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OLIST

GROUP 5:
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COMPANY BACKGROUND

FOUNDED IN: 2015, Brazil

FOUNDER : Tiago Dalvi (CEO, Founder)

Olist is a brazilian e-commerce marketplace integrator, connecting small businesses to larger product marketplaces and helping entrepreneurs sell their products to a larger customer base.



VENDORS

- Sourcing vendors
- Manage product listings
- Handling logistics and shipping

COMPANY ACTIVITIES

MODEL: B2C

CUSTOMERS

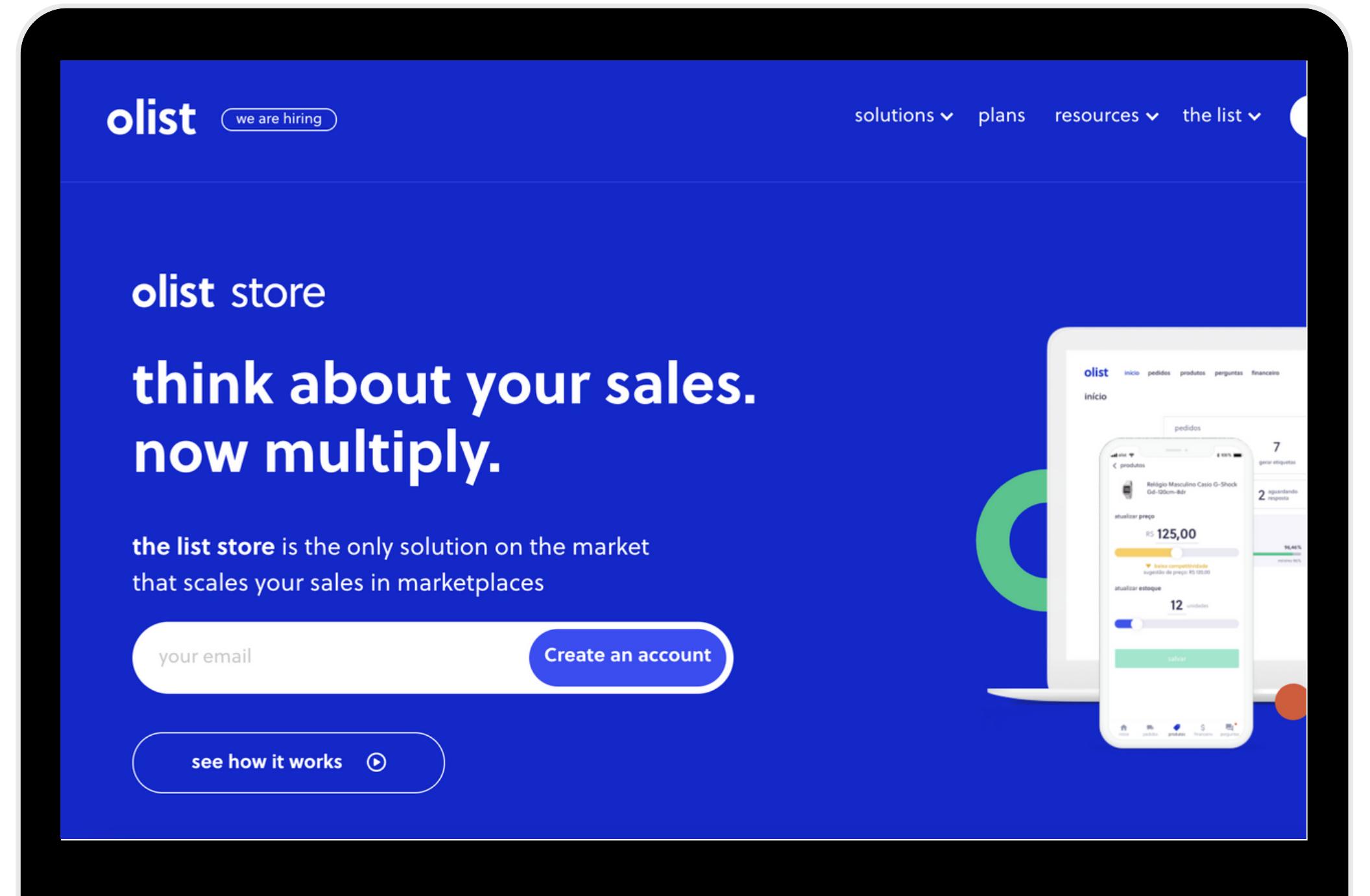
- Delivering products
- Surveying and testing new launches

HOW DO THEY DO THIS?

Through a SaaS licensing model for physical businesses, small entrepreneurs gain market share.

Olist has operations in three areas:

- trading,
- logistics
- capital



COMPANY MILESTONES

Key milestones

The startup is backed by Wellington Management, SoftBank, Corton Capital and Goldman Sachs.

