

Report

Insights from Analysis

1. Order Trends

- Orders showed a consistent increase from 2016 to 2018.
- Peak order placement time is **Afternoon (13:00–18:00)**.
- Seasonal trend observed — spikes during certain months indicating possible festival/holiday sales.

2. Customer Distribution

- São Paulo (SP) has the highest number of customers and orders.
- A large share of sales comes from the South-East region, while North and North-East regions have fewer customers.

3. Economic Impact

- Payment value increased significantly (~15–20%) between Jan–Aug 2017 and Jan–Aug 2018.
- Certain states have **higher average freight cost**, indicating possible logistical inefficiencies.

4. Delivery Performance

- Average delivery time in some states is **3–5 days earlier** than estimated.
- Few states have significantly higher delivery times compared to others, suggesting supply chain delays.

5. Payment Insights

- **Credit Card** is the most preferred payment method.
- Most orders are paid in **1–3 installments**, indicating customers are willing to pay upfront or with minimal financing.

Action Items (Recommendations)

1. Boost Sales in Low-Performing States

- Target marketing campaigns in underrepresented states.
- Offer region-specific discounts and promotions.

2. Optimize Logistics

- Investigate states with higher-than-average freight costs and delivery delays.
- Negotiate better rates with shipping partners in expensive routes.

3. Leverage Peak Order Times

- Run flash sales and promotional campaigns in the afternoon to capture the most active shoppers.
- Ensure inventory is well-stocked before peak times.

4. Enhance Payment Options

- Promote EMI options in regions with lower purchasing power.
- Offer incentives for upfront payments to reduce transaction costs.

5. Improve Delivery Estimates

- Adjust estimated delivery dates based on historical performance for better accuracy.
- Use predictive analytics to forecast delivery times by state.