Target Brazil E-commerce Analysis

1. Business Overview

This project analyzes **100,000+ transactions** from Target's Brazilian e-commerce operations over a **25-month period (2016–2018)**. The goal was to uncover patterns in **customer behavior, product performance, logistics, payments, and revenue growth** to support data-driven decision-making.

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2. Key Insights

🛒 **Order Trends**

- **Growth:** Orders increased steadily, with an **815% YoY jump (Jan 2017 → Jan 2018)**.

- **Seasonality:** Strong peaks in **November–December**, reflecting holiday demand.

- **Day of Week:** Mondays, Tuesdays, and Wednesdays record the highest activity.

- **Time of Day:** Most orders occur in the **afternoon (13:00–18:00)**.

🌍 **Geographic Patterns**

- **Top States:** São Paulo (SP), Rio de Janeiro (RJ), Minas Gerais (MG), Paraná (PR), and Rio Grande do Sul (RS) account for most orders and revenue.

- **Regional Split: 80%+ of orders and 90% of revenue** come from the South, Southeast, and Northeast.

- **Opportunity:** Northern states (Amazonas, Pará, Roraima) have low penetration but high freight costs → potential growth area.

💳 **Payments**

- **Preferred Method:** Credit cards dominate.

- **Installments:** Most purchases use **1–2 installments**, showing a preference for upfront/short-term payments.

📦 **Delivery & Freight**

- **Delivery Time:** Avg. **12 days** (median 10) vs. estimated **23 days**.

- **Approval & Dispatch:** Seller approval takes **0.26 days**, carrier dispatch ~**2.5 days**.

- **Freight Costs:** Higher in the **North & Northeast**, lowest in the Southeast.

- **Correlation:** Longer delivery times often come with higher freight costs.

📦 Products & Categories

- **Catalog Size:** ~**32,951 products** across **73 categories**.

- **Top Sellers:** Health & Beauty, Watches, Bed/Bath, Sport Leisure, and Computer Accessories.

- **Revenue Drivers:** PCs and Musical Instruments (low volume but high-value sales).

- **Price Ranges:** 61% of orders fall in **R$10–100**, 33% in **R$101–500**.

- **High-Freight Categories:** Electronics, Furniture, Musical Instruments, and Agro/Industrial goods.

💰 Revenue & Growth

- **Revenue Growth:** ~**21% increase from 2017 → 2018** overall.

- **Explosive Growth Months:** Feb 2017, Mar 2017, and Nov 2017 showed the highest month-over-month jumps.

- **Stagnation:** July–Aug showed weaker growth in both 2017 and 2018.

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3. Recommendations

1. **Logistics Optimization**

   - Establish **regional fulfillment centers in the North** to reduce freight costs and cut delivery times by up to 50%.

   - Shorten **carrier dispatch time (2.5 days → <1 day)** for faster overall delivery.

2. **Marketing & Sales**

   - Expand promotions in **underperforming northern states** and run **holiday campaigns** in Nov–Dec.

   - Introduce **product bundles and discounts** in slow months (Oct & Jan).

3. **Payment Experience**

   - Encourage **single-installment payments** via loyalty points or cashback offers.

   - Tailor **regional financing options** based on credit usage patterns.

4. **Product Strategy**

- Stock **Health & Beauty** products aggressively (highest demand).

- Prioritize **high-value categories (PCs, Musical Instruments)** in marketing.

- Launch **niche survival/camping products** in the North to capture new markets.

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4. Conclusion

Target Brazil experienced **rapid growth (815% orders, 707% revenue YoY in Jan 2018)** and strong momentum in 2016–2018. However, **logistics bottlenecks, regional imbalances, and seasonal slumps** remain challenges. By optimizing delivery networks, refining payment options, and tailoring product/marketing strategies by region, Target can achieve **sustained growth, reduced costs, and improved customer satisfaction** in Brazil's competitive e-commerce market.

👉 This structured analysis demonstrates how **data-driven insights** can guide business decisions in logistics, marketing, and product management.