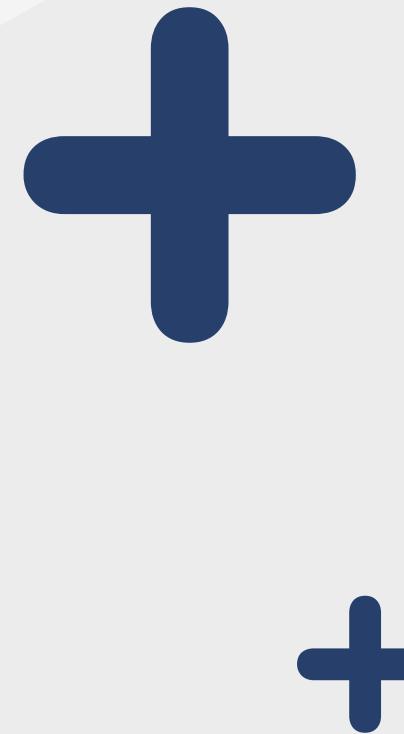
Olist has raised \$23 million in a Series D round extension led by new investor Goldman Sachs Asset Management that brings its total Series D financing to \$80 million.

Awards

New Brazilian Unicorn:
Olist Joins The Club
With A Valuation of
US\$1.5 billion

Events

This is on top of two acquisitions Olist made last year — Clickspace and Pax Logistica — which gave Olist entry into the heated logistics space with more than 4,000 registered vendors.





E-COMMERCE: WHAT IS IT?

- An eCommerce platform is a software solution that allows businesses to build and manage online storefronts.
- Olist focuses on an SaaS modeling platform.
- The most popular eCommerce businesses worldwide as we know are Amazon, Alibaba, eBay, and Walmart.
- As internet accessibility increases, these estimates would skyrocket.





RISE OF E-COMMERCE: MAJOR DRIVERS

- Internet accessibility and ease:

- Data-driven Nature:

B2C models have to track consumer preferences and sales. Such observations are then integrated into retail models for seamless future purposes, ensuring that eCommerce sales soar globally.

- Improved customer experiences

- Low cost of running



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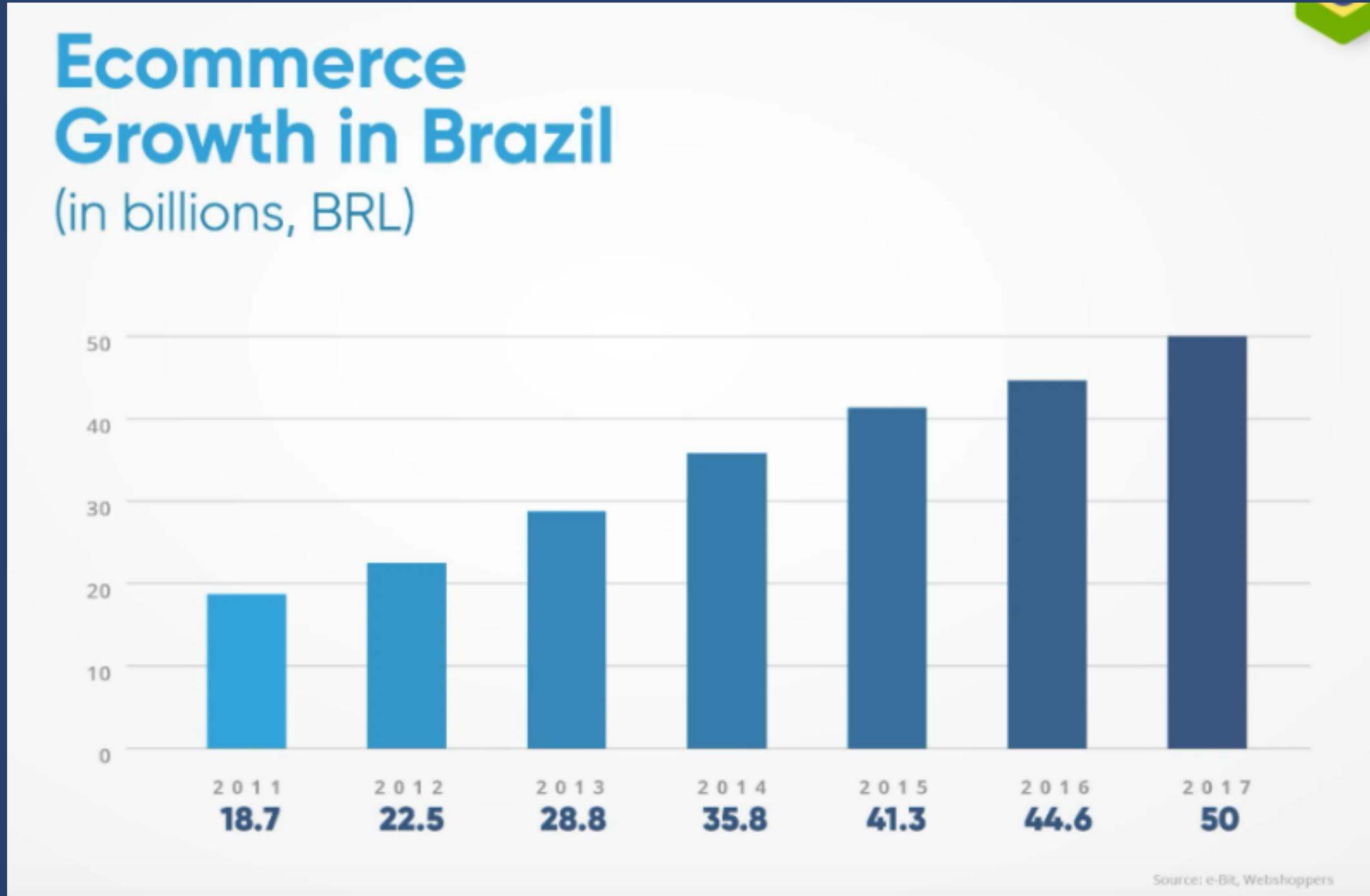
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10 largest ecommerce markets in 2019

