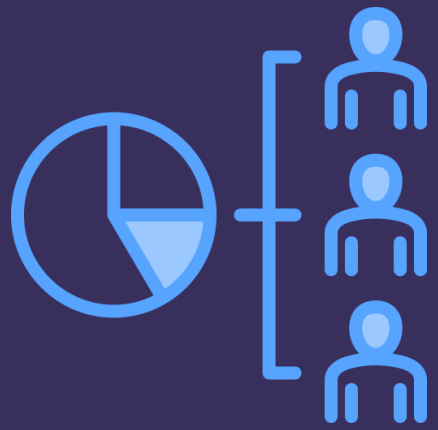
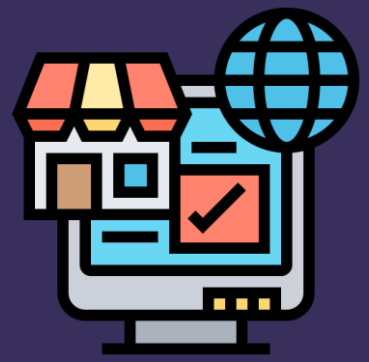
Olist E-Commerce Analysis

[Report Link]





Olist E-Commerce Analysis

What Is Total Orders On Weekend&Weekday

What Is Total Orders With Review Score 5 Based on Payment Type ?

What Is AVG Price And Profit From Sao Paulo City?

What Is Total Orders by order status?

What Is Total Orders Over Years?

What Is Top Orders BY City?

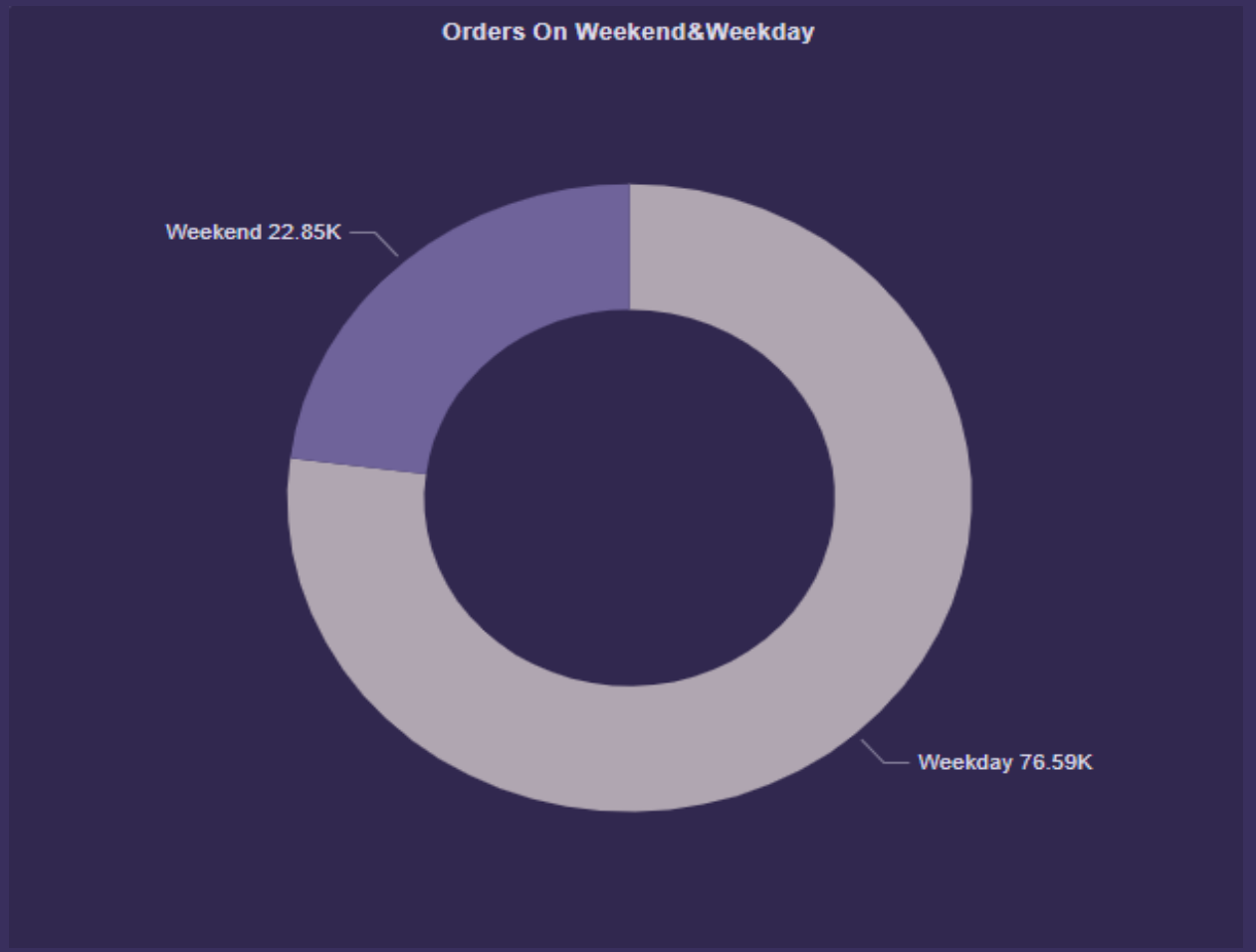
What Is Total Profit BY City?

What Is AVG Shipping Cost BY City?

What Is Faster & Slower Delivery In Days BY City?

What Is Delivered Days Taken for Audio Category?

