



INTRODUCTION

In this project we will be covering essentials dashboards that highlight insights for the business intelligence team for an E-Commerce website in order to make more effective and faster business decisions using Power BI.

This is a Brazilian ecommerce public dataset of orders made at Olist Store. The dataset has information of 100k orders from 2016 to 2018 made at multiple marketplaces in Brazil. Its features allows viewing an order from multiple dimensions: from order status, price, payment and freight performance to customer location, product attributes and finally reviews written by customers. It has also been included a geolocation dataset that relates Brazilian zip codes to Lat/Lng coordinates.

KEY PERFORMANCE INDICATORS

SALES

REVIEW SCORE

ESTIMATED DELIVERY DATE

PAYMENT METHODS

REGION WISE SALES

TOTAL CUSTOMERS

TOTAL SALES

TOTAL ORDERS

TOTAL QUANTITY

PRODUCT CATEGORY

99.44K

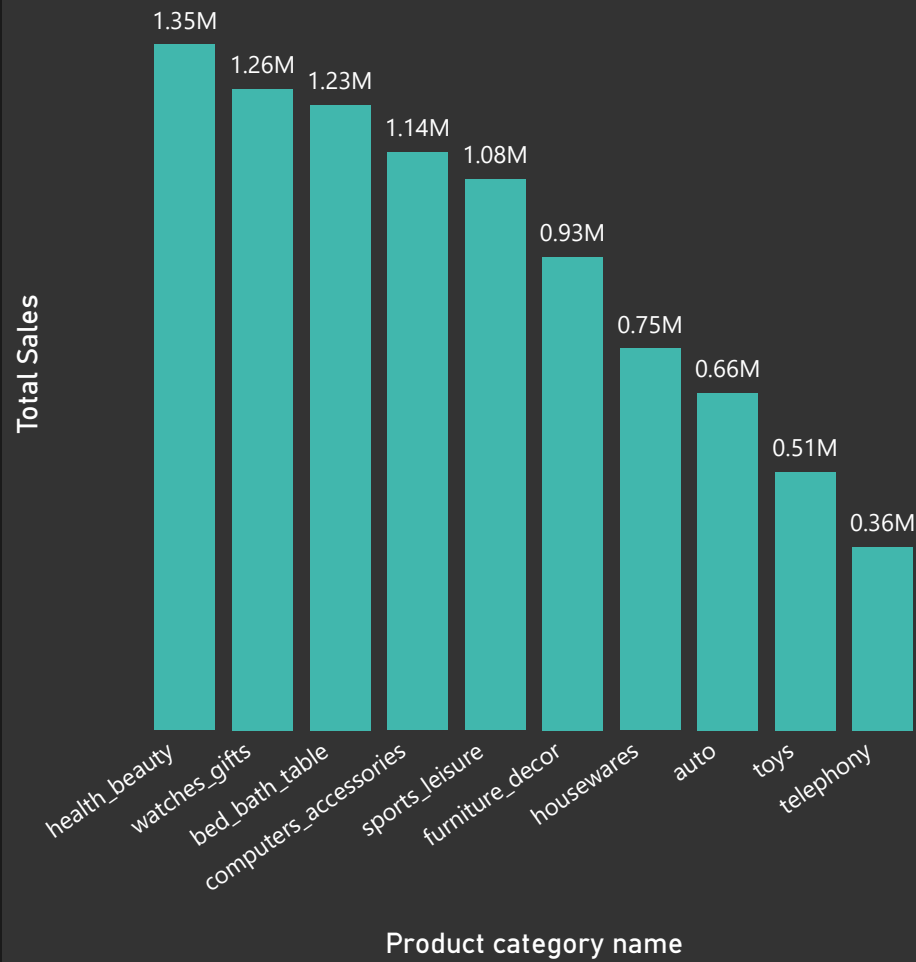
15.40M

98.67K

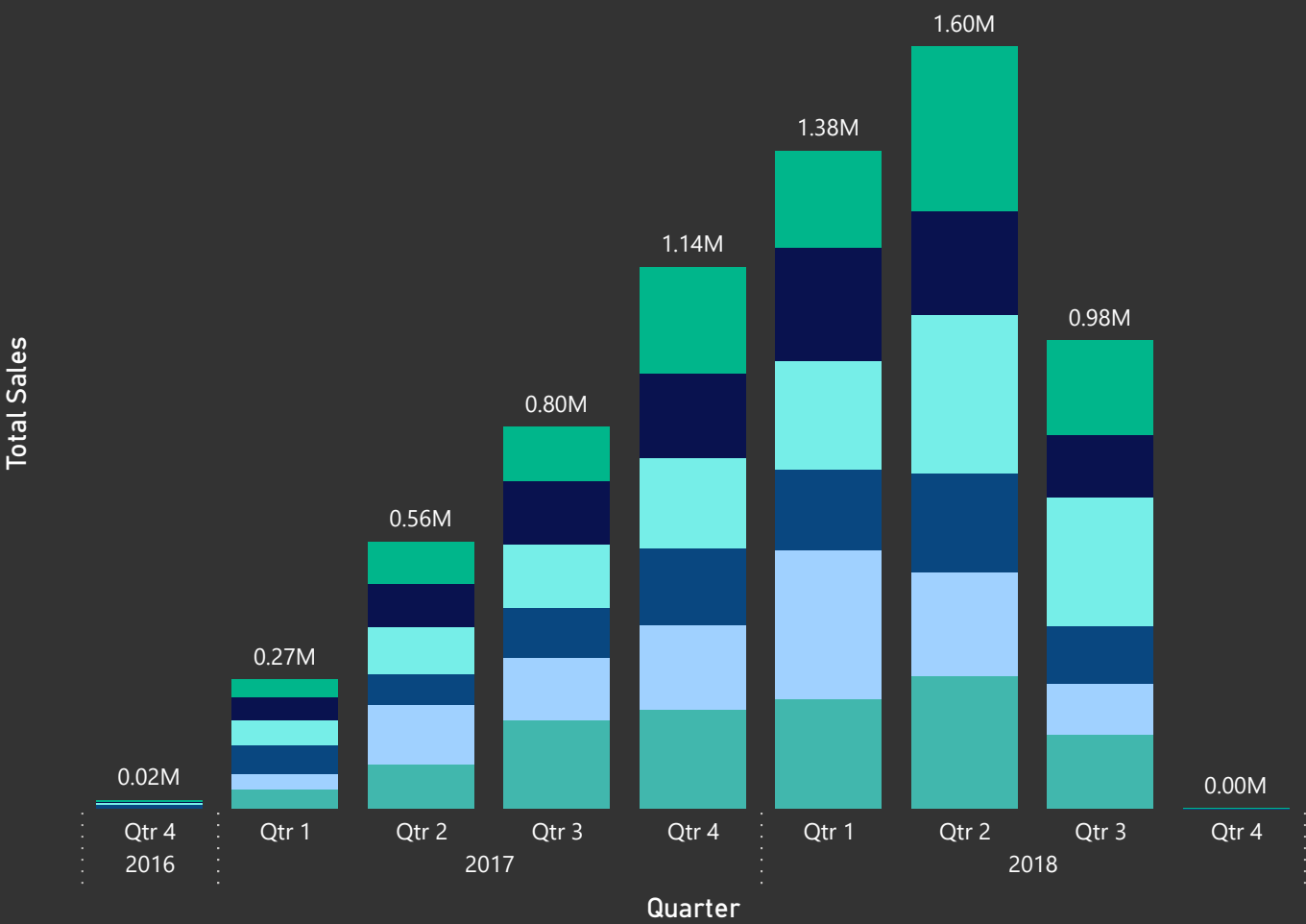
135K

74

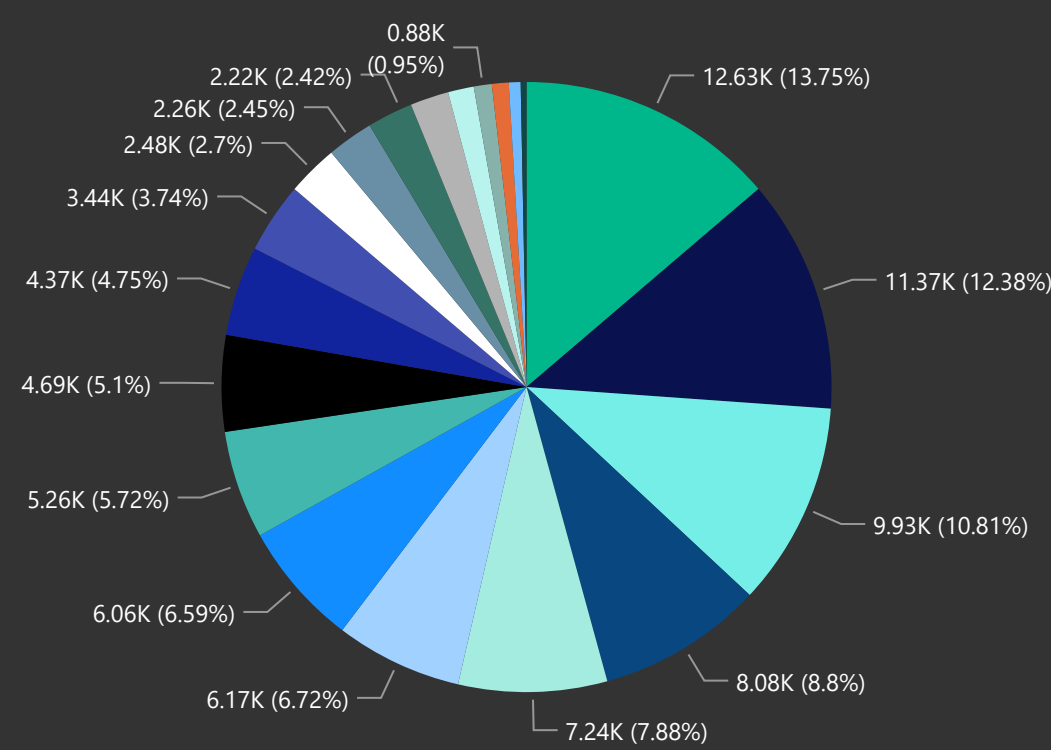
TOP 10 PRODUCT CATEGORIES BY SALES



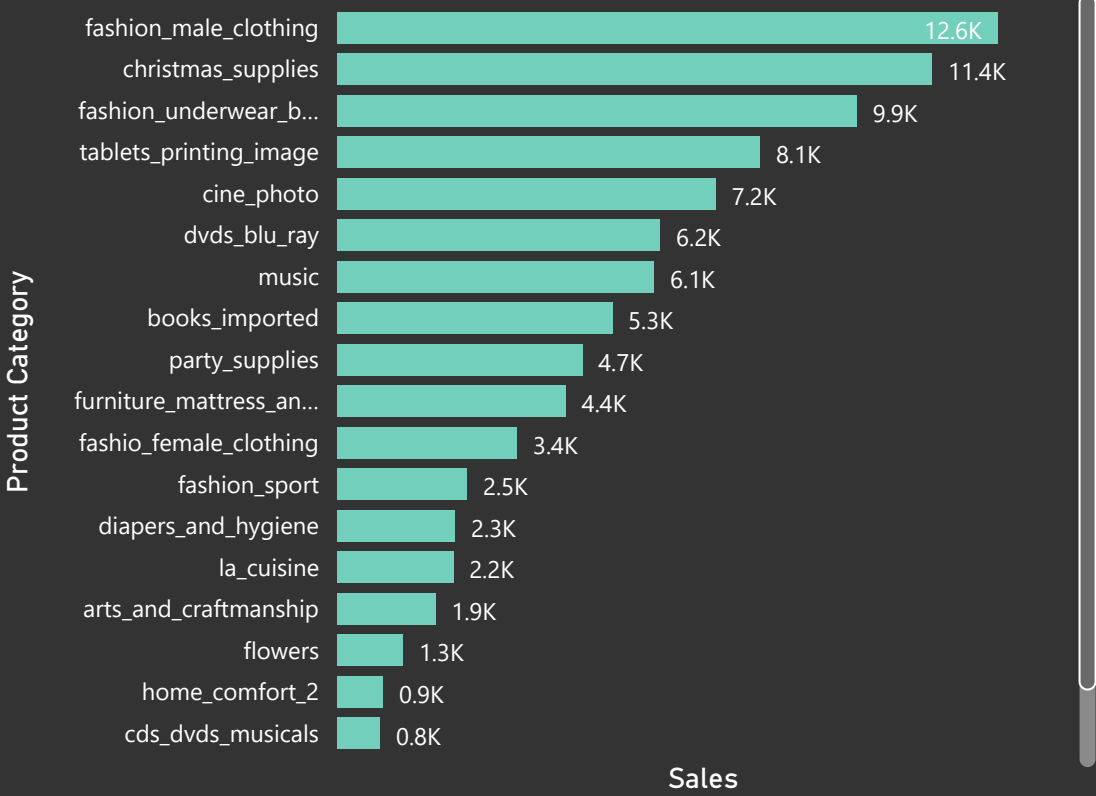
QUARTERLY SALES BY TOP 6 PRODUCT CATEGORIES



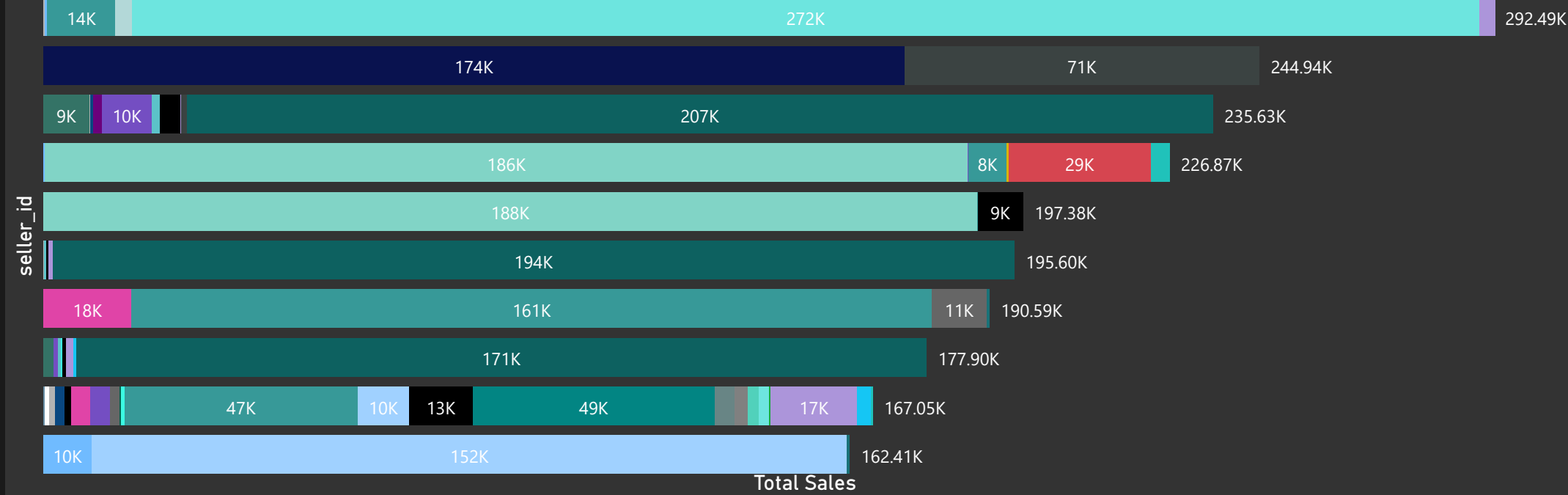
TOTAL SALES BY PRODUCT CATEGORY



BOTTOM 20 PRODUCT CATEGORIES BY SALES



