

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 - 6th in the world

Area 8,515,767 km² - 5th 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

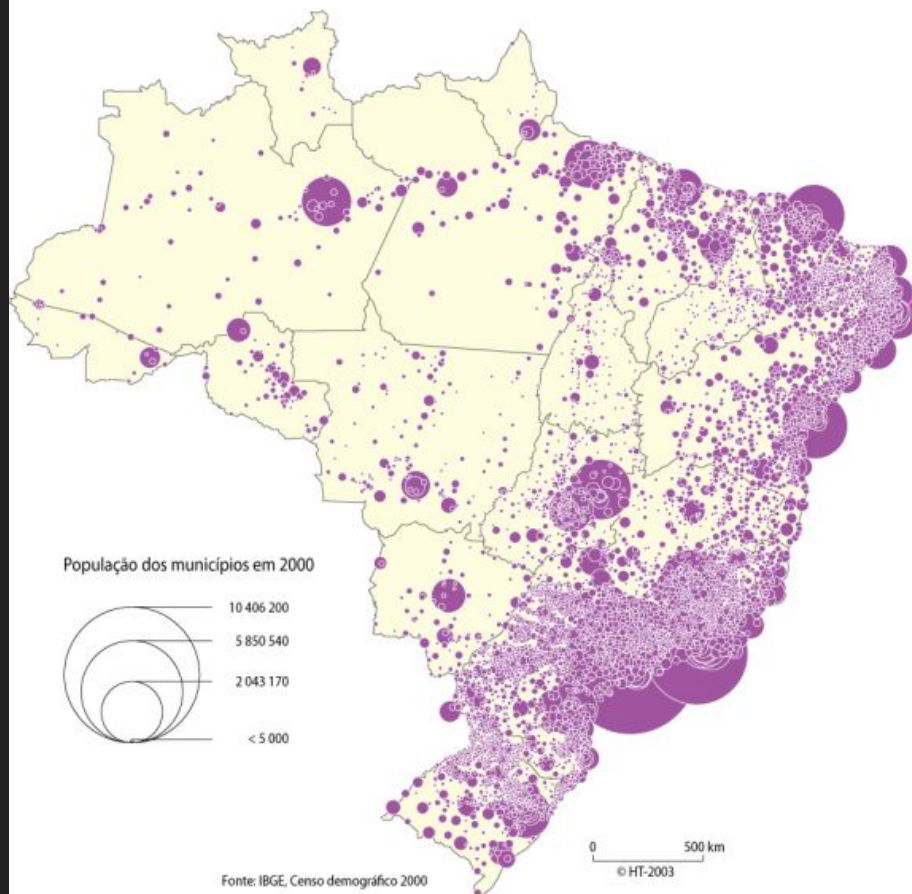
Top 3 states by no. of customers

Sao Paulo

Rio de Janeiro

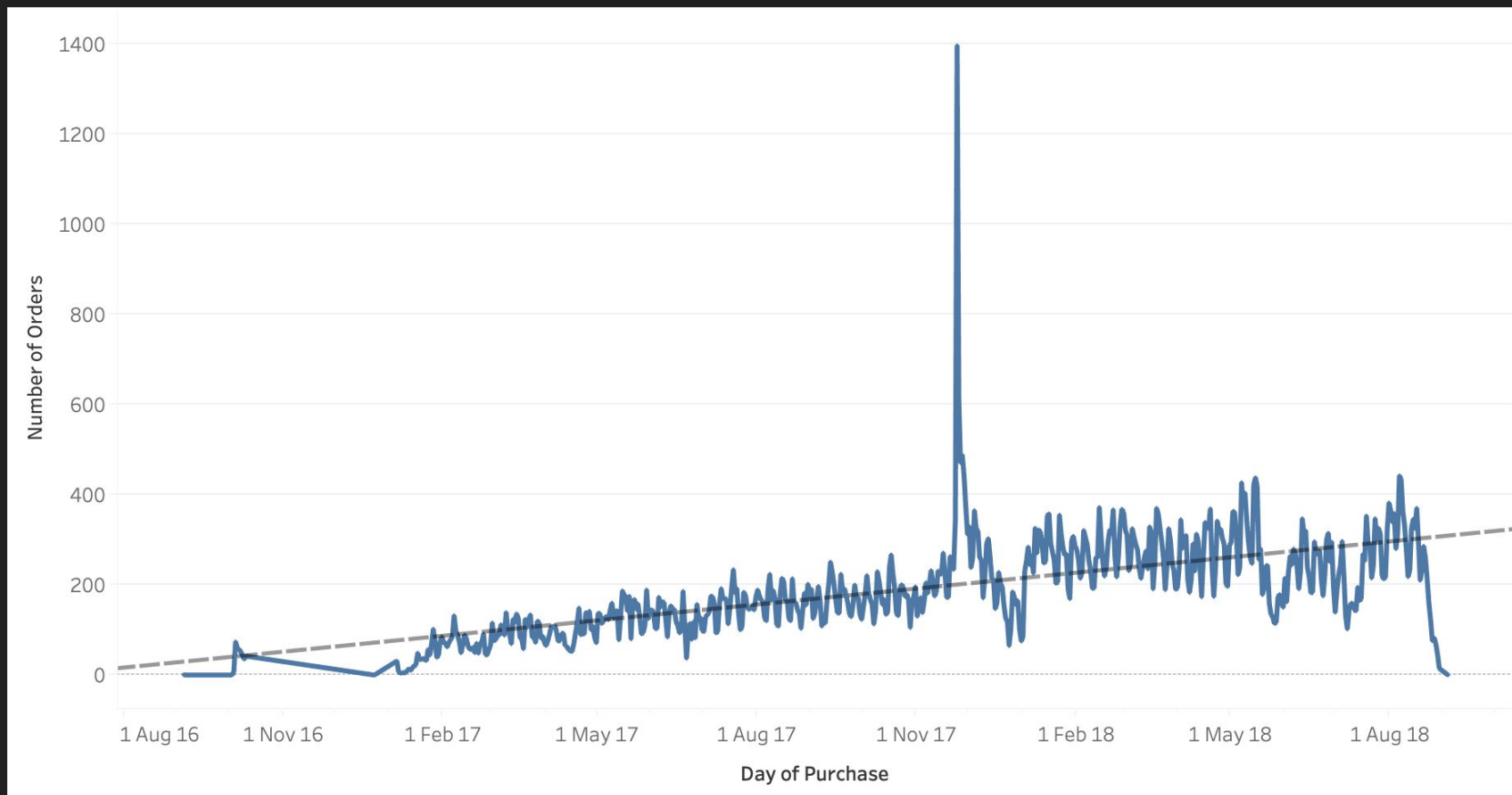
Minas Gerais

