

Brazilian E-Commerce Analysis

By TuanBDA



0348006418



tuanbda.cfe@gmail.com

Main Points

1

Overall

2

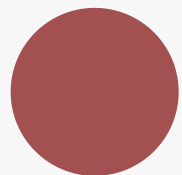
Data Exploring

3

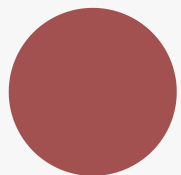
Metrics for Analysis

4

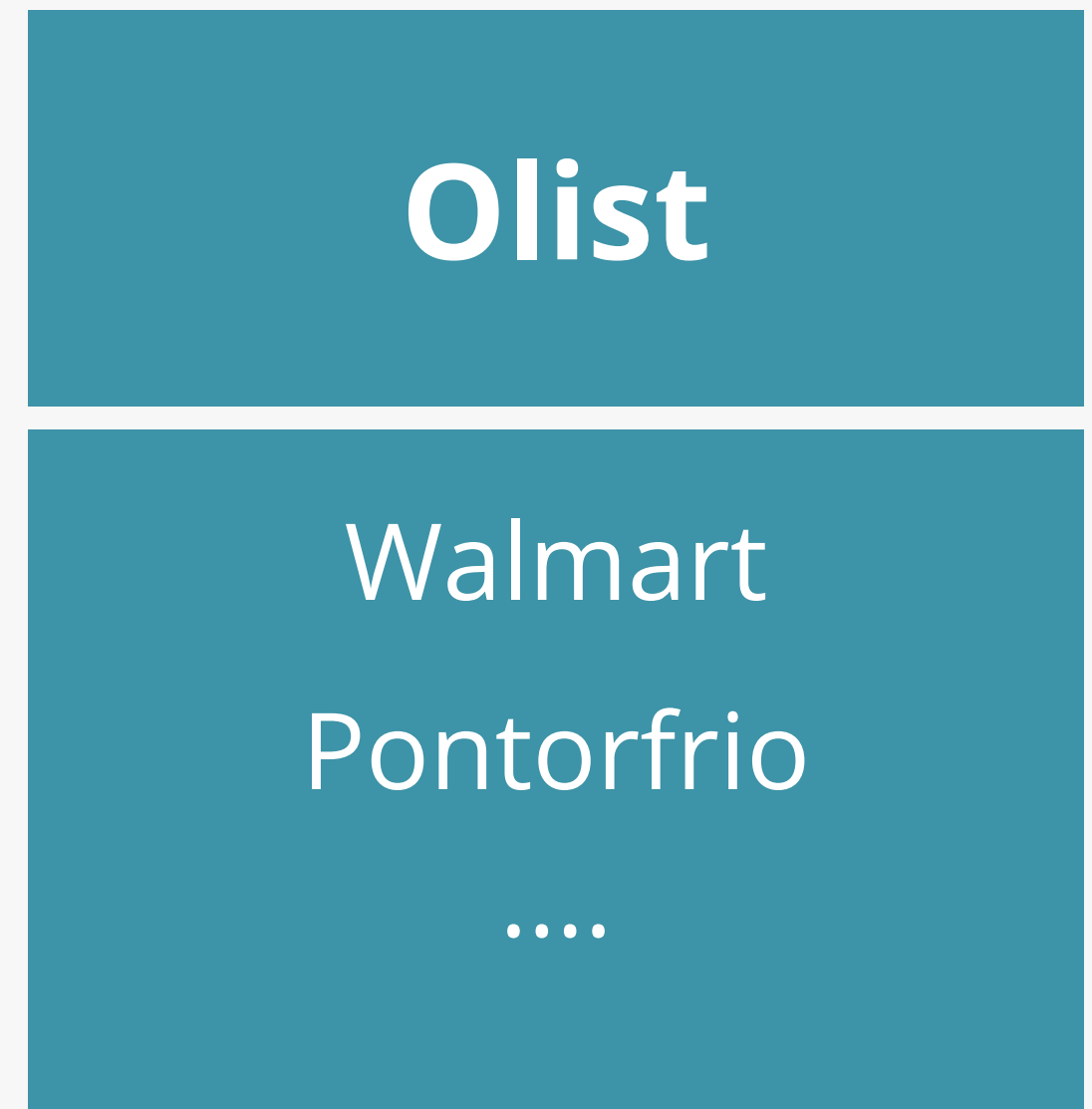
Additional Information



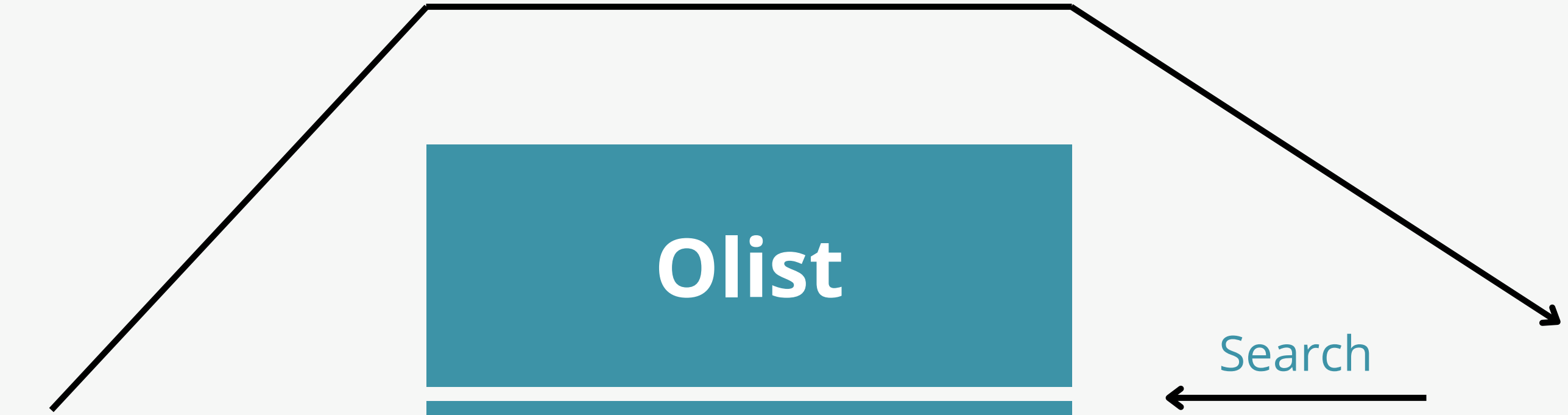
Business Model



Dataset



Delivery & Tracking



Connection

Search

Exhibition

