Brazil E-Commerce Sales Data Analysis

Sales
R$16.01M

Profit
R$165.32K

Sales & Profit Wise Top 4 States

SP
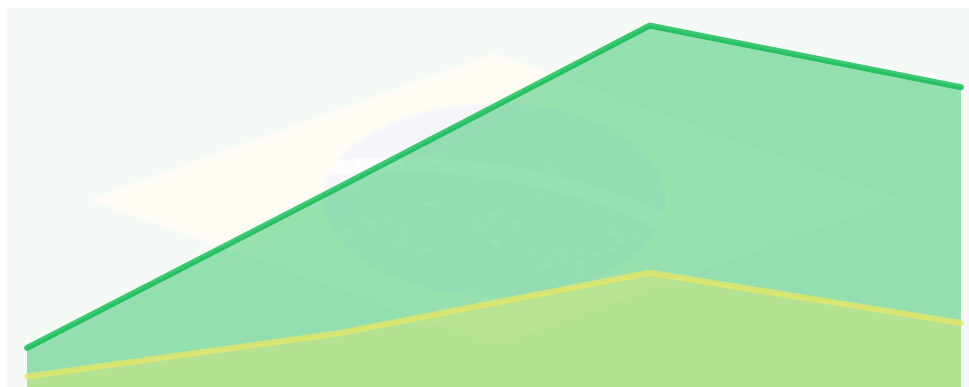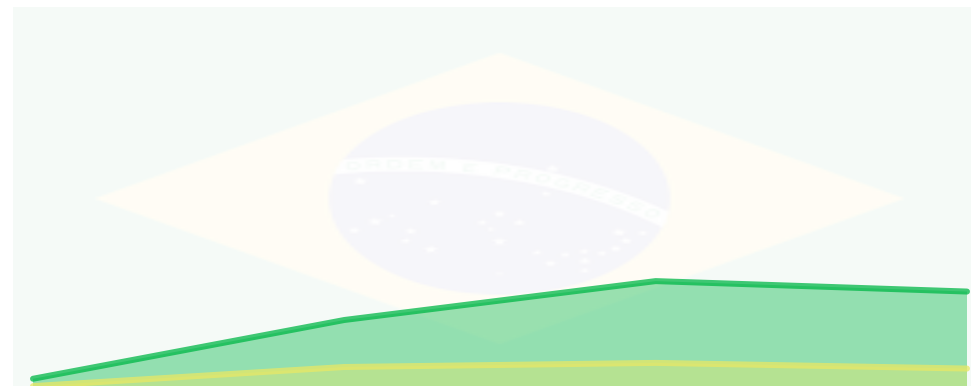
RS

RJ

MG

00:00 06:00 12:00 18:00

00:00 06:00 12:00 18:00

● Total Sales Amount ● Profit

Brazil E-Commerce Sales Data Analysis Sales

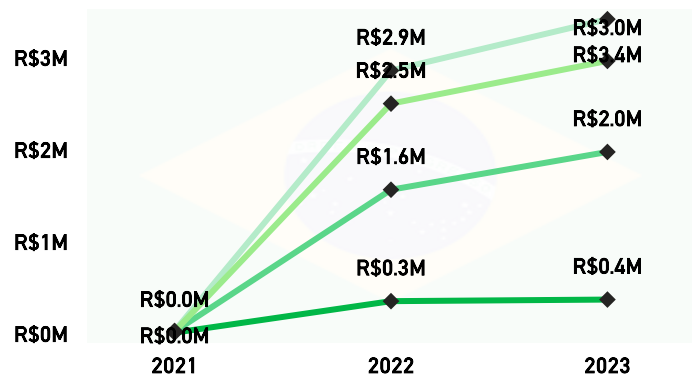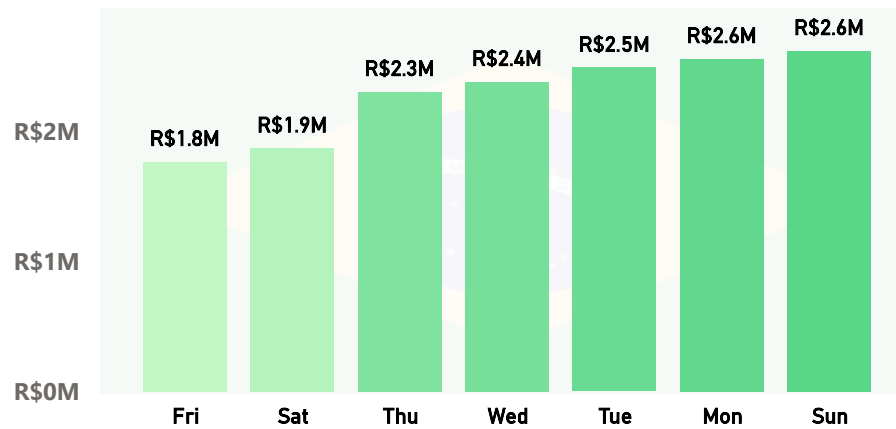## Time Period Selection

All ▼

Sales

R$16.01M

Sales per Year

Time Bins ◆ 0:00 ◆ 6:00 ◆ 12:00 ◆ 18:00

- 2021: R$0.0M, R$0.0M
- 2022: R$2.9M, R$2.5M, R$1.6M, R$0.3M
- 2023: R$3.0M, R$3.4M, R$2.0M, R$0.4M

Sales per Day

Fri	Sat	Thu	Wed	Tue	Mon	Sun
R$1.8M	R$1.9M	R$2.3M	R$2.4M	R$2.5M	R$2.6M	R$2.6M

Sales per Quarter

Quarter	Value
Qtr 4	R$2.91M
Qtr 3	R$4.09M
Qtr 2	R$4.86M
Qtr 1	R$4.15M

Sales per Month

- R$1.25M
- R$1.28M
- R$1.61M
- R$1.58M
- R$1.75M
- R$1.66M
- R$1.54M
- R$1.70M
- R$0.73M
- R$0.84M
- R$1.19M
- R$0.88M
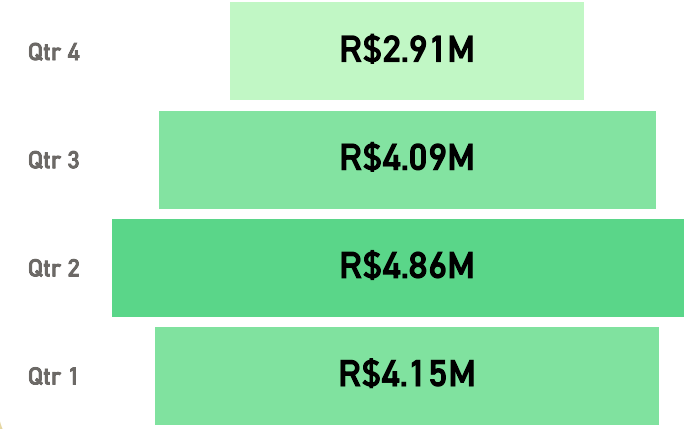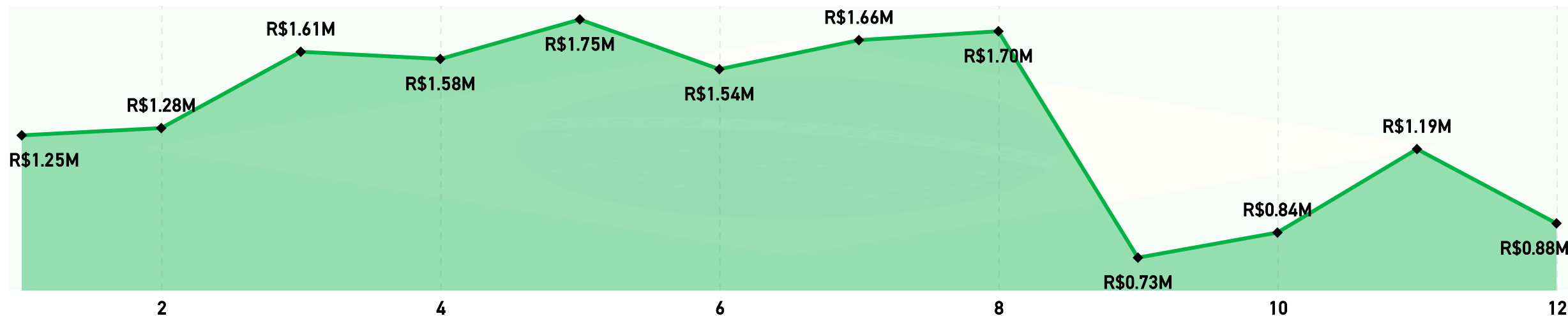
Brazil E-Commerce Sales Data Analysis Orders

