

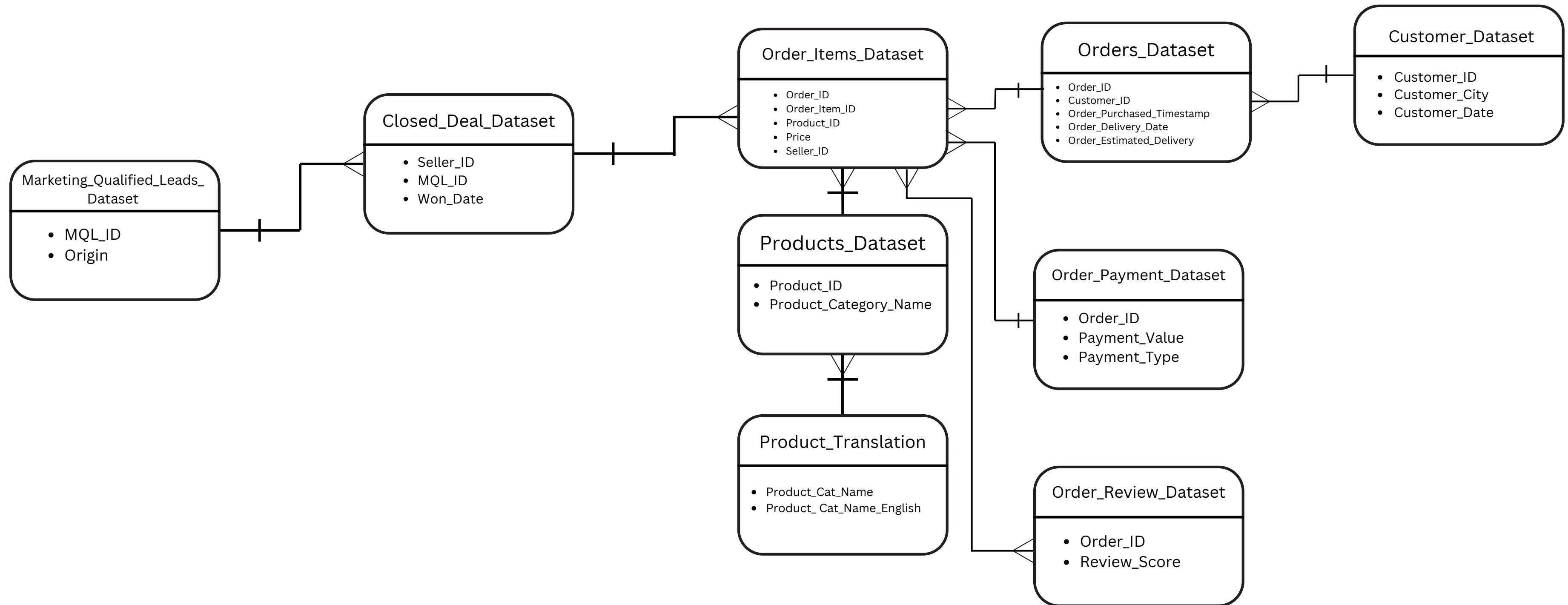


Business Research on Mercado libre

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ER Diagram





**mercado
libre**