By billions of USD



E-COMM. GROWTH IN BRAZIL AND COVID'S IMPACT



- “The pandemic has accelerated digitizing business processes around the world, thus spurring e-commerce growth in a surprising way,” said Tiago Dalvi, Olist’s founder and CEO, in a written statement.
- The region’s \$85 billion e-commerce market is growing rapidly, with projections of it reaching \$116.2 billion in 2023.

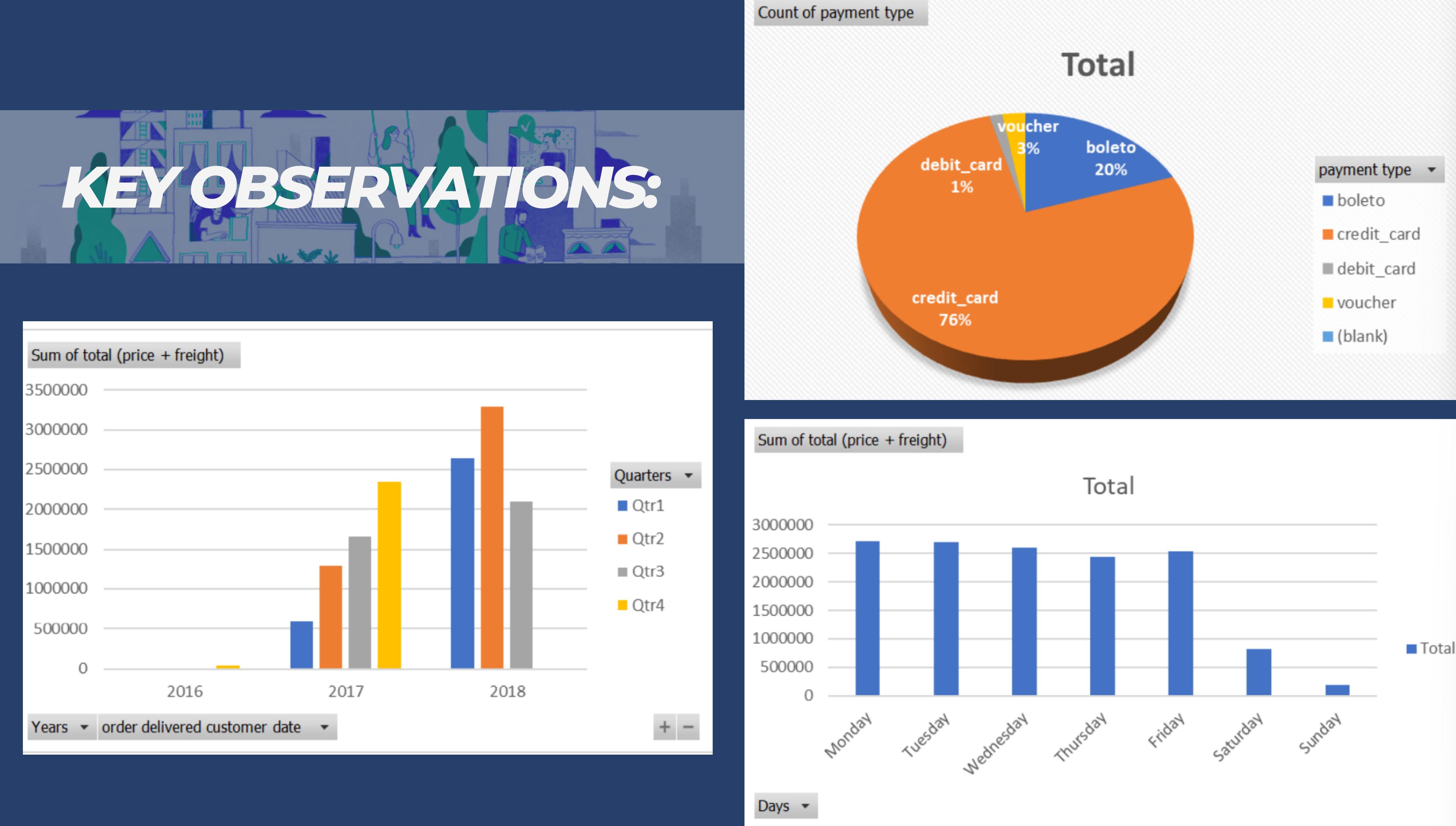
DATASETS INCLUDED ON KAGGLE AND OUR ANALYSIS:

- The original dataset has information of 100k orders from 2016 to 2018 made at multiple marketplaces in Brazil.
- We selected 3 out of the 8 datasets provided to us based on Olist's orders and order items.
- We merged those 3 sets using python and cleaned using Excel.
- The data ranges from 2016-2019.
- Using time-series analysis, we analyzed trends of the company over these years.
- We also calculated the max and min sales of the company year wise, and the % of people paying via different modes of payment.
- We further performed regression analysis to find out the most affecting factor on sales.



