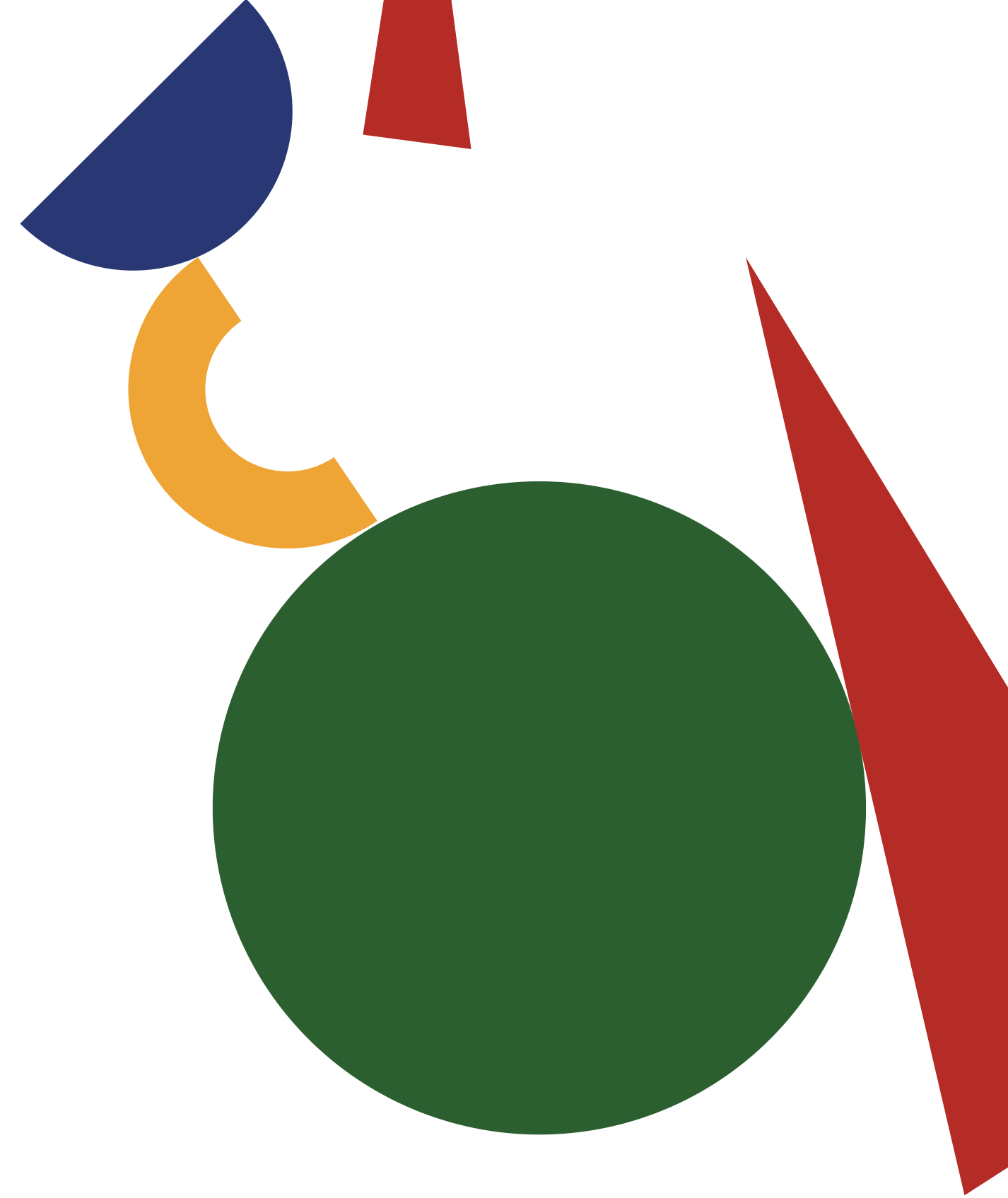# ANALYSIS IRONHACK DELIVERY

Javier Esparza
Kurtis Walton
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29 JUNIO 2024

