

About Target:

Target is a globally renowned brand and a prominent retailer in the United States. Target makes itself a preferred shopping destination by offering outstanding value, inspiration, innovation and an exceptional guest experience that no other retailer can deliver.

This particular business case focuses on the operations of Target in Brazil and provides insightful information about 100,000 orders placed between 2016 and 2018. The dataset offers a comprehensive view of various dimensions including the order status, price, payment and freight performance, customer location, product attributes, and customer reviews.

Business Problem:

By analyzing this extensive dataset, it becomes possible to gain valuable insights into Target's operations in Brazil. The information can shed light on various aspects of the business, such as order processing, pricing strategies, payment and shipping efficiency, customer demographics, product characteristics, and customer satisfaction levels.

| Features | Description |
|-----------------------------|--|
| customer_id | ID of the consumer who made the purchase |
| customer_unique_id | Unique ID of the consumer |
| customer_zip_code_prefix | Zip Code of consumer's location |
| customer_city | Name of the City from where order is made |
| customer_state | State Code from where order is made (Eg. são paulo - SP) |
| seller_id | Unique ID of the seller registered |
| seller_zip_code_prefix | Zip Code of the seller's location |
| seller_city | Name of the City of the seller |
| seller_state | State Code (Eg. são paulo - SP) |
| order_id | A Unique ID of order made by the consumers |
| order_item_id | A Unique ID given to each item ordered in the order |
| product_id | A Unique ID given to each product available on the site |
| seller_id | Unique ID of the seller registered in Target |
| shipping_limit_date | The date before which the ordered product must be shipped |
| price | Actual price of the products ordered |
| freight_value | Price rate at which a product is delivered from one point to another |
| geolocation_zip_code_prefix | First 5 digits of Zip Code |
| geolocation_lat | Latitude |
| geolocation_lng | Longitude |
| geolocation_city | City |
| geolocation_state | State |
| order_id | A Unique ID of order made by the consumers |
| payment_sequential | Sequences of the payments made in case of EMI |
| payment_type | Mode of payment used (Eg. Credit Card) |
| payment_installments | Number of installments in case of EMI purchase |
| payment_value | Total amount paid for the purchase order |
| order_id | A Unique ID of order made by the consumers |

| | |
|-------------------------------|--|
| customer_id | ID of the consumer who made the purchase |
| order_status | Status of the order made i.e. delivered, shipped, etc. |
| order_purchase_timestamp | Timestamp of the purchase |
| order_delivered_carrier_date | Delivery date at which carrier made the delivery |
| order_delivered_customer_date | Date at which customer got the product |
| order_estimated_delivery_date | Estimated delivery date of the products |
| review_id | ID of the review given on the product ordered by the order id |
| order_id | A Unique ID of order made by the consumers |
| review_score | Review score given by the customer for each order on a scale of 1-5 |
| review_comment_title | Title of the review |
| review_comment_message | Review comments posted by the consumer for each order |
| review_creation_date | Timestamp of the review when it is created |
| review_answer_timestamp | Timestamp of the review answered |
| product_id | A Unique identifier for the proposed project. |
| product_category_name | Name of the product category |
| product_name_lenght | Length of the string which specifies the name given to the products |
| product_description_lenght | Length of the description written for each product ordered on the site |
| product_photos_qty | Number of photos of each product ordered available on the shopping |
| product_weight_g | Weight of the products ordered in grams |
| product_length_cm | Length of the products ordered in centimeters |
| product_height_cm | Height of the products ordered in centimeters |
| product_width_cm | Width of the product ordered in centimeters |

Assumption:

- Considering, once the payment has been received for any purchase order that order is called as placed order. And not taking order status as cancelled and unavailable for placed orders.

Insights:

- There is a growing trend in the number of placed orders over the past years. People are choosing to buy more things online than before as online shopping is convenient from the time saving perspective as well.
- Number of placed orders are varying as per the monthly seasonality. Through the output of the query analysis, it is visible that in the year of 2016, October month has highest number of placed orders due to Halloween, while in the year of 2017, November month has the highest number of placed orders due to Black awareness day, Republic Proclamation Day, and upcoming new year celebration.
- Brazilian customers mostly place their orders at night. This indicates that, customers are placing more orders after completing there day to day activities as per their convenience.
- São Paulo (SP) Brazilian state has the highest number of placed orders in October, 2016 and in November, 2017.

- São Paulo (SP) Brazilian state has the highest number of “Target” customers. This analysis also indicates a good relation between number of customers in each state and number of orders.
- Overall percentage in cost of orders is increased by 136.98% from year 2017 to 2018, including the months from January to August only.
- São Paulo (SP) has the highest total value and lowest average value of order price and freight while State Paraíba (PB) has the highest average value of order price among all states and Roraima (RR) has the highest average freight value among all states.
- With the thorough analysis of delivery time, there are 6535 delayed deliveries and 89941 not delayed deliveries.
- São Paulo (SP) has the lowest average delivery time where the fastest delivery take place and Roraima (RR) state has the highest average delivery time which means that RR state has slowest delivery in Brazil.
- Roraima (RR) state has the highest value of average of fast deliver that means, in RR deliveries are really fast as compared to the estimated date of delivery.
- Credit card are mostly used to place the order due to the benefits such as; “buy now, pay later” with cashback and EMI offers.
- Most of the placed orders are associate with only one payment instalments.

Recommendations:

- The company should offer some discount and combos for Brazilian customers during the festival months also, in business “Anchored Price” concept can be used to increase the number of placed orders and sales. (*Anchored Price:- Price anchoring is a marketing strategy where a business establishes a visible starting price for a product but emphasizes its current discounted price. The initial price acts as a reference point or "anchor" against which the lower-priced option is contrasted, creating a perception of greater attractiveness for the discounted option.*)
- With this information e-commerce company “Target” can make their marketing strategies to the specific time period that can maximize their reach to customers and sales.
- Partnering with more vendors and sellers, customers can have variation in products and their price accordingly they can choose as per their budget which can lead to increment in order count and price as well.
- After analysing this data, the company “Target” can expect more orders in upcoming years and can be ready for the marketing campaigns with catchy lines as per each age group, and using social media trending videos through which ads can be highlighted in different forms like reels over Instagram.
- Logistics and shipping processes needs to be improve for customer satisfaction which includes the refinement of shipping routes and partnering with more courier services.