

Task Description

The objective of Task 9 is to derive Business Insights and create an Executive Report for the Brazilian E-Commerce Public Dataset by Olist. You began by importing the dataset into Python using libraries like Pandas, NumPy, Matplotlib, and Seaborn, focusing on the customers dataset.

- Conducted a full-cycle analysis on the e-commerce dataset.
- Performed initial data cleaning by removing duplicate entries based on "customer_id" and handling missing values in "customer_city" and "customer_state," filling them with "Unknown" and standardizing formats.
- Converted "customer_zip_code_prefix" to a consistent five-digit string format.
- Generated a summary including the number of customers, unique IDs, duplicate ratio, and counts of states and cities, saving results to "customer_summary.xlsx."
- Prepared a cleaned dataset version, saving it as "clean_customers.xlsx," to support deeper EDA, segmentation, and visualization for actionable business insights in a professional report or interactive dashboard.

Tools and Libraries

Python, Pandas, NumPy, Matplotlib, and Seaborn.

Covered Topics

End-to-end analytics workflow | Business storytelling | Decision-oriented reporting.