### **Case Study- Data Analysis**

### **on E-Commerce Company- Olist Dataset**

#### Case 1: Order Analysis

##### **Question 1:** Analyze the monthly distribution of orders. The order\_approved\_at date should be used for the date data.

#### Query

SELECT

(date\_trunc('month',order\_approved\_at))::date AS month,

COUNT(\*) AS order\_count

FROM

orders

WHERE order\_approved\_at IS NOT NULL

GROUP BY

month

ORDER BY

month;

A graph of a number of months and numbers

Description automatically generated

##### The table above shows the distribution of the number of orders by month for the Brazilian E-commerce company between 2016 and 2018. It is possible to say that there was a steady increase in the company's orders over the years. The number of orders from 2016 to January 2017 was quite low, with irregular order counts monthly. This situation can be explained by the company being newly established or having just started online sales during this period. Lastly, the data for September 2018, with just 1 order, is seen as the last entry in the system. As might be expected, this data for the month could be considered incomplete when considering the regular increase in the company's orders.

##### **Question 2:** Analyze the number of orders segmentation by order status monthly. Visualize the output of the query using Excel. Are there any months with dramatic drops or increases? Review the data and provide an analysis.

#### Query of Delivered Orders

SELECT

(date\_trunc('month',order\_approved\_at))::date AS month,

order\_status,

COUNT(\*) AS order\_count

FROM

orders

WHERE

order\_approved\_at IS NOT NULL and

order\_status = 'delivered'

GROUP BY

month,

order\_status

ORDER BY

month, order\_status;

A bar graph with numbers and a number

Description automatically generated

##### In the table above, the Brazilian E-Commerce company's monthly delivered order numbers between 2016-2018 are presented. In September and December of 2016, only 1 order was delivered, with a notably low number of 265 orders in October, and no orders delivered in November. Based on the available data, we can interpret that the e-commerce company might have just started its operations during this period. In the September - December 2016 period, the company - as distinctly observed in October - in other words, the company might have conducted trial sales and evaluated the process, and then actively entered the e-commerce market in 2017. From January 2017 onwards, despite small decreases in March, June, and September, a steady increase in delivered order numbers is observed. Particularly in January 2017, a significant increase in delivered order numbers is seen. During this period, the company might have conducted a successful advertising or campaign effort. In 2018, although there were small fluctuations, a consistent increase in delivered orders was maintained, with no dramatic declines emerging.

#### Query of Orders Excluding Delivered

SELECT

(date\_trunc('month',order\_approved\_at))::date AS month,

order\_status,

COUNT(\*) AS order\_count

FROM

orders

WHERE

order\_approved\_at IS NOT NULL and

order\_status <> 'delivered'

GROUP BY

month,

order\_status

ORDER BY

month, order\_status;

A bar graph with numbers and text

Description automatically generated

##### Since the data for other statuses such as processing, shipped, or cancelled are quite limited, the above table was created. It can be easily observed that the outputs in this table are in a parallel structure with the outputs in the delivered order table. Additionally, in the last quarter of 2017, there was a significant increase in the number of cancelled, in-transit, in-cargo, or unreachable orders, parallel to the number of delivered orders. In summary, we can say that the company experienced difficulties in meeting the intense order demand during this period.

##### **Question 3:** Analyze order numbers by product category segmentation, highlighting categories performing notably during special events/occasions (For example, New Year's Eve, Valentine's Day, etc.)

#### Query

SELECT

DISTINCT p.product\_category\_name AS product\_category,

COUNT(DISTINCT o.order\_id) AS order\_count,

CASE

WHEN EXTRACT(MONTH FROM o.order\_approved\_at) = 12 THEN 'Christmas'

WHEN EXTRACT(MONTH FROM o.order\_approved\_at) = 2 THEN 'ValentineDay'

END AS special\_days

FROM

products p

INNER JOIN

order\_items oi ON p.product\_id = oi.product\_id

INNER JOIN

orders o ON oi.order\_id = o.order\_id

WHERE

o.order\_approved\_at IS NOT NULL

AND p.product\_category\_name IS NOT NULL

AND EXTRACT(MONTH FROM o.order\_approved\_at) IN (12, 2)

GROUP BY

p.product\_category\_name, special\_days

ORDER BY

order\_count DESC, special\_days

LIMIT 10;

A graph showing different types of sales

Description automatically generated

##### The table above analyzes the Brazilian E-Commerce company's order numbers across product categories during Christmas (based on December orders) and Valentine's Day (based on February orders) between 2016-2018. When looking at the top 10 ordered products during these periods:

##### For Christmas, it can be said that furniture (cama\_mesa\_banho) products lead, with nearly equal interest shown in sports-entertainment (esporte\_lazer), beauty (beleza\_saude), and toy (brinquedos) categories.