TOP 10 SELLERS BY SALES AND PRODUCT CATEGORY





TOTAL REVIEWS

3895

AVERAGE REVIEW SCORE

4.09

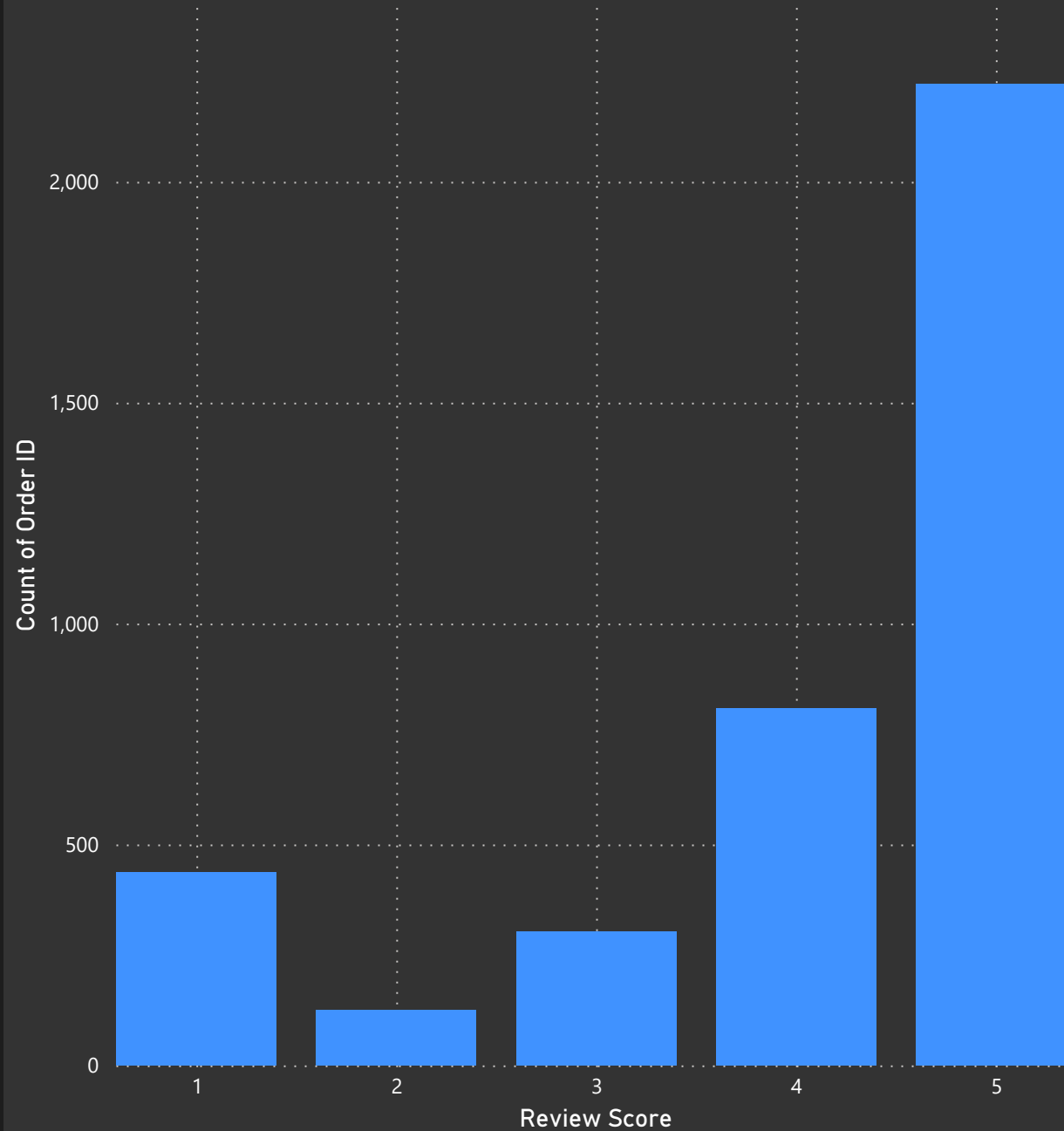
TOTAL ORDERS

3897

PRODUCT CATEGORY

1

REVIEW SCORE BY PRODUCT CATEGORY



Product Category

- ☐ agro_industry_and_commerce
- ☐ air_conditioning
- ☐ art
- ☐ arts_and_craftmanship
- ☐ audio
- ☒ auto
- ☐ baby
- ☐ bed_bath_table
- ☐ books_general_interest
- ☐ books_imported
- ☐ books_technical



