

# E-commerce in Brazil

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Can I draw any insights about  
country's economic situation  
from an e-commerce dataset?

# Brazil

Population 210m - 6<sup>th</sup> in the world

Area 8,515,767 km<sup>2</sup> - 5<sup>th</sup> in the world

26 states + 1 federal district

# Dataset

Multiple files

100k e-commerce orders in 2016-2018

71 product categories

Customers from all states



Enables merchants and brands  
to access and operate  
in Brazil's largest marketplaces



# Top 10 categories by revenue

Bed bath table

Health beauty

Furniture

Sports leisure

Computers accessories

Housewares

Watches gifts

Telephony

Garden tools

Auto

# Top 3 states by no. of customers

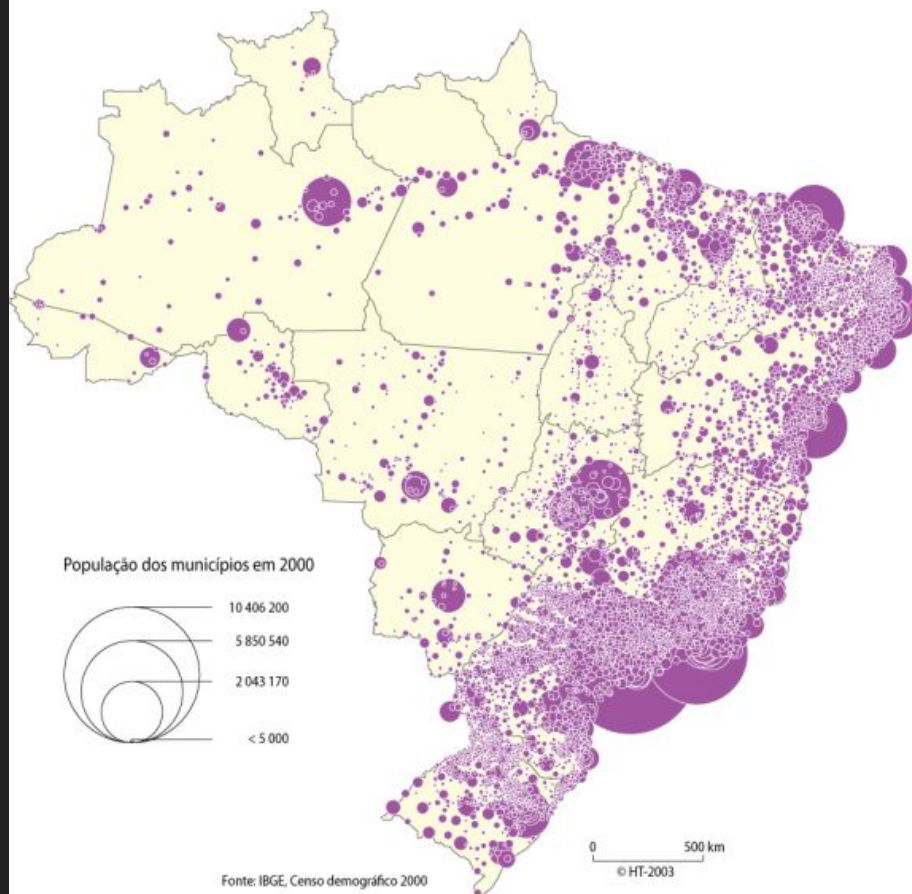
