

Topic 3

PRODUCTS

Team 5

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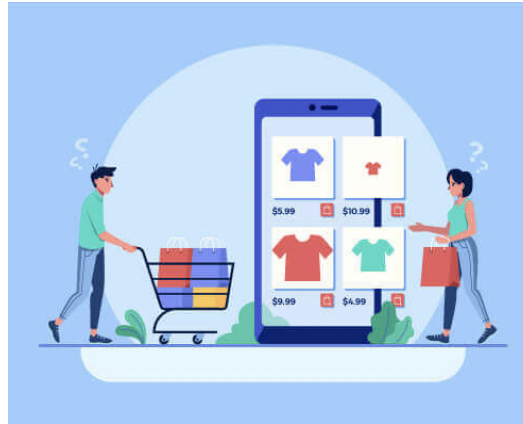


BRAZILIAN E-COMMERCE OVERVIEW



About Brazil

It is the largest country in the heart of South America. Brazil has many advantages in geography, climate, culture, and people for developing the economy.



Brazilian e-commerce

E-commerce has been present since early in Brazil and has not stopped growing despite the economic crisis, income, and difficulties in life.

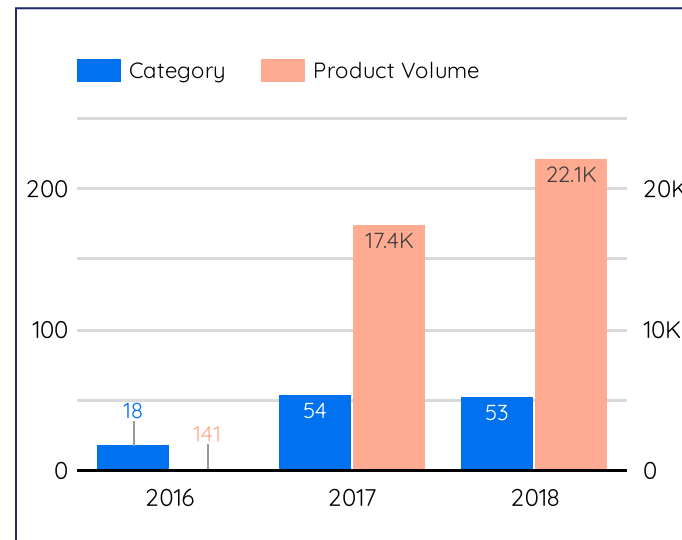


Chart 01 _ Category & Product

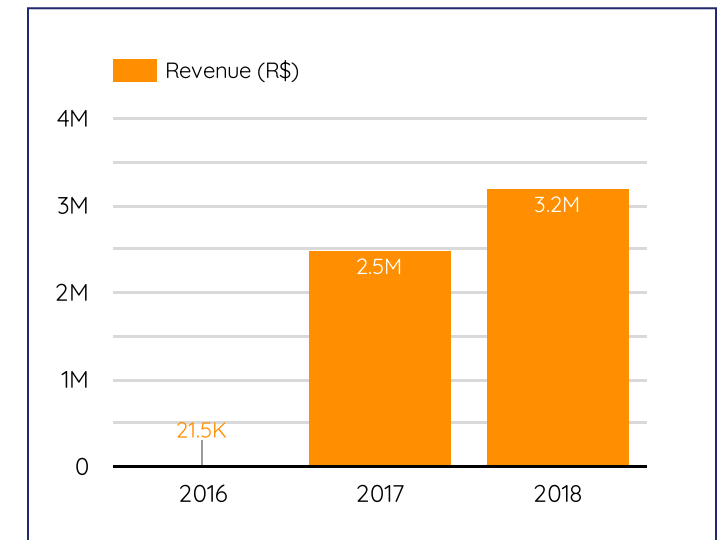


Chart 02 _ Revenue

* Comments:

- The significant increase in the market size, number of categories, and volume of products that have traded proving for the potential of e-commerce in Brazil.

