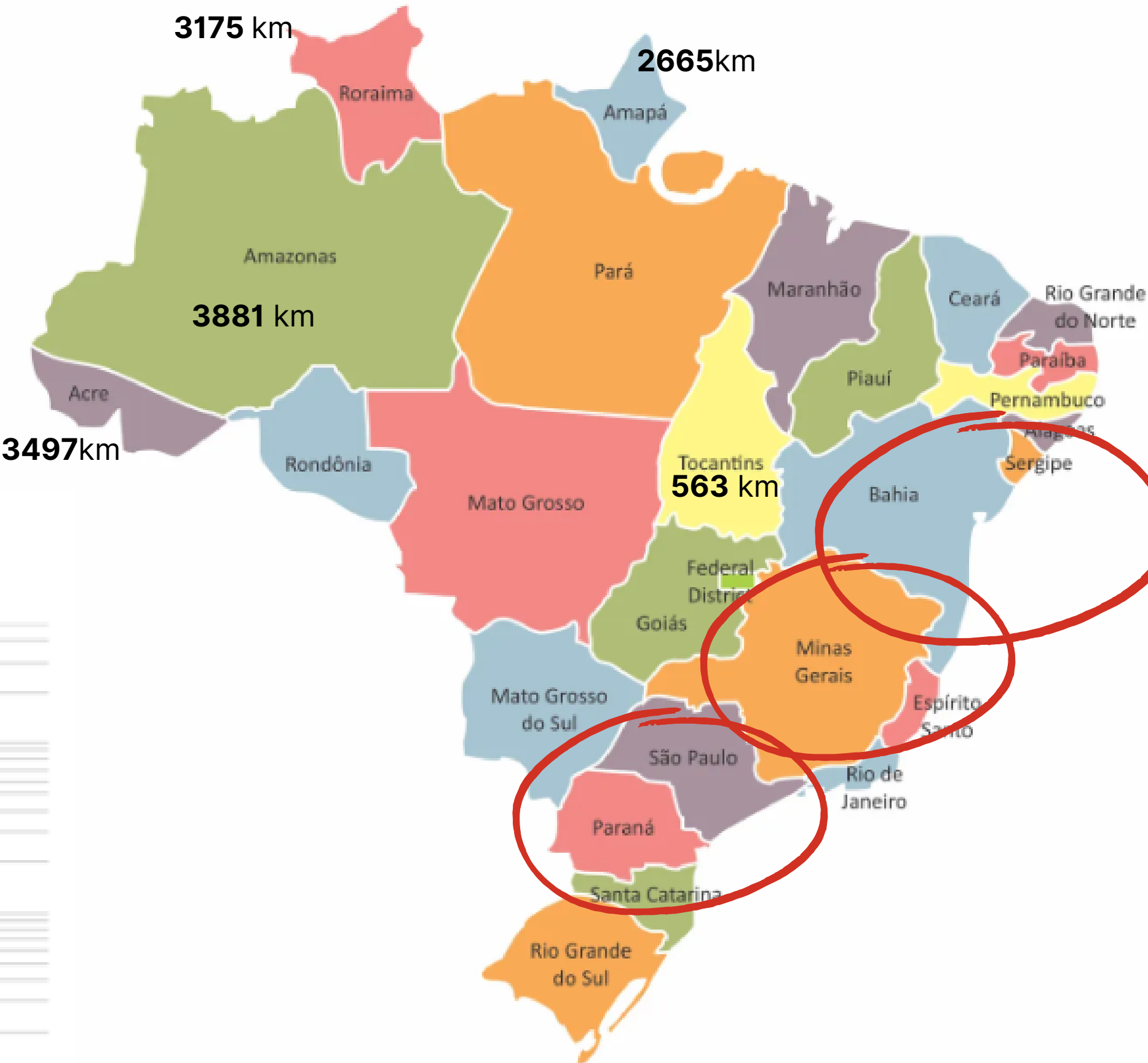