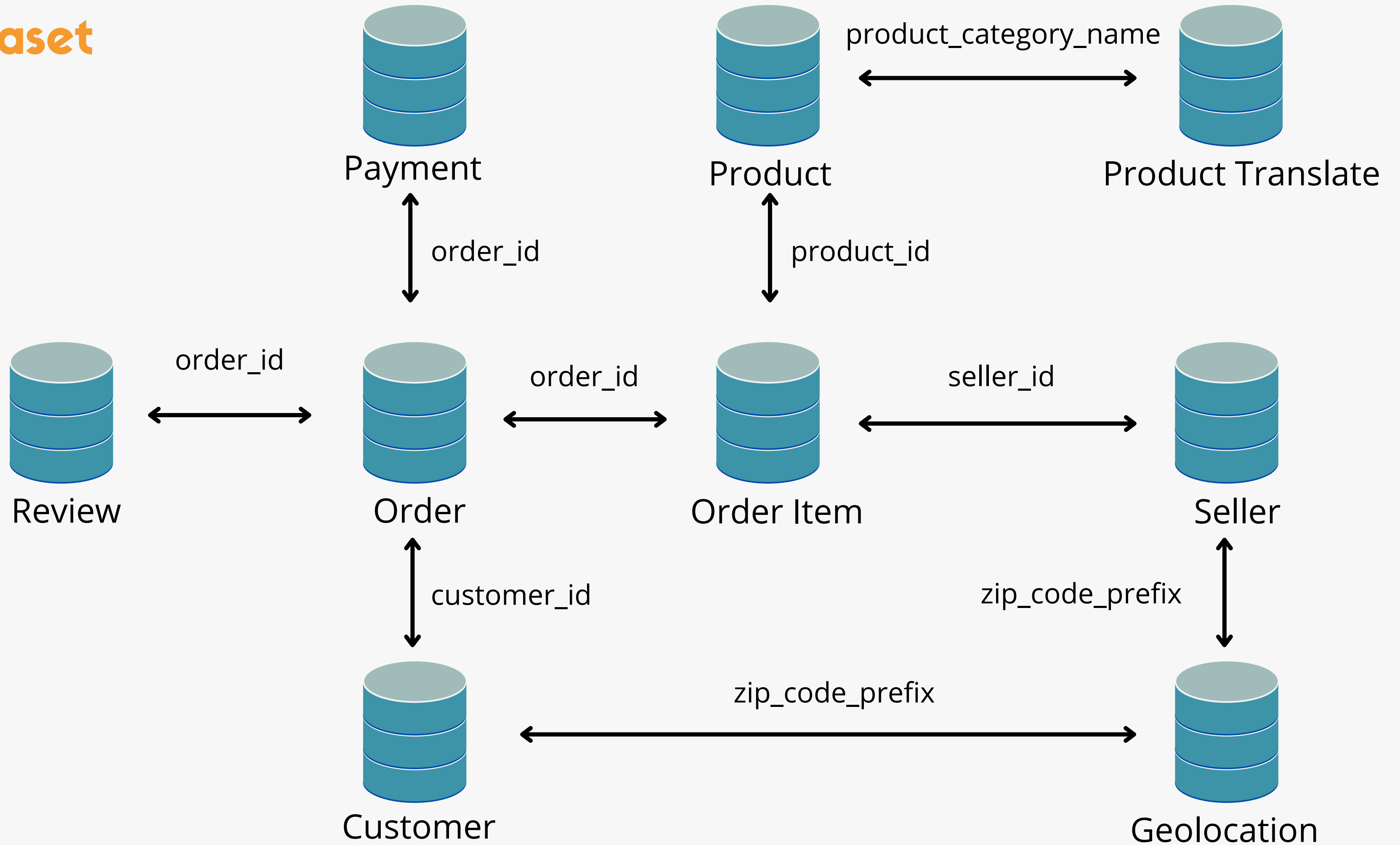


Purchase & Payment

Marketplace

Business Model

Dataset



2. Data Exploring

O1

Customers

O2

Sellers

O3

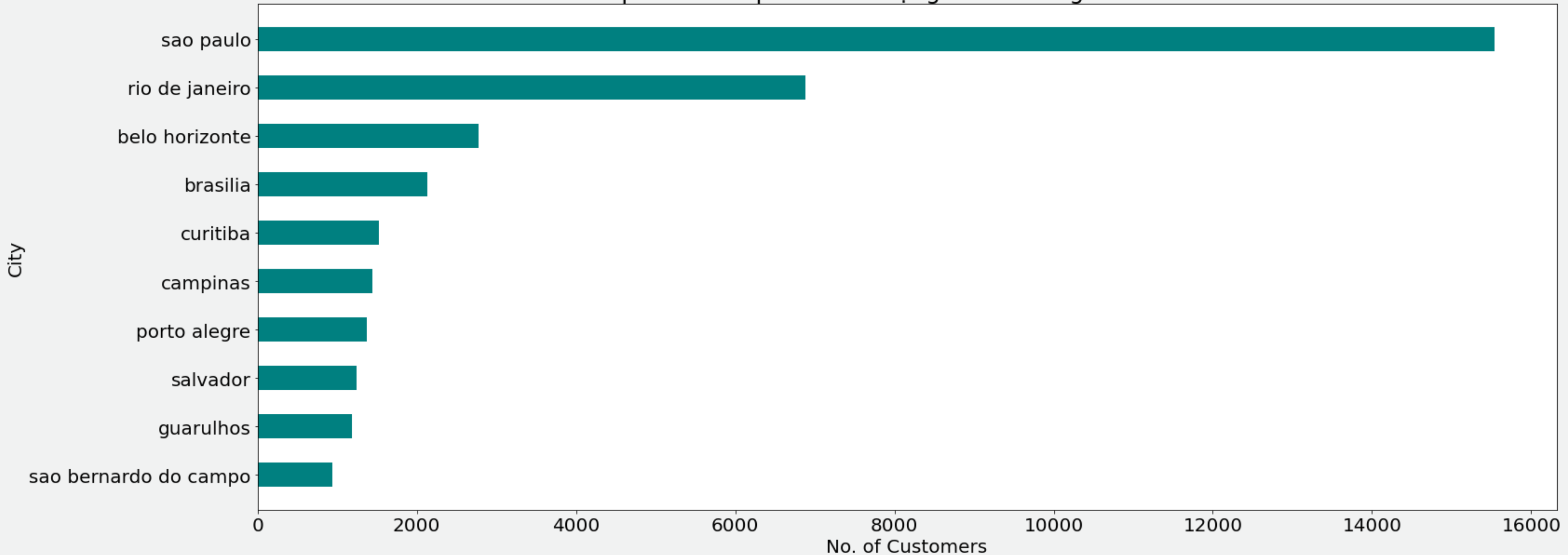
Orders

O4

Payment



Top 10 thành phố có số lượng khách hàng nhiều nhất

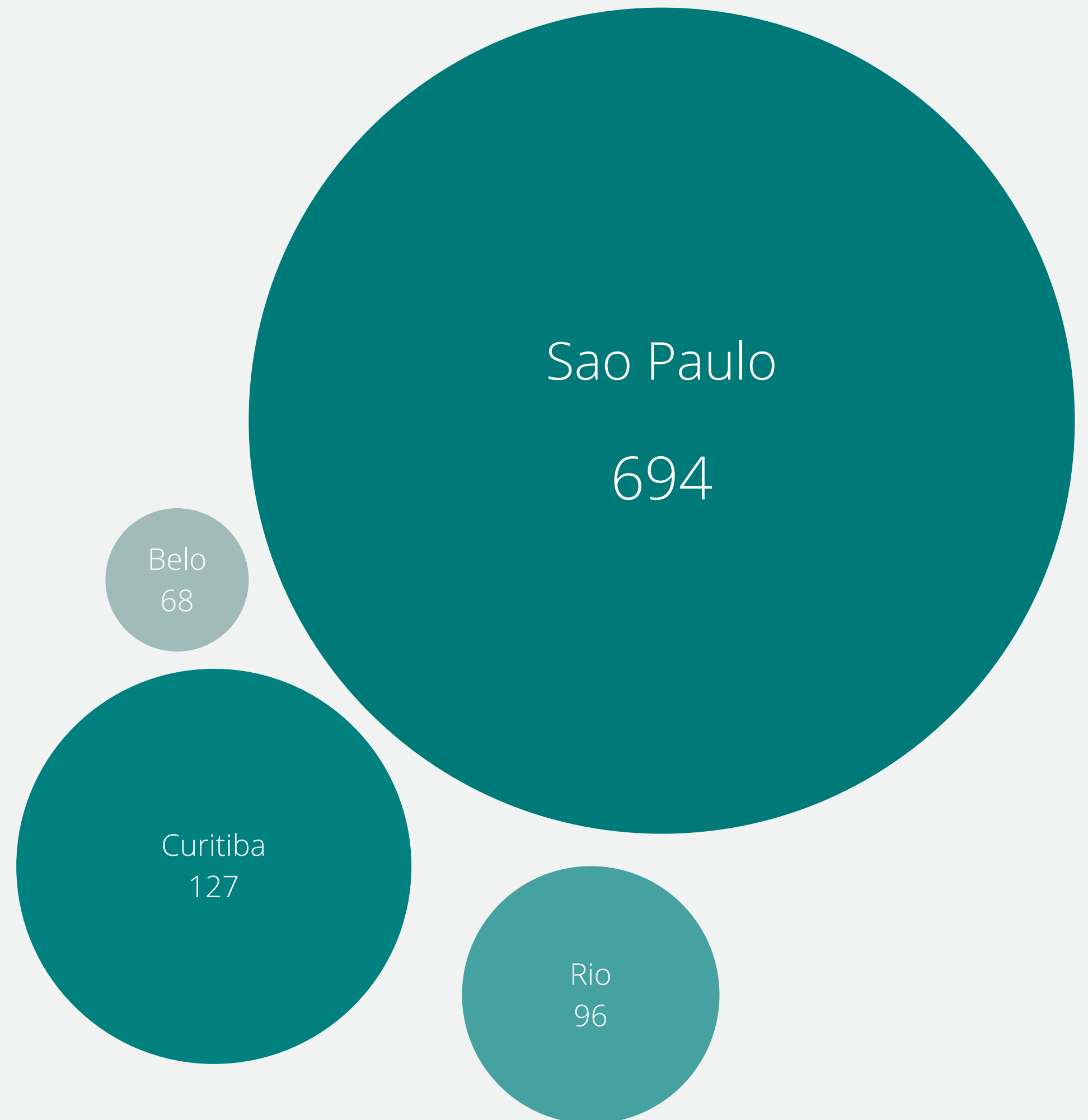


Sao Paulo (15540), Rio de Janeiro (6882), and Belo Horizonte (2773) - Top 3 the biggest number of customers.

