

# Brazil Ecommerce Dataset Analysis F2019313020

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# Sales Overview

Total Sales

R\$16.01M

Total Customers

0.10M

Total Orders

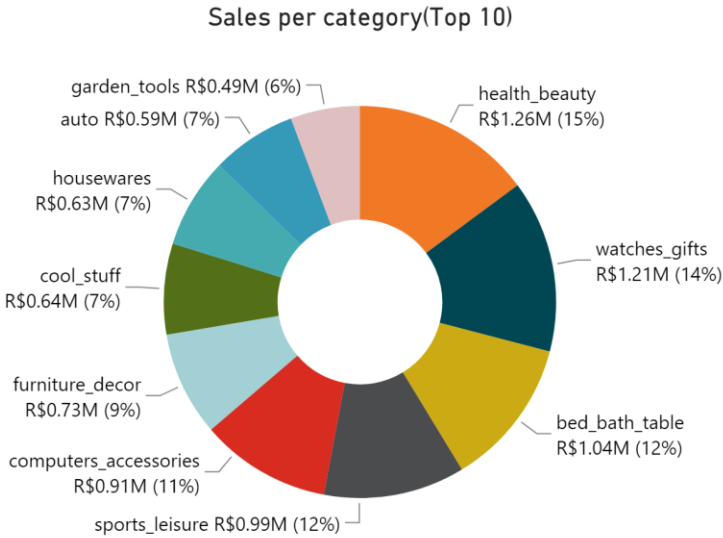
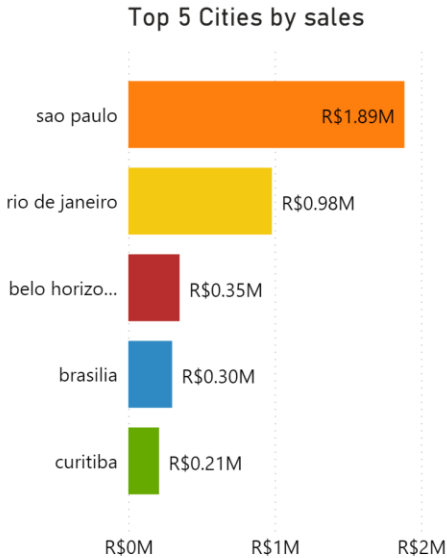
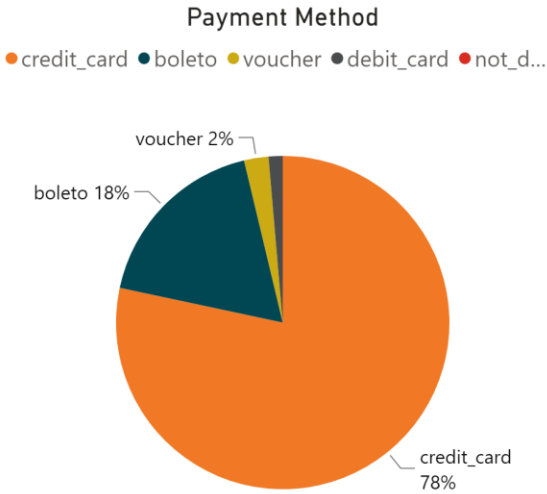
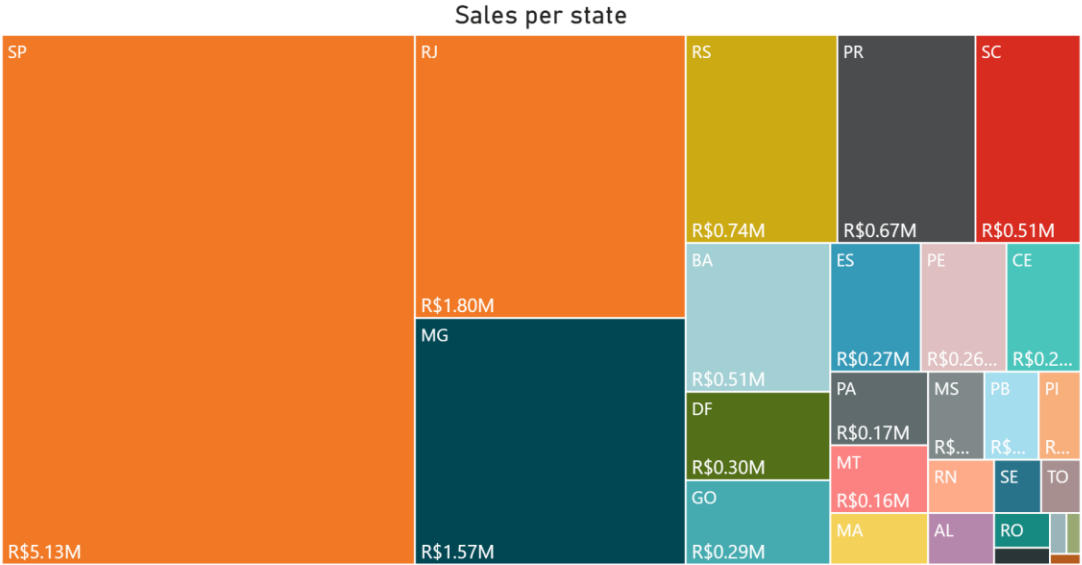
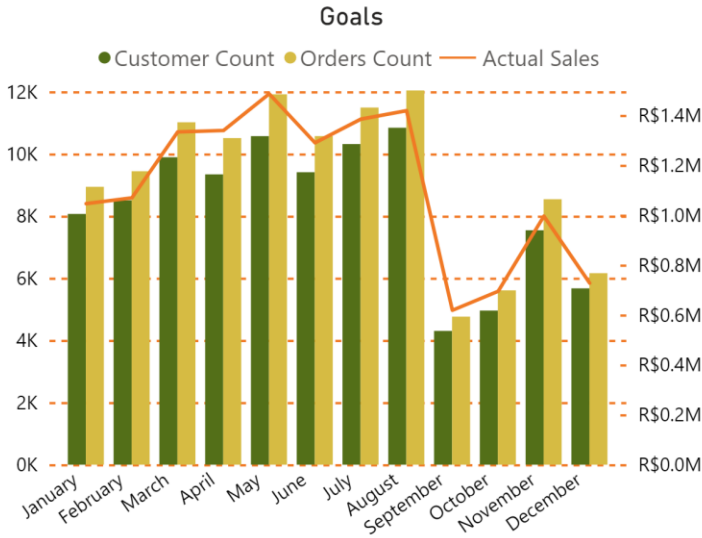
0.11M