Orders
99K

Sales
R$16.01M

Orders by State

State	Orders
SP	41,746
RJ	12,852
MG	11,635
RS	5,466
PR	5,045
SC	3,637
BA	3,380
DF	2,140
ES	2,033
GO	2,020
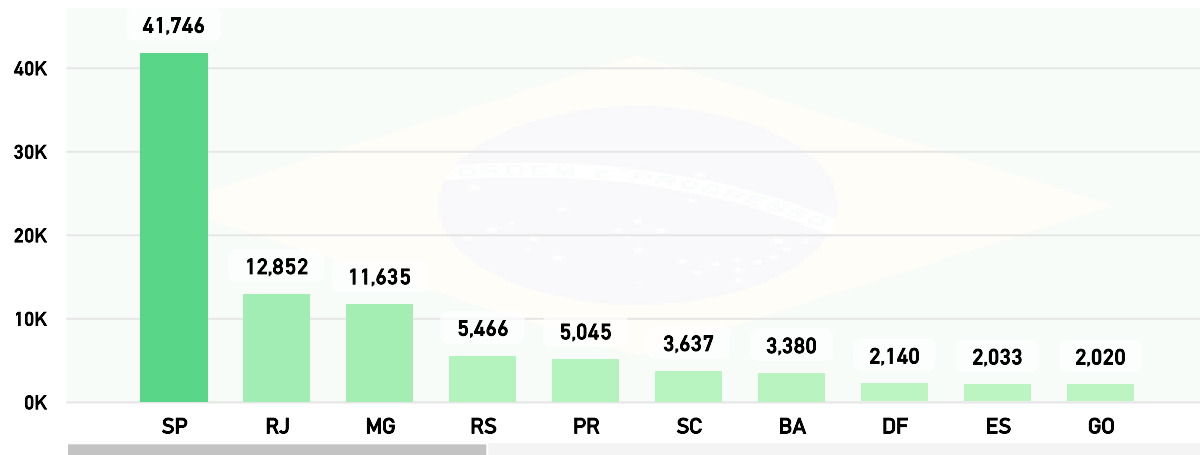
Ordered Items by Category

Category	Items
Bed_Bath_Table	11115
Health_Beauty	9670
Sports_Leisure	8641
Furniture_Decor	8334
Computers_Accessories	7827
Housewares	6964
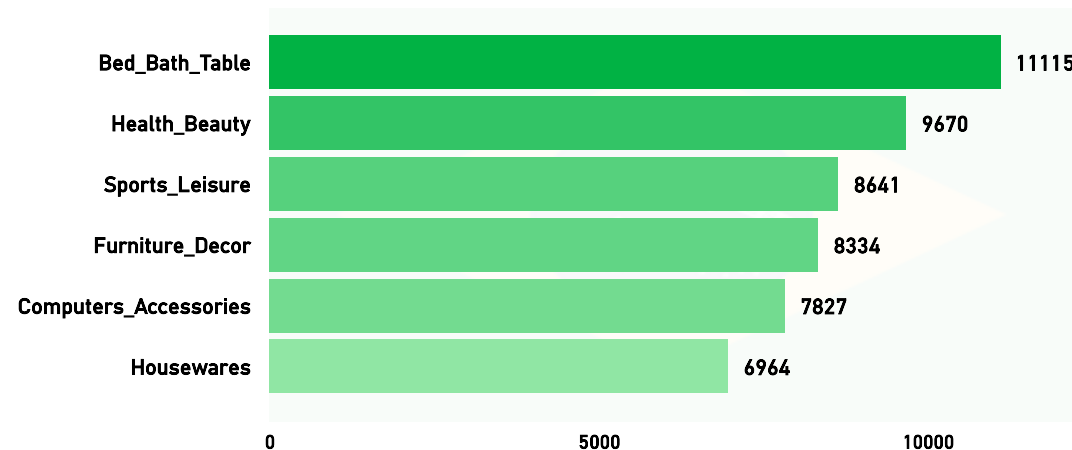
Orders on Months & Weekdays

Legend: Fri, Mon, Sat, Sun, Thu, Tue, Wed

Month	Orders
Apr	9,343
Aug	10,843
Dec	5,674
Feb	8,508
Jan	8,069
Jul	10,318
Jun	9,412
Mar	9,893
May	10,573
Nov	7,544
Oct	4,959
Sep	4,305

