**PROJECT CHARTER**

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| **Sponsor Organization** | **Olist** |
| **Sponsor Manager** | **Olist** |
| **Start Date** | **09/11/2021** |
| **Completion Date** | **12/11/2021** |
| **Project Overview** | **We are a data analytics consulting firm providing business insights to Brazilian E-commerce companies to improve their online sales and marketing campaign performance.**  **Our project is to analyze Olist customers' online purchasing behaviors via historical dataset extracted from Olist ecommerce platform from 2016 to 2018 in Brazil. We aim to help Olist company improve sales, business operations and marketing campaign performance. In the meantime, we help build ML models to predict its online sales in upcoming years.** |
| **Business Problem or Opportunity Statement** | **Our project will perform EDA, time series analysis, data visualizations, customer segmentation, build ML models to predict sales, so the Olist marketing team can launch more effective marketing campaigns or new content to increase customer acquisition rate and improve the sales. In addition, we will assist the marketing team to analyze customers' shopping behaviors, and identify potential target customers using marketing analysis for future growth, for example, by analyzing customer geolocation.** |
| **Expected Business Benefits** | **Our project’s objective is to help Olist to get more and deeper business insights for the marketing team, and increase online sales at least 50% by the end of year 2022. Furthermore, by understanding customers’ segmentations, shopping trends, optimizing sales operations and launching marketing campaigns on targeted online shoppers more precisely, Olist is able to attract more small businesses to sell on their platform and accelerate to gain more market share in Brazil.** |
| **Stakeholders** | **Olist Marketing team/Directors, Sales Department, Seller Success Team** |
| **Organizational Resources** | **We download the sales data from Kaggle.** [**https://www.kaggle.com/olistbr/brazilian-ecommerce**](https://www.kaggle.com/olistbr/brazilian-ecommerce) |
| **Data Set** | **The dataset is a Brazilian ecommerce public dataset of orders made at** [**Olist Store**](http://www.olist.com/)**. It has information of 100k orders from 2016 to 2018 made at multiple marketplaces in Brazil. Its features allows viewing an order from multiple dimensions: from order status, price, payment and freight performance to customer location, product attributes and finally reviews written by customers. It also released a geolocation dataset that relates Brazilian zip codes to lat/lng coordinates.** |
| **Methods and Tools** | **Python, Tableau, Power Point, SQL** |
| **Key Performance Metrics** | **Sales growth, increase customer acquisition rate, reduce customer acquisition cost.** |
| **Deliverables** | **Jupyter Notebook, Tableau dashboards, PowerPoint presentation, MSWord/PDF report** |
| **Challenges and Risks** | **1. The dataset only includes online orders data from 2016 to 2018, so it is not up-to-date. Circumstances must have changed, therefore it will affect our sales predictions.**  **2. The review text is in spanish. Some data remains anonymous.**  **3. Lack of knowledge in the Brazilian business environment.** |