Actual Sales

R\$13.41M

Freight Charges

R\$2.22M



2016

2017

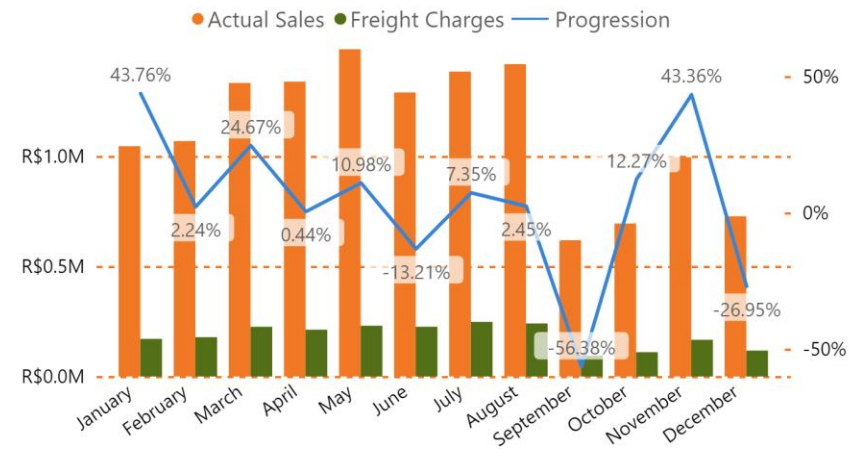
2018

# Sales Overview

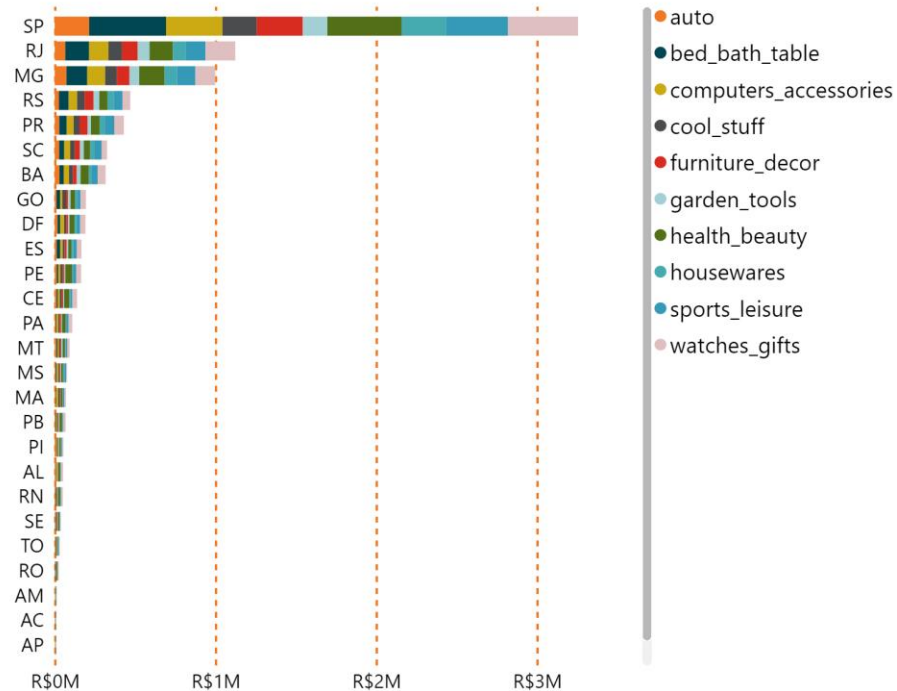
## Monthly SalesProgression

Month	Actual Sales	%	Freight Charges	%	Progression
May	R\$1,486,401.95	11.09%	R\$230,641.68	10.37%	10.98%
August	R\$1,418,938.07	10.58%	R\$240,926.71	10.84%	2.45%
July	R\$1,384,953.01	10.33%	R\$248,064.02	11.16%	7.35%
April	R\$1,339,381.25	9.99%	R\$212,639.37	9.56%	0.44%
March	R\$1,333,465.46	9.95%	R\$225,892.12	10.16%	24.67%
June	R\$1,290,118.00	9.62%	R\$226,067.88	10.17%	-13.21%
February	R\$1,069,558.89	7.98%	R\$178,614.10	8.03%	2.24%
January	R\$1,046,151.14	7.80%	R\$170,796.44	7.68%	43.76%
November	R\$996,155.39	7.43%	R\$166,735.19	7.50%	43.36%
December	R\$727,700.15	5.43%	R\$117,662.59	5.29%	-26.95%
October	R\$694,860.72	5.18%	R\$110,459.67	4.97%	12.27%
September	R\$618,909.91	4.62%	R\$94,796.63	4.26%	-56.38%
<b>Total</b>	<b>R\$13,406,593.94</b>	<b>100.00%</b>	<b>R\$2,223,296.40</b>	<b>100.00%</b>	<b>0.00%</b>

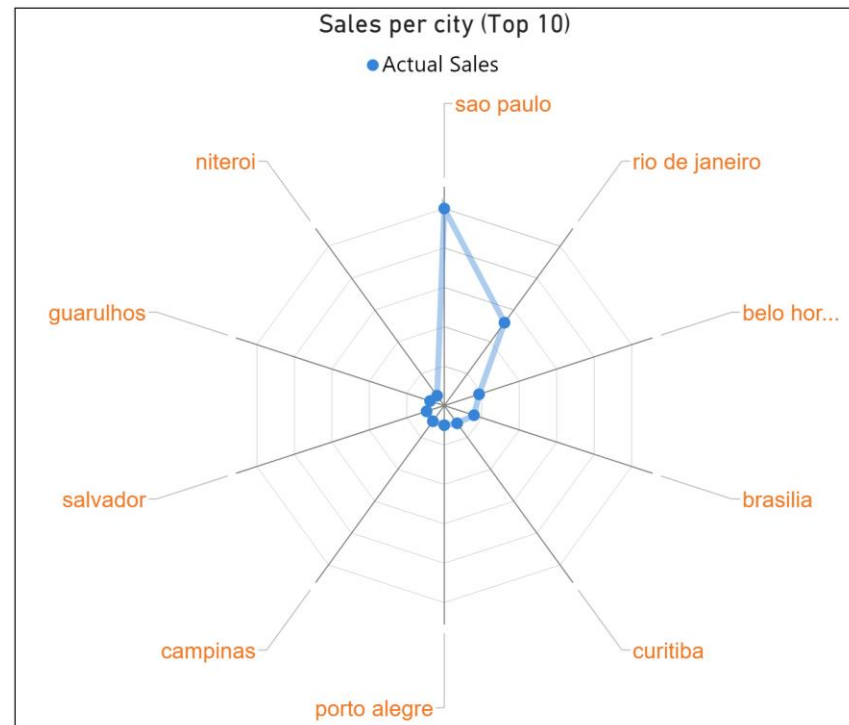
## Monthly Sales



## Sales per customer state and category(Top10)



## Sales per city (Top 10)





State

All

Sales per customer state and category(Top 10)