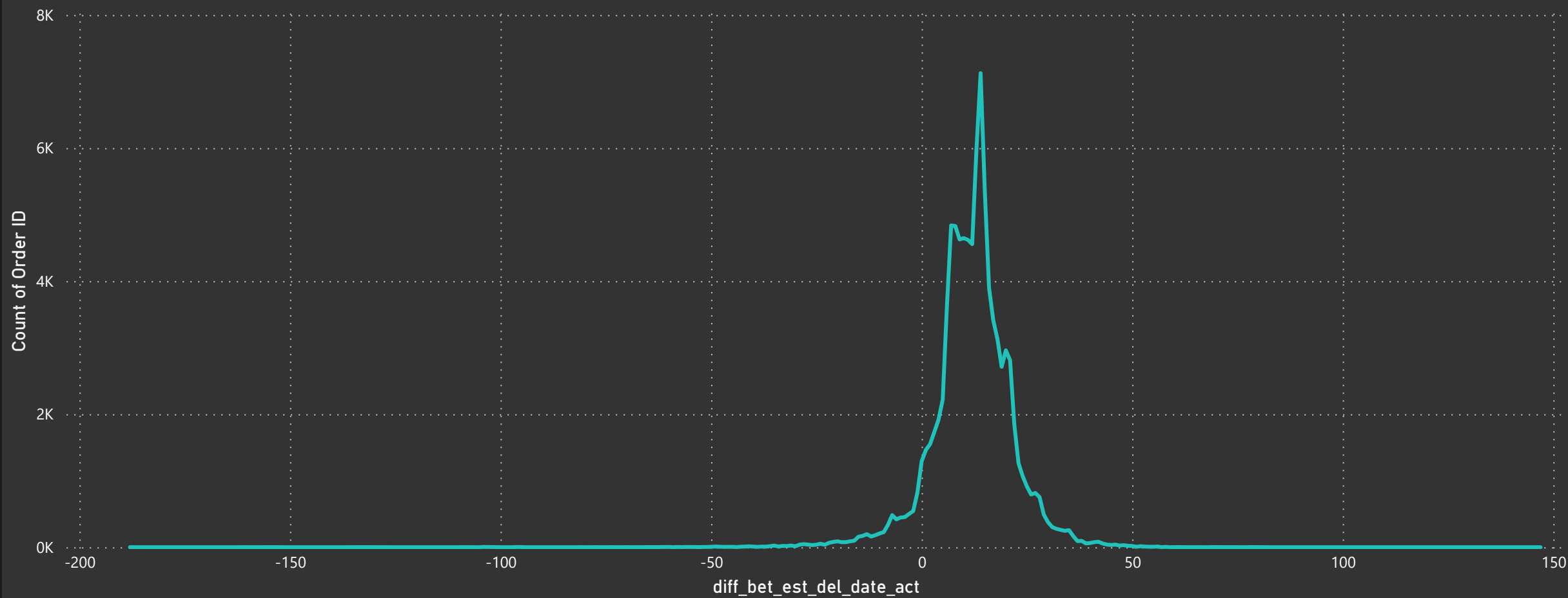
TOTAL ORDERS

98.67K

TOTAL CUSTOMERS

99.44K

COUNT OF ORDER ID by diff_bet_est_del_date_act



