Business Case: Sellers Growth

This Business Case aims to assess the skills of a Data SSR Analyst to process and extract insights from a public Olist dataset available on Kaggle. The dataset includes information on orders, sellers, products, and order items.

Objectives

- Demonstrate the analyst's ability to clean, transform, and analyze complex datasets.
- Evidence the ability to extract valuable and actionable insights from data.
- Communicate findings clearly and concisely to a non-technical audience.

Data

Olist_order_items_datase

Olist_sellers_datase

Olist_orders_dataset

Olist_products_dataset

Guiding Questions

Identify top-performing sellers:

- Which sellers have experienced the highest sales growth?
- What are the characteristics of these top-performing sellers (e.g., location, product categories, average order value)?
- What strategies have these sellers implemented to achieve their growth?

Analyze seller performance trends:

- How have sales trends for different sellers changed over time?
- Are there any seasonal or cyclical patterns in seller sales?
- What factors might be driving these trends and patterns?

Explore seller growth opportunities:

- What are the potential opportunities for sellers to grow their sales?
- What new products or categories could sellers add to their offerings?
- How can sellers improve their service efforts?

Presentation

The analyst should prepare a presentation that summarizes the findings of the analysis, including:

- Description of the methodology used.
- Data visualizations that show the key insights.
- Conclusions and actionable recommendations for the business.