

### Actionable Insights:

- Year by year growth observed in the Brazil e-commerce market although there is a seasonality observed (for which data available) peak demand at Autumn season (for 2017-May & 2018-April).
- In the After-noon most of the customers tends to buy.
- Maximum number of customers belongs to **'SP'** state which have maximum sales at **'May'** and minimum at **'December'** (significate decrease found at August to September).
- Minimum number of customers belongs to **'RR'** State which have maximum sales at March and minimum at November.
- Considering Jan-Aug of 2017-18 maximum increase in sales observed in **'January'** and least increase in sales observed in **'August'**. **'May'** month have not much growth compared to other month of autumn while have max sales record with in year.
- Max price of order sold observed in **'SP'** and Minimum at **'RR'**.
- Max mean-price of order sold observed in **'PB'** and min at **'SP'** indicates **'PB'** have **High values orders**.
- Max mean freight value of order sold observed in **'RR'** and min at **'SP'**.
- **'SP'** has less mean time to deliver indicate overall fast delivery of order.
- **'RR'** has Highest mean time to deliver indicate overall slow delivery of order.
- **'AC'** has overall fast delivery respect to estimated time.
- **'AL'** have overall slow delivery respect to estimated time.
- Credit card is the most popular mode of payment while debit card is the least popular mode.
- It's observed at month of **'May'** where credit card used most debit card only used for 1% time of credit card use. (It's also observed the almost same relation throughout the year).
- Most of the order are paid instantly.
- Popular instalment tenors are 2,3,4,10 etc.

### Recommendations:

- As Autumn season usually have most sales with in year, we should have ensured that all months of Autumn should have more sales.
- As **'PB'** have a significant impact on sales, we should have make sure high valued product should have sold in most of the states.