

# Data for Strategy

Team 4



# Overview

- ▶ ORDER PER REGION ANALYSIS
- ▶ CUSTOMER REVIEW ANALYSIS
- ▶ DELIVERY EFFICIENCY

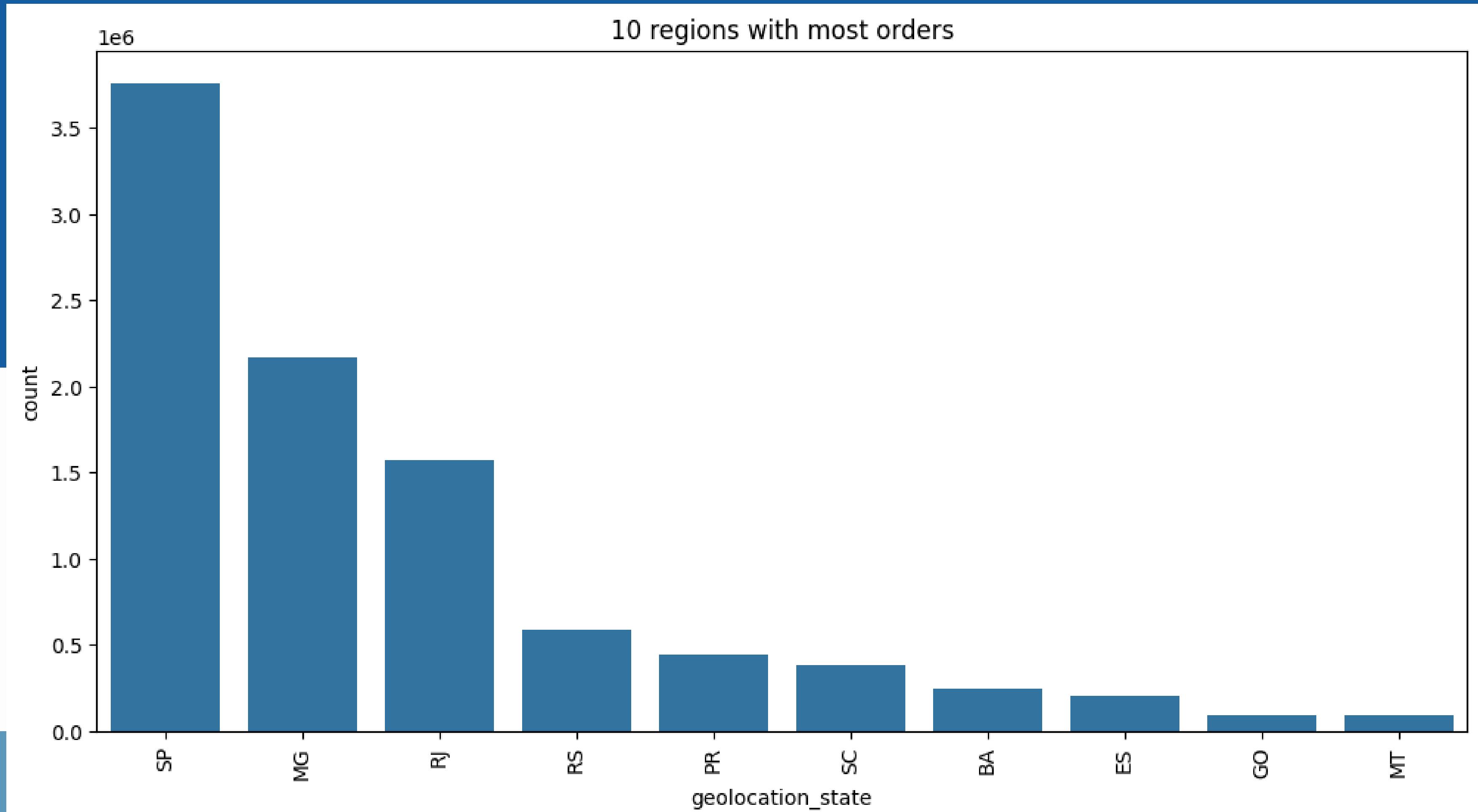




**'We're not in the paper business; we  
are in the people business. And people  