What Is Total Orders On Weekend&Weekday



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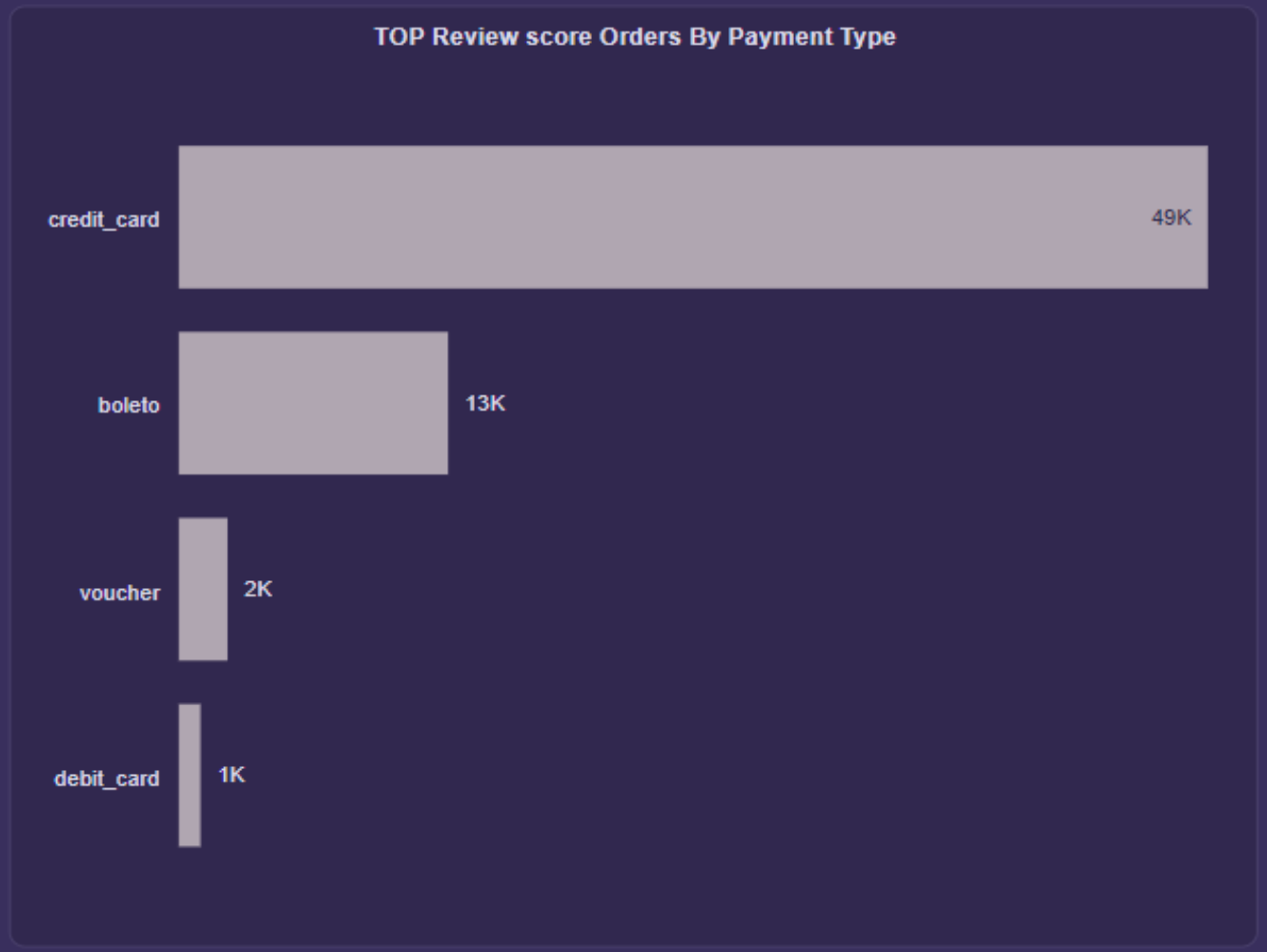
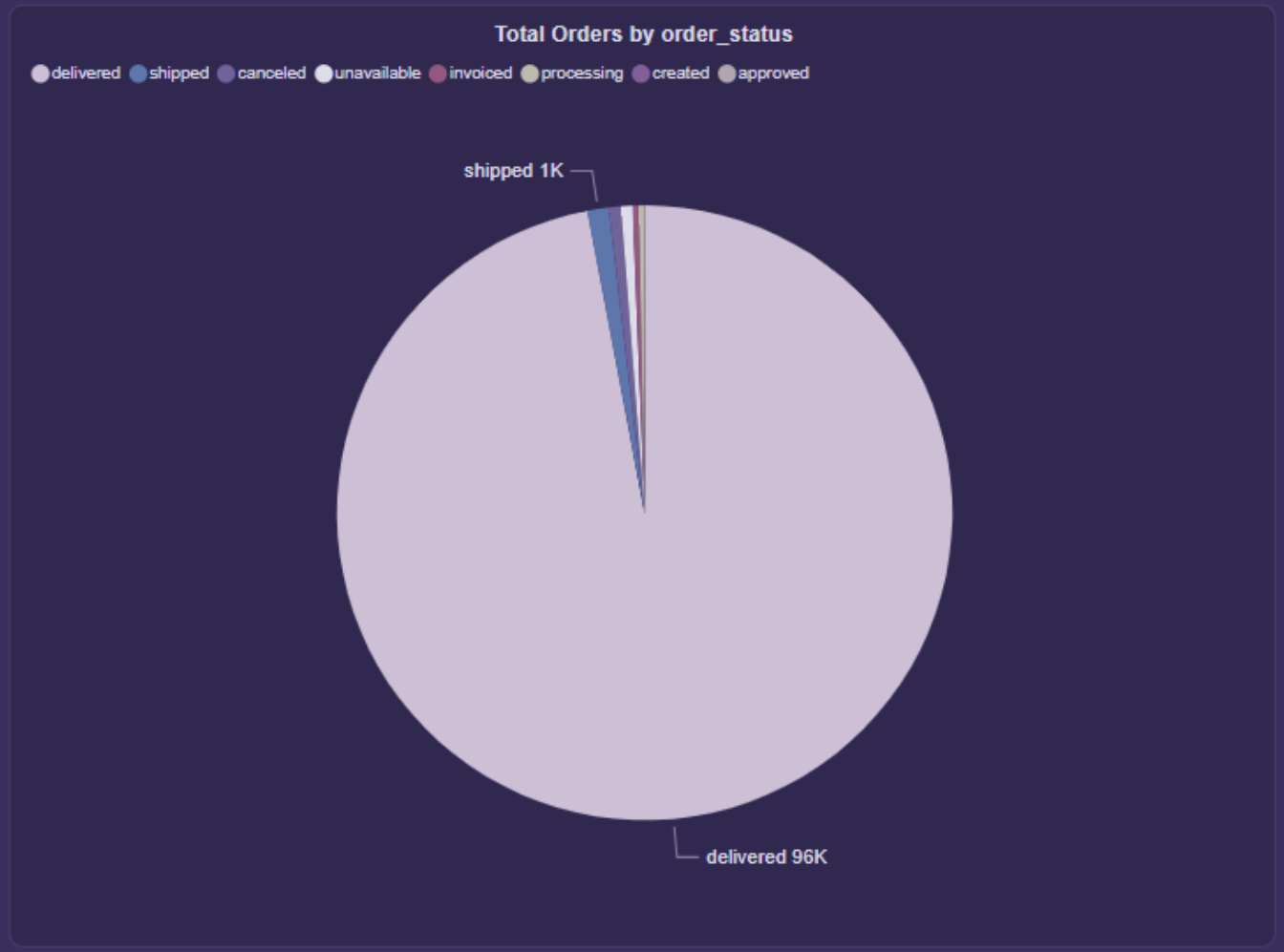
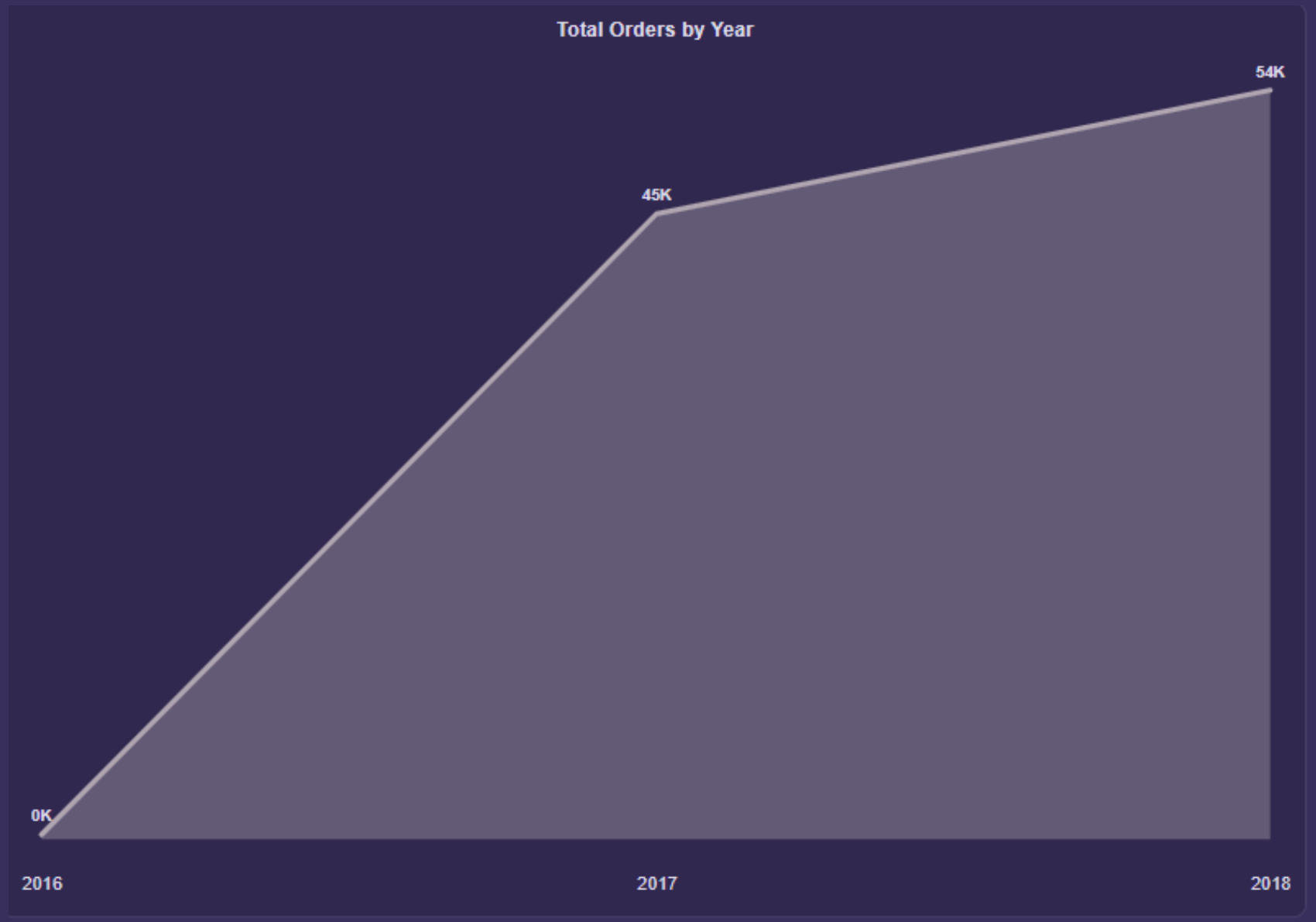


