

# Customer Service Analysis for Olist Marketplace

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**Project 1**

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# What is Olist?

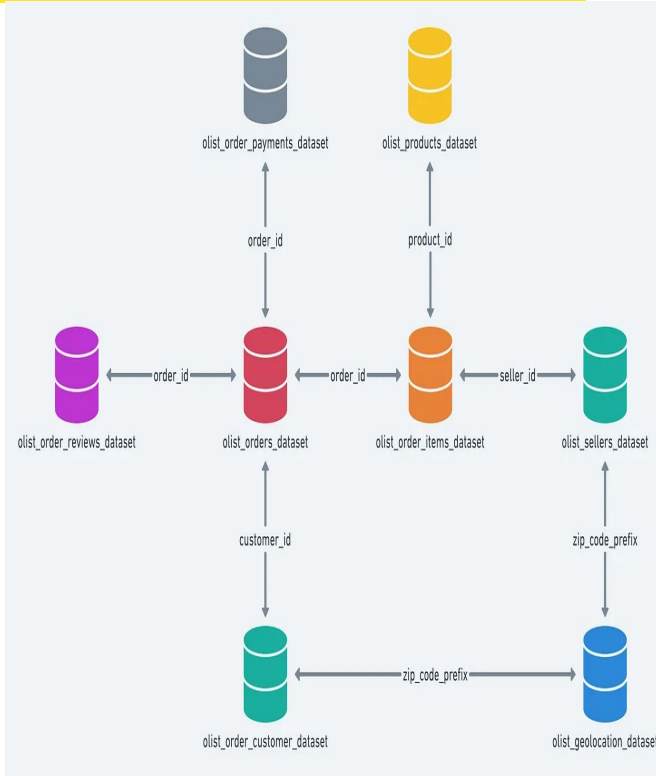
- Brazilian E-Commerce Marketplace
- Founded in 2015, headquarters is based in Curitiba, Brazil
- Olist is equivalent to an EBay, it created opportunity for sellers to advertise their business across Latin America
- It also enables small, medium and big companies to sell online as one single Olist store.



# Is the Customer Service Good On Olist?

## Focus Points:

1. Sales growth
2. Top Items
3. Shipping Time
4. Customer Reviews



I am a Seller as well.

It's a hobby of mines

How I  
Relate to  
Olist

POSHMARK



MERCARI



# Who is actually using Olist?



- São Paulo has 1,849 active Sellers
- Total Sellers with Active accounts are 3,095
- Top 5 Bottom States each have 1 seller due to Region(NorthEast)
- Maranhão, Amazonas, Piauí, Acre, Pará
- 99,441 Active Customers