Distribuição da população em 2000

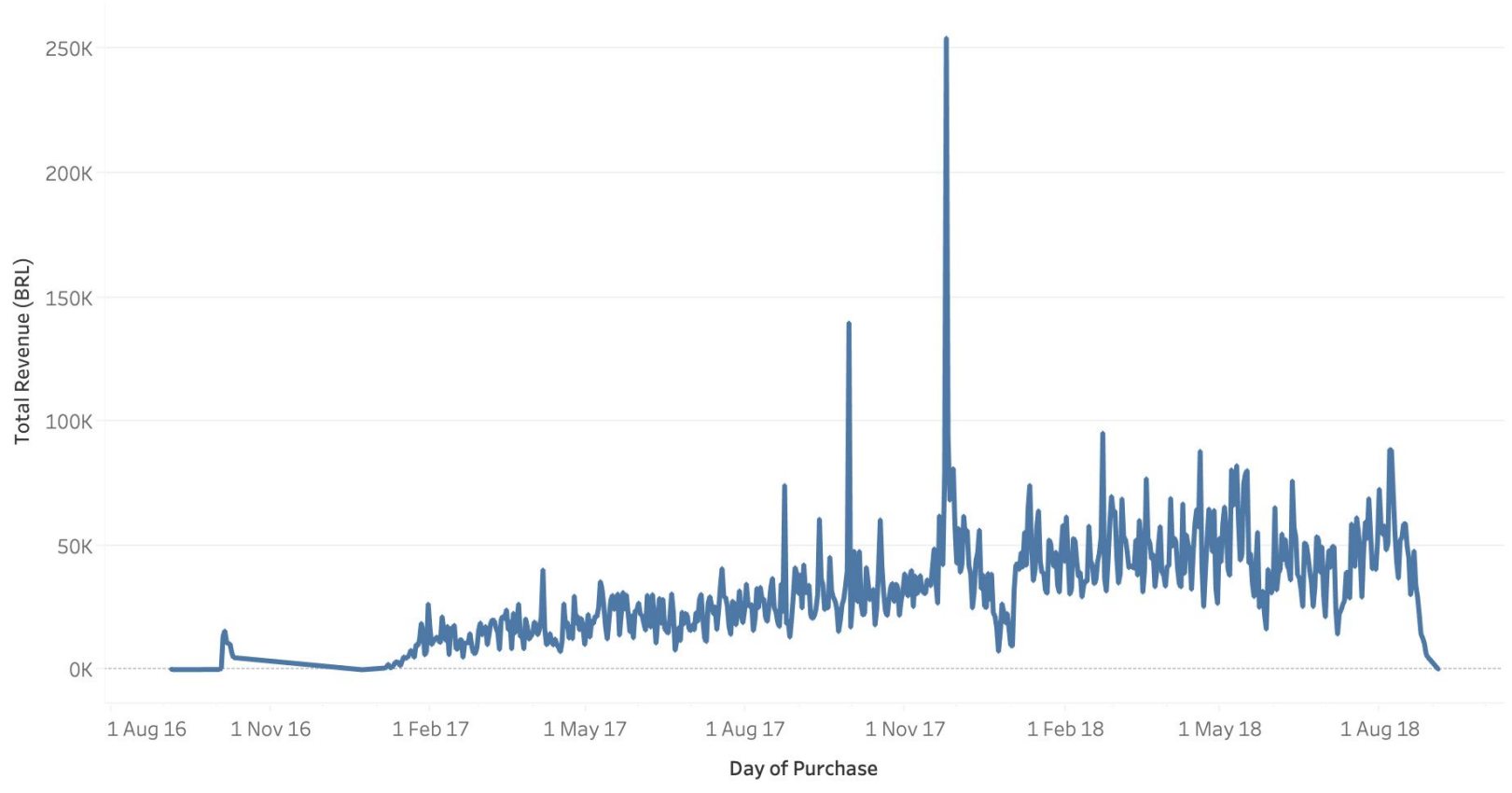


Olist sales
&
e-commerce calendar in Brazil

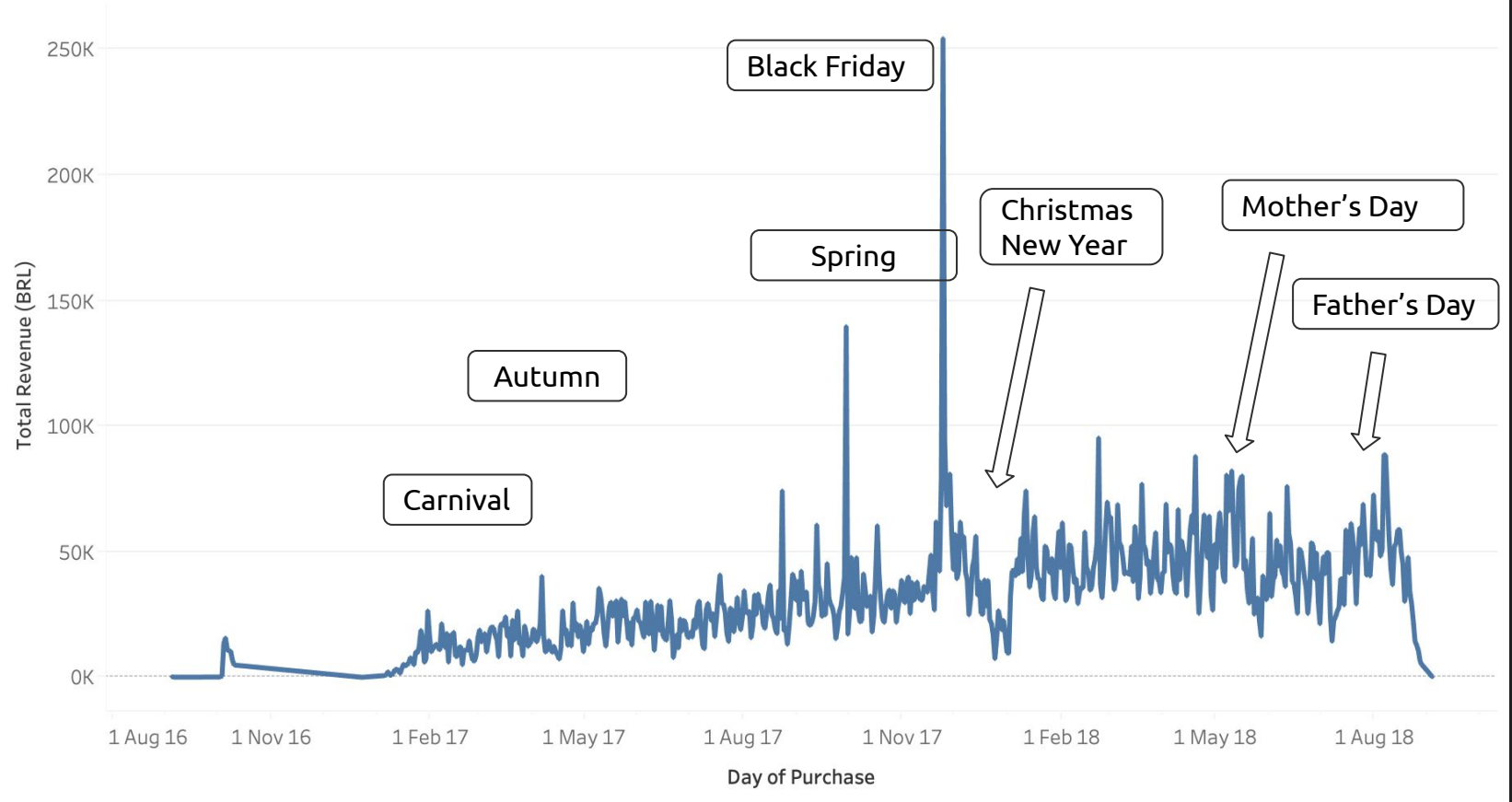
Orders