1 Sales Performance



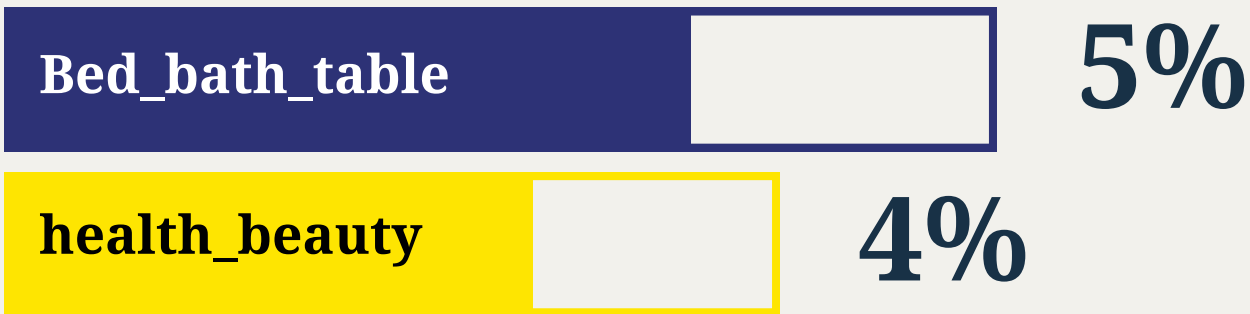
Top Sellers & Revenue Trends



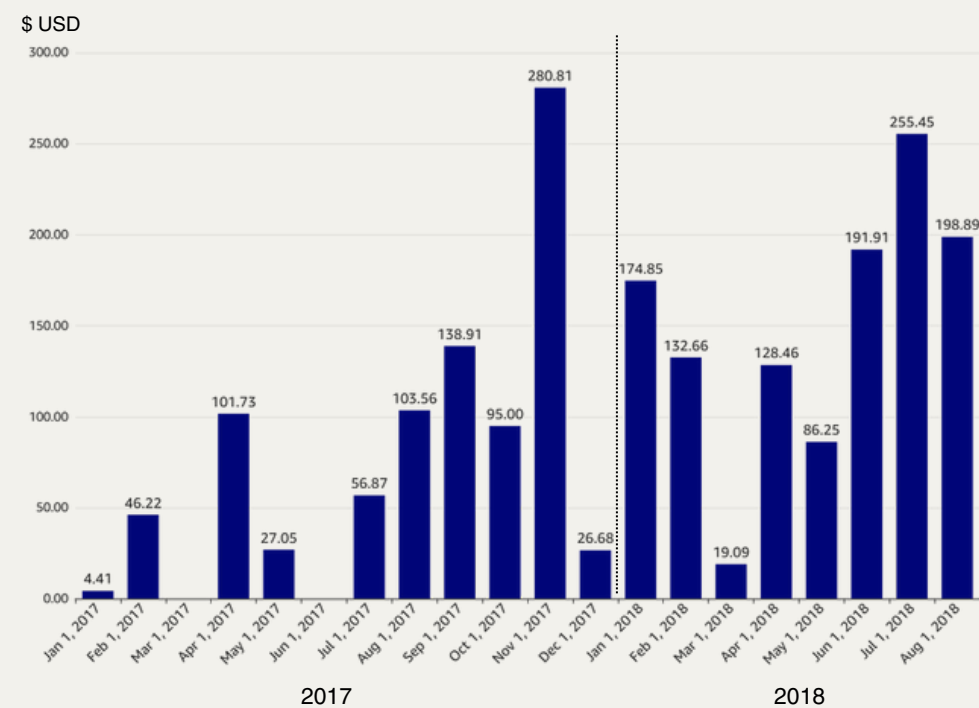
Unveiling the most sold and seasonality trends

