Brazilian e- commerce

Introduction

- This is a Brazilian ecommerce public dataset of orders made at Olist Store. The dataset has information of 100k orders from 2016 to 2018 made at multiple marketplaces in Brazil. Its features allows viewing an order from multiple dimensions: from order status, price, payment and freight performance to customer location, product attributes and finally reviews written by customers. We also released a geolocation dataset that relates Brazilian zip codes to lat/lng coordinates.
- Data is presented in csv format.datahas 8 separate csv files

Business problem

- As a data analyst working on an e-commerce dataset, I try to extract meaningful insights that can drive actionable decisions to improve various aspects of the business.
- Business Problem: In today's competitive e-commerce landscape, maintaining and enhancing customer satisfaction while optimizing logistic operations and product offerings is crucial for sustained growth and profitability. However, without a comprehensive understanding of customer behavior, logistic performance, and product trends, it's challenging to identify areas for improvement and capitalize on growth opportunities. Therefore, the business problem revolves around the need to leverage data-driven insights to address the following key challenges:

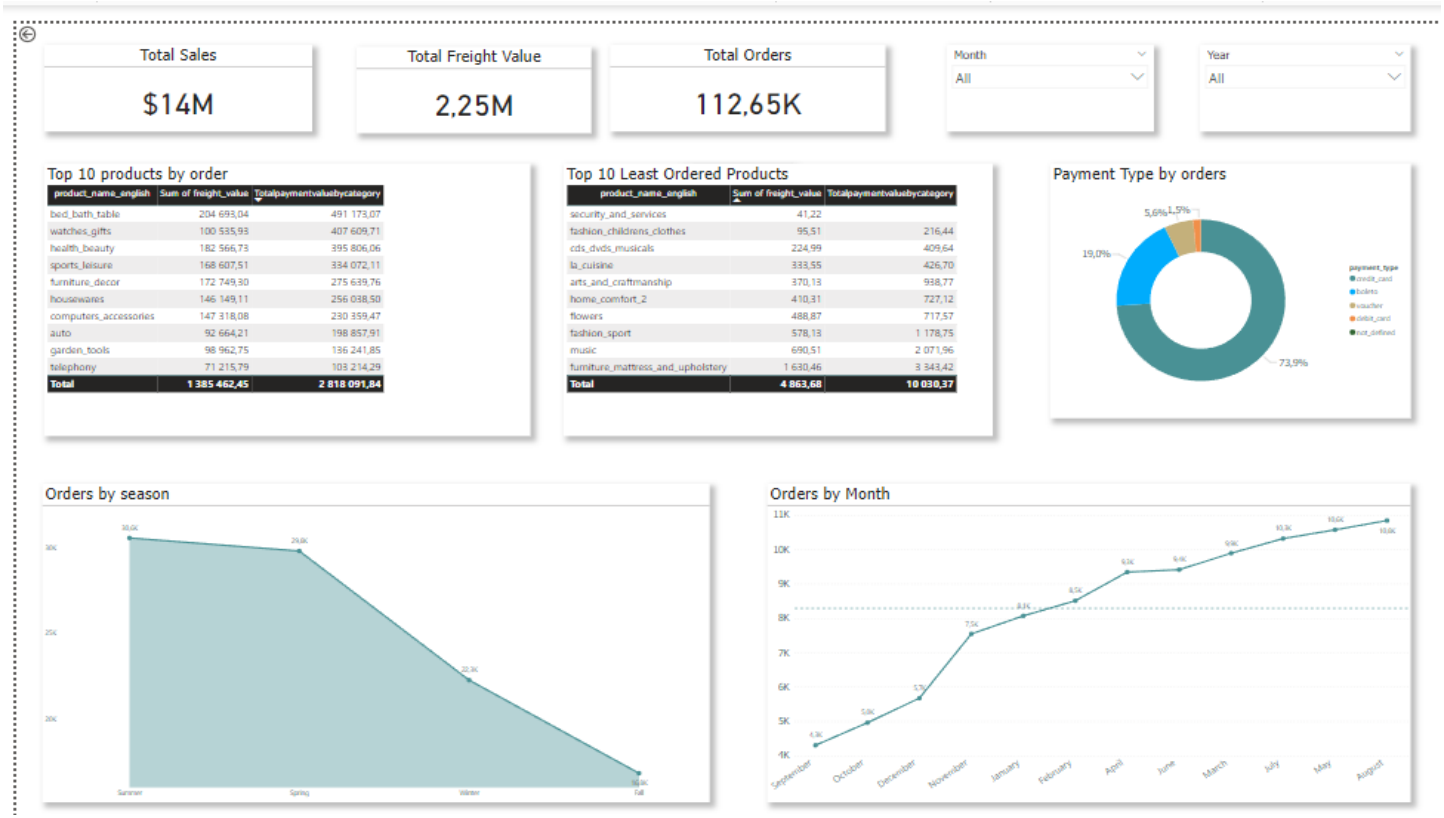
1. Customer Satisfaction: Ensuring a positive customer experience is paramount for e-commerce success. Analyzing customer data can help identify pain points, preferences, and trends to enhance customer satisfaction, retention, and lifetime value.
2. Logistic Performance: Efficient logistics operations are essential for timely deliveries, cost optimization, and customer satisfaction. Analyzing logistic data can uncover inefficiencies, bottlenecks, and areas for improvement in the supply chain and fulfillment processes.
3. Product Performance: Understanding product performance metrics such as sales trends, popularity, and customer feedback is critical for optimizing inventory management, merchandising strategies, and product offerings to meet customer demand effectively.