##### On Valentine's Day, computer accessories (informatica\_acessorios) stand out, while similar to the Chirstmas’ period, furniture (cama\_mesa\_banho) products lead, accompanied by sports-entertainment (esporte\_lazer) and beauty (beleza\_saude) categories. As can be understood from the Christmas’ period, the toy (brinquedos) category clearly secures its place in the list, particularly for children's products.

##### It is noteworthy that home decor categories like moveis\_decoracao and utilidades\_domesticas appear in Valentine's Day sales but are absent from the Chirstmas’ period. These products could actually be among the most preferred items during the Chirstmas’ season. To understand why they are not present, detailed investigations into campaigns conducted during that period or customer profiles could be conducted to determine new sales strategies.

##### **Question 4:** Analyze order numbers based on days of the week (Monday, Thursday, ...) and days of the month (1st, 2nd, etc.). Create a visual in Excel with the output of your query and provide an interpretation.

#### Query of Weekdays Order Counts

SELECT

CASE

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 0 THEN 'Sunday'

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 1 THEN 'Monday'

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 2 THEN 'Tuesday'

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 3 THEN 'Wednesday'

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 4 THEN 'Thursday'

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 5 THEN 'Friday'

WHEN EXTRACT(DOW FROM order\_purchase\_timestamp) = 6 THEN 'Saturday'

END AS days\_of\_week,

COUNT(\*) AS order\_count

FROM

orders

WHERE

order\_purchase\_timestamp IS NOT NULL

GROUP BY

days\_of\_week

ORDER BY

order\_count;

A graph showing the number of days and months

Description automatically generated

Looking at the distribution of order numbers by days of the week for the Brazilian E-Commerce company between 2016-2018, **Monday** stands out as the day with the highest number of orders (16,196 orders). Monday is followed by **Tuesday** (15,963 orders) and **Wednesday** (15,552 orders). This indicates that customer activity is more intense and shopping tendency is stronger during the first days of the week.

**Thursday** and **Friday** show a slight decrease in order numbers mid-week and towards the end of the week. By the weekend, **Saturday** (10,887 orders) and **Sunday** (11,960 orders) emerge as the days with the lowest order numbers. This clearly demonstrates that customers' shopping tendencies are lower during the weekend compared to weekdays.

These results suggest that the company could plan special discounts and promotional campaigns to increase weekend shopping traffic. Additionally, by analyzing the successful product categories on weekdays with high order numbers, campaigns for these categories could be encouraged during the weekend. Thus, weekend shopping rates could be increased, and customer habits could be made more balanced.

#### Query of Weekly Order Counts

SELECT

CASE

WHEN EXTRACT(DAY FROM order\_purchase\_timestamp) BETWEEN 1 AND 8 THEN 'First Week'

WHEN EXTRACT(DAY FROM order\_purchase\_timestamp) BETWEEN 9 AND 15 THEN 'Second Week'

WHEN EXTRACT(DAY FROM order\_purchase\_timestamp) BETWEEN 16 AND 22 THEN 'Third Week'

WHEN EXTRACT(DAY FROM order\_purchase\_timestamp) BETWEEN 23 AND 31 THEN 'Fourth Week'

END AS weeks\_of\_month,

COUNT(\*) AS order\_count

FROM

orders

WHERE

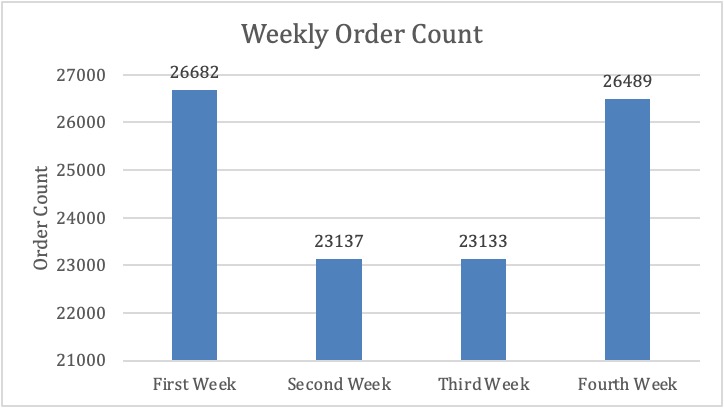
order\_purchase\_timestamp IS NOT NULL

GROUP BY

weeks\_of\_month

ORDER BY

order\_count;



Looking at the distribution of order numbers by weeks within the month for the Brazilian E-Commerce company between 2016-2018, the **first week (26,682 orders)** and **fourth week (26,489 orders)** stand out as the weeks with the highest number of orders. In contrast, the **second week (23,137 orders)** and **third week (23,133 orders)** have relatively lower order numbers.