The top 2: most sold products

** Note that we have not included the NULL products that accounts about 56% of the total products (4257 nos)*

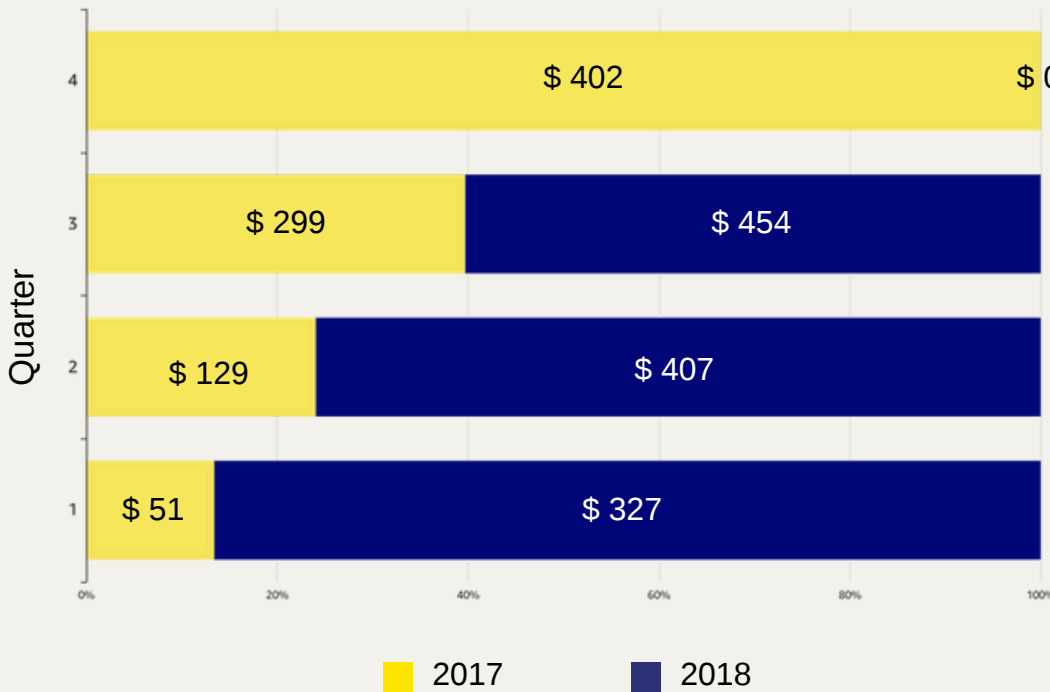


Revenue Analysis



Monthly Revenue Analysis for 2017 vs 2018

A notable revenue surge was observed in November 2017, which was not replicated in 2018



Quarterly Revenue Analysis

Revenue for Q1, Q2, and Q3 of 2018 shows a significant increase, but there is a complete absence of revenue in Q4. This could be attributed to a substantial amount being categorized under NULL values and not recorded in the dataset.

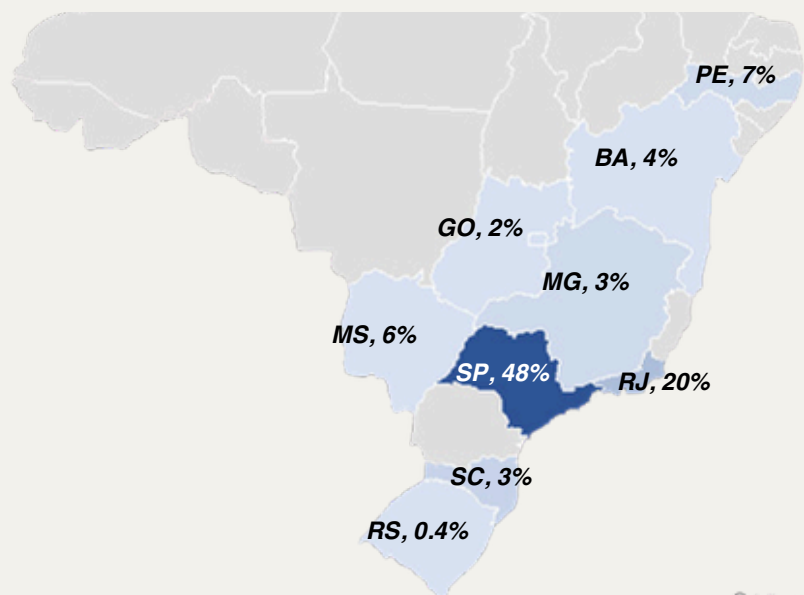
Total Revenue: \$60K

**note the NULL values at the month field are not included accounting to \$58K*



Sales Overview

Revenue distribution by State



States	São Paulo	Rio de Janeiro	Distrito Federal	Pernambuco	Mato Grosso do Sul	Bahia	Minas Gerais	Santa Catarina	Goiás	Rio Grande do Sul
Order Count	21	6	1	2	1	1	2	3	1	1

Mercado Libre has a 48% reach in Sao Paulo, followed by Rio de Janeiro at 20%.

The revenue from these top two states contributes approximately 68% of the total revenue generated across all ten states.

*note that the revenue from NULL value states are not included



- # 1 Rio De Janeiro
\$400
- # 2 Distrito Federal
\$385
- # 3 São Paolo
\$270

Notable Wins

The most notable wins are observed from the top three highest economic and commercial states from Brazil.

The perfume industry, categorized as "Perfumaria," is the second most sold category after excluding NULL values.

Price-Rating Correlation



Analyzing the Impact of Furniture Pricing on Customer Satisfaction

Hypothesis - *Not true that selling more expensive furniture will receive higher review rating*

61% of Revenue Contribution - Decor

The Decor sub-sector within the furniture category generates the highest revenue. It includes a total of 219 products, of which 17 products have a 5-star rating, while 195 products lack any rating.

\$4808

7%

7% products with 5-rating



There are 21 products with a 5-star rating under the Furniture category, valued at \$522. However, it is important to note that there are 270 products without ratings, totaling \$7,045, indicating that the data is insufficient to draw a solid conclusion.