State	auto	bed_bath_table	computers_accessories	cool_stuff	furniture_decor	garden_tools	health_beauty	housewares	sports_leisure	watches_gifts	Total
SP	R\$214,277.27	R\$478,284.52	R\$350,747.88	R\$213,186.89	R\$286,708.02	R\$153,180.74	R\$462,305.22	R\$275,378.63	R\$386,357.01	R\$435,009.92	R\$3,255,436.10
RJ	R\$65,838.10	R\$148,035.23	R\$120,289.45	R\$83,909.95	R\$98,427.86	R\$73,505.37	R\$145,298.62	R\$77,675.57	R\$125,148.04	R\$185,379.65	R\$1,123,507.84
MG	R\$72,851.08	R\$129,643.98	R\$111,069.74	R\$72,778.48	R\$78,999.74	R\$60,649.22	R\$157,558.30	R\$78,073.72	R\$112,719.19	R\$123,759.23	R\$998,102.68
RS	R\$26,333.12	R\$60,270.74	R\$52,757.73	R\$46,676.34	R\$54,813.58	R\$36,678.70	R\$51,327.72	R\$38,994.63	R\$53,788.32	R\$48,152.53	R\$469,793.41
PR	R\$28,134.02	R\$45,598.47	R\$44,127.09	R\$37,539.12	R\$49,484.89	R\$20,681.03	R\$54,949.36	R\$31,221.60	R\$58,630.20	R\$59,967.04	R\$430,332.82
SC	R\$27,531.28	R\$31,148.52	R\$37,757.13	R\$28,498.80	R\$32,335.34	R\$23,779.34	R\$39,760.16	R\$27,047.49	R\$44,116.90	R\$33,419.33	R\$325,394.29
BA	R\$29,762.50	R\$25,794.99	R\$33,589.91	R\$23,780.04	R\$23,425.96	R\$24,228.51	R\$51,367.91	R\$17,035.77	R\$38,644.61	R\$48,885.59	R\$316,515.79
GO	R\$11,360.75	R\$22,645.31	R\$13,856.23	R\$22,528.09	R\$12,554.88	R\$15,153.47	R\$28,312.30	R\$14,836.10	R\$19,547.25	R\$33,257.72	R\$194,052.10
DF	R\$17,389.04	R\$16,390.51	R\$25,029.33	R\$12,413.29	R\$12,080.71	R\$9,247.14	R\$29,862.82	R\$12,988.35	R\$22,846.17	R\$32,730.37	R\$190,977.73
ES	R\$12,145.66	R\$22,678.65	R\$14,840.67	R\$10,909.83	R\$12,912.72	R\$10,732.53	R\$20,214.49	R\$12,091.62	R\$20,113.19	R\$29,461.00	R\$166,100.36
PE	R\$12,339.95	R\$9,443.32	R\$12,982.91	R\$14,245.52	R\$9,593.28	R\$7,213.53	R\$41,604.78	R\$5,380.52	R\$20,364.51	R\$31,049.78	R\$164,218.10
CE	R\$11,985.50	R\$7,020.79	R\$12,504.75	R\$12,235.40	R\$9,216.04	R\$6,135.84	R\$32,419.18	R\$7,643.31	R\$10,551.62	R\$29,285.24	R\$138,997.67
PA	R\$7,870.47	R\$3,506.54	R\$11,694.09	R\$7,467.00	R\$9,121.44	R\$5,718.42	R\$23,755.83	R\$4,660.21	R\$12,733.25	R\$22,559.82	R\$109,087.07
MT	R\$10,507.41	R\$7,125.58	R\$8,873.15	R\$7,408.52	R\$6,568.94	R\$8,850.13	R\$15,301.79	R\$3,640.50	R\$9,433.02	R\$15,006.91	R\$92,715.95
MS	R\$7,142.65	R\$5,746.71	R\$9,878.79	R\$6,163.88	R\$5,819.66	R\$5,095.07	R\$11,289.57	R\$10,861.74	R\$9,177.09	R\$6,251.90	R\$77,427.06
MA	R\$5,291.16	R\$3,964.63	R\$12,581.43	R\$7,560.38	R\$4,570.36	R\$2,175.47	R\$12,747.18	R\$2,384.76	R\$8,568.87	R\$9,904.99	R\$69,749.23
PB	R\$4,141.27	R\$3,494.59	R\$7,218.07	R\$5,458.16	R\$4,441.71	R\$5,590.01	R\$16,286.98	R\$2,443.70	R\$4,998.52	R\$13,388.88	R\$67,461.89
PI	R\$10,134.68	R\$3,777.75	R\$5,276.15	R\$3,490.87	R\$1,515.42	R\$3,732.85	R\$10,290.19	R\$2,506.09	R\$5,675.69	R\$7,736.18	R\$54,135.87
AL	R\$4,578.54	R\$2,023.04	R\$7,714.36	R\$2,500.94	R\$3,713.29	R\$1,648.08	R\$12,780.26	R\$1,020.36	R\$3,747.68	R\$11,683.27	R\$51,409.82
RN	R\$4,222.61	R\$3,311.44	R\$2,801.27	R\$3,800.28	R\$3,241.48	R\$2,871.31	R\$13,886.47	R\$1,882.55	R\$4,101.37	R\$10,160.42	R\$50,279.20
SE	R\$2,373.88	R\$1,812.17	R\$4,052.90	R\$5,686.67	R\$4,231.39	R\$3,568.13	R\$8,883.66	R\$1,267.48	R\$3,116.92	R\$2,896.00	R\$37,889.20
TO	R\$2,418.84	R\$1,010.83	R\$4,360.97	R\$3,429.41	R\$2,047.09	R\$1,206.30	R\$4,798.99	R\$1,275.75	R\$5,144.32	R\$5,446.89	R\$31,139.39
RO	R\$1,389.16	R\$1,732.27	R\$2,081.57	R\$2,440.14	R\$1,545.18	R\$555.40	R\$7,085.76	R\$525.97	R\$3,321.88	R\$4,553.27	R\$25,230.60
AM	R\$723.90	R\$681.20	R\$1,960.74	R\$638.88	R\$215.28	R\$1,980.88	R\$2,776.03	R\$408.69	R\$1,362.60	R\$1,811.35	R\$12,559.55
AC	R\$540.98	R\$567.70	R\$1,290.48	R\$99.99	R\$1,316.44	R\$629.00	R\$1,386.58	R\$513.06	R\$1,677.46	R\$1,389.60	R\$9,411.29
AP	R\$1,216.39	R\$669.50	R\$2,149.52	R\$314.00	R\$270.80	R\$239.99	R\$1,380.58	R\$490.49	R\$812.69	R\$1,639.80	R\$9,183.76
RR	R\$219.90	R\$609.70	R\$468.01	R\$129.98	R\$590.99	R\$210.00	R\$1,050.61		R\$1,350.60	R\$219.00	R\$4,848.79
Total	R\$592,720.11	R\$1,036,988.68	R\$911,954.32	R\$635,290.85	R\$729,762.49	R\$485,256.46	R\$1,258,681.34	R\$632,248.66	R\$988,048.97	R\$1,205,005.68	R\$8,475,957.56