DATA CLEANING AND PRE-PROCESSING

- 8 CSV files including details of each order, customer, products sold, and other geographical data were provided by Olist on the Kaggle platform.
- This dataset includes data from the year 2016 to 2018.
- The files which used for our analysis had some features not relevant for our case. We dropped those columns and merged them into a single file on basis of order_id value.
- On merging the files, there were instances with same order_id. Later, we removed the duplicates.



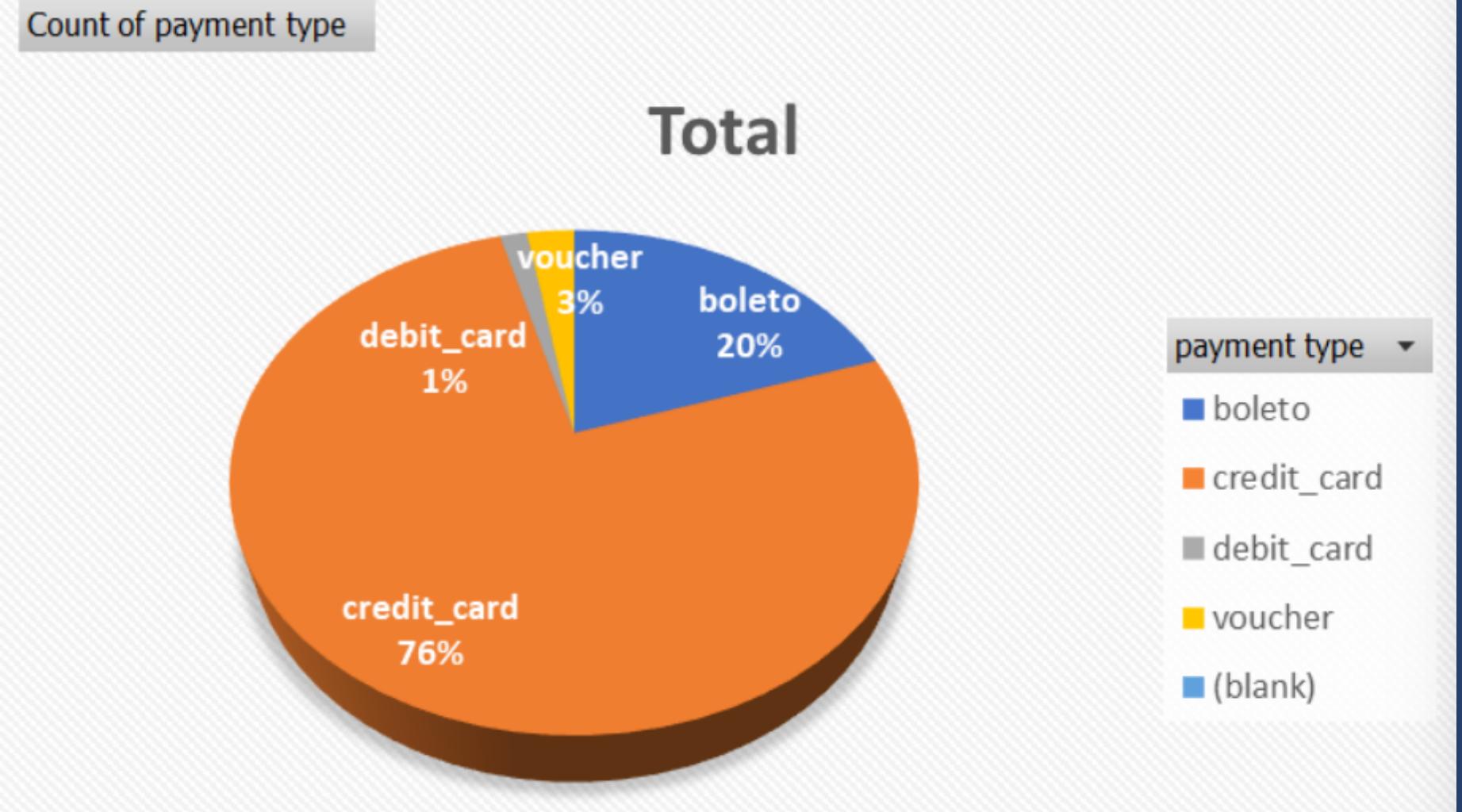
INFERENCES:

Category	Products in category ordered
Bed Table Bath	3029
Sport Leisure	2867
Decoration Furniture	2657
Beauty Health	2444
Housewares	2335
Automotive	1900
Computer Accessories	1639
Toys	1411
Gifts Watches	1329
Telephones	1134
Baby products	919
Perfumes	868
Stationary	849
Fashion Bags and Accessories	849
Cool Stuff	789

Selling Products:

- Max products ordered are for category bed table and bath, followed by sports leisure.
- Top selling product categories are bed-table-bath, sports leisure, decoration furniture, beauty health, and housewares
- Least selling product categories include perfumes, stationary, fashion bags and accessories, and cool stuff.
- Highest selling products include decoration furniture, bed table and bath, and garden tools. While least selling products include that of beauty health.
- This should indicate the company to stop diversifying their product range and focus on the top and mid-range selling products.