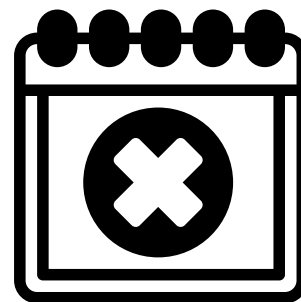# KPIs pricipales

01

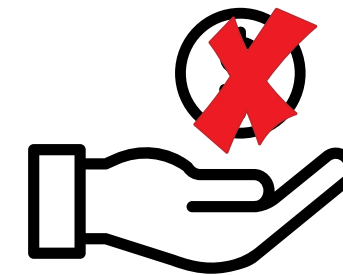**On-Time Delivery Rate**

02

Cancellation Rate

03

Failed Payment Rate

Dataset

Order Id	Activation Time Local	Country Code	Store Address	Final Status	Payment Status	Products	Products Total	Purchase Total Price	Authorized Or Not
31503775	3/1/2019 11:43:08	ES	15871	DeliveredStatus	PAID	1	1.8500	14.0200	under_authorized
31503965	3/1/2019 11:43:08	ES	15871	DeliveredStatus	PAID	3	6.1500	12.2100	under_authorized
31636675	3/1/2019 08:58:01	AR	61807	DeliveredStatus	PAID	4	1.1800	9.7600	under_authorized
31724509	3/1/2019 16:43:04	ES	16228	DeliveredStatus	PAID	5	11.0700	12.5200	under_authorized
31839133	3/1/2019 08:43:24	BR	20443	DeliveredStatus	PAID	1	1.2900	11.1900	under_authorized
31848304	3/1/2019 07:33:01	BR	49346	CanceledStatus	PAID	8	6.0100	0.0000	correctly_authorized
31867130	3/1/2019 10:03:11	ES	18683	DeliveredStatus	PAID	9	17.7200	17.7100	correctly_authorized
31867210	3/1/2019 12:03:07	IT	12347	CanceledStatus	PAID	2	18.0000	0.0000	correctly_authorized
31868928	3/1/2019 10:03:07	ES	29445	DeliveredStatus	PAID	18	24.6500	31.6800	under_authorized
31876071	3/1/2019 09:03:08	ES	16217	CanceledStatus	PAID	8	12.8700	12.6900	correctly_authorized
31890972	3/2/2019 09:03:08	FR	3160	DeliveredStatus	PAID	2	6.8000	21.8000	under_authorized
31892209	3/1/2019 11:43:01	RO	70011	DeliveredStatus	PAID	1	16.4400	16.4400	correctly_authorized
31903191	3/1/2019 10:03:03	ES	15659	DeliveredStatus	PAID	1	1.7200	1.7200	correctly_authorized
31906571	3/1/2019 09:03:01	RO	70011	DeliveredStatus	PAID	1	9.9100	9.9100	correctly_authorized
31908582	3/1/2019 11:03:04	AR	21664	DeliveredStatus	PAID	2	8.0700	14.8800	under_authorized

+20% products_total

ES: 33.65% of incremental authorization
AR: 26.95% of incremental authorization
BR: 0.00% of incremental authorization
IT: 25.25% of incremental authorization
FR: 32.91% of incremental authorization
RO: 18.60% of incremental authorization
UA: 21.29% of incremental authorization
TR: 19.52% of incremental authorization
EG: 28.50% of incremental authorization
MA: 18.20% of incremental authorization
PE: 33.92% of incremental authorization
CL: 0.00% of incremental authorization
EC: 26.75% of incremental authorization
GE: 20.15% of incremental authorization
KE: 29.79% of incremental authorization
PT: 22.00% of incremental authorization
DO: 25.60% of incremental authorization
PA: 27.64% of incremental authorization
CR: 24.75% of incremental authorization
UY: 22.11% of incremental authorization
GT: 12.87% of incremental authorization
PR: 30.30% of incremental authorization
CI: 0.00% of incremental authorization

The percentage of under authorized orders is: **64.53%**

Problematic Stores

store	cancellation_rate
52057	100.0
57755	100.0
32201	100.0
62246	100.0
66397	100.0

stores	count_no_authorized
28671	448
28712	217
28286	204
14455	179
11694	160

Correlation cancelled orders v.s. price discrepancy

- 0.12372105249553941

	products_total	purchase_total_price	final_status	price_differ
0	1.85	14.02	1	12.17
1	6.15	12.21	1	6.06
2	1.18	9.76	1	8.58
3	11.07	12.52	1	1.45
4	1.29	11.19	1	9.90
...	...	...	...	...
60389	8.65	10.59	1	1.94
60390	6.05	7.26	1	1.21
60391	6.59	7.39	1	0.80
60393	2.69	3.09	1	0.40
60394	5.65	5.83	1	0.18