What Is AVG Price And Profit From Sao Paulo City?

What Is Total Orders by order status?

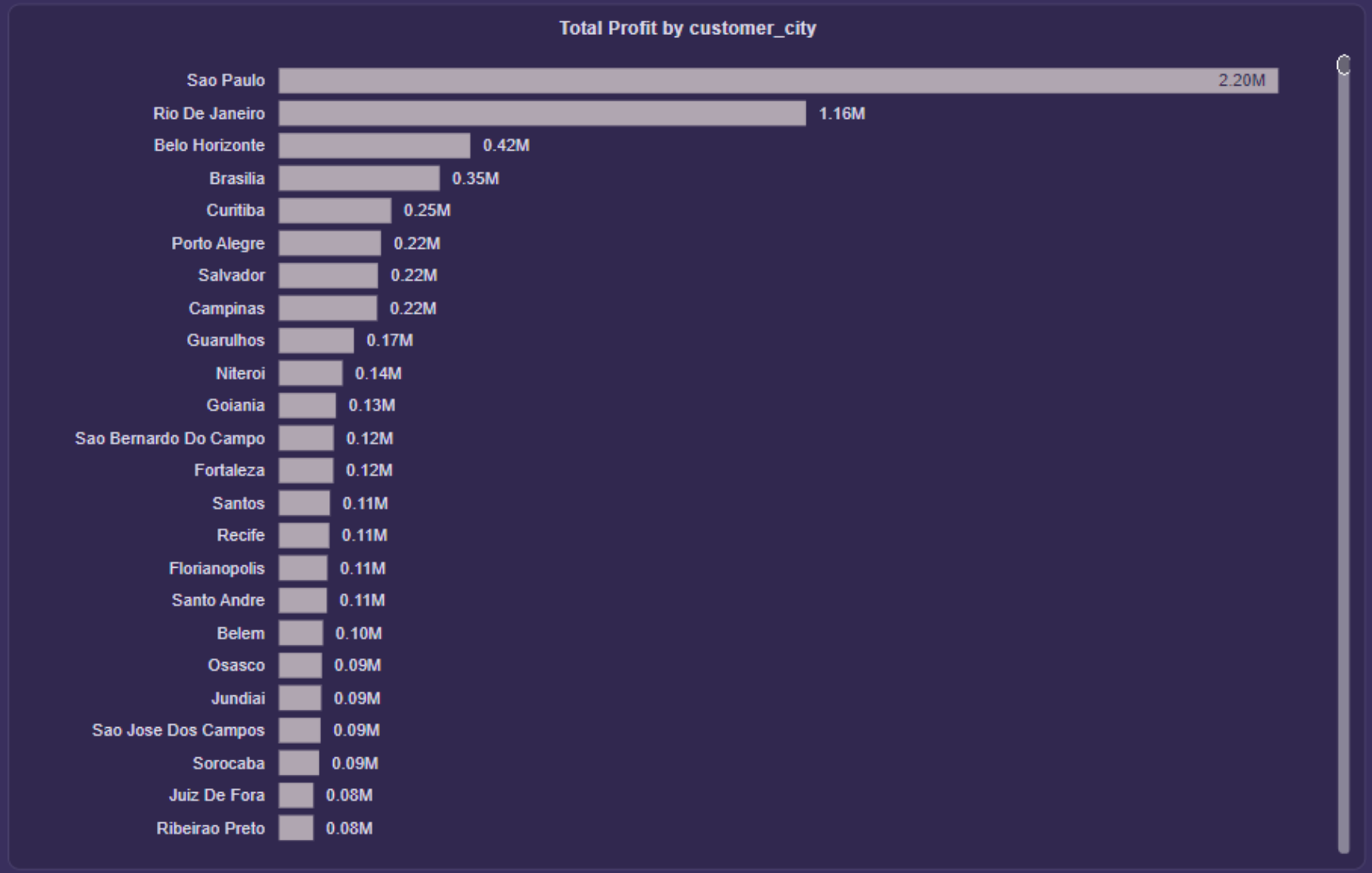


What Is Total Orders Over Years?