Customer

Seller

Sao Paulo, Curitiba, Rio De Janeiro, Belo Horizonte - Top 4 the biggest number of sellers

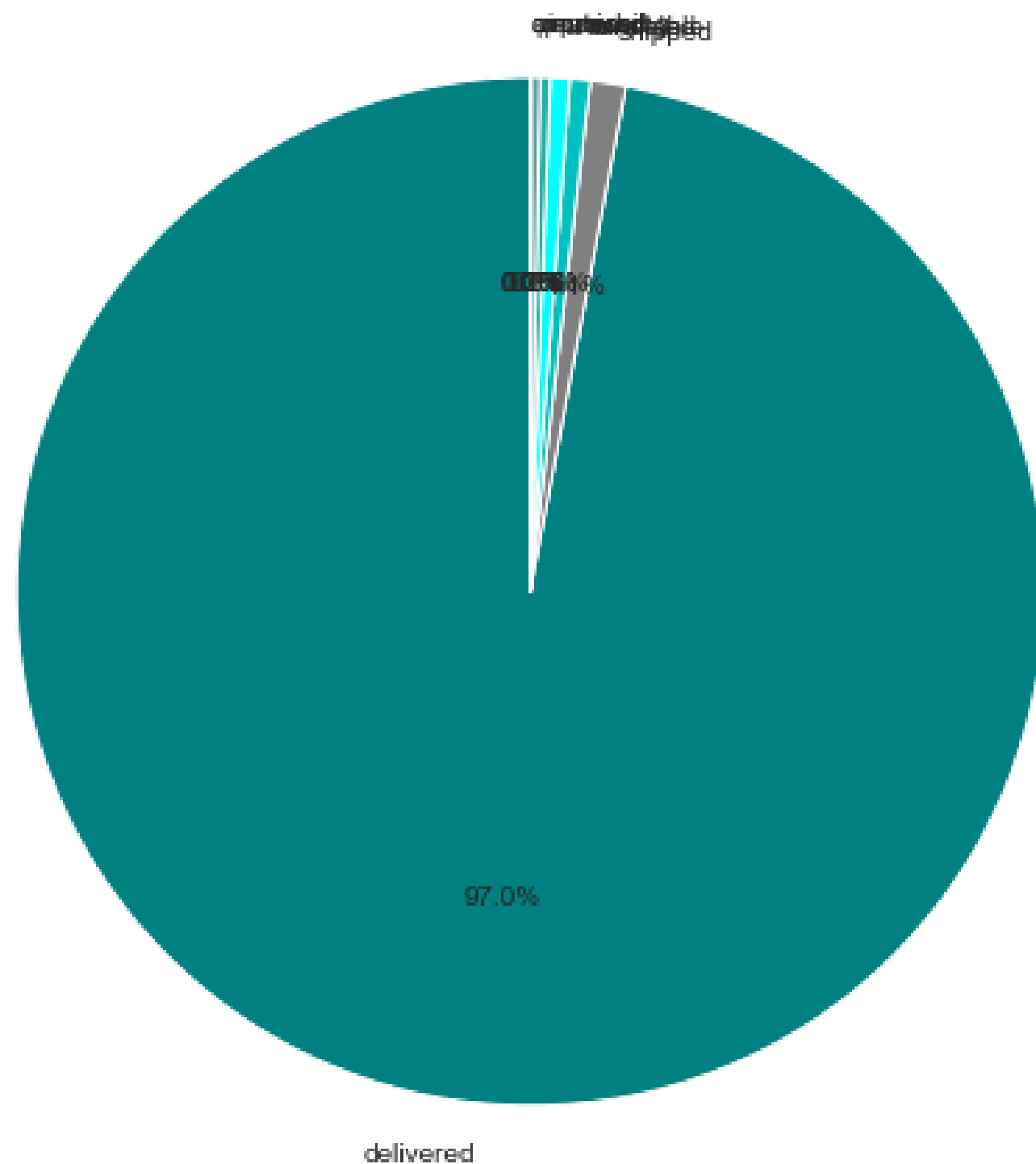


Order

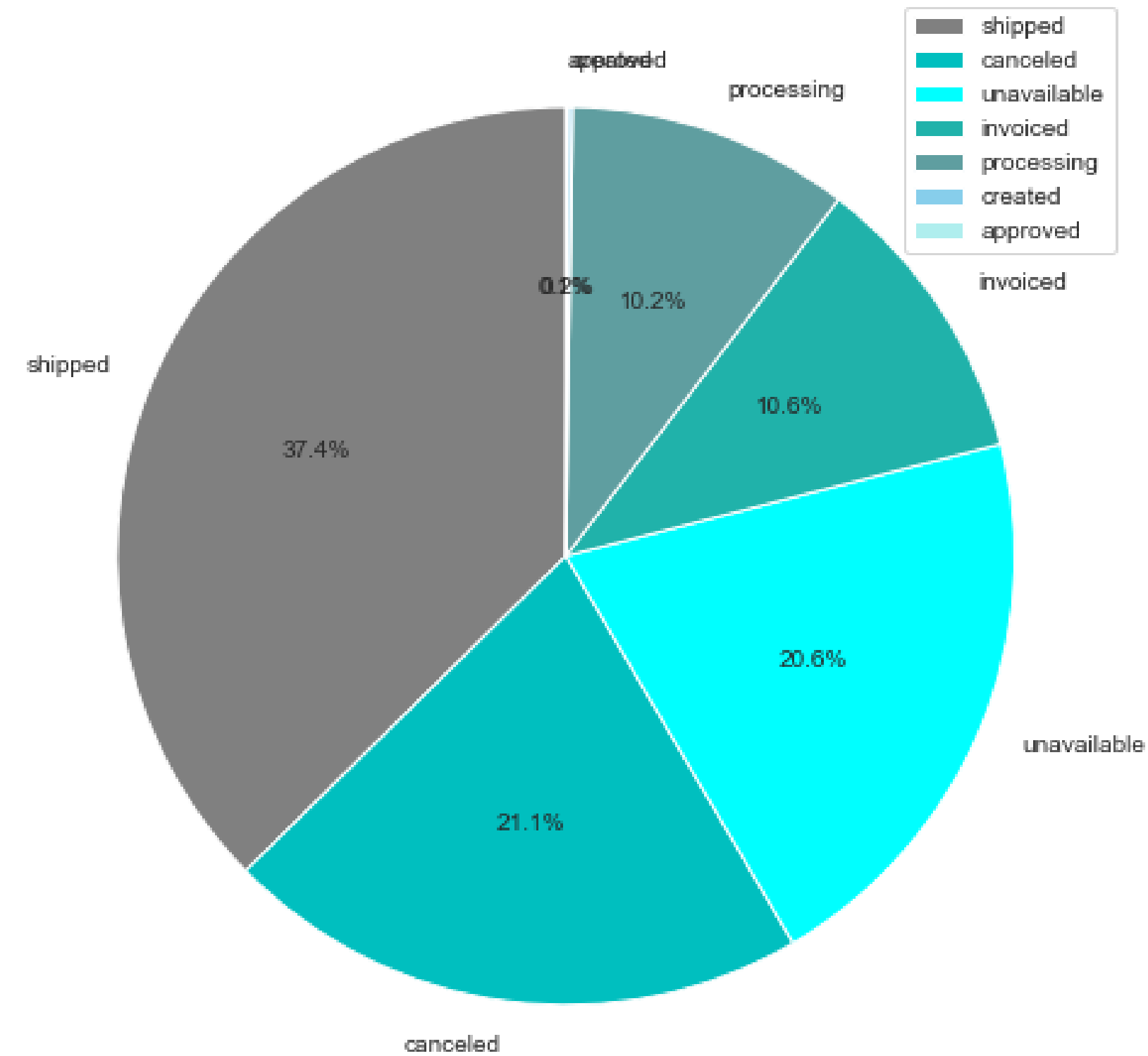
The **unavailable rate and canceled rates** are both **high (> 20%)**. The reason may be due to the seller's poor responsiveness, long shipping time, etc.

==> It is necessary to find the exact cause to solve it.