Sao Paulo

Rio de Janeiro

Minas Gerais

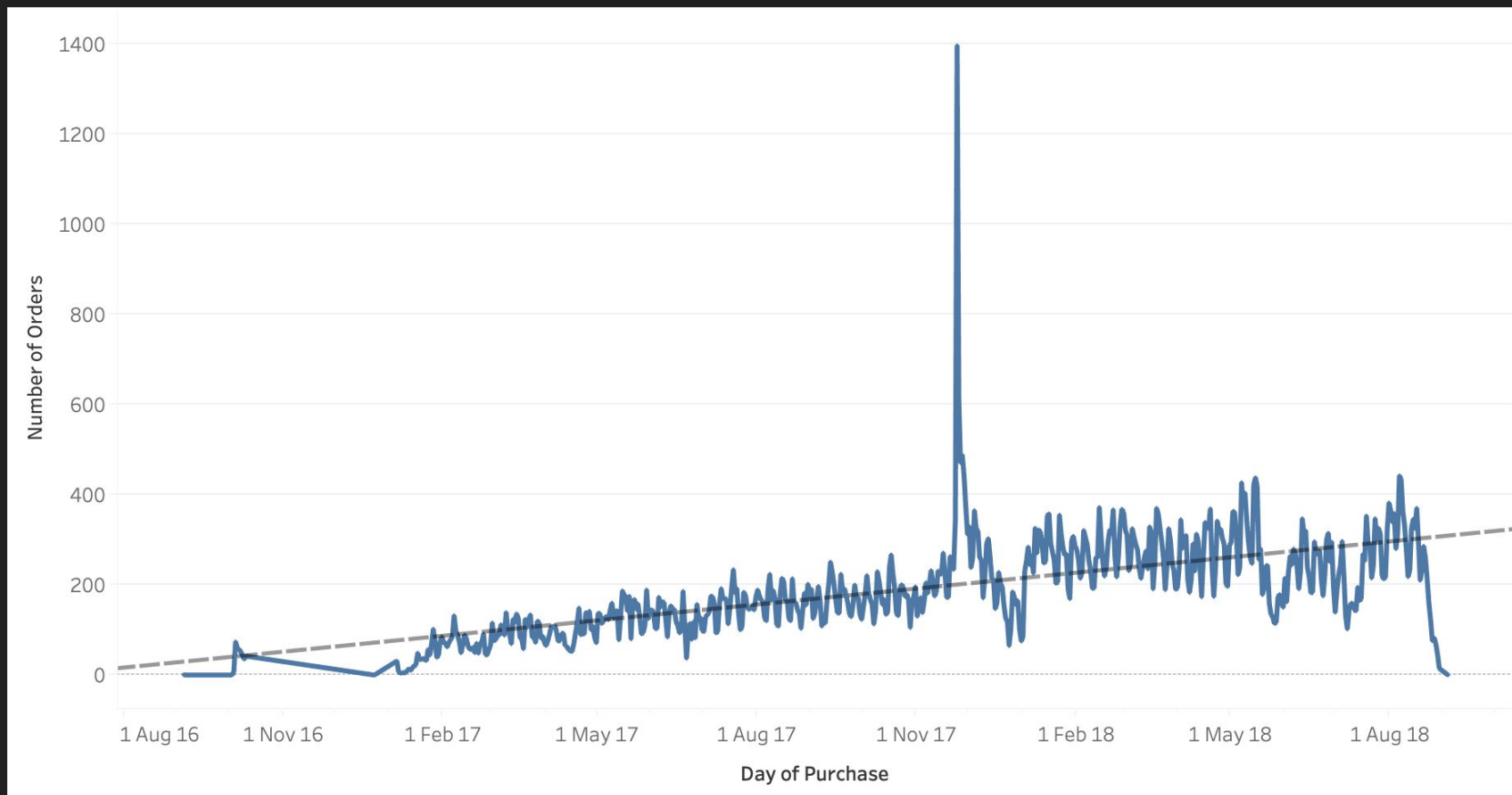


## Distribuição da população em 2000

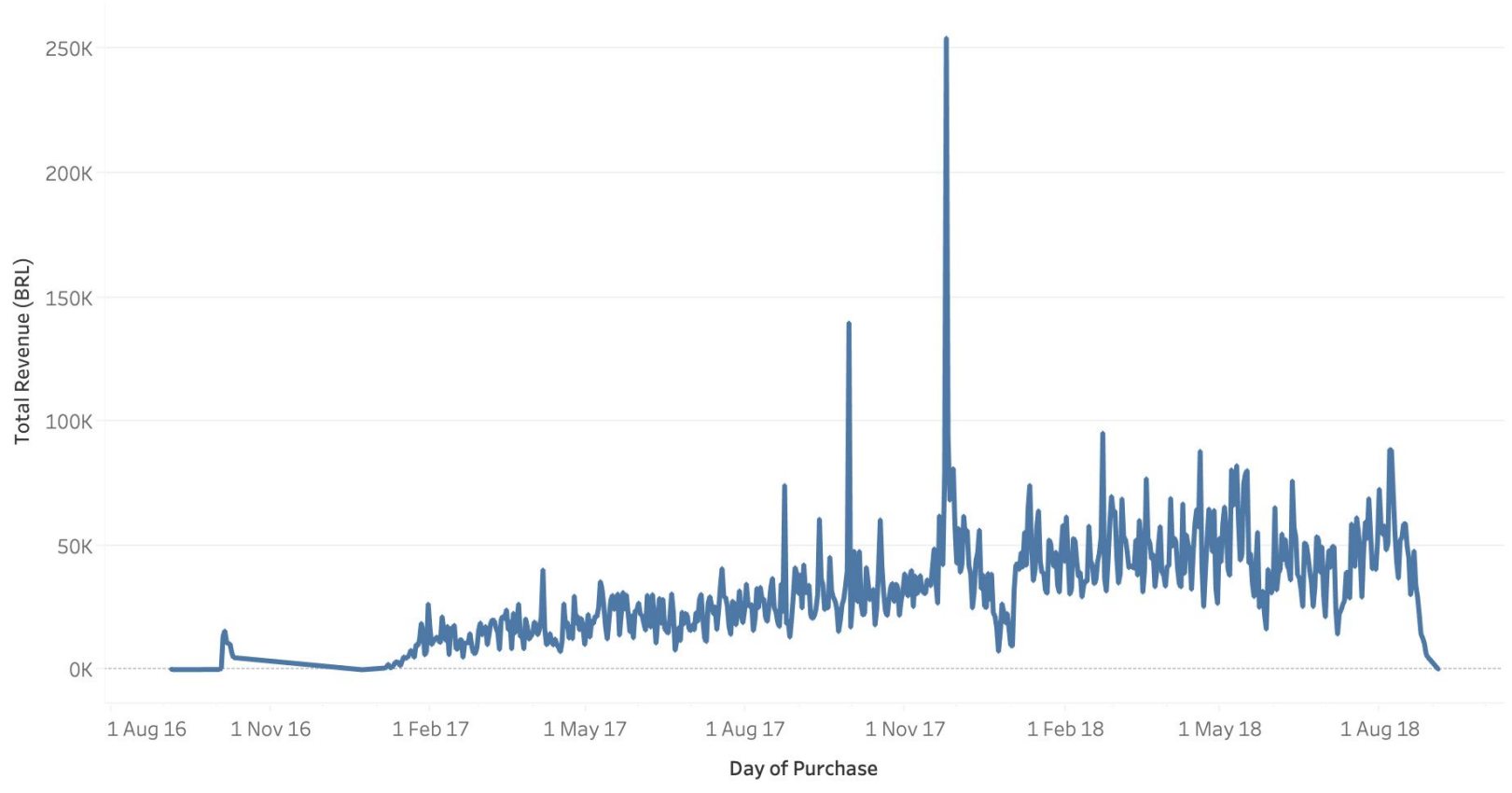


# Olist sales & e-commerce calendar in Brazil

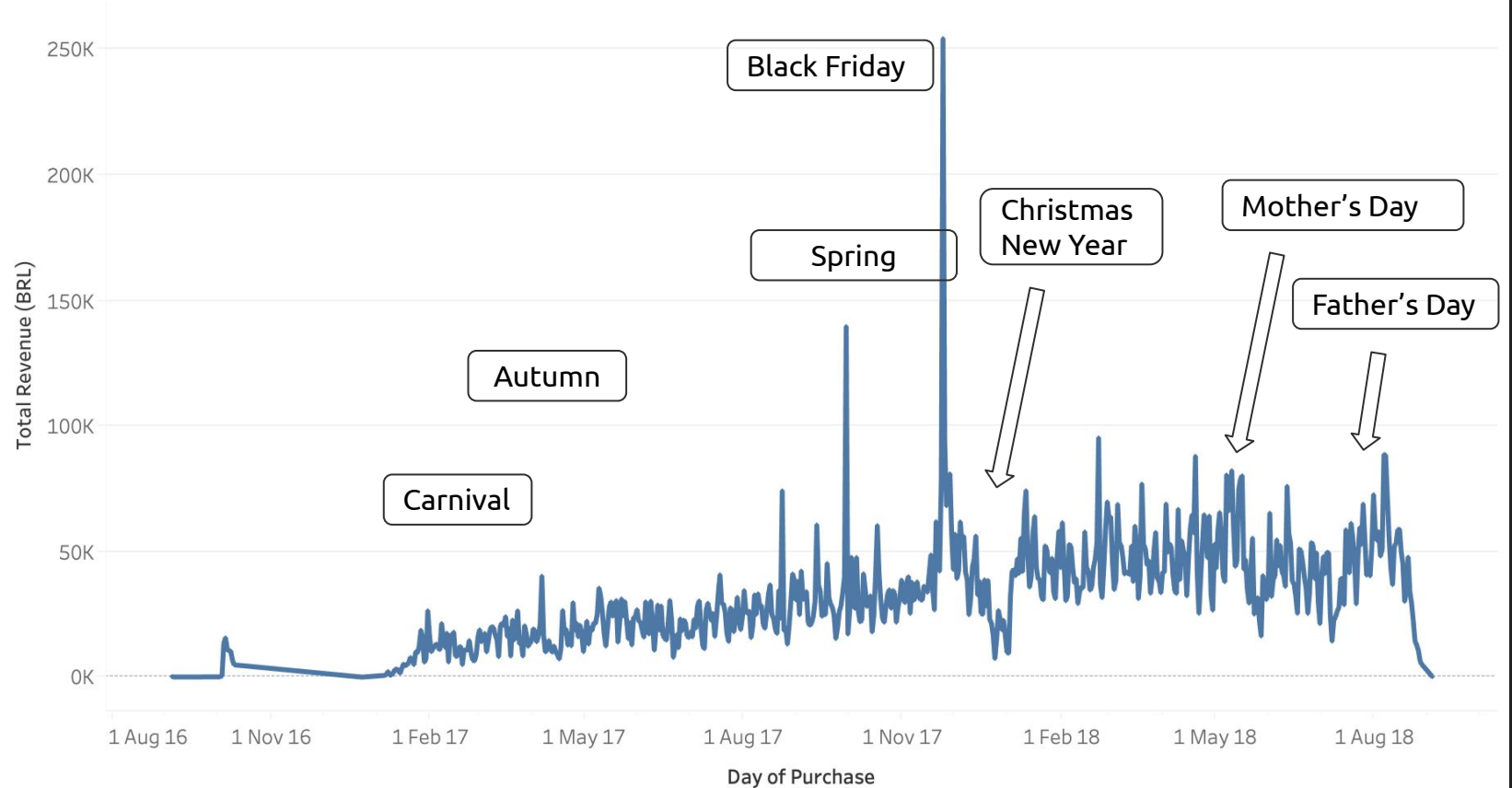
# Orders



# Revenue



# Revenue



Can I draw any insights about country's economic situation from this dataset?