Order Status

Status	Count
Delivered	96,478
Shipped	1,107
Canceled	625
Unavailable	609
Invoiced	314
Processing	301
Created	5
Approved	2
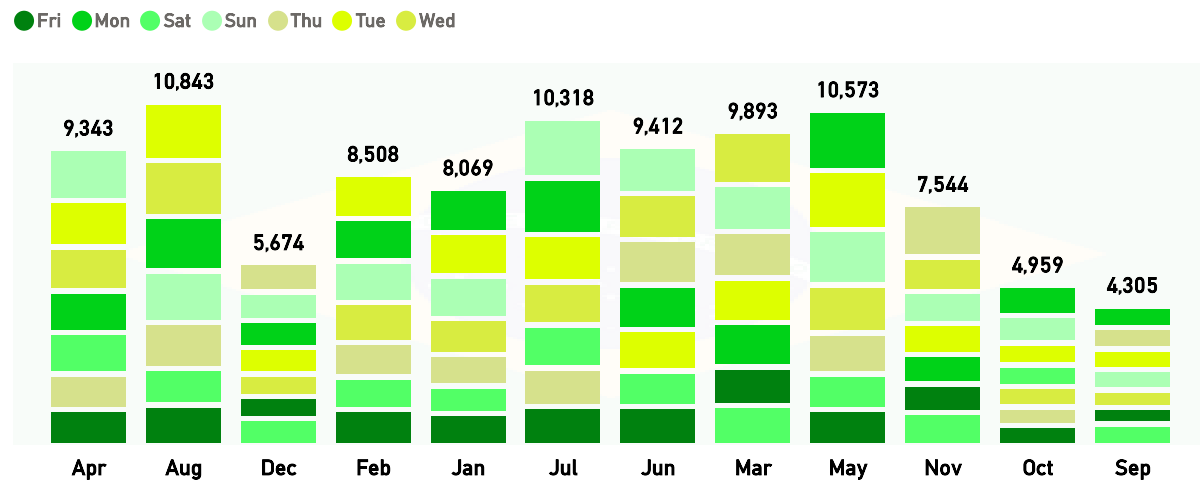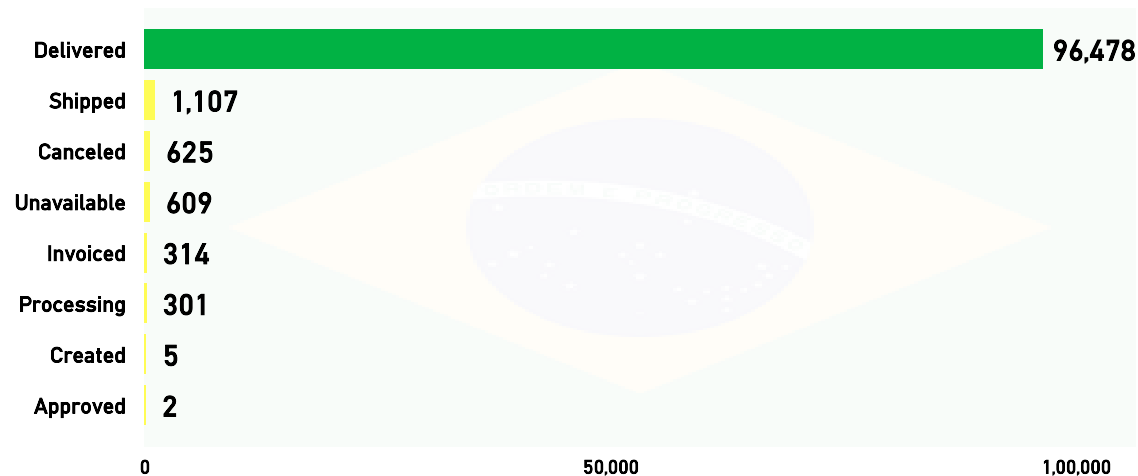
Brazil E-Commerce Sales Data Analysis
Customers

Customers
99K

Sales
R$16.01M

Customers by City

Customers by State

SP
RJ
MG
RS
PR
SC

| 0 | 10,000 | 20,000 | 30,000 | 40,000 |
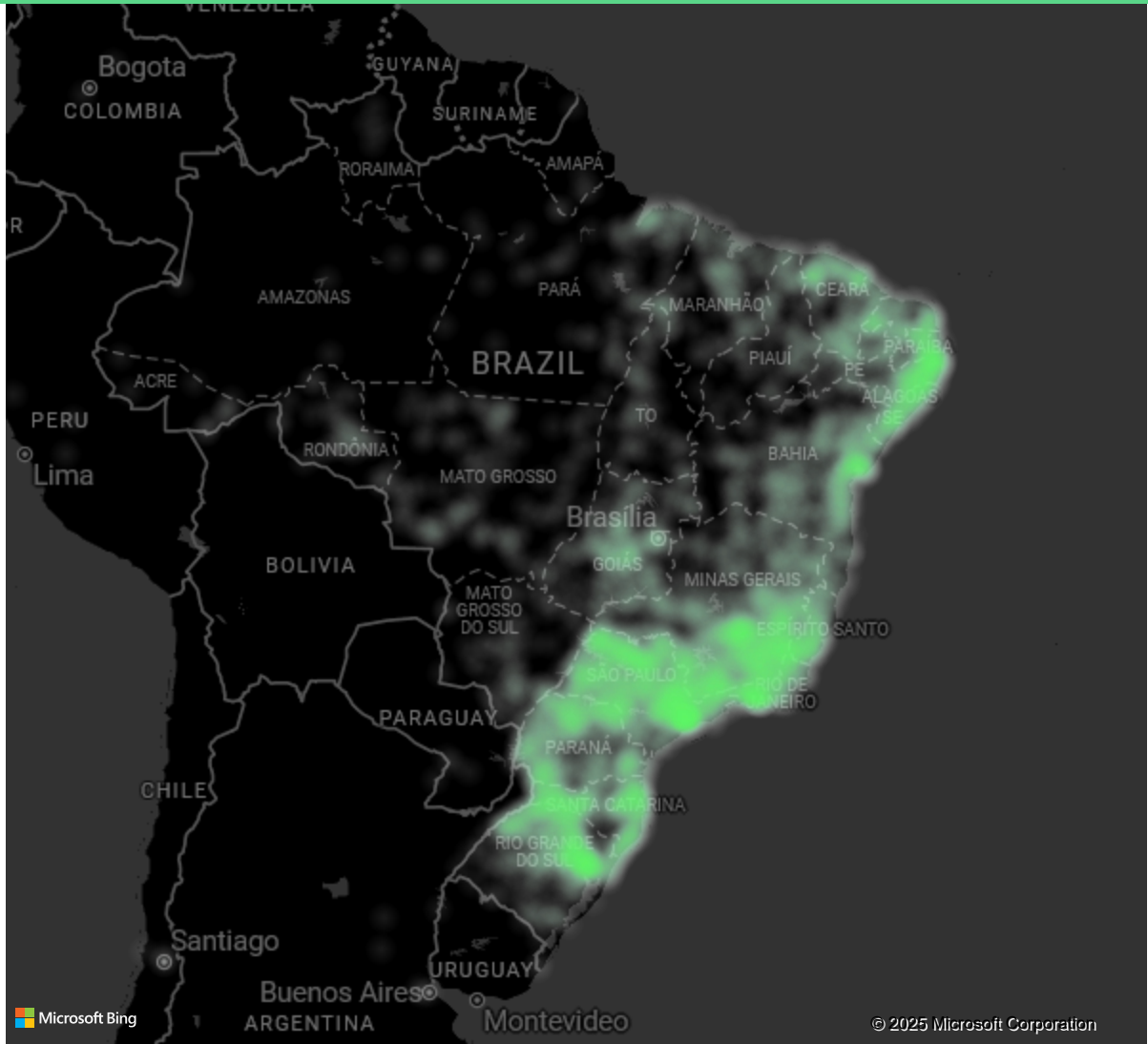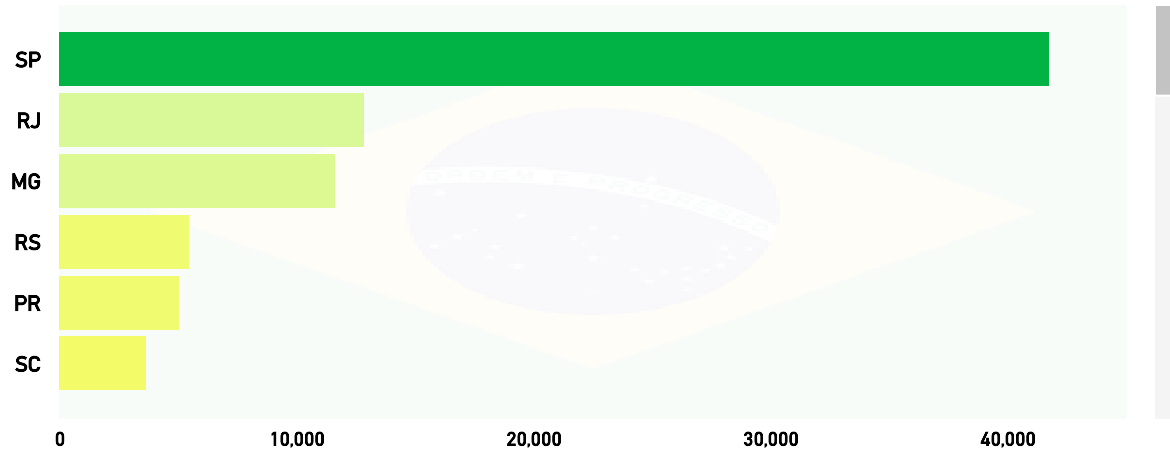
Customer State Wise Sales Amount

