

# Executive Summary: Brazilian E-Commerce Dataset (O list)

## Objective:

Analyze e-commerce sales, products, customers, and regions to generate actionable insights and recommendations.

## Key Steps

- Cleaned and merged orders, customers, products, sellers, and reviews.
- Calculated revenue and extracted order months.
- Performed EDA: revenue trends, top products, customer segments, regional sales, and review scores.

## Key Insights

- **Top Products:** Drive majority of revenue → prioritize marketing & inventory.
- **High-Value Customers:** Target with loyalty programs & offers.
- **Regions:** Top states generate highest revenue; low-revenue areas need attention.
- **Product Reviews:** Improve low-rated high-revenue products.
- **Seasonality:** Peak months identified for promotions & inventory planning.

## Summary Metrics

Metric	Value
Total Revenue	13651923.47
Top Product	bb50f2e236e5eea0100680137654686c
High-Value Customers	388
Top Region	SP
Peak Month	2017-11

## Recommendations:

- Focus on top products & high-value customers.
- Optimize stock and marketing by region & season.
- Enhance low-review products to boost customer satisfaction.

