BRAZILIAN E-COMMERCE PUBLIC DATASET BY OLIST

Subject : Information Visualization using Power BI
Lect. Mr. Chan Sophal

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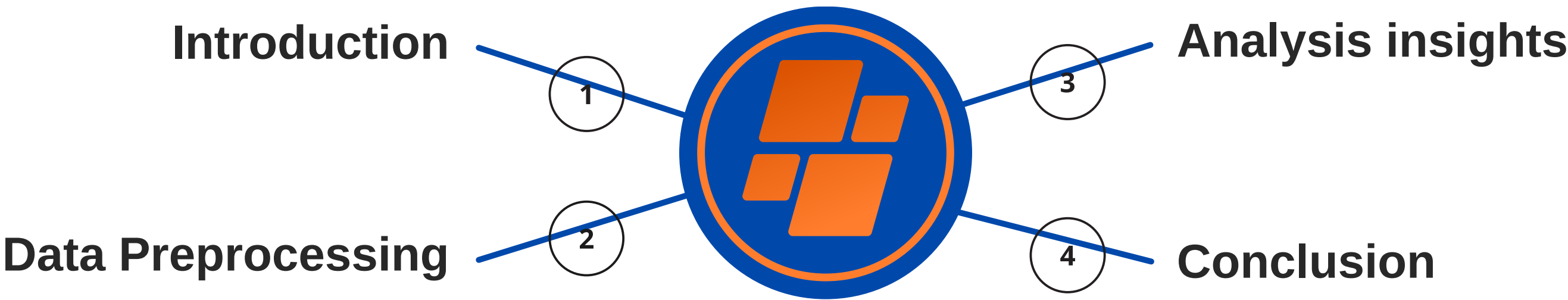# THE TEAM

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INTRODUCTION

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The Brazilian E-Commerce Public Dataset by Olist is a comprehensive collection of data related to e-commerce orders in Brazil. It encompasses 100,000 orders that were placed between 2016 and 2018 through various marketplaces. The dataset offers a multi-dimensional view of each order, providing valuable insights into different aspects of the e-commerce process.

OBJECTIVE

The objective of the Brazilian E-Commerce Public Dataset by Olist is to provide researchers, analysts, and data scientists with a real-world dataset that enables them to study and analyze various aspects of e-commerce in Brazil. By making this dataset publicly available, the creators aim to foster research and innovation in the field of e-commerce and contribute to a better understanding of the Brazilian market.