R$6M
R$4M
R$2M
R$0M

R$6.0M — SP
R$2.1M — RJ
R$1.9M — MG
R$0.9M — RS
R$0.8M — PR
R$0.6M — SC
R$0.6M — BA
R$0.4M — DF

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Microsoft Bing
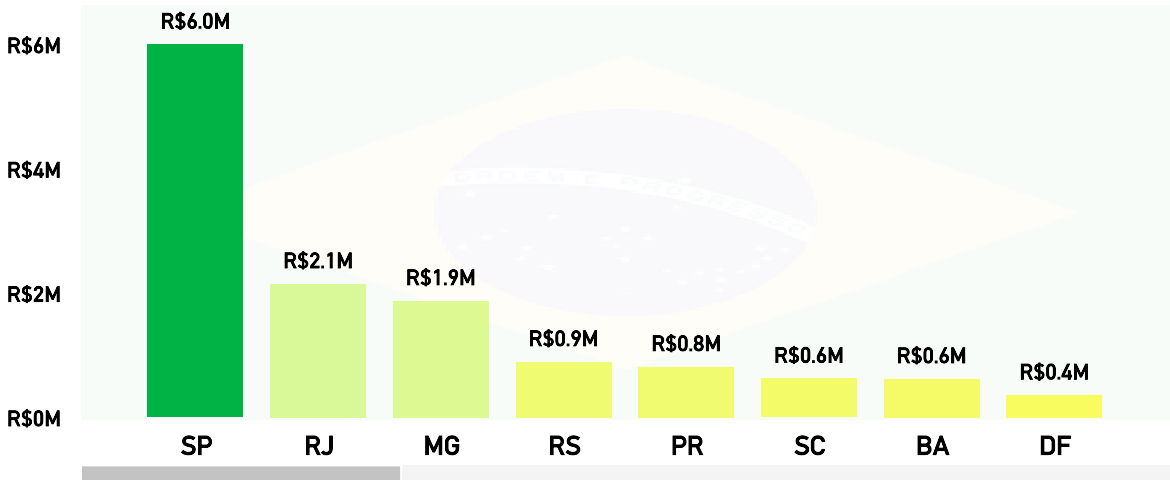
Brazil E-Commerce Sales Data Analysis Products

Products

33K

Products Price Value

R$13.59M

Products Sale by State

State	Value
SP	19149
RJ	7898
MG	7320
RS	4006
PR	3763
SC	2792
BA	2638
DF	1805
GO	1687
ES	1670
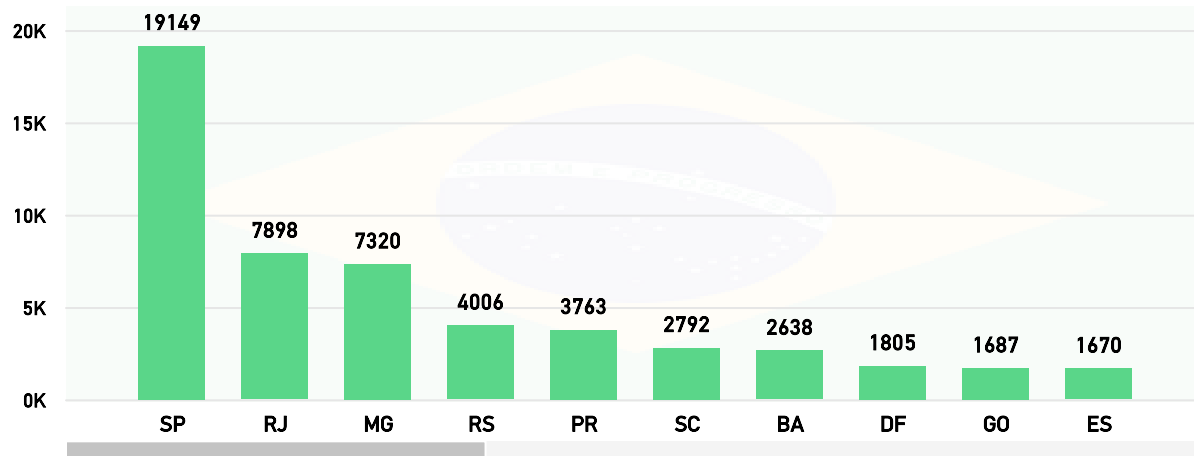
Products Sales by Category

Category	Value
Bed_Bath_Table	3029
Sports_Leisure	2867
Furniture_Decor	2657
Health_Beauty	2444
Housewares	2335
Auto	1900
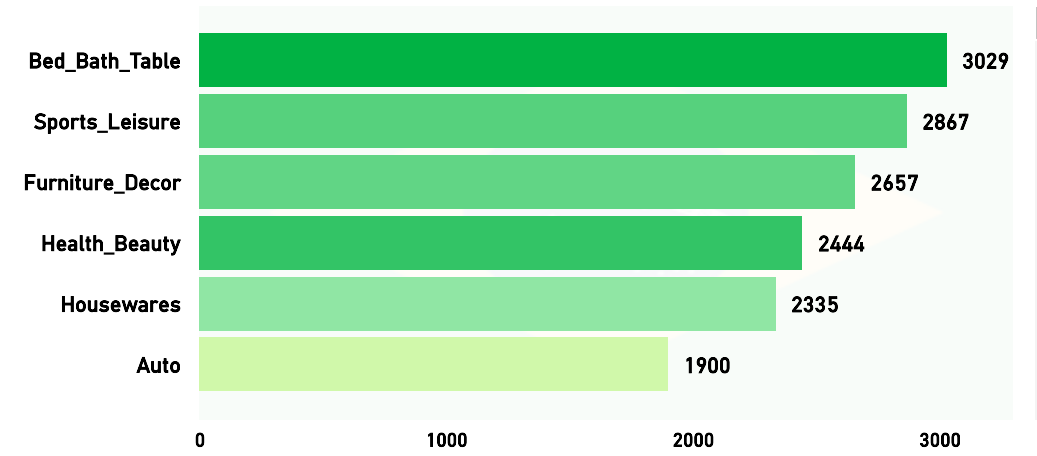
Products Sale on Months & Weekdays