This distribution gains meaning when associated with payroll days in Brazil.[[1]](#footnote-1) In cases where salary payments are made monthly, the increased spending tendency following the first 5 days of the month, and when payments are made twice a month (typically on the 5th and 20th), the increase in order numbers becomes particularly evident in the first and fourth weeks of the month.[[2]](#footnote-2)

The company can organize special campaigns to **increase order numbers in the second and third weeks**. For example, special **installment options** or campaigns like **"Order now, pay when your salary arrives"** could be planned for these weeks. This strategy can balance customer spending habits on a weekly basis and potentially increase overall sales volume.

#### Case 2: Customer Analysis

##### **Question:** Analyze customer order frequency by city, defining customers primary location as the city where they place the highest number of orders

#### Query

WITH customer\_city\_order\_counts AS (

SELECT

c.customer\_unique\_id,

c.customer\_city,

COUNT(DISTINCT o.order\_id) AS customer\_order\_count,

ROW\_NUMBER() OVER (

PARTITION BY c.customer\_unique\_id

ORDER BY COUNT(DISTINCT o.order\_id) DESC, MAX(o.order\_purchase\_timestamp) DESC

) AS order\_rank

FROM

customers c

INNER JOIN

orders o ON o.customer\_id = c.customer\_id

GROUP BY

c.customer\_unique\_id, c.customer\_city

),

primary\_city\_by\_customer AS (

SELECT

customer\_unique\_id,

customer\_city AS primary\_city,

customer\_order\_count

FROM

customer\_city\_order\_counts

WHERE

order\_rank = 1

)

SELECT

primary\_city,

COUNT(DISTINCT customer\_unique\_id) AS unique\_customers,

SUM(customer\_order\_count) AS total\_orders

FROM

primary\_city\_by\_customer

GROUP BY

primary\_city

ORDER BY

total\_orders DESC

LIMIT 10;

A graph of a number of cities

Description automatically generated

Highlighting the main insights about economic factors, customer behavior, and regional differences:

1. **Economic and Population Centers**:
   * The top 10 cities are predominantly large urban centers or part of significant metropolitan regions, reflecting how population density and economic strength influence e-commerce activity. Cities like São Paulo, Rio de Janeiro, and Belo Horizonte stand out due to their substantial populations and economic vibrancy, which drive higher volumes of online shopping.
2. **Repeat Shopping Behavior**:
   * The similarity between the number of unique customers and total orders in each city implies that many customers place multiple orders. São Paulo, especially, shows a high level of repeat purchases, suggesting strong customer loyalty or frequent engagement with online shopping platforms.
   * This behavior highlights the importance of e-commerce platforms in meeting the recurring shopping needs of residents in densely populated and economically active areas.
3. **Regional Variations**:
   * The diversity of cities in the top 10 list, including locations from the Southeast, South, and Northeast, illustrates the widespread reach and adoption of e-commerce across Brazil.
   * However, cities in the Southeast, particularly São Paulo and Rio de Janeiro, still lead in order volume. This trend is likely tied to greater urbanization, economic development, and better e-commerce infrastructure in this region, making it easier and more convenient for residents to shop online.
   * The presence of cities like Salvador in the Northeast shows growing digital engagement in regions historically outside the economic hubs, suggesting that e-commerce is bridging geographic and economic gaps.

Overall, this analysis highlights that Brazil’s e-commerce market thrives in populous and economically vibrant cities, where customers are more likely to engage in repeat purchases. It also points to a growing national adoption of e-commerce, with notable participation from regions beyond the traditional economic centers, such as the Northeast. This broader regional engagement suggests promising growth opportunities for e-commerce in Brazil, particularly as infrastructure and digital literacy continue to improve across diverse areas.