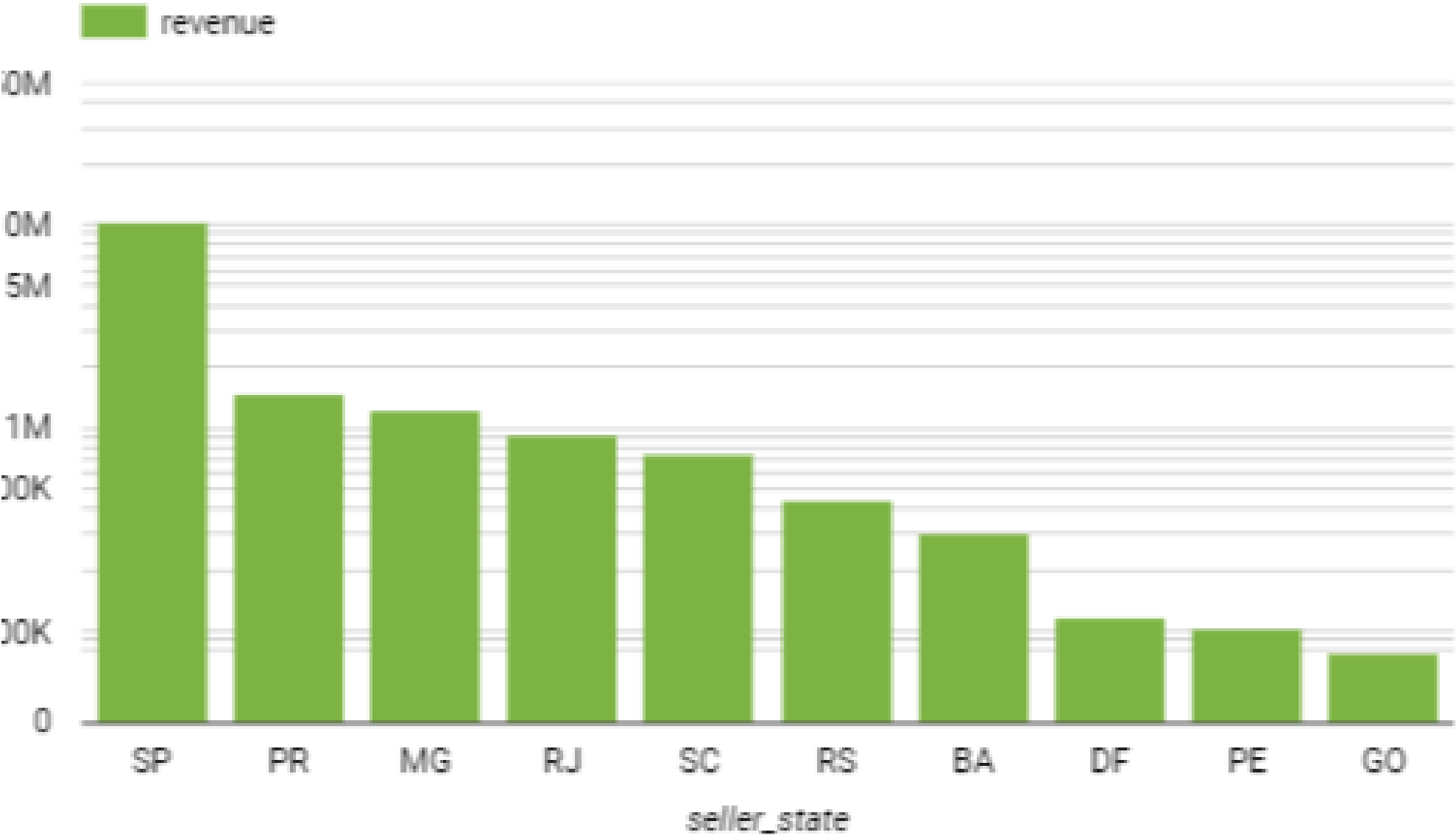


