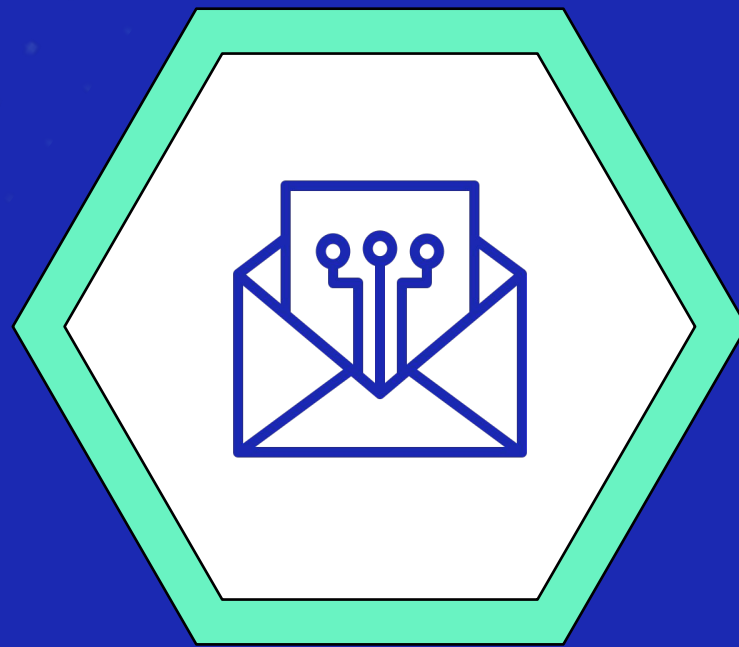


Olist Ecommerce Data Analysis

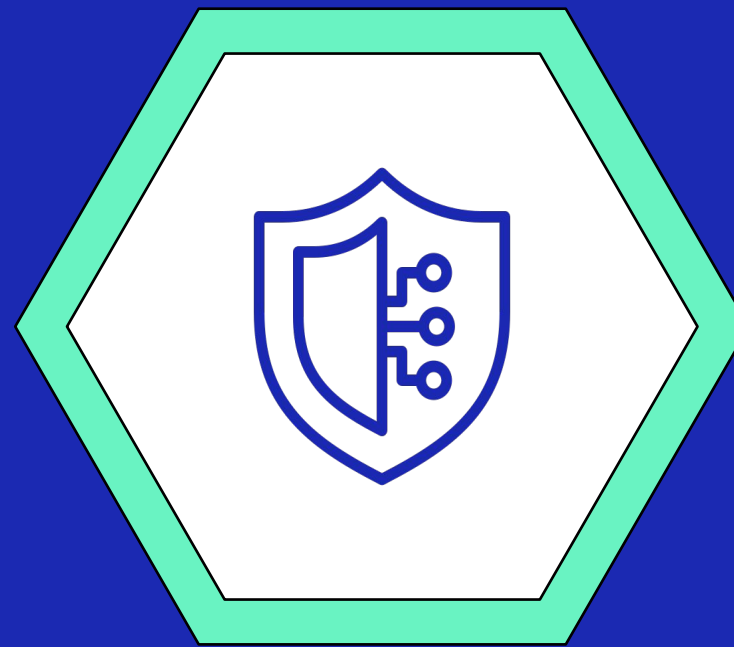
Aamina Thasneem Khaleel



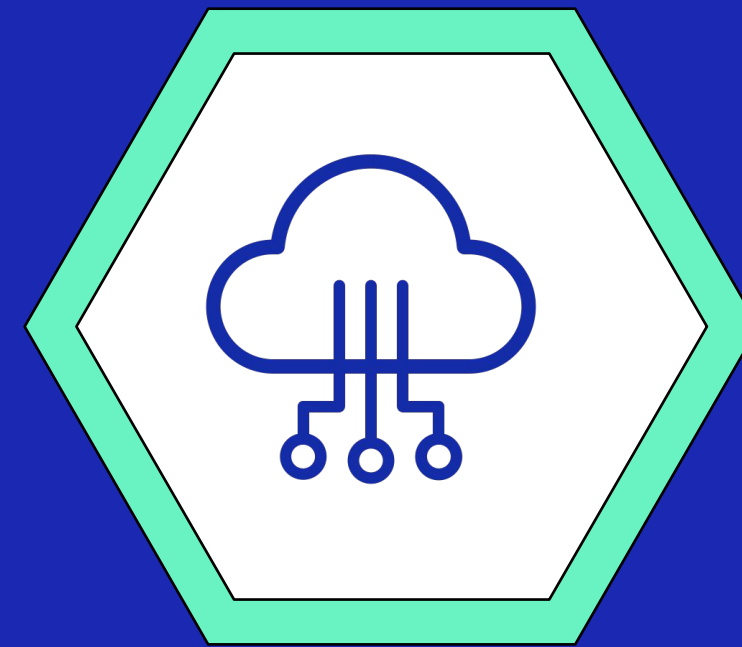
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Introduction