# Consumer Business Confidence Index

Normal = 100

Index > 100 the confidence is generally 

Index < 100





CCI , BCI

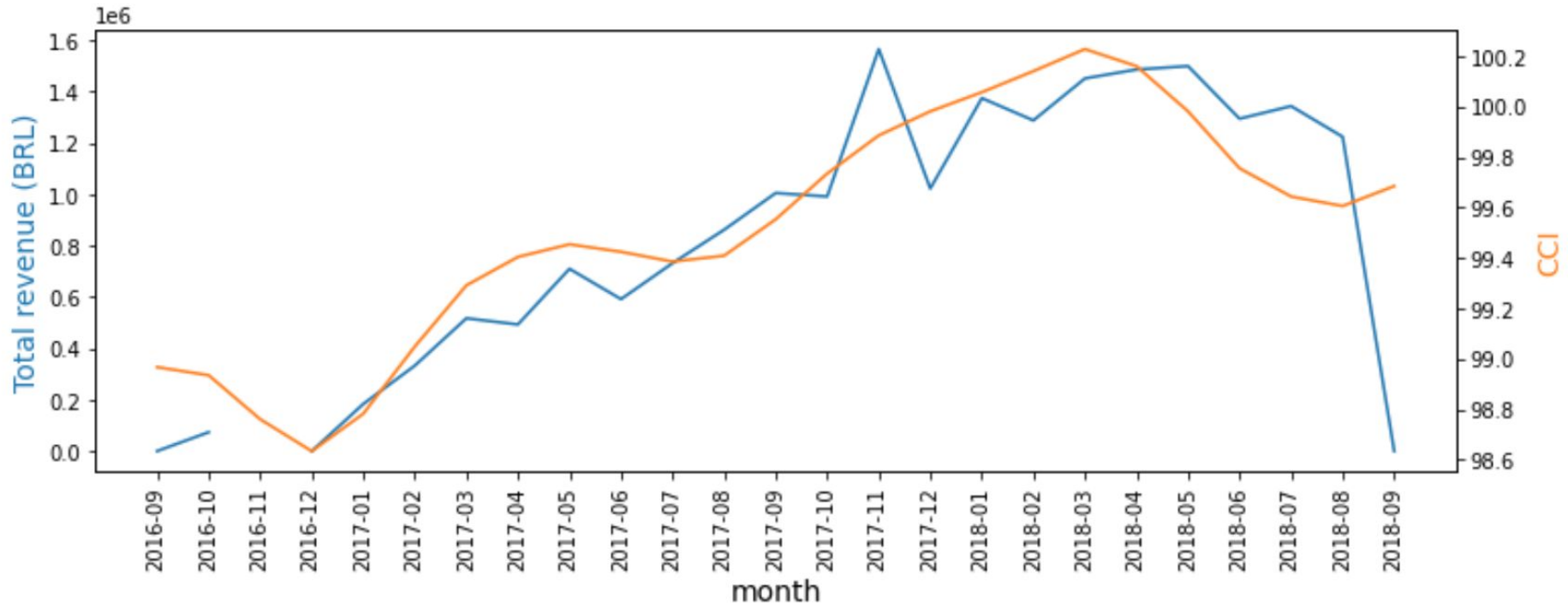
Retail trade volume index

