

**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL



# DIAGRAMS AND CHARTS

A2: BUSINESS ANALYSIS

Team 6

Carlos Santiago Villa Duque

Maureen Andrei Lepatan

Ashley Mathew

Ahmed Saafan

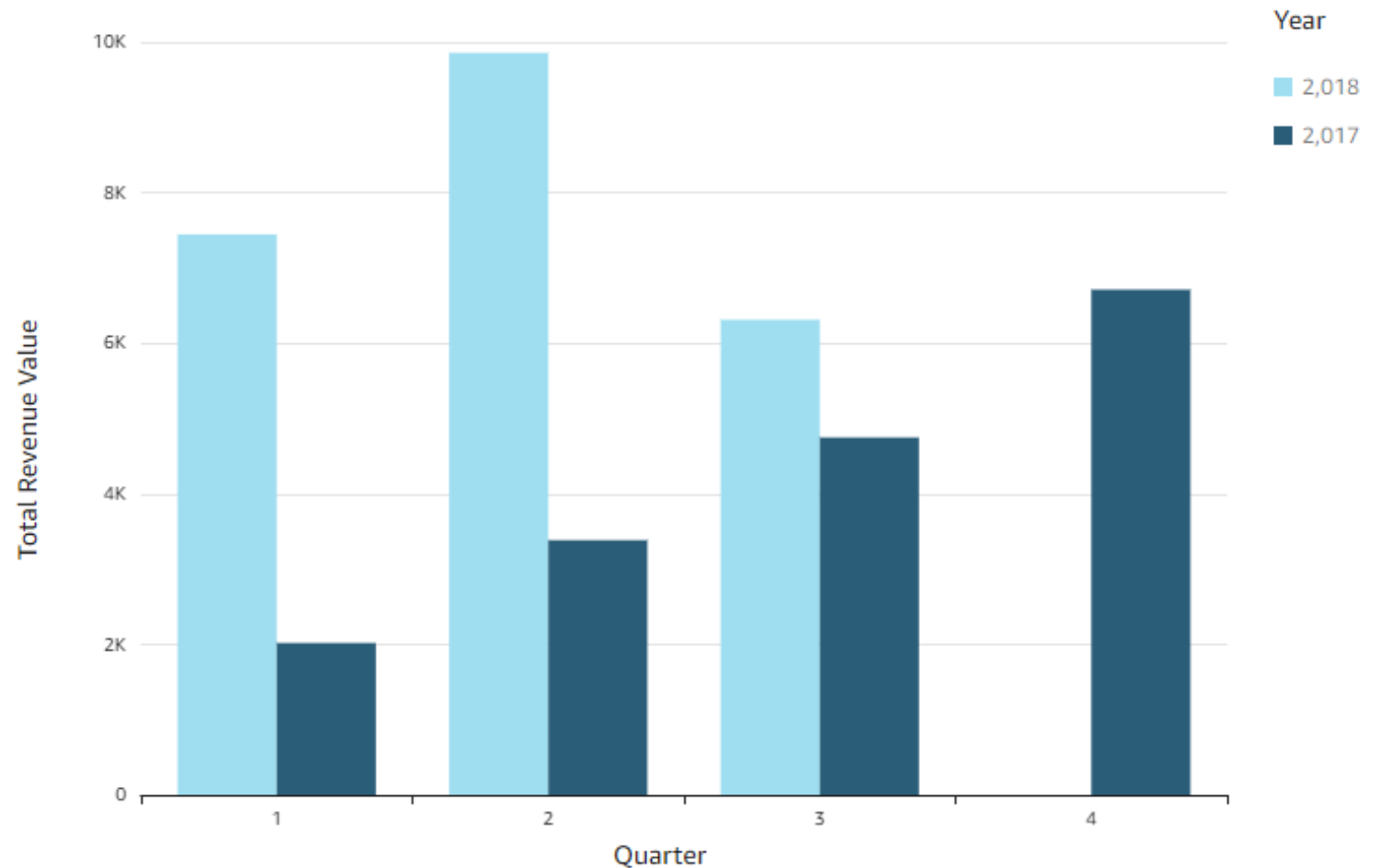
Shih-Hsuan Yan

# Revenue Trend Analysis

## *“Quarterly”*

- There is an overall upward trend in quarterly revenue from 2017 to 2018, indicating business growth
- No Seasonal Impact
- Issue -> There is a dip in 2018 Q3 Revenues

Quarterly Revenue Trend (2017 - 2018)