will never go out of business.'**

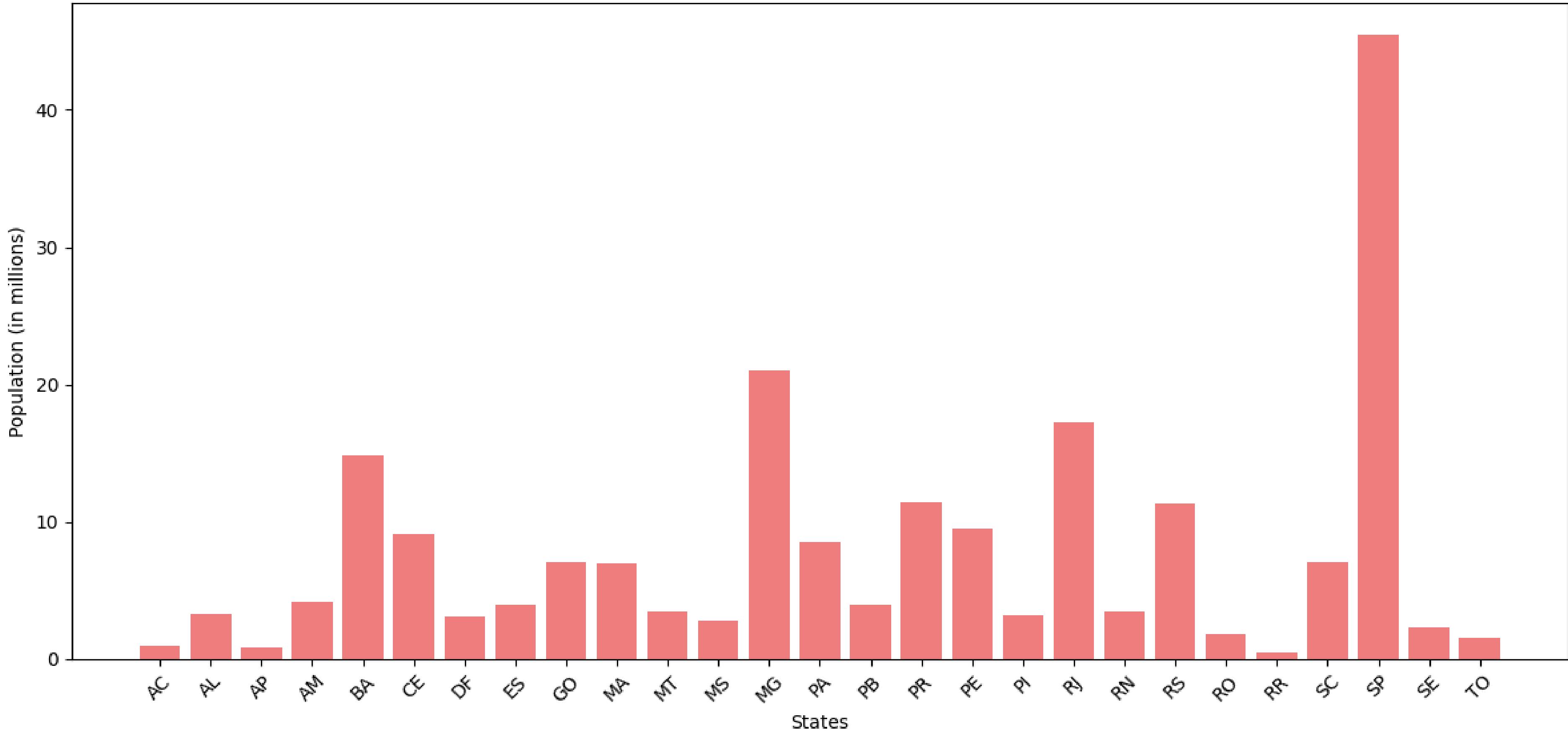
**-Michael Scott ( The Office)**

# STATES WITH THE MOST ORDERS



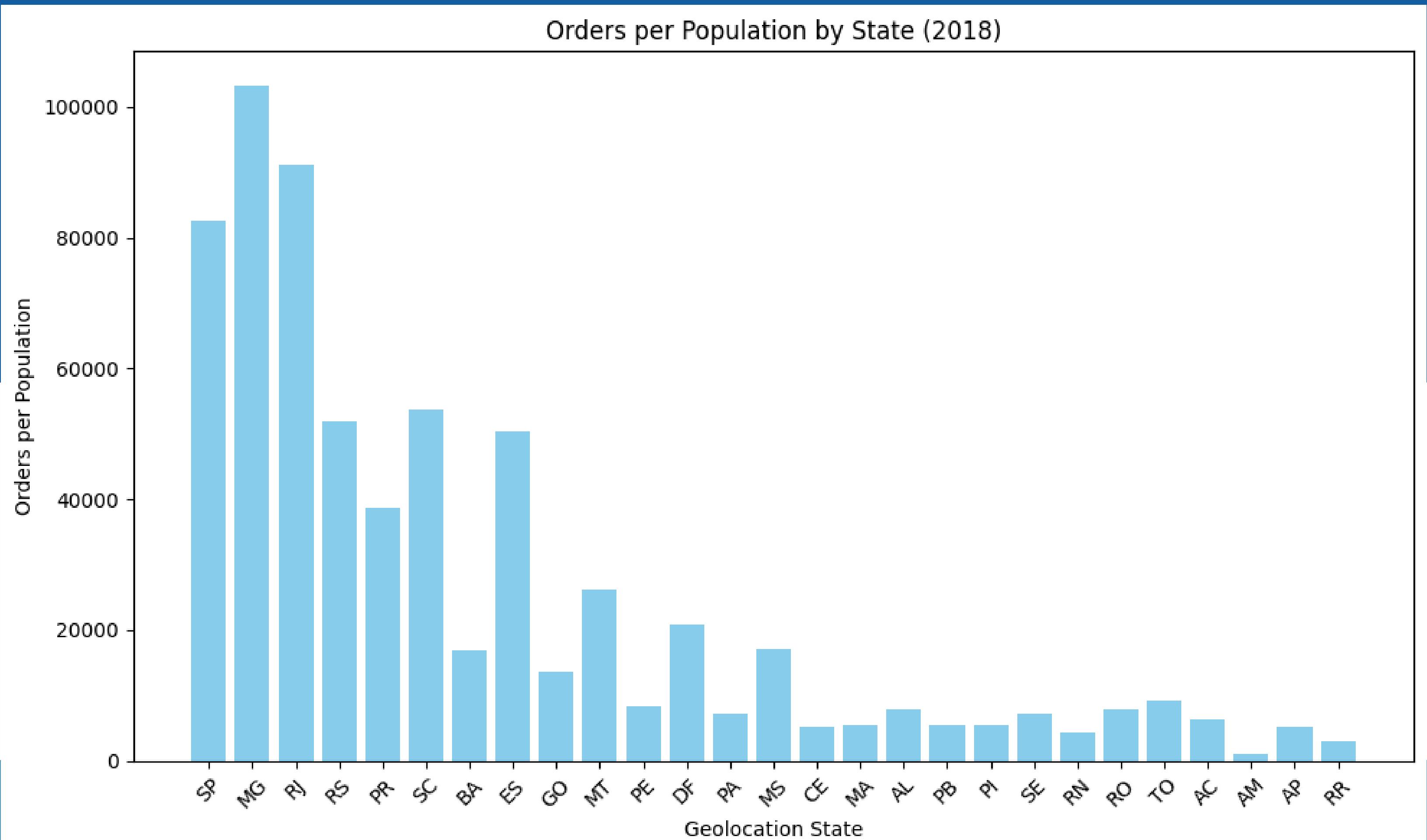
# POPULATION

Population of Brazilian States (2018)