PRODUCT CATEGORIES

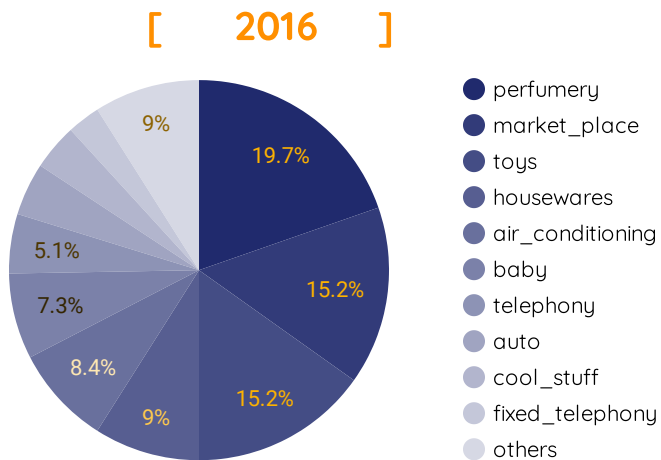


Chart 03.01_ The proportion of TOP 10 categories & Others in 2016

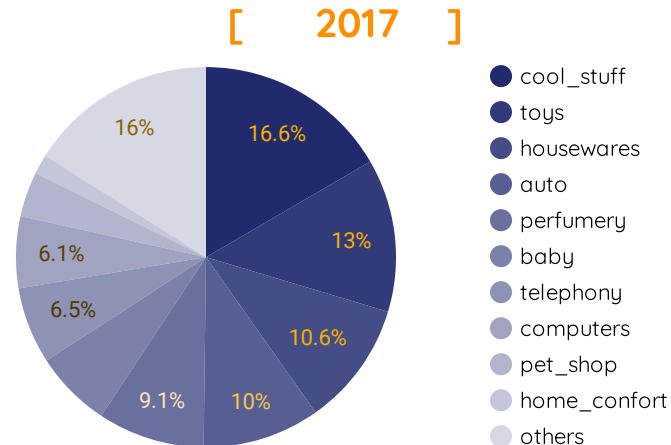


Chart 03.02_ The proportion of TOP 10 categories & Others in 2017

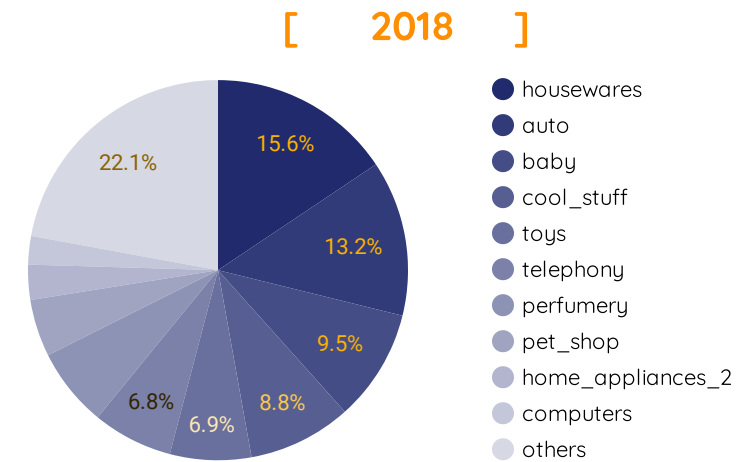


Chart 03.03_ The proportion of TOP 10 categories & Others in 2018

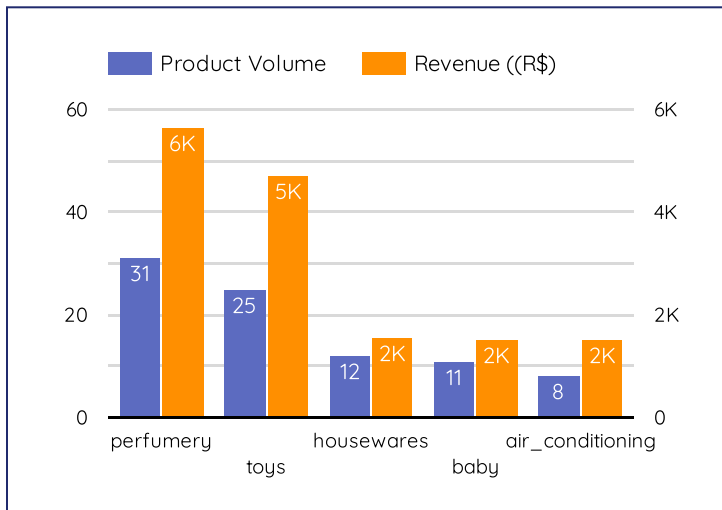


Chart 04.01_ TOP 5 Categories have the highest revenue in 2016

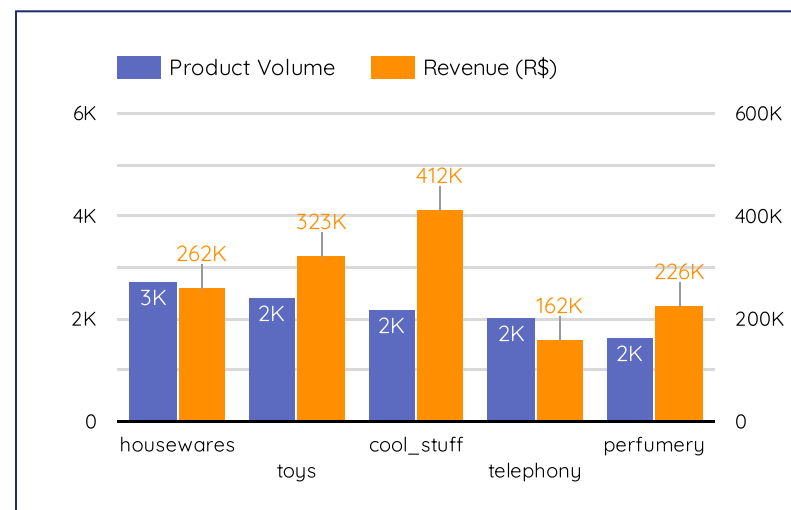