INFERENCES:



Payment Modes:

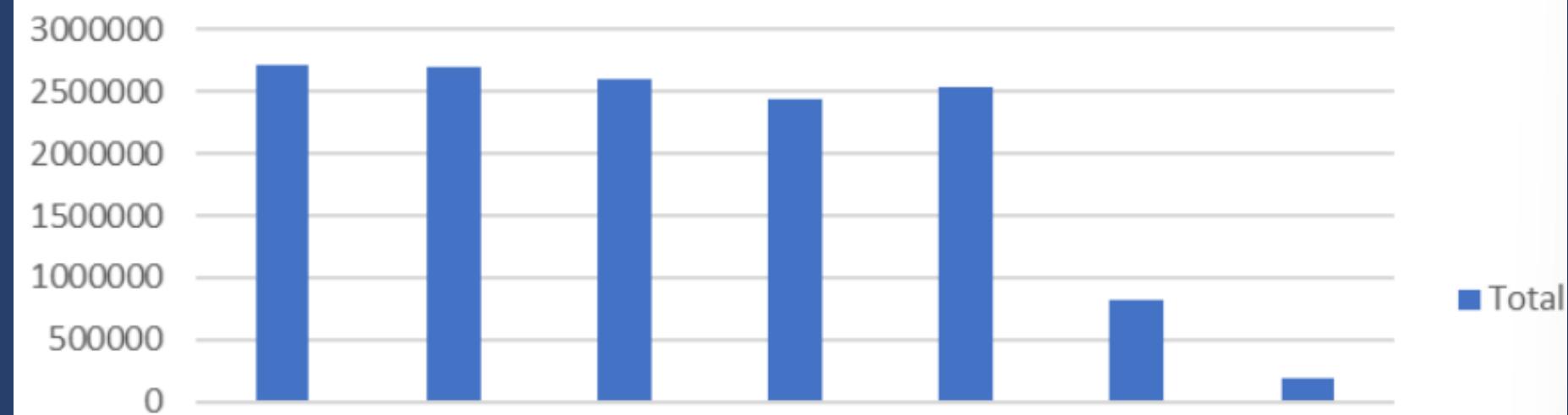
- Credit card is the most used method of payment done by customers followed by boleto (Brazilian currency) . However, the company may look forward to accepting digital payments or payments via net-banking more as compared to boleto as the payment value for most top selling products such as furniture is quite high, and it would be beneficial for them to have all of the data related to payments on a more streamlined front.

-Also, payment value is obviously highly dependent upon the price of the product, followed by the freight value, and payment installment. Although, more focus should also be placed on the customer review scores as higher scores will fetch higher sales in the long run for Olist.

INFERENCE:

Sum of total (price + freight)

Total



Days ▾

It is clear from the visualizations that in the start of the 2016 when business started, the sales were almost negligible.

- Olist receives most payments from orders on weekdays as compared to weekends. A probable reason might be the freight/delivery staff is also on break over the weekend and the product is temporarily stored in a warehouse

Sum of total (price + freight)