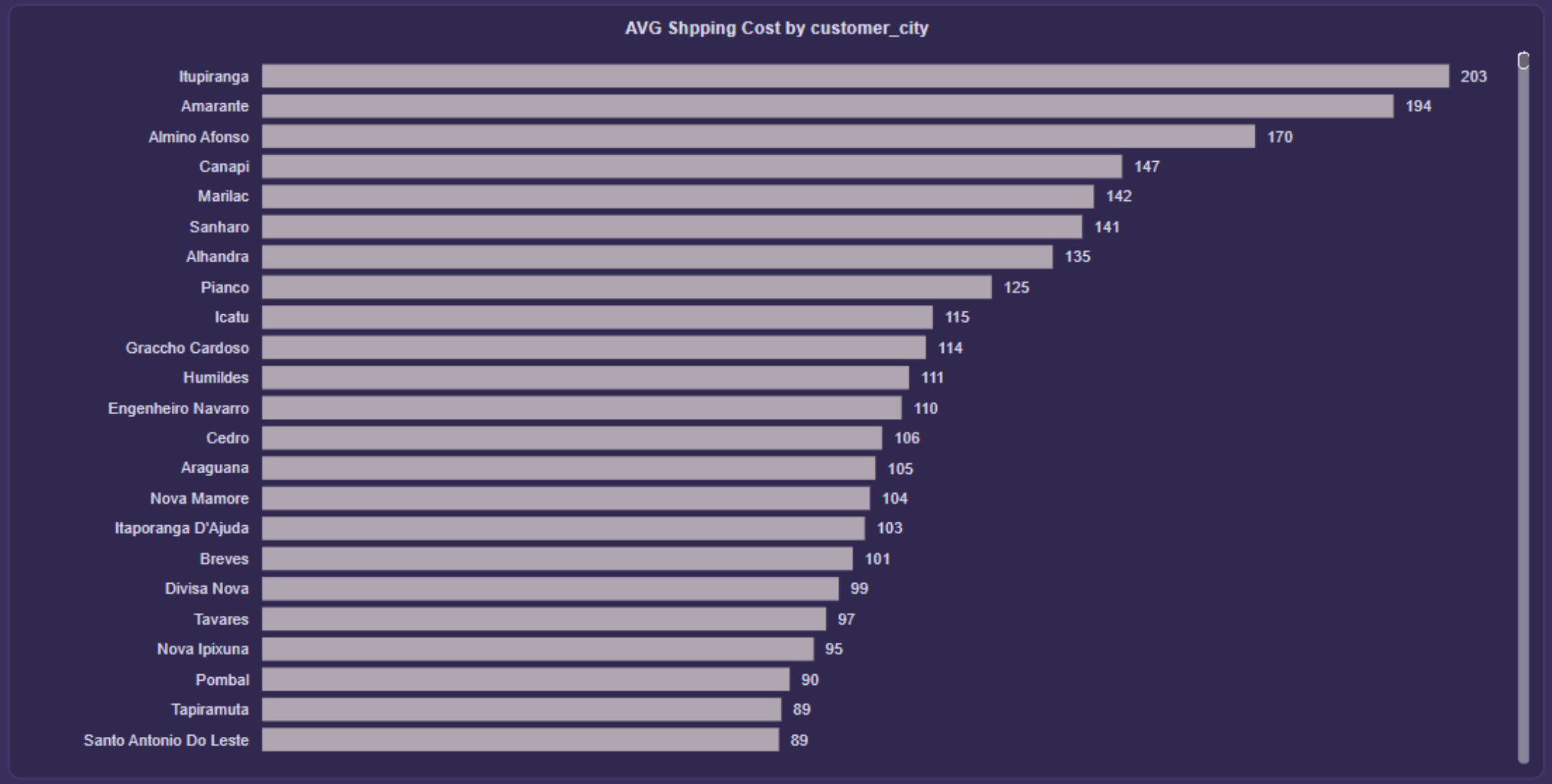


What Is Top Orders BY City?

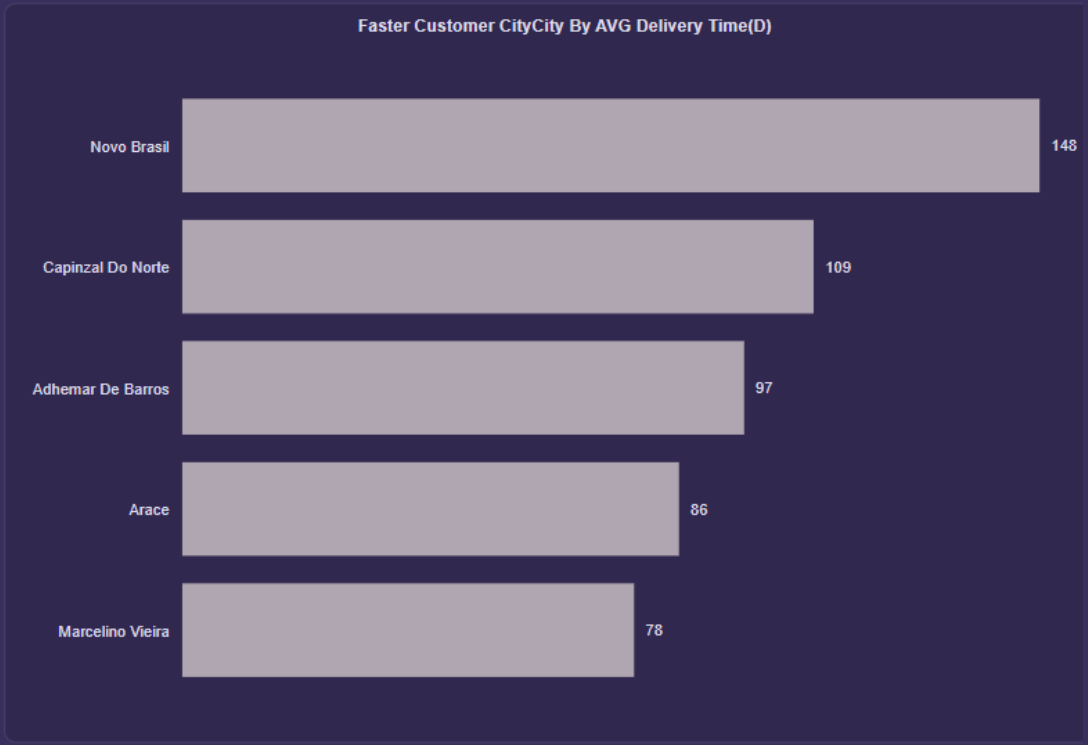
What Is Total Profit BY City?