Labour earnings index

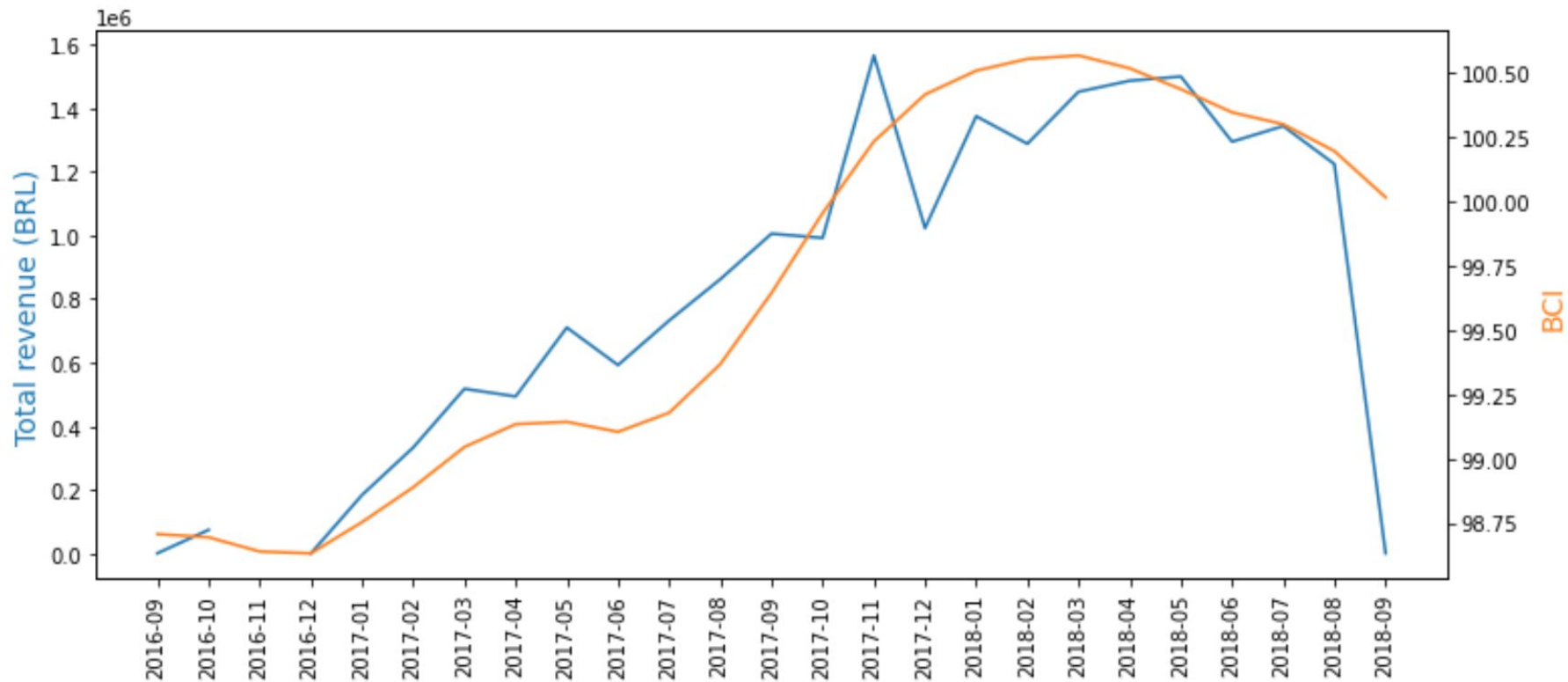
CPI clothing index



# Revenue - CCI



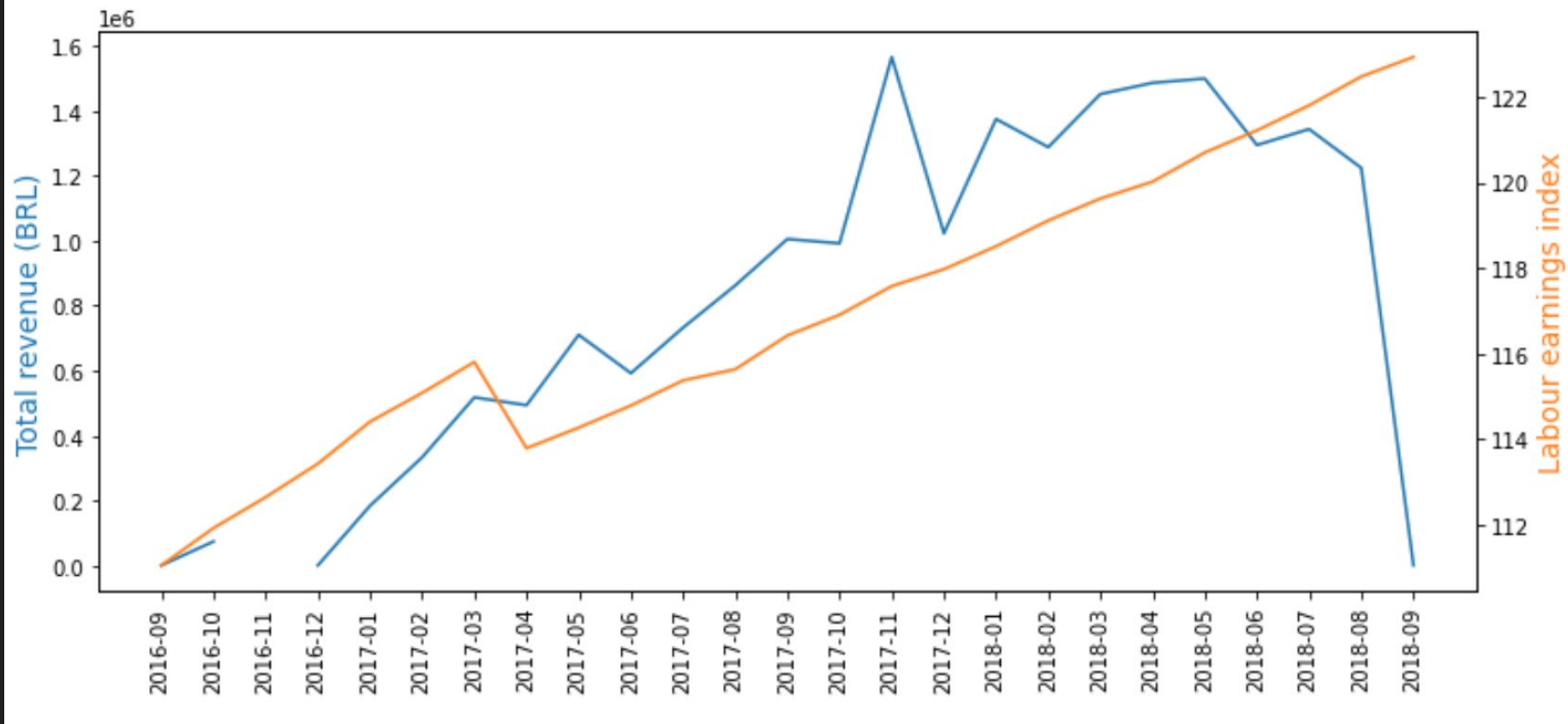