Analysis por Pais
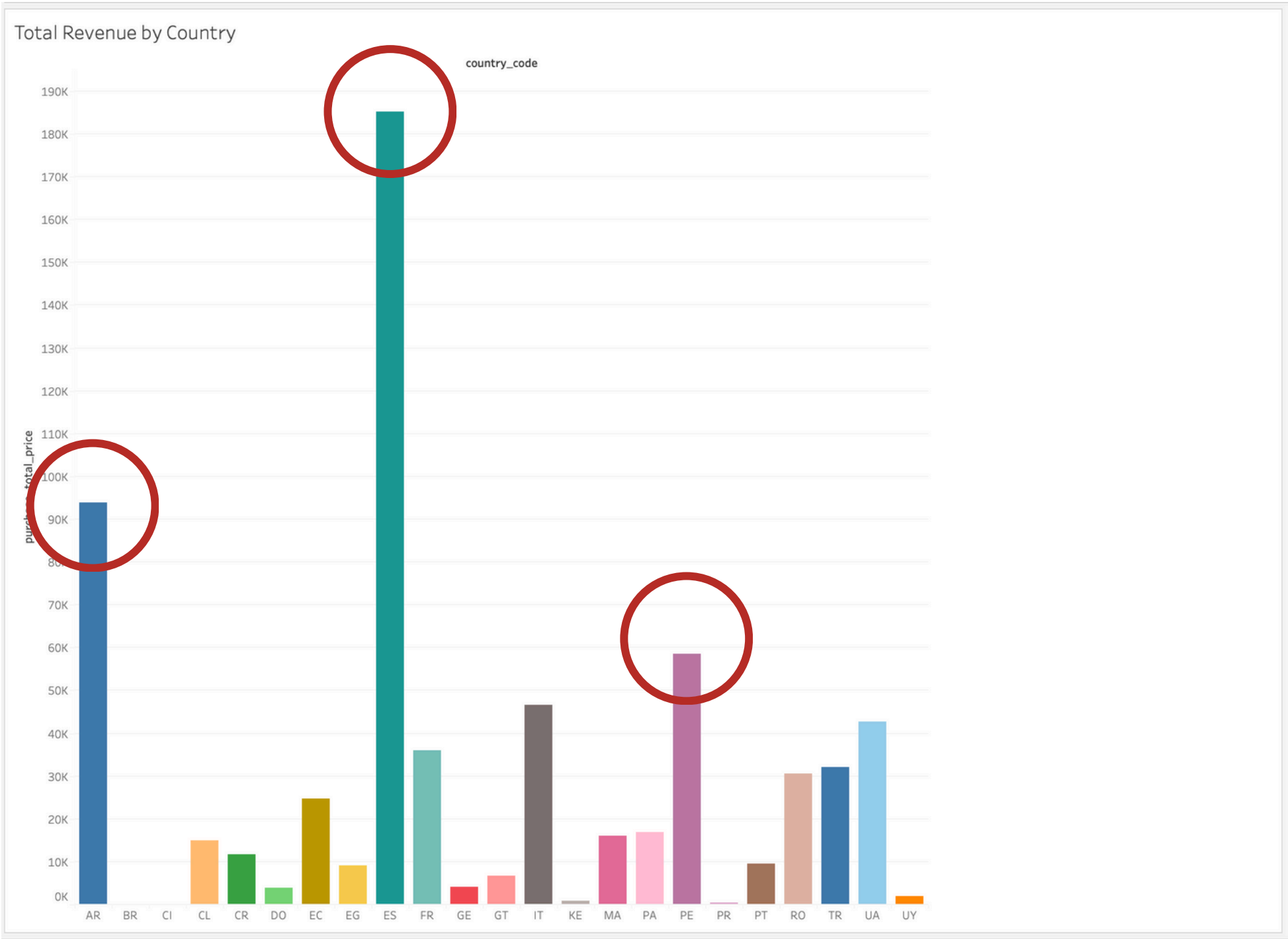