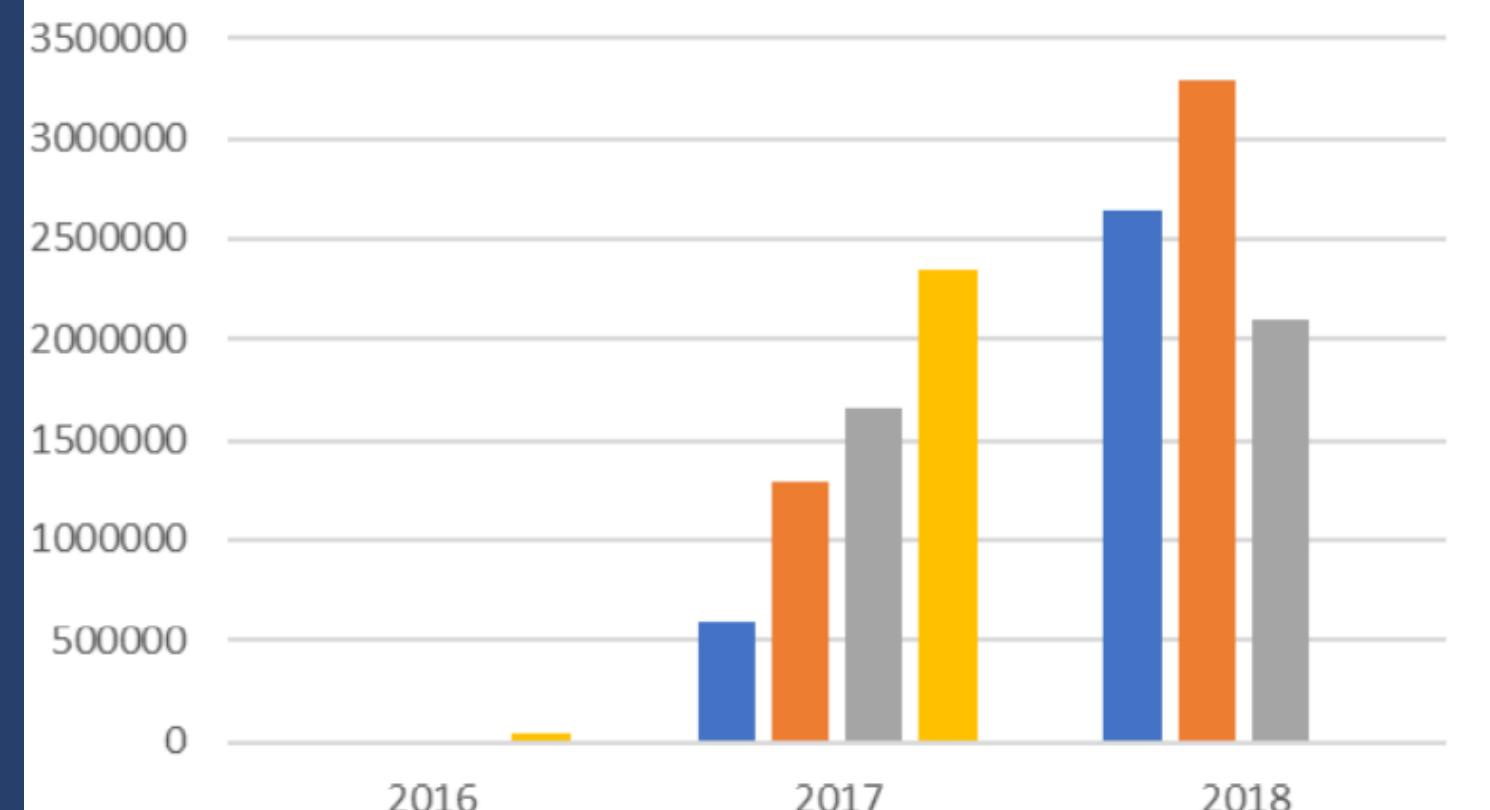
Quarters ▾

Qtr1

Qtr2

Qtr3

Qtr4



Years ▾

order delivered customer date ▾

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CONSUMER EXPERIENCES, REVIEW SCORES, AND E-COMMERCE:

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the future of
e-commerce is here