● Fri ● Mon ● Sat ● Sun ● Thu ● Tue ● Wed

Aug

Jul
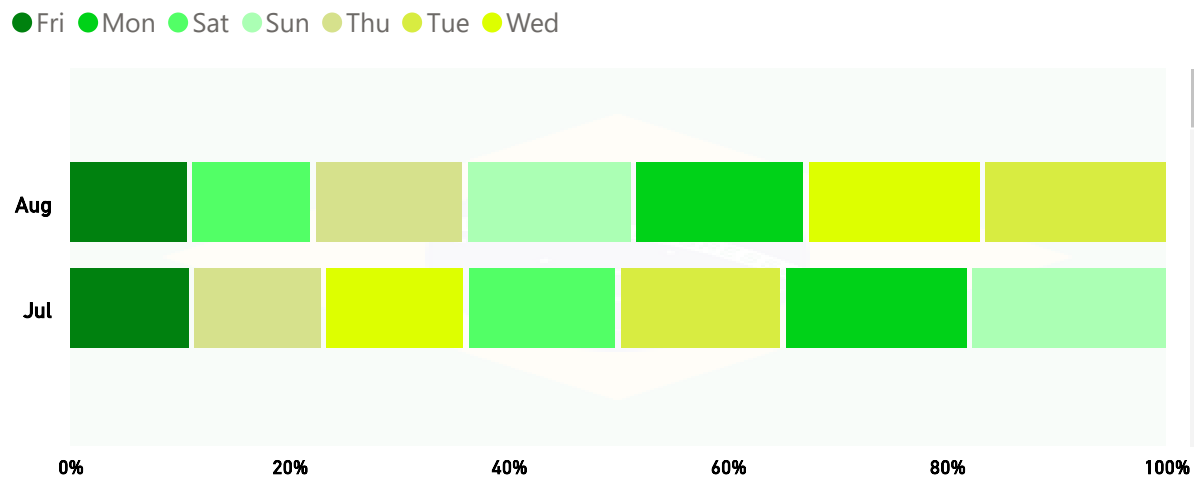
Price Value by Products Category

Category	Value
Health_Beauty	R$1.26M
Watches_Gifts	R$1.21M
Bed_Bath_Table	R$1.04M
Sports_Leisure	R$0.99M
Computers_Accessories	R$0.91M
Furniture_Decor	R$0.73M
Cool_Stuff	R$0.64M
Housewares	R$0.63M
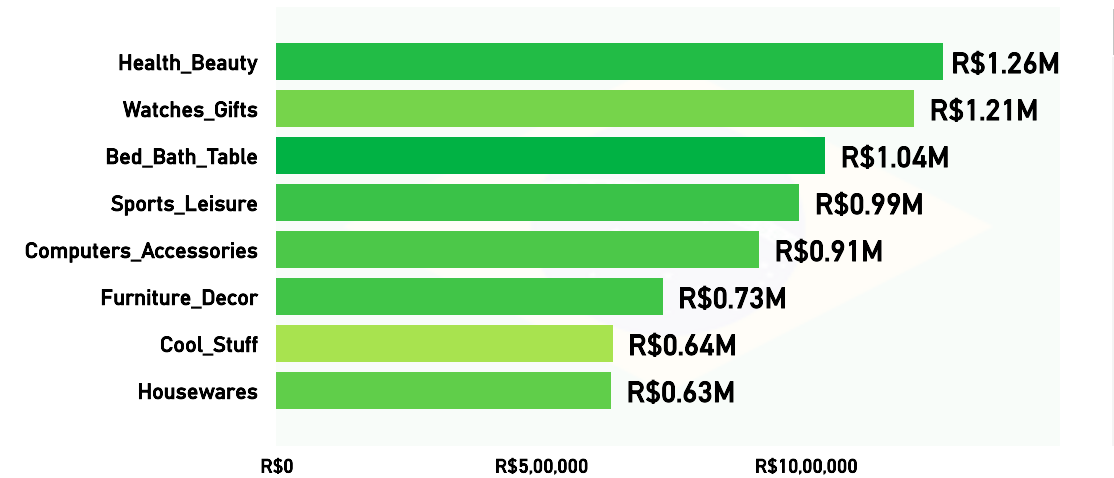
Brazil E-Commerce Sales Data Analysis Payments & Ratings

Ratings
99K

Most Reviewed Product category
Bed_Bath_Table

Product Ratings by Products Category

Category
Bed_Bath_Table
Health_Beauty
Sports_Leisure
Computers_Accessories
Furniture_Decor
Housewares
Watches_Gifts
Telephony
Auto
Toys
Cool_Stuff

