EXCELR
Raising Excellence

Olist
E-Commerce Data Analysis
Project Summary

Turning Numbers into Meaningful Visual Stories

Under The Guidance Of
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Project Participants

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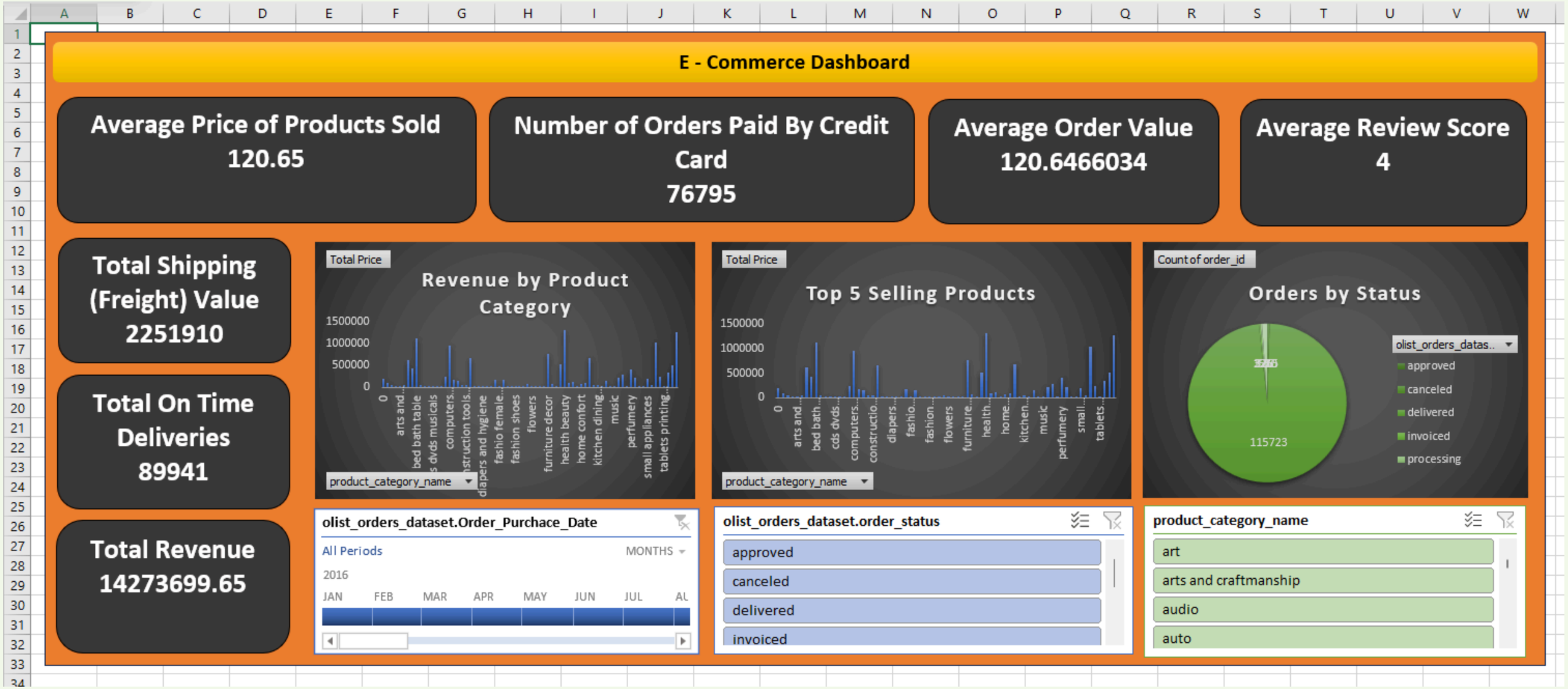
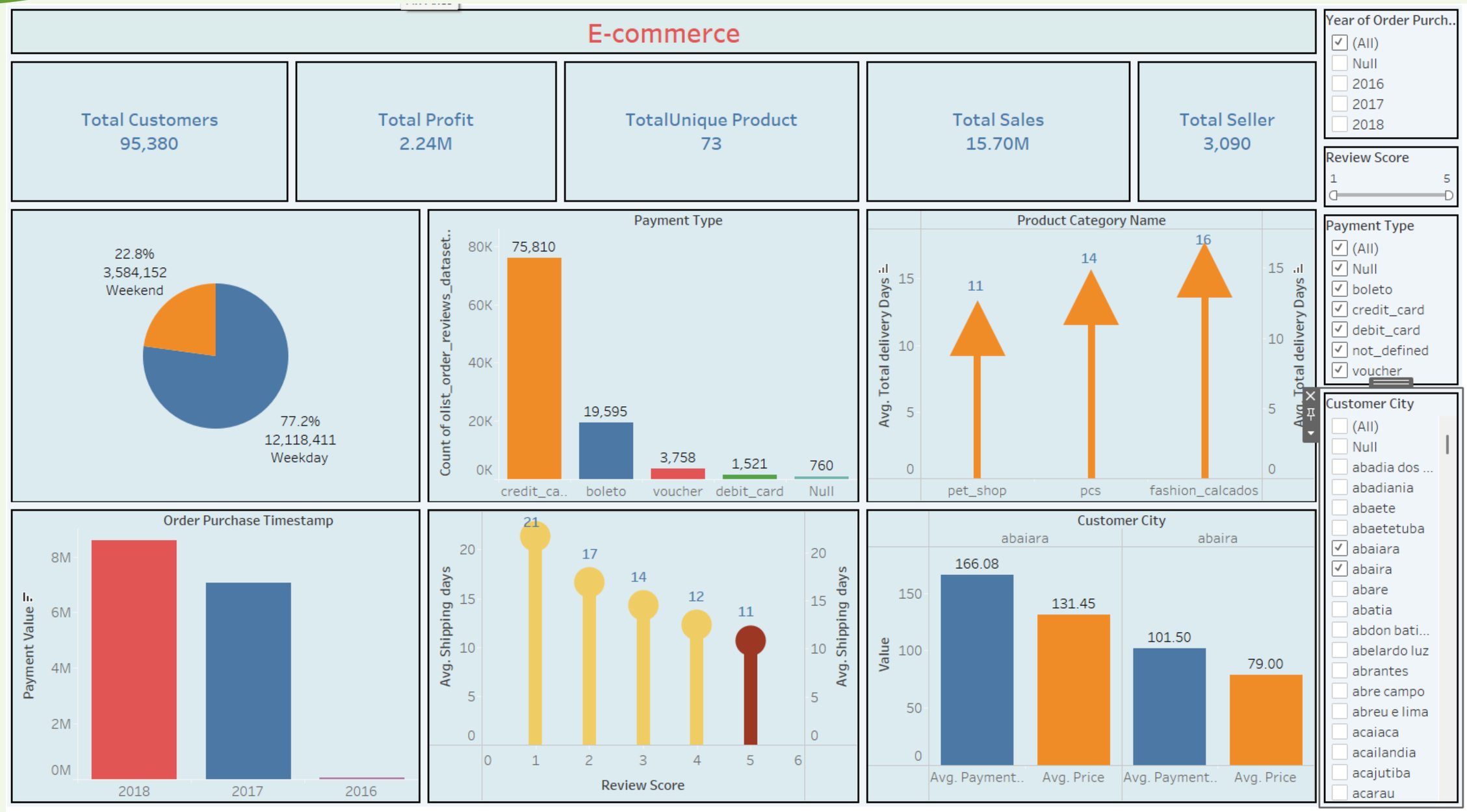
Olist Store Excel Dashboard