PAYMENT VALUE

16.01M

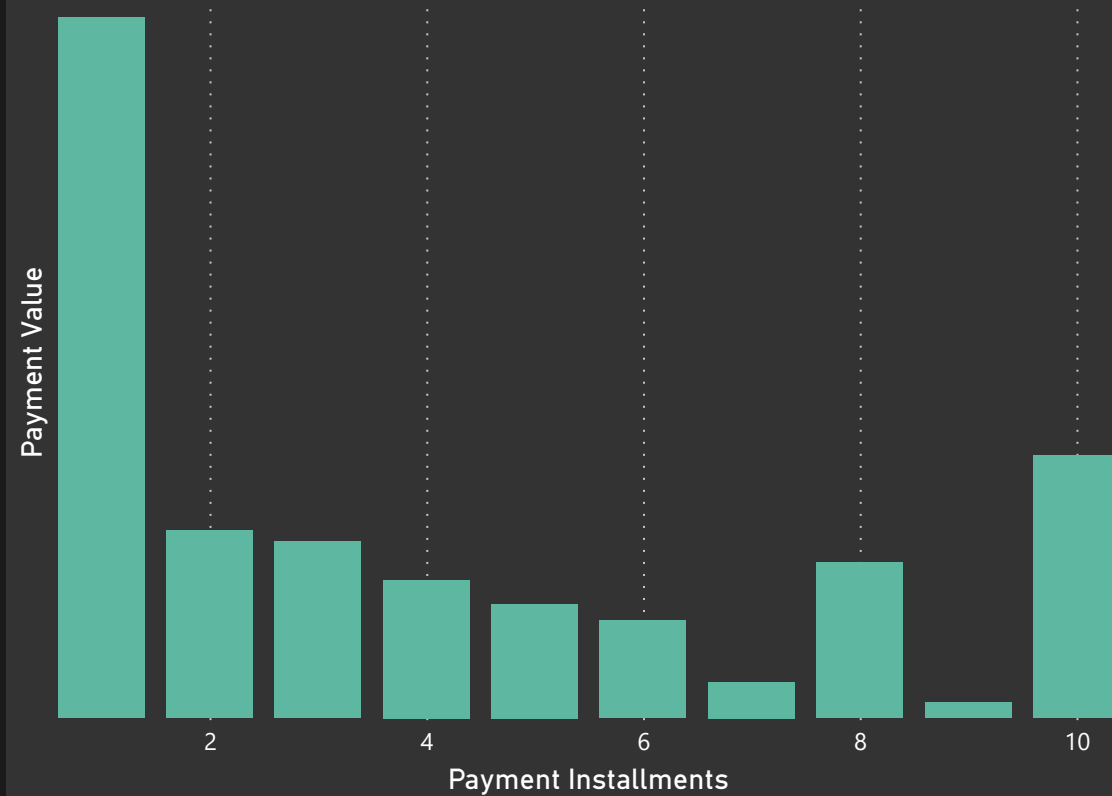
TOTAL PAYMENT TYPES

5

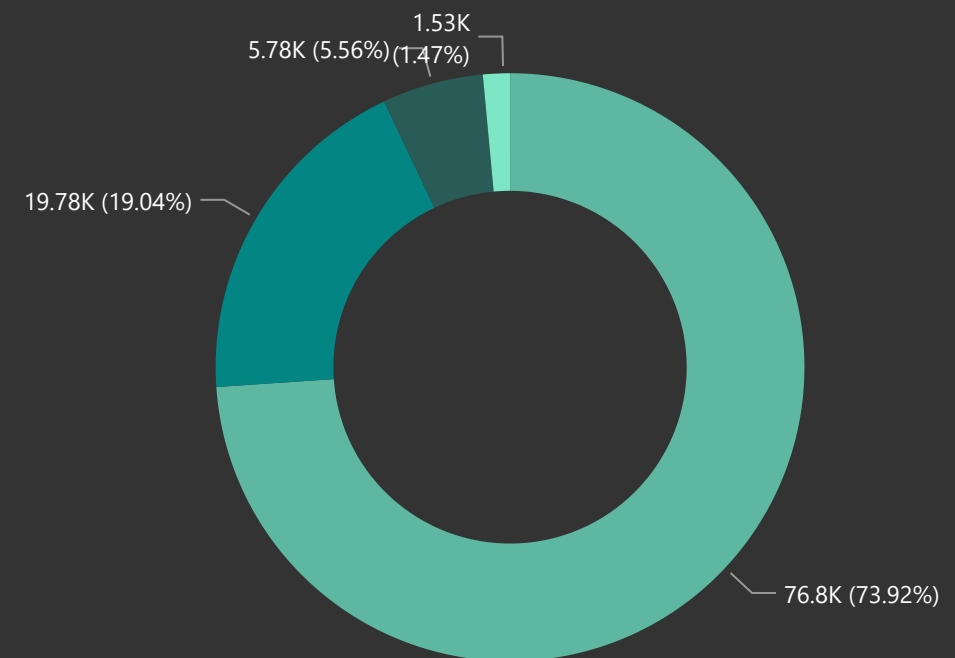