<\$100

Highest priced product

The products from sub-sectors bedroom (\$120) and living room (\$104) have the highest pricing with no review ratings.

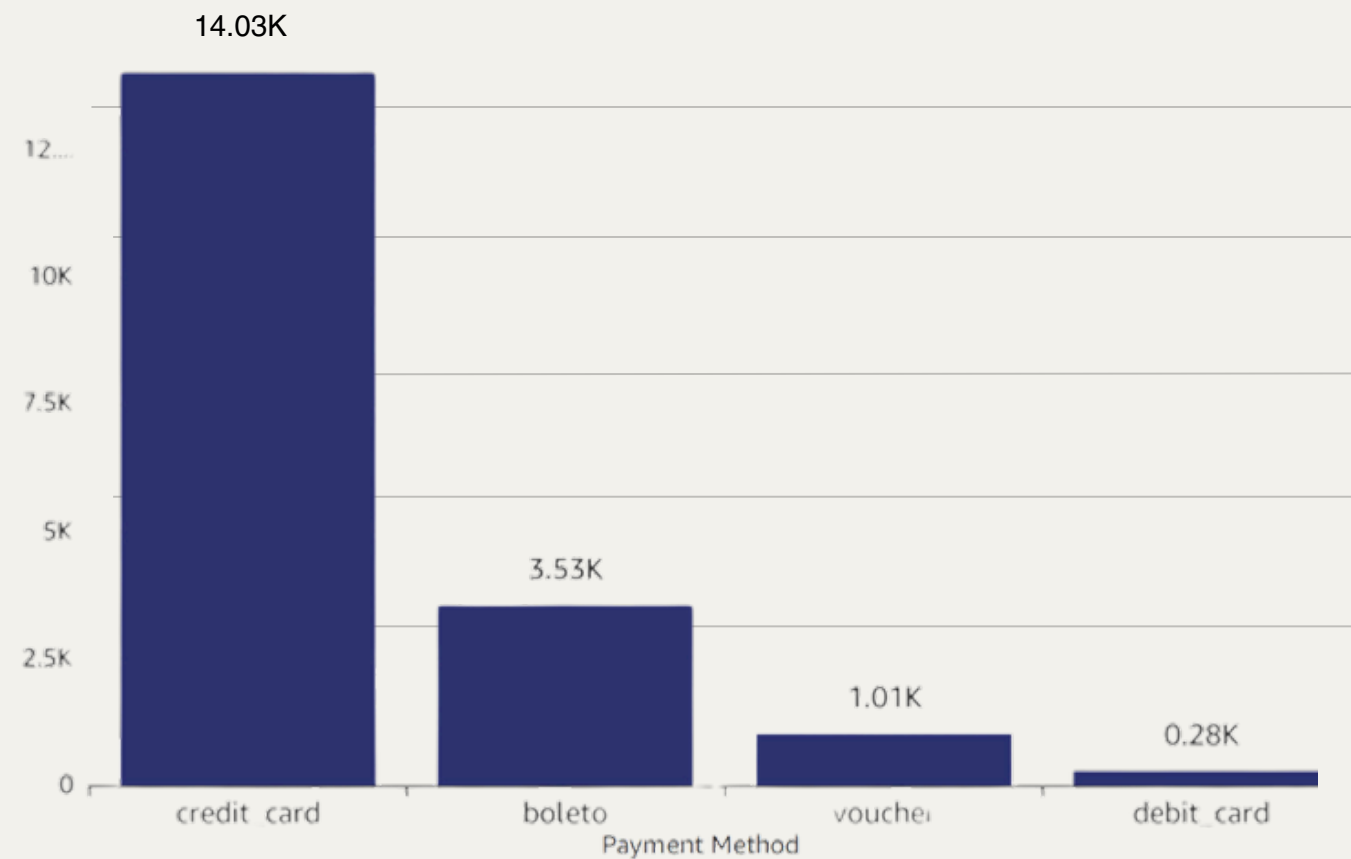


mercado
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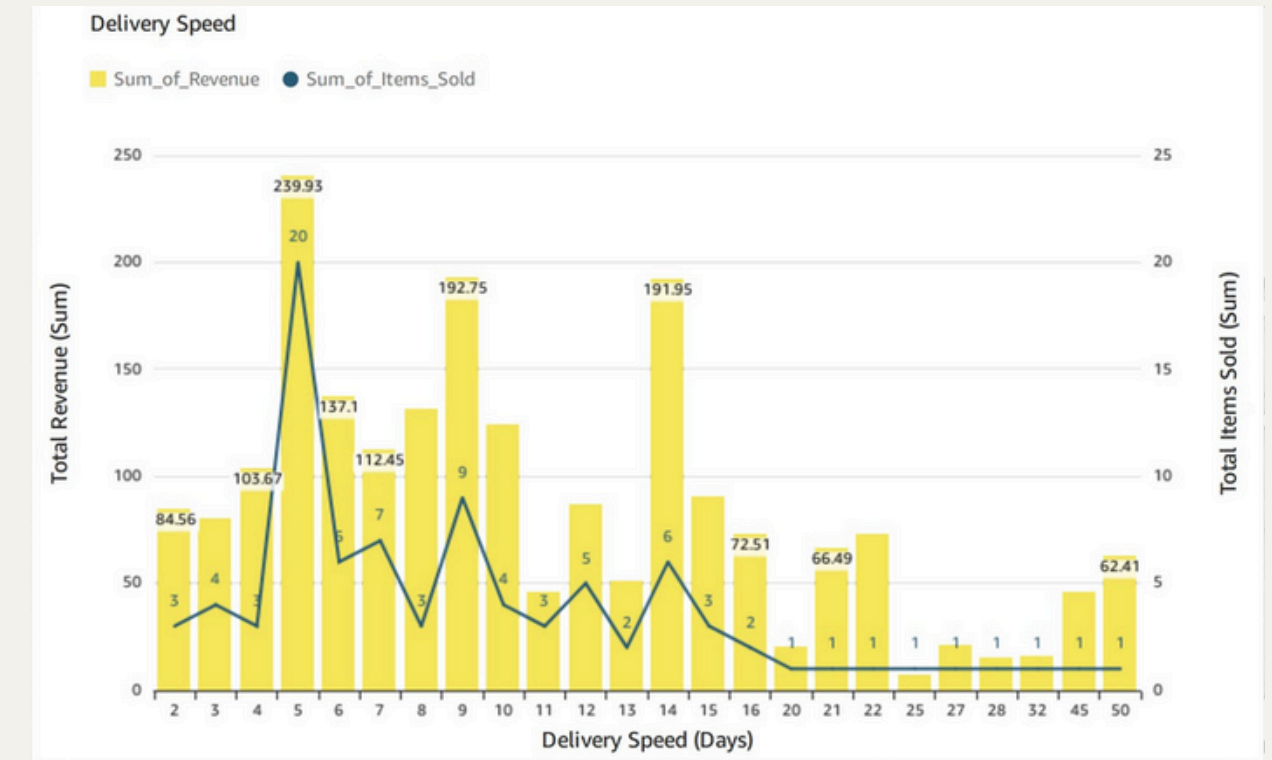
2 Operations



Order Volume by Paymet Method



Total Revenue and Order vs. Delivery Speed



From the results,

Feedback & Customer Impact



The first graph reveals that credit cards are the preferred payment method among users. However, it also highlights the need to enhance the efficiency of other payment gateways, such as boleto, vouchers, and debit cards. Additionally, integrating more payment options from the market could make the checkout process more user-friendly.



The observed trend indicates that the highest revenue and order volumes typically correspond to delivery speeds of 4 to 12 days. Meanwhile, other revenue peaks with fewer orders may suggest the purchase of high-value products with delivery times of around 15 or 22 days.