#### Case 3: Seller Analysis

##### **Question 1:** Who are the sellers that deliver orders to customers the fastest? Bring the top 5. Examine and interpret these sellers order numbers along with their product reviews and ratings

#### Query

WITH seller\_delivery\_times AS (

SELECT

s.seller\_id,

AVG(o.order\_delivered\_customer\_date - o.order\_purchase\_timestamp) AS avg\_delivery\_time,

COUNT(DISTINCT o.order\_id) AS total\_orders

FROM

sellers s

INNER JOIN

order\_items oi ON oi.seller\_id = s.seller\_id

INNER JOIN

orders o ON o.order\_id = oi.order\_id

WHERE

o.order\_status = 'delivered'

GROUP BY

s.seller\_id

)

SELECT

sdt.seller\_id,

sdt.avg\_delivery\_time,

sdt.total\_orders,

ROUND(AVG(r.review\_score)::NUMERIC, 2) AS avg\_review\_score,

COUNT(r.review\_comment\_message) AS review\_comment\_count

FROM

seller\_delivery\_times sdt

INNER JOIN

order\_items oi ON oi.seller\_id = sdt.seller\_id

INNER JOIN

order\_reviews r ON r.order\_id = oi.order\_id

WHERE

sdt.total\_orders > 40

GROUP BY

sdt.seller\_id, sdt.avg\_delivery\_time, sdt.total\_orders

ORDER BY

sdt.avg\_delivery\_time ASC

LIMIT 5;

A green and white table with numbers

Description automatically generated

The query identifies the top 5 sellers with the fastest average delivery times, each handling over 40 orders. Here’s a summary of the key findings:

* **Top Performer**: The fastest seller delivers in just under 5 days on average, completing 66 orders with an impressive 4.81 average review score, indicating high efficiency and customer satisfaction.
* **Consistent High Ratings**: All top sellers maintain good ratings (4.38 to 4.81) alongside fast delivery, showing that quick delivery is positively correlated with customer satisfaction.
* **Review Patterns**: Sellers with slightly slower delivery times within the top 5 tend to have more review comments, suggesting customers might provide more feedback when delivery speed is a bit slower.

In essence, fast delivery times and positive ratings go hand-in-hand, especially for sellers who can handle a substantial order volume effectively.

##### **Question 2:** Which sellers sell products from more categories? Do sellers with more categories also have more orders?

#### Query

SELECT

        oi.seller\_id,

        COUNT(DISTINCT p.product\_category\_name) AS category\_count,

        COUNT(DISTINCT o.order\_id) AS order\_count

    FROM

        order\_items oi

    INNER JOIN

orders o ON o.order\_id = oi.order\_id

    INNER JOIN

        products p ON p.product\_id = oi.product\_id

WHERE

    o.order\_status = 'delivered'

    GROUP BY

        oi.seller\_id

HAVING COUNT(DISTINCT p.product\_category\_name) >= 10

ORDER BY

    category\_count DESC, order\_count DESC;

A graph of sales and order

Description automatically generated with medium confidence

The query above retrieves the number of product categories and total order counts for each seller, considering only delivered orders. It focuses on sellers with a high diversity of products, filtering to include only those with 10 or more different product categories. From the segmentation of the Brazilian e-commerce company’s sales data between 2016 and 2018, we observe:

1. **Diversity vs. Order Volume**: The seller with the highest diversity, offering products across 27 different categories, does not have an exceptionally high order count. This suggests that having a wide range of product categories does not necessarily correlate with a high volume of sales.
2. **Significant Variability**: Sellers with fewer categories, such as those selling in 23 or fewer categories, can sometimes achieve much higher order volumes. For instance, some sellers with products in 23 categories have up to four times as many orders as the seller with 27 categories.
3. **High Order Sellers with Limited Categories**: There are sellers with only 10 or 11 categories who perform exceptionally well in terms of order count, exceeding average order volumes. This indicates that focusing on fewer, perhaps more popular or well-curated product categories might contribute to higher sales.
4. **Product Diversity and Sales Correlation**: Overall, there is no clear pattern indicating that an increase in product diversity leads to a proportional increase in order count. Therefore, a broader product range does not necessarily guarantee higher sales.
5. **Potential Factors for Success**: To gain deeper insights into why some sellers with fewer categories perform better, it would be beneficial to explore other factors beyond category diversity, such as:
   * **Customer Satisfaction**: Product quality, delivery speed, and customer service.
   * **Promotions and Marketing**: Campaigns or discounts that may attract more customers.
   * **Targeted Product Selection**: Offering popular or high-demand products in specific categories.