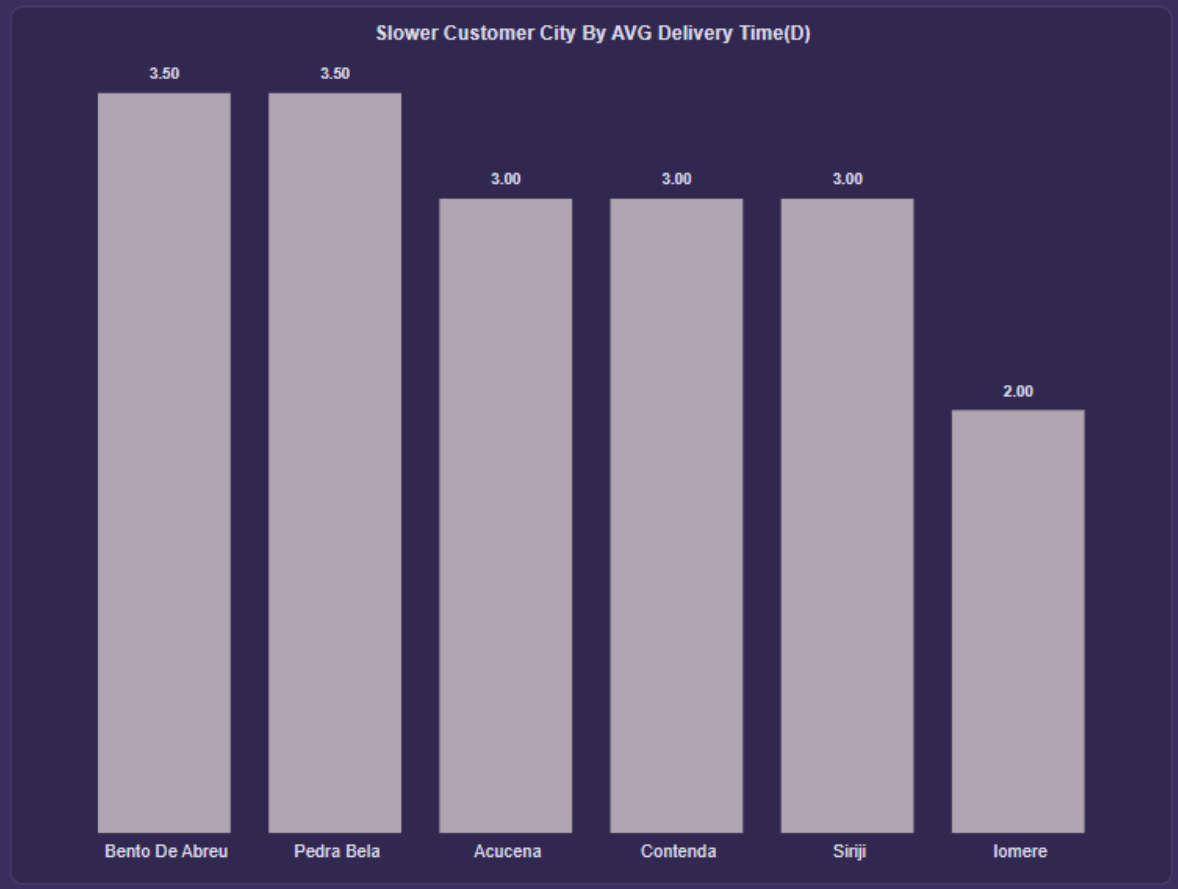


What Is AVG Shipping Cost BY City?

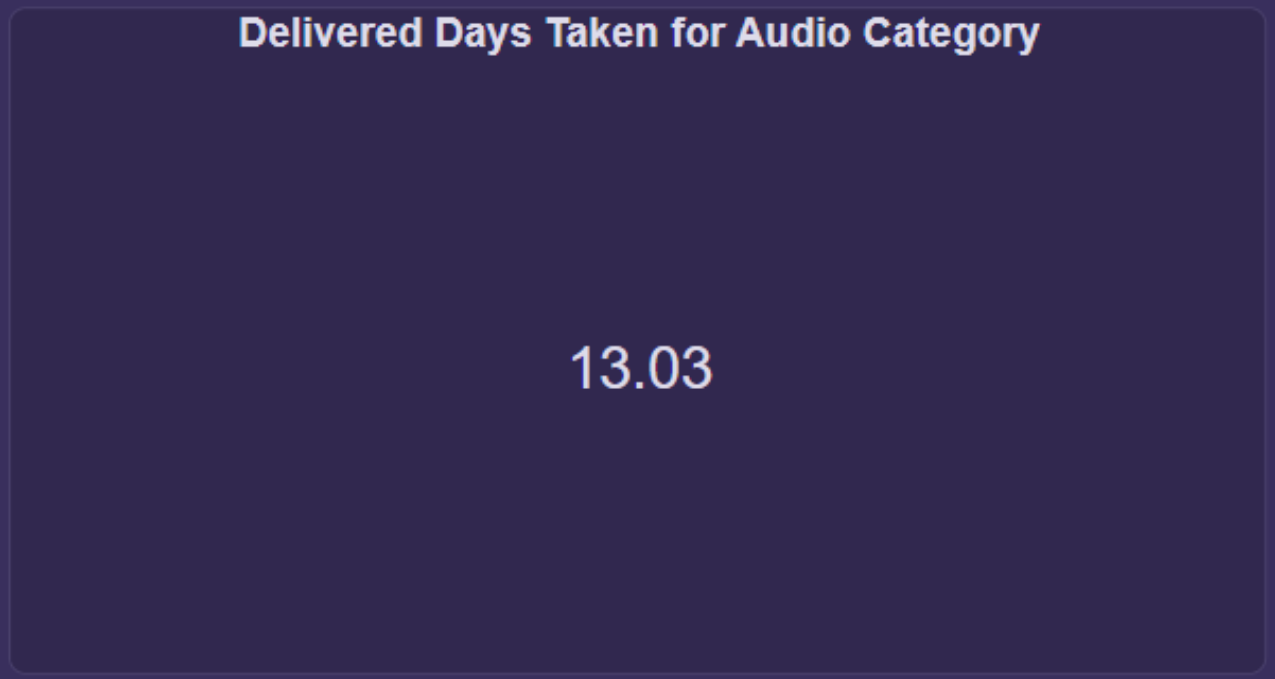


What Is Faster & Slower Delivery In Days BY City?





What Is Delivered Days Taken for Audio Category?



Olist E-Commerce Analysis

product_category_name: All

customer_city: All

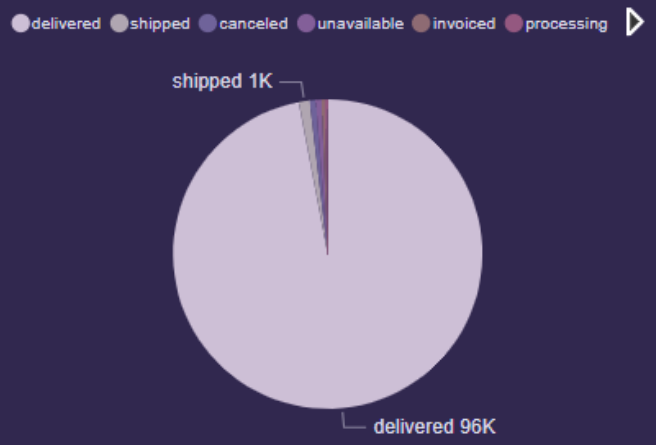
99K
Total Customer

99K
Total Orders

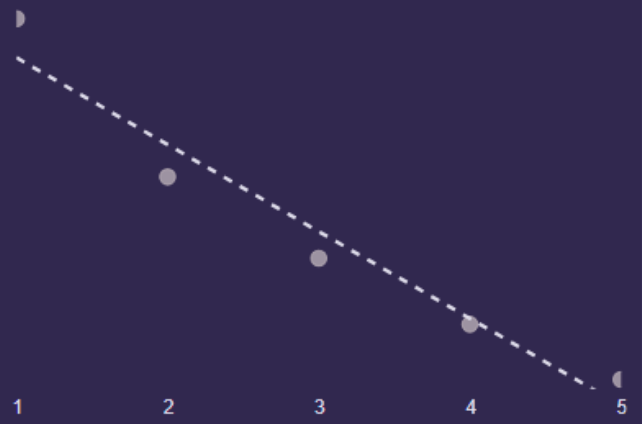
3095
Total Sellers

12.09
AVG Delivery Time(D)

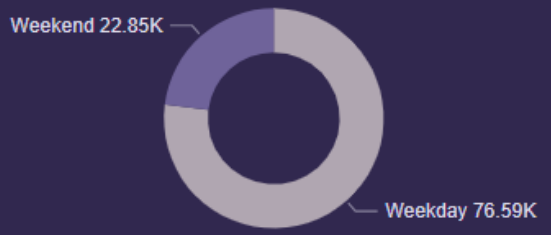
Total Orders by order_status



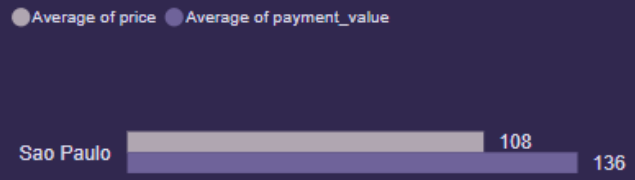
Relation Between Shipping Days And review score