# Olist Sales Growth 2016-2018

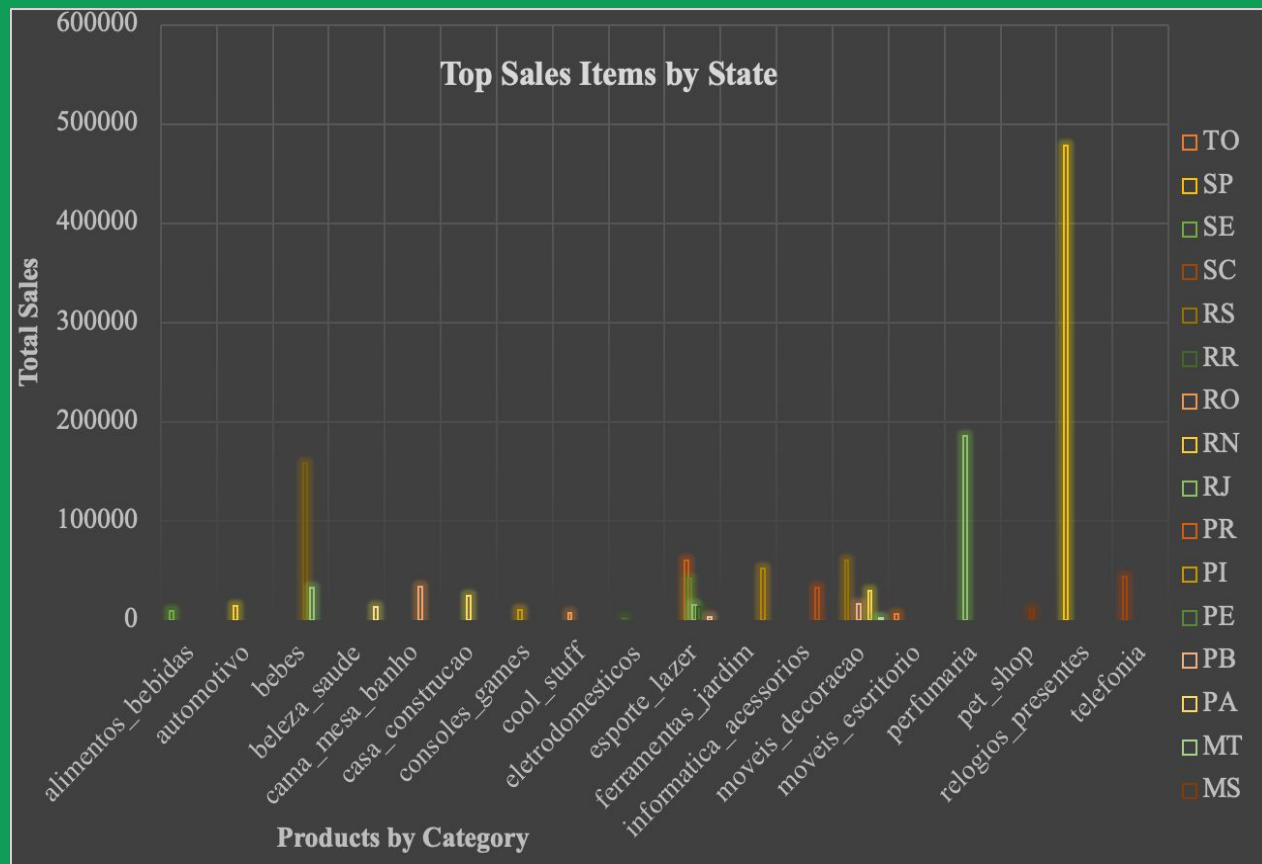


2016 - \$59,362.34

2017 - \$7,249,746.73

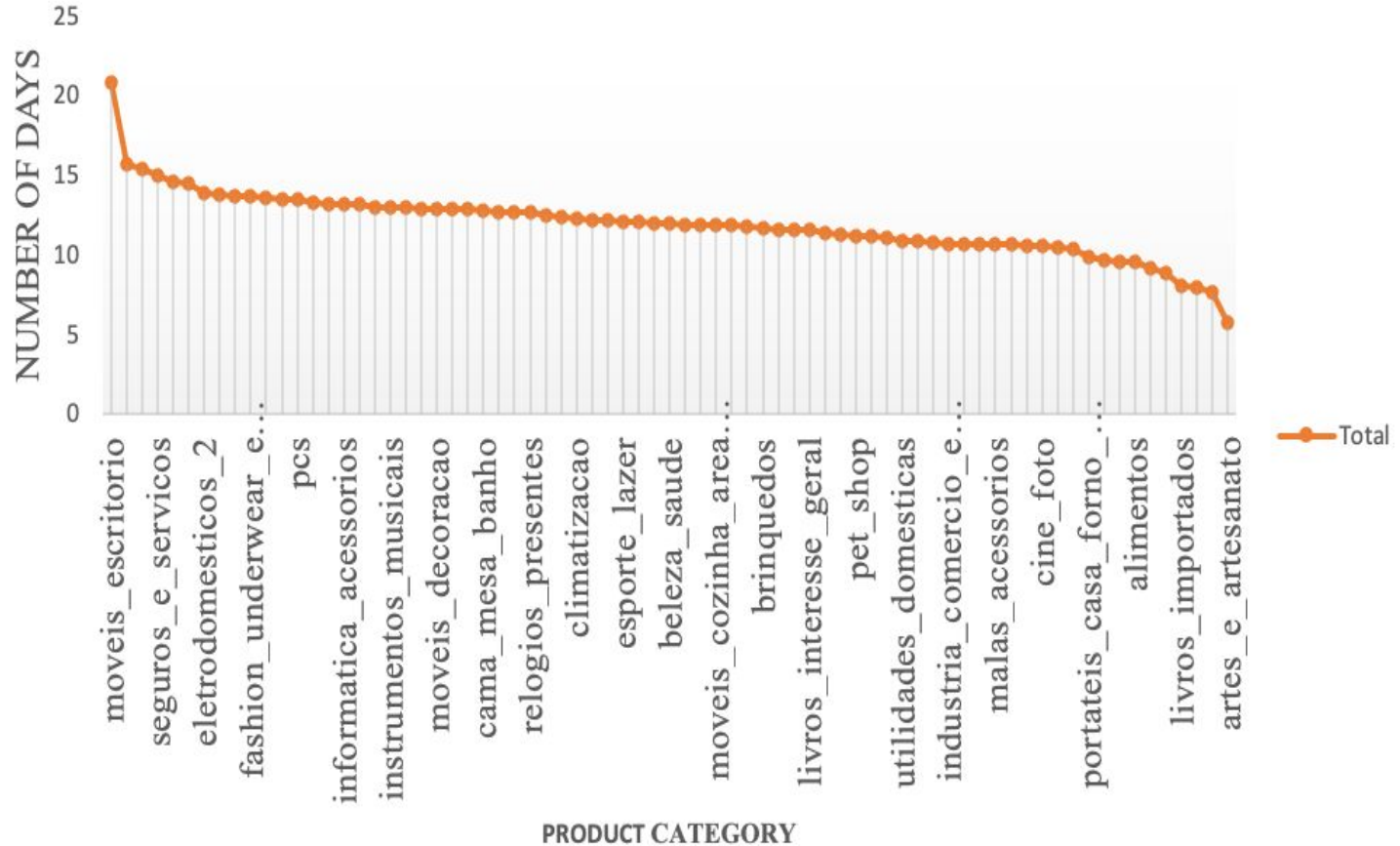
2018 - \$8,699,763.05

# Customer Trends



1. Gift watches - Sao Paulo
2. Perfume - Rio de Janeiro
3. Babies - Minas Gerais
4. Furniture Decoration- Rio Grande do Sul
5. Sport Leisure - Paraná

## Average Ship Time Per Category

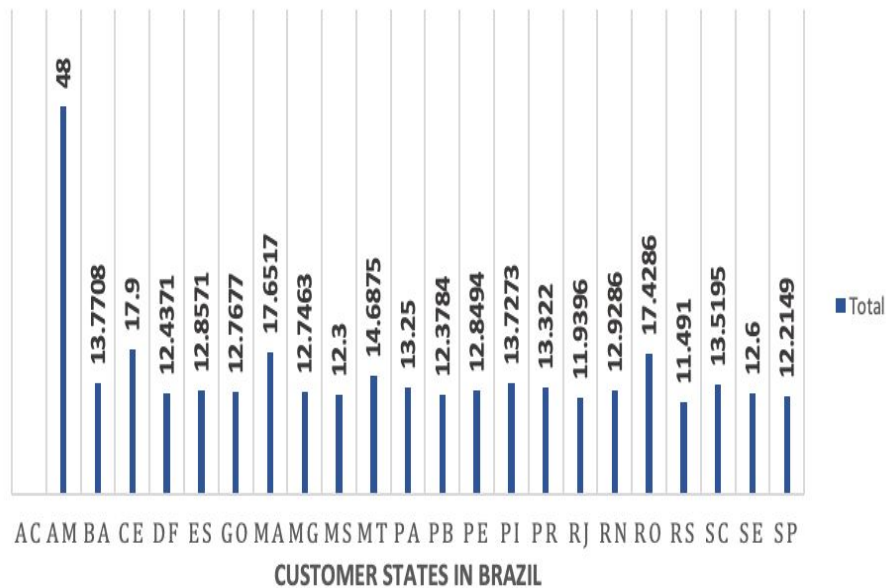


# Are customers getting their shipments fast?

## Total Amount of Shipments



## SELLER SHIPTIME VS CUSTOMER STATE





```
116 -- 32,792 amount of shipments that took more than 10 days----
117 -- 110,195 is the amount of shipments from 2016-2018
118
119 WITH avg_Ship AS
120 (
121 SELECT DATEDIFF(o.order_delivered_customer_date,o.order_delivered_carrier_date)
122 AS ship_days,o.order_purchase_timestamp,
123 o.order_delivered_carrier_date,o.order_delivered_customer_date
124 FROM orders o
125 JOIN order_items oi ON o.order_id = oi.order_id
126 )
127
128 SELECT COUNT(ship_days) AS Take_More_than_10days
129 FROM avg_Ship
130 WHERE ship_days > 10
131
```

