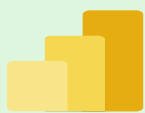


# Project Data Analytics: Brazilian E-Commerce Public Dataset by Olist

Data - Enthusiast





Power BI



Python

Home

Introduction

Question

Data Wrangling

Visualization

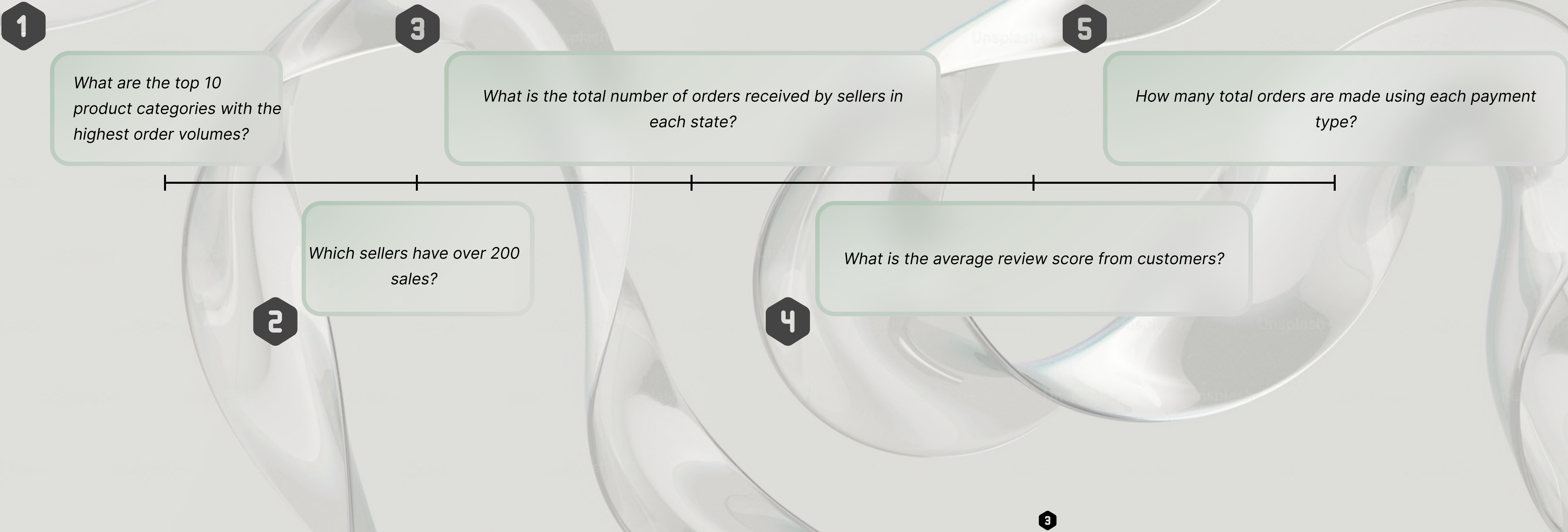
Conclusion

# Introduction

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This project focuses on analyzing a public dataset from Olist, a Brazilian e-commerce company, to extract insights on customer orders, products, payments, and reviews. The goal is to identify trends that can drive better business strategies and improve customer experience. This project demonstrates how advanced data analysis can transform raw data into strategic business intelligence, making it an invaluable addition to any portfolio focused on business analytics and e-commerce solutions.







CO

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health\_beauty e586ebb6022265ae1eea38f46ffe3ead 3ea7135b7064169abacfc10aa72f2e3a 1 01fdefa7697d26ad920e9e0346d4bd1b 2018-08-14 13:35:1

```
[ ] analyst_data_df = pd.merge(
    left=gabung6_df,
    right=sellers_df,
    how="left",
    left_on="seller_id",
    right_on="seller_id"
)

analyst_data_df.drop(columns=['seller_zip_code_prefix'], inplace=True)
analyst_data_df.head()
```

