

# Executive Summary

## Group 16 - Visualisation

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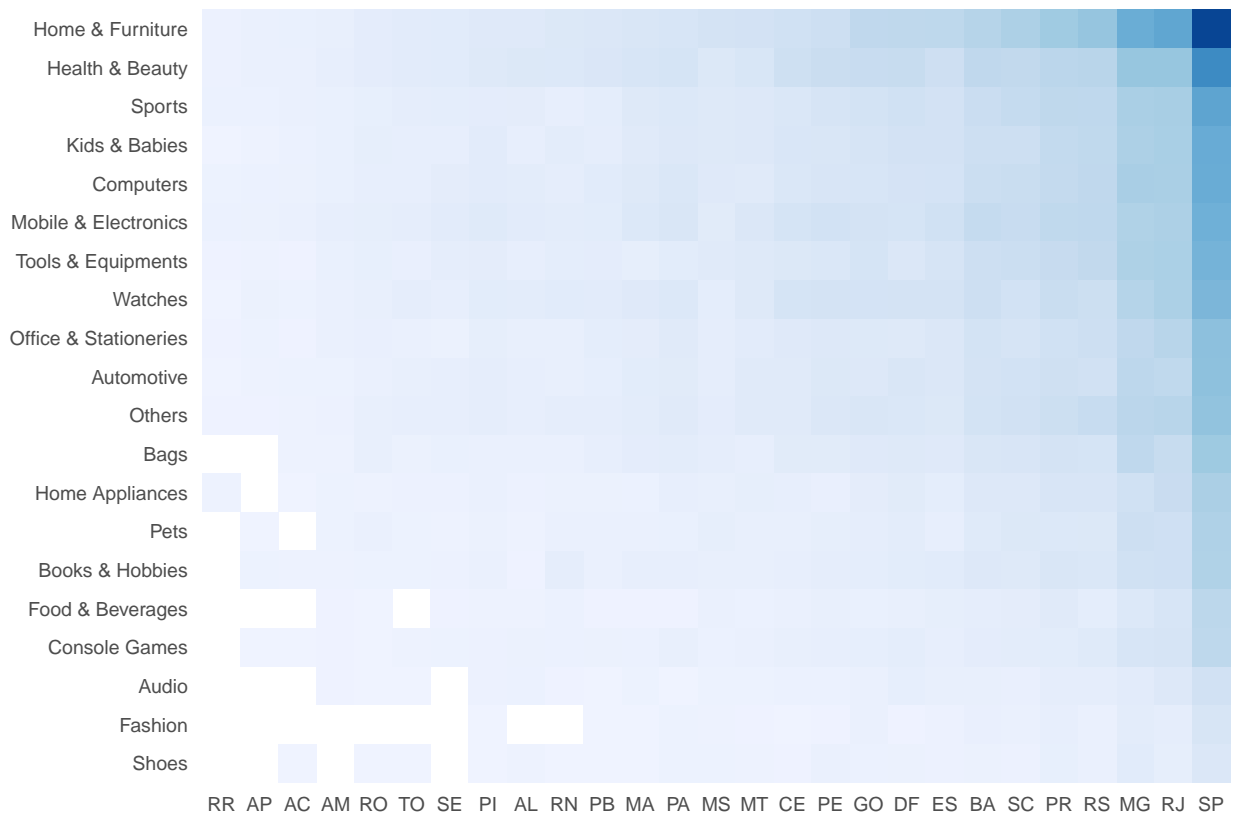
Zike, Li

### 1) Customer's product preferences are similar across states in Brazil

According to the orders recorded, the most popular products in 15 out of 27 states are Home & Furniture totaling to 20,484 orders, while 10 other states prefer Health & Beauty totaling to 1,003 orders. Products in Fashion and Shoes category have very low sales of 252 and 231 respectively in total across all states, and even generate no sales in 4 to 9 states. **Sellers could prepare inventory in a targeted manner based on these product preferences to cut costs and increase sales.**