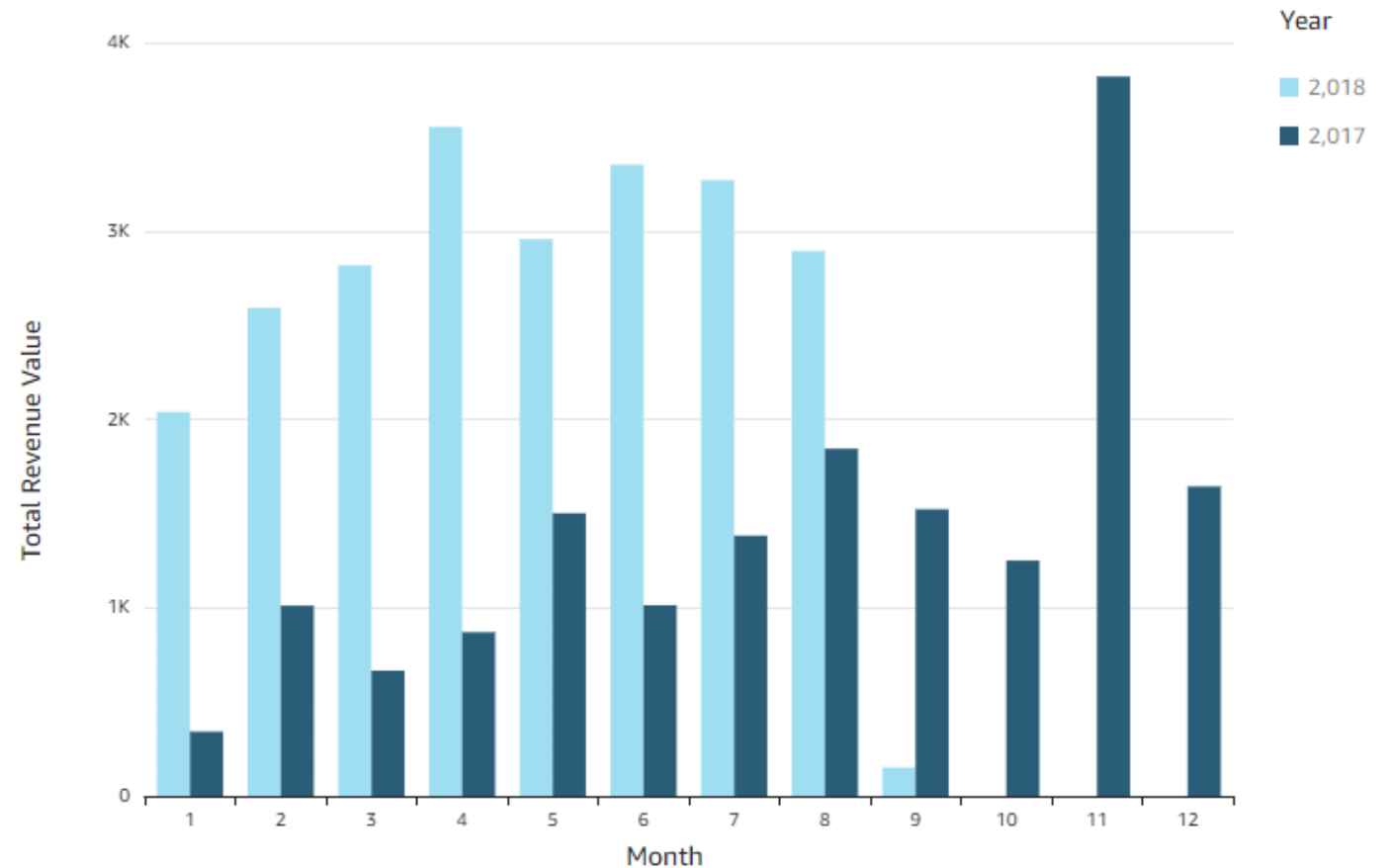


# Revenue Trend Analysis

## *“Monthly”*

- There is a clear different between the averages of 2017 and 2018
- November is an outlier.
- A clear dip in 2018 July and August revenues

Monthly Revenue Trend (2017 - 2018)