# Sellers Overview

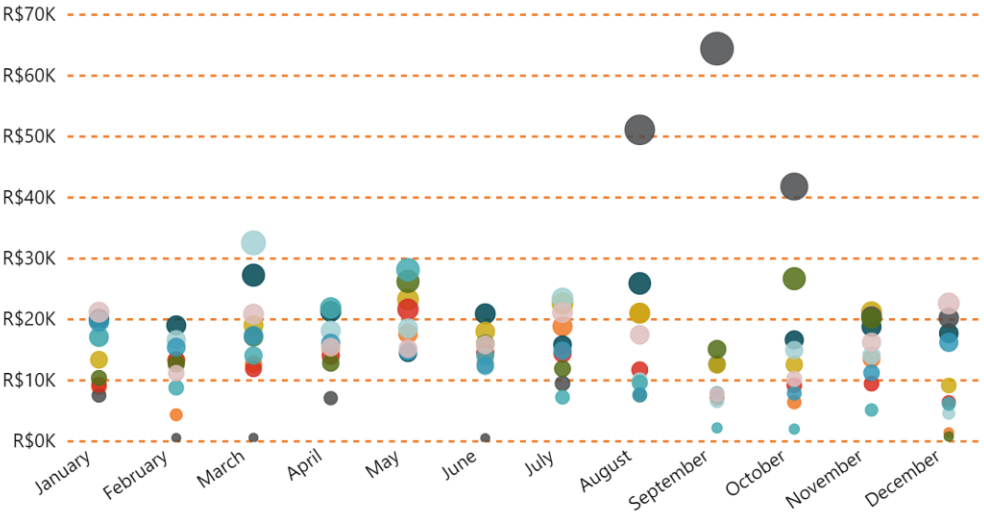
Total Sellers

Average Sales per seller

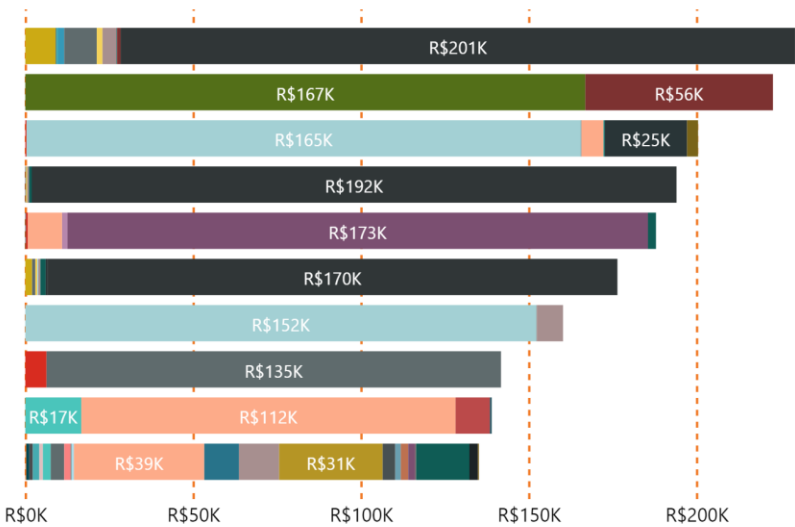
3095

R\$4,332

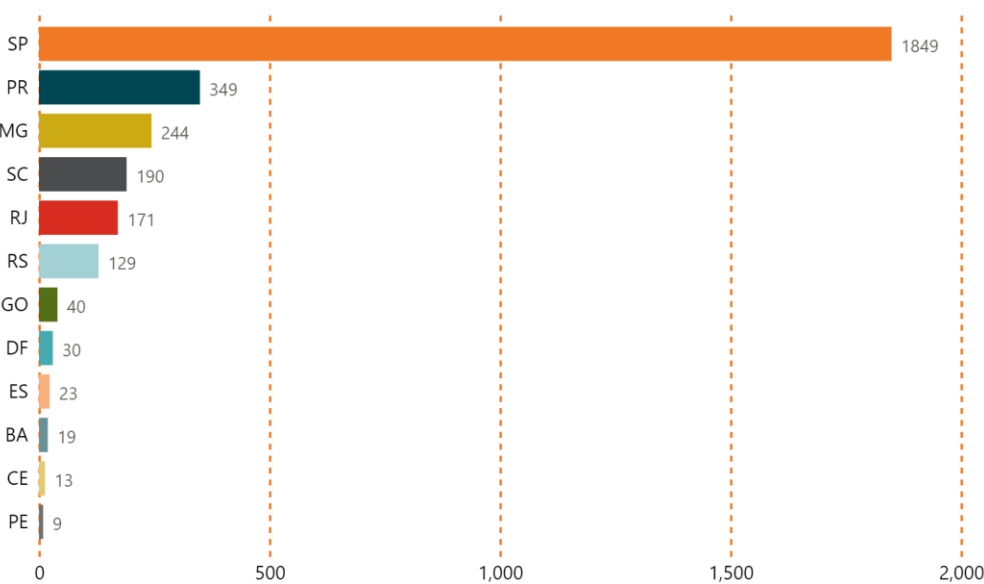
Sales per sellers per month(Top 10)



Sales per sellers per Category(Top 10)



Sellers per state



Change in orders per sellers per month(Top 10)