Chart 04.02_ TOP 5 Categories have the highest revenue in 2017

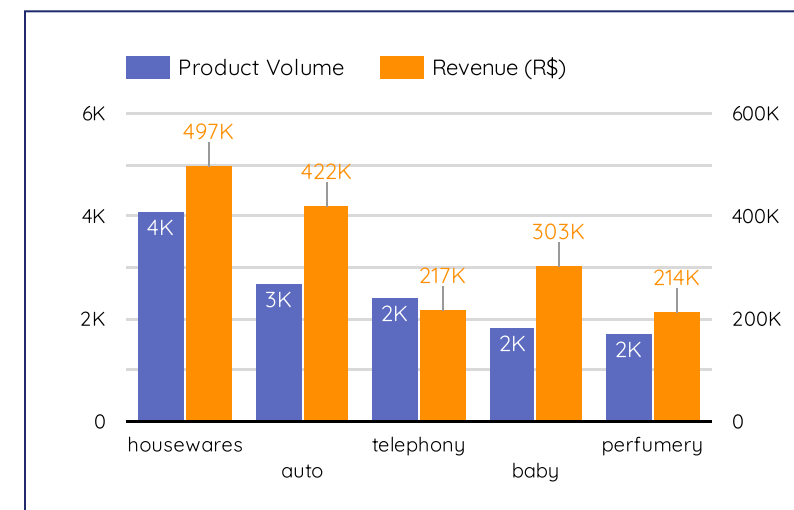


Chart 04.03_ TOP 5 Categories have the highest revenue in 2018

* Comments:

- The proportions between categories and the volume of traded products haven't been changed clearly, especially in the top 5.
- Meanwhile, the revenue has a dissimilarity with the actual trading volume. Top 5 revenue falls in the consumer goods and special goods such as automobiles, technology products...