TOTAL ORDERS

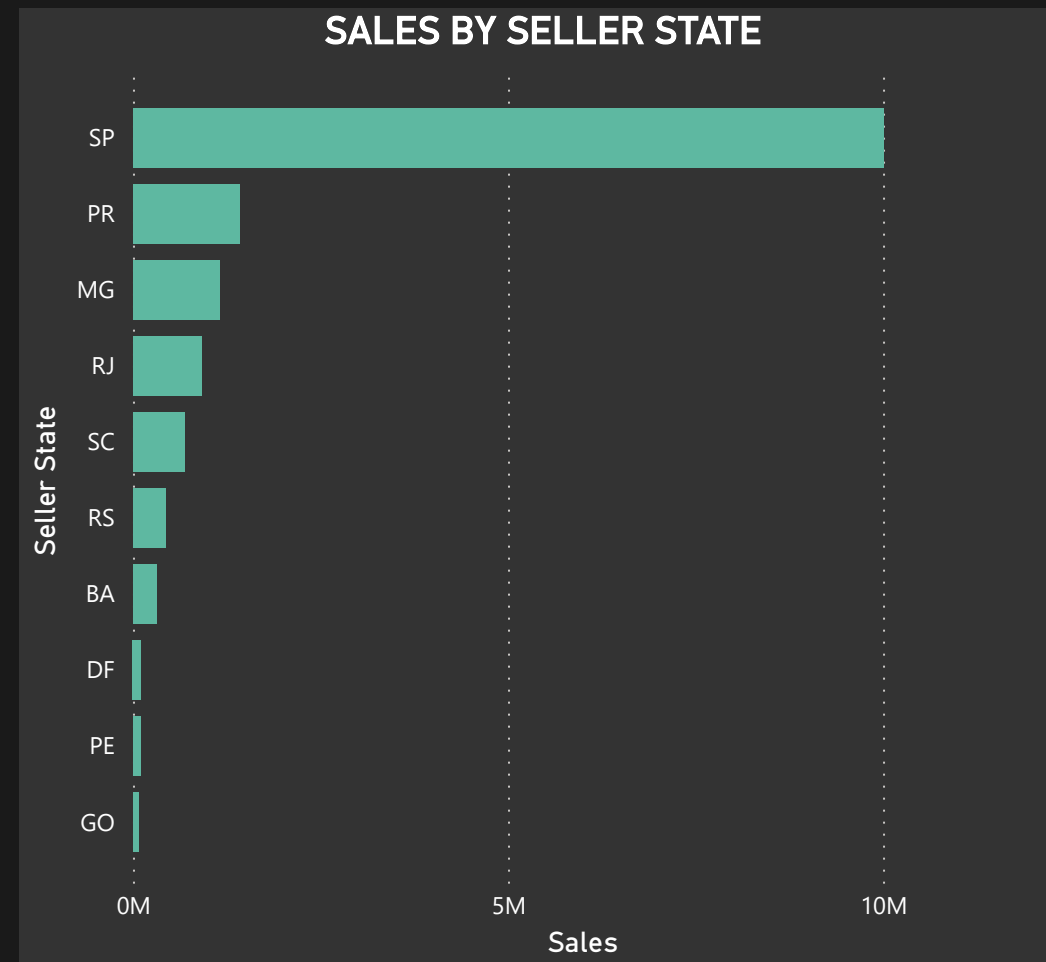
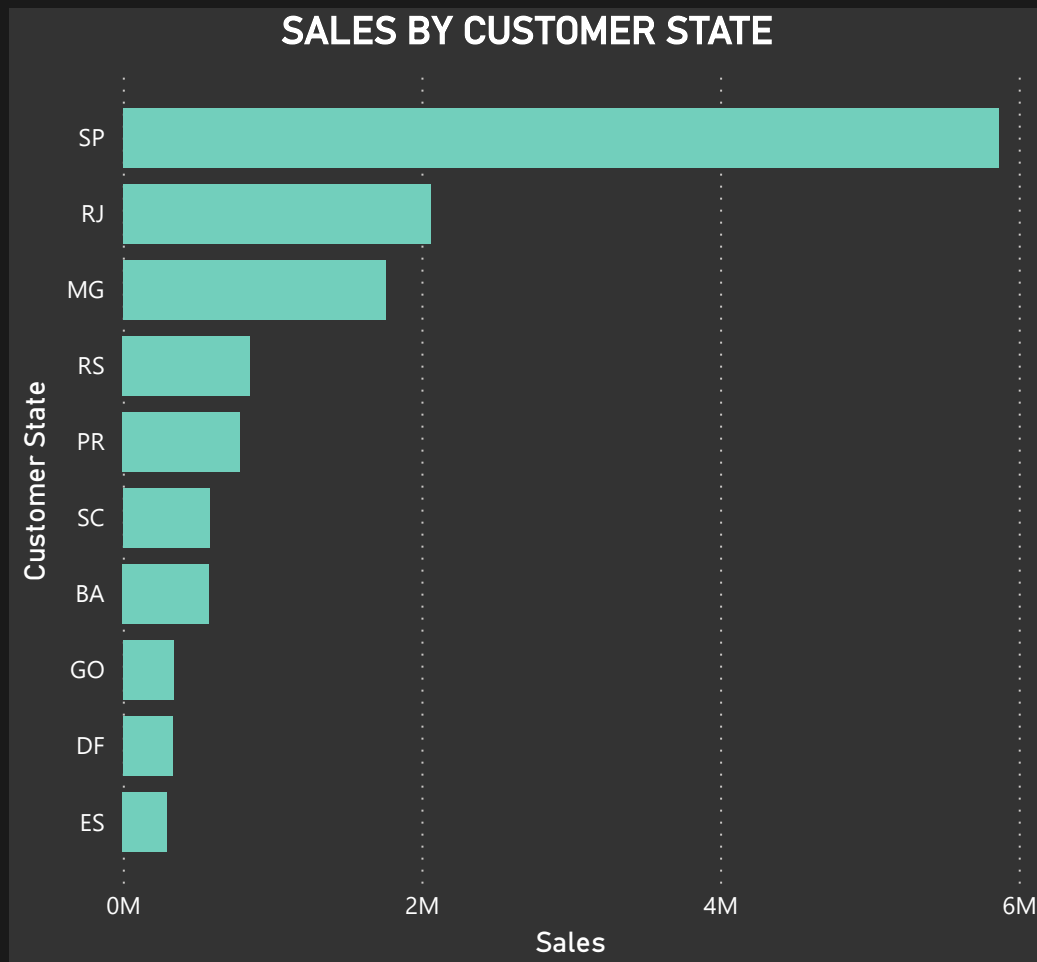
99.44K