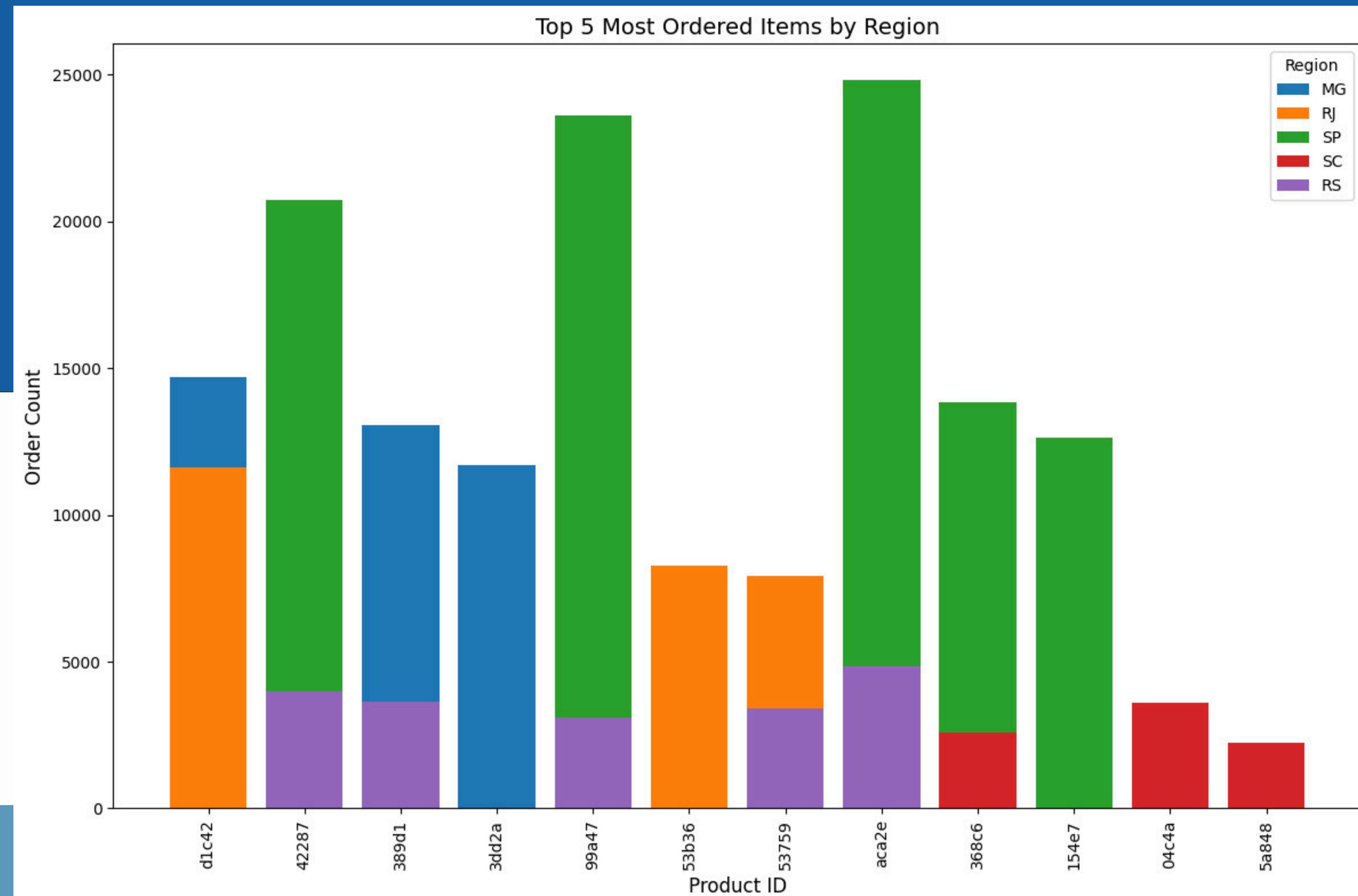


# ORDER / POPULATION

Orders per Population by State (2018)



# Top ordered Items / Region



# Solution

- Focus on SP with the specific item



Modern problems require modern solutions

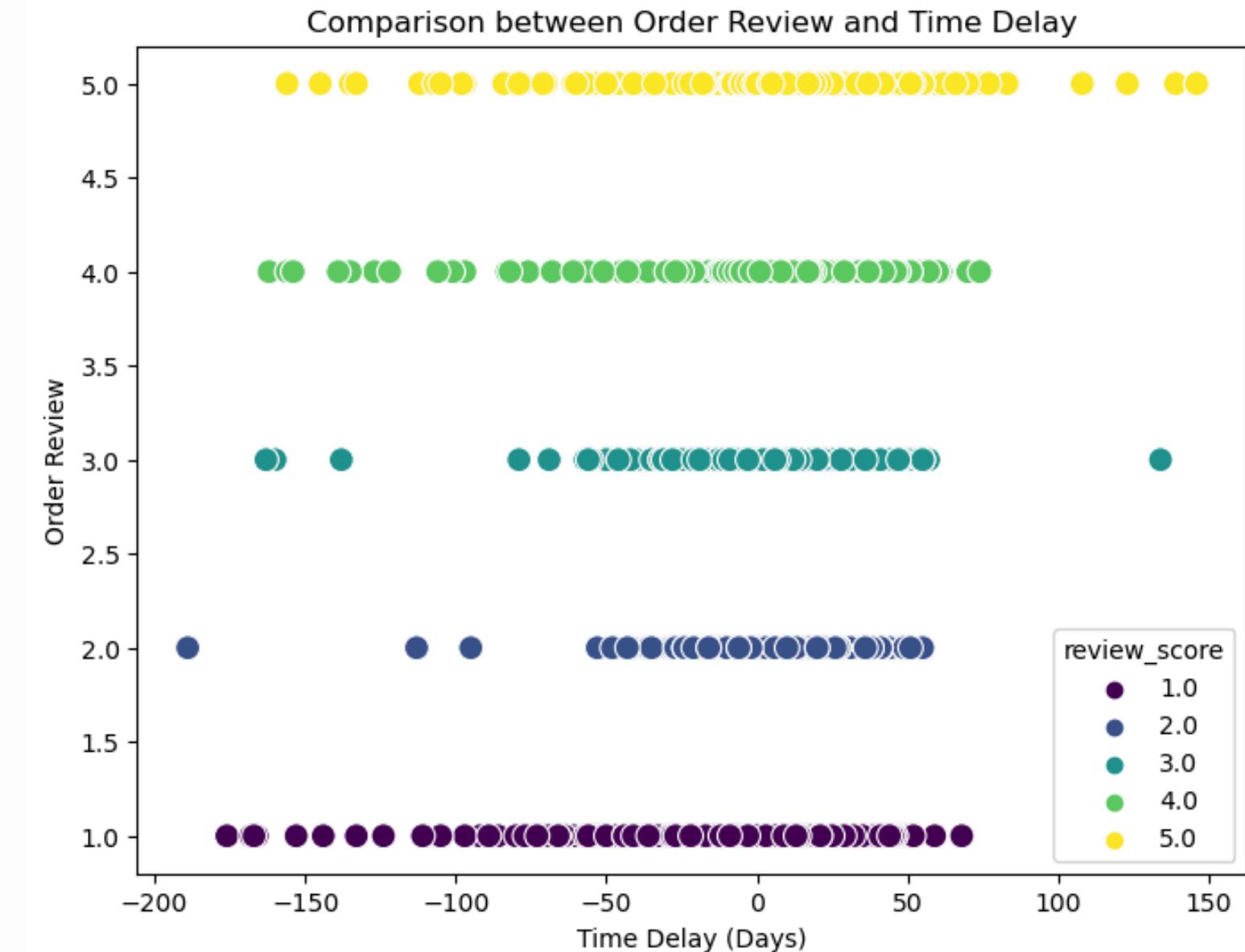
# Customer Review Analysis



# Correlation

Can the negative reviews be explained by DELAYS in delivery?