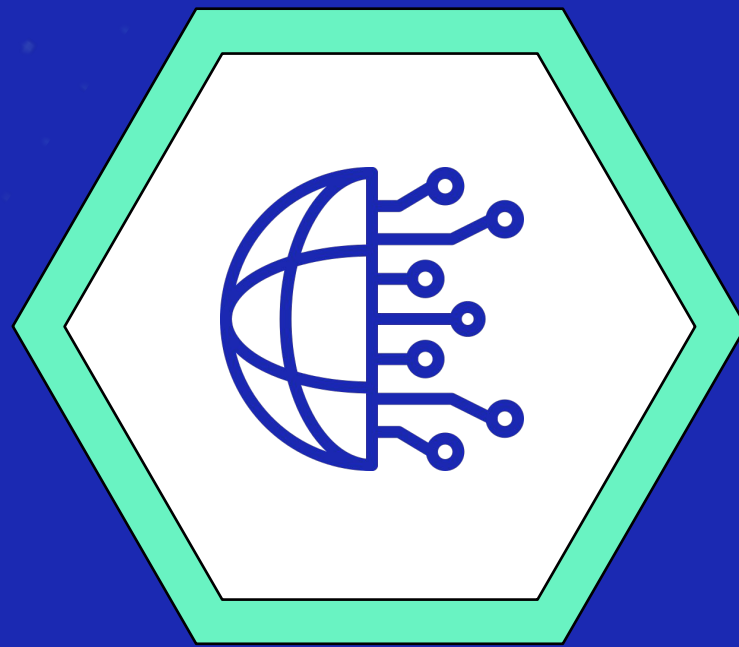
**Problem
Statement**



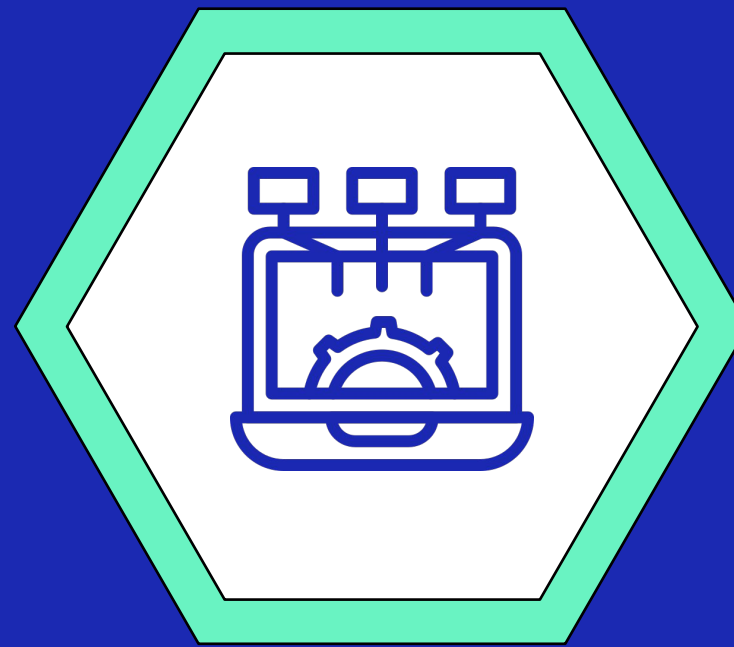
Process



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Report Analysis



Remarks



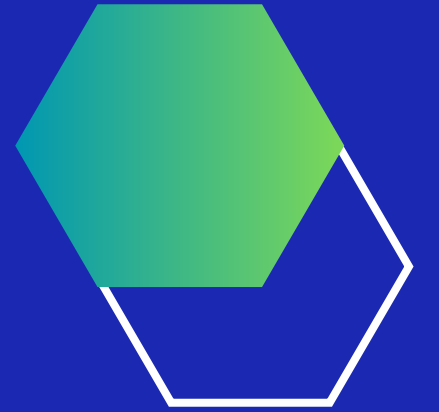
Future Outlook



01

Introduction

Ecommerce Sector



■ Access to Technology

Increased usage of smartphone and digital payment methods are leading to more retail sales

■ Online Retail Revenue

2022: \$5.2 trillion

2023: \$6.3 trillion

2024 projection: \$8.1 trillion

■ Increased Globalization

Consumers have a wide access to resources around the globe

Competitive pricing, cultural influences, current trends are influencing the ecommerce space

Client: Olist



- Brazilian Ecommerce Company
founded in 2013
connects sellers and their products to
customers in the Brazilian marketplace

similar to Shopify and Etsy

The Olist logo, featuring the word "olist" in a white, lowercase, sans-serif font, is centered within a blue rectangular box that occupies the right half of the slide.

