1. Import the dataset and do usual exploratory analysis steps like checking the structure & characteristics of the dataset

    1. Data type of columns in a table
    2. Time period for which the data is given
    3. Cities and States of customers ordered during the given period

2. In-depth Exploration:

    a) Is there a growing trend on e-commerce in Brazil? How can we describe a complete scenario? Can we see some seasonality with peaks at specific months?
    b) What time do Brazilian customers tend to buy (Dawn, Morning, Afternoon or Night)?

3. Evolution of E-commerce orders in the Brazil region:

    a) Get month on month orders by states
    b) Distribution of customers across the states in Brazil

4. Impact on Economy: Analyze the money movement by e-commerce by looking at order prices, freight and others.

    a) Get % increase in cost of orders from 2017 to 2018 (include months between Jan to Aug only) - You can use “payment_value” column in payments table
    b) Mean & Sum of price and freight value by customer state

    5. Analysis on sales, freight and delivery time

    1) Calculate days between purchasing, delivering and estimated delivery
    2) Find time_to_delivery & diff_estimated_delivery. Formula for the same given below:
        a) time_to_delivery = order_delivered_customer_date-order_purchase_timestamp
        b) diff_estimated_delivery = order_estimated_delivery_date-order_delivered_customer_date
    3) Group data by state, take mean of freight_value, time_to_delivery, diff_estimated_delivery
    4) Sort the data to get the following:
    5) Top 5 states with highest/lowest average freight value - sort in desc/asc limit 5
    6) Top 5 states with highest/lowest average time to delivery
    7) Top 5 states where delivery is really fast/ not so fast compared to estimated date

    6. Payment type analysis:

    1) Month over Month count of orders for different payment types
    2) Count of orders based on the no. of payment installments