Đơn hàng phân theo tất cả trạng thái



Đơn hàng phân theo các trạng thái còn lại ngoại trừ Delivered

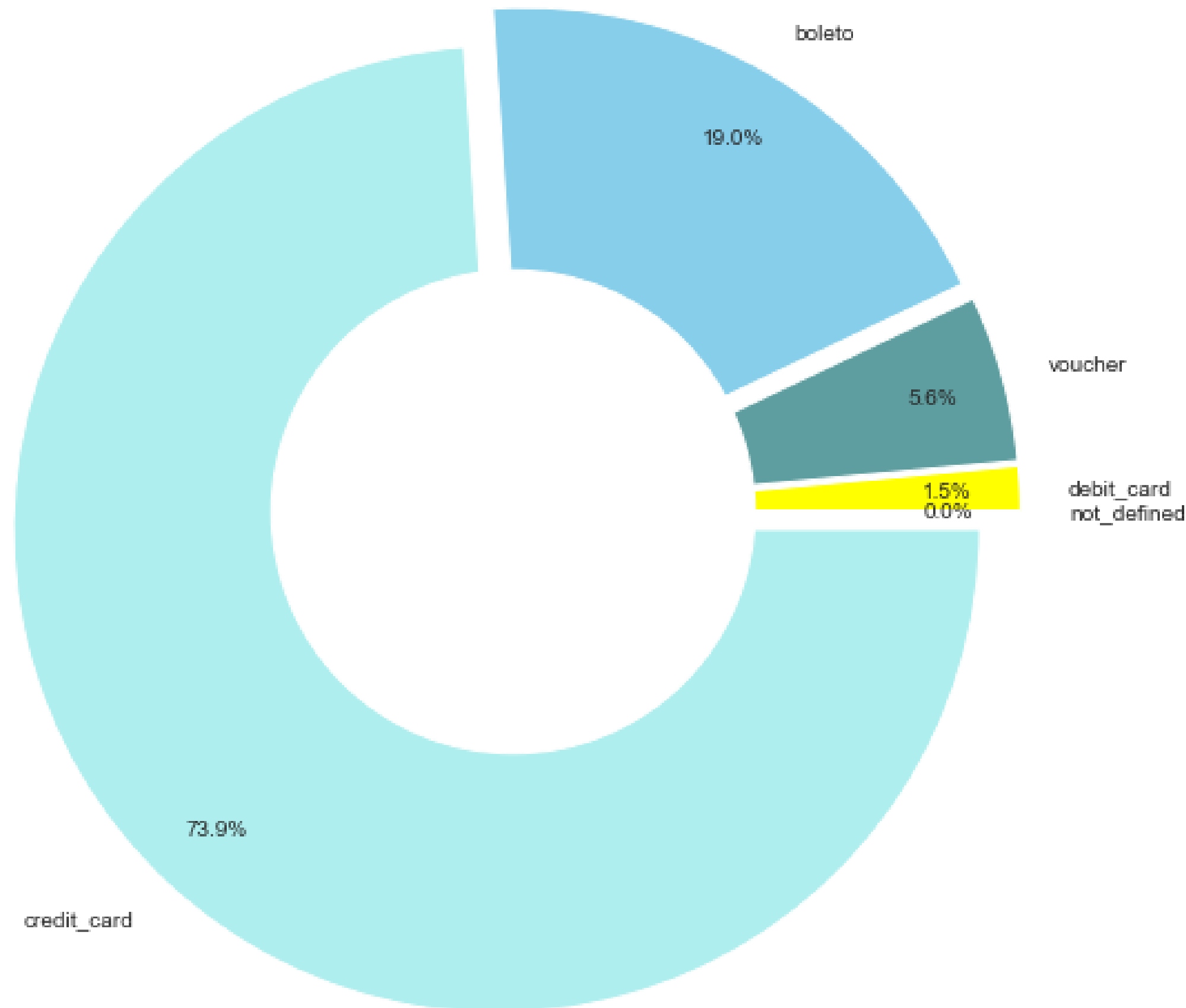


Status order

Explanation:

- **created**: The order has just been created (right after the customer clicks buy).)
- **unavailable**: The seller has no inventory to fulfill the order.
- **invoiced**: A purchase invoice has been established.
- **approved**: The order has been approved.
- **processing**: The order is being processed (it has been forwarded to the shipping partner).
- **shipped**: Partners begin shipping orders to customers.
- **delivered**: Successful delivery

Tổng số đơn hàng trong mỗi phương thức thanh toán



Payment

Credit card and Boleto are the two most used payment methods in transactions. Specifically, **73.9%** of transactions are paid by **credit card** and another **19%** are paid by **Boleto**. About **7%** of transactions are paid by **other methods**.
(**Boleto** is a very **popular postpaid payment method** in **Brazil** in general)