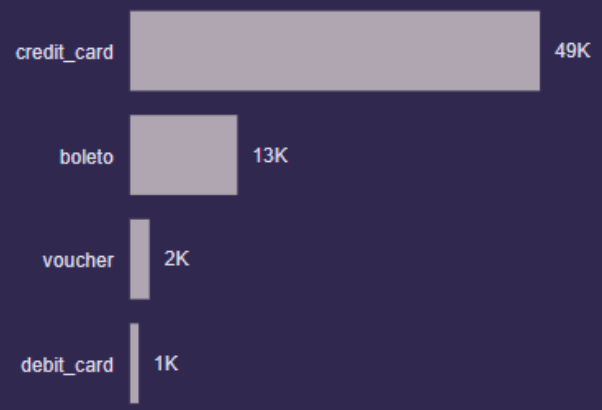
Orders On Weekend&Weekday



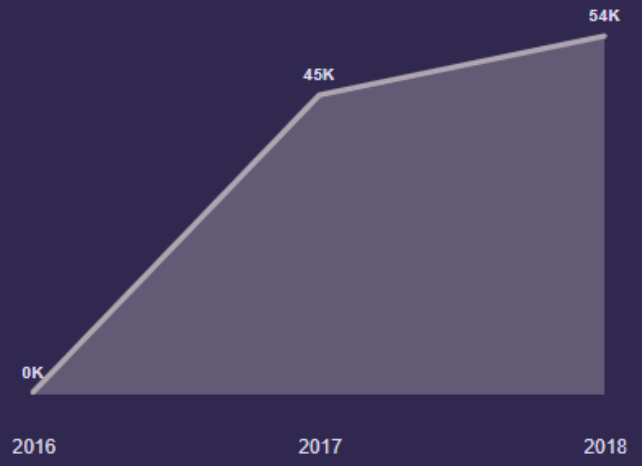
AVG Price and AVG Payment value For Sao Paulo



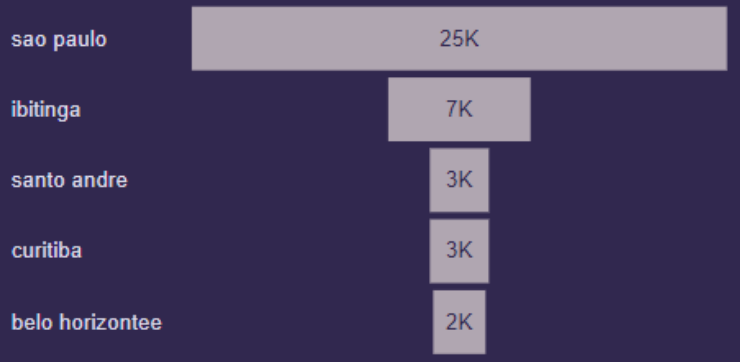
TOP Review score Orders By Payment Type



Total Orders by Year



Top 5 Seller City By N.Orders



Customer Segment

Customer Segment

product_category_name: All

customer_city: All

99K
Total Customer

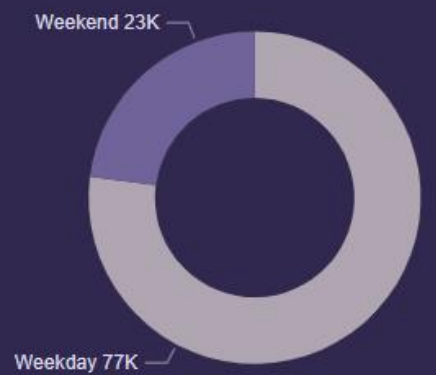
99K
Total Orders

4119
Total Customer Cities

27
Total Customer States

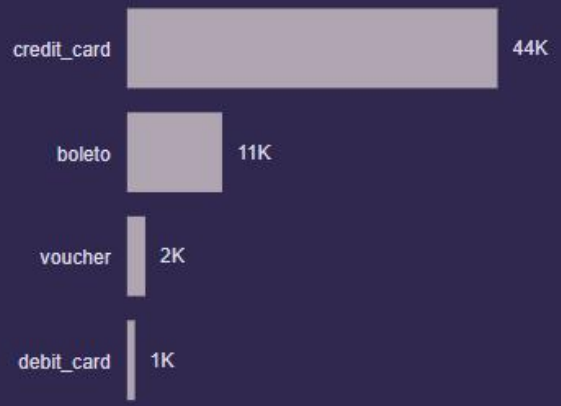
Total Customer by order_status

Total Customer by Weekend/Weekday

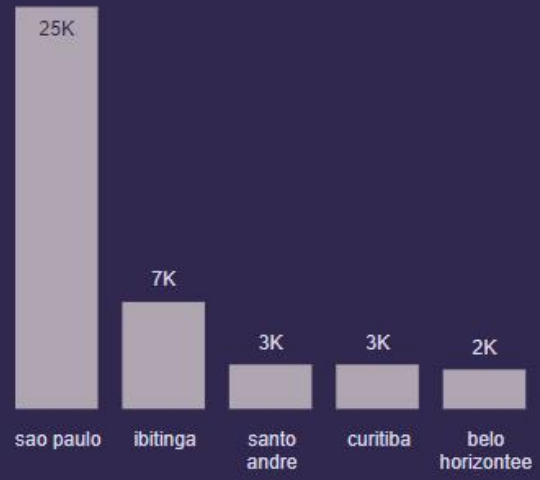


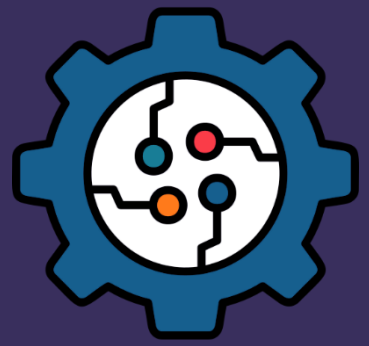
Total Customer and Total Orders by customer_city