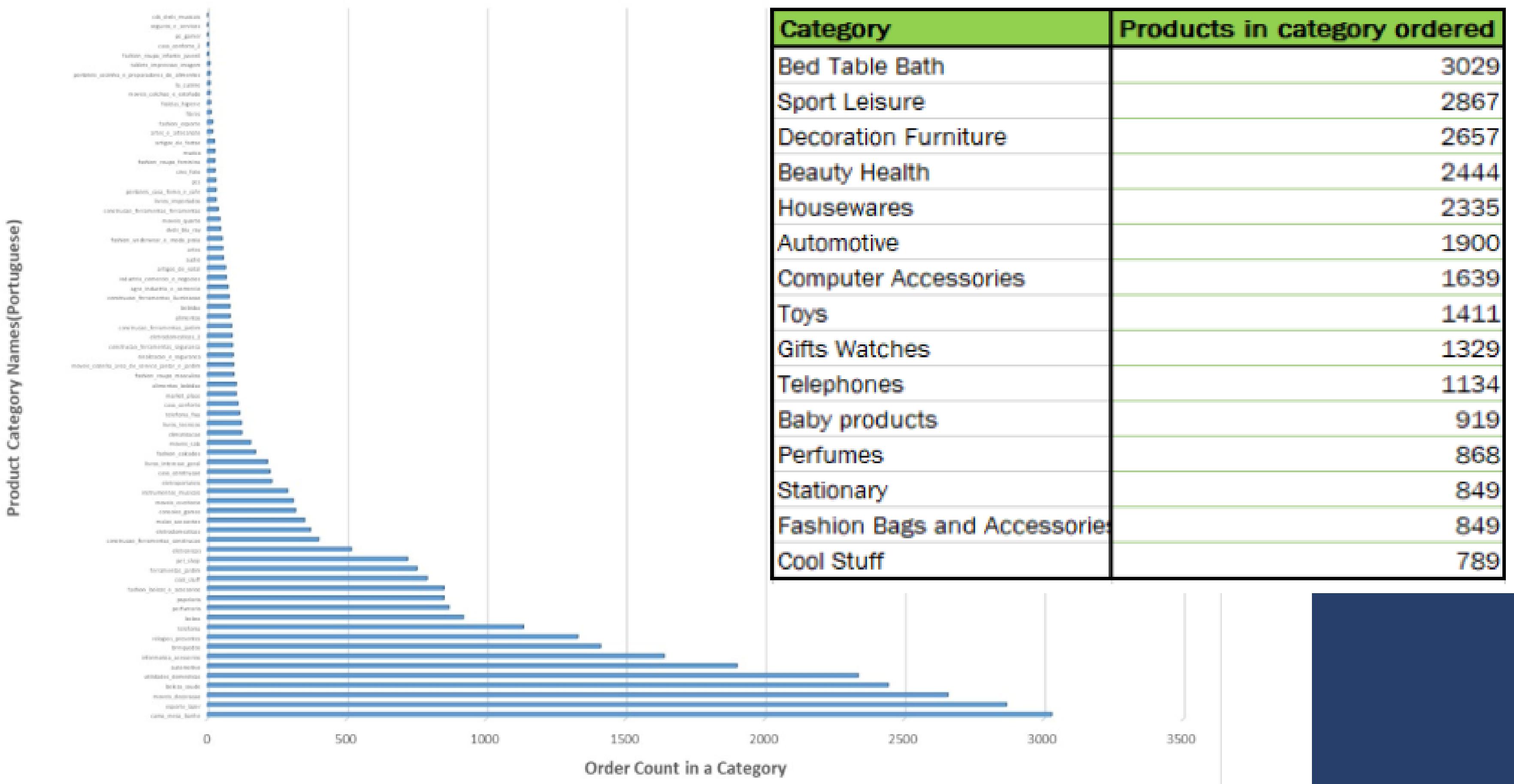
empowering commerce, together



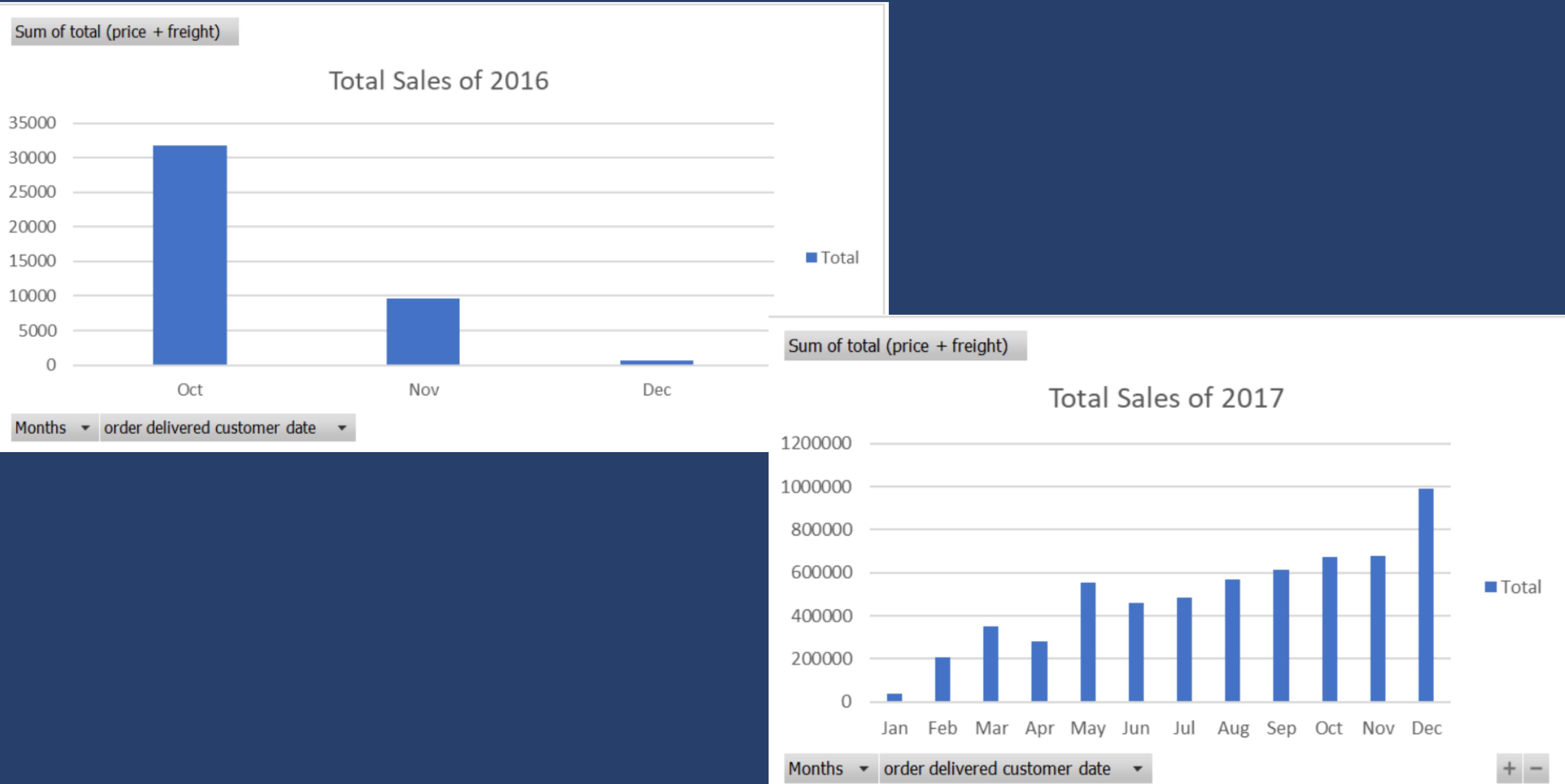
	price	freight value	payment installment	payment value	review score
price	1				
freight value	0.419363336	1			
payment installment	0.312589498	0.208103954	1		
payment value	0.90796159	0.452951212	0.323162231	1	
review score	-0.005467956	-0.035057668	-0.030336203	-0.041378937	1

- Correlation Inference: payment value is obviously highly dependent upon the price of the product, followed by the freight value, and payment installment.
- Suggestions: More focus should also be placed on the customer review scores as higher scores will fetch higher sales in the long run for Olist.

