Recommendations :
- From the distribution and statistical analysis we can observe the average time to complete the delivery is 12 days.
- which should be reduced to at least half, as due to high competition in the e-commerce market, it is vital to do so.
- To reduce the delivery time, if we look at the average time for carrier to start the delivery itself takes at least 2 and a half days. and order approval time is 0.26 days.
- These two should be optimized at as low as possible, which can result in delivering faster.
- If we look at the Top states where delivery is really slow compared to the estimated date, they are all from the north Brazil region.
- Delivering faster in the northern states may create and increase new customers and revenue from the north.
- Increasing the network in north Brazil, and having small towns can help increase the customer base.
- As north Brazil has the world's largest river and most extensive rain forest, must be a good travel destination, introducing necessary services/ camping/adventure products can help increase revenue and order from the northern region.
- Top selling items are between 10-100 dollars, and introducing new different products from top selling categories can increase revenue more.
- There was an increasing trend in revenue and orders over time, yet during October and January sales decreased probably after Festival Sales. Introducing possible discounts on not-so-running products can help sell more products during those low-going months.