ES - AR - PE
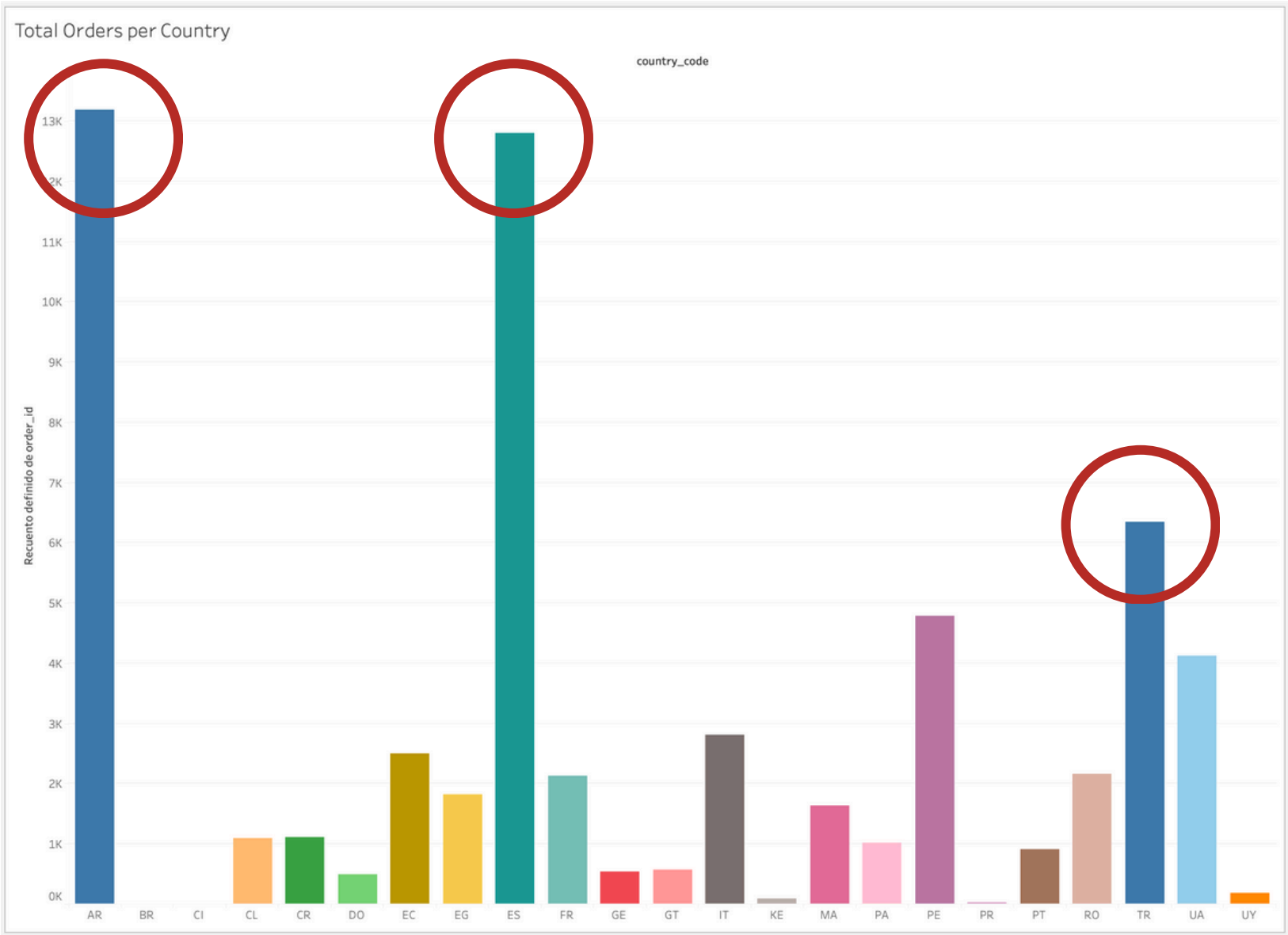