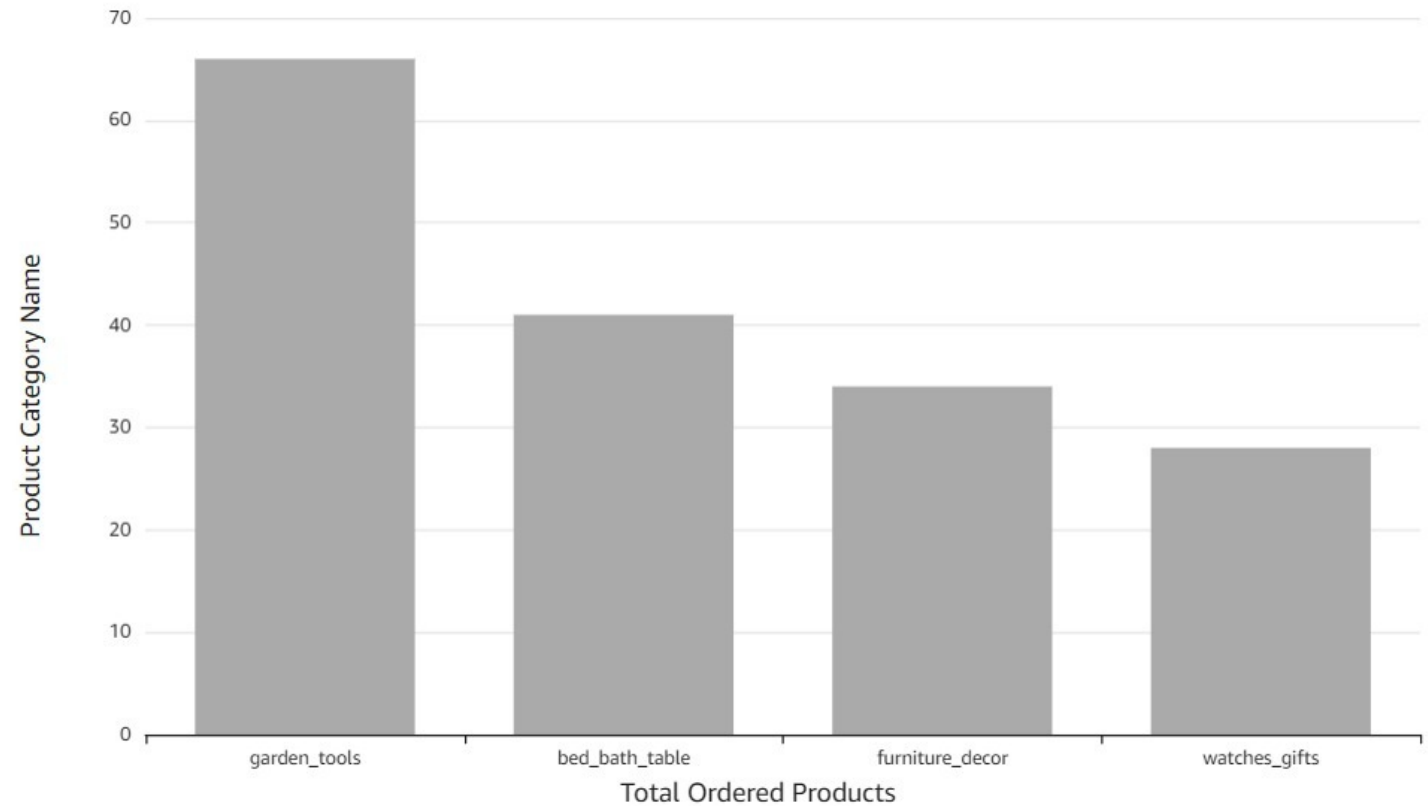


# Our Most Sold Products

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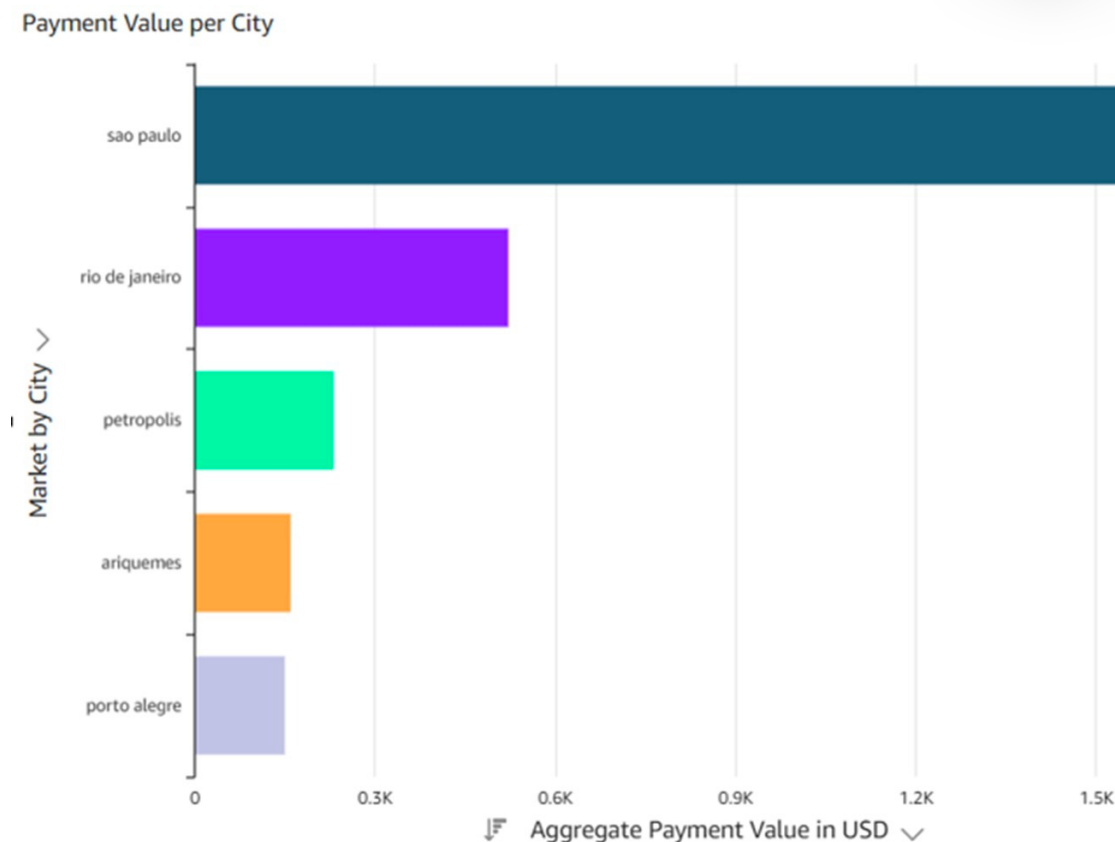
- This could suggest a high demand for garden tools as well as home and bathroom products
- Marketing Promotions and Inventory Management will be key

Total Order Per Category



# Our Global Reach

- São Paulo and Rio de Janeiro stand out as major contributors to the revenue in Brazil
- São Paulo is 3X Rio de Janeiro and Rio de Janeiro is 2X Petropolis
- The presence of cities like Petrópolis, Ariquemes, and Porto Alegre indicates that the company has a broad reach within Brazil, extending beyond the major urban centers.



When Review Count increases, What happens to Review Score?

product_id	total_review_count	average_review_score
6cdd53843498f92890544667809f1595	6	5
f4041d76285c2a34ad5013e8d287a400	5	1
8aa6223e400af9c97b07c75993142721	4	4.3
aca2eb7d00ea1a7b8ebd4e68314663af	4	4.8
c6336fa91fbd87c359e44f5dca5a90ed	4	5
09c3a2ea33f044aebffecd6681e00133	3	5

When Review Score increases, What happens to Review Count?

product_id	total_review_count	average_review_score
01a88bd2633c52bcc66348307cb3ae15	2	5