PRODUCT CATEGORIES

by unit price

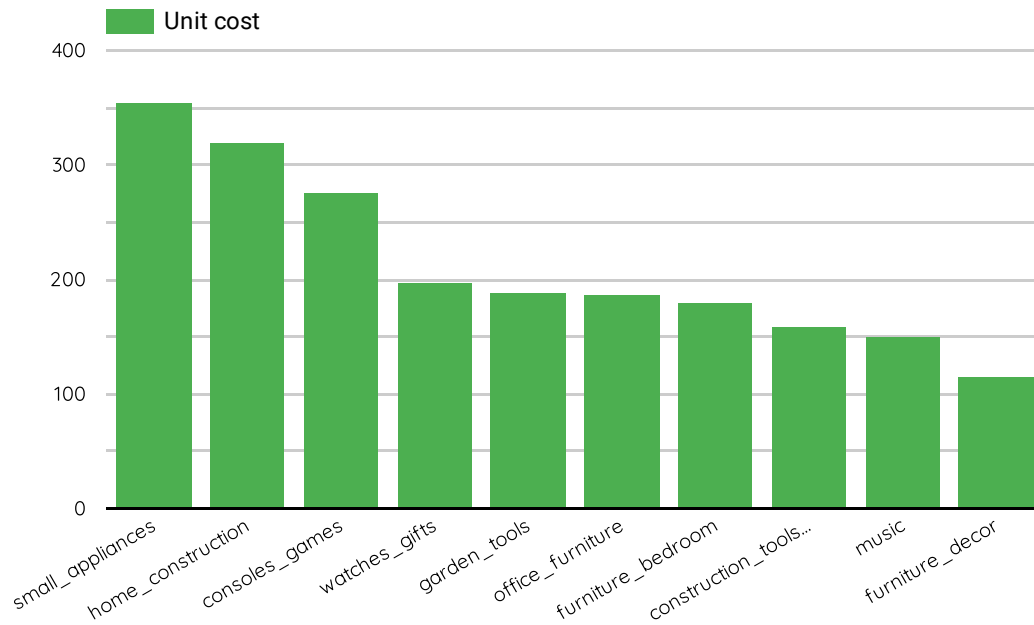


Chart 05.01_ TOP 10 Average of unit costs of the Product category

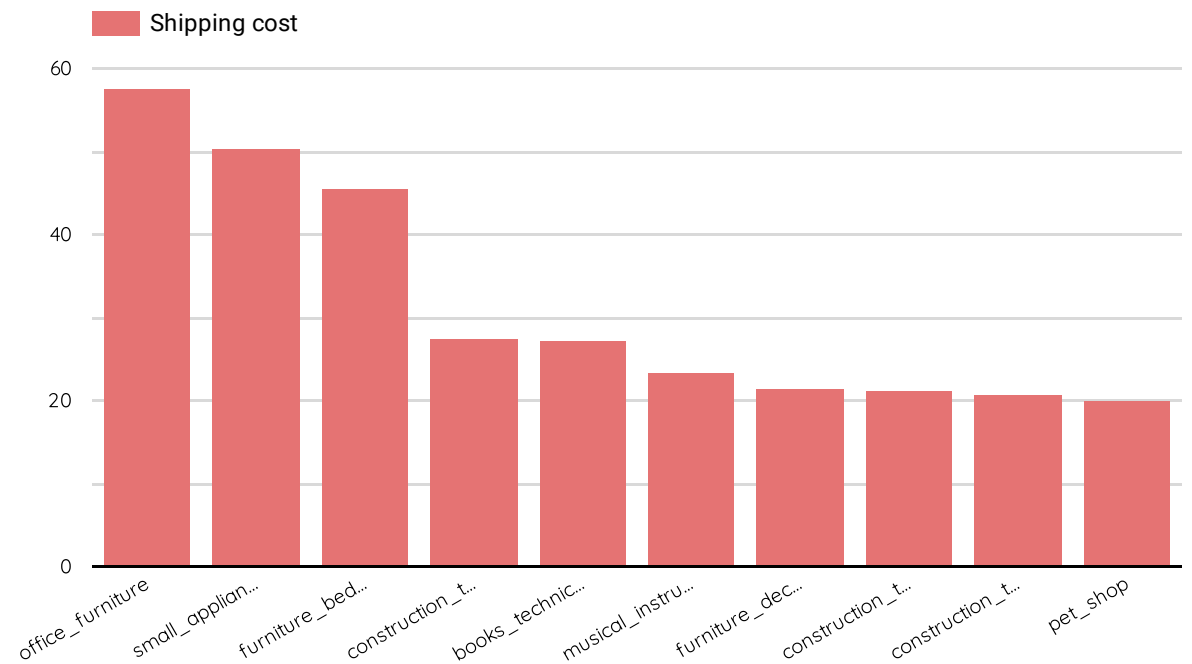


Chart 05.02_ TOP 10 Average shipping costs of the Product category

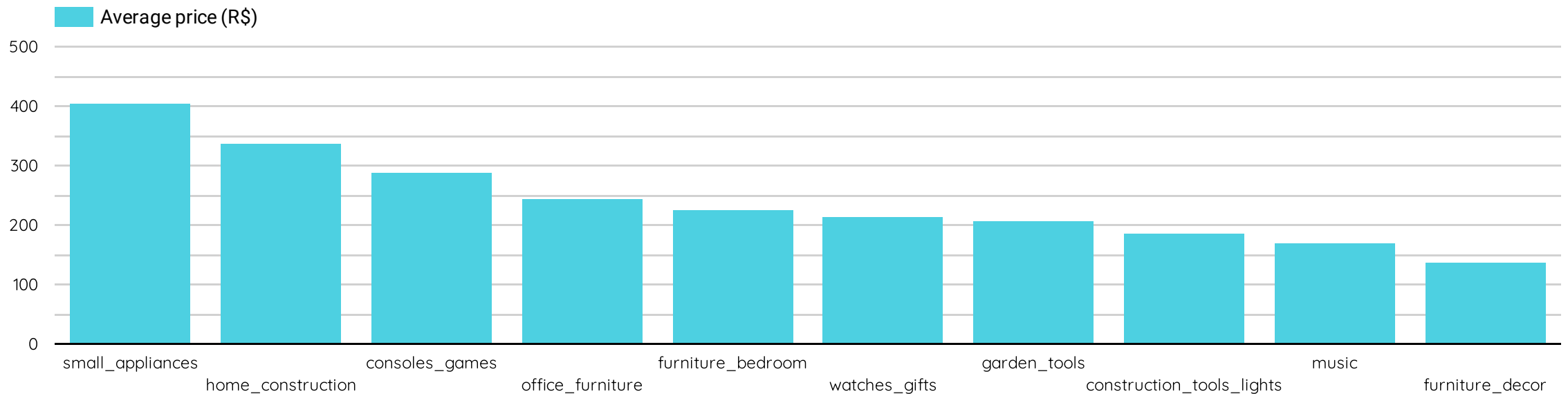


Chart 05.03_ TOP 10 Average unit prices of the Product category (unit cost is included shipping fee)

PRODUCT CONSUMPTION by Month

