

Customer Analysis

1. Top Cities by Customer Count:

- **São Paulo** leads significantly with the highest number of customers, followed by **Rio de Janeiro** and **Belo Horizonte**.
- These cities are key markets and should be a focus for targeted marketing strategies.

2. Customer Distribution by State:

- The state of **São Paulo (SP)** has the highest concentration of customers, followed by **Rio de Janeiro (RJ)** and **Minas Gerais (MG)**.
- This insight can be used to tailor regional promotions or optimize logistics in these states.

3. Customer Count by Quarter:

- There is a peak in customer count during the second quarter, followed by a decline in the subsequent quarters.
- This could indicate a seasonal trend or the impact of specific marketing campaigns during the year.

4. Payment Value by State:

- The majority of payment value comes from **São Paulo (SP)**, with **Rio de Janeiro (RJ)** and **Rio Grande do Sul (RS)** following.
- This suggests that customers in these states have a higher spending capacity or are purchasing more expensive products.

Order Analysis

1. Order Count by Month:

- Orders remain relatively consistent throughout the year, with a slight dip in December.
- This could be explored further to understand if it's due to seasonal factors or other influences.

2. Order Status Distribution:

- Most orders are marked as **shipped**, with smaller proportions being canceled, invoiced, or in other statuses.
- Analysing the reasons behind cancellations or delays in processing could help improve the order fulfilment process.

3. Order Item Count by Customer:

- A few customers are ordering significantly more items than others, indicating they might be high-value or repeat customers.
- These customers could be targeted for loyalty programs or special offers to maintain their business.

4. Order Distribution by State:

- Similar to customer distribution, **São Paulo (SP)** dominates in order count, but there's a notable drop in order volume as you move to other states.
- This might suggest potential for growth in less active regions.

Product Analysis

1. Top Product Categories:

- **Health & Beauty** is the top product category by order count, indicating a strong demand in this sector.
- **Watches and presents** and **Bed table bath** also show significant activity, suggesting these are popular product categories.

2. Revenue by Product Category:

- The **Health & Beauty** category also leads in revenue, with **Watches present** and **Bed table bath** following.
- This indicates that these categories not only sell well but also contribute significantly to overall revenue.

3. Bottom Product Categories:

- **Flowers, Fashion Sport**, and **House Comfort** have the lowest order counts, suggesting they are less popular among customers.
- These categories might require re-evaluation in terms of stock levels or marketing efforts.

Revenue Analysis

1. Year-Over-Year Growth:

- Revenue has shown consistent growth over the years, with a significant jump from 2016 to 2017.
- The Year Over Year (YOY) growth from 2017 to 2018 is 20%, indicating healthy business expansion.

2. Month Over Month (MOM) Growth:

- There are fluctuations in MOM growth, with notable increases in March, June, and August.
- The reasons behind these peaks could be explored, such as successful promotions, product launches, or seasonal effects.

3. Revenue by Payment Type:

- **Credit cards** and **UPI** are the most common payment methods, contributing to a large portion of the payment value.
- Understanding customer preferences for payment methods can help in tailoring payment options to increase convenience and satisfaction.