

Final Project Group Apple

Olist Dashboard

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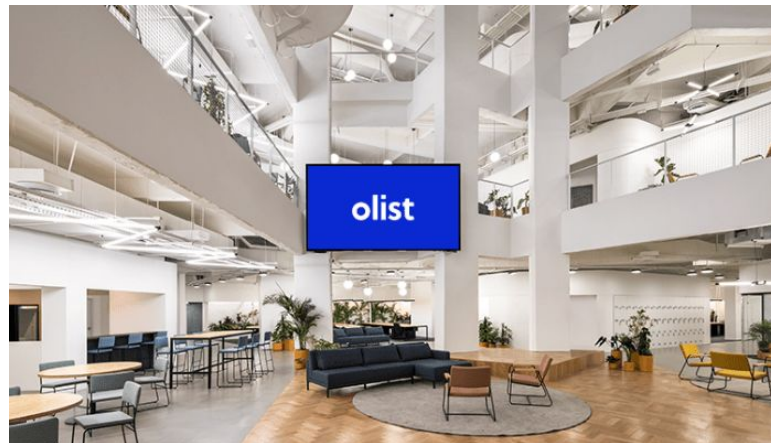
01

Project & Strategy



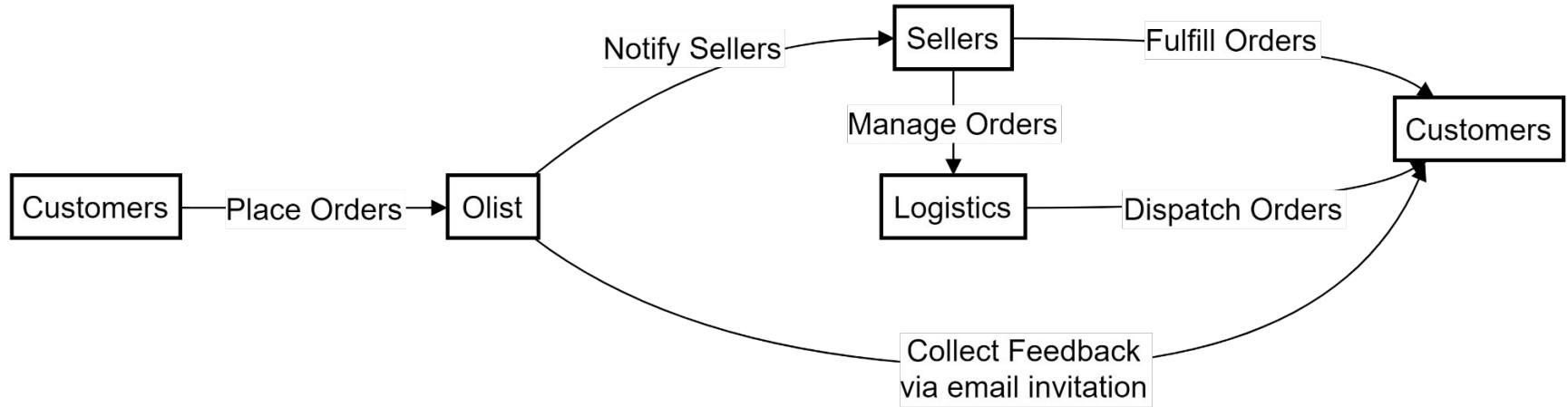
Background of Olist

- Marketplace in Brazil
- Since 2015
- Free-freight for order above \$79
- Contract with post office
- Provide:
 1. Online sales
 2. Customer support
 3. After-sales management