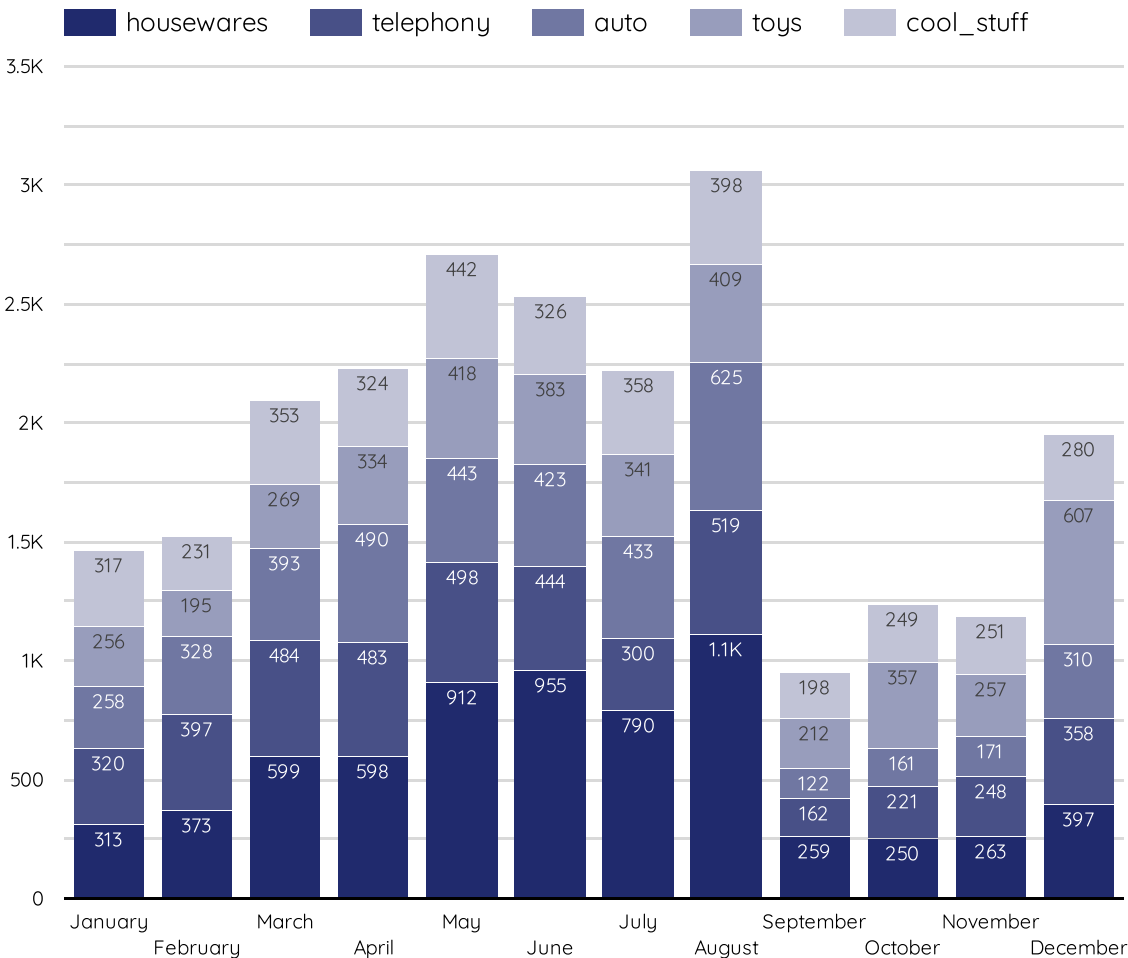


Chart 06.01_ TOP 5 Products by Quantity

* Comments:

- Consumption demand is highest from May-Aug, lowest from Sep-Nov, and starting increasing from Dec-Apr.
- Housewares are always in the top shopping priority of the year because of frequency demand. The rest belongs to special goods.
- The changing of demand can be affected by season, the occasional days or events...