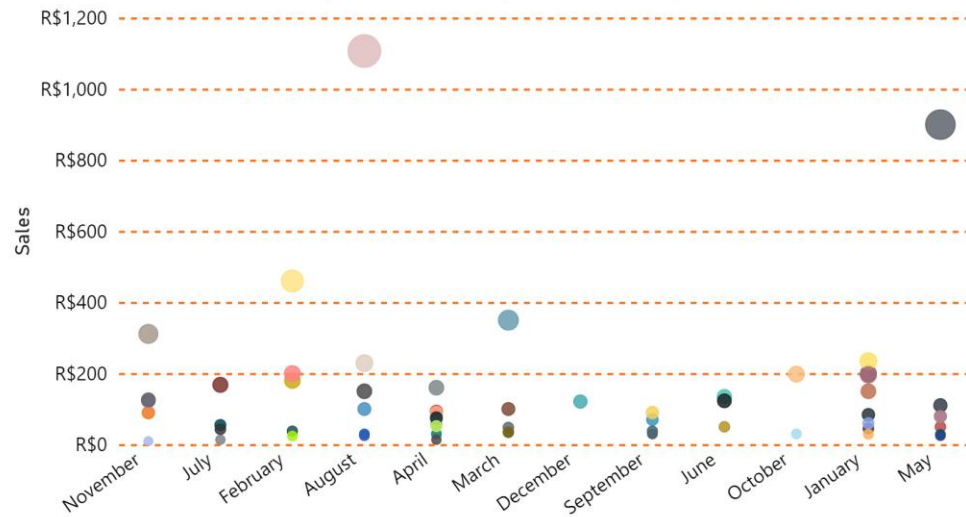
2016

2017

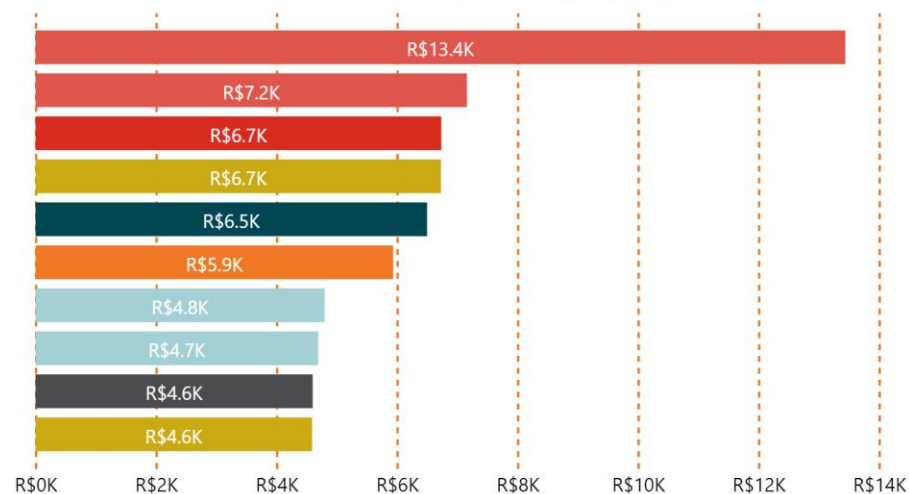
2018

# Customers Overview

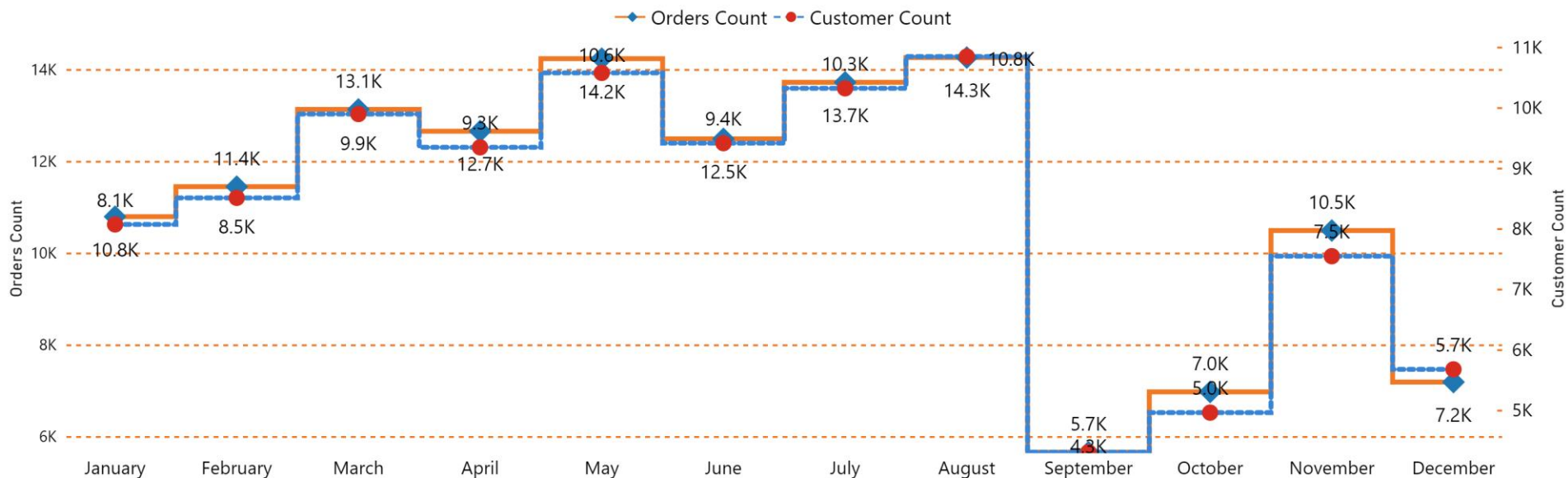
## Sales per customer per month(Top 10)