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





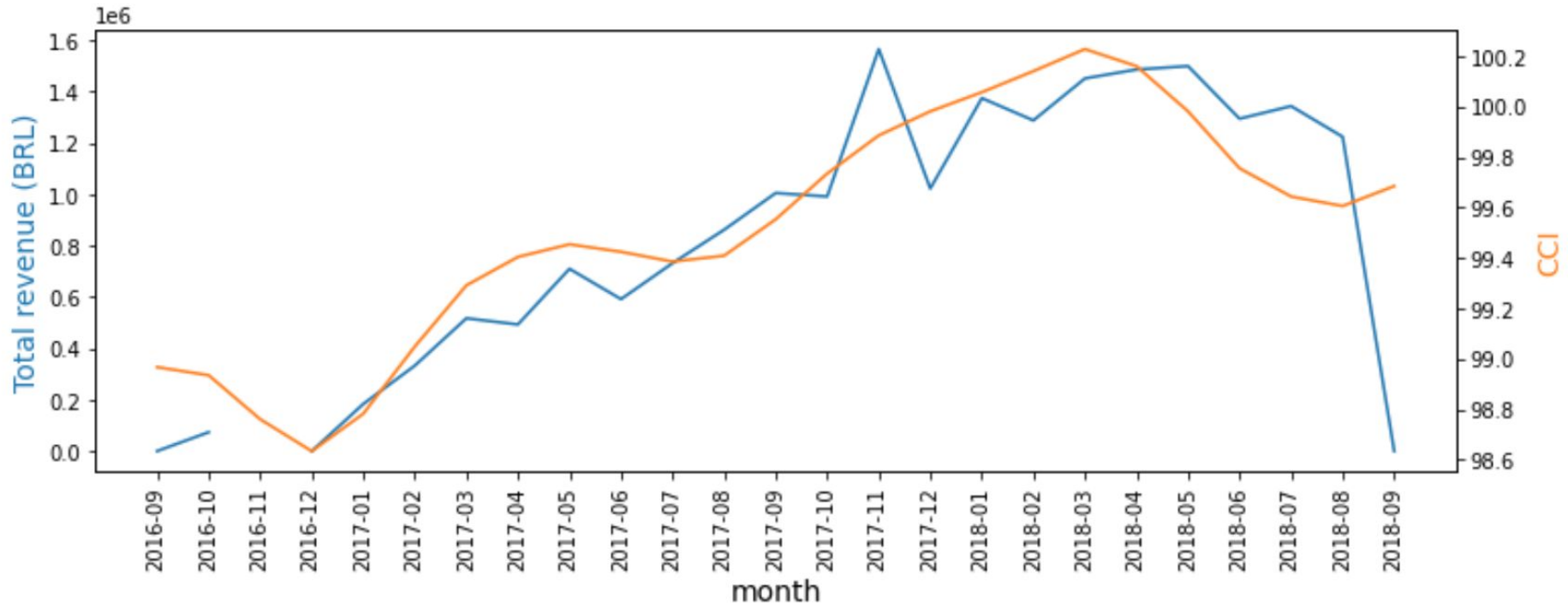
CCI , BCI

Retail trade volume index