Olist Store Power-Bi Dashboard

Olist Store Tableau Dashboard



Project Overview

Content

- Analyzed Orders
- Payments
- Reviews
- Products
- Sellers
- Delivery Timelines

Key Focus

- Customer Behavior
- Payment Trends
- Logistics Performance

Objective

Convert Transactional data Into Actionable business Insights

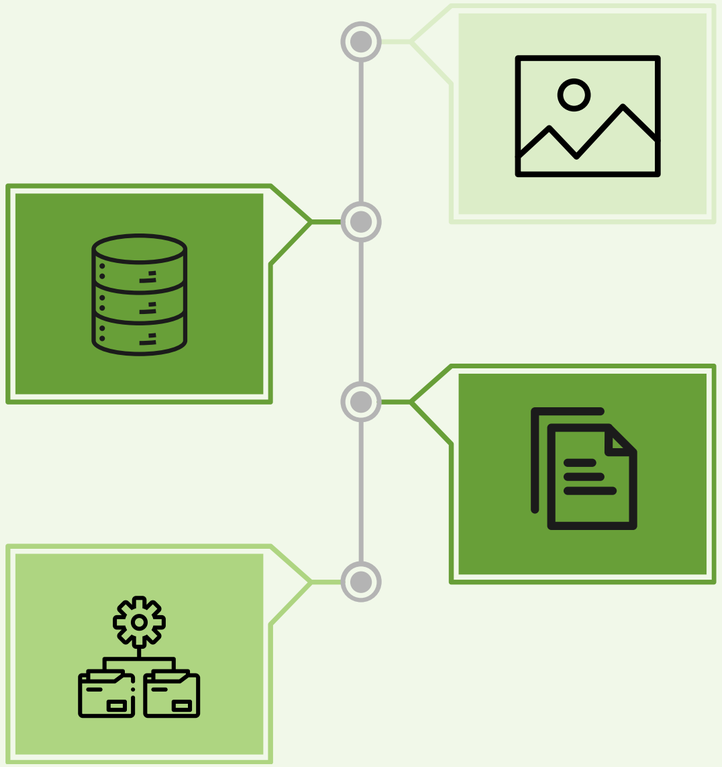
Key Factors

Use Trusted Data Sources

We only pull from verified, up-to-date sources so every number shown builds trust and supports your credibility.