060c17562f97e5bb60bc0dfa4dd5b3f2	2	5
06b6d4805b3659e45575c03e57cef6fb	1	5
06f756df8d80309915285f3ee6ea1059	1	5
0830788ce2a21bb3aacbd956403f7851	1	5
08c816d9a716567bf436173ef6f5f12e	1	5
09661a3f29765eeafd2f05d7ad22310f	1	5

# Analyzing Customer Feedback

## Relationship Between Review Score and Review Count

# How Are Different States Rating Our Products?

- Geographically, states in general have had positive feedback on aggregate when it comes to our product ratings.

States With The Lowest Product Reviews

State	Review Score (AVG)
AM	4
MA	4
SE	4
RJ	4.2
MG	4.4
ES	4.5
RS	4.5

States With The Highest Product Reviews

State	Review Score (AVG)
BA	5
CE	5
DF	5
GO	5
MT	5
PR	5
SC	5

# Average Customer Score Per Product Category

- Note how there are no reviews with a rating of “2”
- Category scores of 1 and 3 need to be addressed as soon as possible



Product Categories with Average Review Score Of “1”

category	average_review_score
audio	1
home_appliances	1

Product Categories with Average Review Score Of “3”

category	average_review_score
perfumery	3.9
telephony	3.7
toys	3.7
health_beauty	3.6
stationery	3.6
computers_accessories	3.5
construction_tools_safety	3