# Revenue - BCI



# Revenue - Retail trade



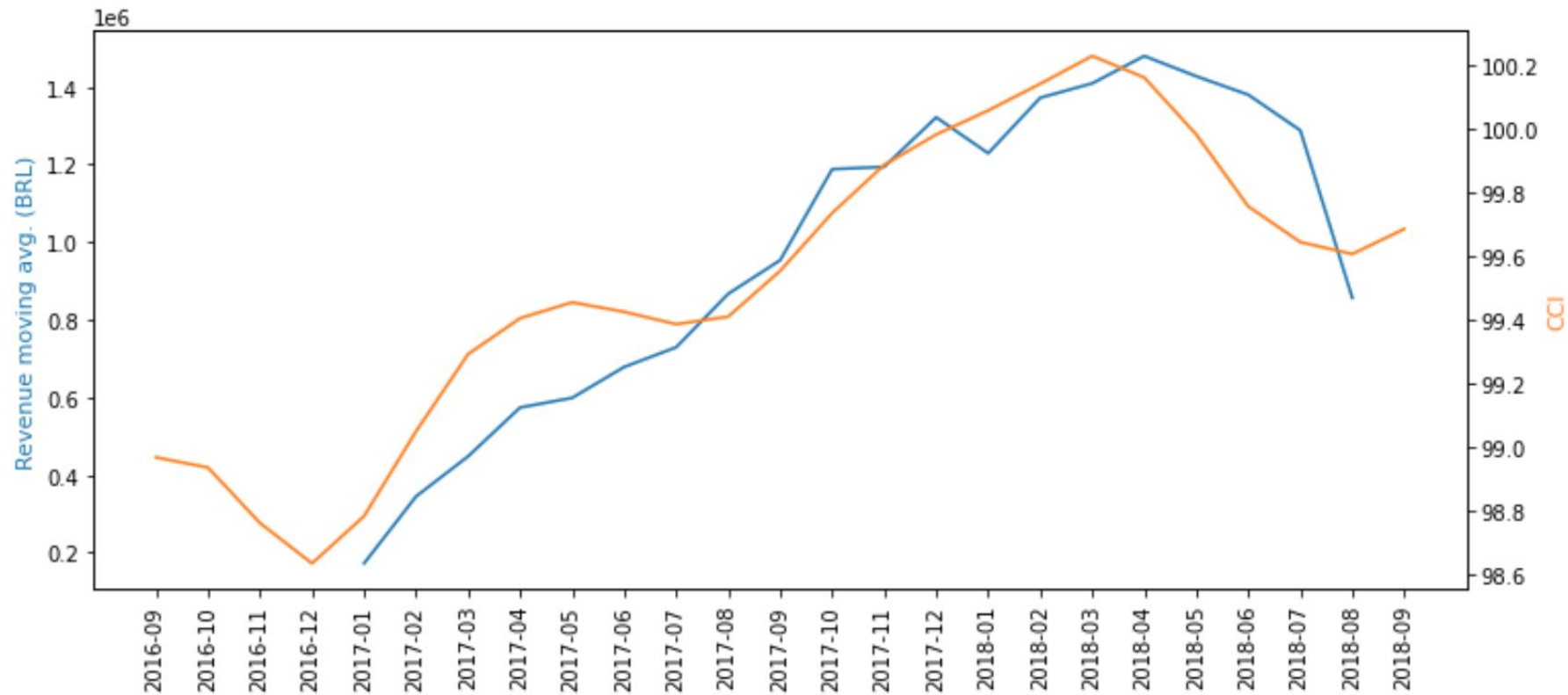
# Revenue - Labour earnings



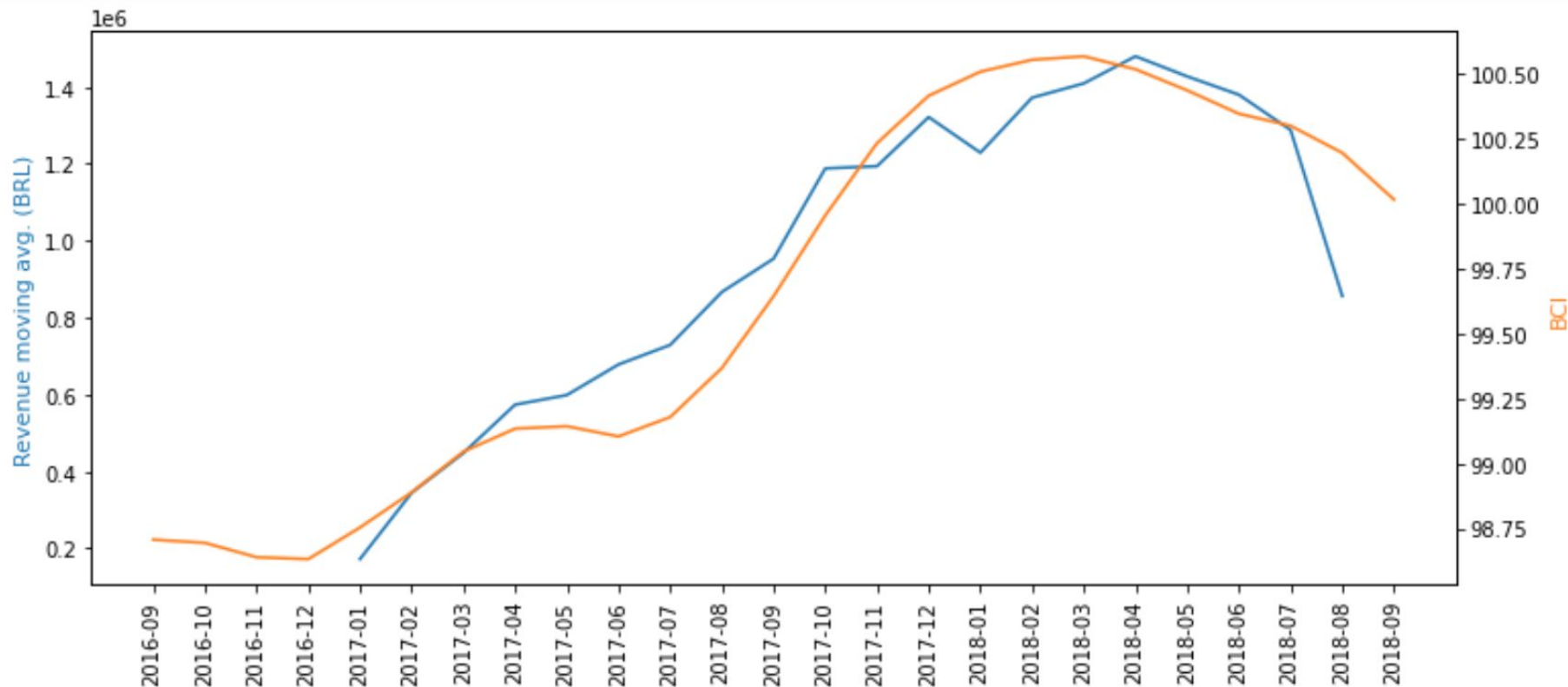
# Revenue fashion cat. - CPI clothing index



