



Olist Customer Segmentation Analysis: Personas Overview

Agenda: Unlocking Customer Insights

- Introduction to Customer Segmentation
- Deep Dive into Key Personas:
 - Appliances & Electronics: Low, Mid, and Premium Budget
 - Automotive: Low and Premium Budget
 - Home & Construction: Low, Mid, and Premium Budget
 - Kid's Category: Low and Premium Budget
 - Fashion & Accessories
 - Food & Beverages
 - Furniture & Decoration: Low, Mid, and Premium Budget
 - Health & Beauty: Low and Premium Budget
 - Industry & Commerce
 - Leisure & Entertainment: Low and Premium Budget
 - Others (Mid Budget)
 - Pet Shop
 - Stationery & Office
- Strategic Recommendations and Next Steps

Appliances & Electronics: Understanding Diverse Needs

Low Budget

Customer Share: 9%

- Avg Ticket: BRL 43
- Avg Installments: 1.6
- Loyalty: Once in a lifetime
- Review: 4.1 ★
- Single payment method

Mid Budget

Customer Share: 7%

- Avg Ticket: BRL 147
- Avg Installments: 2.5
- Loyalty: Once in a lifetime
- Review: 4.0 ★
- Single payment method

Premium

Customer Share: 2%

- Avg Ticket: BRL 667
- Avg Installments: 4.6
- Loyalty: 87%
- Review: 3.8 ★
- Multiple payment method

Payment & Geography: All segments predominantly use credit cards (69-73%) and are concentrated in the Southeast region (62-66%).

Automotive

Low Budget

- Customer Share: 2%
- Avg Ticket: BRL 64
- Review: 4.1 
- Loyalty: Once in a lifetime
- Uses single payment method

Premium

- Customer Share: 2%
- Avg Ticket: BRL 294
- Review: 4.0 
- Loyalty: 35%
- Uses single payment method

Payment & Geography: Both segments show strong credit card preference (70-78%) and are concentrated in the Southeast region (62-70%).

Home & Construction Personas

Low Budget

- Customer Share: 5%
- Avg Ticket: BRL 60
- Review: 4.2 ★
- Loyalty: Once in a lifetime
- Uses single payment method

Mid Budget

- Customer Share: 5%
- Avg Ticket: BRL 159
- Review: 4.1 ★
- Loyalty: 27%
- Uses single payment method

Premium

- Customer Share: 2%
- Avg Ticket: BRL 486
- Review: 3.8 ★
- Loyalty: Loyal
- Uses single payment method

Payment & Geography: All segments consistently use credit cards (71-75%) and are heavily concentrated in the Southeast region (63-74%).

Kid's Category

Low Budget

- Customer Share: 4%
- Avg Ticket: BRL 77
- Review: 4.2 
- Loyalty: Once in a lifetime
- Uses single payment method

Premium

- Customer Share: 3%
- Avg Ticket: BRL 275
- Review: 4.0 
- Loyalty: 35%
- Uses single payment method

Payment & Geography: Both segments show high credit card usage (75-79%) and are concentrated in the Southeast region (65-71%).

Fashion & Accessories

Fashion & Accessories

- Customer Share: 9%
- Avg Ticket: BRL 187
- Review: 4.1 
- Loyalty: Once in a lifetime
- Uses single payment method

Payment & Geography: Single segment shows strong credit card preference (76%) and is concentrated in the Southeast region (67%).

Food & Beverages

Food & Beverages

- Customer Share: 1%
- Avg Ticket: BRL 89
- Review: 4.2 
- Loyalty: 37%

Payment & Geography: Single segment demonstrates high credit card usage (74%) and strong Southeast concentration (77%).

Furniture & Decoration: Diverse Preferences

Low Budget

- Customer Share: 8%
- Avg Ticket: BRL 72
- Avg Installments: 2.6
- Loyalty: Once in a lifetime
- Review: 4.1 ★

Mid Budget

- Customer Share: 7%
- Avg Ticket: BRL 169
- Avg Installments: 3.8
- Loyalty: 28%
- Review: 4.0 ★

Premium

- Customer Share: 2%
- Avg Ticket: BRL 379
- Avg Installments: 4.8
- Loyalty: Loyal customer
- Review: 3.5 ★

Payment & Geography: All segments consistently use credit cards (71-76%) and show strong Southeast regional concentration (69-76%).

Health & Beauty

Low Budget

- Customer Share: 8%
- Avg Ticket: BRL 77
- Review: 4.2 ★
- Loyalty: Once in a lifetime
- Use single payment method

Premium

- Customer Share: 4%
- Avg Ticket: BRL 298
- Review: 4.1 ★
- Loyalty: 35%
- Use single payment method

Payment & Geography: Both segments prefer credit cards (73-80%) and are concentrated in the Southeast region (63-71%).

Industry & Commerce

Industry & Commerce

- Customer Share: 0.4% (Niche)
- Avg Ticket: BRL 303
- Review: 4.1 
- Loyalty: 34%
- Uses multiple payment method

Payment & Geography: Single segment shows moderate credit card preference (66%) and Southeast concentration (67%).

Leisure & Entertainment

Low Budget

- Customer Share: 6%
- Avg Ticket: BRL 80
- Review: 4.3 ★
- Loyalty: Once in a lifetime

Premium

- Customer Share: 3%
- Avg Ticket: BRL 300
- Review: 4.0 ★
- Loyalty: 51%

Payment & Geography: Both segments predominantly use credit cards (71-76%) and are concentrated in the Southeast region (64-70%).

Niche Categories: Diverse Needs

Others

- Customer Share: 6%
- Avg Ticket: BRL 178
- Review: 4.1 ★
- Loyalty: 21%
- Uses single payment method

Pet Shop

- Customer Share: 2%
- Avg Ticket: BRL 146
- Review: 4.2 ★
- Loyalty: 27%
- Uses single payment method

Stationery & Office

- Customer Share: 2%
- Avg Ticket: BRL 121
- Review: 4.2 ★
- Loyalty: 21%
- Uses single payment method

Across these segments, credit card is the primary payment method (71-76%) and the Southeast region is dominant (64-71%).

Key Insights & Strategic Recommendations

Dominance of Southeast Region

A consistent 62-77% of customers across all personas reside in the Southeast. This indicates a primary market focus and opportunity for deeper regional penetration.

Low Loyalty in Budget Tiers

Most "Low Budget" and "Once in a Lifetime" customers show minimal repeat purchase behavior. Implement targeted retention strategies, e.g., loyalty programs for initial purchases.

Credit Card as Preferred Payment

An overwhelming majority (66-80%) use credit cards, primarily as a single payment method. Optimize payment gateways and credit-based promotions.

Opportunities in Premium Segments

Premium customers, though smaller in share, exhibit higher loyalty and ticket values. Invest in exclusive offers and tailored communication for these high-value segments.

Next Steps: Actionable Strategies



Enhanced Regional Marketing

Develop localized campaigns for the Southeast region, leveraging specific consumer behaviors and trends identified in the personas.

Payment Strategy Optimization

Explore installment plan variations and credit card-specific incentives to cater to the dominant payment preference.

Targeted Loyalty Programs

Design personalized retention strategies for low-loyalty segments and exclusive loyalty benefits for premium customers.

Product Portfolio Expansion

Identify unmet needs within high-potential segments (e.g., Premium Automotive) and consider new product offerings to capture market share.