Correlation	Score	Implication
Pearson correlation	0.266	weak to moderate
Spearman correlation	0.176	weak positive
Kendall Tau correlation	0.139	weak positive

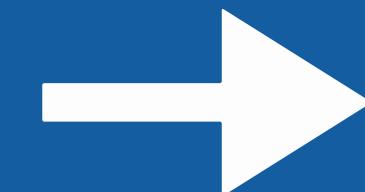


# Worst performing sellers

What's a good metric to identify worst sellers?



Average Review Score?



Average review scores BUT also received a high number of reviews.



Seller ID	Average Review Score	Number of Reviews
8d92f3ea807b89465643c219455e7369	1	8
010da0602d7774602cd1b3f5fb7b709e	1	5
fc6295add6f51a0936407ead70c1001d	1	4
324583d68897f5ddbaf38f6248322176	1	3
42d4b7e70819438f5ada61c965e92d7e	1	3

# Solutions

- Correlation b/w delivery delay and review score is **WEAK**. WHAT ELSE COULD BE? Product quality?  
(**SENTIMENT ANALYSIS** customers comments)
- Reach out to **sellers**. Understand the cause of delays/ bad reviews.  
Incentivize **SELLERS** with discounts for good reviews.

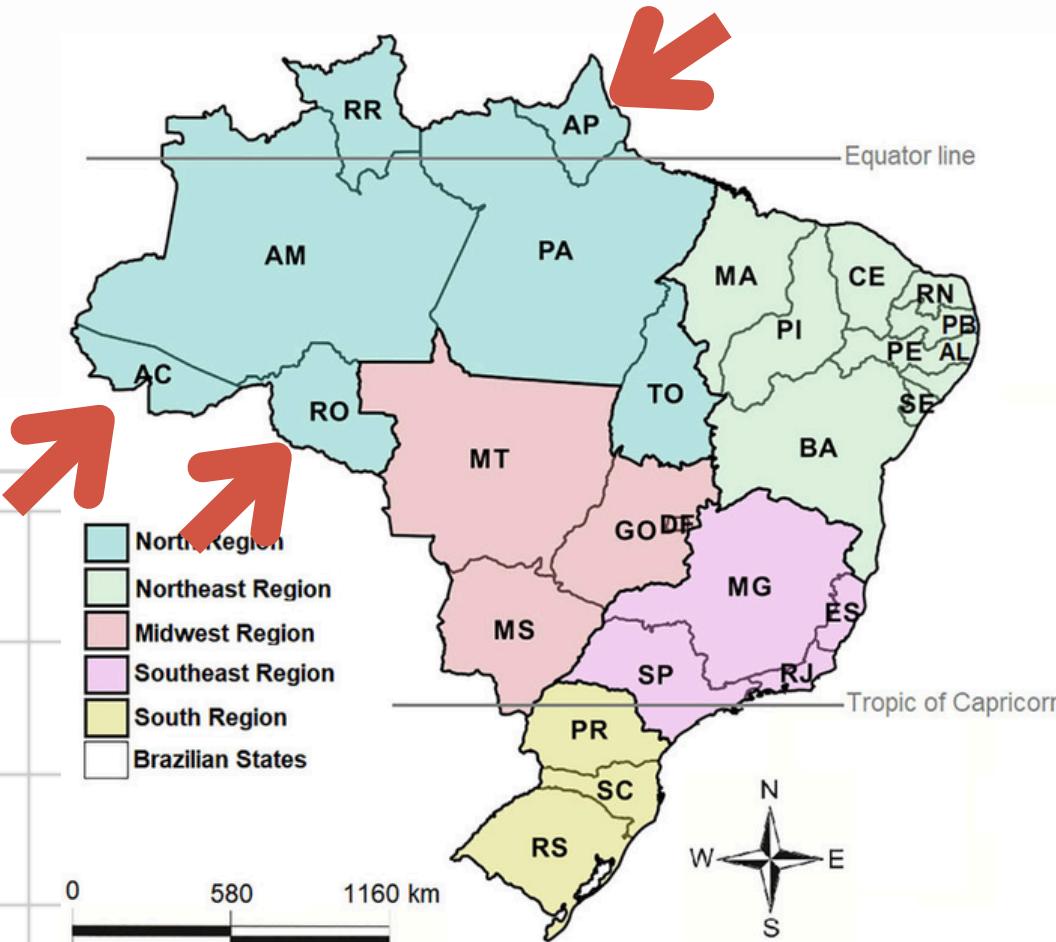
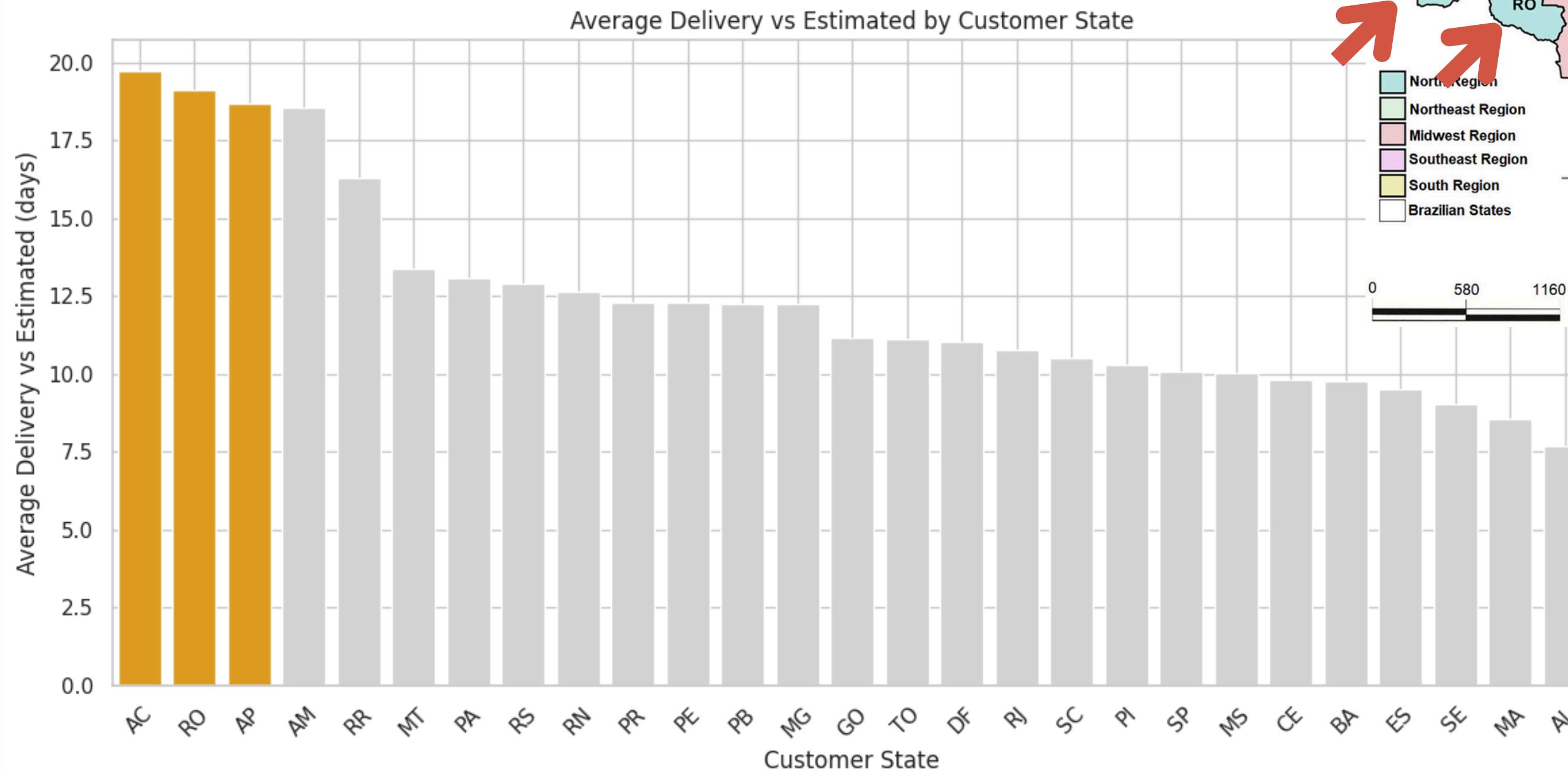