0%   50%   100%

● 1 ● 2 ● 3 ● 4 ● 5

Payment Method

R$16.01M Total Sales Amount

R$12.54M
R$2.87M
R$0.38M
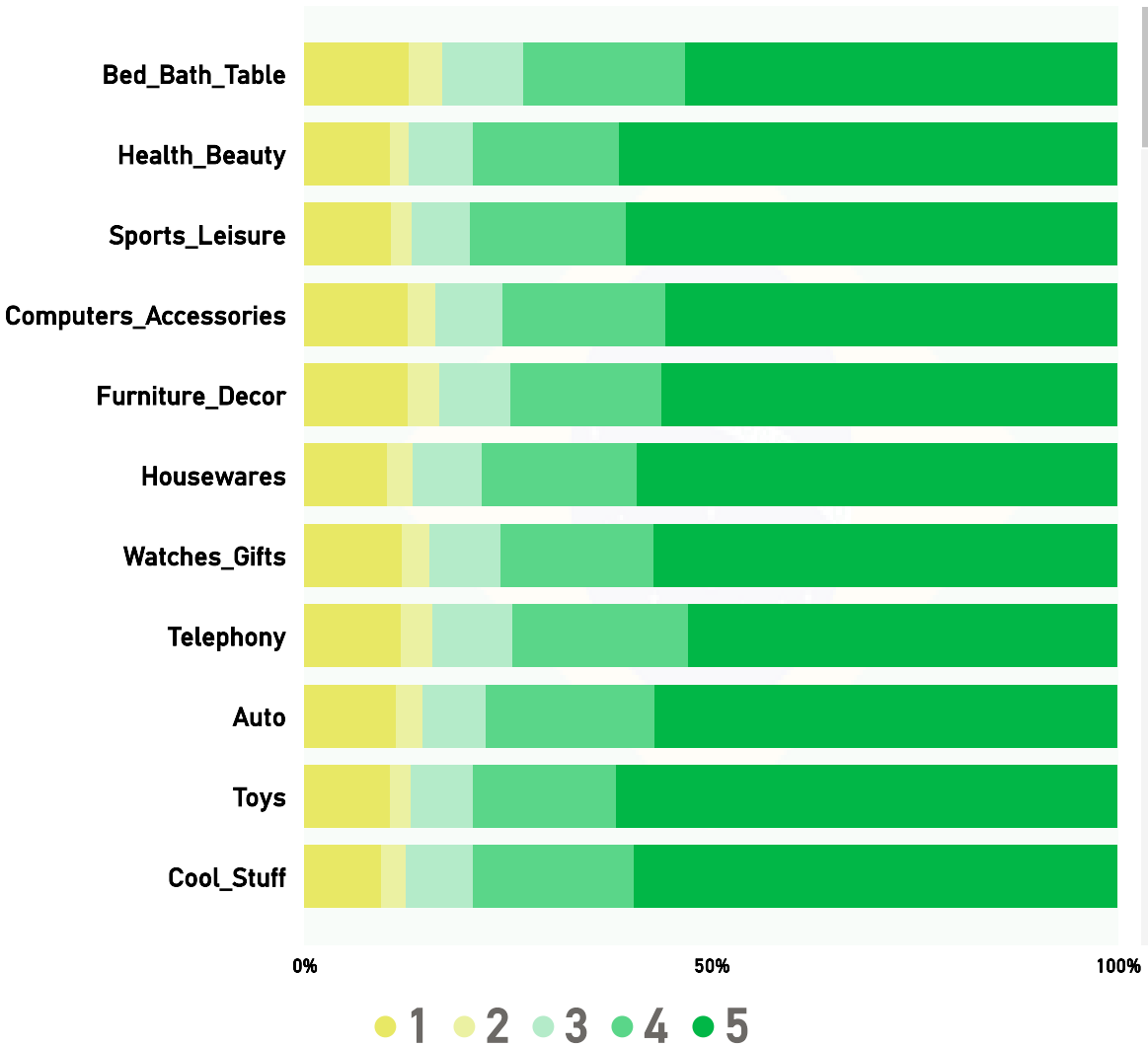
- ● Credit_Card
- ● Boleto
- ● Voucher
- ● Debit_Card
- ● Not_Defined
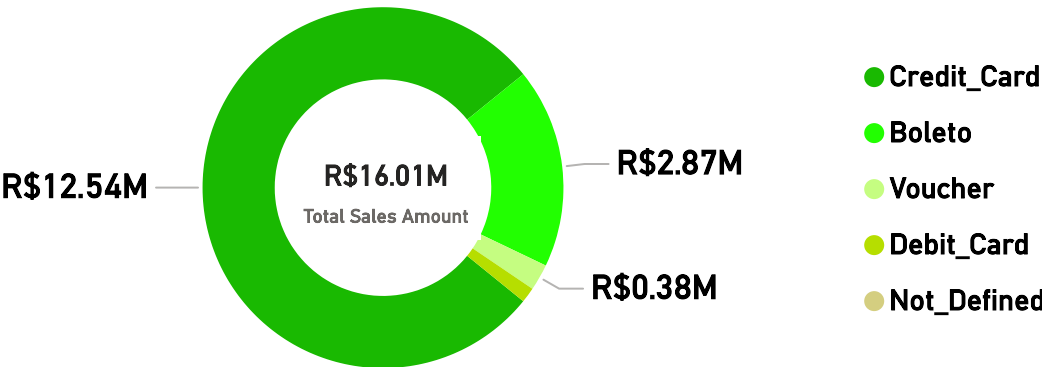
Reviews by Product Ratings

Rating	Reviews
5	57,039
4	19,065
1	11,233
3	8,178
2	3,151
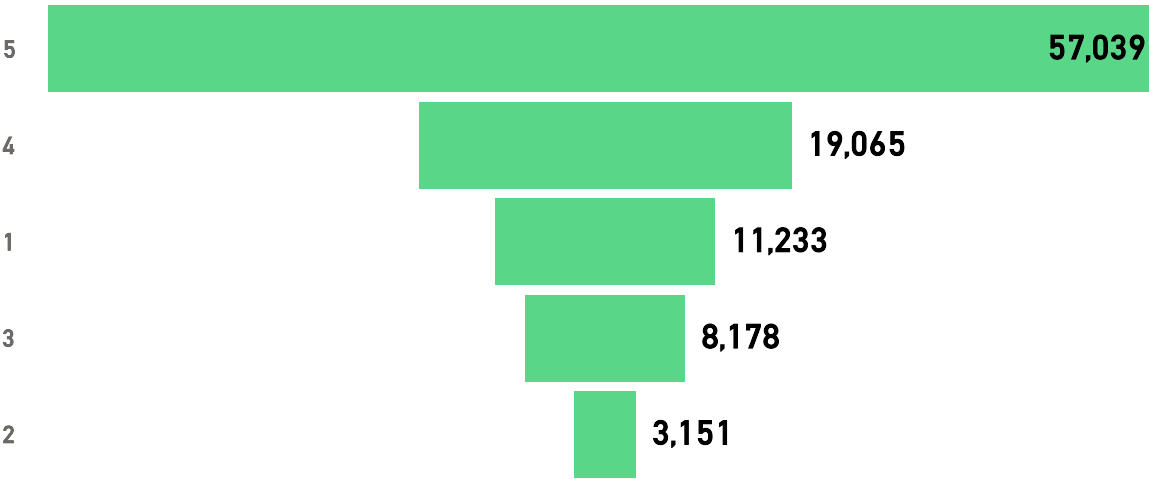
Brazil E-Commerce Sales Data Analysis Shipment

Shipment
55K

Freight Value
R$2.25M

Shipment by State

State	Value
SP	29,554
RJ	11,268
MG	10,191
RS	5,047
PR	4,699
SC	3,445
BA	3,235
DF	2,078
GO	1,971
ES	1,966
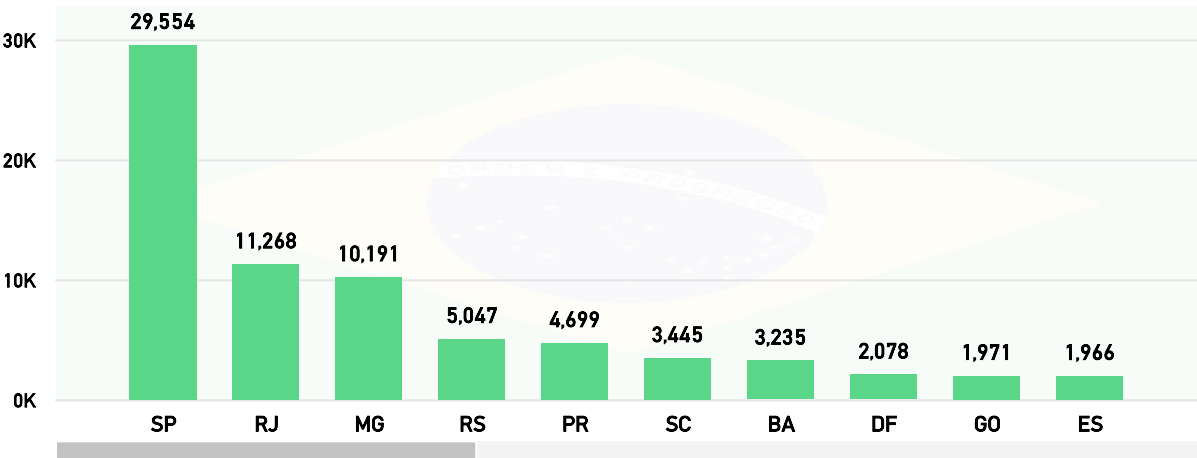
Shipment by Products Category

Category	Value
Bed_Bath_Table	8,585
Health_Beauty	8,036
Sports_Leisure	7,020
Computers_Accessories	6,083
Furniture_Decor	6,024
Housewares	5,465
Watches_Gifts	5,189
Telephony	3,942

Shipment Per Month

August
July
June
February
January
May
April
November
October
March
December
September