Dashboard
Customer Insight

Key Insights:

- *Happy Customers, Happy Us* Imagine a colorful painting where different sections represent how much customers love our products. Well, in our dashboard, the sections represent different product categories. We can see that customers are especially happy with items in categories like "Bed Bath Table" ,'Health Beauty' and "Sports Leasure" It's like our customers are giving us a big thumbs up!
- *What People Love to Buy* Now, let's take a closer look at what people are buying the most. Just like at a party where certain snacks disappear quickly, certain products are super popular. For us, it's "Computers " and "Tablets Printing Image" that everyone wants. It's like they're the stars of our online store!
- *Where Our Customers Live* Picture a map with pins showing where our customers are. Some pins are clustered together in big cities, while others are scattered in smaller towns. In our dashboard, we see that most of our customers come from places like "San Paulo" and "Rio De Janeiro." It's like we're seeing where our fan club is located!
- *How We're Doing Overall* Now, let's check on how well we're doing as a whole. Our dashboard tells us that, on average, customers rate us a 4.09 out of 5. That's pretty good! And guess what? We've had a whopping 112,000 orders from 96,000 customers. It's like we're running a busy marketplace!

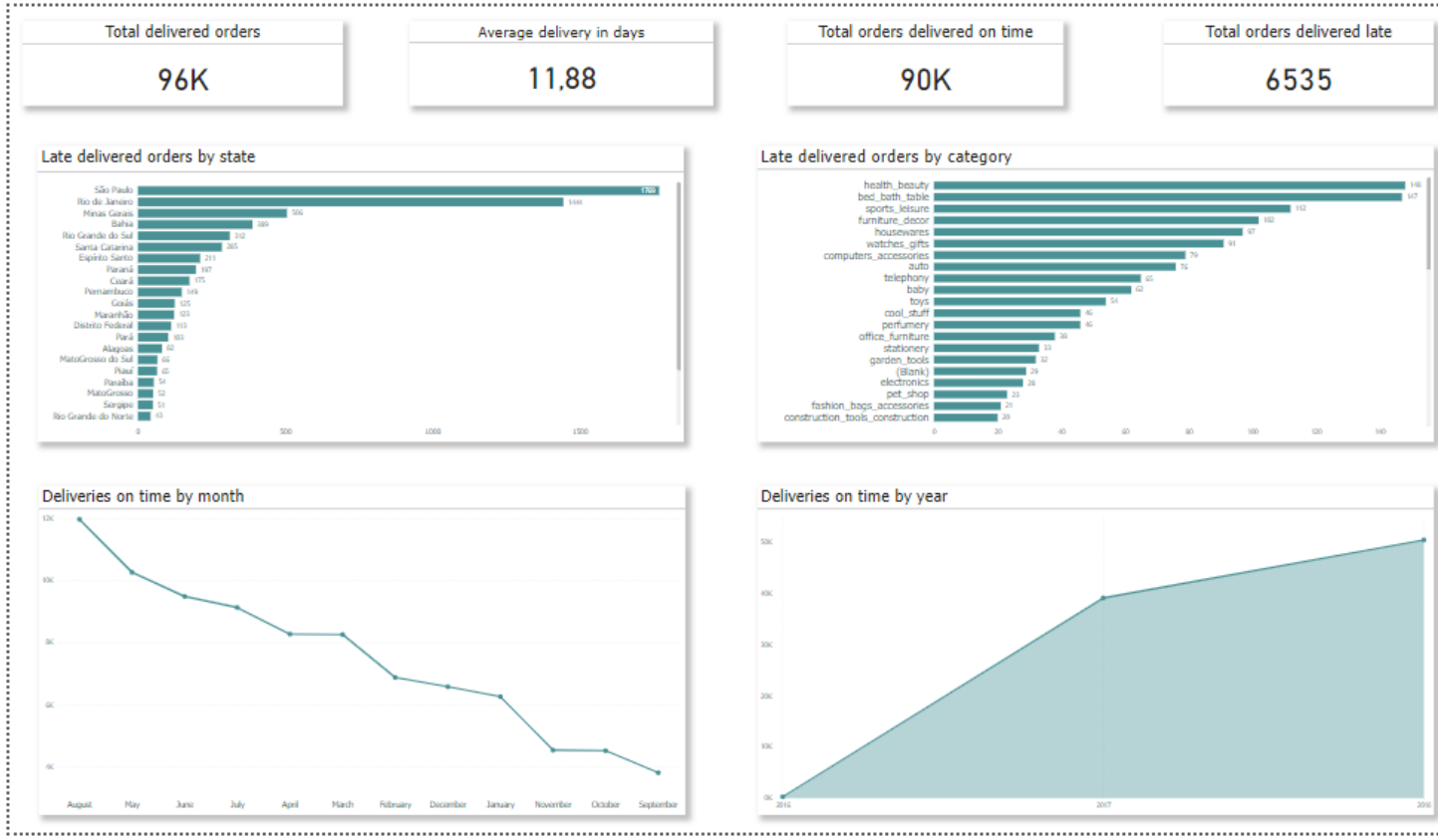
Sales Revenue Dashbord



Key Insights

- **Total Sales and Freight:** Our voyage begins with a glance at the horizon, where we behold the vast expanse of our total sales, standing tall at 14 million units. Alongside, the freight value anchors our journey, weighing in at 2.25 million units, guiding our ships through the tumultuous waters of logistics.
- **Orders Overview:** As we navigate deeper, our compass guides us to the heart of our operations: the orders. With a staggering 112,000 orders on our charts, our vessel sails steadily, propelled by the winds of customer demand.