# DELIVERY EFFICIENCY

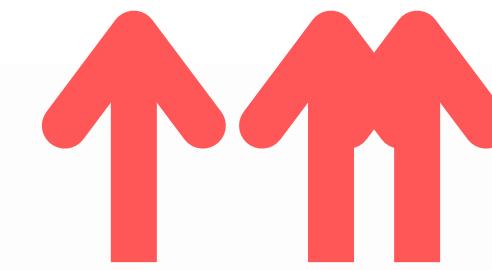
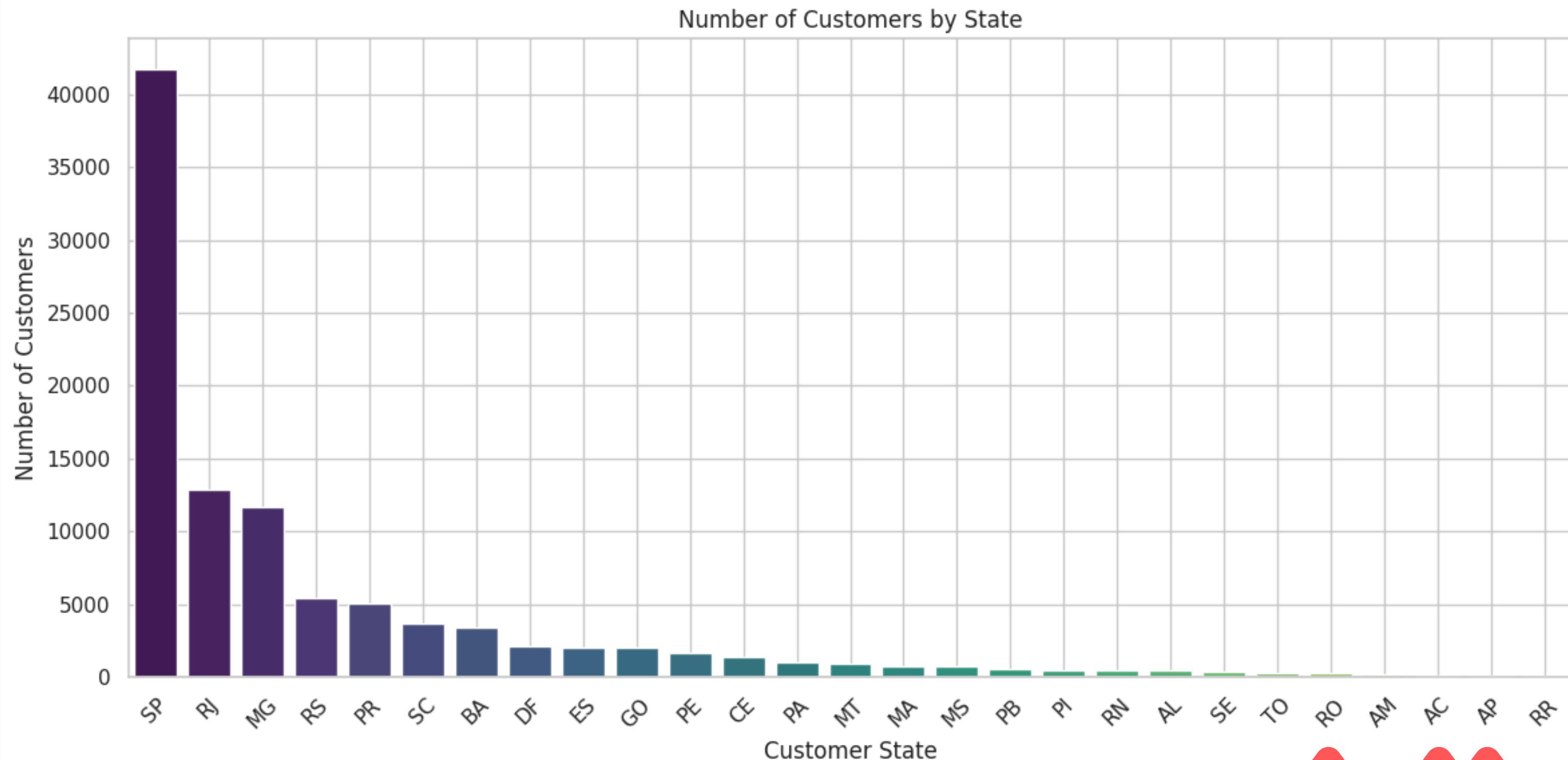


Too late. 15 years too late.