Clean and Validate Data

Our process removes duplicates, fixes formatting issues, and filters out errors to ensure your data is reliable.



Format for Visualization

We adjust the structure—rows, columns, categories—to prepare the dataset for smooth conversion into graphs or charts.

Document Assumptions

We note any projections or estimates so stakeholders understand the data context and methodology behind the visuals.

Choosing the Right Visual Format

Match Chart Type to Story

- We selected bar charts, timelines, icons, or maps based on the nature of the data

Structure the Visual Flow

- We ordered visuals logically—from key insights to supporting details—so the viewer naturally follows the narrative.

Test and Review Visuals

- We shared early drafts with the team to confirm the message is clear and visually intuitive to everyone involved.

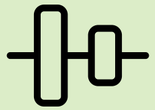
Weekday vs Weekend Revenue Analysis

Total Revenue

- Weekdays generate higher total revenue than weekends

Purchases

- Majority of purchases occur on working days



Overall revenue

- Weekend sales contribute less to overall revenue

Business Insight

- Run major campaigns and offers on weekdays

Payments & Customer Satisfaction

Trusted Payment Mathod

- Credit card is the most used and trusted payment method

Review Score

- Credit card orders show higher 5-star reviews

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Satisfaction

- Strong link between secure payments and satisfaction

Business Insight

- Promote credit cards with cashback & EMI offers

Delivery Performance
Pet Shop Category

Status

- Pet shop orders face noticeable delivery delays

Delay

- Delay varies based on carrier processing time

Business Insight

- Partner with faster logistics for pet products

Order Approval v/s Carrier Dispatch Delay

Observation

- Gap observed between order approval and carrier pickup

Inefficiencies

- Indicates warehouse-to-carrier inefficiencies

Business Insight

- Reduce dispatch delay to improve delivery speed

Customer Experience & Reviews

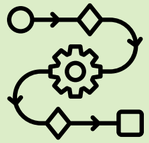
Good Review Score

Faster deliveries receive higher review scores

Low Review Score

Late deliveries reduce ratings even with good products

Business Insight



Delivery speed is key to customer satisfaction

End-to-End E-Commerce Insights

Key Engagement Metrics

- Payments, delivery speed, and reviews are interconnected

Key Insights

- Operational efficiency drives revenue & loyalty

Common understanding

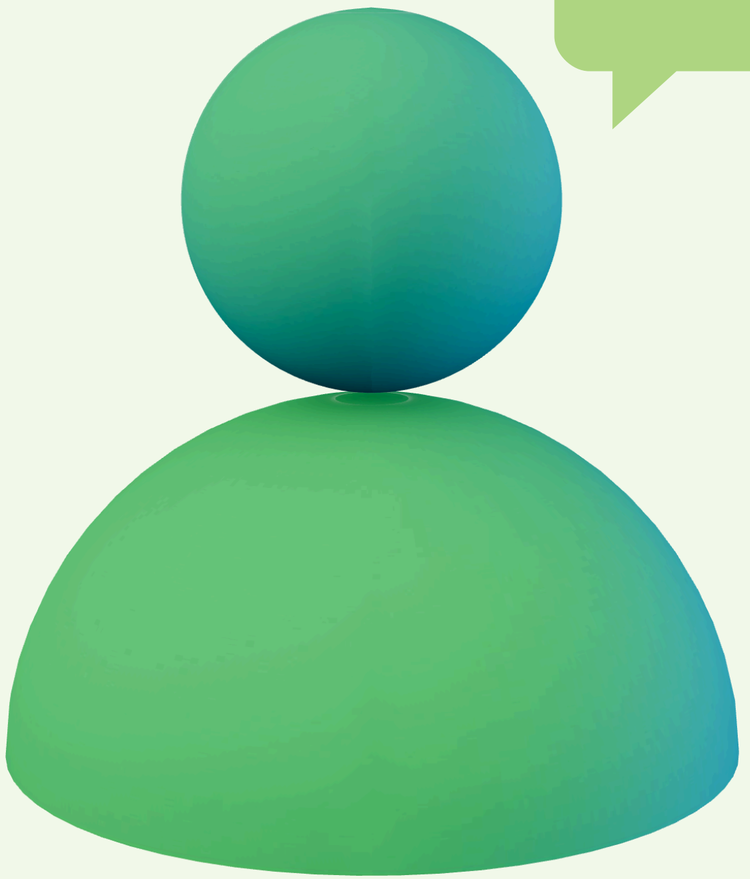
- Data-driven decisions improve platform performance

Final Business Recommendations

Optimize weekday marketing campaigns

Promote credit card payments with incentives

Improve logistics turnaround time

Monitor delivery SLAs to improve reviews

THANKYOU