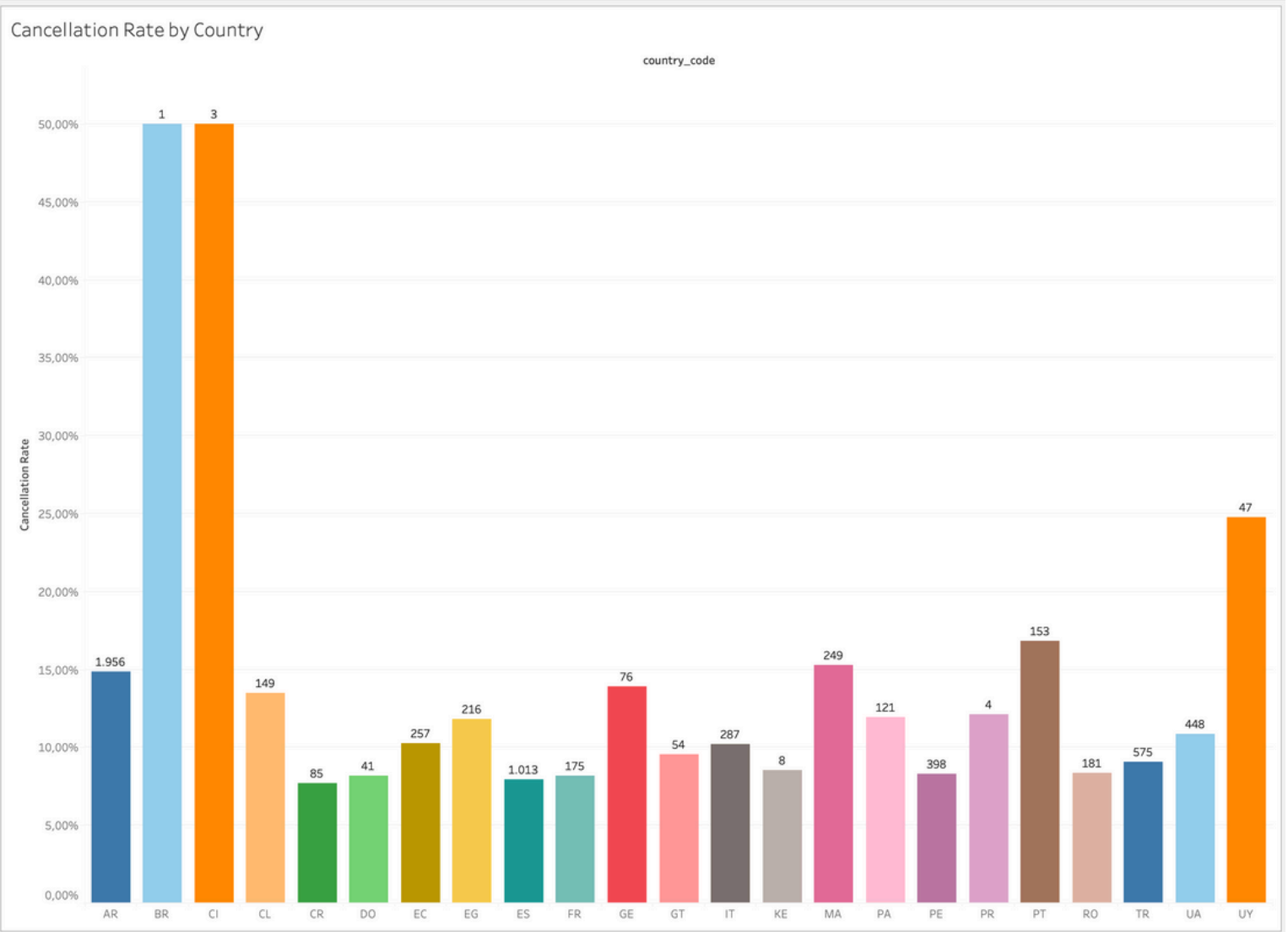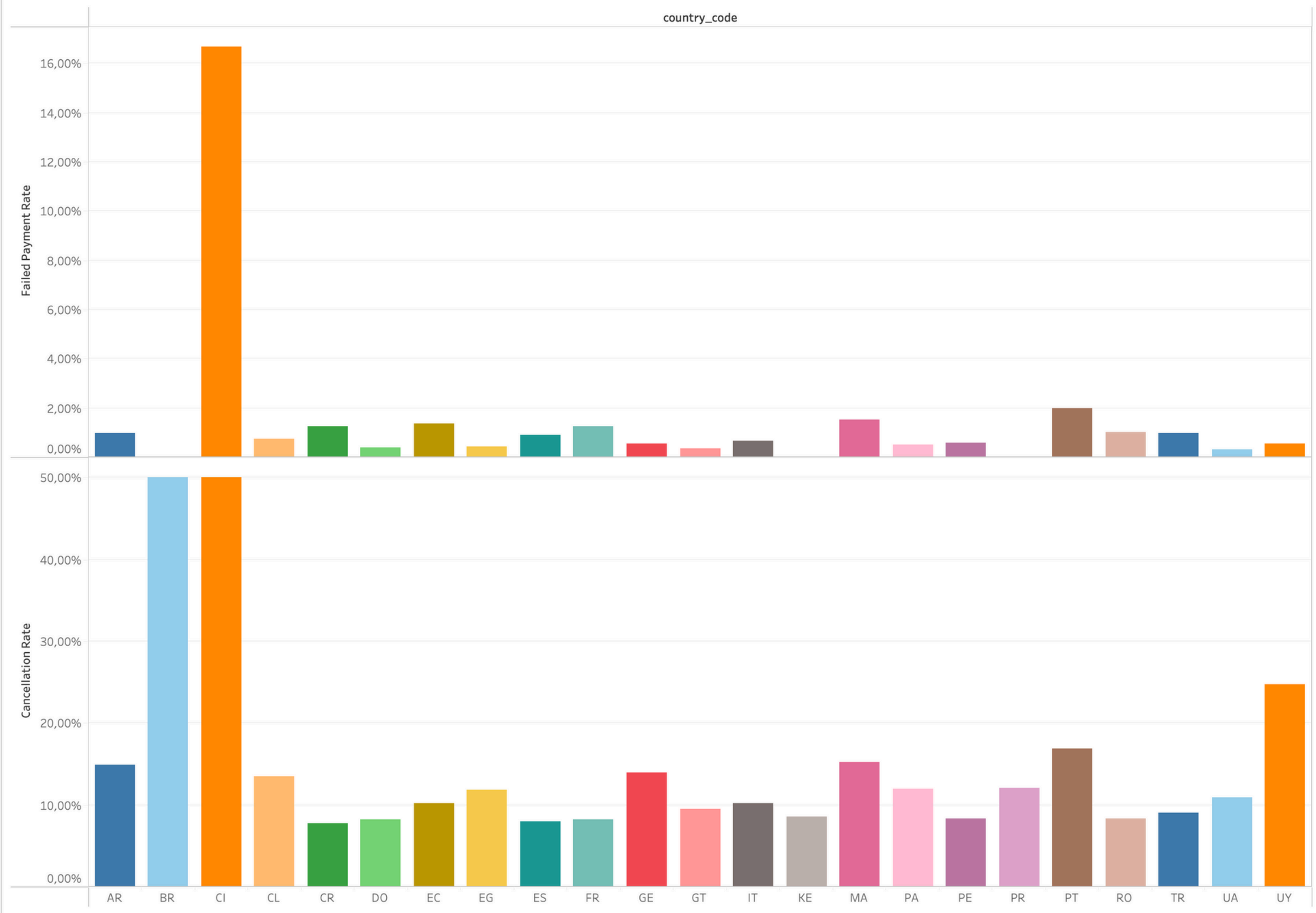