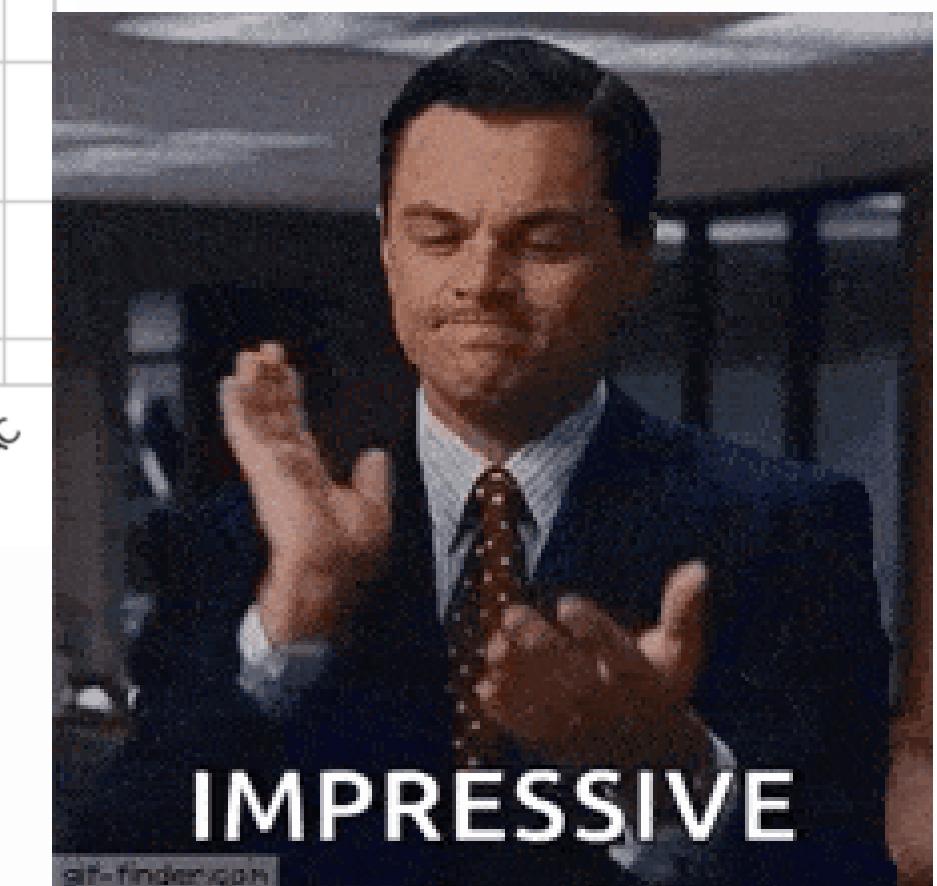
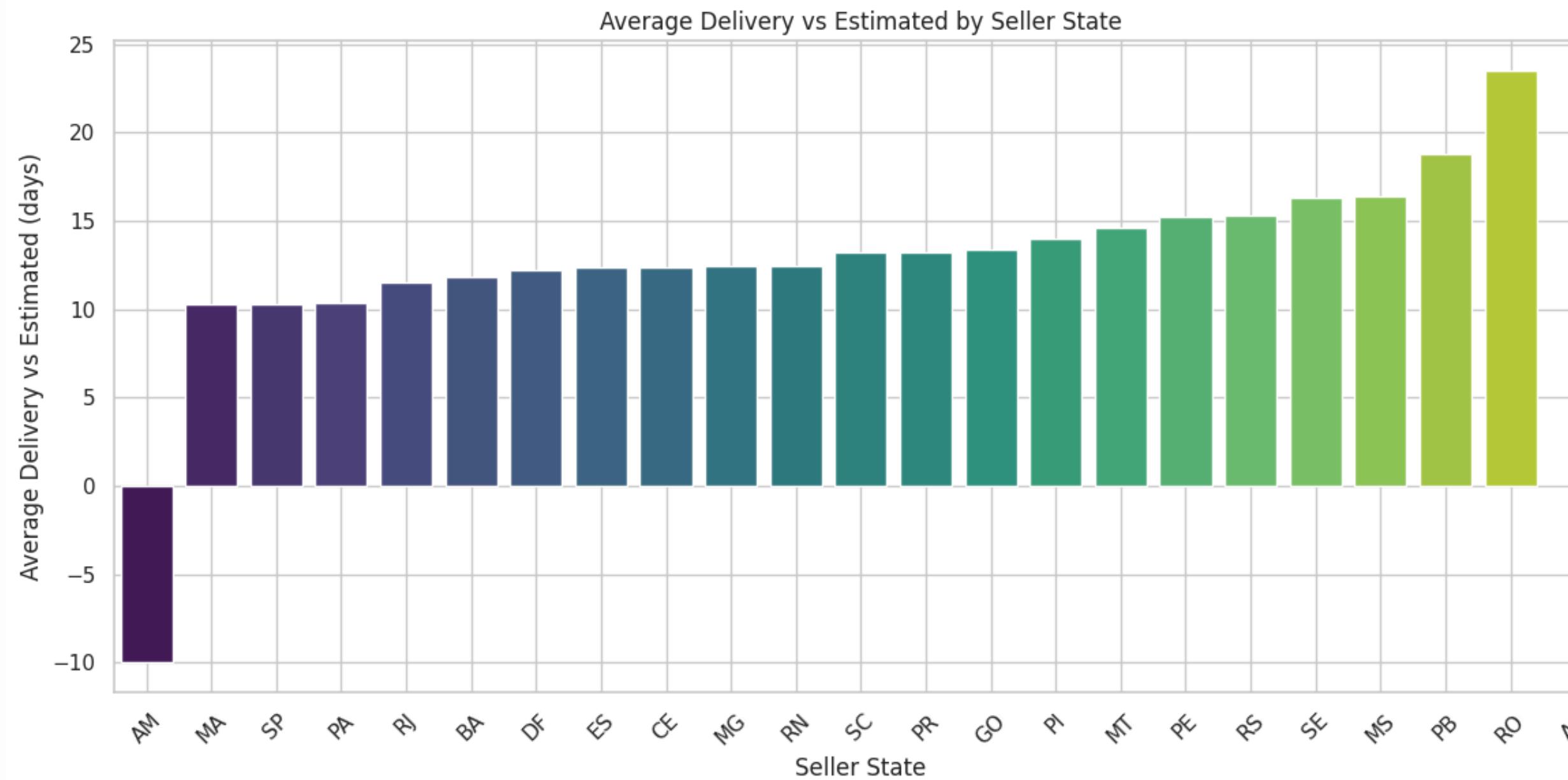
# Average delivery delay by customer region