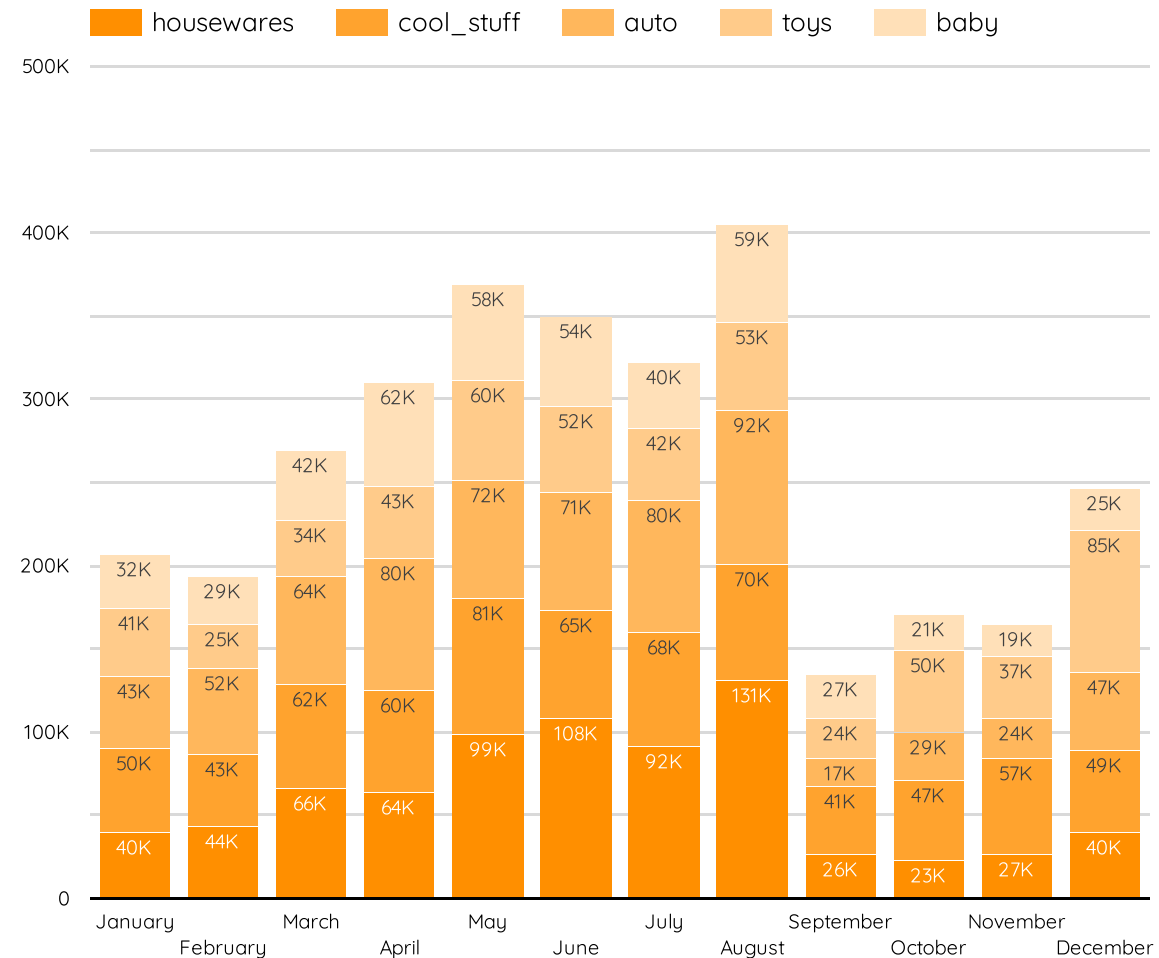


Chart 06.02_ TOP 5 Products by Revenue

* Comments:

- "Baby" has been replaced by "Telephony" in the TOP 5 Revenue chart. Its reason can be affected by-product value (function and unit price).
- The chart is also telling about the revenue depends on product volume for daily consumer products, and the special value from the rest.