Customers By Payment Type

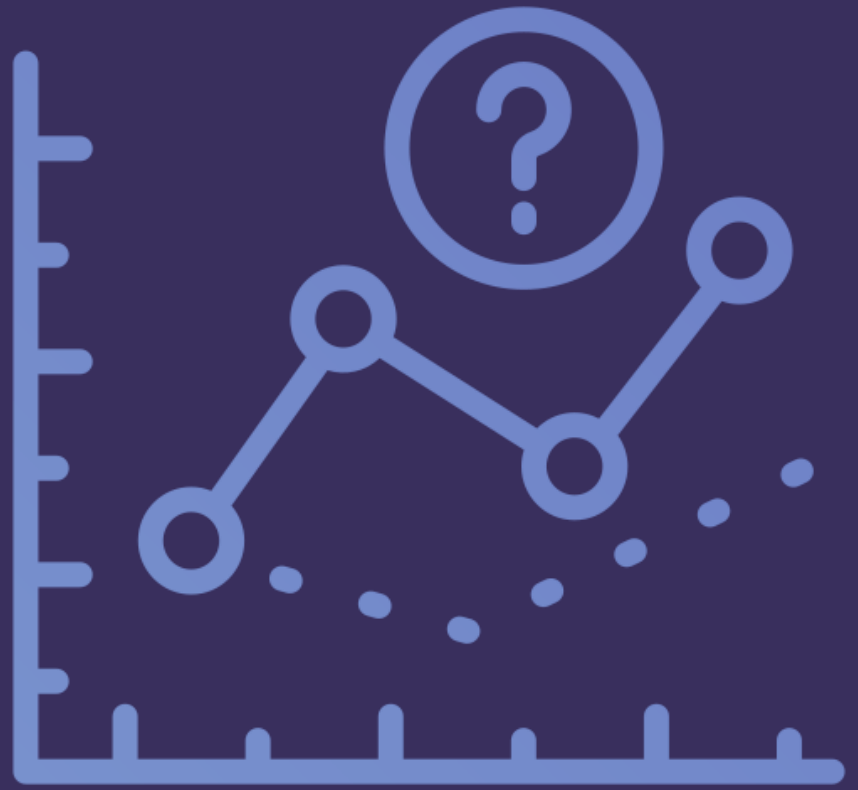


Top 5 Seller City By N.Customers

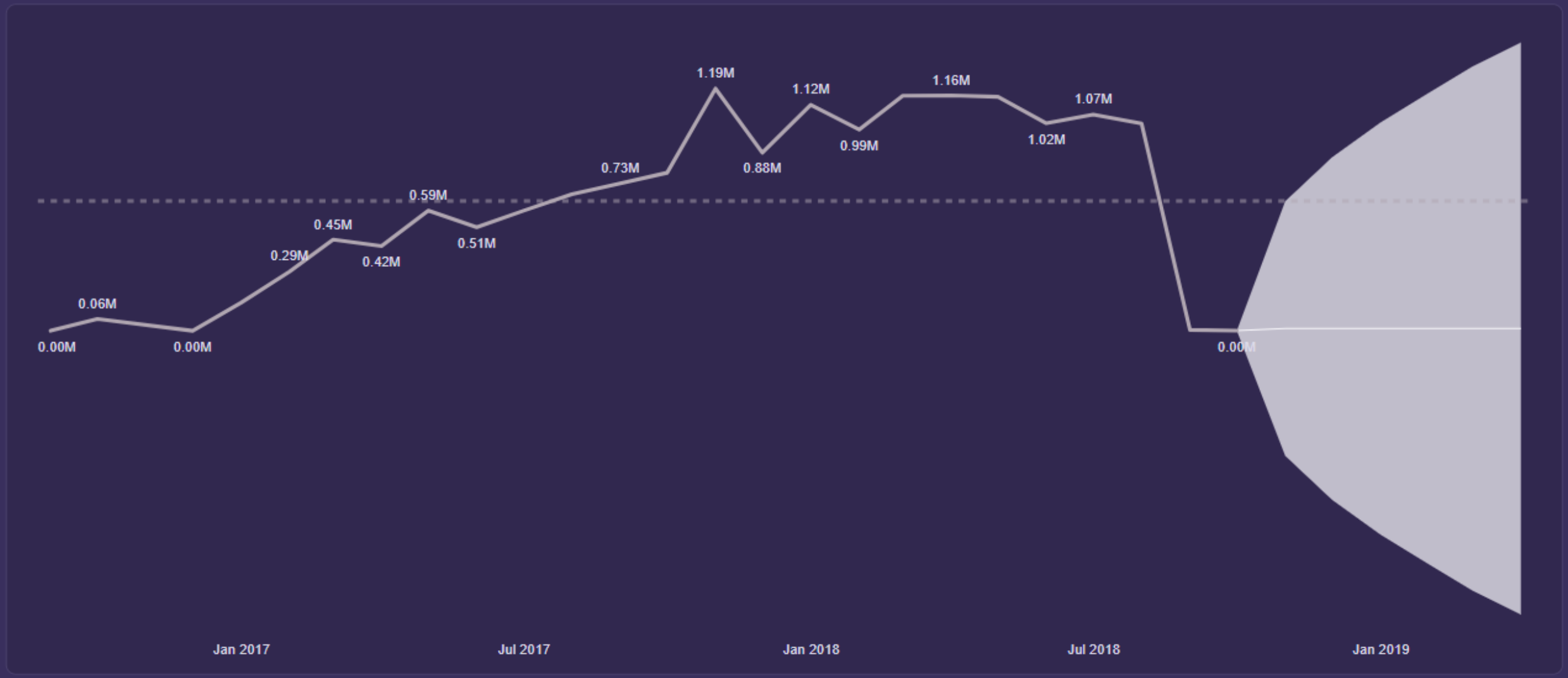


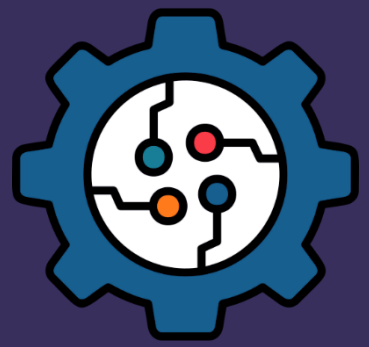


Product category sales predication for upcoming 6 months



Product category sales predication for upcoming 6 months





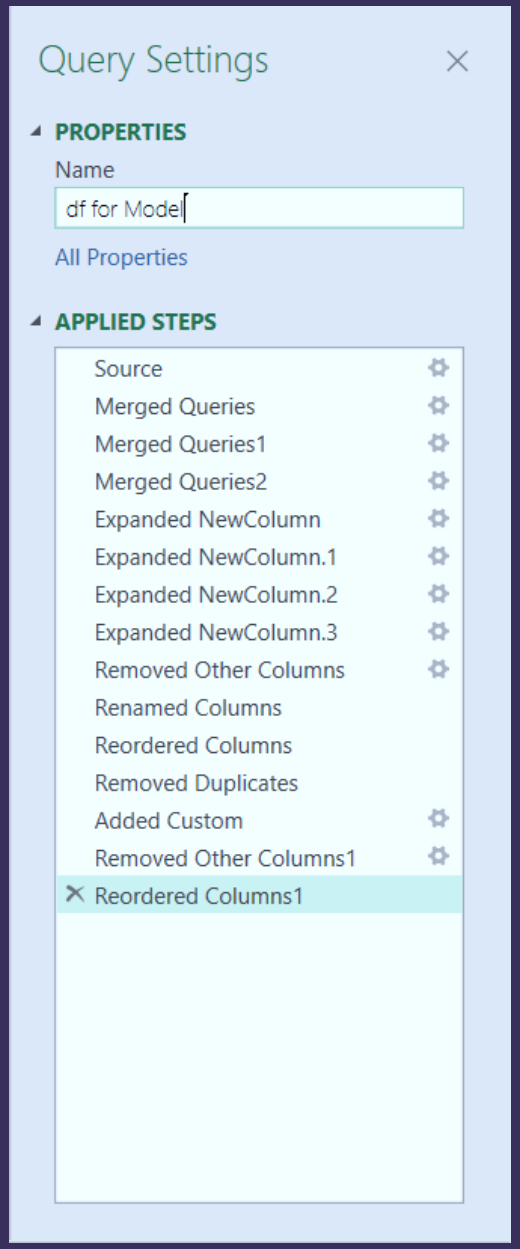
Product category sales predication

```
target
```

```
'payment_value'
```

```
list(X_train.columns.values)
```

```
['price',
 'freight_value',
 'payment_sequential',
 'payment_installments',
 'review_score',
 'DurationDays',
 'product_name_lenght',
 'product_description_lenght',
 'product_photos_qty',
 'product_weight_g',
 'product_volum_cm',
 'Year',
 'Month',
 'Day',
 'Hour']
```



Product category sales predication

Predective Model ¶

```
model = make_pipeline(
    SimpleImputer(),  # null value
    Ridge()  # model ith enhance prevent overfitting

)
model.fit(X_train,y_train)
```

```
Pipeline(steps=[('simpleimputer', SimpleImputer()), ('ridge', Ridge())])
```