Product Categories with Average Review Score Of “4”

category	average_review_score
consoles_games	4.6
art	4.5
construction_tools_construction	4.5
drinks	4.5
baby	4.4
furniture_decor	4.4
sports_leisure	4.4
electronics	4.3
office_furniture	4.3
garden_tools	4.2
watches_gifts	4.2
auto	4
bed_bath_table	4
cool_stuff	4
costruction_tools_tools	4
housewares	4
industry_commerce_and_business	4
pet_shop	4

Product Categories with Average Review Score Of “5”

category	average_review_score
books_technical	5
costruction_tools_garden	5
fashion_bags_accessories	5
food	5
furniture_living_room	5
home_comfort	5
kitchen_dining_laundry_garden_furniture	5
luggage_accessories	5
musical_instruments	5





- While yes, customers tend to perceive higher priced products to be higher in quality; therefore, influencing their ratings, the data is not conclusive on this as there are some variations like office furniture.

## What Happens To The Average Review Score When Product Price Increases?

product_category_name_english	average_product_price	average_review_score
furniture_living_room	47.35	5.00
office_furniture	36.77	4.25
kitchen_dining_laundry_garden_furniture	24.64	5.00
furniture_decor	22.63	4.38

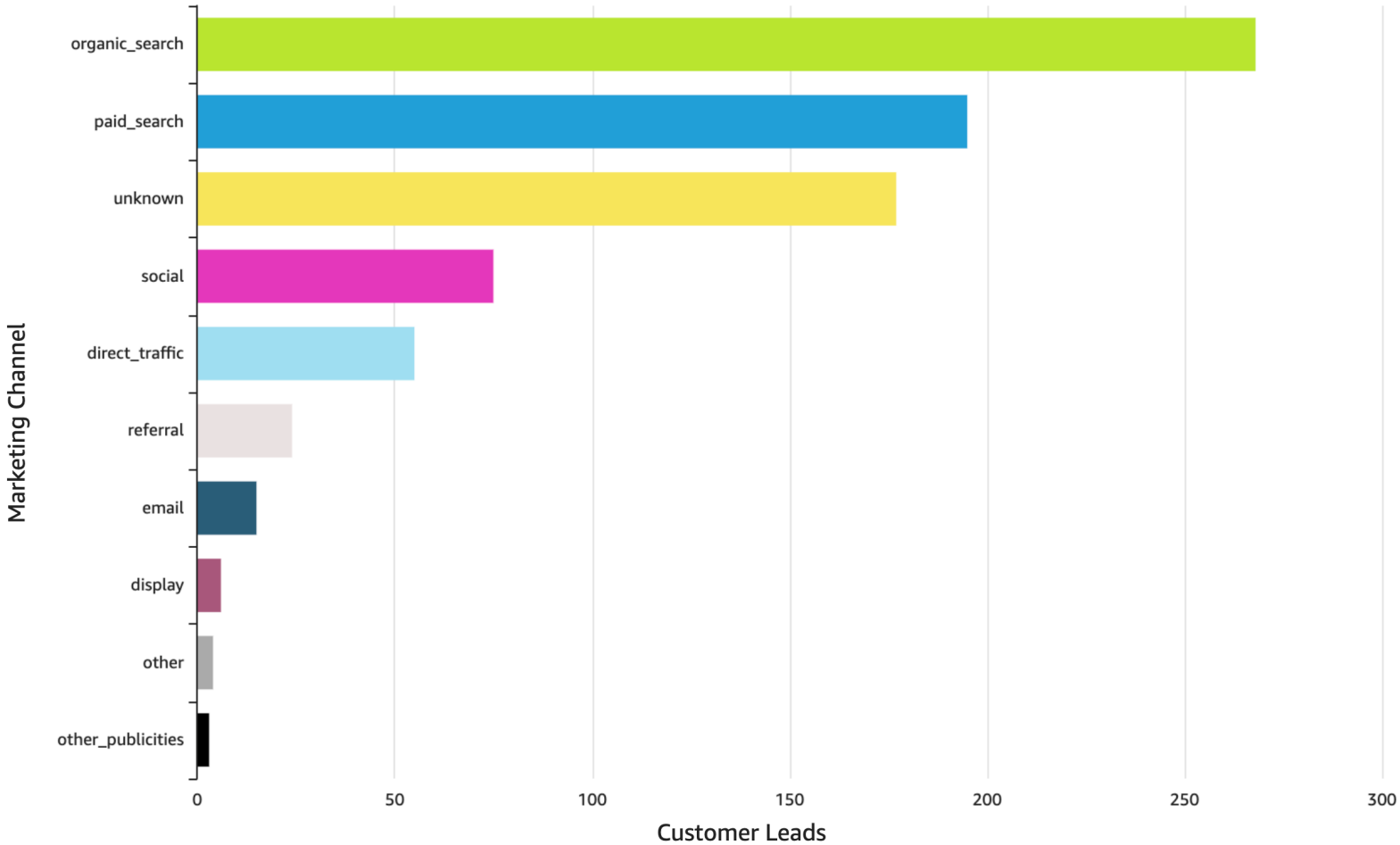
# Which Marketing Channels Generate the Most Leads?