State	AVG delivery dates	AVG delivery costs EUR	AVG weight kg	Revenue in %
São Paulo	13	€ 22.94	20.9	37.47%
Tocantins	15	€ 26.17	16.6	0.38%
Amazonas	44	€ 28.06	29.2	0.17%
Acre	30	€ 19.50	11.8	0.12%
Amapá	28	€ 20.97	9.2	0.10%
Roraima	39	€ 26.07	7.6	0.06%

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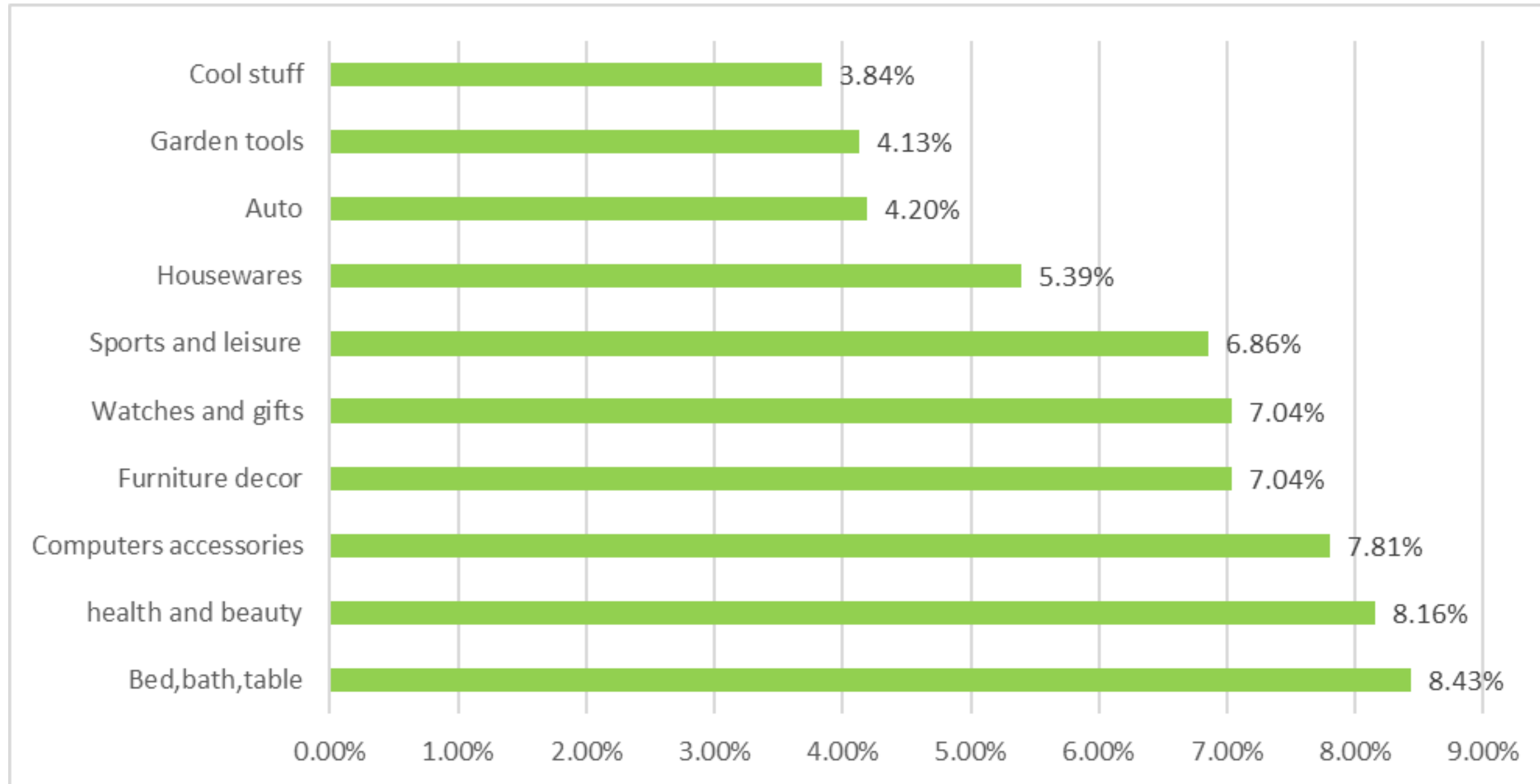
# Top 10 Sellers states by revenue



# Revenue in %

## Top 10 E-commerce product category

Information for calculation was taken for the whole available timeline period.