PRODUCT CONSUMPTION by Regions

State



State		Product Volume	Revenue (R\$)	
1.	SP	10.1K	885.8K	
2.	RJ	4.5K	422.7K	
3.	MG	4.1K	394.5K	
4.	RS	1.2K	157.6K	
5.	PR	1.2K	124.7K	
6.	BA	821	108.4K	
7.	SC	1.2K	95K	
8.	MT	345	51.6K	
9.	GO	275	34.7K	
10.	PE	237	28.4K	
11.	PB	70	27.3K	
12.	ES	389	26K	
13.	PI	55	24.3K	
14.	DF	123	21.4K	
15.	AL	51	15.8K	
16.	MA	99	15K	
17.	CE	95	10.4K	
18.	RN	90	9.8K	
19.	RO	79	9.7K	
20.	MS	38	9.2K	
21.	PA	100	8K	
22.	TO	52	7.6K	
23.	SE	29	1.4K	
24.	AM	14	805.1	
25.	AC	14	747.6	
26.	AP	10	619.9	



TOP 5 STATES HAVE
HIGHEST PRODUCT VOLUME
& REVENUE

Product Category		Product Volume	Revenue (R\$)	
1.	sports_leisure	4.2K	306.9K	
2.	telephony	2.8K	114.8K	
3.	computers_accessories	2.6K	196.4K	
4.	furniture_decor	2.3K	311.7K	
5.	watches_gifts	2K	421.2K	
6.	health_beauty	1.7K	178.9K	
7.	housewares	1.3K	70.2K	
8.	stationery	1K	65.8K	
9.	perfumery	879	84.3K	
10.	auto	786	103.2K	
11.	electronics	778	50K	
12.	fashion_bags_accessories	752	51.9K	
13.	pet_shop	558	45.7K	
14.	toys	412	36.2K	
15.	baby	345	36.2K	
16.	fixed_telephony	336	19.6K	
17.	agro_industry_and_commerce	287	38.1K	
18.	cool_stuff	284	37.3K	
19.	books_general_interest	253	20.5K	
20.	construction_tools_construction	248	32.3K	
21.	office_furniture	209	50.9K	
22.	furniture_bedroom	203	45.7K	
23.	garden_tools	196	40.7K	
24.	consoles_games	189	54.3K	



TOP 5 PRODUCTS GOT
HIGHEST BUYING IN STATES

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PRODUCT CONSUMPTION by Other impacts