3. Metrics for Analysis



Total
number
of Order



GMV

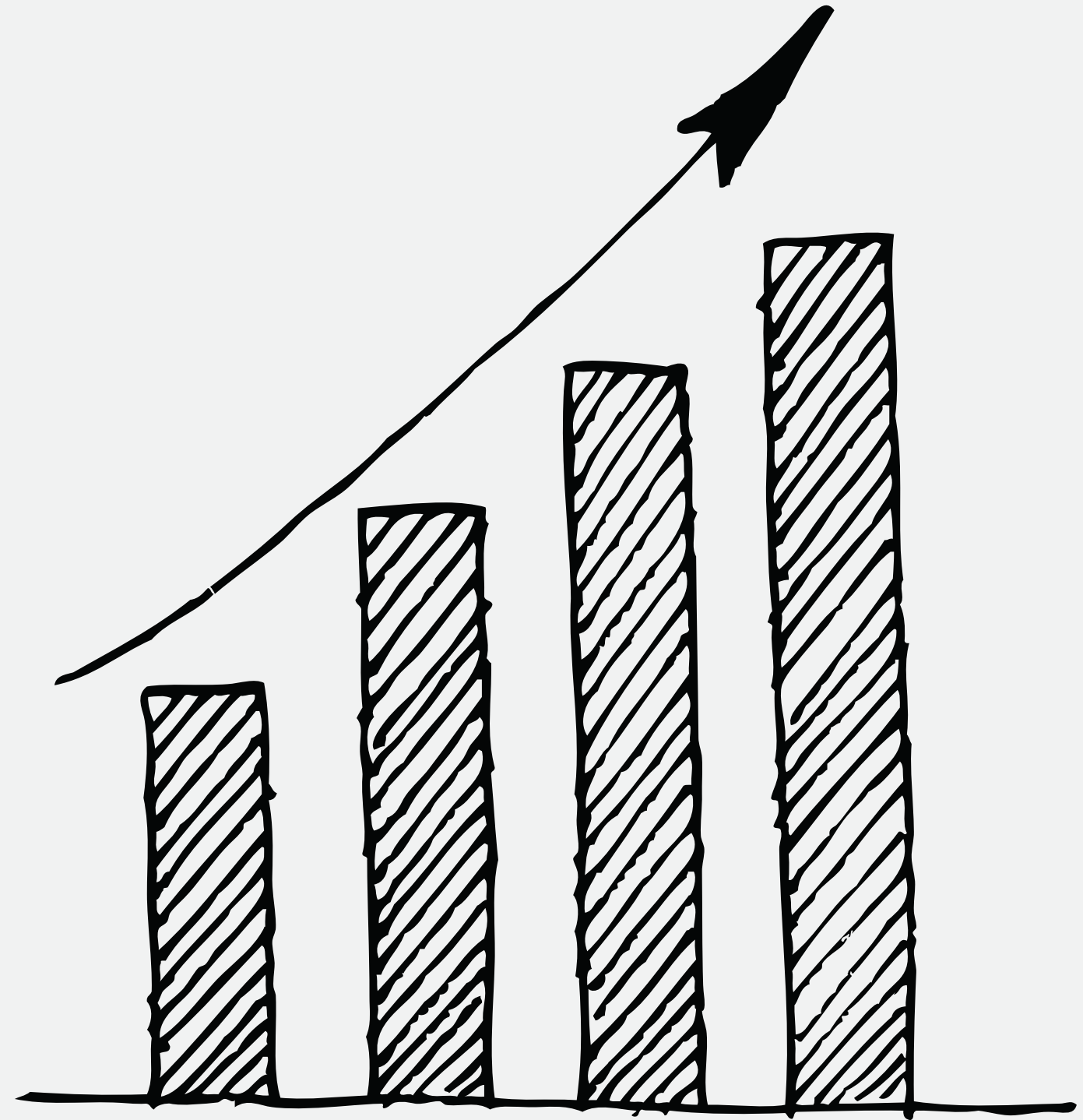


Freight
Ratio

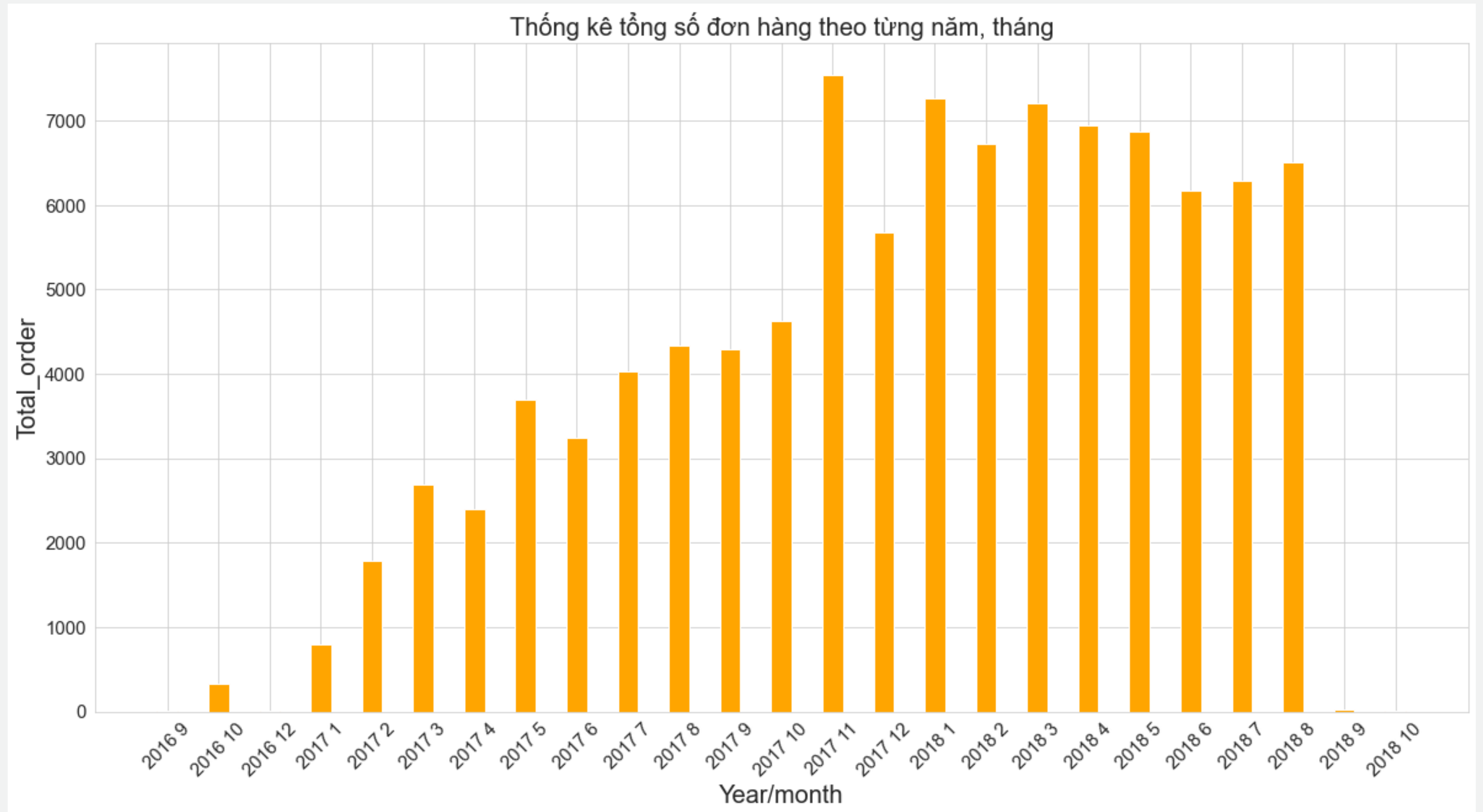
Metric 1 - Total of Order

The total number of orders indicates **the scale of the market.**

It is also an indicator used to **measure the growth rate.**



Total number of orders by year, month



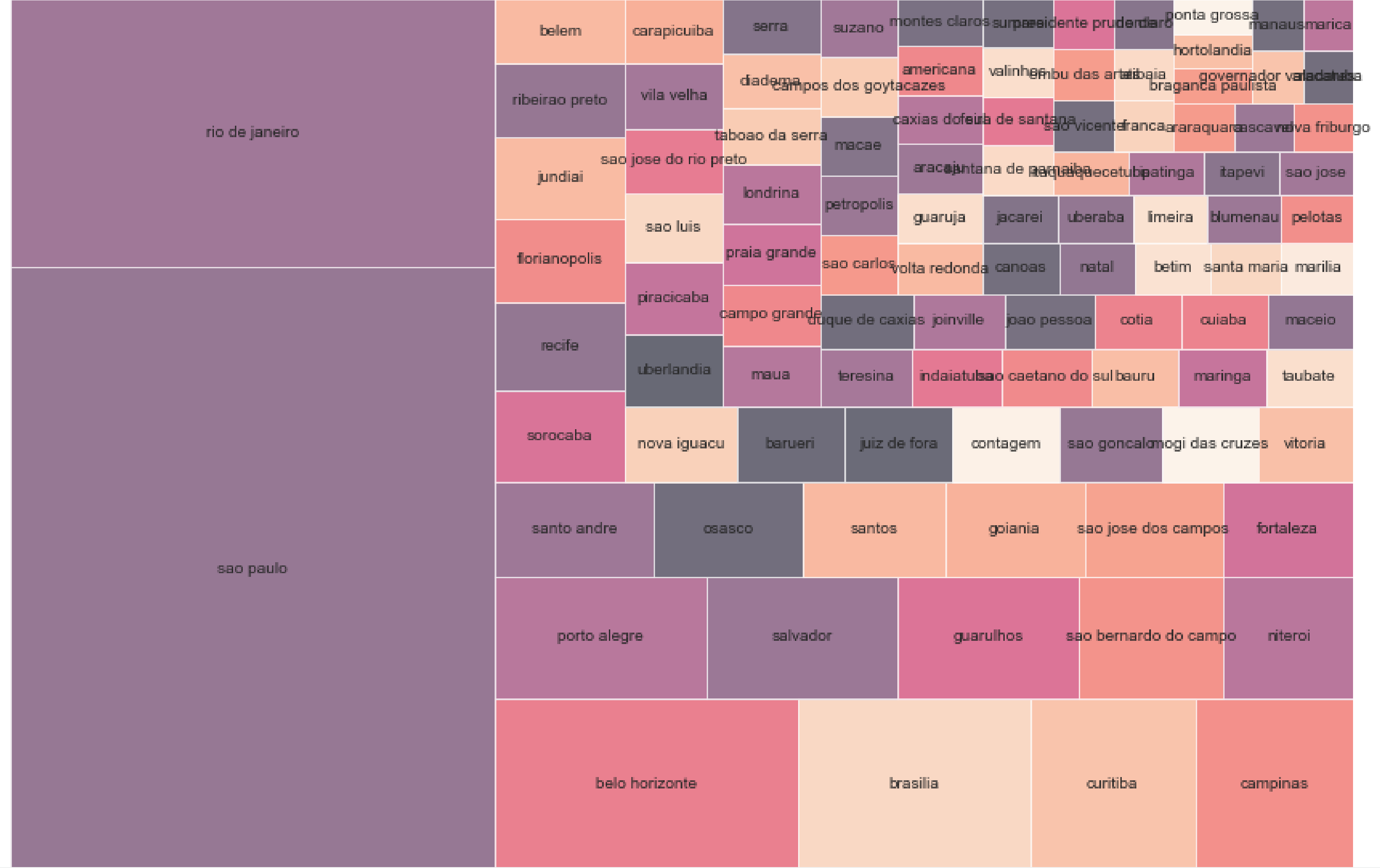
Total number of orders by year, month

The total number of orders has a **large difference between years**. On the chart, **2018 has more than other years**.

In a year, **the number of orders increases at the end and at the beginning of the year**, overlapping with **the major holidays of the year such as Christmas and New Year**. The volume this year ranges from **6-7000 orders/month** and is most concentrated in **November, December, and January**.

==> We need to pay attention to additional **sources** and focus on **buying high points** to be able to handle such **large orders**.

Quy mô đơn hàng tại các thành phố



Total
number of
orders by
city

Total number of orders by city

Sao Paulo, Rio de Janeiro, and Belo Horizonte are the cities with the **largest number of orders**. These are **3 big cities in Brazil**, densely populated with developed network infrastructure, technology, and transportation, which are also conditions promoting development in ecommerce.

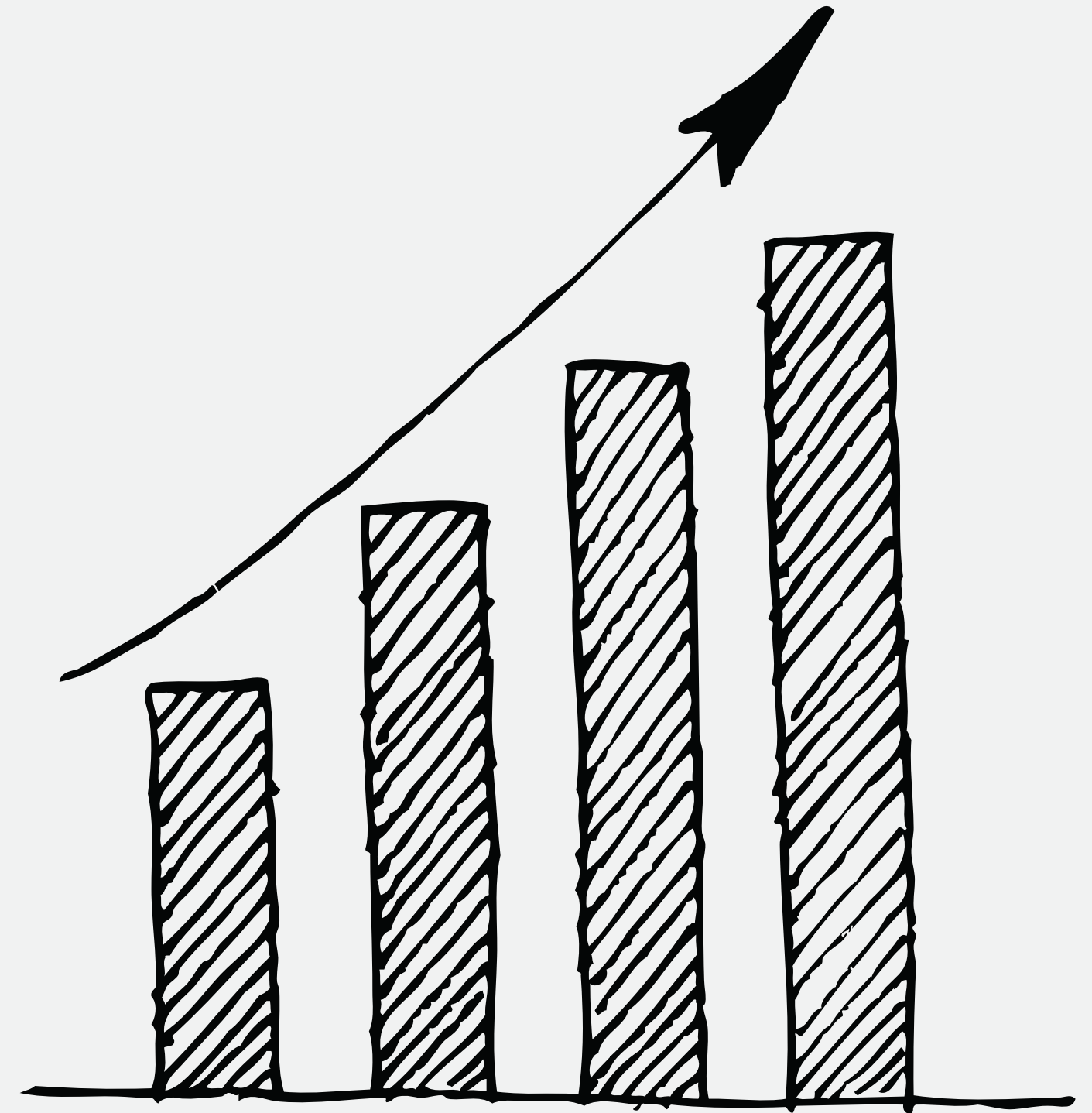
Aracatuba, Manaus, and Marica are the cities with **the smallest number of orders**, just **over 100 orders/month**.

