E-COMMERCE STORE ANALYTICS & FORCASTING

FINAL PROJECT PROPOSAL

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COMPANY OVERVIEW

Olist is a Brazilian online marketplace that allows small and medium-sized businesses to sell their products to customers across Brazil. The company was founded in 2015 and has since grown to become one of the largest online marketplaces in Brazil, with over 7,000 active sellers and more than 1 million products listed on its platform.
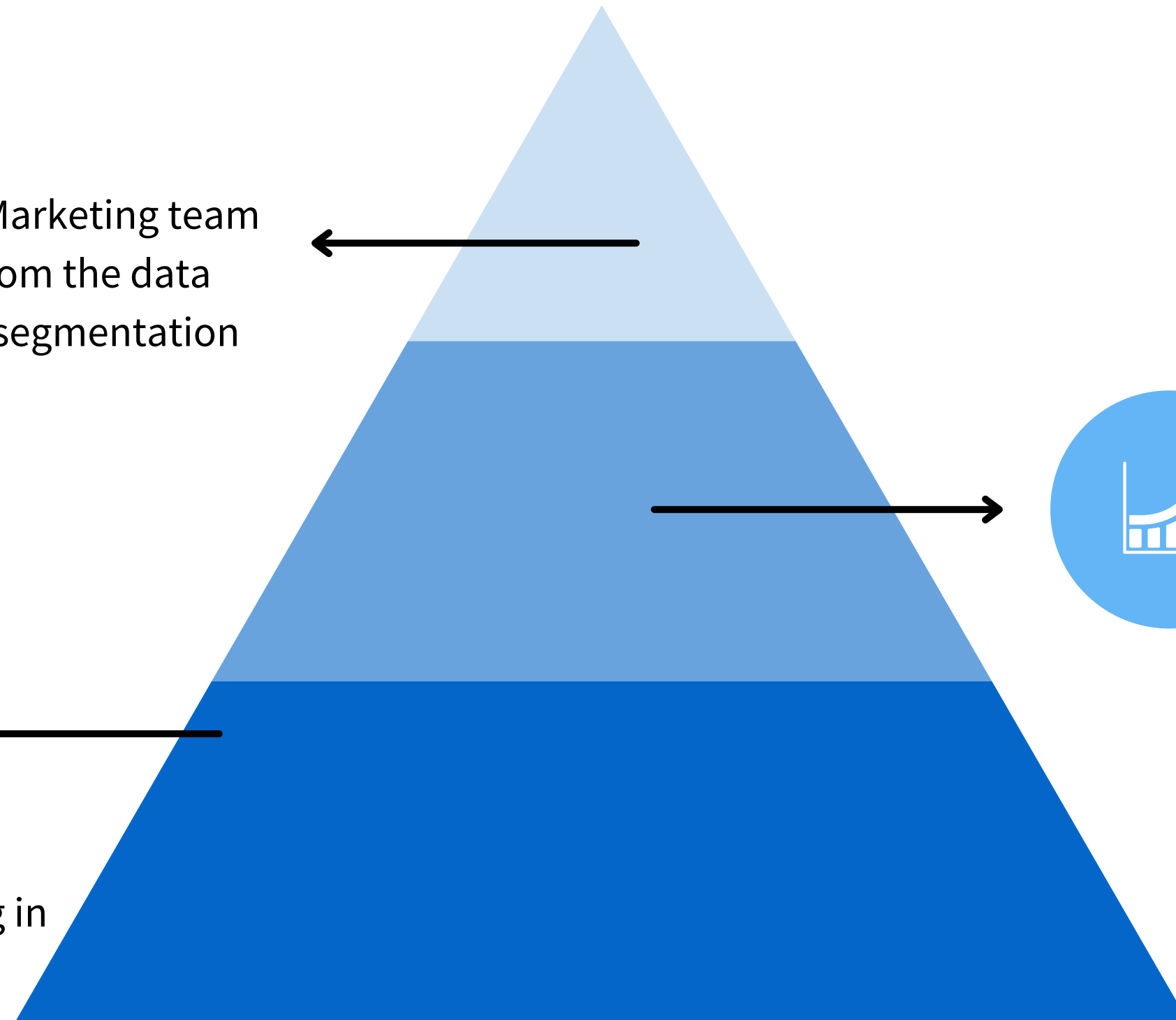
PROJECT OBJECTIVES

STEP ONE
Help Sales $ Marketing team get insights from the data for customer segmentation

STEP TWO
Help Sales & Marketin team predict customer satisfaction by using ML & DL models

STEP ONE
Help Sales & Marketing team make Future Sales forcasting in upcoming events