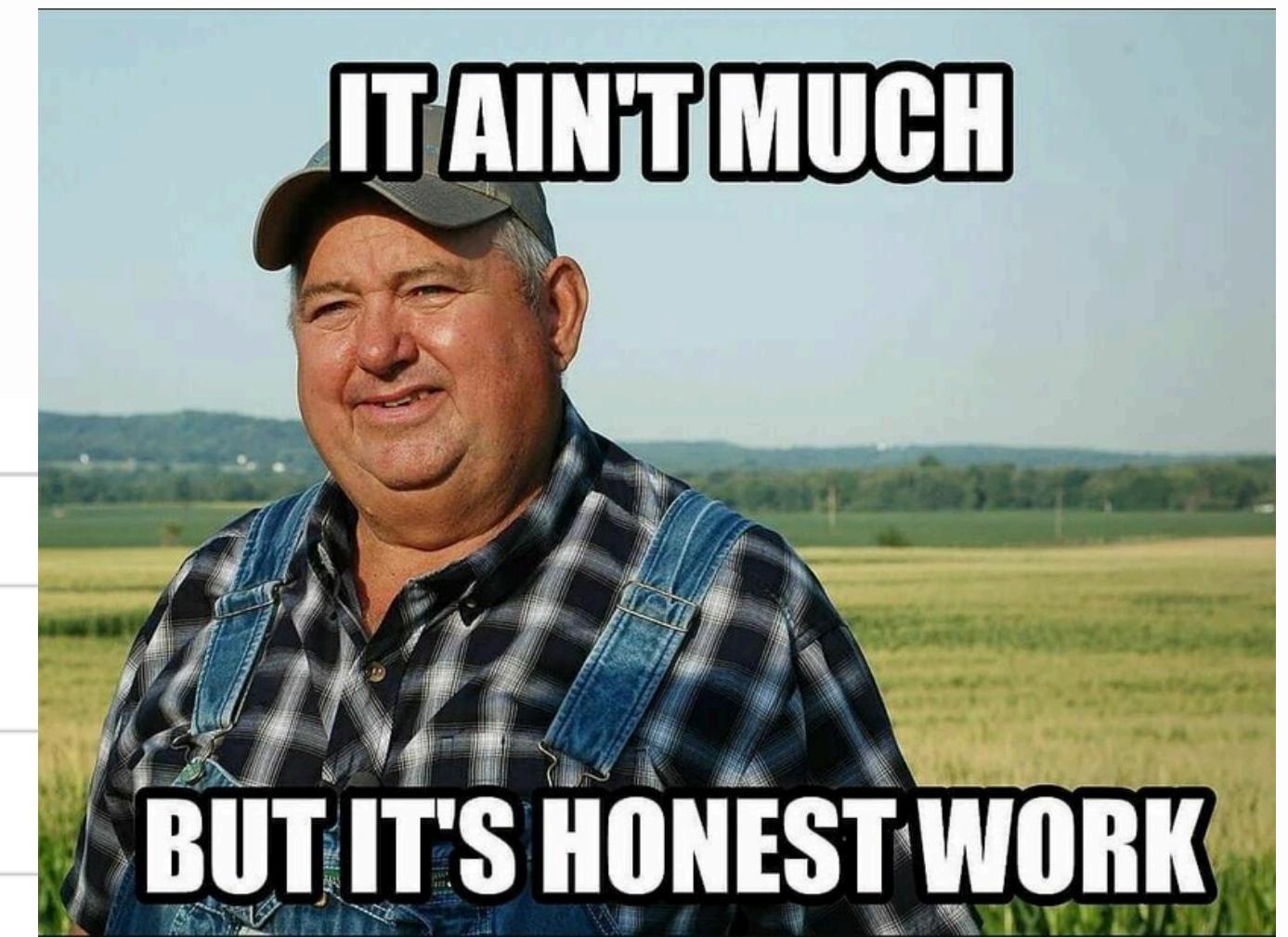
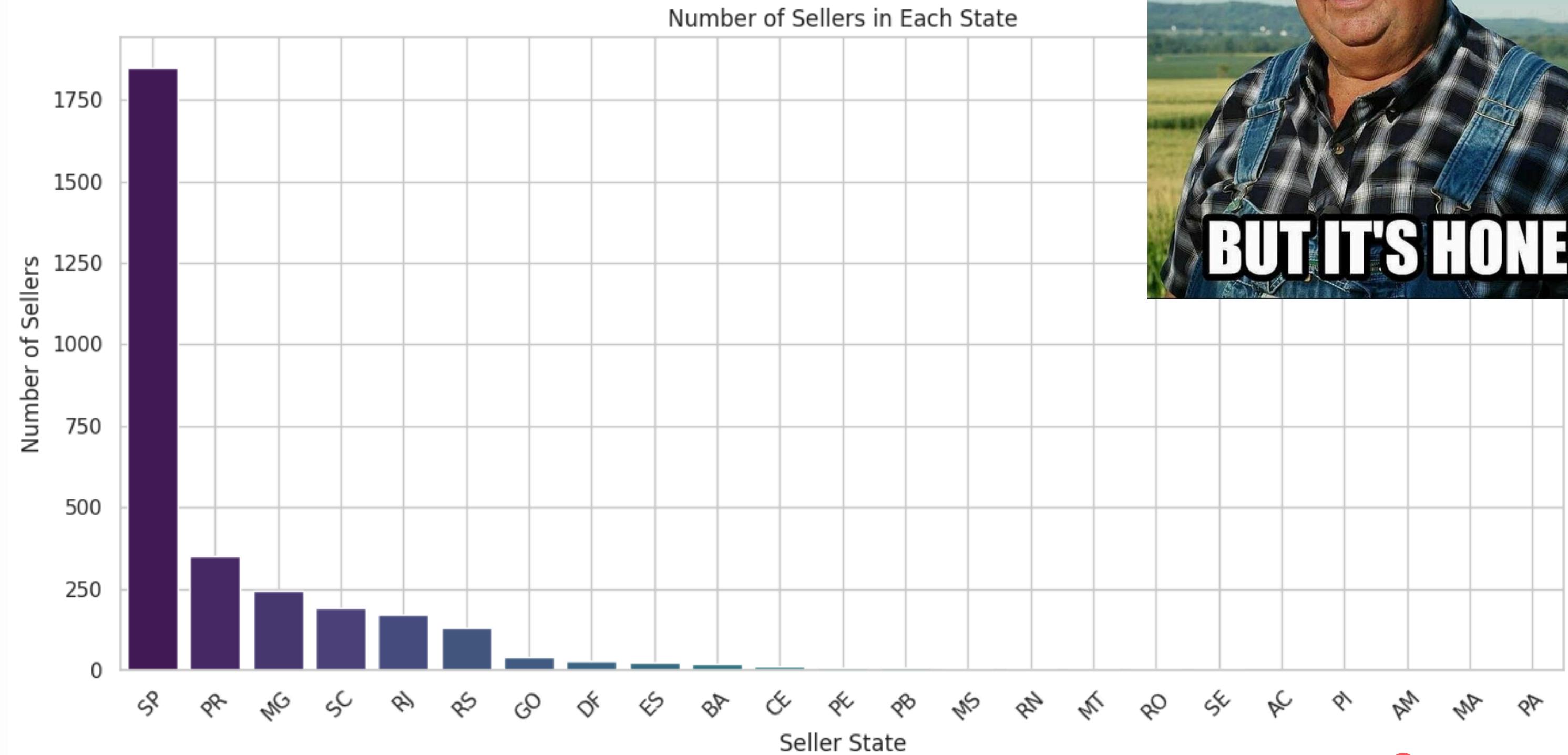
# But is it reliable??