## Marketing Channels With The Highest Leads

Marketing Channels	Customer Leads
organic_search	268
paid_search	195
unknown	177
social	75
direct_traffic	55
referral	24
email	15
display	6
other	4
other_publicities	3

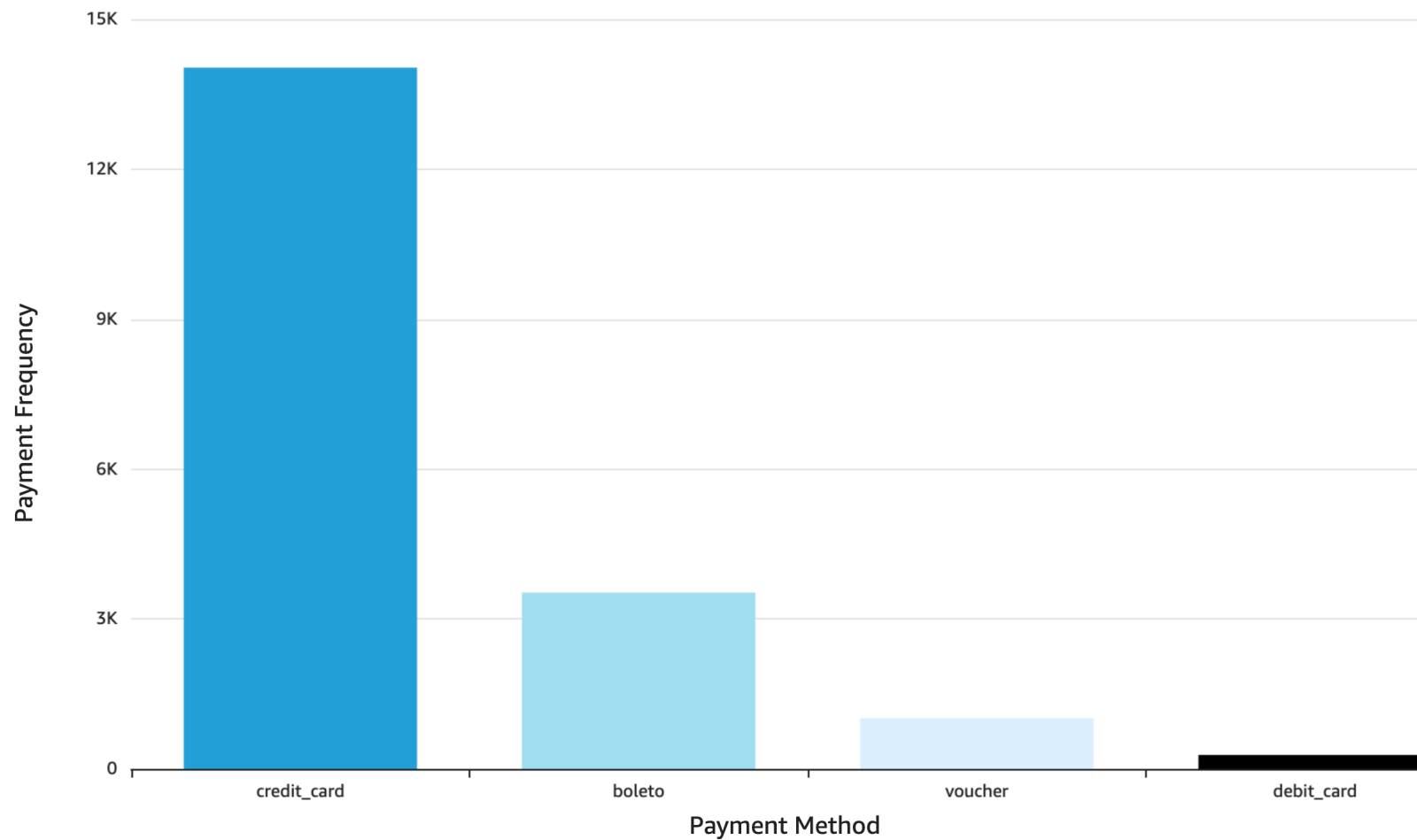
- Organic Search and Paid Search are our best Marketing tools so far accounting for almost 60% of our total leads generated
- The 'unknown' category with 177 leads, could indicate leads from miscellaneous sources or those that were not properly tracked
- There is untapped potential when it comes to other useful marketing channels like “email, referral, social, and direct channels”

