



# 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.