# Revenue moving average - CCI



# Revenue moving average - BCI





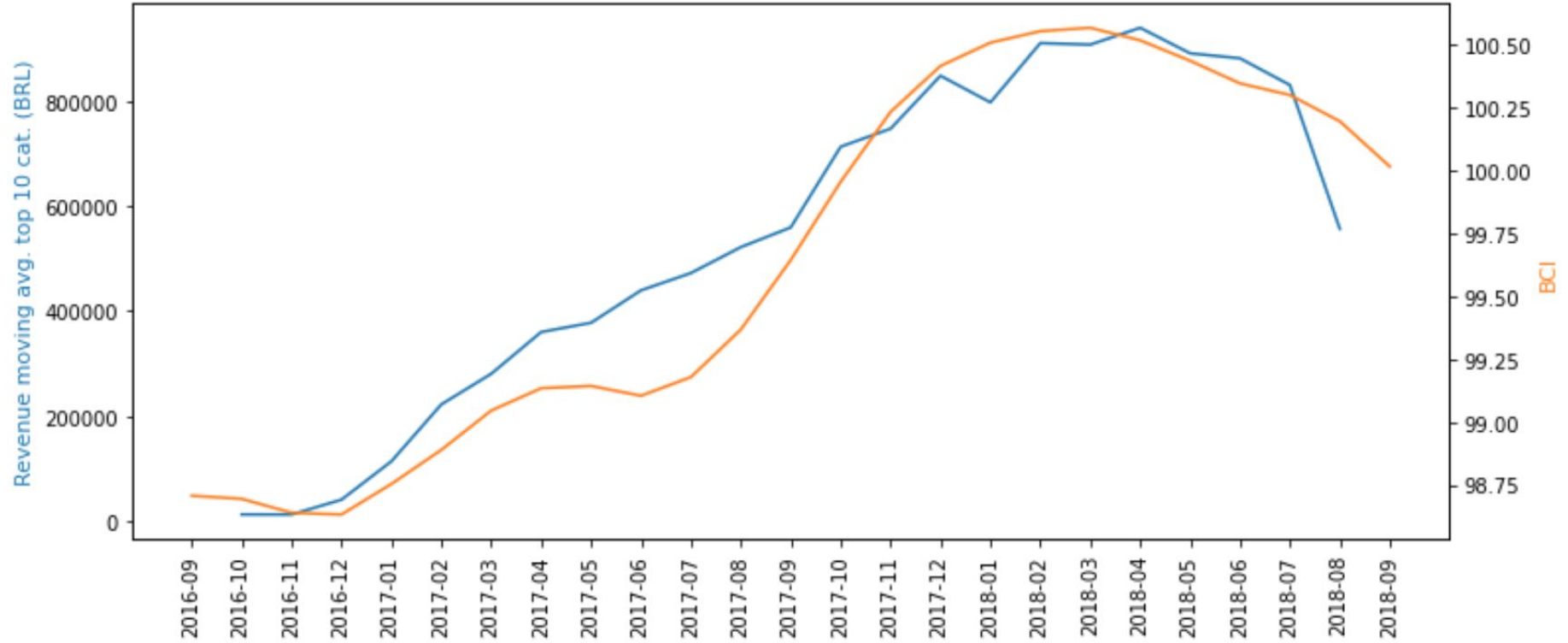
> 62%  
revenue  
in the  
dataset



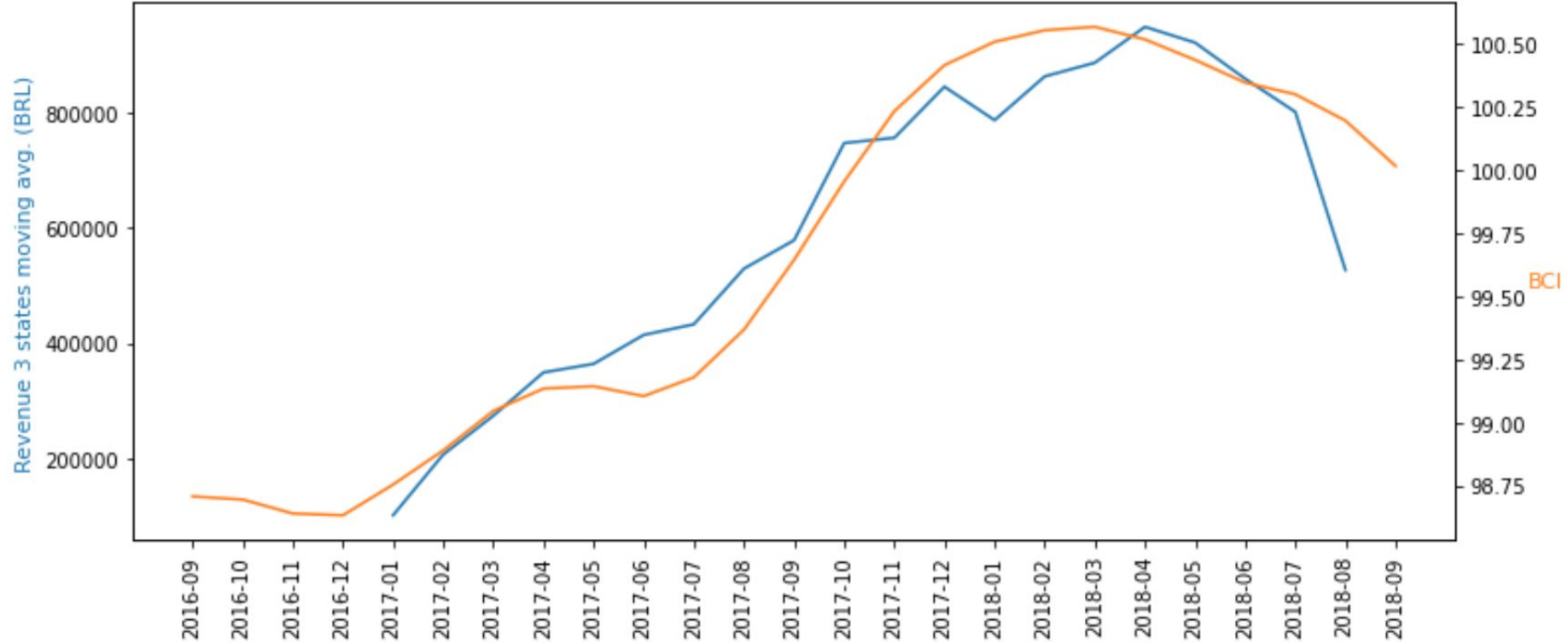


← 60% GDP

# Revenue moving average top 10 cat. - BCI



# Revenue top 3 states moving average - BCI



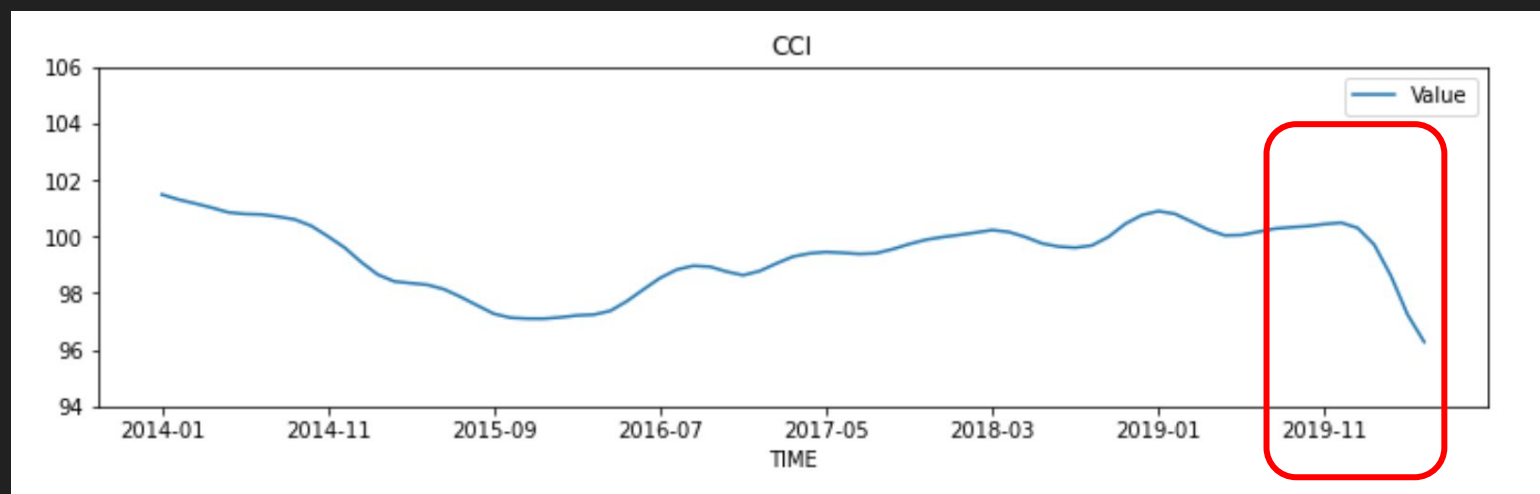
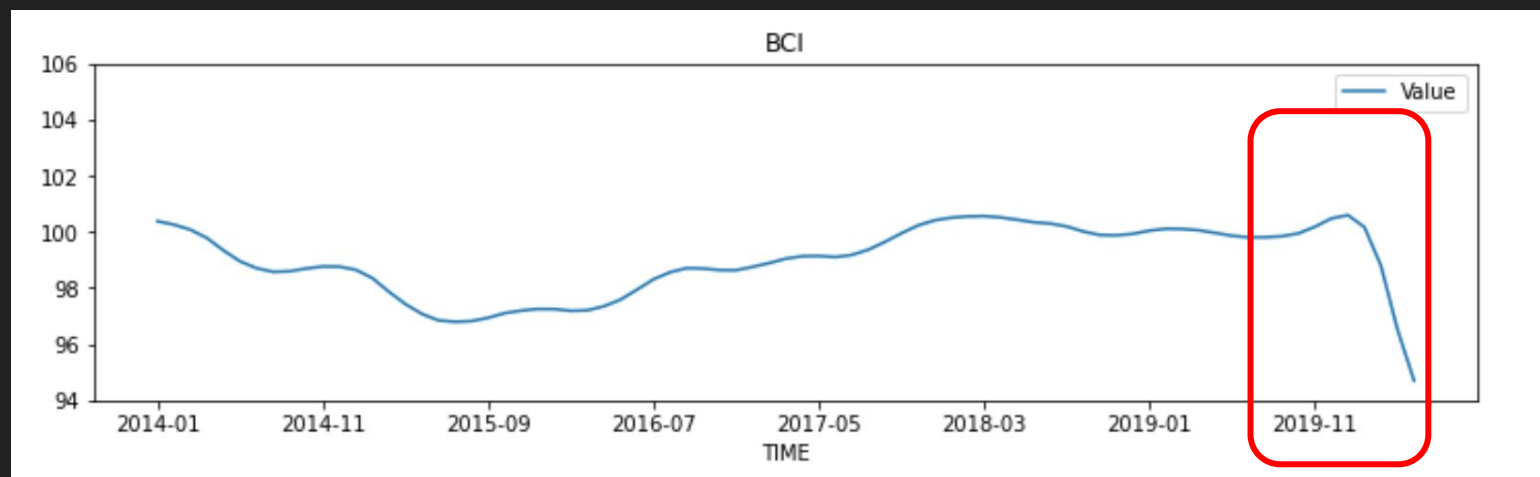
# Limitations



Random sample?

Sellers

Time frame



Spurious correlation?



# Conclusion

BCI - leading indicator

CCI - lagging indicator

# Conclusion

Your company's  
data

?

CCI  
BCI

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Thank you

## Picture credits

ARCHELLA & THÉRY, 2008  
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