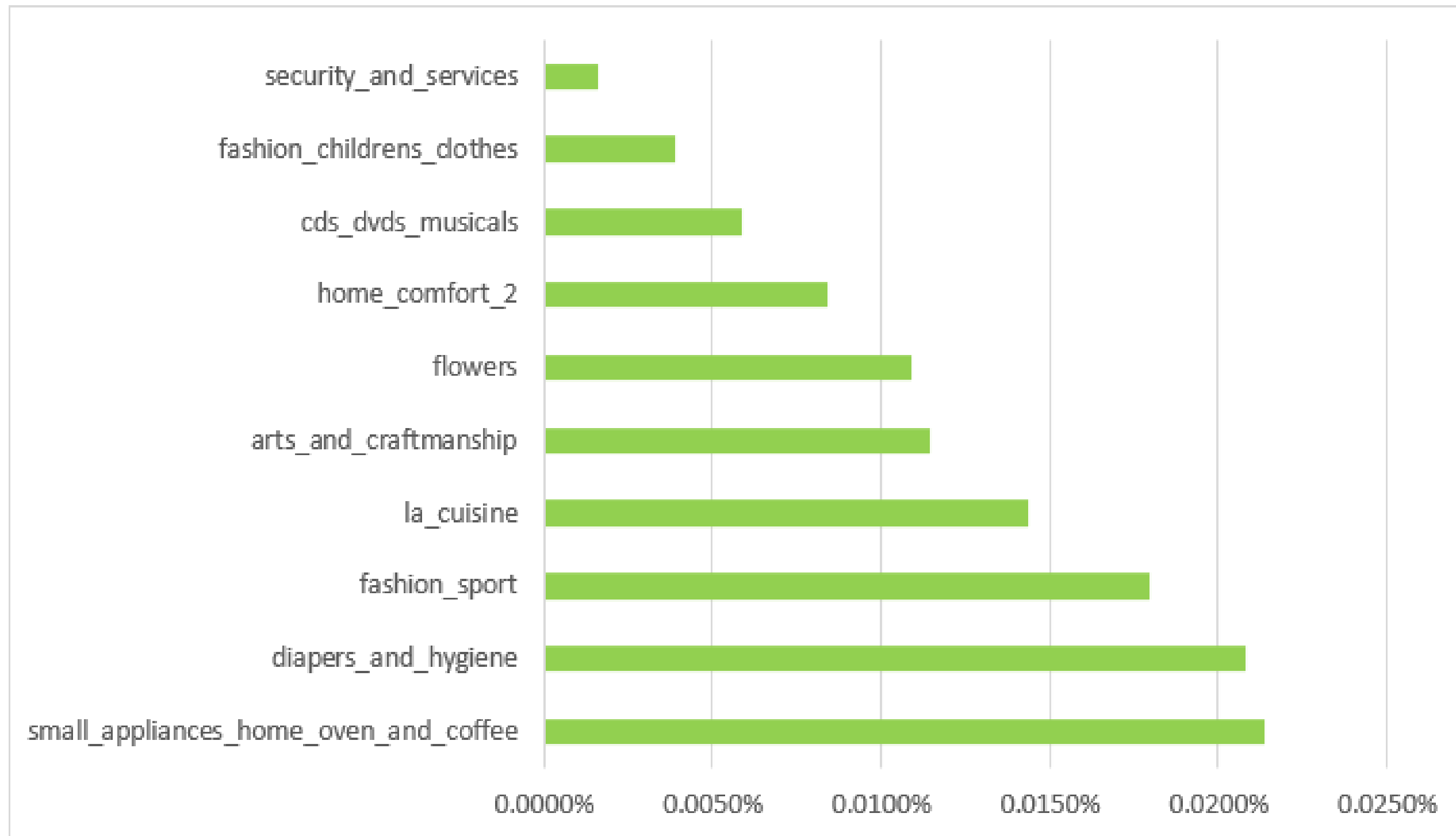




# Revenue in %

## Flop E-commerce product category

Information for calculation was taken for the whole available timeline period.

