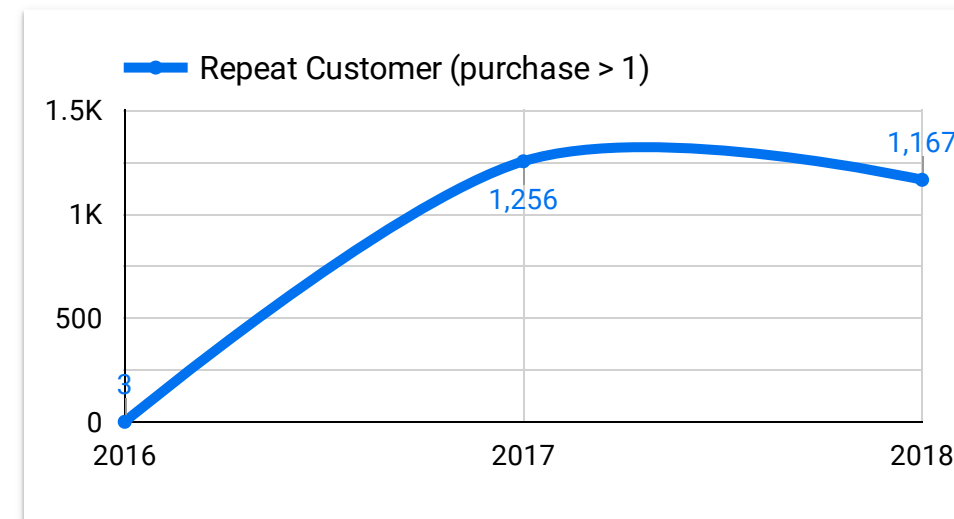
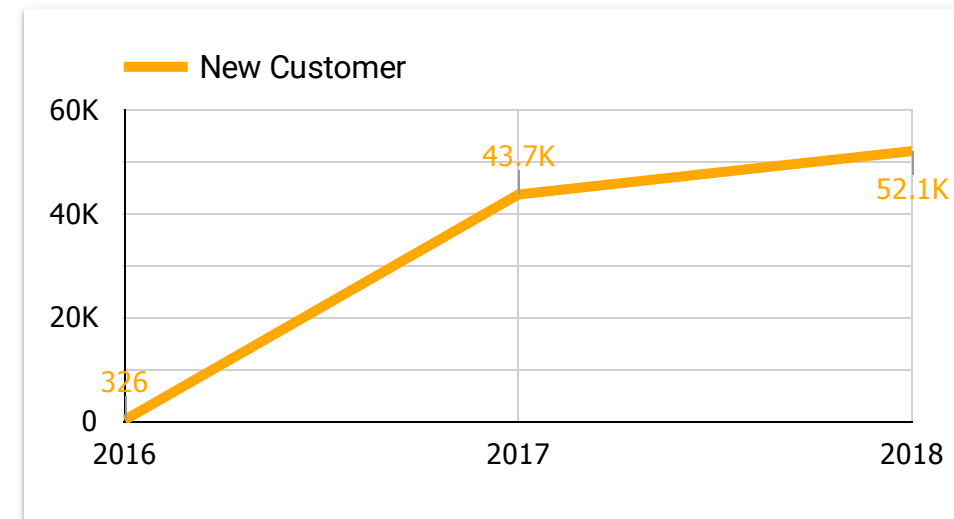
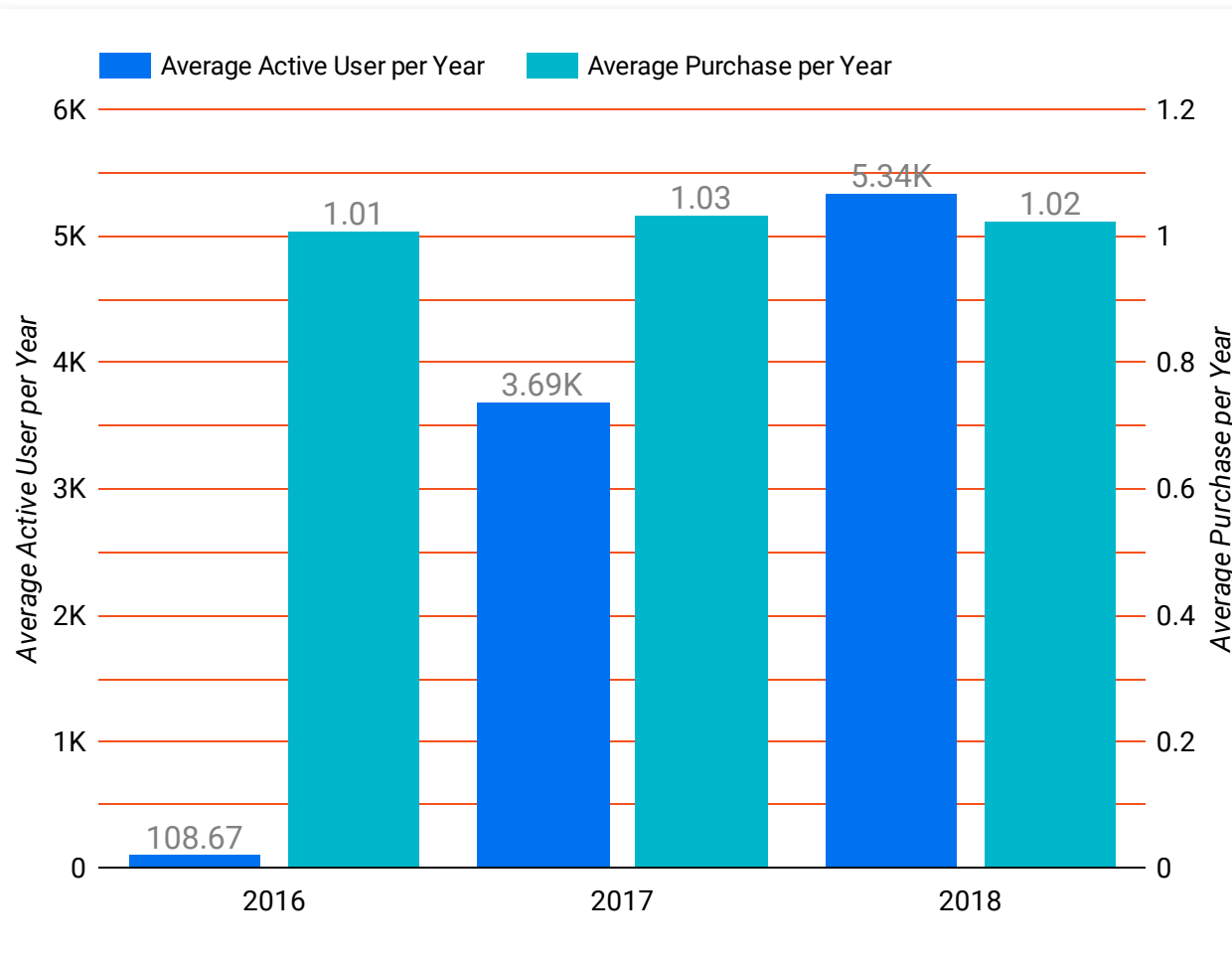