Brazil E-Commerce Sales Data Analysis Profit
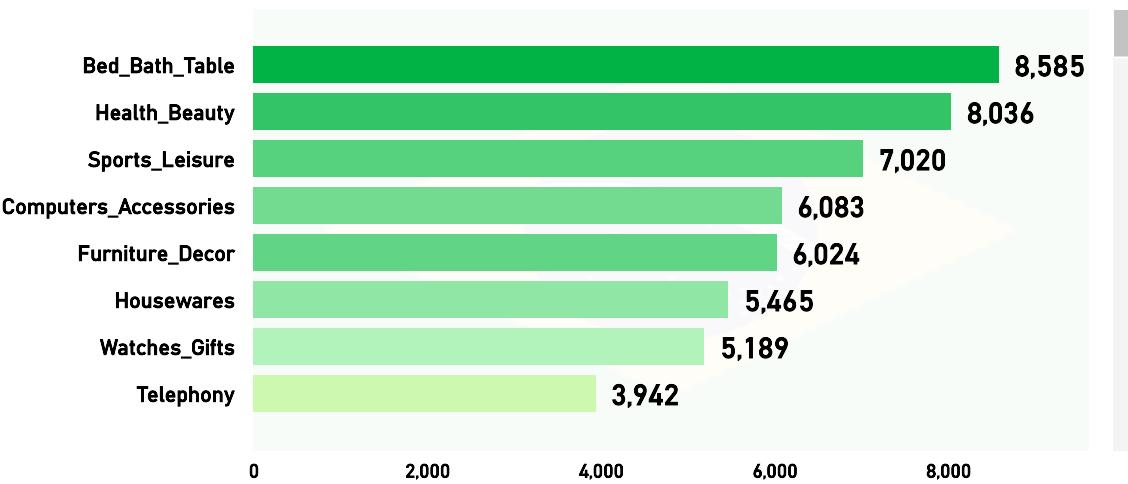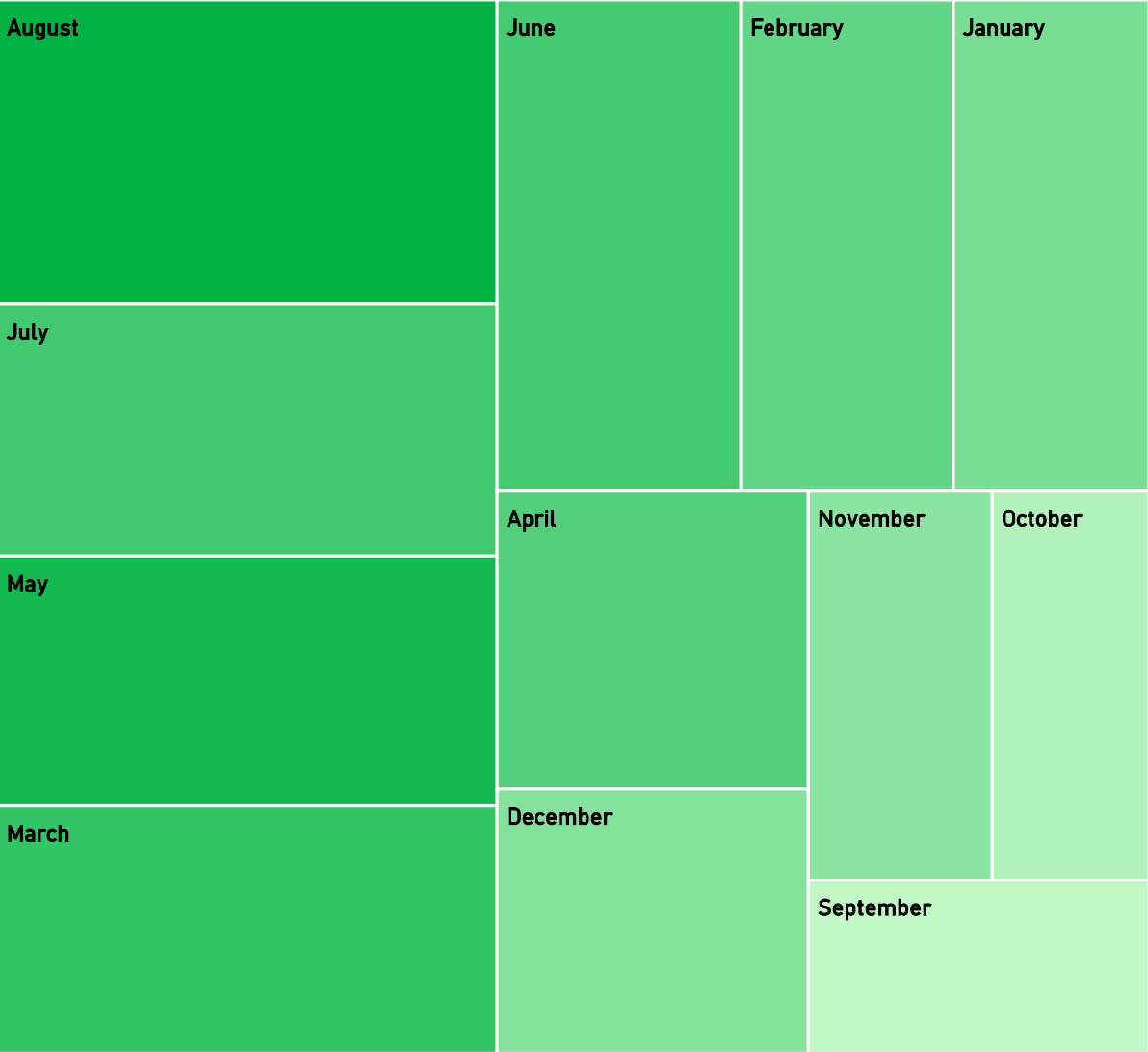
Profitable Product Category
Furniture_Decor

Profit
R$165.32K

State Wise Profit

State	Profit
SP	R$77K
MG	R$16K
RJ	R$15K
SC	R$13K
PR	R$10K
BA	R$5K
RS	R$5K
CE	R$4K
RO	R$3K
PE	R$3K
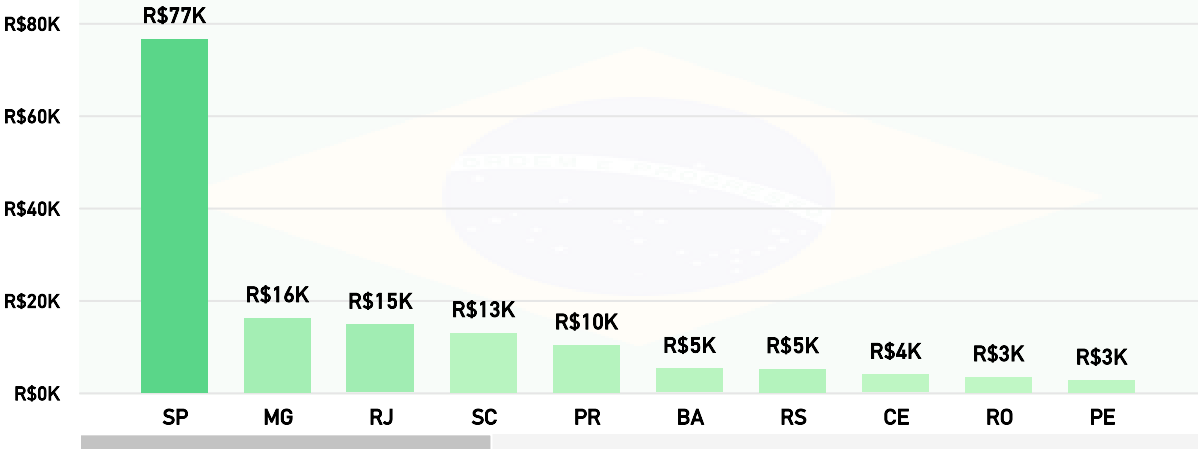
Product Category Wise Profit