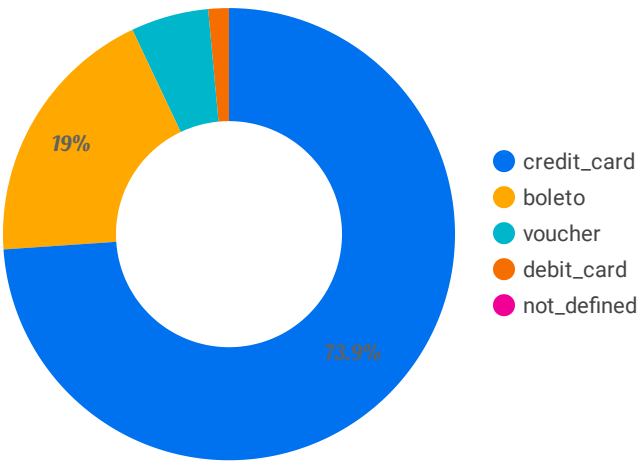


Chart 09_ Payment method proportion

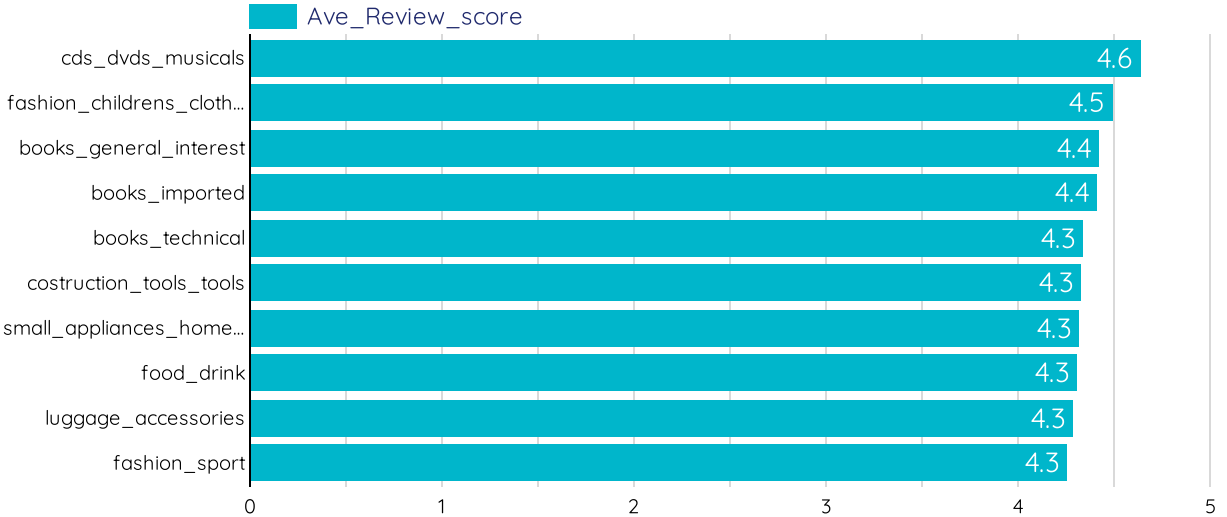


Chart 10_ TOP 10 Products have Best review score

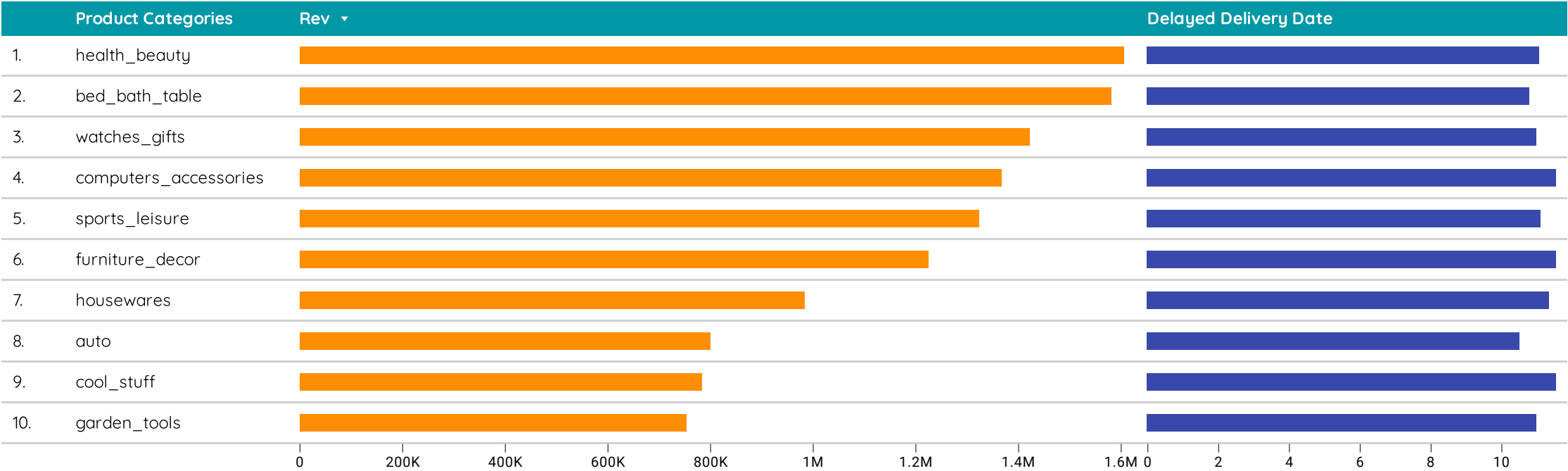


Chart 11_ TOP 10 Bestselling Product categories but delaying shipping time

CONCLUSION & SUGGESTION

1. The product category & product line are diversify.
2. Sales Volume & Revenue in 2016 is lowest but miraculously increased in 2017 and kept the growth rate until 2018
3. The Product volume and Revenue are high from May to August (time of entering winter season in Brazil) and buying demand increasingly, the lowest is from Sep to November and starting increasing from December to April.
4. Consumer goods are always in high demand during the year. The others have a change in sales volume but also bring high revenue.
5. The highest product volumes belong to the TOP 3 states Sao Paulo, Rio De Janeiro, Minas Gerais.
6. Product shopping demands are not much affected by geographical distance, shipping time, and delivery status as well as buyer reviews, but they should be considered. However, it is necessary to consider improving service quality to increase sales volume.
7. The payment method has a great influence on the purchase decision, so it is necessary to consider applying the preferred and convenient payment methods.



THANK YOU