Other cities like **Salvador, Jundiai, and Campinas** have a **relatively large number of orders**.

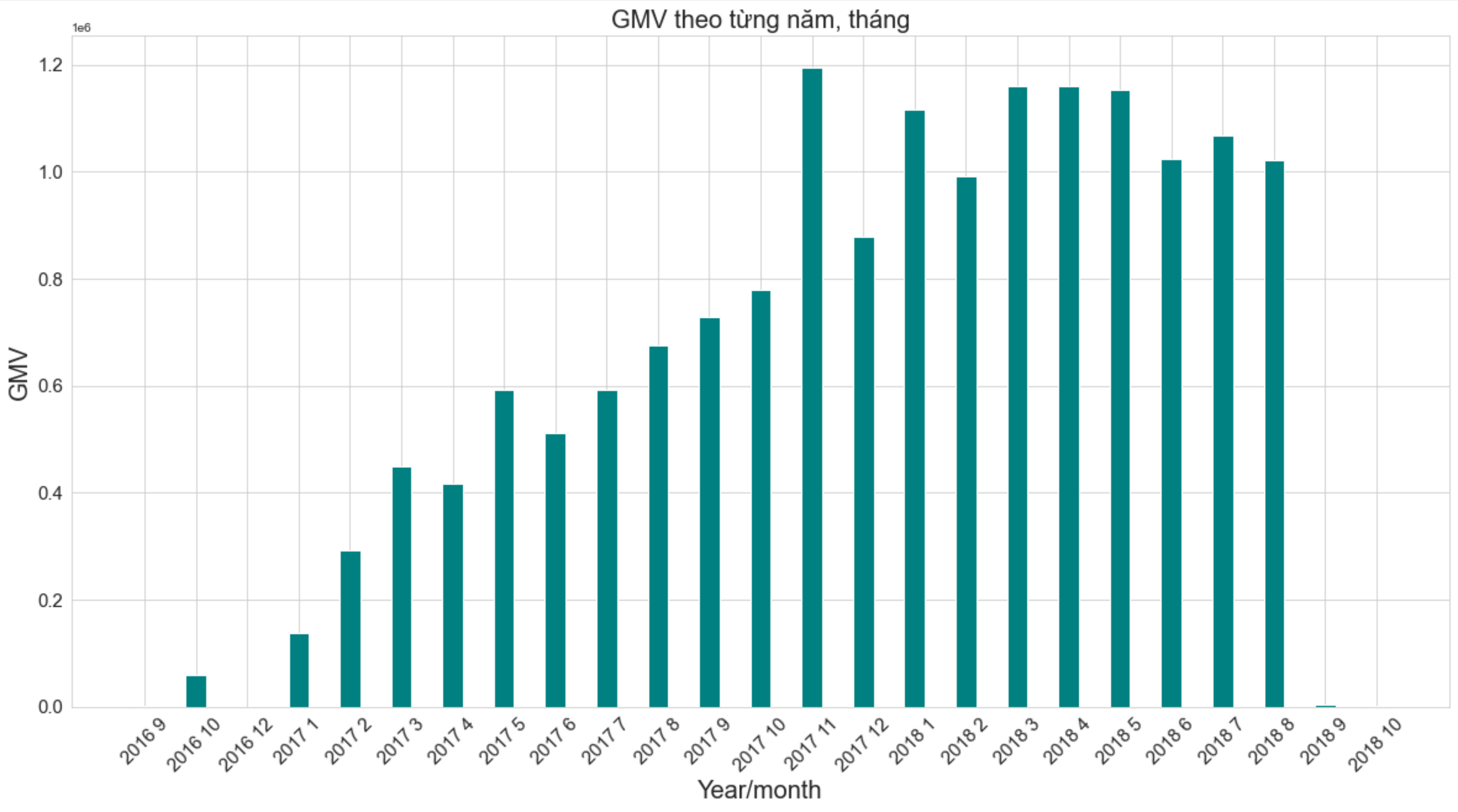
==> Continue to **develop a strategy to increase the number of orders in big cities** through **promotions, expand and connect more sellers in these areas**. For other cities, focus on **implementing media campaigns to increase awareness of the platform, increase reach to the platform**, and potentially **improve conversion rates**.

Metric 2 - GMV (Gross Merchandise Volume)

GMV can be used to determine the overall **health of an eCommerce business**, and a **good indicator of growth**. This is because it measures the volume and value of merchandise sold or the number of transactions handled. So if your GMV is up, business should be good!



GMV by year, month



GMV by year, month city

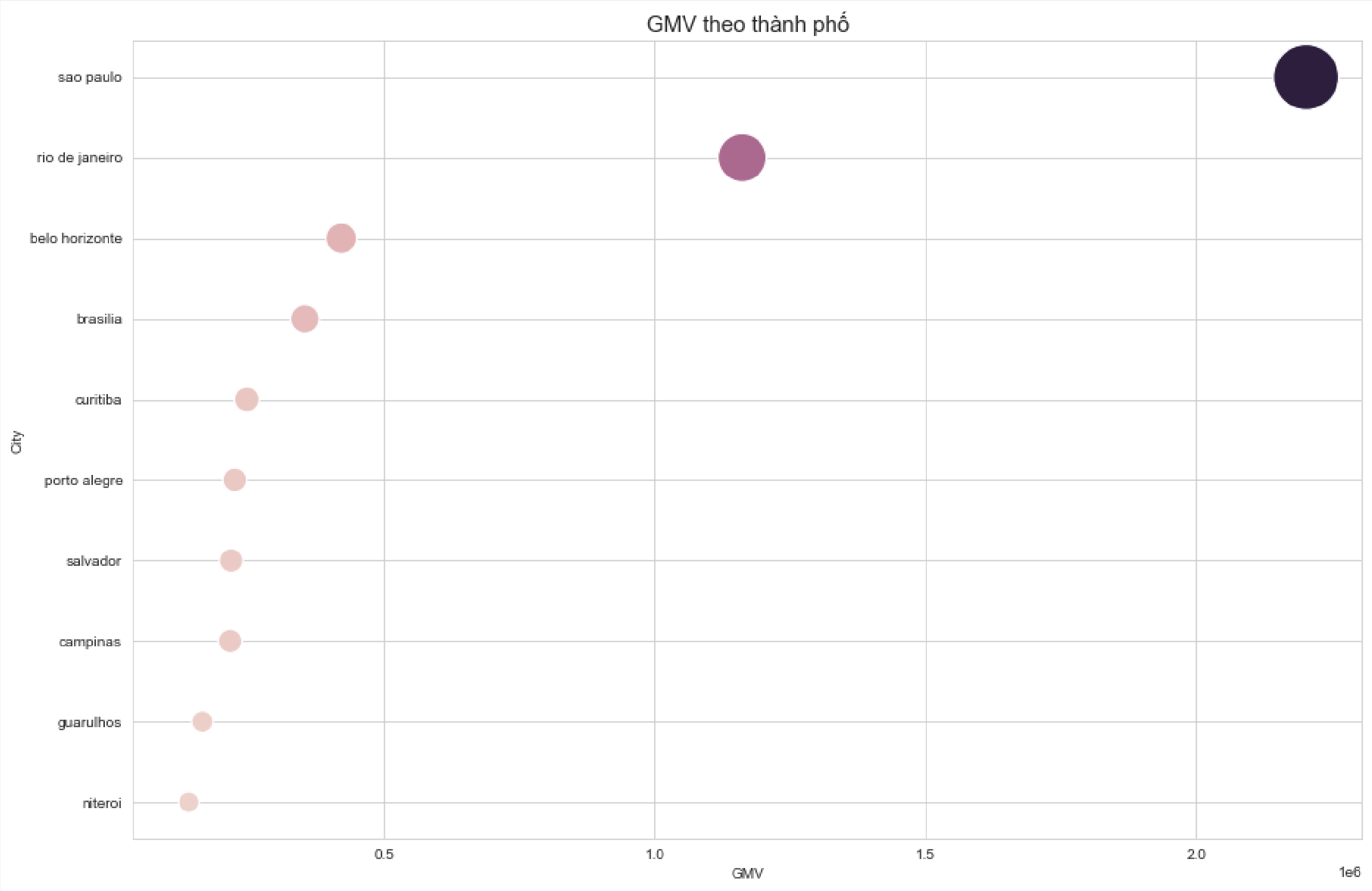
The results show that the monthly **GMV depends and is proportional to the number of orders** in the month.