#### Total Orders Generated

*Orders by product category and customer's state*



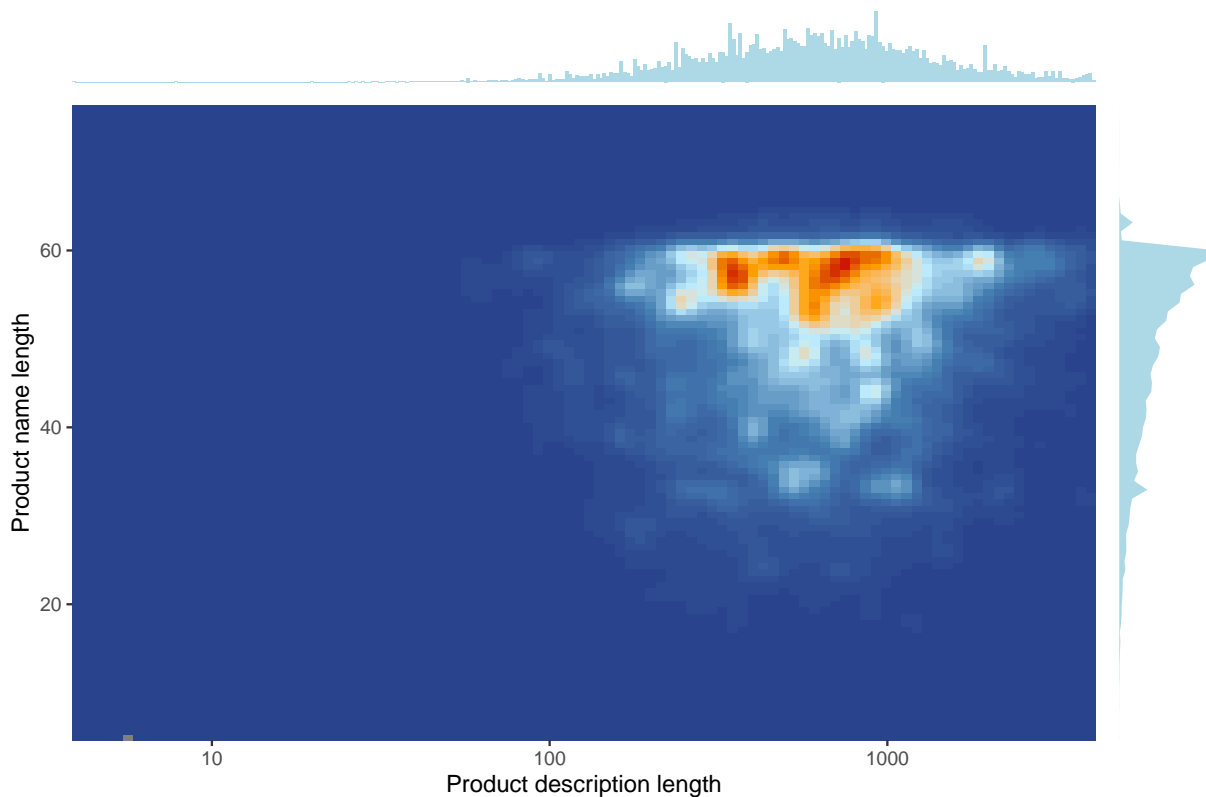
*Data: Olist Public Dataset Feb 2017 to Aug 2018*

## 2) Higher orders are generated on products with greater product details

Product name and description seems to have a significant impact in generating orders. Specifically, long product names between 50 to 60 and product descriptions of medium length ranging from 300 to 1,200 characters makes up 39.2% of all orders. The number of photos, however, does not seem to have any impact in generating orders, as 49.4% of the orders only have a single photo. In summary, **longer product names and medium-length descriptions could be more effective in attracting potential buyers and driving sales.**

### Orders density by product attributes

*Based on product name and description length*



*Data: Olist Public Dataset Feb 2017 to Aug 2018*

### 3) Review ratings are significantly affected by delivery efficiency

About 91.8% of total orders are delivered earlier than the estimated date and these orders score 4.26 on average. However, when delays exceed 5 days, the review scores drop significantly to a range of about 1.5 to 2. **Sellers should avoid exceeding 5 days delay and could do so by improving delivery lead time estimation and partnering with reliable 3PLs.**