02

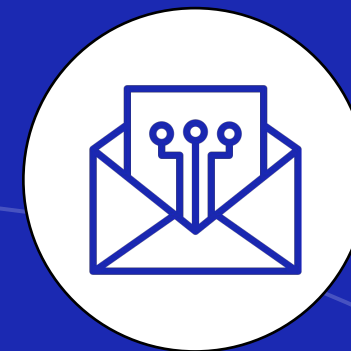
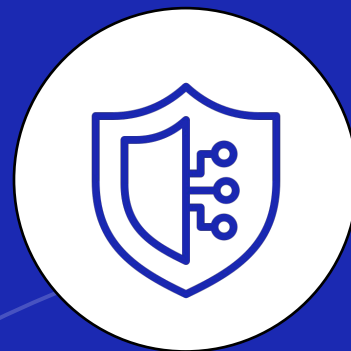
Problem Statement

Providing Insights:



Total Revenue

Sales by quarter and year to see if Olist is on track to achieve business goals

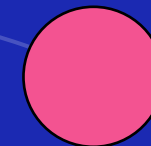
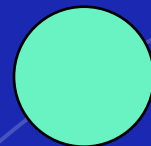
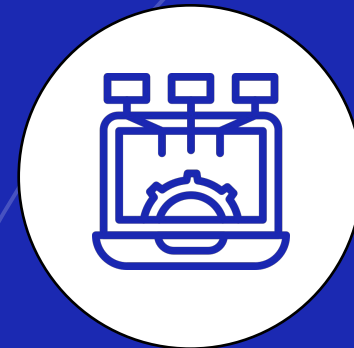


Customer Payment Methods

Tracking which online payment method is popular among customers

Global Customer Base

Understanding customer demographics



03

Process



Tools Used:



■ Azure Data Lake Storage Gen2

Storage contained with source, raw, and data mart folders

■ Azure Data Factory

created pipelines to load and transform data into parquet files

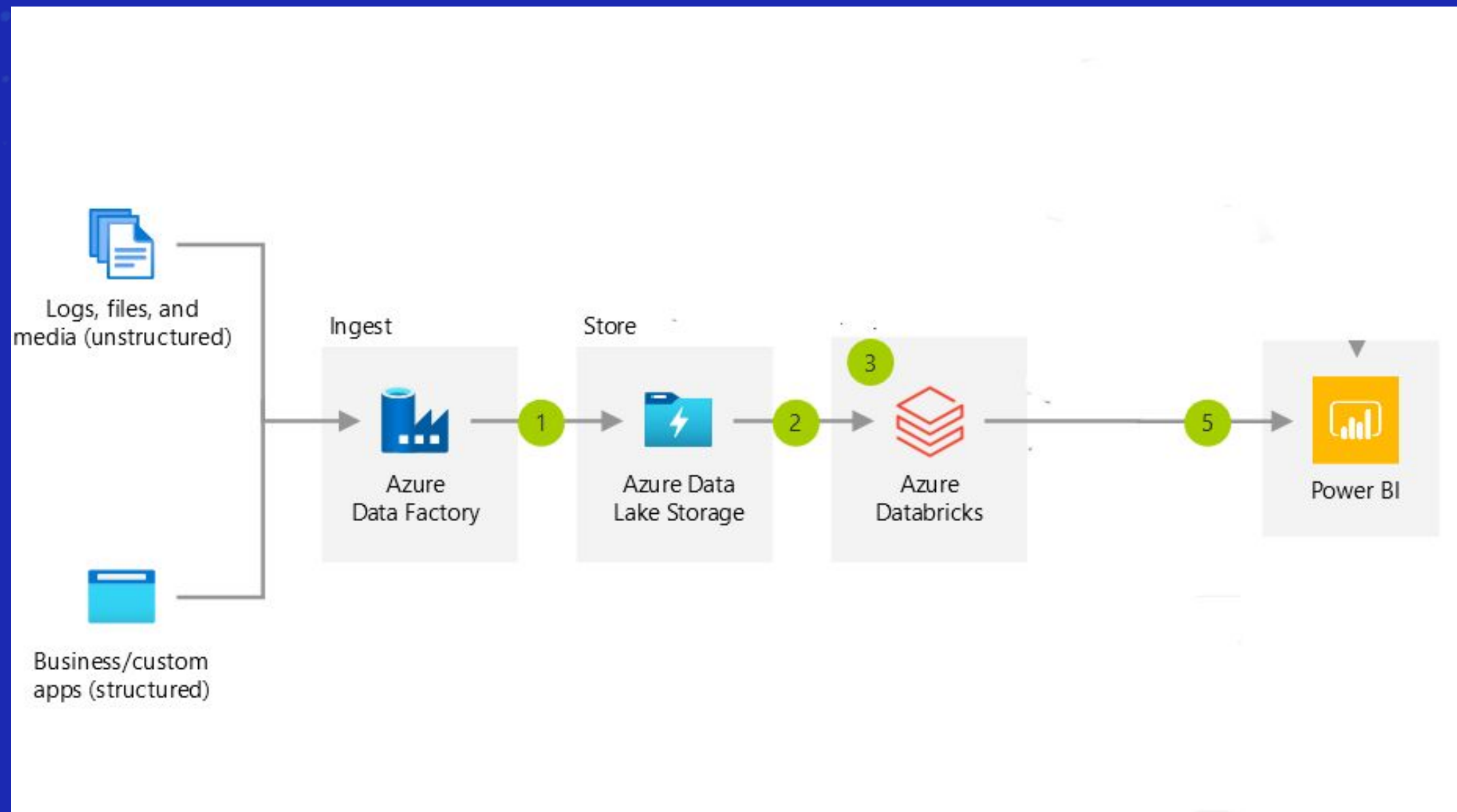
■ Azure Databricks

created dim and fact tables
converted data frames into delta tables
created views on each delta table