## Sales per customer per Category(Top 10)



## Customer and Orders per month



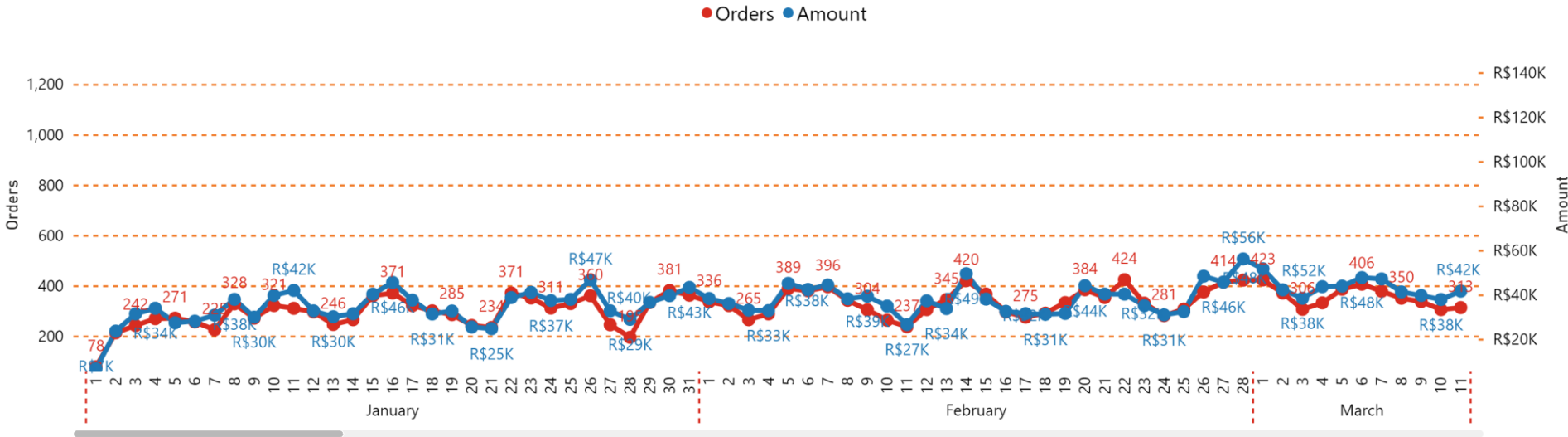
Order Id

All

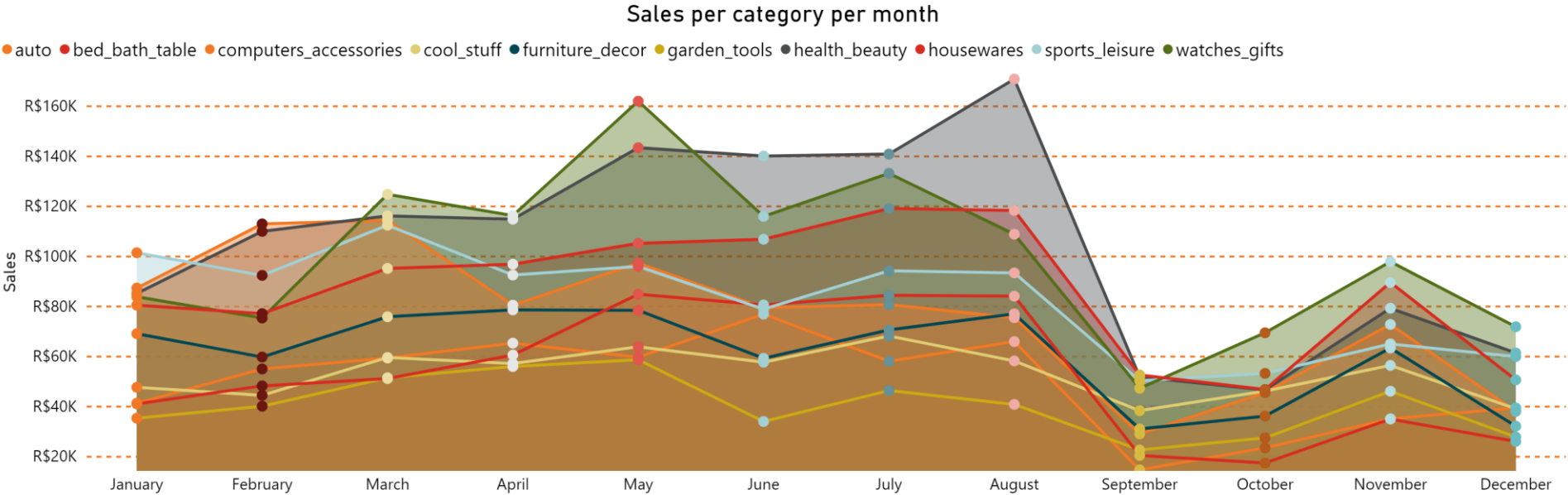
Order Details

order_id	Year	Month	Day	customer_state	customer_city	category_name	seller_id	seller_state	seller_city	price
02190241f7190a1f3c7e0df95a749c6a	2016	October	7	RJ	rio de janeiro	toys	46dc3b2cc0980fb8ec44634e21d2718e	RJ	rio de janeiro	
021d08e4057e5b6414cd2f69f4f72a0	2016	October	7	MG	ouro preto	auto	ffff564a4f9085cd26170f4732393726	SP	campinas	
02a0eb7c22b0616c767a45954a2a28f6	2016	October	9	PE	belo jardim	books_general_interest	83e197e95a1bbabc8c75e883ed016c47	RJ	mage	
03128233e78ed8ade6738f2043f4cf8d	2016	October	4	RJ	bacaxa	health_beauty	c7dcd301ecfe5ab7f778ac172cf74be7	MG	belo horizonte	
03ffce741877a000ca0fb3520673d4c4	2016	October	5	PE	igarassu	sports_leisure	76d5af76d0271110f9af36c92573f765	SP	sao paulo	
04bc36cd51141e11c2cbbd188b6e47ca	2016	October	8	SP	campinas	computers_accessories	8c16d1f32a54d92897cc437244442e1b	SC	blumenau	
05bfc9e287cad216cadb8a850f8db5c	2016	October	6	SP	ribeirao preto	perfumery	620c87c171fb2a6dd6e8bb4dec959fc6	RJ	petropolis	
05c7d88e9c05e1fa1428f1ff2dcc29da	2016	October	7	SP	pauliceia	toys	817f85dbb65aa3e70831d90fe75cdf89	SP	tiete	
063b573b88fc80e516aba87df524f809	2016	October	7	SP	itu	health_beauty	ecccfa2bb93b34a3bf033cc5d1dcdc69	PR	curitiba	
06d7e8a85f5cfef576c5303ed7d7f2e5	2016	October	7	MG	coromandel	cool_stuff	c9a06ece156bb057372c68718ec8909b	DF	brasilia	
0891b66cbcc48cf64f31ae9cae3d08d8	2016	October	9	PR	siqueira campos	furniture_decor	710e3548e02bc1d2831dfc4f1b5b14d4	PR	rolandia	
08edff712f0cd04883215bdb5b0d7c7f	2016	October	8	SP	campinas	garden_tools	e5a38146df062edaf55c38afa99e42dc	SP	sao paulo	
09dd83f72b2516179cd46b81121fad23	2016	October	10	SE	aracaju	consoles_games	ce27a3cc3c8cc1ea79d11e561e9bebb6	SP	sao paulo	
0a5d7e24850c68bf00d39bd62a9a45ee	2016	October	9	RJ	macae	sports_leisure	aaed1309374718fdd995ee4c58c9dfcd	SC	timbo	
0c22166d9f7e5761e397affa5af438c7	2016	October	9	CE	fortaleza	health_beauty	b17b679f4f5ce2e03ce6968c62648246	SP	ribeirao preto	
0c7fc95baa5e16992ed412ccea7f28b3	2016	October	5	RS	santo angelo	industry_commerce_and_business	d101c6da914ae3d53f7bee42283f2fe2	SP	sao paulo	
Total										R\$120.76