ABOUT DATASET

(DATA SCHEMA)
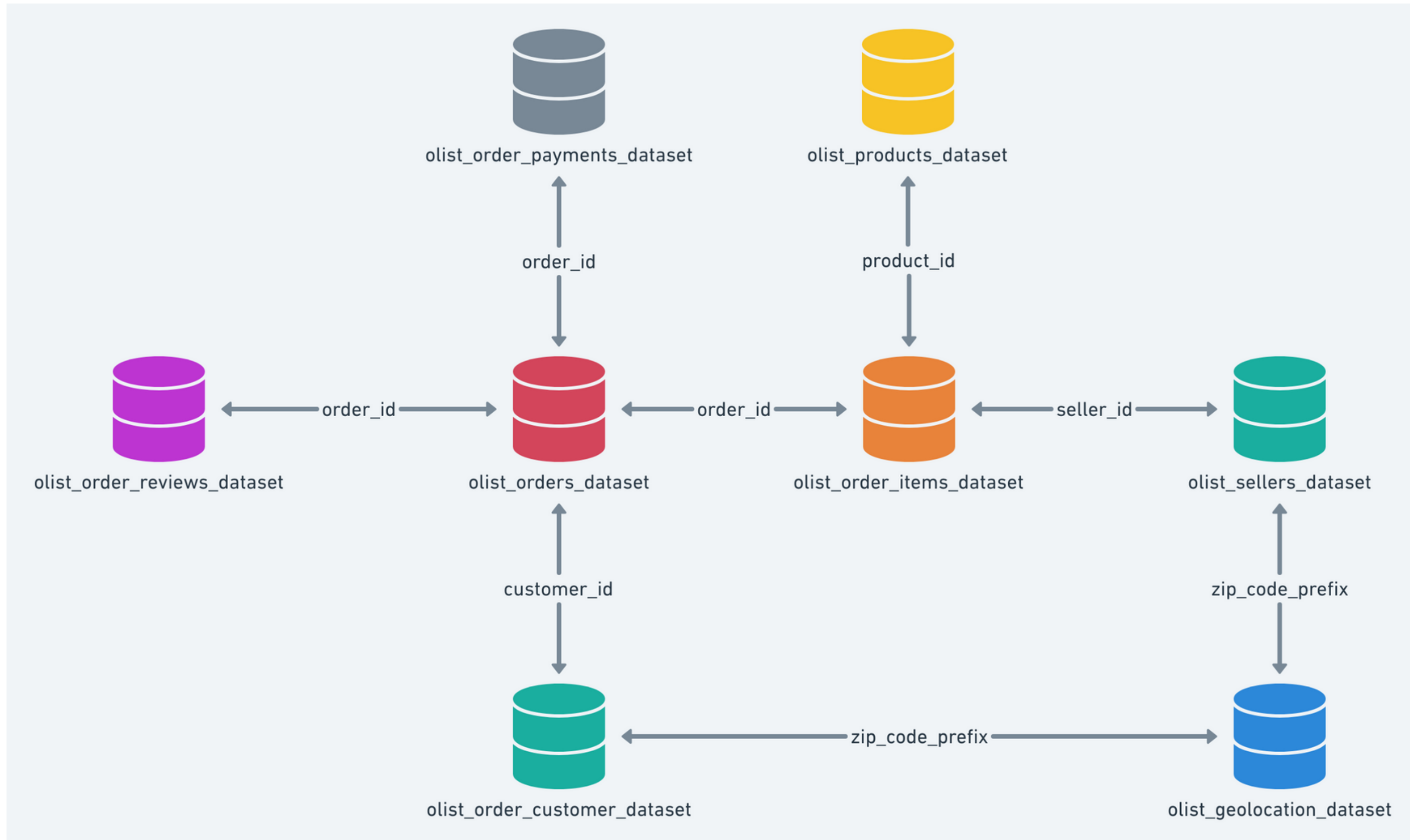
ABOUT DATASET

Dataset Source :

Kaggle website and here is the link :

https://www.kaggle.com/datasets/olistbr/brazilian-ecommerce

Dataset Overview:

- The dataset consists of (115609) Rows and (40) Columns of Numerical and Categorical features.

- The target variable here is " review_score " of customer satisfaction ranging from 1 - 5.

- The Transactions in this dataset occured between 2016 - 2018.

DATASET ISSUES

OUTLIERS
The dataset has features with outliers issues that need to be handled.

IMBALANCED
The dataset is imbalanced by around 57% for one class and 43% for the remaining 4 classes.

MISSING VALUES
The dataset has features with missing values issues that need to be handled.

CATEGORICAL
The Dataset has Categorical features that need to be handled before Modling.

OLIST

EMPOWER YOUR BUSINESS

THANK YOU