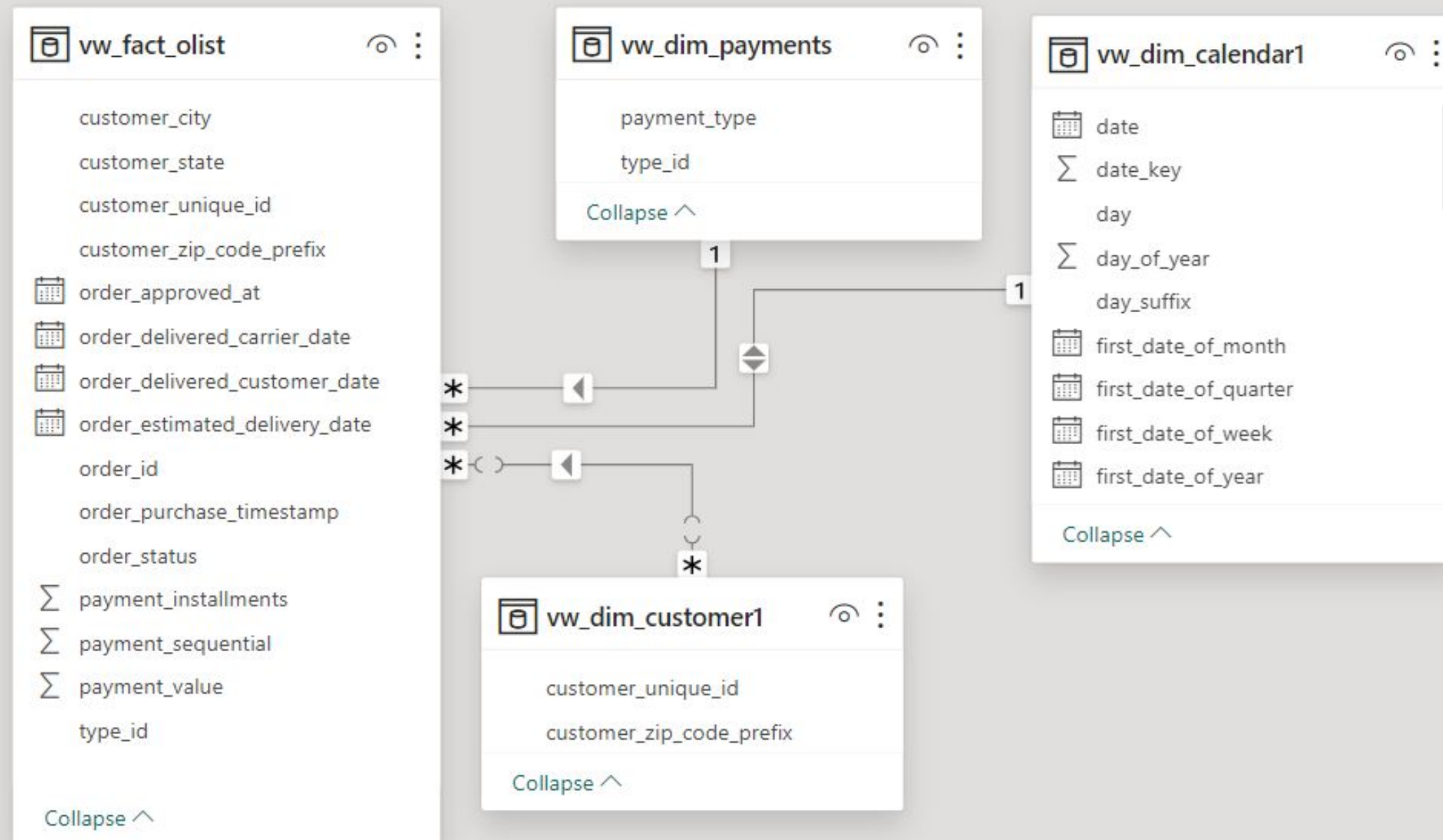
■ PowerBI

ODBC connection to Azure Databricks
created reports to deliver insights to stakeholders

