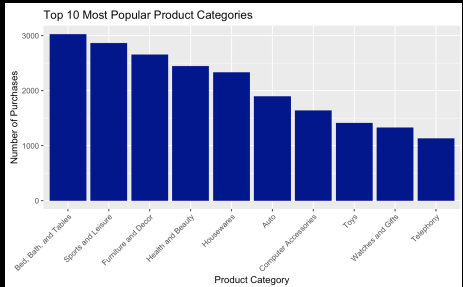


BRAZILIAN E-COMMERCE

GROUP 5: SPENCER BURLEIGH (SBURLEIG), GRACE CAO (GHCAO),
JOSHUA MOAVENZADEH (JMOAVENZ), YIYI ZOU (YIYIZ1)

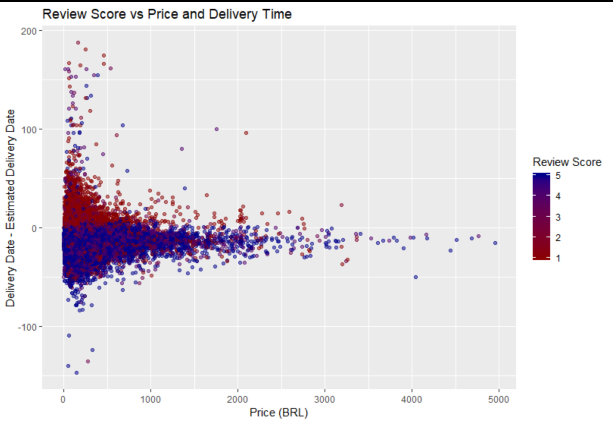
INTRODUCTION

OLIST IS THE BRAZILIAN EQUIVALENT OF AMAZON, AND IT'S THE LARGEST ONLINE VENDOR WHICH PARTNERS WITH VENDORS TO SERVE AS A PLATFORM FULFILL THEIR ORDERS. WE'VE ANALYZED THE OLIST DATASET TO PROVIDE SOME INSIGHT INTO THEIR SALES FROM 2016-2018.



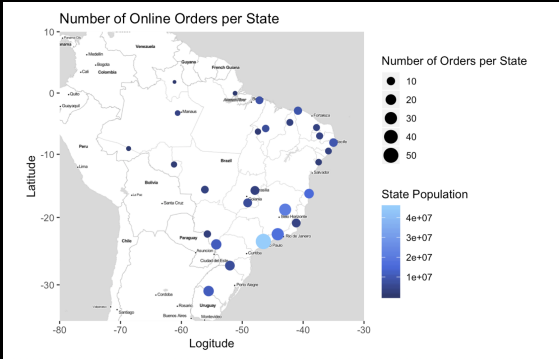
CUSTOMER SATISFACTION

- + A MAJORITY OF ITEMS DELIVERED AHEAD OF SCHEDULE RECEIVED POSITIVE/STRONG REVIEWS
- + A MAJORITY OF ITEMS DELIVERED LATER THAN ESTIMATED RECEIVED POOR REVIEWS
- + ALSO ALLUDES TO A RELATIONSHIP BETWEEN PRICE - APPEARS AS THOUGH MORE EXPENSIVE SHIPMENTS MAY BE MORE LIKELY TO BE DELIVERED ON TIME, AND MORE EXPENSIVE PRODUCTS MAY TEND TO RECEIVE HIGHER REVIEWS

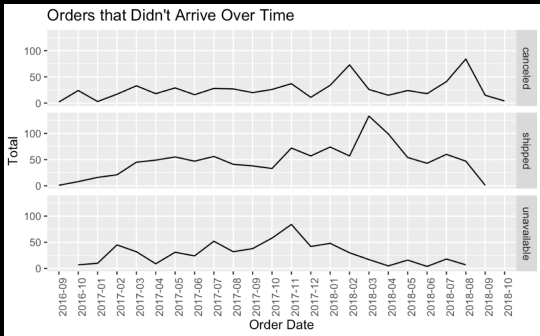


CUSTOMER GEOGRAPHIES

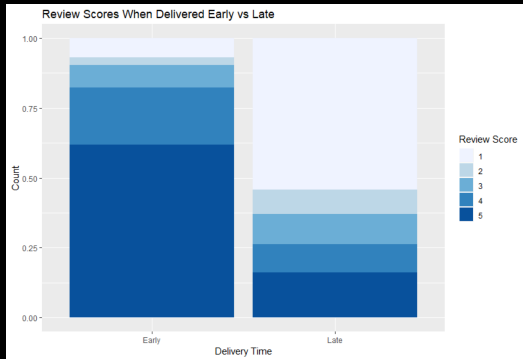
CONSISTENT WITH POPULATION DATA, THERE ARE MORE CUSTOMERS IN THE COASTAL STATES WHICH HAVE OVERALL HIGHER POPULATION DENSITY.



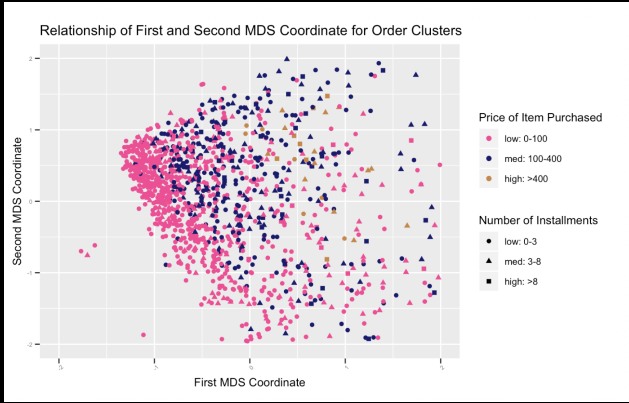
MISSING ORDERS



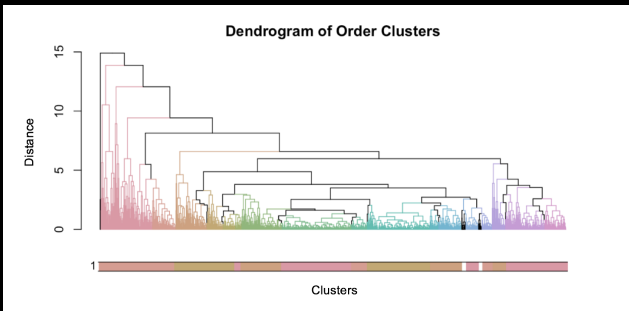
ABOUT 3% OF ORDERS THAT ARE PLACED ARE NOT DELIVERED. A LARGE NUMBER OF THESE ARE LOST IN SHIPMENT BUT SOME ARE CANCELLED OR UNAVAILABLE.



TYPES OF CUSTOMERS



1. CLUSTER ORDERS BASED ON 5 CONTINUOUS VARIABLES, AND 1500 RANDOM SAMPLES FROM THE DATASET
 - + NUMBER OF ITEMS ORDERED
 - + TOTAL PAYMENT VALUE
 - + REVIEW SCORE
 - + ITEM VOLUME
 - + TOTAL DELIVER TIME
2. DENDROGRAM INDICATES THAT THERE ARE OUTLIERS. ON THE LEFT SIDE, A FEW SMALL CLUSTERS ARE JOINED AT A LARGE DISTANCE (HEIGHT).
3. MOST ORDERS ARE BELOW 100, AND PURCHASED WITHIN 3 INSTALLMENTS
4. AS PRICE OF ORDER INCREASES, NUMBER OF INSTALLMENTS INCREASES



ACKNOWLEDGEMENTS

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