In summary, the data suggests that category diversity alone does not drive higher sales. Sellers might achieve success through customer-centric strategies, efficient logistics, or targeted marketing, even with a limited range of categories. This calls for a more nuanced approach in understanding what drives sales performance beyond mere product diversity.

#### 4: Payment Analysis

##### **Question 1:** Which regions do the users who make payments with the highest number of installments live in? Interpret this output.

#### Query

WITH Customer\_Installments AS (

SELECT

c.customer\_unique\_id,

c.customer\_city,

c.customer\_state,

o.order\_id,

p.payment\_installments

FROM

customers c

INNER JOIN

orders o ON c.customer\_id = o.customer\_id

INNER JOIN

Order\_payments p ON o.order\_id = p.order\_id

WHERE

p.payment\_type = 'credit\_card'

ORDER BY

p.payment\_installments DESC

)

SELECT

customer\_state,

customer\_city,

MAX(payment\_installments) AS max\_installments,

COUNT(DISTINCT order\_id) AS order\_count

FROM

Customer\_Installments

GROUP BY

customer\_state, customer\_city

ORDER BY

max\_installments DESC, order\_count DESC

LIMIT 10; (

SELECT

c.customer\_unique\_id,

c.customer\_city,

c.customer\_state,

o.order\_id,

p.payment\_installments

FROM

customers c

INNER JOIN

orders o ON c.customer\_id = o.customer\_id

INNER JOIN

payments p ON o.order\_id = p.order\_id

WHERE

p.payment\_type = 'credit\_card'

ORDER BY

p.payment\_installments DESC

)

SELECT

customer\_state,

customer\_city,

MAX(payment\_installments) AS max\_installments,

COUNT(DISTINCT order\_id) AS order\_count

FROM

Customer\_Installments

GROUP BY

customer\_state, customer\_city

ORDER BY

max\_installments DESC, order\_count DESC

LIMIT 10;

A bar graph with numbers and a bar chart

Description automatically generated with medium confidence

The table above displays the regions and cities in Brazil where customers of the e-commerce company, during the years 2016-2018, most frequently used the highest number of installment options for their purchases. The data includes orders made with up to 24 installment payments, filtered to show the top 10 regions with the highest number of such transactions.

According to the results, the city of Rio de Janeiro in the state of RJ stands out as the region with the highest usage of maximum installment options and the highest concentration of customers using this payment method. Following Rio de Janeiro, Brasília, Porto Alegre, and Salvador are also prominent, along with their respective states.

This data suggests that customers who prefer higher installment options are predominantly located in more densely populated cities and regions. In other words, these urban areas, where access to the internet and digital services is more widespread, influence shopping behaviors, making installment payments more common. Furthermore, residents in these cities often have access to diverse job opportunities across various sectors, contributing to a range of income levels. This economic diversity likely encourages customers to consider different installment options, aligning their purchases with flexible payment terms.

##### **Question 2:** Calculate the number of successful orders and the total successful payment amount by payment type. Sort from the most used payment type to the least.

#### Query

WITH SuccessfulPayments AS (

    SELECT

        o.order\_id,

        p.payment\_type,

        p.payment\_value

    FROM

        orders o

    INNER JOIN

        payments p ON o.order\_id = p.order\_id

    WHERE

o.order\_status IN ('delivered','invoiced')

GROUP BY

o.order\_id,

    p.payment\_type,

p.payment\_value

ORDER BY

p.payment\_type

)

SELECT

    payment\_type,

    COUNT(DISTINCT order\_id) AS successful\_order\_count,

    SUM(payment\_value) AS total\_successful\_payment\_amount

FROM

    SuccessfulPayments

GROUP BY

    payment\_type

ORDER BY

    successful\_order\_count DESC;

A screenshot of a calculator

Description automatically generated

The table above presents the number of successful orders and the total payment amount categorized by payment type, based on orders from a Brazilian e-commerce company between 2016 and 2018.

