

Project Charter

E-commerce Operations & Customer Experience Analytics – Olist

Business Background

Olist is a multi-seller e-commerce marketplace operating across multiple regions. Despite stable order volumes, declining customer ratings and delivery-related complaints indicate potential operational inefficiencies impacting customer experience and revenue.

Problem Statement

Customer satisfaction scores are declining even though sales volume remains steady. The business lacks clarity on which operational factors—particularly delivery performance—are driving negative customer feedback and revenue risk.

Business Objectives

- Identify operational drivers impacting customer ratings
- Quantify the impact of delivery delays on customer satisfaction
- Detect seller-level and regional bottlenecks
- Estimate revenue at risk due to poor delivery performance
- Provide actionable, data-backed recommendations

Key Stakeholders

- Operations Team – Delivery performance and SLA adherence
- Seller Management – Seller reliability and compliance
- Customer Experience – Ratings and complaints
- Finance – Revenue protection
- Leadership – Brand trust and long-term growth

Project Scope

In Scope: Order delivery analysis, customer ratings, seller and regional performance, revenue impact

Out of Scope: Marketing campaigns, pricing optimization, inventory forecasting

Key Business Questions

- How does delivery delay impact customer ratings?
- Are certain sellers consistently missing delivery SLAs?
- Are delays concentrated in specific regions?
- How much revenue is associated with delayed deliveries?

Hypotheses

H1: Orders delivered late receive significantly lower ratings

H2: A small subset of sellers accounts for most delivery delays

H3: Delivery delays are concentrated in specific geographic regions

H4: High-revenue sellers contribute disproportionately to delayed orders

Success Metrics

- On-Time Delivery Rate
- Average Delivery Delay (days)
- Average Customer Rating
- Revenue at Risk from delayed orders
- Seller SLA Breach Percentage

Data Sources

Orders data, order items, sellers information, customer reviews, and payment details from a public transactional dataset representing real e-commerce marketplace operations.

Assumptions & Constraints

Assumptions: Customer ratings reflect delivery experience; delivery dates are accurate

Constraints: Historical data only; no external logistics partner data

Deliverables

- Cleaned and validated dataset
- Hypothesis-driven analysis report
- Executive insights presentation
- Interactive dashboard
- GitHub repository with documentation

Expected Business Impact

Improved customer satisfaction through targeted operational fixes, reduced delivery delays for high-impact sellers, enhanced visibility into revenue risk, and stronger data-driven decision-making for leadership.