Evaluate

All right: The moment of truth. Let's see how our model performs.

```
acc_train = model.score(X_train,y_train)
acc_test = model.score(X_test,y_test)

print("Training Accuracy:", round(acc_train, 4))
print("Test Accuracy:", round(acc_test, 4))
```

```
Training Accuracy: 0.7783
Test Accuracy: 0.7854
```

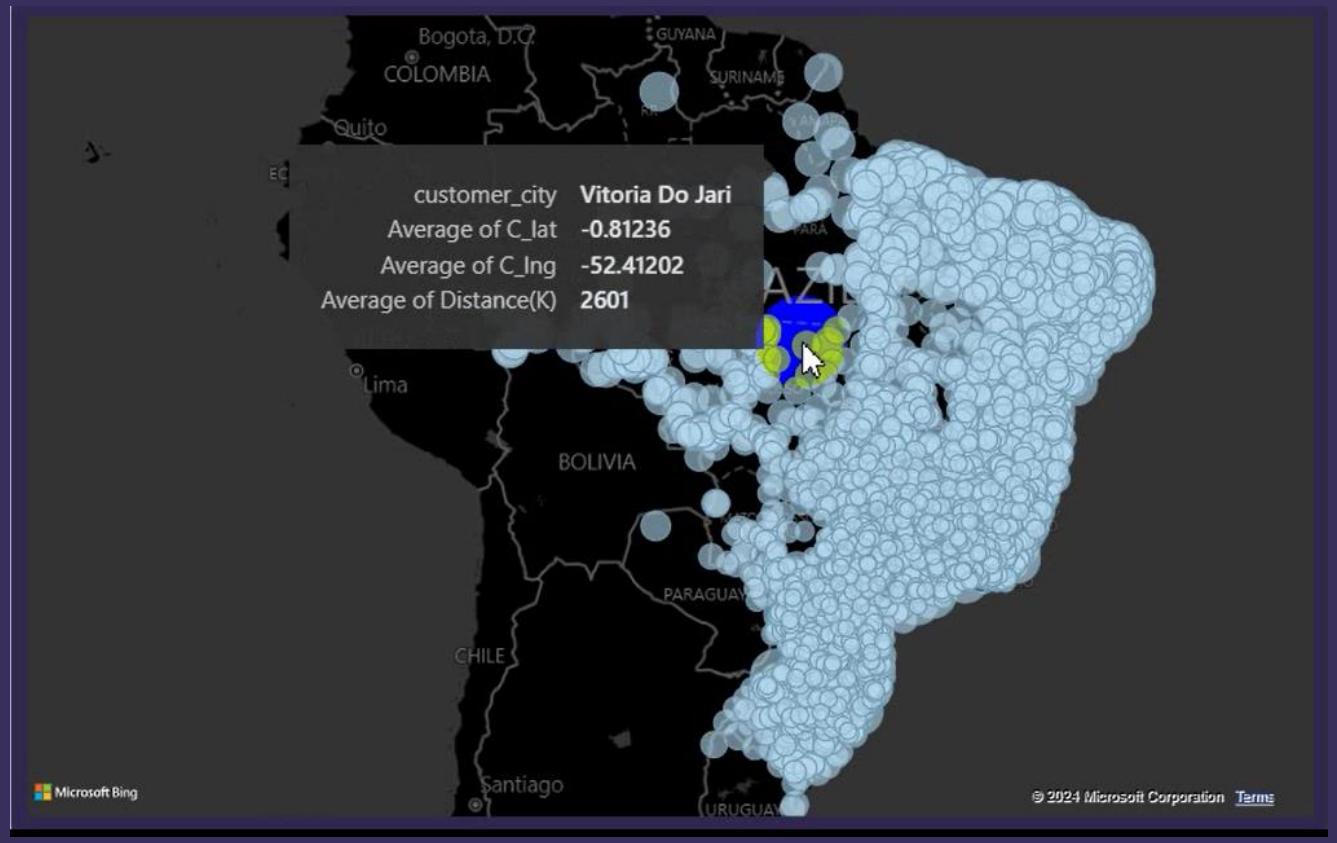
Product category sales predication

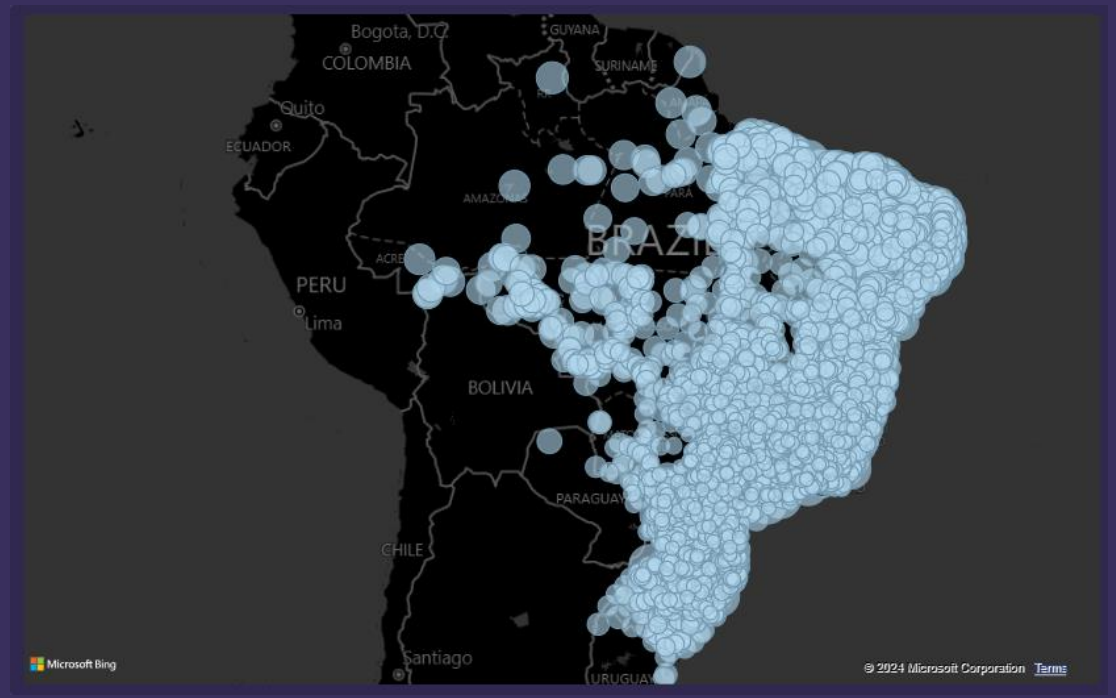
	y_test	y_pred
66472	134.81	134.818142
3970	43.68	56.216466
13768	125.88	125.202362
55489	30.75	32.240641
11550	43.66	69.402649
33932	33.13	58.160577
36054	190.43	193.771436
16386	1355.73	1322.577993
84455	15.38	27.637843
92222	55.28	58.226258

columns	coefficients
price	0.952
freight_value	1.062
payment_sequential	-21.273
payment_installments	4.708
review_score	-8.428
DurationDays	-0.535
product_name_lenght	-0.024
product_description_lenght	-0.0
product_photos_qty	-2.194
product_weight_g	0.001
product_volum_cm	0.0
Year	2.119
Month	0.395
Day	0.086
Hour	-0.197
intercept	-4202.179

Geolocation analysis

By Using Geolocation dataset plot maps and find distances between sellers and customers.





Distances between sellers and Customers

customer_city
All