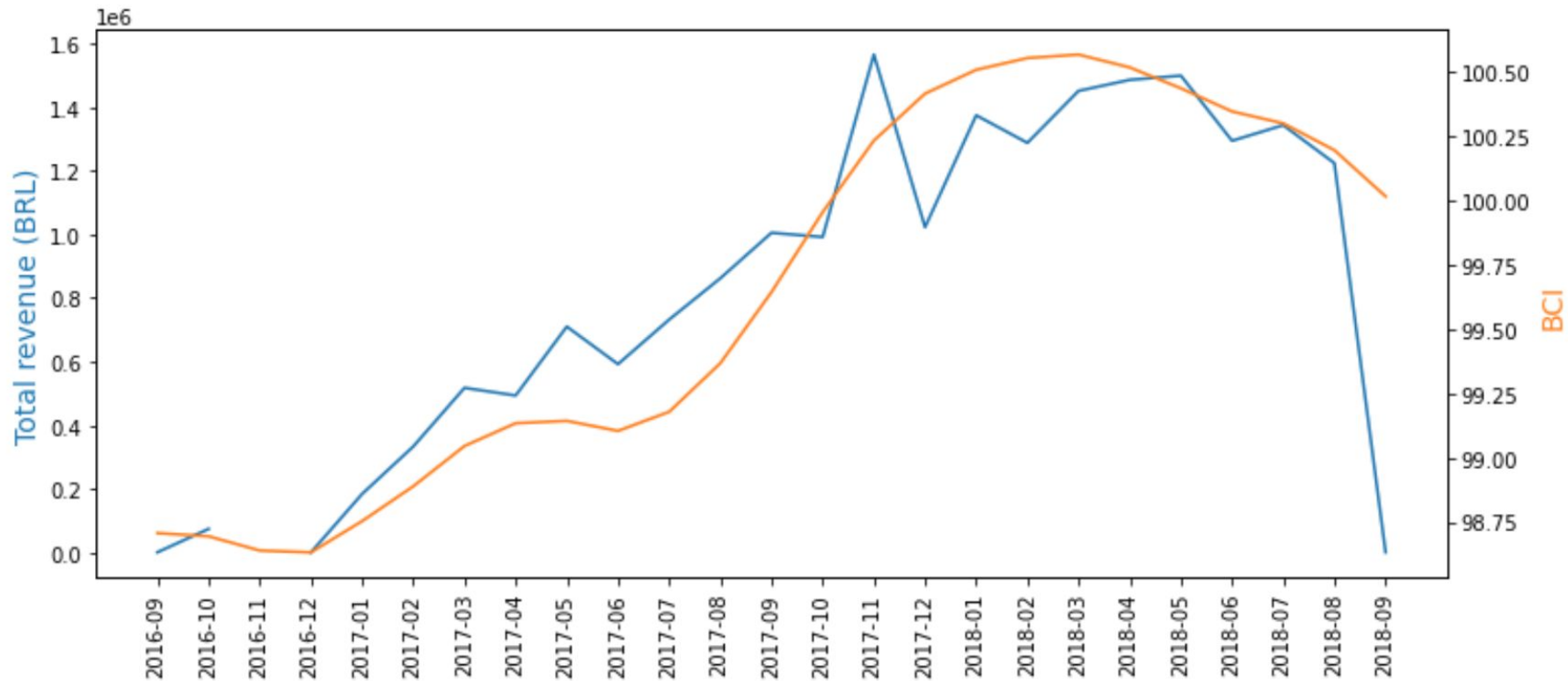
Labour earnings index

CPI clothing index

Revenue - CCI



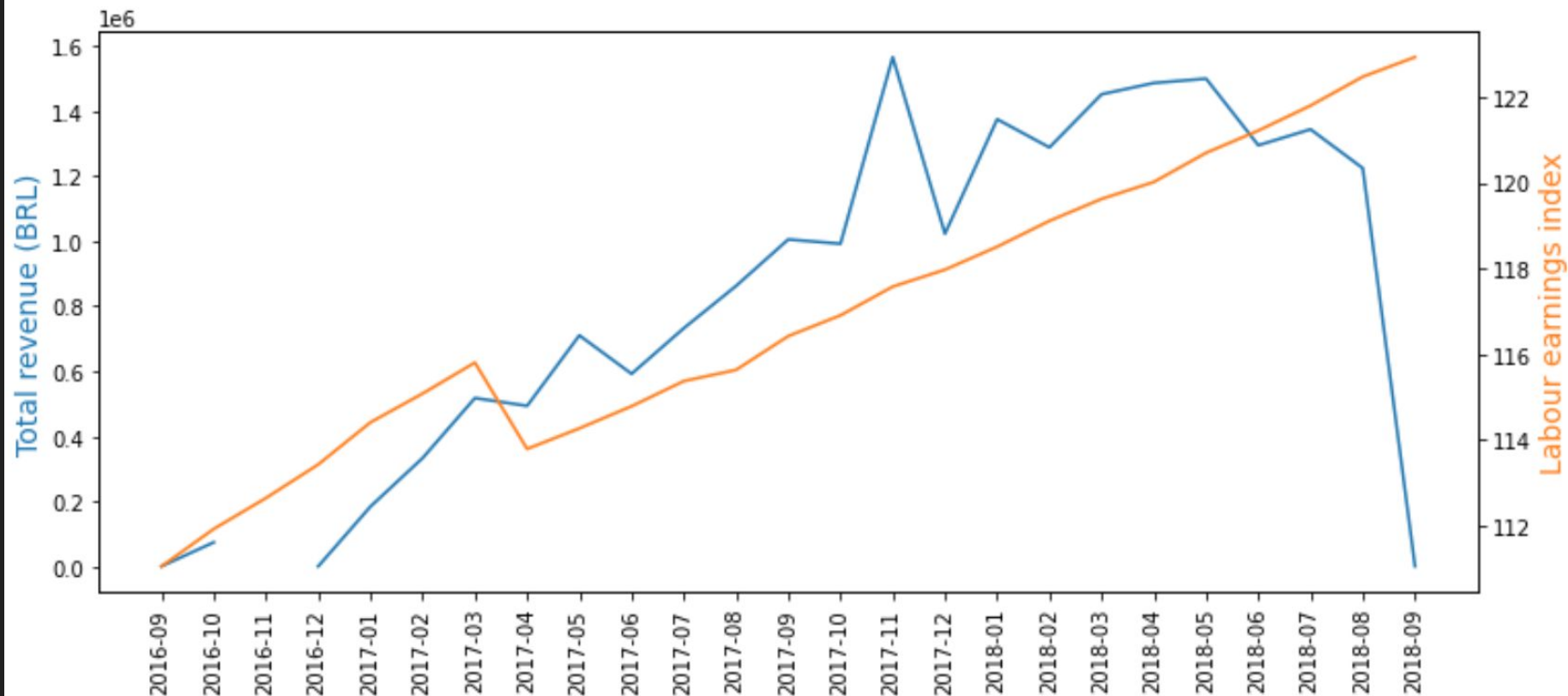
Revenue - BCI



Revenue - Retail trade