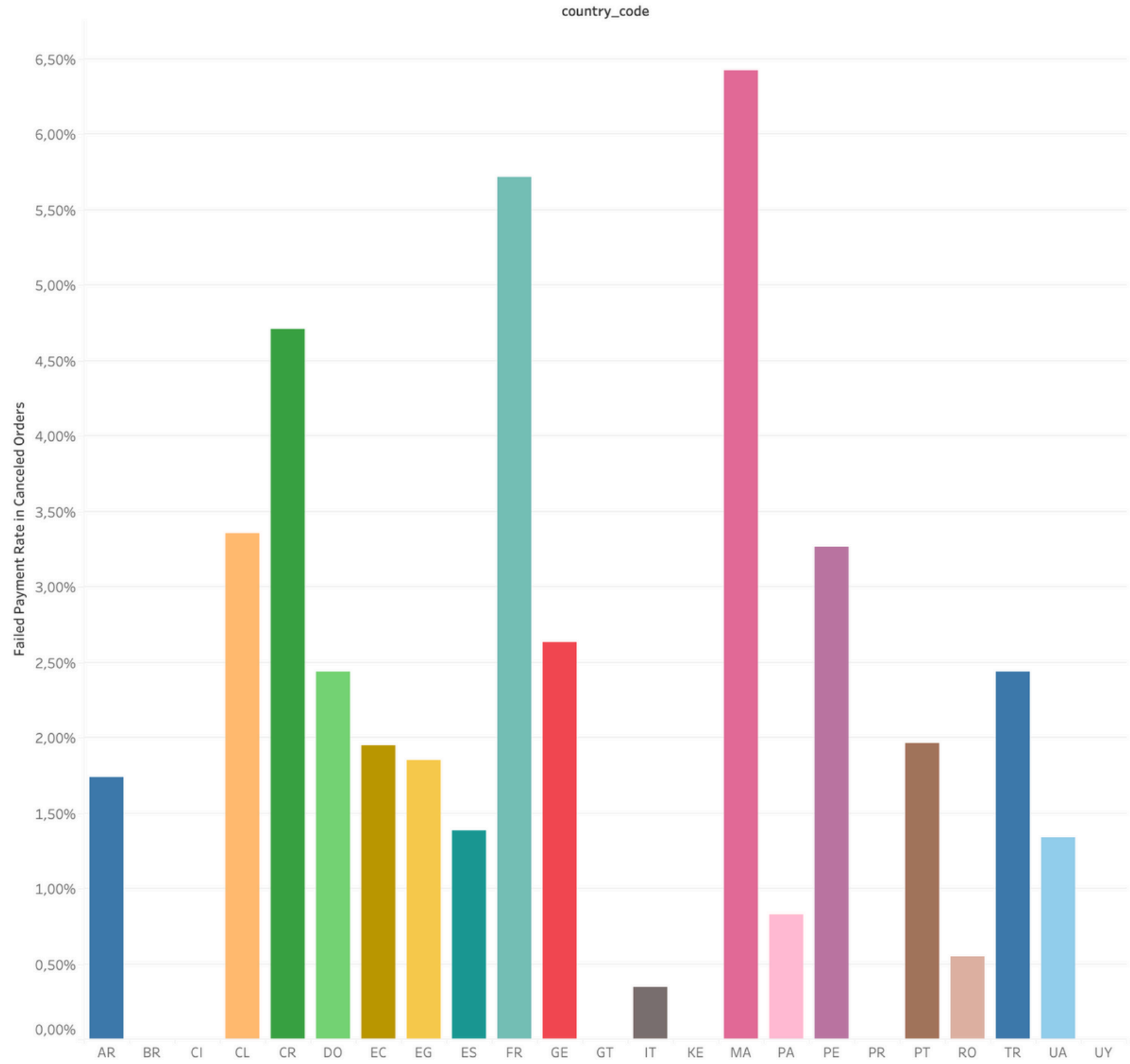AR - ES - TR