# Analyzing eCommerce Business Performance (Brazil)

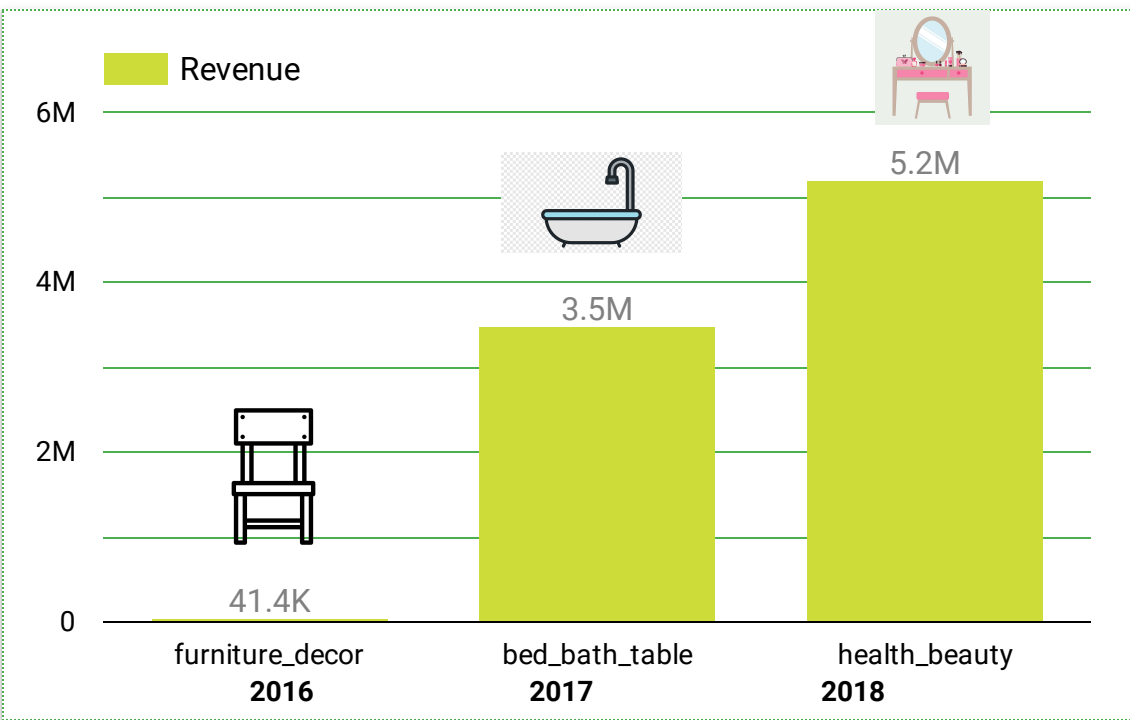
## Annual Customer Activity Growth Analysis