End-to-End Workflow



Data Model

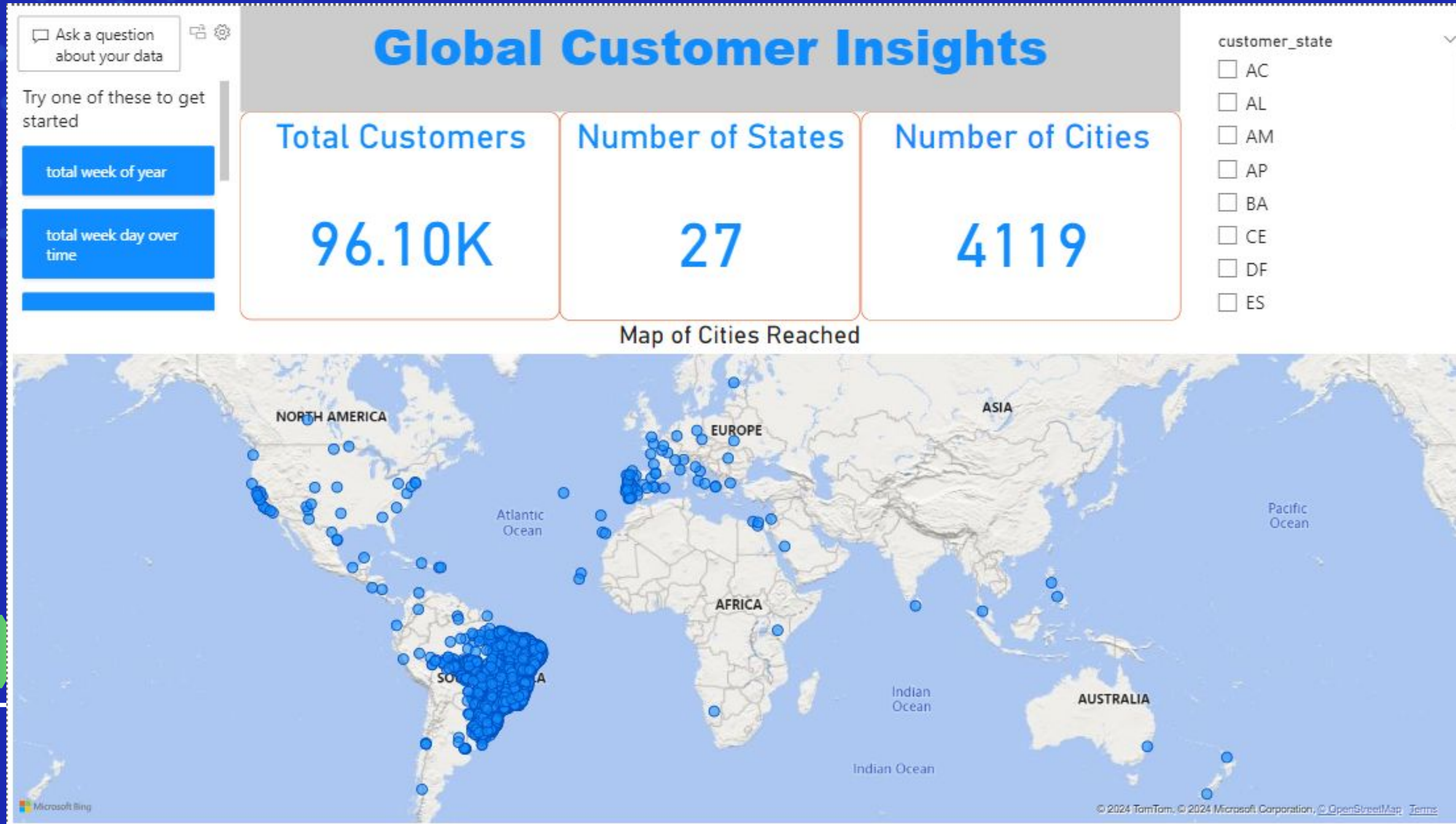


04

Report Analysis

PowerBI Report &
Data Driven Insights

PowerBI Report



PowerBI Report

Revenue

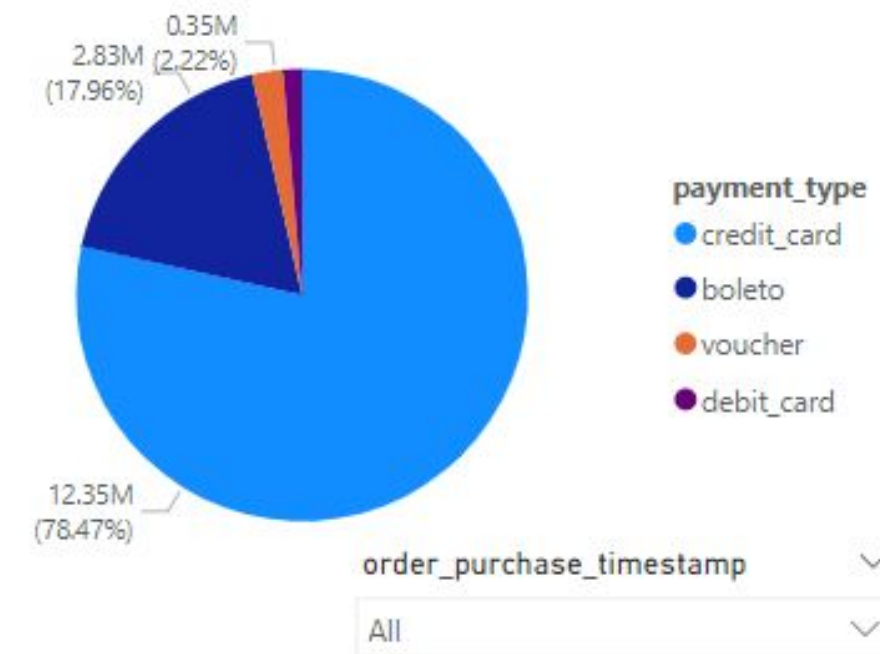
15.74M

Total Sales

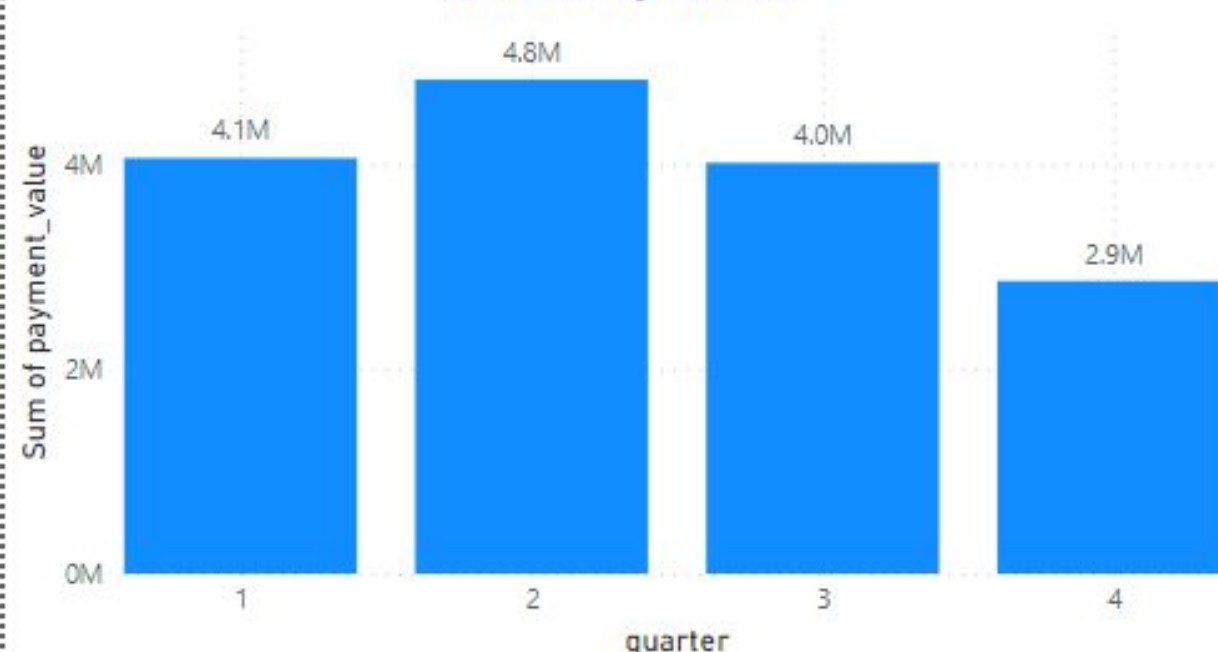
Revenue by Quarter By Year

year	Q1	Q2	Q3	Q4	Total
2016			136.23	51,677.15	51,813.38
2017	835,486.62	1,489,107.94	1,957,446.28	2,804,247.82	7,086,288.66
2018	3,219,424.78	3,330,596.56	2,051,013.63		8,601,034.97
Total	4,054,911.40	4,819,704.50	4,008,596.14	2,855,924.97	15,739,137.01