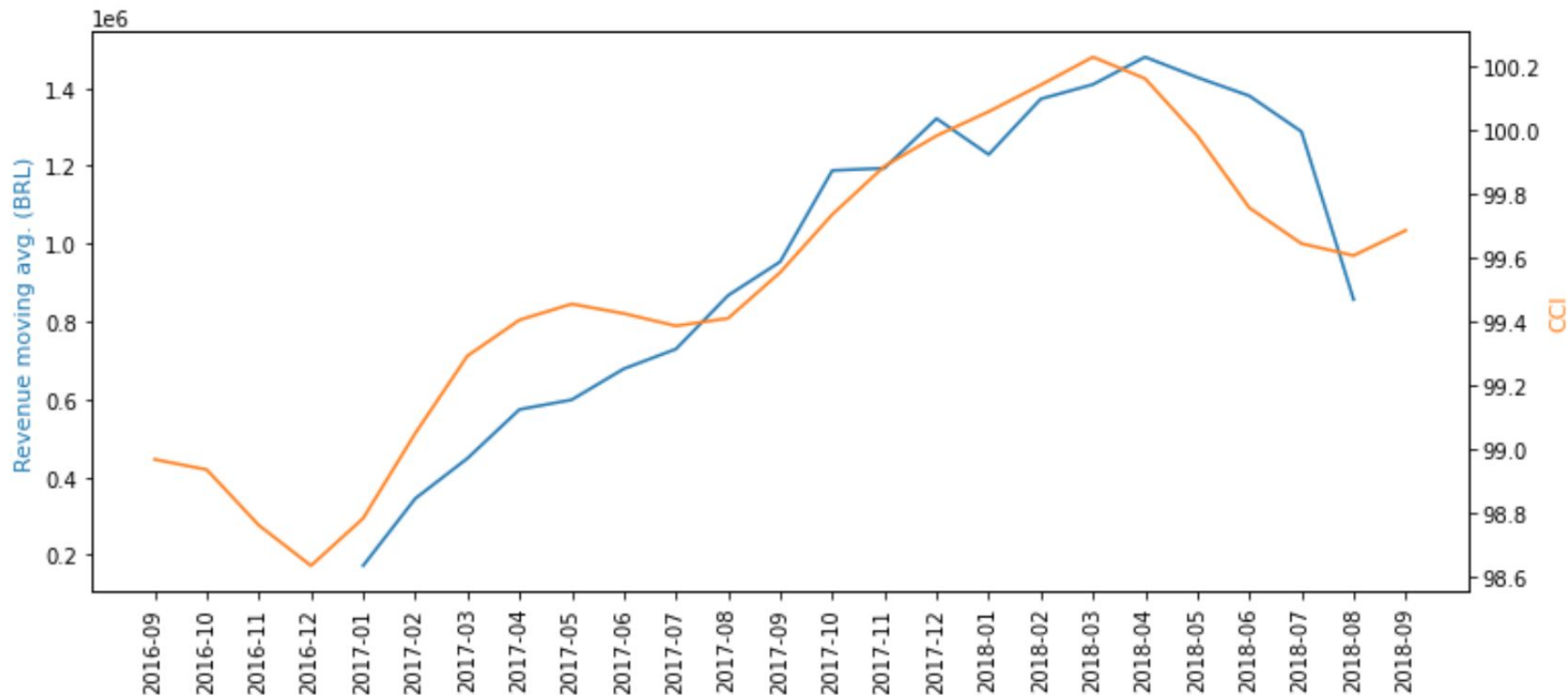
Revenue - Labour earnings



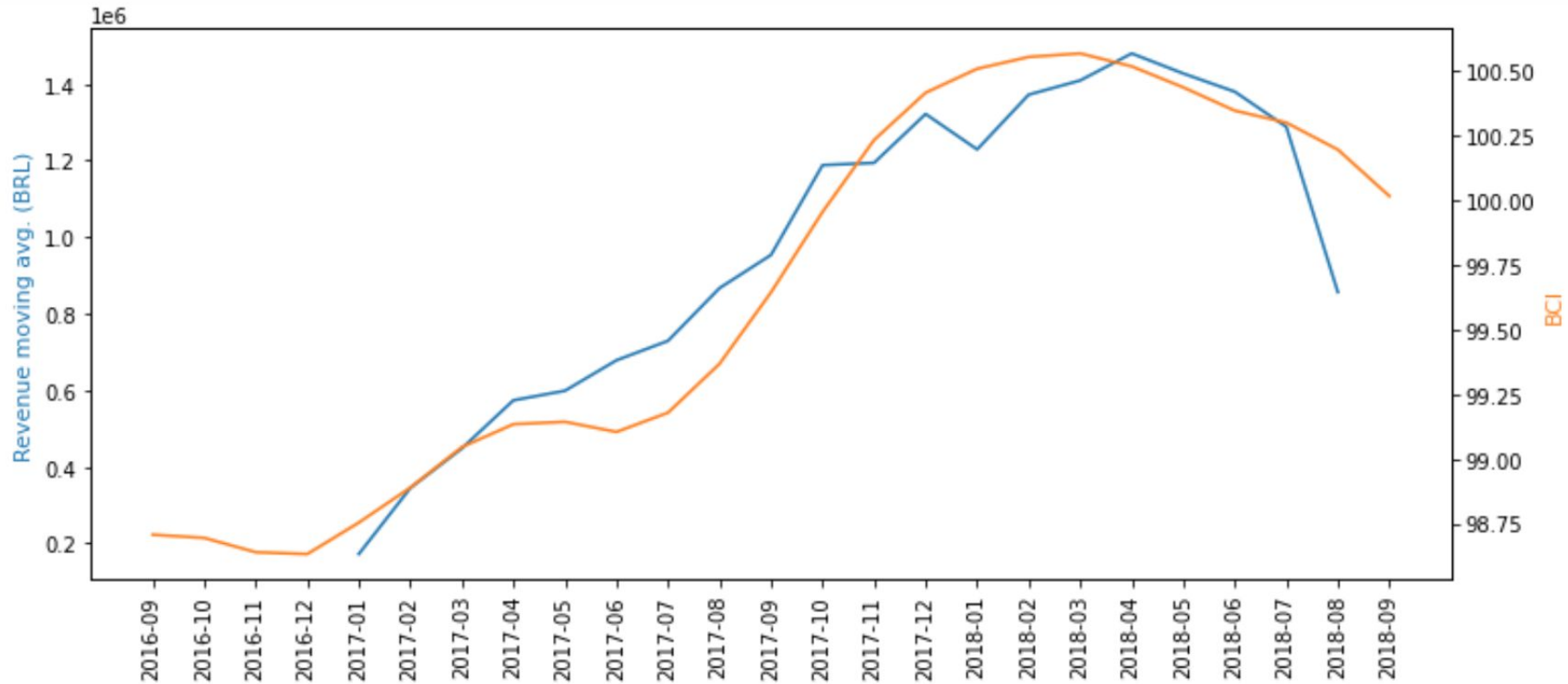
Revenue fashion cat. - CPI clothing index