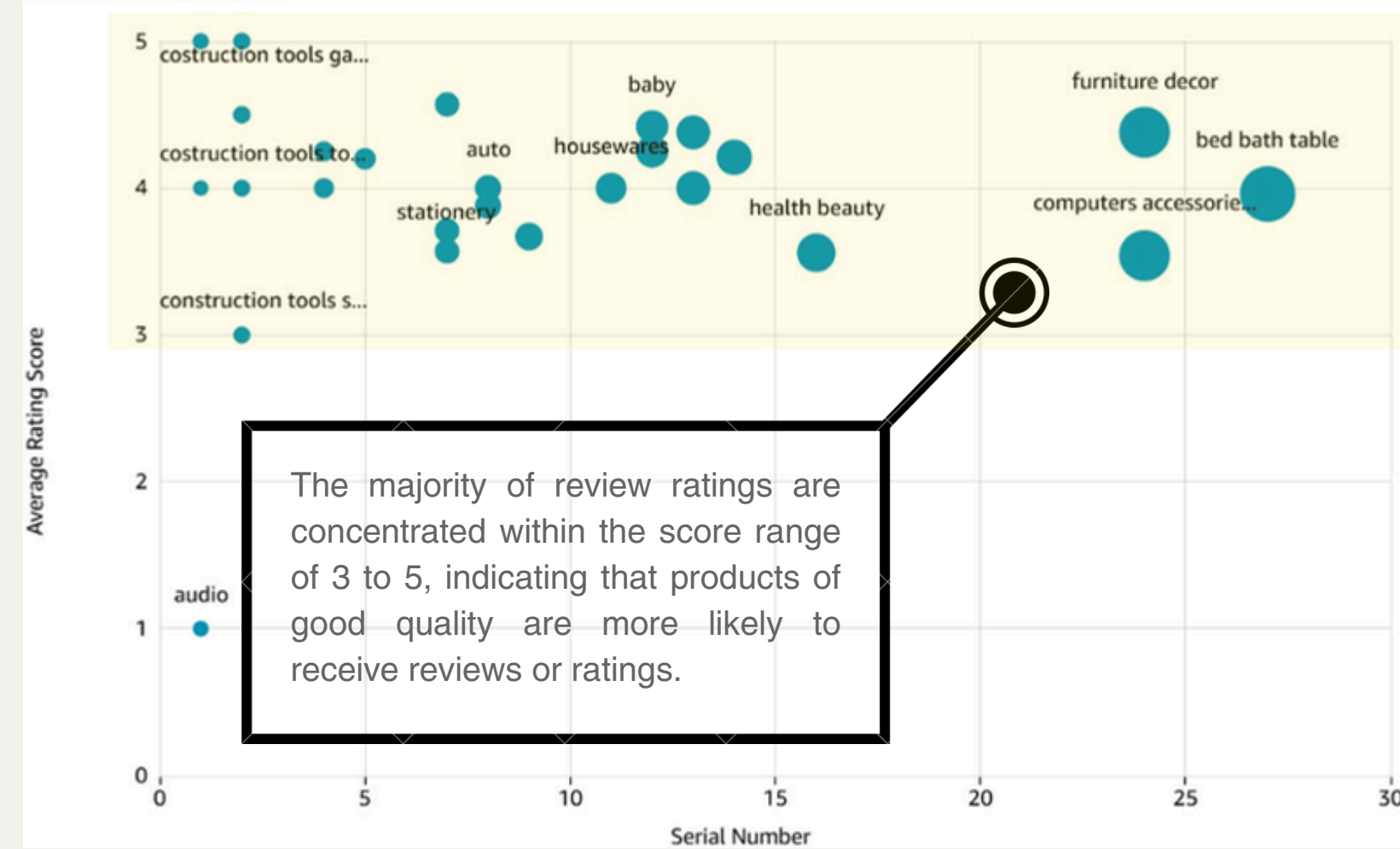




Customer Ratings

Score vs Count Comparison

Serial Number, Average Rating Score, and Sum of Count Of Ratings by Row Labels
SHOWING UP TO 2500 DATA POINTS







The number of reviews directly proportional to the average review score of the product

Avg. review score	Count of reviews
1	2
3	1
4	20
5	13



Review Analysis

			
Food, kitchen dining, furniture, construction tools, garden, luggage, accessories, books, technical, home comfort, musical instruments, furniture living room, fashion bags, consoles games, drinks, art	Baby, furniture decor, electronics, office furniture, watches gifts, garden tools, cool stuff, pet shop, construction tools, housewares, auto, industry commerce and business, bed bath table, health beauty, perfumery, toys, telephony, stationery,sports leisure, computers accesories	Construction tools safety	Home appliances, Audio