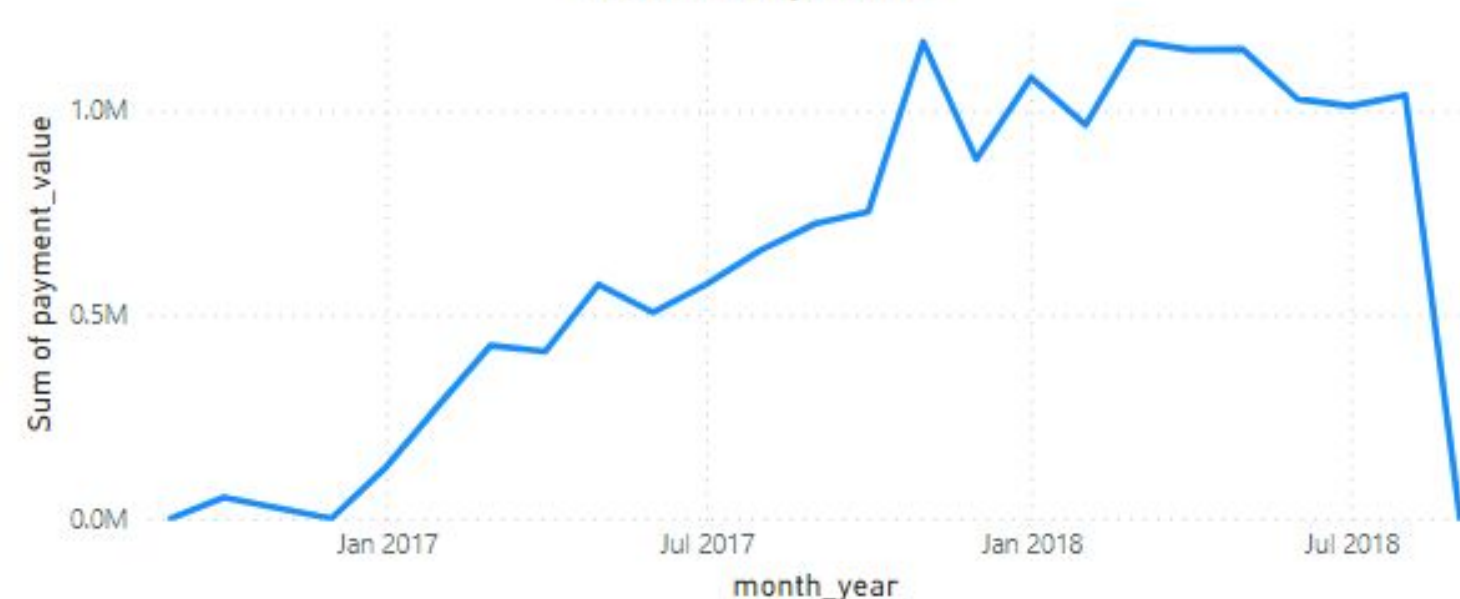
Revenue by Payment Type



Revenue by Quarter



Revenue by Month



Data Driven Insights



■ Marketing Campaigns

Olist can develop targeted advertisements in Asia, Africa, and Australia to increase global customer base

■ Loyalty Programs

Majority of customers prefer using credit cards as their payment method. Olist can create a point system/exclusive cardholder benefits for returning customers

■ Increasing Revenue

Every year, the company has increasing revenues. Quarter 2 yields the highest total revenue.

05

Remarks

Bootcamp Takeaways

Zybertech Bootcamp Review



■ Learned Foundations of Cloud Concepts

Excited to learn about AZ and Regions

■ Enjoyed Developing Data frames

Python Refresher along with developing data frames was a memorable experience

■ Hands-On Experience

Grateful for the opportunity to work in the Azure environment

Developing resource groups, storage accounts, pipelines, logic apps, etc.