Order Count in a Category vs Category Name

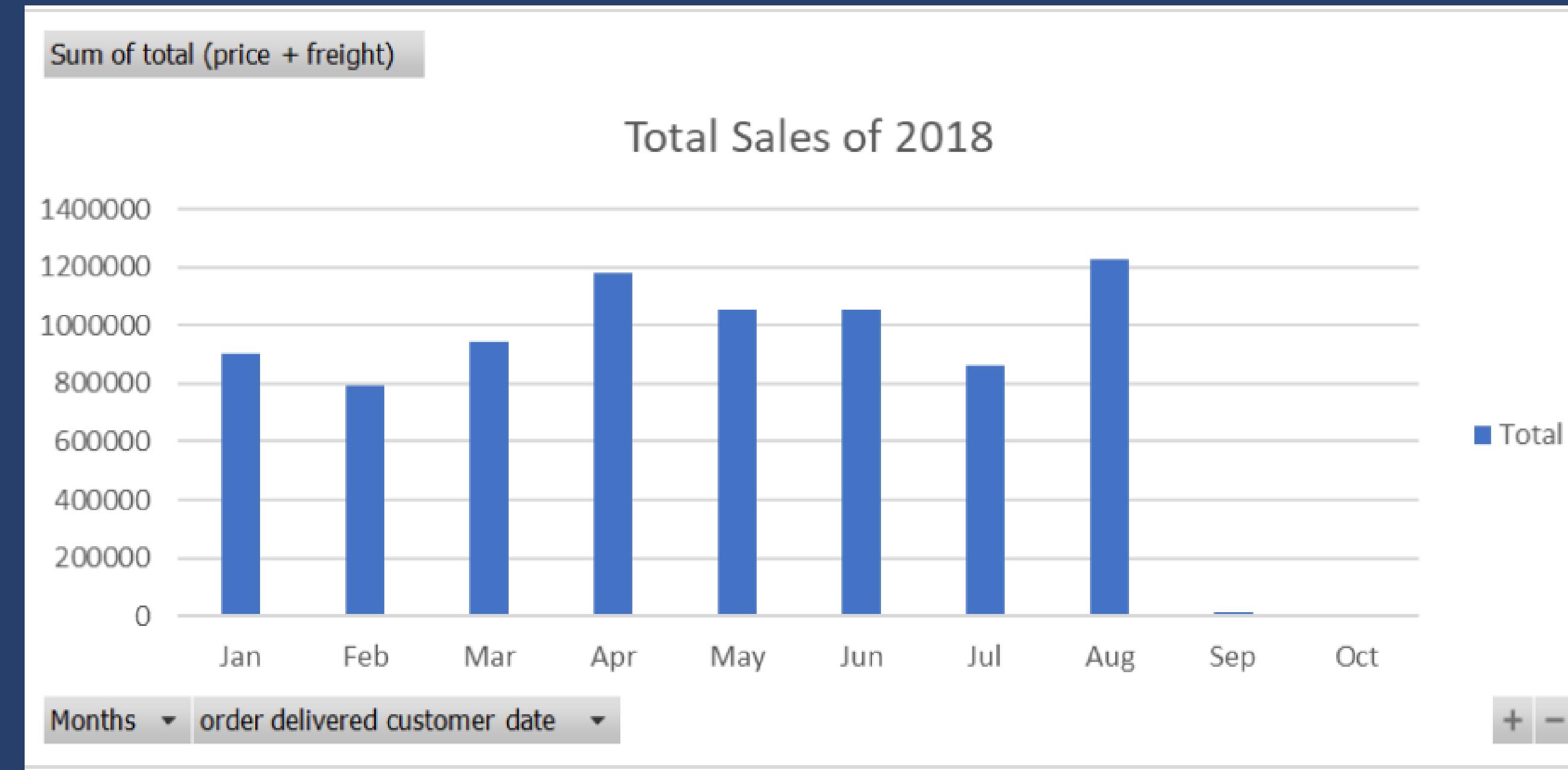


TOTAL SALES THROUGHOUT THE YEARS:



- It can be seen that for the year 2016, Olist has done maximum sales in October and least has in December. The total amount obtained by having sales in october is close to 32,000.
- For the year 2017, December has recorded the highest sales. The sales were close to 10,00,000.
- For 2018, August has the highest sales recorded of Olist. It was recorded about 12,00,000.

For all the 3 years we have concluded that Olist has recorded least sales on weekends. Potential reasons can be people moving out for small vacations or going to clubs/football games.



THANK YOU!

TOD212 Section 1 Group 5