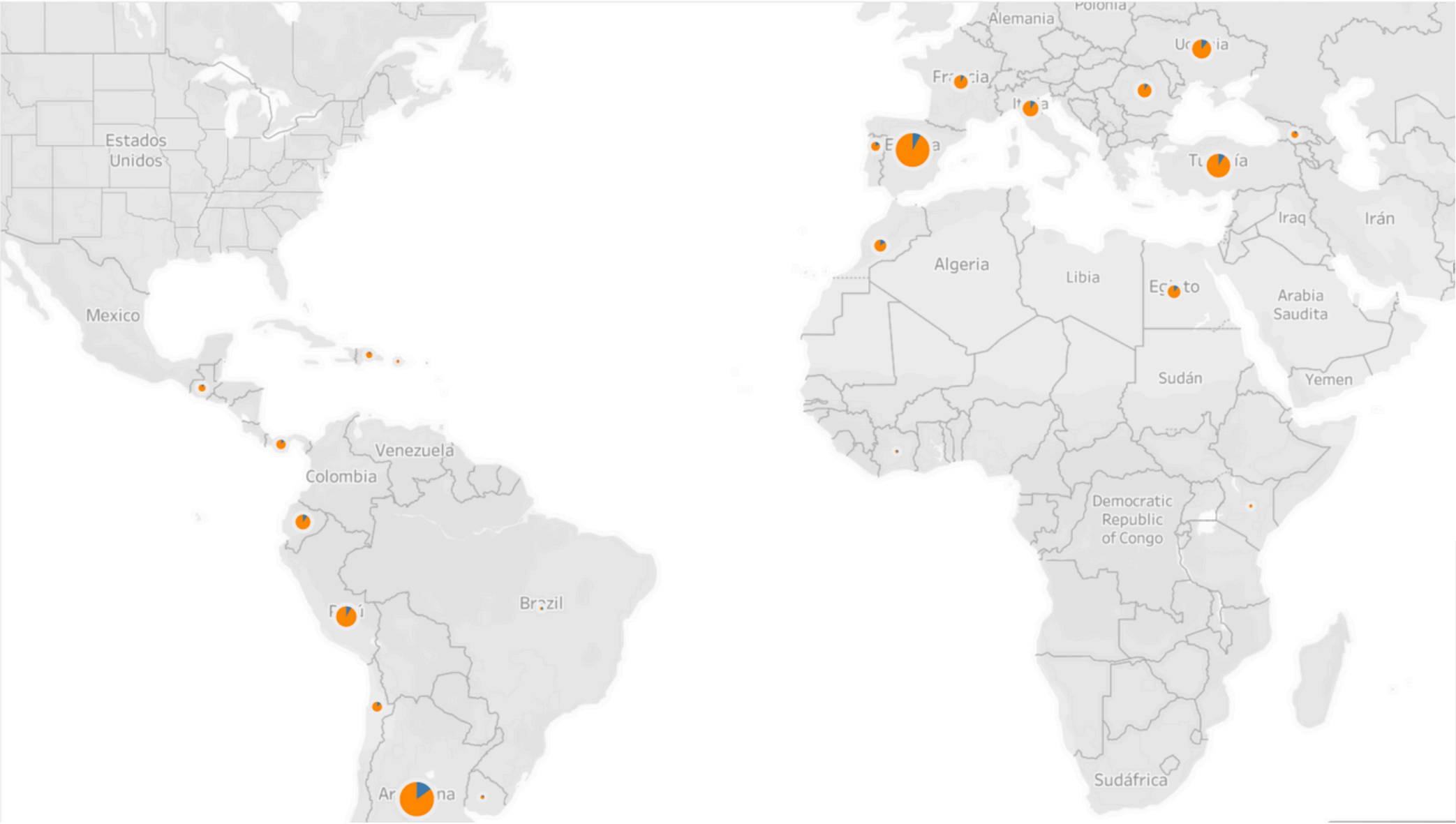
Cancellation Rate by country

