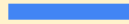


Samba Commerce - Looker Studio



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Why we join some datasets to Looker Studio?

We need to connect and join the given datasets to Tableau in order to make it **easier** to **analyze** and **access all the information** related to a particular aspect of the business such as **customers** or **service delivery**. Thus, we can **deliver our insights** in the form of **dashboard**.

Number of Customers and Sellers and Total Orders

Based on the following link (this link is also related for all slides):

<https://lookerstudio.google.com/reporting/b99719b8-21c3-4346-aeb7-5fc1411ee1fd>

Samba Commerce has **over 49,000 orders** that were **ordered** by **up to 48,000 customers** and **involved up to 1,800 sellers**. This means that **almost each customer ordered only one order**, although there are customers ordered more than 1 order.

Total Customers

47,956

Total Orders

49,419

Total Sellers

1,770

Monthly Total Orders Vs. Total Payment Value

There is an **increase** of **total payment value** after one year from **January 2021** to **January 2022**. The **trend** of **total payment value** is **proportional** to the **trend** of **total order**, giving us the conclusion that **the higher number of total order**, the **higher number of total payment value**.

Total Orders by Month



Total Payment Value by Month



Top 10 Sellers Based on Total Orders

Seller cc419-b7556a has the **most orders** in **Samba Commerce**. The **top 10 sellers** given here have **more than 500 orders** with only **cc419-b7556a** and **4a3ca-493884** have **more than 1000 orders**.

If we take a look once again at the previous slide about the proportional relation of total payment value and total order, we can say that **seller cc419-b7556a** is **the one of the highest total payment values seller**.

Top 10 Sellers Based on Total Orders



Total Customers Based on City and State

Customers from city of Sao Paulo (state of SP) has the most customers in Samba Commerce, followed by customers from city of Rio de Janeiro (state of RJ), and customers from city of Belo Horizonte (state of MG).

Number of Customers per State and City

State	City	Total
SP	Sao Paulo	6,795
RJ	Rio De Janeiro	3,470
MG	Belo Horizonte	1,299
DF	Brasilia	955
RS	Porto Alegre	718
1 - 10 / 3524		< >

Overall Average Order per Customer

As expected before, **almost each customer ordered only one order**, although there are customers ordered more than 1 order. Samba Commerce should do some actions of this by giving promotions to customers that have high chance to buy more than 1 order (at least in the same month).

Total Customers

47,956

Total Orders

49,419

Total Sellers

1,770

Average Order per Customer

1.03

Average Order per Customer in Each Customer City

Although almost each customer ordered only one order, customers from **Candido Rodrigues** created **3 orders** at Samba Commerce averagely, which is **the most. More than 30 different cities** have an **average order per customer equal to 2**.

Samba Commerce can focus on these cities mentioned earlier to have its total payment value being increased.

Average Order per Customer in Each Customer City

Customer City	Average Order ▾
Candido Rodrigues	3
Corguinho	2
Sao Jose Do Barreiro	2
Barao De Cotegipe	2
Prudente De Moraes	2
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Number Orders per Total Payment Group

Almost **96%** of all orders created by customers in Samba Commerce have bought **the total payment value of less than or equal to 500**.

They made an order with **the average total payment value of** at least **100**. This bar chart is more likely to have **positive-skewed chart**.



Thank You!