Revenue moving average - CCI



Revenue moving average - BCI



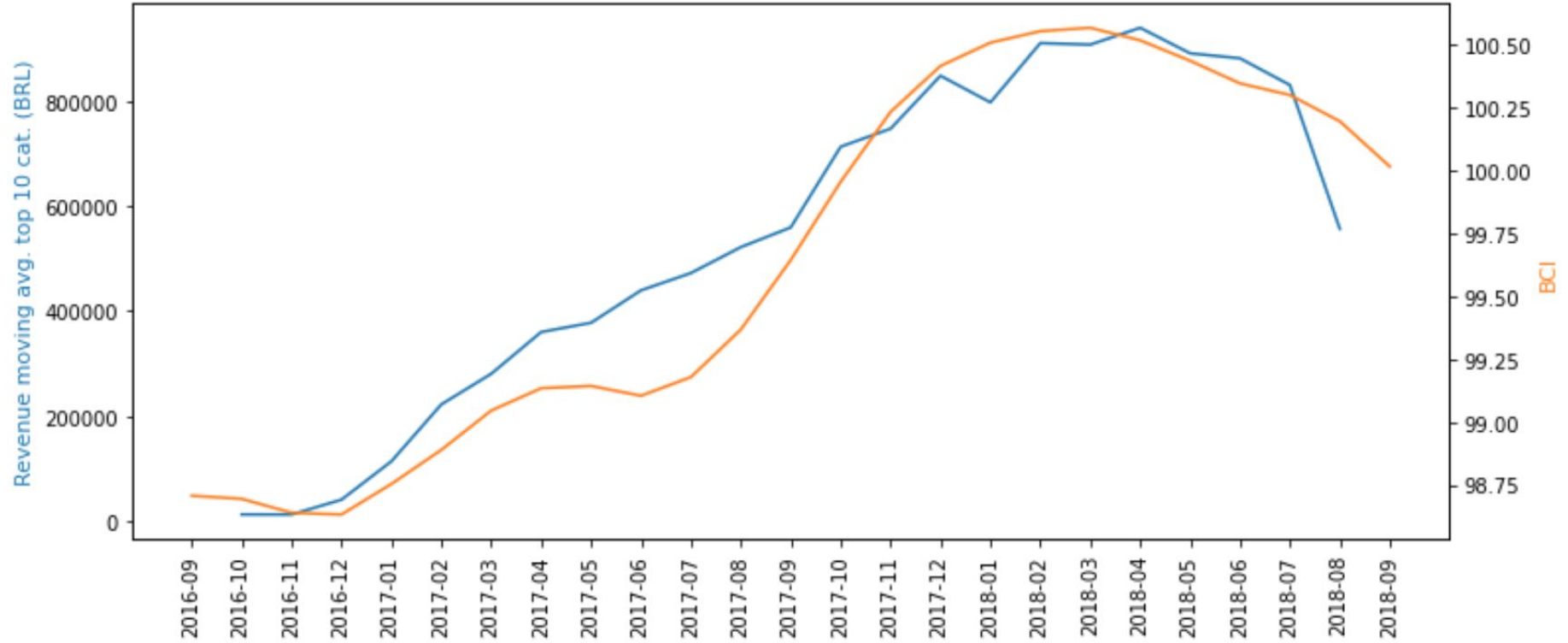


> 62%
revenue
in the
dataset

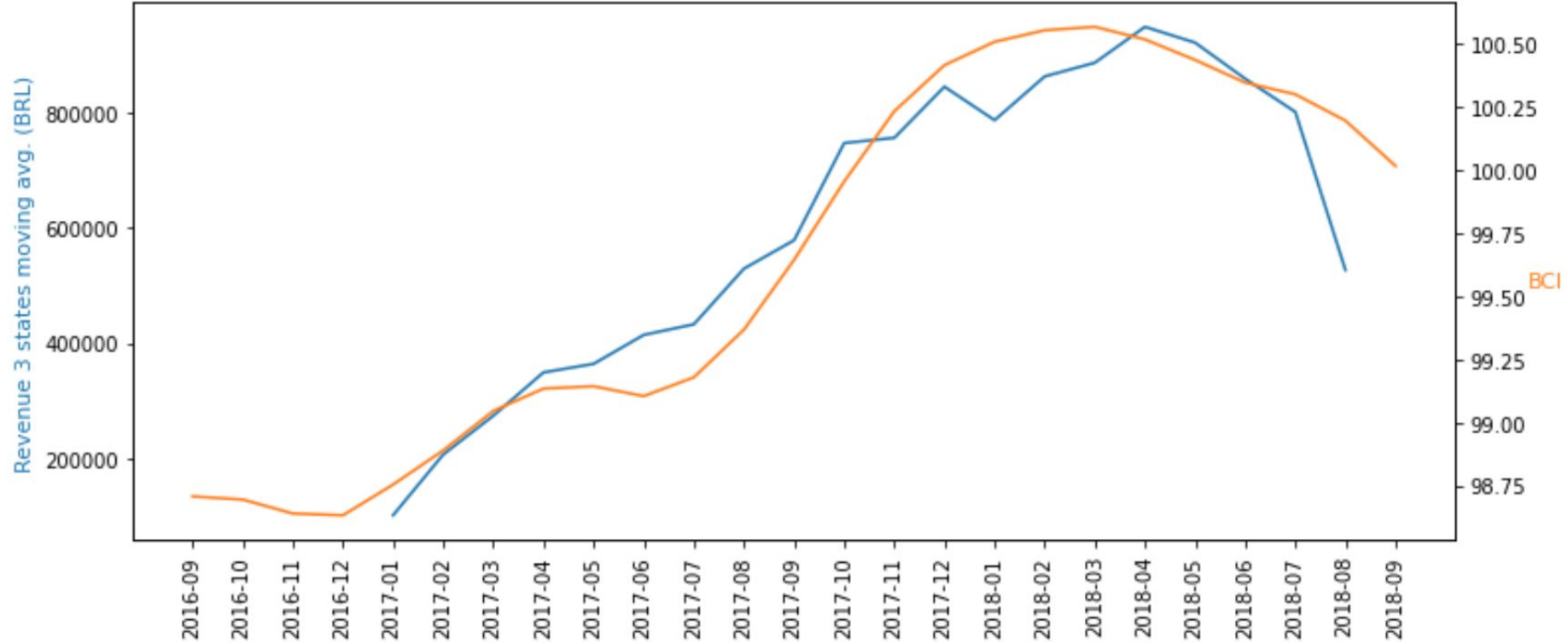


← 60% GDP

Revenue moving average top 10 cat. - BCI



Revenue top 3 states moving average - BCI