Los países con mayor tasa de cancelación son BR y CI. Sin embargo, tienen un número de pedidos mucho menor en comparación con otros países.
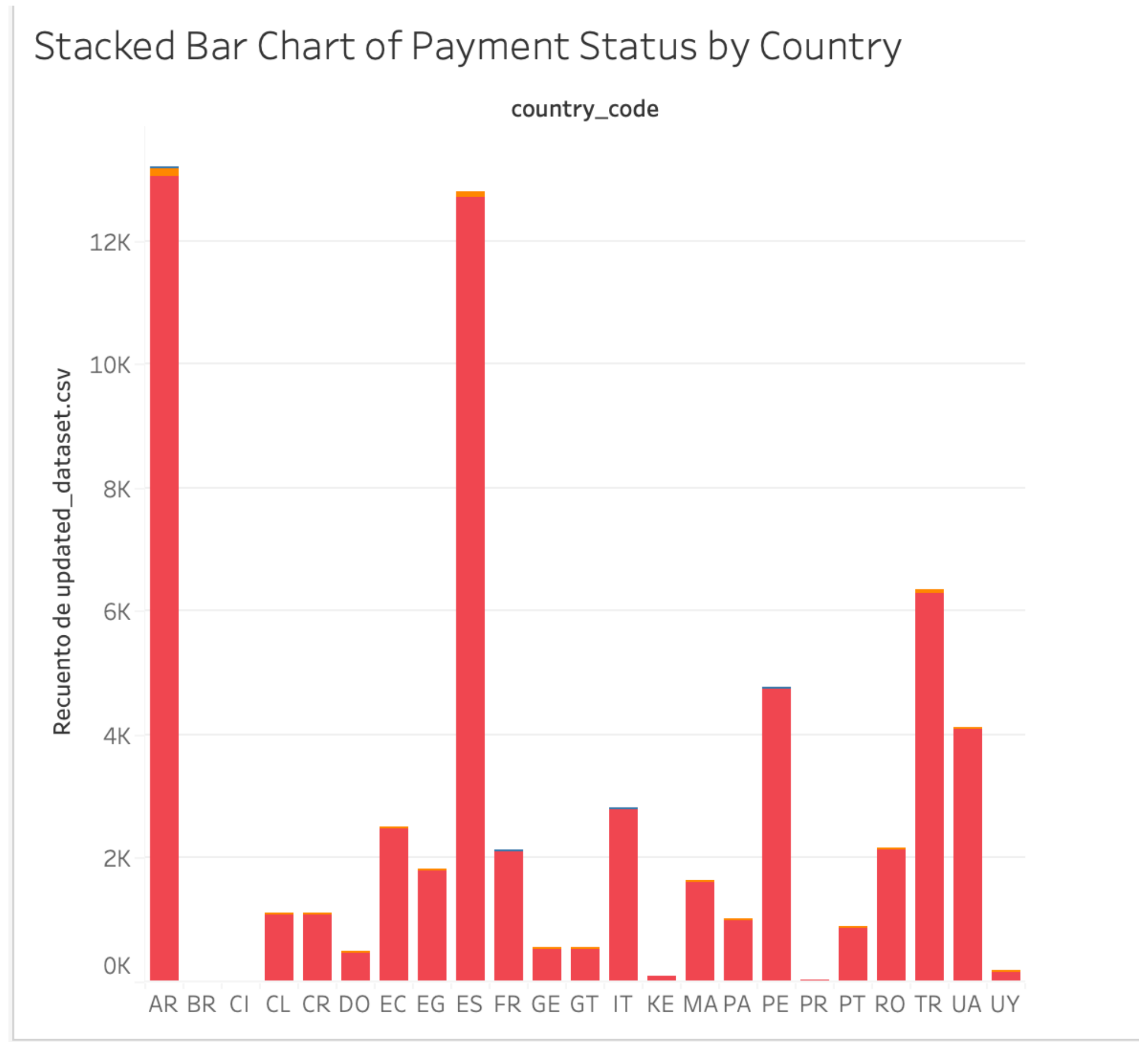
Failed Payment Rate vs Cancellation Rate
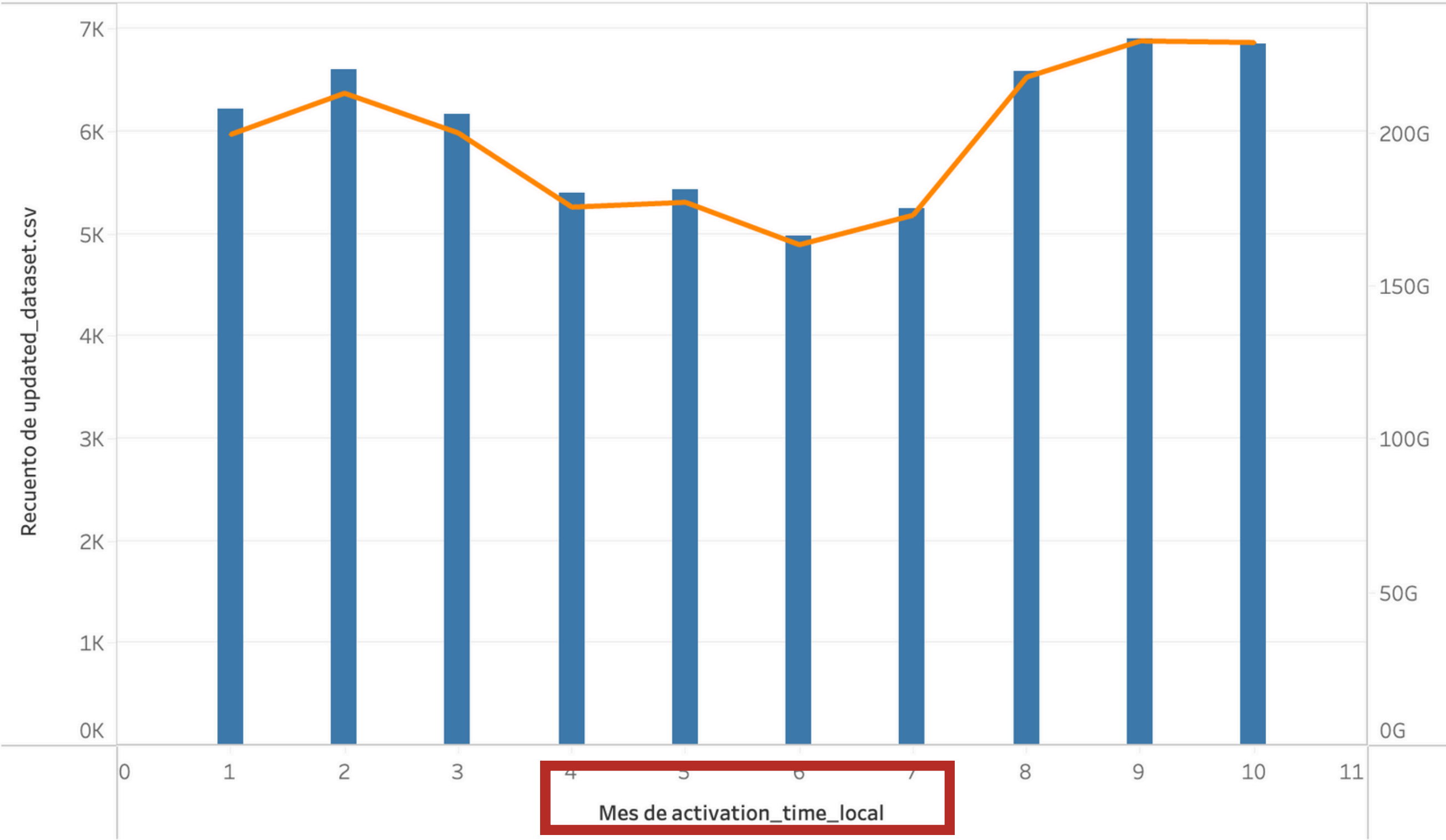
Failed Payment Rate In Cancelled Orders

La tasa de pago fallido para pedidos cancelados oscila entre el 1% y el 6%.

Stacked Bar Chart of Payment Status by Country

Total Sales Trend

Gracias