- **Top Products by Order:** Charting our course through the aisles of our virtual marketplace, we unveil the treasures that captivate our customers' hearts. "Bed Bath Table," "Watches Gifts," and "Health Beauty" emerge as the stars of our inventory, commanding the highest total payments. Meanwhile, "Security" and "Services," "Fashion," and "Children Clothes" form the lesser-explored territories in our realm.
- **Orders by Season and Month:** As our journey progresses, we navigate through the changing tides of seasons. Summer reigns supreme as the highest season for orders, followed closely by spring, fall, winter, and autumn. Delving deeper into our voyage, we plot our course through the months. August, May, and July stand as the peaks of our journey, brimming with orders awaiting fulfillment.

Logistic Delivery Optimization



Key Insights

- **Late Deliveries by State:** Our journey begins with an exploration of late deliveries across different states. As we navigate through the data, we find that the bustling regions of Sao Paulo and Rio de Janeiro emerge as the most common areas experiencing delays. These insights illuminate potential areas for improvement in our logistical networks within these regions.
- **Late Deliveries by Category:** Delving deeper, we set sail through the seas of product categories to uncover the root causes of delayed deliveries. Our compass guides us to "Health Beauty," "Bed Bath Tables," and "Sport Leisure" as the categories most frequently affected by late deliveries. Understanding these trends equips us to implement targeted strategies for improving delivery efficiency in these specific product segments.
- **Deliveries by Year:** As we traverse the currents of time, we navigate through the years to understand the evolving landscape of our delivery performance. Our voyage reveals that the year 2018 stands as the pinnacle of delivery volumes, marked by high demand and logistical challenges. Conversely, the year 2016 emerges as a period of relative calm, with lower delivery volumes and potentially smoother operations.