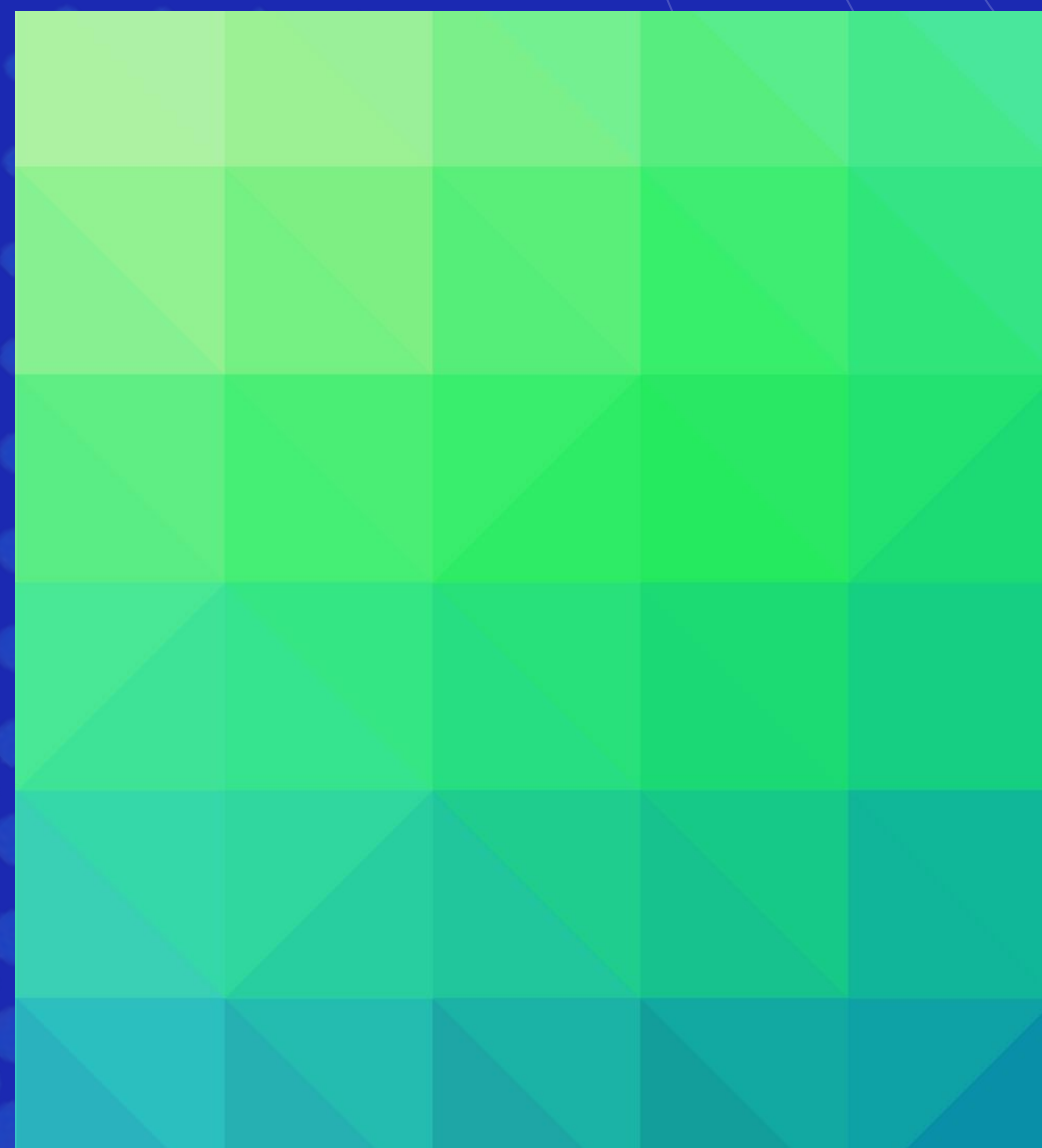
■ Practicing SQL

Covering the basics of SQL motivated me to spend my free time developing my own schemas for fun!

Best Bootcamp!

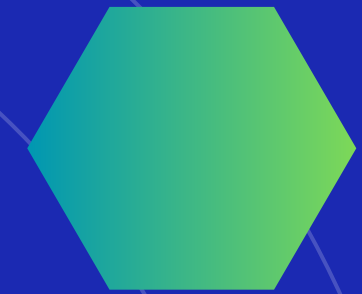
06

Future Outlook



Goals

- ❑ AZ - 900 Azure Fundamentals Certification
- ❑ Databricks Data Engineer Associate Certification
- ❑ More hands on practice with Microsoft Azure
- ❑ Data Modeling exercises





Thank you!

Special Thanks to Mr. Manimaran and
Mr. Prabhakaran for their guidance and
instruction throughout this bootcamp!



Credits



Slides Carnival

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Happy designing!