

OLIST E-COMMERCE ANALYSIS

Sales, Customer & Delivery Insights Using Power BI

Tool Used: Power BI

Project Type: Data Analytics Portfolio Project

Year: 2026

PROJECT OVERVIEW

Project Objective

This project analyzes the Olist e-commerce dataset to understand sales performance, customer behavior, and delivery efficiency using interactive Power BI dashboards.

Business Questions

- How does sales performance change over time?
- Which product categories generate the most revenue?
- How efficient is order delivery?
- How does delivery performance affect customer satisfaction?

DATASET & METHODOLOGY

Dataset Description

- Brazilian Olist E-commerce public dataset
- Covers customers, orders, payments, products, sellers, reviews, and delivery timelines

Methodology

- Data cleaning and transformation using Power Query
- Data modeling and relationship creation in Power BI
- KPI and measures created using DAX
- Interactive dashboards developed for analysis and insights

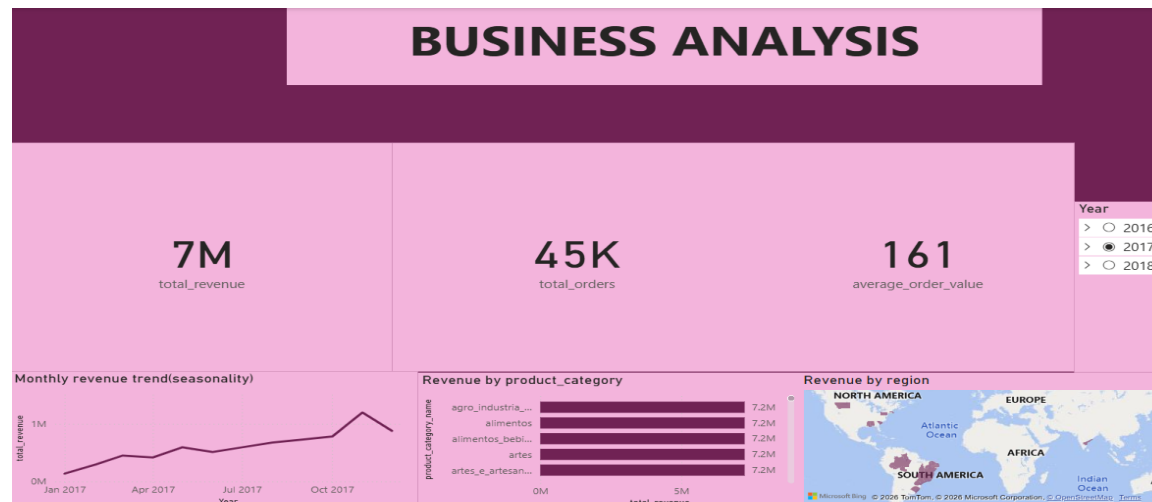
KEY INSIGHTS – SALES & CUSTOMERS

Sales Performance

- Sales show clear trends and seasonal patterns over time
- A few product categories contribute the highest share of total revenue

Customer Insights

- Customer purchases are concentrated in specific regions
- Repeat customers contribute significantly to overall sales



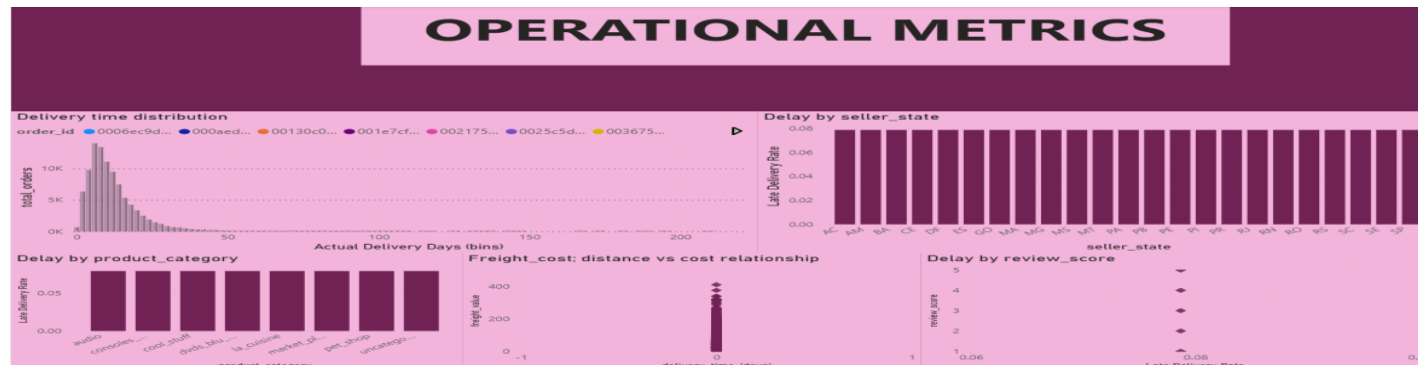
KEY INSIGHTS – DELIVERY & REVIEWS

Delivery Performance

- Orders delivered on time receive higher customer review scores
- Delivery delays are strongly associated with lower customer satisfaction

Seller Performance

- Some sellers consistently perform better in delivery efficiency
- Logistics performance plays a major role in customer experience



BUSINESS RECOMMENDATIONS

Based on the analysis, Olist could:

- Focus marketing efforts on high-performing product categories
- Improve logistics processes for sellers with frequent delivery delays
- Use customer reviews to monitor and improve seller performance
- Optimize delivery timelines to increase customer satisfaction and retention

CONCLUSION & NEXT STEPS

Conclusion

Power BI dashboards provided clear visibility into sales trends, customer behavior, and delivery performance, enabling data-driven business decisions.

Next Steps

- Include cost and profit analysis
- Perform deeper customer segmentation
- Integrate real-time data for continuous performance monitoring