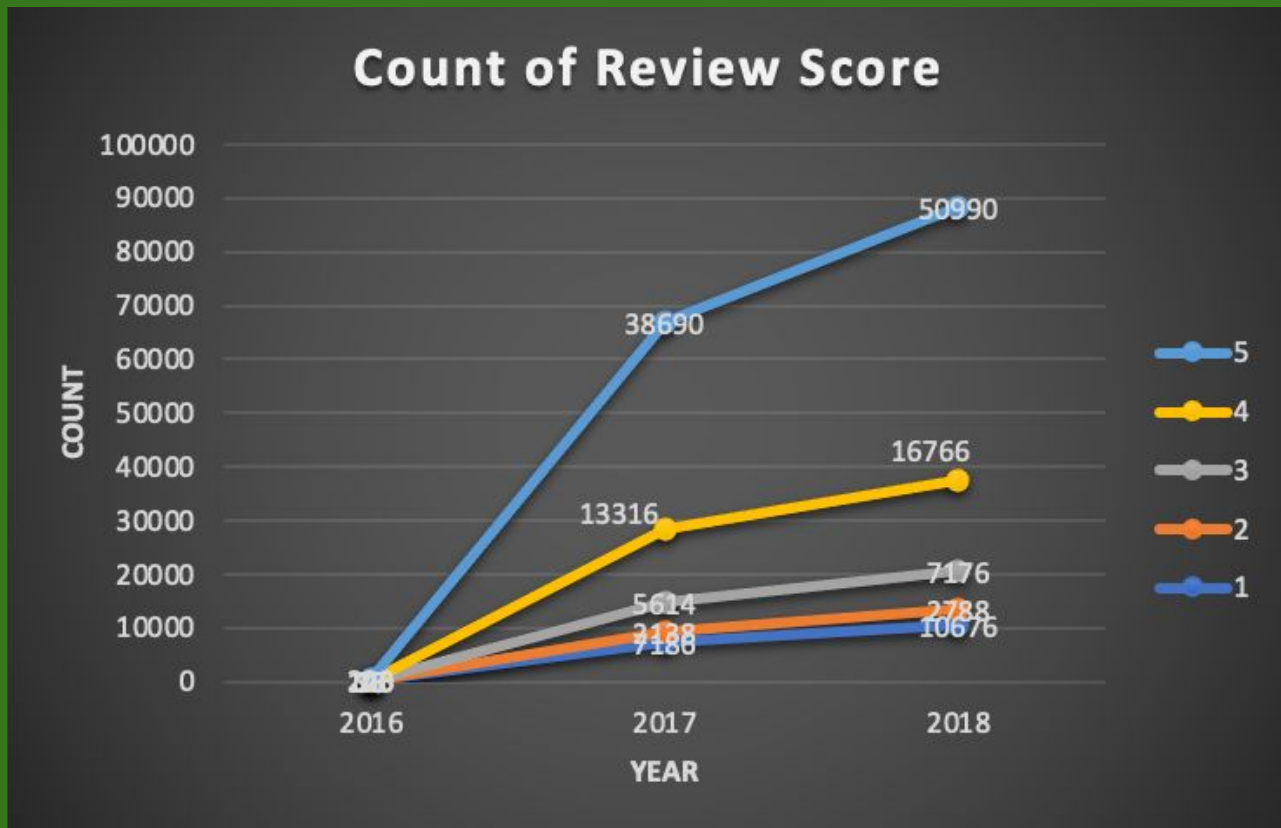
30 %



ers(+)	1	products 2	products 4	Results 5	Results 6	Results 7	Results 7	Results 8 ×
H avg_Ship AS ( SELECT DATEDIFF(o.order_delivered_c   Enter a SQL expression to filter results (use Ctrl+Space)								
123 Take_More_than_10days								
32,792								

# How Do Customers feel about Olist long shiptimes?





It appears customers have mixed reviews about Olist

# Recommendation

- O list should focus on reducing the delivery time to customers
- Research better Logistics services
- Analyze different options to introduce promotional deals
- Compare their sales growth to competitors and use those results to improve their profits
- Expand warehouses to cut down on delayed shipping time



**Questions**