Orders and Sales Amount per day





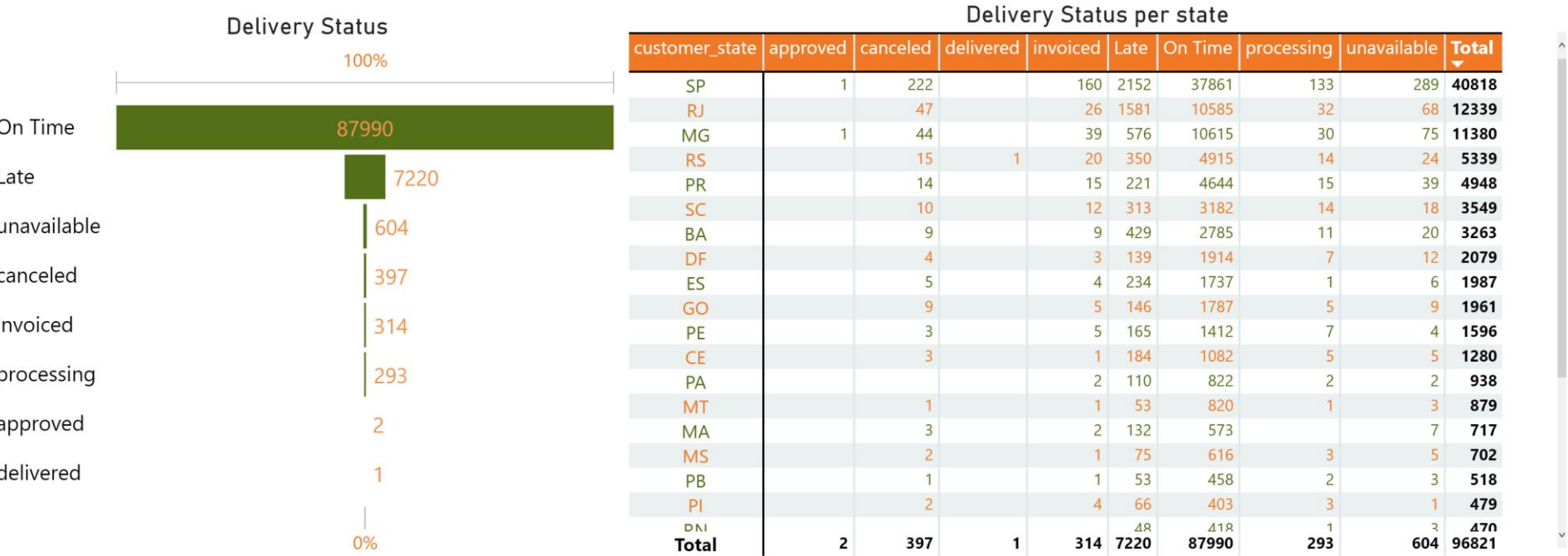
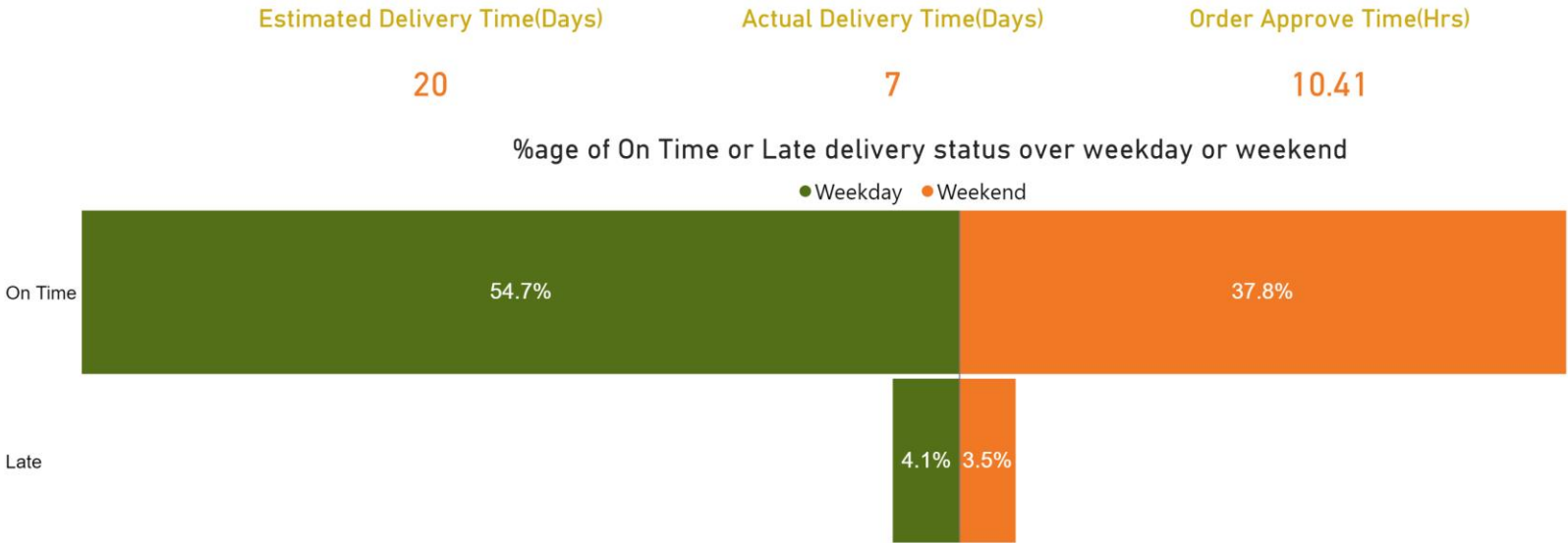


Category

All

Categories Sold per state													
customer_state	agro_industry_and_commerce	air_conditioning	art	arts_and_craftmanship	audio	auto	baby	bed_bath_table	books_general_interest	books_imported	books_technical	cds_dvds_musicals	christmas
AC						4	3	4	2				1
AL	1	1			5	22	7	20	2				
AM		1	1		1	6	5	8	1				
AP	1		2			3		6					
BA	5	6	10		14	158	97	263	15	1	10		10
CE	6	2			5	59	31	83	7		4		2
DF		3	6	1	16	110	69	209	18		5		8
ES	2	6	1		14	87	62	225	11		14		2
GO	7	7	4		7	99	54	235	15		3		3
MA	1	1			3	39	27	36	3	1	3	1	1
MG	21	20	18	6	35	513	372	1331	54	7	29		19
MS	3		1		1	26	31	64	2		4		2
MT	2	5	1		4	56	25	70	2		5		1
Total	212	297	209	24	364	4235	3065	11115	553	60	267	14	15

