

Context

This dataset was generously provided by Ecommerce shop called Olist, the largest department store in marketplaces. Olist connects small businesses from all over country to channels without hassle and with a single contract. Those merchants are able to sell their products through the Olist Store and ship them directly to the customers using Olist logistics partners.

After a customer purchases the product from Olist Store a seller gets notified to fulfill that order. Once the customer receives the product, or the estimated delivery date is due, the customer gets a satisfaction survey by email where he can give a note for the purchase experience and write down some comments.

Data Schema

The data is divided in multiple datasets for better understanding and organization. Please use the following link and download all files:

[Data Set](#)

The Task

1. Ask yourself 15 descriptive analytical questions to be answered via data visualizing on Power BI
2. Make a customer segmentation

You will answer for these questions:

Business Questions:

- 1- What is the total revenue generated by Olist, and how has it trended over a period of time?
- 2- How does the number of orders placed on Olist vary on a monthly or seasonal basis?
- 3- What product categories are the most popular on Olist, and how do their sales compare to each other?

- 4- How does the average order value (AOV) on Olist vary based on product category or payment method?
- 5- How many active sellers are currently operating on Olist, and how has this number changed over time?
- 6- What is the distribution of seller ratings on Olist, and how does this impact sales performance?
- 7- How many customers engage in repeat purchases on Olist, and what percentage of total sales do they contribute?
- 8- What is the average customer rating for products on Olist, and how does it correlate with sales?
- 9- How does the average order cancellation rate on Olist affect seller performance?
- 10- What are the top-selling products on Olist, and how have their sales trends evolved over time?
- 11- What payment methods do Olist customers commonly use, and how does this usage differ by product category or geographic region?
- 12- How do customer reviews and ratings influence sales and product performance on Olist?
- 13- Which product categories yield the highest profit margins, and how can profitability within these categories be enhanced?
- 14- How does Olist's marketing expenditure and channel mix impact sales and customer acquisition costs, and how can the marketing strategy be optimized for improved ROI?
- 15- Conduct an analysis of customer retention rates based on geolocations with high customer density.