DATASET
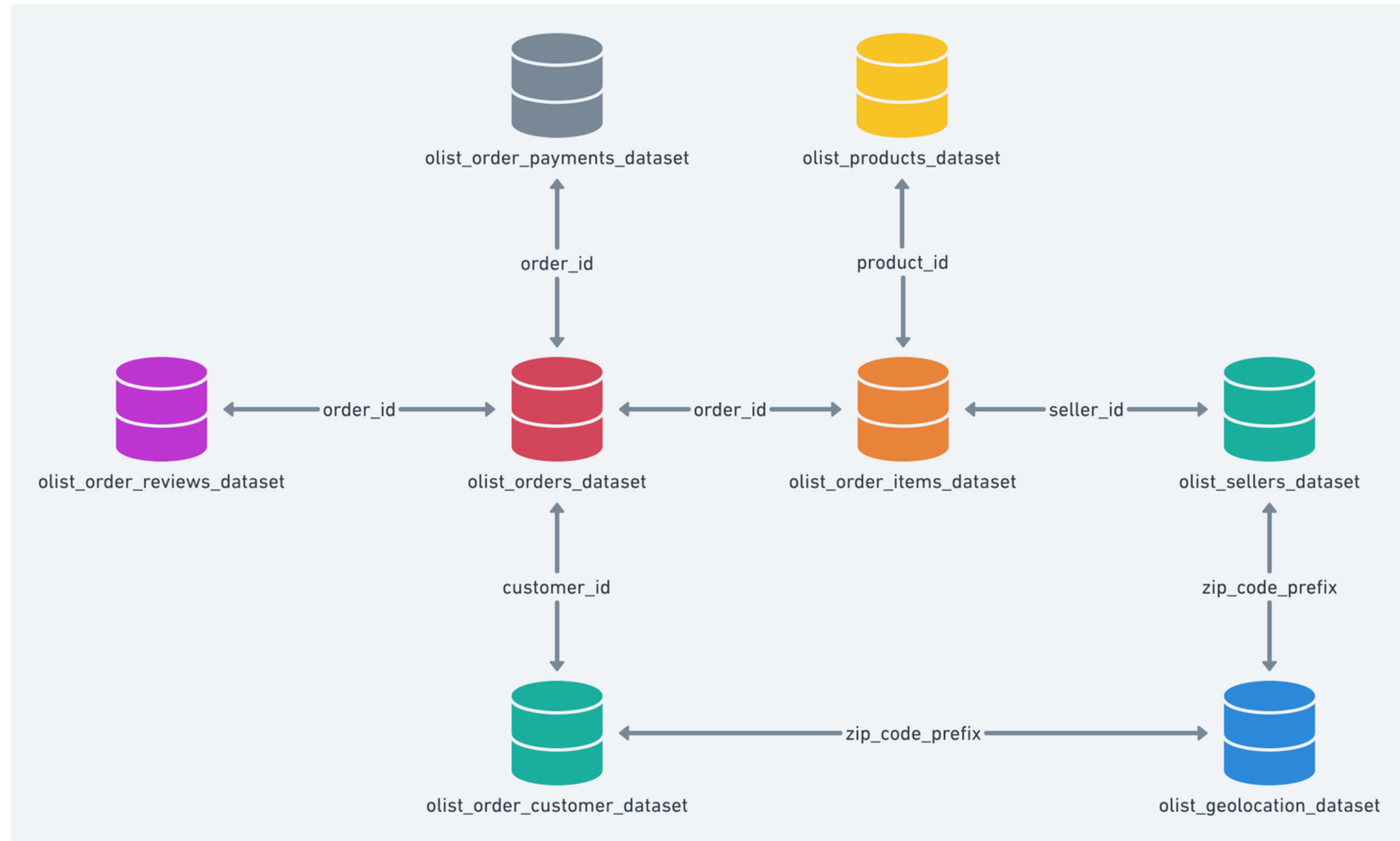
DATA PREPROCESSING

DATATYPES

- After read MySQL, All column datatype are all text datatype
    - So, We are fixed by change datatype of each columns to be correcting

DETECTION MISSING VALUE

- 2 tables has missing value
- And has 6 columns from these tables that have missing value

ANALYSIS INSIGHTS

OURS INSIGHTS

1. Timeline of sales over the years
2. Define The most popular categories
3. Define the top selling product categories of each month
4. Find out the common payment type in order to improve this feature
5. The average of days that products reach the customers
6. Order Processing Time: You can calculate the time taken from the order purchase timestamp to the order approval timestamp. This will give you insights into how quickly orders are approved and processed.
7. Delivery Time: By calculating the time taken from the order approved timestamp to the order delivered customer date, you can determine the average delivery time. This helps in evaluating the efficiency of the delivery process.
8. Predict the number of purchases in the next several years
9. Find the states with high purchases
10. Find out the most common day and time that customers purchase
11. Find out the products with high review rates in order to recommend customers
12. Define The most popular payment methods
13. Define The most common shipping addresses

DEMO

CONCLUSION

Improve Strategy by

- Improving Warehouse or stock products based on trending products.
- Analyze delivery routes: Evaluate existing routes to identify inefficiencies and challenges.
- Coordinate with local delivery services: Collaborate with local logistics partners who have expertise in these states.
- Enhance customer communication: Keep customers informed about orders and potential delays.
- By implementing these strategies and addressing the challenges specific to location you can improve delivery performance and enhance overall customer satisfaction.

THANK YOU