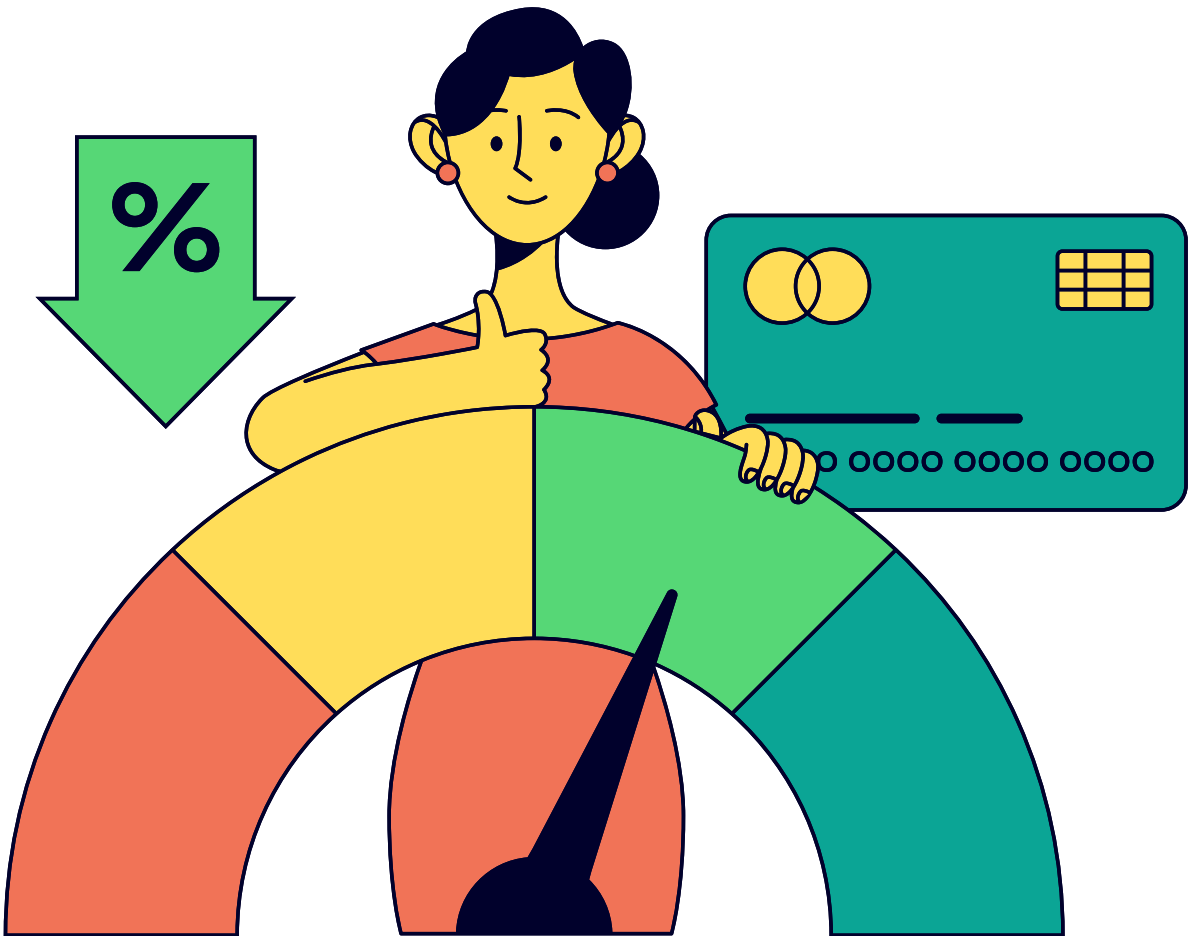


Product category	Revenue in %	Review score	score count
Bed,bath,table	8.43%	3.9	11137
health and beauty	8.16%	4.1	9645
Computers accessories	7.81%	3.9	7849
Furniture decor	7.04%	3.9	8331
Watches and gifts	7.04%	4.0	5950
Sports and leisure	6.86%	4.1	8640
Housewares	5.39%	4.1	6943
Auto	4.20%	4.1	4213
Garden tools	4.13%	4.0	4329
Cool stuff	3.84%	4.1	3772

Product category	Revenue in %	Review score	score count
small_appliances_home_oven_and_coffee	0.02%	3.3	15
diapers_and_hygiene	0.02%	3.3	39
fashion_sport	0.02%	4.3	31
la_cuisine	0.01%	4.0	13
arts_and_craftmanship	0.01%	4.1	24
flowers	0.01%	4.4	31
home_comfort_2	0.01%	3.6	27
cds_dvds_musicals	0.01%	4.6	14
fashion_childrens_clothing	0.00%	4.5	8
security_and_services	0.00%	2.5	2

E-commerce product category

Top and Flop items group with customer reviews score



# E-commerce product category

## Product groups ordering trend

Product group	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
auto	274	380	401	417	404	375	433	485	97	143	245	243
health_beauty	654	762	814	802	953	1038	991	1123	361	376	530	432
bed_bath_table	744	739	919	842	935	992	1031	1006	461	450	817	481
cool_stuff	321	251	363	314	405	297	340	361	200	254	291	235
sports_leisure	648	724	843	730	718	627	755	819	416	443	557	440
garden_tools	245	295	326	337	354	251	313	321	179	219	433	245
computers_accessori	617	898	788	601	669	577	663	681	216	283	444	252
furniture_decor	615	563	707	635	696	498	600	676	276	321	547	315