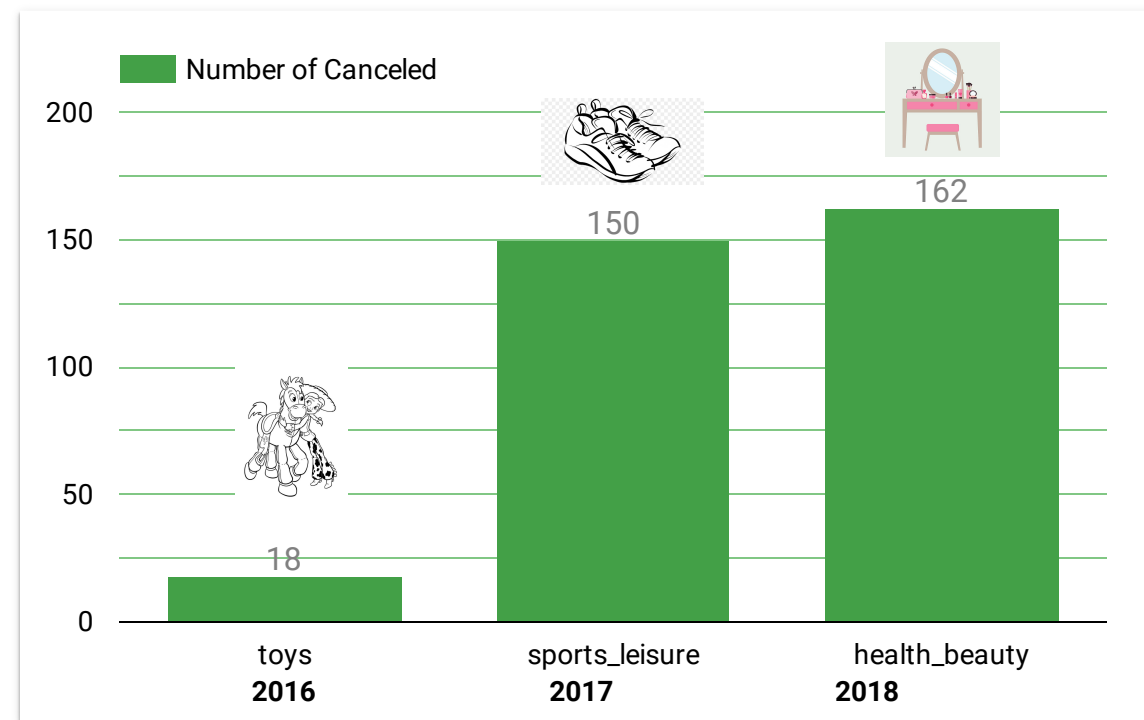
Here we can see the first insight from **'Active User per Year'** where every year the growth increases, where the spike occurs greatly significant from 2016 to 2017. Furthermore, **'Purchase per Year'** actually shows different results where the growth tends to decline steadily, meaning that the growth of Active Customers has no effect on their purchases in *e-Commerce*. Now, In the customer section, the results of **'New Customers'** are shown, where from 2016 to 2017 there was also a very significant increase, slightly different from **'Repeat Customers'**, which also experienced a significant increase from 2016 to 2017, but in 2018 there was a slight decrease. After reviewing all the analysis results, 2017 was an exciting year for *e-Commerce* because the peak increase in all good indicators occurred in that year.

# Analyzing eCommerce Business Performance (Brazil)

## Annual Product Category Quality Analysis



Top Product Revenue per Year



Top Canceled Product Category per Year

we can see that the **'Top Product Revenue per Year'** in 2016 was controlled by Furniture and Decoration products, in the following year it was controlled by Bath Tables, but in 2017 there was a very significant jump in revenue from the previous year, in 2018 it was a record The latest from the previous year was occupied by Health and Beauty products with revenue of 5.2 billion. in the **'Top Canceled Product Category per Year'** section from 2016 to 2017 there was a significant spike in sports products that were cancelled, in 2018 it was quite interesting where in the **'Top Product Revenue per Year'** section Health and Beauty products were the biggest revenue contributors. However, in the **'Top Canceled Product Category per Year'** section, Health and Beauty products are the products with **the most canceled orders**.

# Analyzing eCommerce Business Performance (Brazil)

## Annual Payment Type Usage Analysis

Top Payment Method Usage

Payment Type	2016 ▾	2017	2018
1. credit_card	258	34,568	41,969
2. boleto	63	9,508	10,213
3. voucher	23	3,027	2,725
4. debit_card	2	422	1,105
5. not_defined	0	0	3
Grand total	346	47,525	56,015

We can see in the table above, the payment method using **Credit Card** is a favorite among Brazilians who shop on **e-Commerce** and the numbers are very far from second place, namely **Boleto**, one of the most famous payment methods in Brazil, the difference can reach hundreds of percent. Here it can also be concluded that the majority of Brazilians already use 'Cashless' based payment methods, which means that awareness of easier and safer payment technology has been adapted by many Brazilians.