At the end of **2017**, **GMV in November increased sharply**, reaching about **1.2 M USD**, then **dropped in December** for some unknown reason.

The **average GMV in 2018 is relatively high**. It can be seen on the chart that the first 8 months of the year are over **1 M USD**.

==> It is necessary to find out the **cause of the months with low GMV** and come up with **solutions** to handle it.

GMV by city



GMV by year, month city

Similar to the size of orders in the cities analyzed above, **Sao Paulo and Rio de Janeiro** are the **2 cities with the largest GMV** of more than **1 M USD**. **Sao Paulo** alone is worth **more than 2 M USD**.

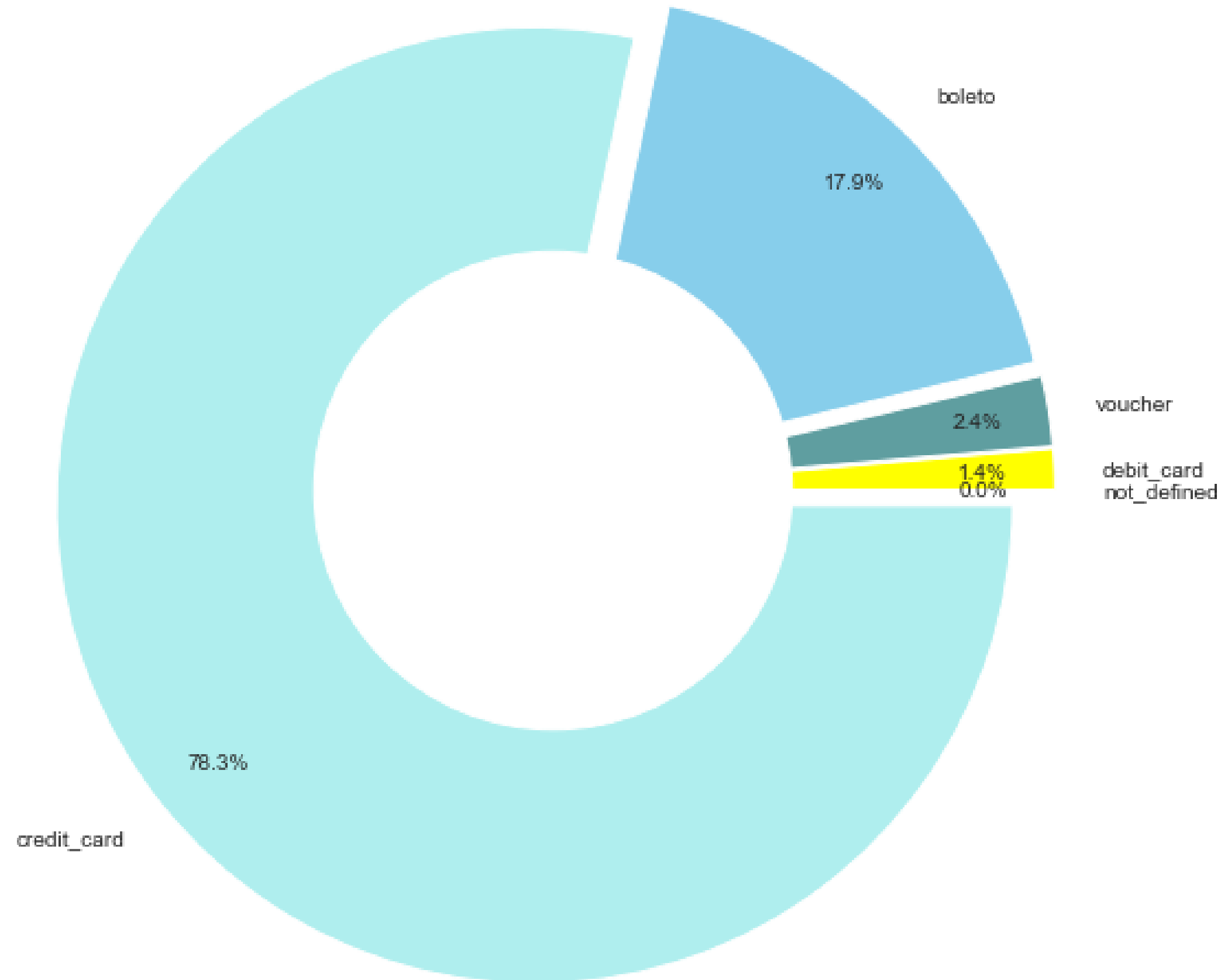
In other cities in the top 10 cities with the largest GMV, most of them are **less than 0.5M USD**.

==> Plan to **increase GMV in other cities**.

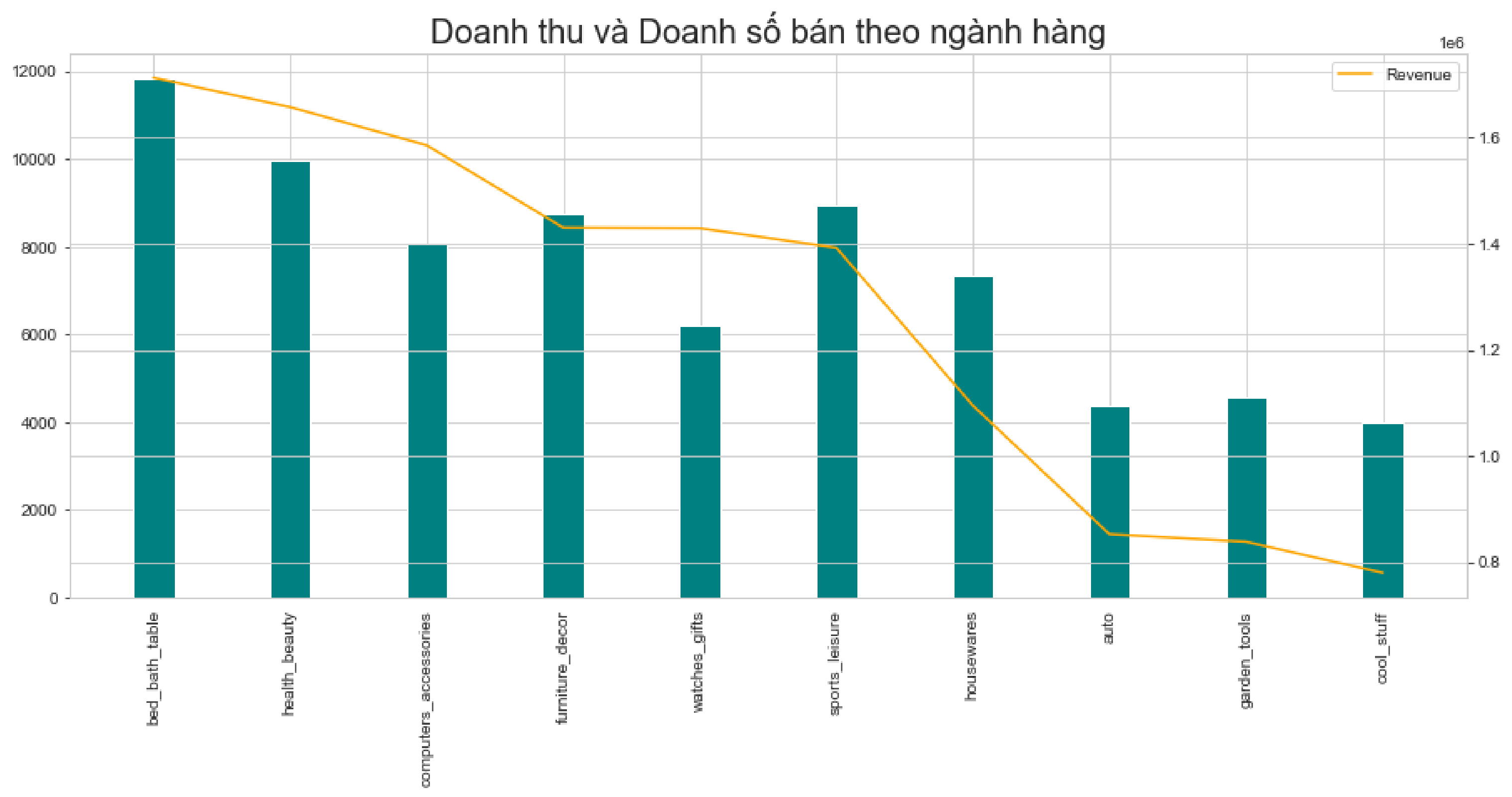
GMV by payment method

Proportional to the popularity of payment methods, **credit cards** and **Boleto** are the **2 methods with the largest revenue**.

