

Olist Report

Project Overview

We have built an E-Commerce Sales & Customer Insights Dashboard that provides deep insights into sales trends, customer behavior, product performance, and geographical market reach. This interactive dashboard is designed to help businesses make data-driven decisions and improve overall strategy.

Our work so far includes:

- Data collection and processing
- Exploratory Data Analysis (EDA) in Python
- Database setup using Snowflake for efficient data storage
- SQL queries for business insights and data transformation
- Power BI dashboard creation with advanced features.

Dashboard Breakdown & Key Insights

Home Page

This serves as the landing page for the dashboard. Navigation buttons are included for seamless interaction between different dashboard pages.

Sales Overview

Displays total revenue, number of orders, and average order value.

- Monthly and yearly sales trends are visualized using interactive graphs.
- Identifies peak sales months and seasonal trends.
- Helps in forecasting future sales performance.

Key Insights:

- Revenue is much higher in 2017 and 2018.
- Sales peaked in 2017 and 2018.
- Most customers use credit cards as a payment type.
- Great YoY%.
- Quantity of delivered orders is higher than failed orders.

Customer Insights

Analyzes customer behavior, purchase frequency, and customer segments.

- Categorizes customers based on new vs. returning customers.

- Highlights customer retention rates and loyalty trends.

Key Insights:

- Total number of customers per state.
- The majority of customers come from SP, RJ, and MG states.
- High-value customers have an average order value 43 times higher than normal customers.

Product Performance

Identifies the best-selling and least-selling products.

- Shows product categories driving the most revenue.
- Highlights inventory turnover rates and stock management insights.

Key Insights:

- The top 3 best-selling products are movies decoracao, cama mesa banho, and ferramentas jardim.
- The product category 'perfumaria' is underperforming and needs a marketing strategy improvement.
- The category 'cama mesa banho' has the highest conversion rate among all products.

Geographical Insights

Maps out sales performance across different locations.

- Identifies regions with the highest and lowest sales.
- Helps in understanding regional customer preferences and demand.

Key Insights:

- The highest number of orders come from SP, RJ, and MG.
- State SP shows an increasing demand for movies decoracao.

Next Steps & Recommendations

- Customer Retention Strategies: Implement loyalty programs and personalized offers for high-value customers.
- Marketing Optimization: Increase ad spend on high-converting regions and optimize low-performing product categories.
- Inventory Management: Adjust stock levels based on seasonal trends to prevent overstocking/understocking.

- Expansion Strategy: Explore new markets based on geographical insights to increase revenue.

Final Thoughts

This dashboard has successfully provided actionable insights into sales trends, customer behavior, product performance, and geographical reach. It serves as a powerful tool for business growth and strategic decision-making.

We are open to further improvements and customization based on your business needs.

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