Furniture_Decor
Computers_Accessories
Bed_Bath_Table
Housewares
Office_Furniture
Garden_Tools

Quarterly Wise Profit

- Qtr 1: R$42.52K
- Qtr 2: R$26.90K
- Qtr 3: R$52.07K
- Qtr 4: R$43.83K

Weekdays Wise Profit

Day	Profit
Wed	R$32.96K
Tue	R$26.43K
Sun	R$21.92K
Fri	R$16.35K
Mon	R$28.51K
Thu	R$25.20K
Sat	R$13.94K
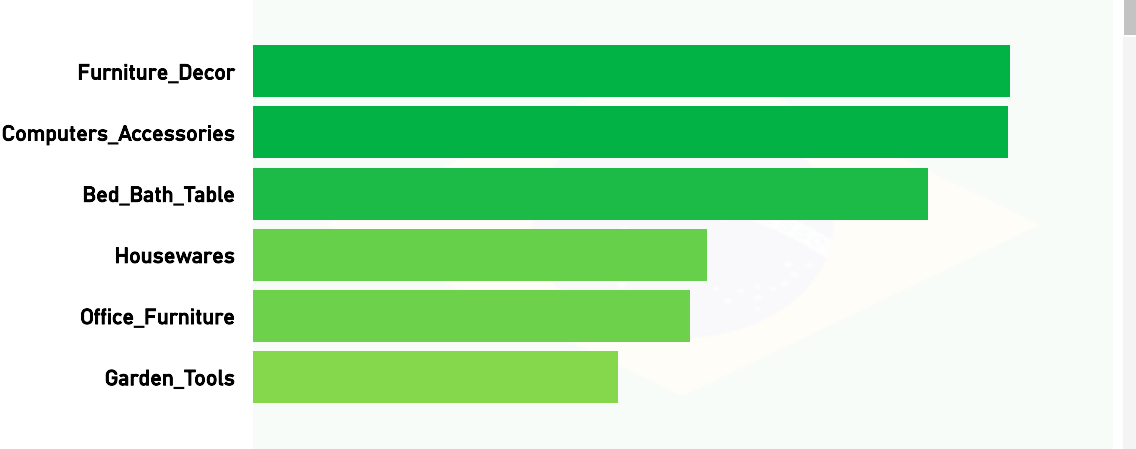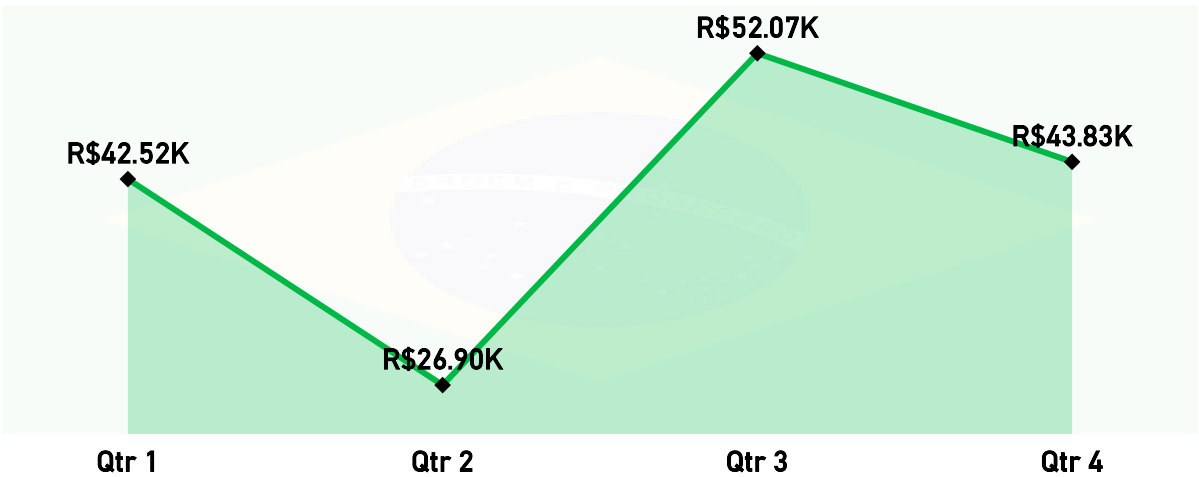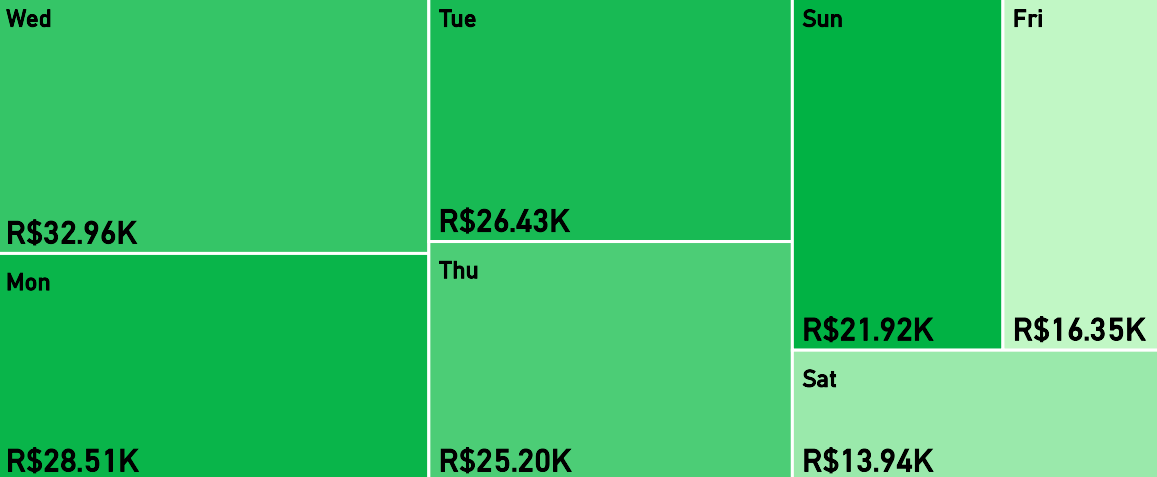
Brazil E-Commerce Sales Data Analysis
Insights

📌 São Paulo leads in both sales and profit, with the highest number of customers coming from this state.

📌 The Bed_Bath_Table category dominates as the best-selling product category.

📌 August records the highest sales volume, while Sundays see the most orders.

📌 Furniture_Decor stands out as the most profitable category, and Q3 emerges as the most profitable quarter.

📌 Credit Card is the preferred payment method among customers.