Product group	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
arts_and_craftmans				1	2		11	9				
home_comfort_2	2	2	4	2		2	3	2	1	3	3	
cds_dvds_musicals				1			4	2		1	3	1
fashion_sport	2		2	5	3	6	1	3	2	1	1	1
fashion_childrens_c clothes			2		1	2		1	1	1		
flowers	7	4	3	3	1	1	2				6	2
diapers_and_hygien	1	1	2	4	3	7	4	3		1		1
la_cuisine	1		1	2	1		4	2		1	1	
small_appliances_h ome_oven_and_coff	1	5	7	15	9	4	14	19	1			
security_and_servic es	1								1			

The percentage of canceled orders versus delivered orders represents 0.65%

# E-commerce sellers

## RFM analyse

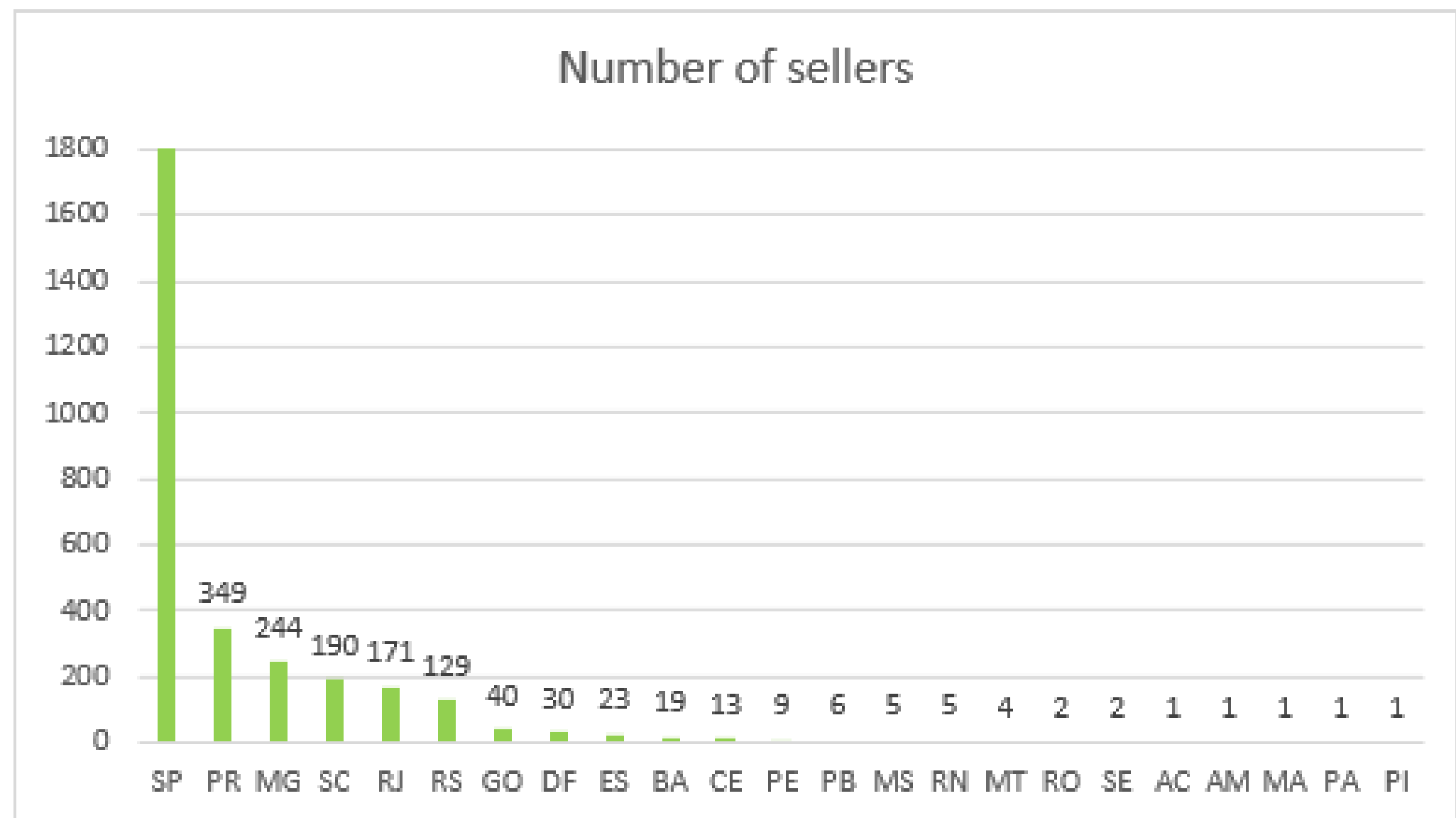
Tables represent sellers split according to the segment groups.