1. **Credit Card Dominance**:
   * Credit card payments are by far the most used payment type, with **74,543 successful orders** and a total payment amount of **12,152,189.01 BRL**.
   * The significantly higher order count and payment volume for credit cards suggest that it is the preferred method for customers, likely due to the availability of installment options, which make purchases more accessible and manageable for consumers. This flexibility in payment could be a primary factor driving the popularity of credit card payments.
2. **Boleto as the Second Preferred Option**:
   * "Boleto" payments rank as the second most popular method, with **19,258 successful orders** totaling **2,785,263.4 BRL**. Boleto is a common payment method in Brazil, allowing customers to generate a payment slip that can be paid at various locations or online. This option is widely used due to its simplicity and accessibility, especially for customers who may not have credit cards.
3. **Other Payment Methods**:
   * Voucher payments and debit cards are used significantly less than credit cards and boleto, with **3,690** and **1,491** successful orders, respectively. The relatively low use of debit cards may indicate customer preference for payment options that offer more flexibility, such as installment-based credit cards or delayed payment with boleto.

##### **Question 3:** Perform a category-based analysis of orders paid in full and in installments. Which categories have the highest usage of installment payments?

#### Single Payment Query:

WITH single\_pay\_orders AS (

SELECT

oi.order\_id,

p.product\_category\_name,

pay.payment\_type

FROM

order\_items oi

INNER JOIN

products p ON oi.product\_id = p.product\_id

INNER JOIN

orders o ON oi.order\_id = o.order\_id

INNER JOIN

order\_payments pay ON o.order\_id = pay.order\_id

WHERE

pay.payment\_installments = 1

)

SELECT

product\_category\_name,

COUNT(DISTINCT order\_id) AS single\_pay\_order\_count,

payment\_type

FROM

single\_pay\_orders

GROUP BY

product\_category\_name, payment\_type

ORDER BY

single\_pay\_order\_count DESC

LIMIT 5;

A graph of a number of credit cards

Description automatically generated

Based on the data for single-payment orders from the Brazilian e-commerce company between 2016 and 2018, we observe the following trends in product categories:

1. **Credit Card Single-Payment Orders**: The category with the highest number of single-payment orders using a credit card is sports and leisure ("esporte\_lazer"). Following this, the beauty and health ("beleza\_saude") and computer accessories ("informatica\_acessorios") categories also rank high for single payments made by credit card.
2. **Boleto (One-Time Payment) Orders**: Among boleto (voucher-based, one-time payments) transactions, the most popular product categories align closely with those of single-payment credit card orders, notably beauty and health and computer accessories.
3. **Product Characteristics**: Although detailed product descriptions are unavailable, the popularity of single-payment purchases in these categories suggests they may consist of lower-cost or smaller items. These are likely to be products that do not require installment payments due to their affordability. Additionally, categories like beauty, health, and accessories may attract customers seeking budget-friendly or economical options, fitting a single-payment model.

#### Installment Payment Query:

WITH Installment\_orders AS (

SELECT

oi.order\_id,

p.product\_category\_name,

pay.payment\_installments

FROM

order\_items oi

INNER JOIN

products p ON oi.product\_id = p.product\_id

INNER JOIN

orders o ON oi.order\_id = o.order\_id

INNER JOIN

Order\_payments pay ON o.order\_id = pay.order\_id

WHERE

pay.payment\_installments > 1

)

SELECT

product\_category\_name,

COUNT(DISTINCT order\_id) AS installment\_order\_count,

payment\_installments

FROM

Installment\_orders

GROUP BY

product\_category\_name, payment\_installments

ORDER BY

installment\_order\_count DESC

LIMIT 5;

A bar graph with numbers and text

Description automatically generated

Based on the analysis of installment-based orders from the Brazilian e-commerce company between 2016 and 2018, the data reveals the following trends in product categories:

1. **Top Categories for Installment Purchases**:
   * The category with the highest volume of installment purchases is **bedding, bath, and table** ("cama\_mesa\_banho"), followed closely by **beauty and health** ("beleza\_saude") and **sports and leisure** ("esporte\_lazer").
   * The high installment count for bedding and bath items may be attributed to the typically higher price points of these products, which likely prompts customers to opt for installment payments.
2. **Beauty and Sports Categories**:
   * The beauty and sports categories stand out as top choices for both single-payment and installment purchases. This consistent popularity across payment methods suggests that these categories have a strong and steady demand among customers.
3. **Implications for Business Strategy**:
   * The popularity of beauty, health, and sports products—regardless of payment type—indicates that the company likely offers a wide selection of items and sellers in these categories. Additionally, the high order volume in these categories may reflect the success of targeted promotions or discounts aimed at driving customer purchases.
   * The company's emphasis on installment options, particularly for higher-cost categories, supports an effective sales strategy that encourages customer spending by offering flexible payment solutions.

1. https://boundlesshq.com/guides/brazil/payment/ [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)