PAYMENT VALUE BY PAYMENT INSTALLMENTS



PAYMENT TYPE





NO. OF STATES (SELLER)

23

TOTAL SALES

15.40M

NO. OF STATES (CUSTOMER)

27

INFERENCES

SALES- HEALTH AND BEAUTY HAS THE HIGHEST SALES IN THE MARKET. QUATERLY SALES INCREASED UNTIL 2ND QUARTER 2018 AND DECREASED IN 3RD DUE TO INFLATION. THE BOTTOM 3 PRODUCT CATEGORIES ARE NICHE AND NOT IN DEMAND.

REVIEW- THE SHOULD KEEP IN MIND THE PRODUCT SAFETY, FEATURES, CUSTOMER SATISFACTION AND PRICE IN MIND.

ESTIMATED DELIVERY DATE - THE PRODUCT SHOULD BE ANALYSED AND KEPT READY IN THE INVENTORY. CUSTOMERS SHOULD BE ABLE TO TRACK IT.

PAYMENT METHODS- MOST CUSTOMERS DO NOT PREFER EMI AND USE ONE TIME PAYMENTS. PROMOTING EMI BY LOWERING INTEREST RATES. CREDIT CARD IS MOST USED DUE TO CREDIT SCORE AND OTHERS OFFERS.

REGION WISE SALES- THE SP STATE HAS THE MOST NUMBER OF CUSTERS AND THIS IN TURN HAS MORE NUMBER OF SELLERS.

THANK YOU!