Tỷ trọng doanh thu của các phương thức thanh toán



GMV by categories



GMV by year, month city

The categories with the **highest sales** are **home appliances, health and beauty, and electronics**.

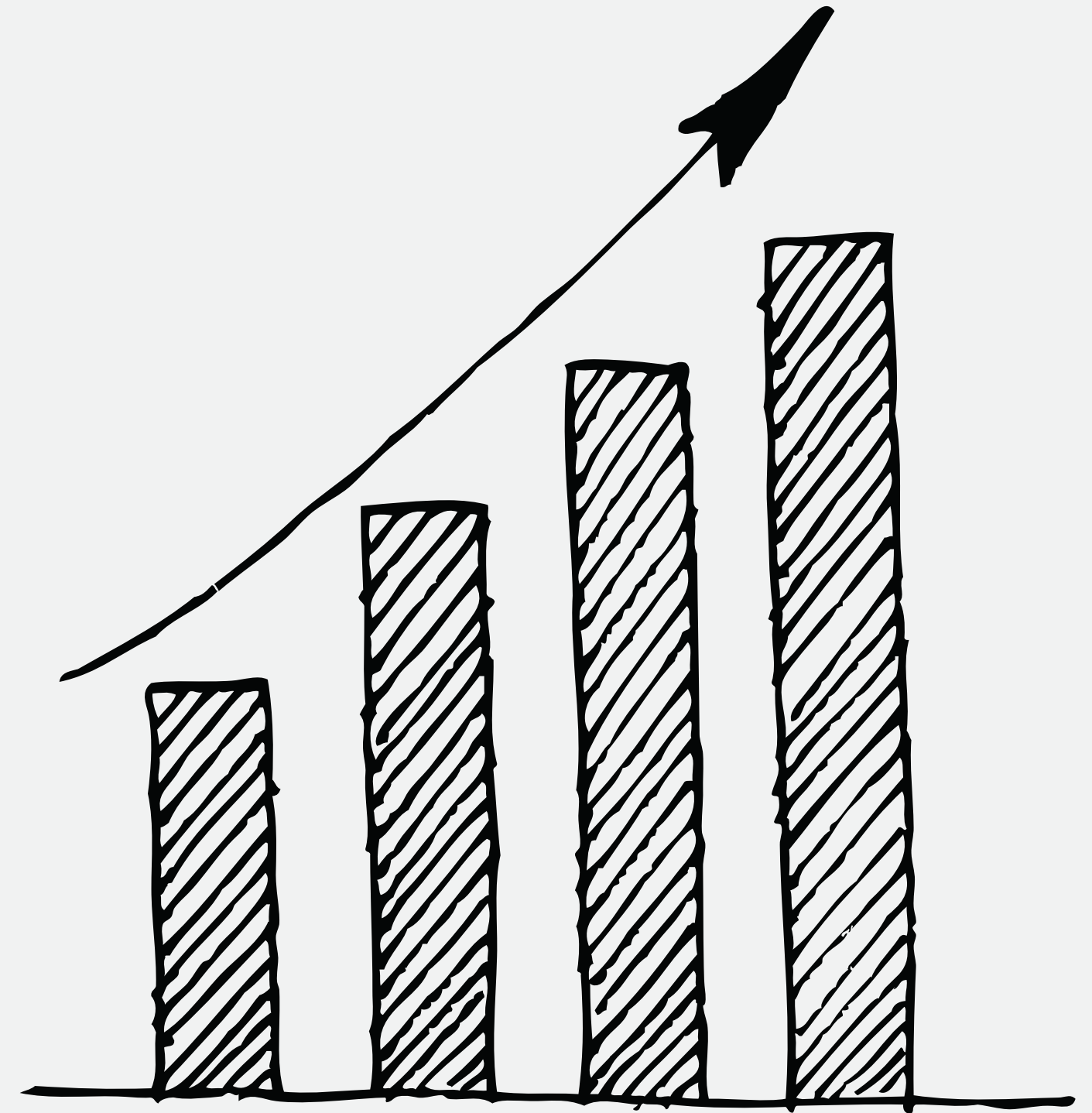
Some categories have **low sales but very high revenue**, such as **electronics and watches**. Some categories are reverse, such as **gardening products and cooling products**.

Metric 3 - Freight Ratio

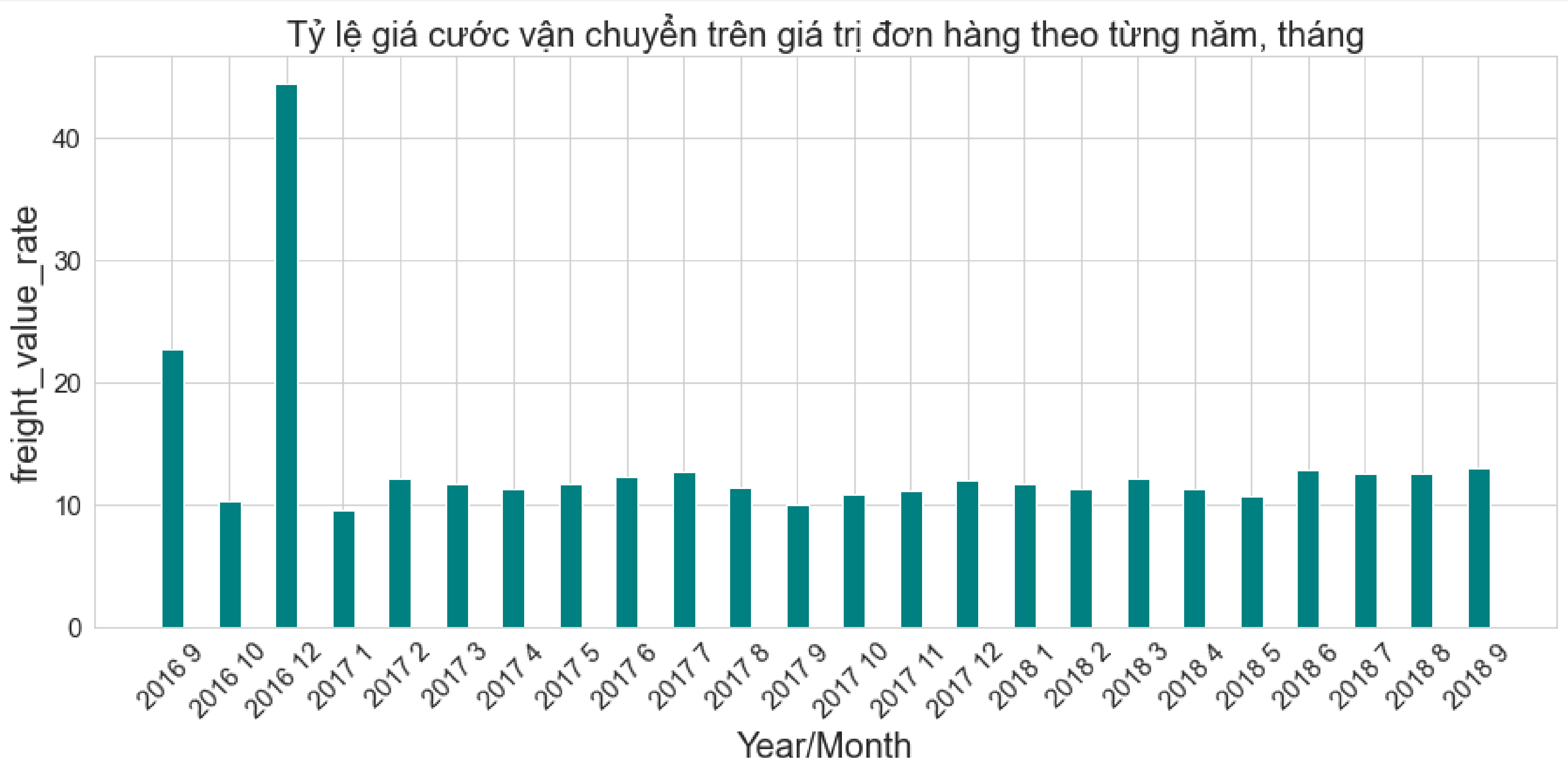
It's the **ratio between freight and order value**. This ratio can be used to **evaluate the ability to optimize logistics costs**.

This ratio is quite **important** because it can be used to **evaluate order fulfillment efficiency**. In addition, it is also a **factor for customers to consider when placing an order**. because if the freight-to-order ratio **is too high**, customers **may not buy anymore**.

This **decrease** shows the ability to develop **and optimize the cost of the order processing** logistics system.



Freight Ratio by year, month



GMV by year, month city

The value of freight **depends mainly on distance**. Therefore, the comparison of the freight rate to the order value is only **approximate**.

This rate is abnormal in September (>20%) and December (>40%) for an unknown reason. The following months fluctuate **around 10%**.

4. Additional Information

Additional information is required:

- **Customer visit behavior:** identify touch points to maximize reach efficiency.
- **Seller's inventory:** determine their business size and responsiveness

Thank you