# 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%).

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# 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%).

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# 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.

**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.

**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.
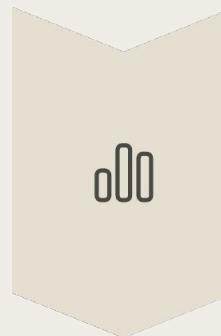
**Opportunities in Premium Segments**

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.