Marketing Channels With The Highest Leads





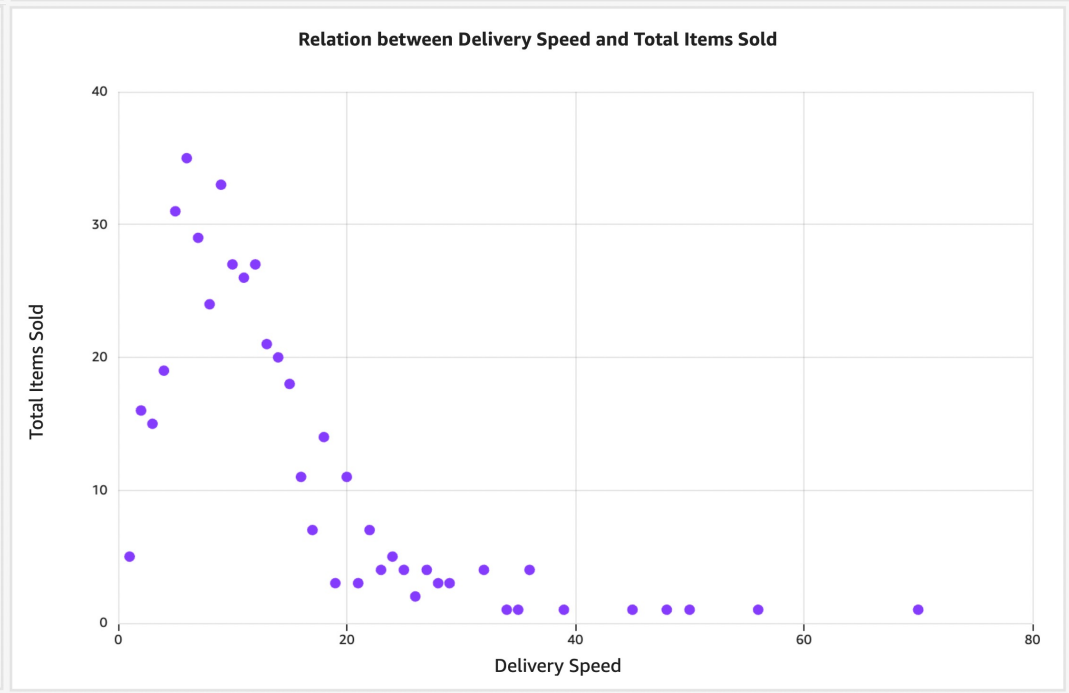
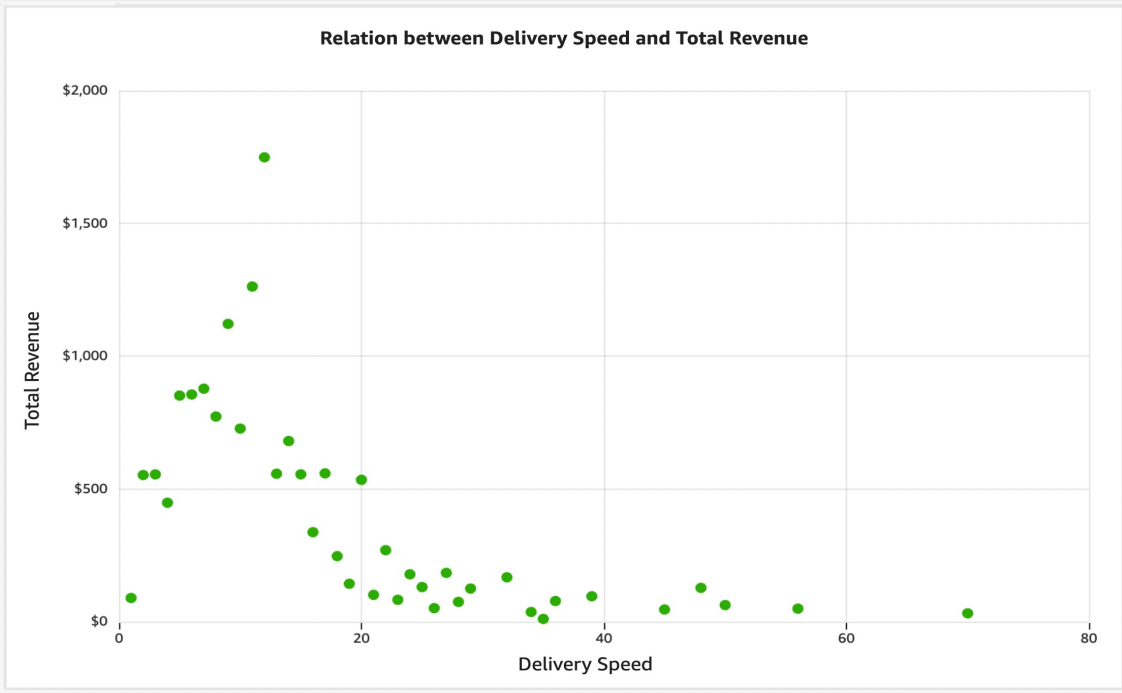
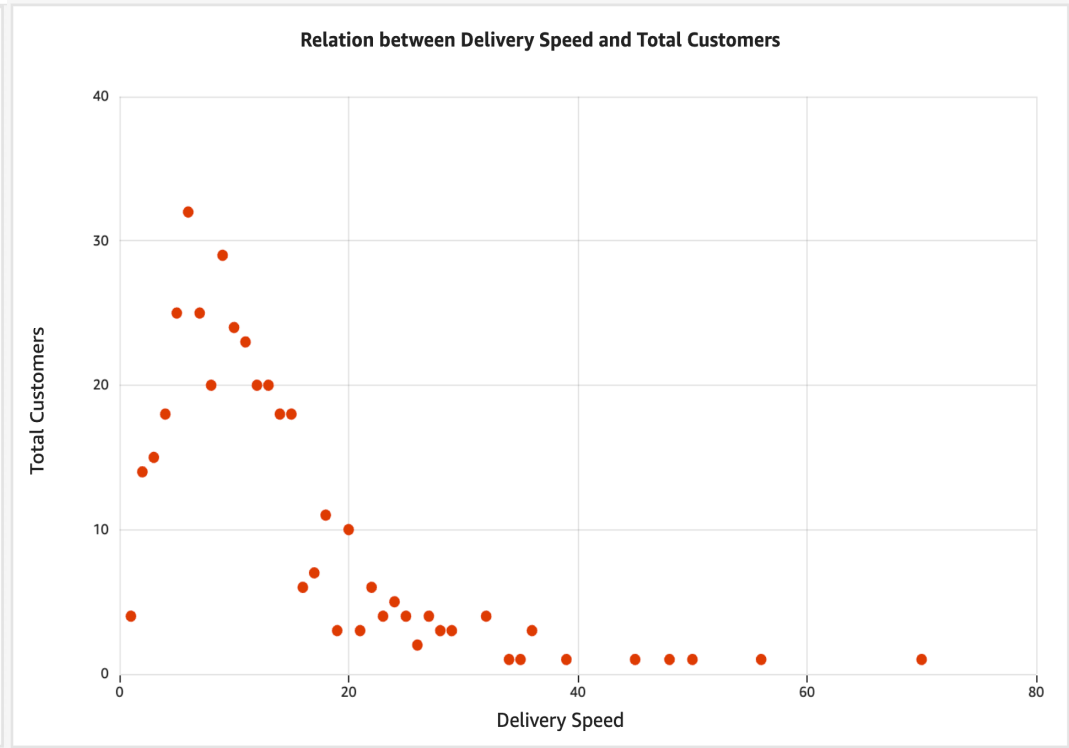
# Payment Methods



The Most Recurring Payment Methods

payment_type	frequency
credit_card	14,031
boleto	3,526
voucher	1,014
debit_card	279

# Delivery Speed Trends





# Delivery Speed Insights

- The lack of clear trends in the scatter plots and the spread in the summary statistics suggest that delivery speed might not be the sole or even the primary factor affecting the number of orders, items sold, customers, or revenue.
- There could be a variety of other influencing factors such as the type of products sold, customer preferences, time of year, or market competition.