Average review by state analysis - Santa Catarina with average rating score of 5

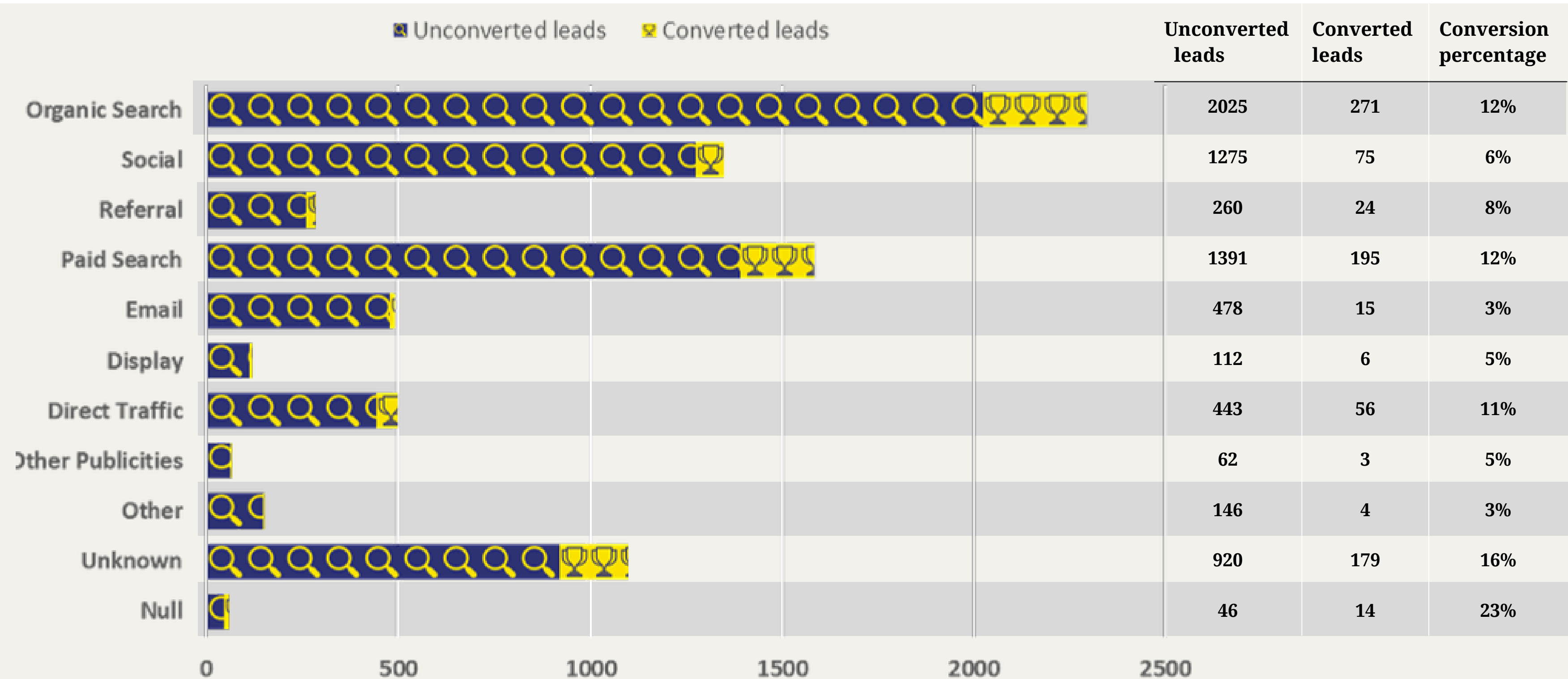
3 Marketing Sellers Lead





Marketing Channels Breakdown

Analyzing Lead Generation Across Our Strategies





Business Recommendations



Sales Performance

- Continue to Strengthen Sales in High-Performance Regions, and Leverage São Paulo's success to scale similar strategies in smaller regions, e.g., Pernambuco and Bahia.
- Expand Sales Channels Categories and Partnerships.
- Enhance Customer Experience to boost sales.
- Leverage customer segmentation to cross-sell and upsell complementary items in top categories.



Operations

- Analyze high-value products with longer delivery times (e.g., 15+ days) and strategize to reduce delays.
- Revenue peaks at delivery speeds of 4–12 days. Focus on maintaining and improving delivery logistics in this timeframe.
- Optimizing the technology used in logistics and transportation so they can increase delivery speed.
- Improve logistics and resources in high seasonal peaks based on November (2017) and July (2018) that we observed in the data .



Marketing Sellers Lead

- Localize Marketing Strategies Based on the Region.
- Invest in organic search (12% conversion) and paid search (12% conversion), as these channels yield high lead generation and conversion rates.
- Experiment with email campaigns to increase their current low conversion rate (3%).
- Focus more on qualified leads and nurture leads that are not sold-ready.



Thank You!