Segmentation	Number of sellers
Top sellers	69
Promising sellers	96
Potential top sellers	486
Cannot lose them	824
Sellers needing attention	726
Recent sellers	486
At risk	393
About to sleep	15

# A major sellers number located in South and West regions of Brazil

The northern and northeastern regions of Brazil have the lowest number of sellers.

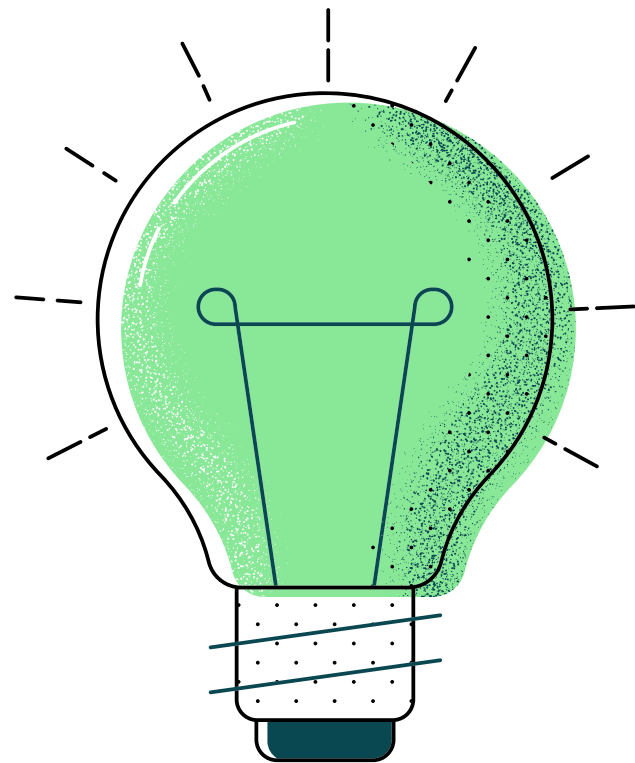


# E-commerce sellers

It was indicated that Sao Paulo is the state where most of the sellers are located.  
We can see that only 40 of the 1849 customers are top sellers.  
Top sellers account for 2% of all customers.  
11% of customers assigned at risk category , and 24% required assistance to avoid putting them in 'At risk' segment.

Segmentation	AC	AM	BA	CE	DF	ES	GO	MA	MG	MS	MT	PA	PB	PE	PI	PR	RJ	RN	RO	RS	SC	SE	SP
About to sleep									1							1					1		12
At risk			1	2	4	2	6		37	2			1	3		53	25	1	1	17	30	1	207
Cannot lose them			5	2	13	2	5	1	79	1	3		1	3		91	36	1		22	37		522
Potential top sellers	1		2		3	4	9		31	1			3	1		50	31			25	29		296
Promising sellers			1		2		2		5		1					14	3			7	7		54
Recent sellers			5	5	1	5	9		42					1		55	29	2		24	32		276
Sellers needing attention		1	4	3	7	10	8		43	1		1	1	1	1	79	41	1	1	30	50	1	442
Top sellers			1	1			1		6							6	6			4	4		40

# Highlights and Suggestions



The country's north is less involved in business processes. To improve the situation, it is first necessary to extend the days and payments for delivery fees to the northern regions. I assume that additional warehouses in the North regions can help solve this issue.

The web platform offers a wide variety of product categories, but some of them have lower sales. Ordering trends can help to improve this situation. It can assist the marketing department in determining the best days for future promotions to increase sales.

Seller segmentation can assist e-commerce managers in monitoring top sellers and avoiding their loss. Additional loyalty programs can be implemented to support sellers according to the group split.