

Business Insights & Recommendations

Executive Summary

Key Takeaways:

1. **Top Sales Regions:** São Paulo, Rio de Janeiro, and Minas Gerais dominate sales, while Roraima, Amapá, and Acre show minimal orders.
2. **Customer Purchase Behavior:** Most orders have an average order value (AOV) below \$250, with a tendency toward multiple low-value purchases.
3. **Payment Preferences:** Credit cards are the most commonly used payment method, and higher installment plans correlate with higher order values.
4. **Seasonal Trends:** November sees peak sales, signaling the impact of Black Friday.
5. **Best-Selling Products:** The top categories are Bed-Bath-Table, Health & Beauty, and Sports & Leisure, whereas Auto, Garden Tools, and Telephony have the lowest demand.
6. **Customer Satisfaction:** Most reviews are positive (4-5 stars). However, Bed-Bath-Table and Furniture categories receive the highest negative reviews, and Housewares have the highest return rates.
7. **Delivery Impact:** Late deliveries do not significantly affect ratings, and the least-rated category is Security & Services (2.5 average rating).

Actionable Business Recommendations

Marketing Strategies:

- **Regional Focus:** Strengthen marketing efforts in high-sales states and launch targeted promotions in underperforming regions.
- **Seasonal Promotions:** Capitalize on Black Friday by running early-bird discounts and bundling offers.

- **Customer Engagement:** Improve loyalty programs and offer personalized recommendations based on purchase behavior.

Sales Strategies:

- **Installment Plans Optimization:** Encourage installment options for higher-value products to increase AOV.
- **Product Bundling:** Promote bundled deals for frequently bought-together products to drive multiple-item purchases.
- **Pricing Adjustments:** Adjust pricing strategies to align with customer spending habits, focusing on the \$100 price range.

Product & Inventory Management:

- **Top-Seller Stocking:** Prioritize inventory for high-demand categories (Bed-Bath-Table, Health & Beauty, Sports & Leisure).
- **Returns & Quality Control:** Improve quality assurance for Bed-Bath-Table and Furniture to reduce negative reviews and returns.
- **Slow-Moving Products:** Reassess demand for Auto, Garden Tools, and Telephony products, possibly bundling or discounting slow movers.

Next Steps

- Implement targeted regional marketing campaigns.
- Optimize installment plan promotions for high-value purchases.
- Improve quality assurance processes for frequently returned items.
- Enhance product recommendations and bundling strategies to boost sales.

By implementing these strategies, the business can enhance customer engagement, maximize sales, and refine inventory management for sustained growth.