To Do

1. Import the dataset and do usual exploratory analysis steps like checking the structure & characteristics of the dataset
    a. Data type of columns in a table
    b. Time period for which the data is given
    c. Cities and States of customers ordered during the given period
2. In-depth Explorations:
    a. Is there a growing trend on e-commerce in Brazil? How can we describe a complete scenario? Can we see some seasonality with peaks at specific months?
    b. What time do Brazilian customers tend to buy (Morning, Afternoon, Evening or Night)?
3. Evolution of E-commerce orders in the Brazil region:
    a. Get month on month orders by states
    b. Distribution of customers across the states in Brazil
4. Impact on Economy: Analyze the money movement by e-commerce by looking at order prices, freight and others.
    a. Get % increase in cost of orders from 2017 to 2018 (include months between Jan to Aug only) - You can use “payment_value” column in payments table
    b. Mean & Sum of price and freight value by customer state
5. Analysis on sales, freight and delivery time
    a. Calculate days between purchasing, delivering and estimated delivery
    b. Find time_to_delivery & diff_estimated_delivery. Formula for the same given below:
        i. time_to_delivery = order_purchase_timestamp-order_delivered_customer_date
        ii. diff_estimated_delivery = order_estimated_delivery_date-order_delivered_customer_date
    c. Group data by state, take mean of freight_value, time_to_delivery, diff_estimated_delivery
    d. Top 5 states with highest/lowest average freight value - sort in desc/asc limit 5
    e. Top 5 states with highest/lowest average time to delivery
    f. Top 5 states where delivery is really fast/ not so fast compared to estimated date
6. Payment type analysis:
    a. Month over Month count of orders for different payment types
    b. Count of orders based on the no. of payment installments
7. Actionable Insights
8. Recommendations