# Delivery Status



2016

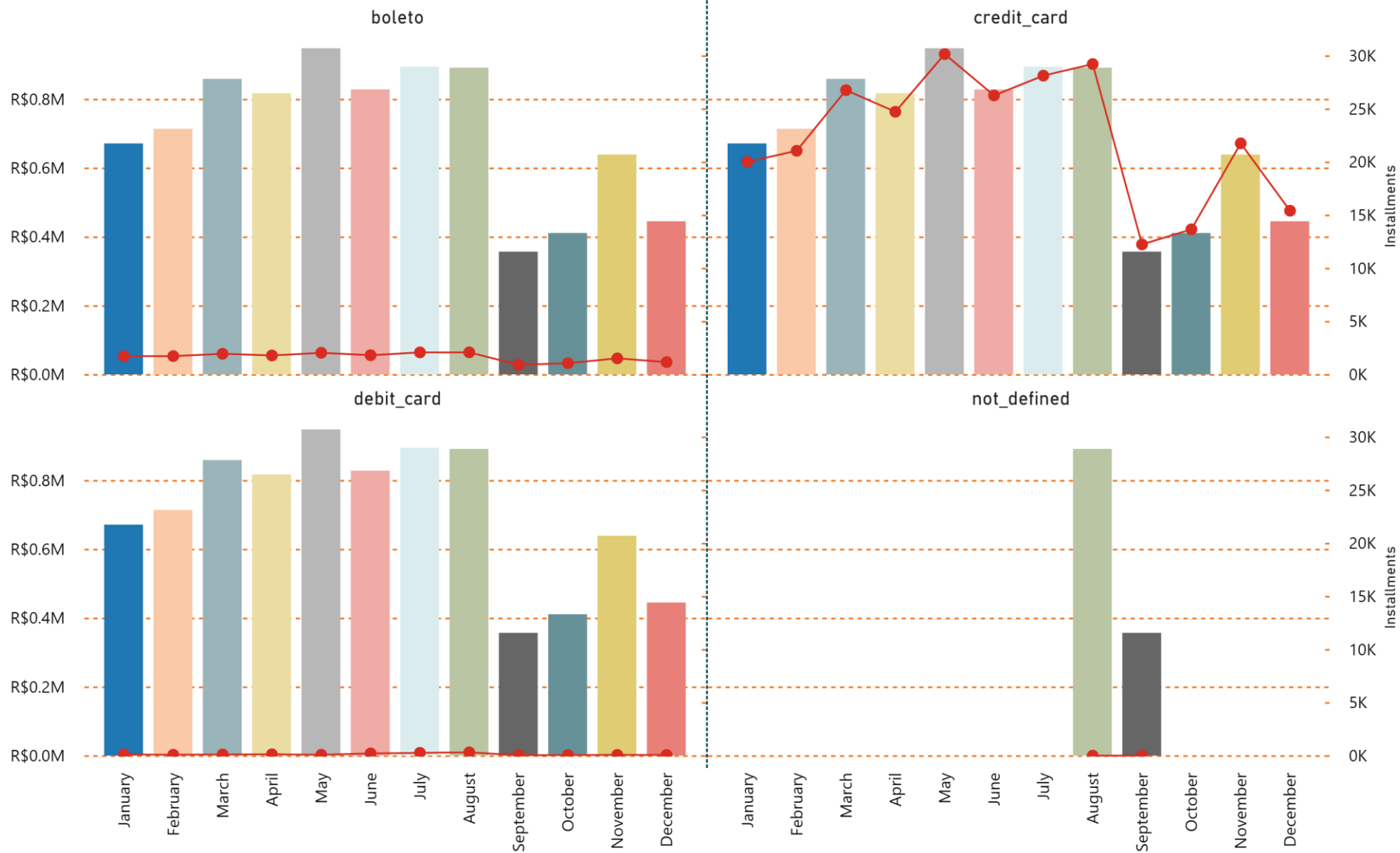
2017

2018

# Payments Overview

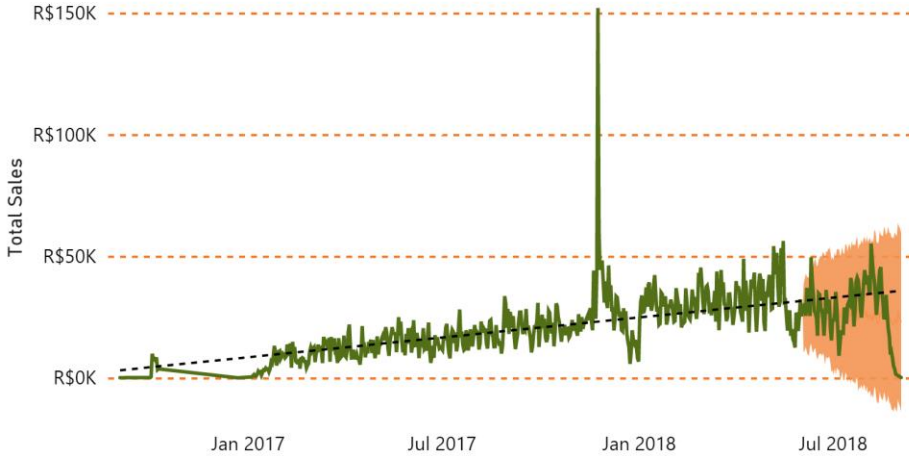
Payment type and installments distribution per month

• Sales • Installments

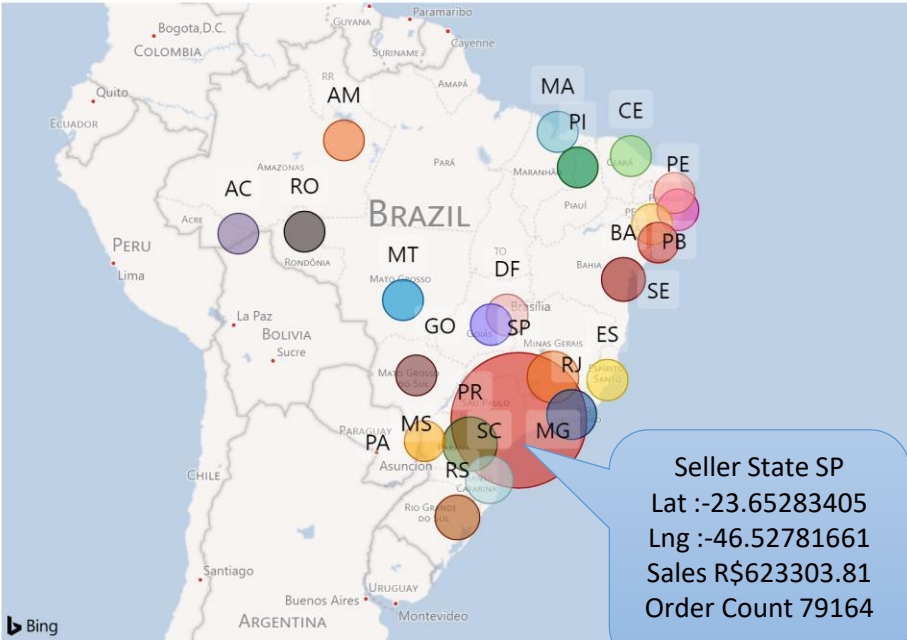


## Insights

### Total sales by Month with Forecast in 1998 last quarter



## Sellers Sales Pattern



## Orders/Customer

1.12

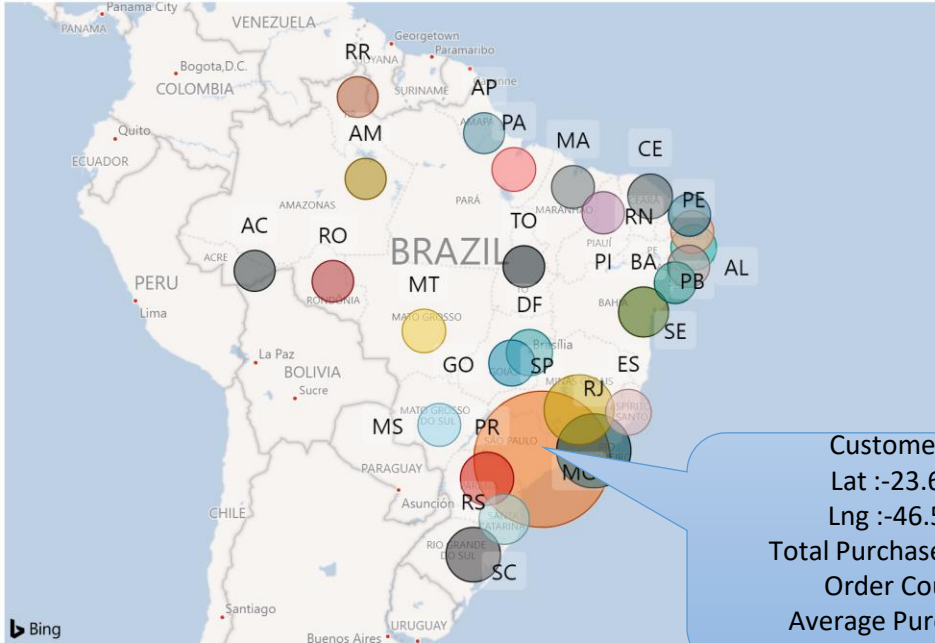
Seller State

23

## Customer State

27

## Customer Purchase Pattern



## Customer State SP

Lat :-23.65283405

Lng :-46.52781661

Total Purchase R\$134217.15

# Order Count 46782

Average Purchase 109.75

Average of freight charges 15.17