	product_category_name_english	product_id	order_id	order_item_id	seller_id	shipping_limit_dat
0	health_beauty	e3e020af31d4d89d2602272b315c3f6e	a41753c6a1d8accb89732e36243432d7	1	94144541854e298c2d976cb893b81343	2017-05-18 11:05:1
1	health_beauty	c5d8079278e912d7e3b6beb48ecb56e8	6a1594b5f5cfc5bac6dcdc3f48f22b5e	1	abcd2cb37d46c2c8fb1bf071c859fc5b	2018-03-12 18:30:1
2	health_beauty	c5d8079278e912d7e3b6beb48ecb56e8	f6fbf7907913892ffc12ada3bffa286ba	1	abcd2cb37d46c2c8fb1bf071c859fc5b	2017-08-04 19:03:1
3	health_beauty	36555a2f528d7b2a255c504191445d39	a63144d37a00c28ef382668a5d5ece8b	1	851773c885feb5e2da3b4f82bc2b17ce	2018-02-14 14:31:4
4	health_beauty	e586ebb6022265ae1eea38f46ffe3ead	3ea7135b7064169abacfc10aa72f2e3a	1	01fdefa7697d26ad920e9e0346d4bd1b	2018-08-14 13:35:1

Garhering Data

Assessing Data

Cleaning Data



9:41 Mon Jun 10

100%

Data Analytics: Brazilian E-Commerce Public Dataset by Olist

Count of Order

9.00K

Freight Value

175.5...

Payment Value

1.40M

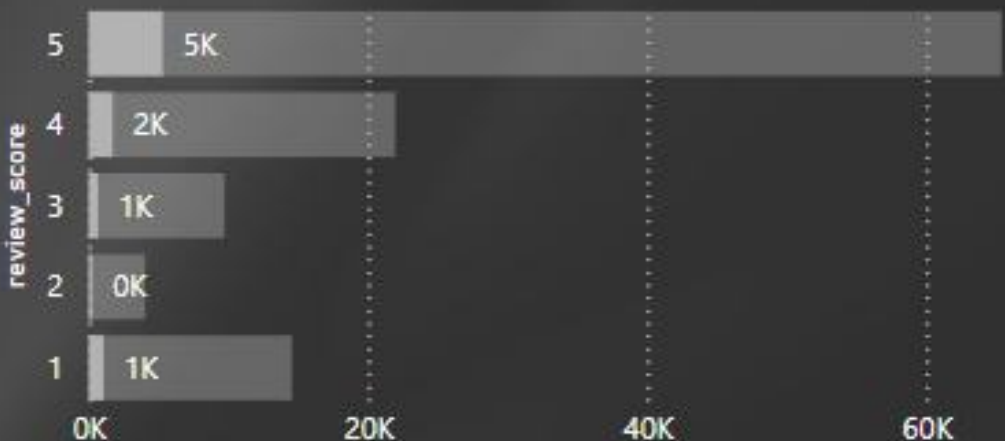
Avarage Review  
Score

4.11

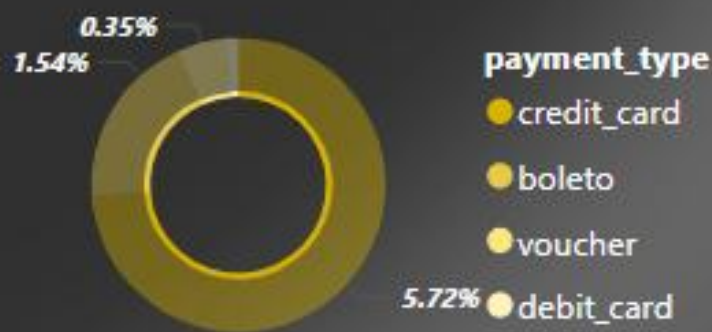
Total Order by customer\_state



Total Order by review\_score



Total Order by payment\_type



Total Order by seller\_state



Top 5 Order by product category



Total Order by Year, Month and Day





**THANK YOU**

The analysis highlights key insights into Brazilian e-commerce, focusing on product demand, top sellers, geographical sales distribution, customer satisfaction, and payment preferences. Identifying the top 10 product categories by order volume enables businesses to target the most in-demand products with more effective marketing and sales strategies. Analyzing top sellers with over 200 sales can provide valuable lessons to improve other sellers' performance. The distribution of total orders by seller state offers critical insights into regional sales, helping to optimize resource allocation and market targeting. Average review scores reflect customer satisfaction levels, essential for enhancing service quality, while the analysis of total orders by payment type informs decisions to improve customer convenience by focusing on popular payment methods.