

INSIGHTS AND RECOMMENDATIONS

Insights

1. The yearly trend is positive from 2016 to 2018. A dip in sales can be seen from September to December. A rise in sales can be seen from March to August.
2. More sales are made in the afternoon and night, dawn has the least sales.
3. Sao Paulo has the most customers, significantly more than any other state.
4. The order value of an average customer has more than doubled in 2018 from last year.
5. States like Roraima, and Paraíba have high freight value.
6. Orders for states like Amapá, and Roraima take a long time to deliver.
7. The highest amount of transactions is done through credit cards.

Recommendation

1. Introducing seasonal/new inventory to lower the impact of the decrease in sales from September.
2. Offering discounts for dawn timings to increase sales.
3. For states like Roraima, and Paraíba with high freight value we can increase the delivery substations to decrease the delivery cost.
4. We can boost the delivery of Amapá, Roraima-like states by changing the means of transportation.
5. As the highest amount of transactions are done through credit cards, we can partner with credit card companies to give special offers to our customers, so that we can increase our sales.
6. A significant amount of people are paying in 1 to 10 instalments, which means maybe a lot of people are getting

paid on a monthly basis. We can partner with NBFCS and banks to offer them cheap loans, so that they can spend more.