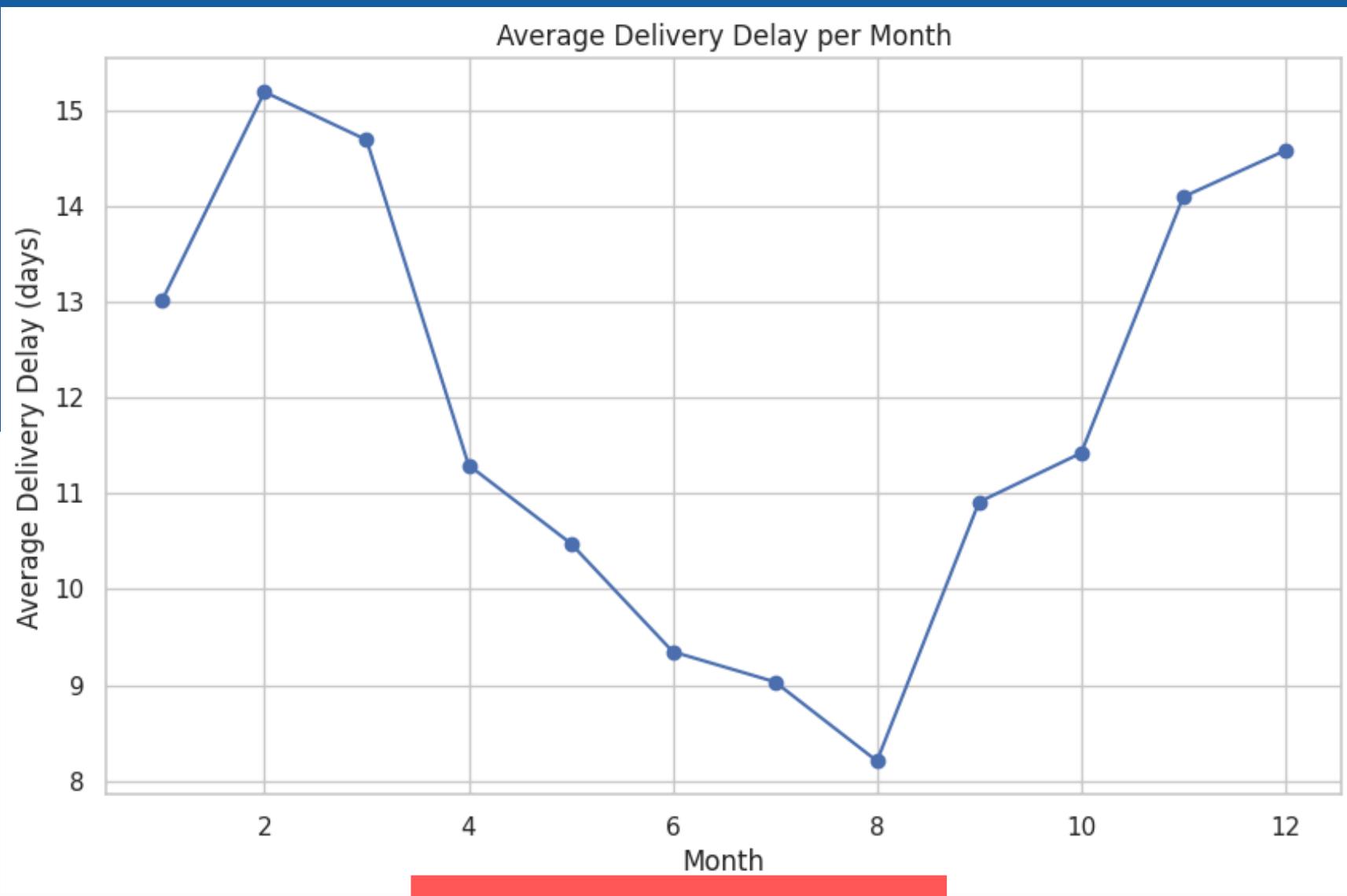
# Average delivery delay by sellers region



Amazonas states



# Delay and Orders per Month



# Solutions

- Focus on delivery on **high demanded states**
- Focus on delays of start and end of the year