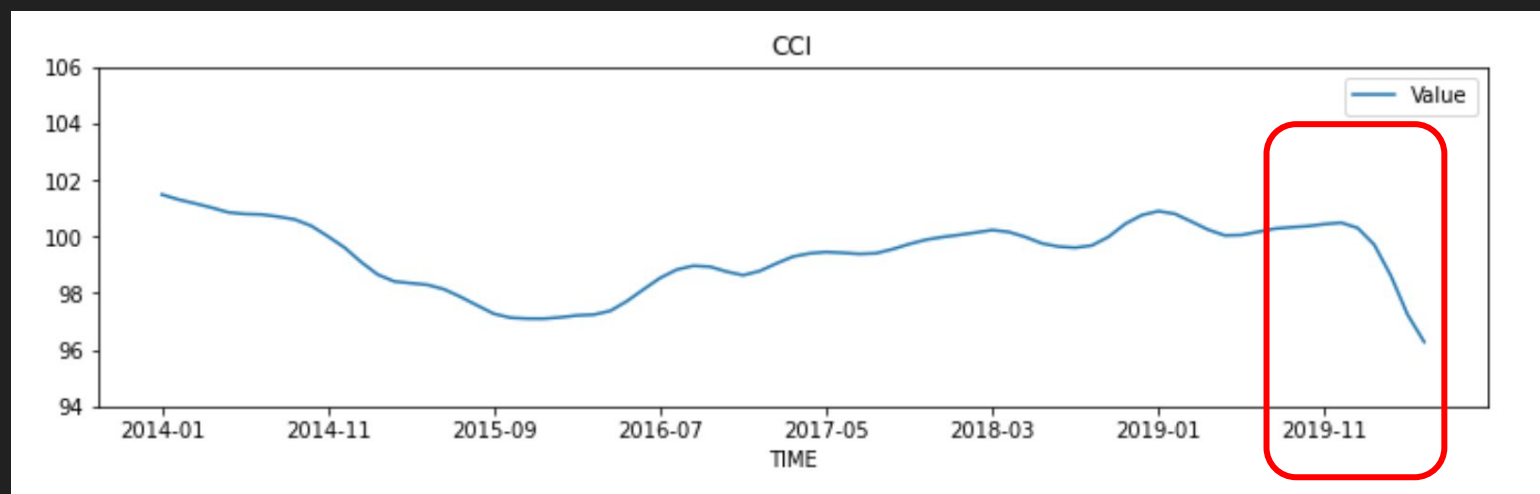
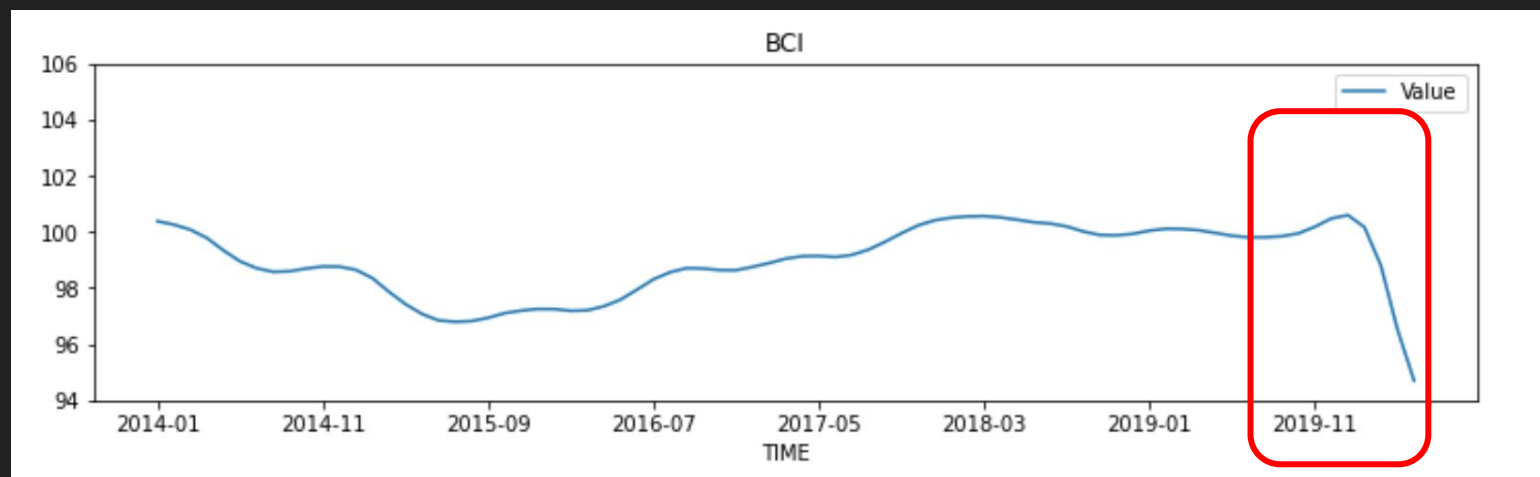
Limitations



Random sample?

Sellers

Time frame



Spurious correlation?

Conclusion

BCI - leading indicator

CCI - lagging indicator

Conclusion

Your company's
data

?

CCI
BCI

Thank you