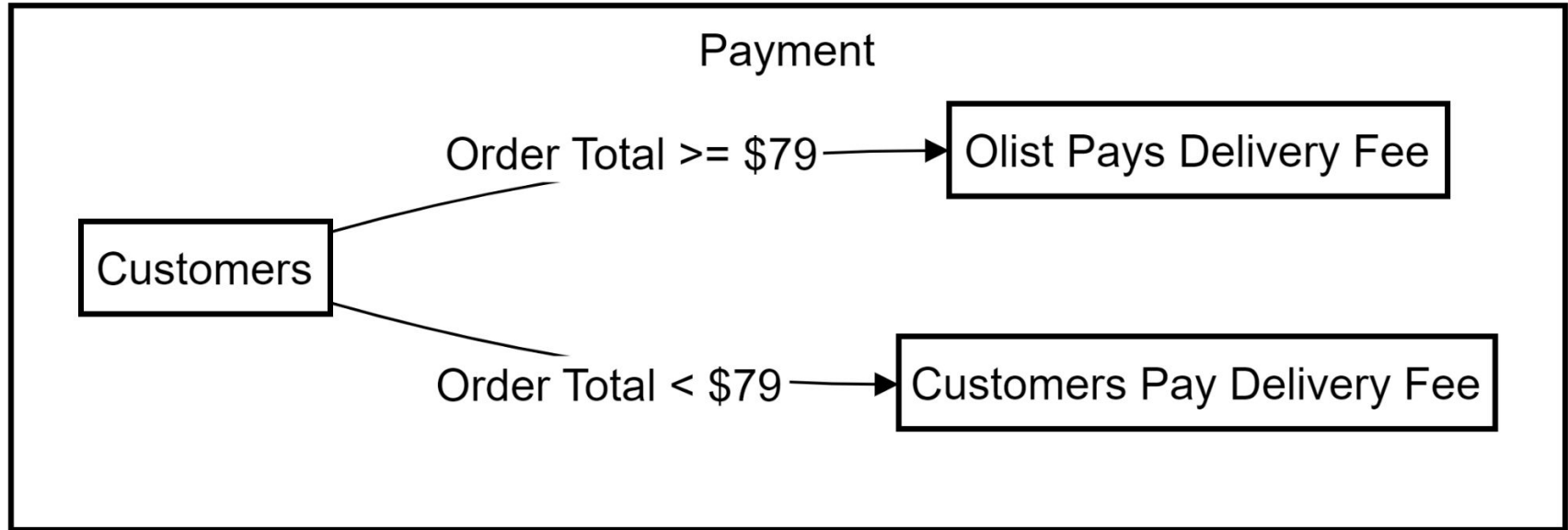


Background of Olist

- Olist's role is to connect customers and sellers



Background of Olist



Free-freight for order above \$79



Project Objectives

- Overview
- Category
- Repurchase
- Order Data

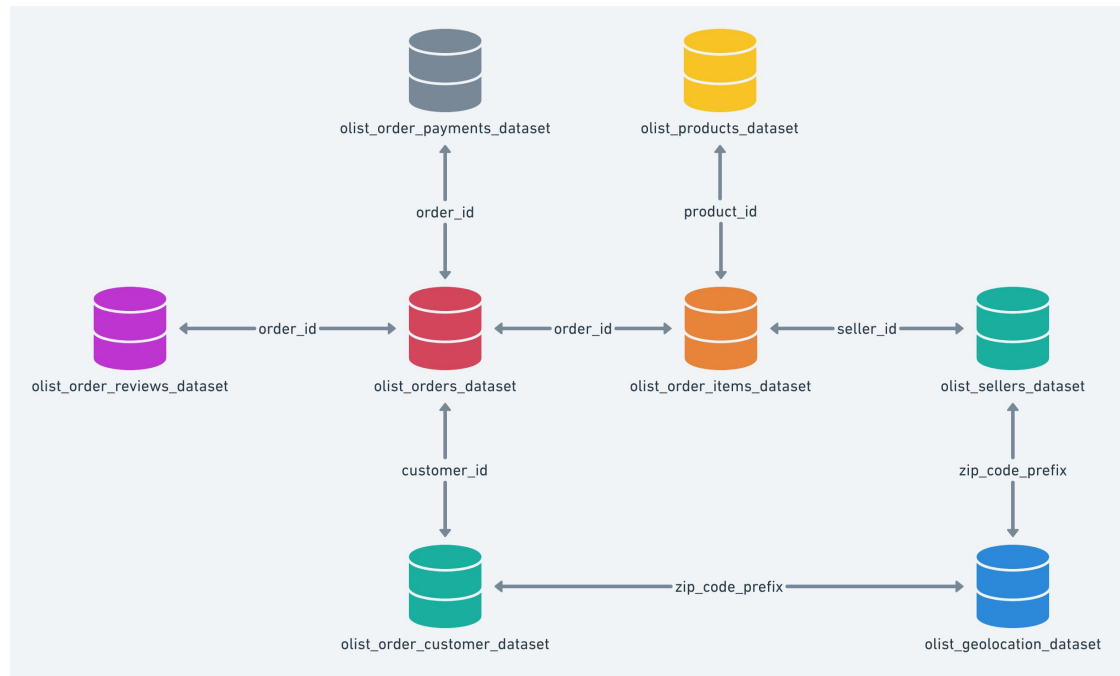


Project Objectives

- Review
- Shipping
- Seller & Buyer
- Population and Income
- Weather

Dataset

- The provided dataset contains information
~100k orders made at multiple marketplaces in Brazil in 2016 - 2018.



02

Demo & suggestion



Basic summary

Positive

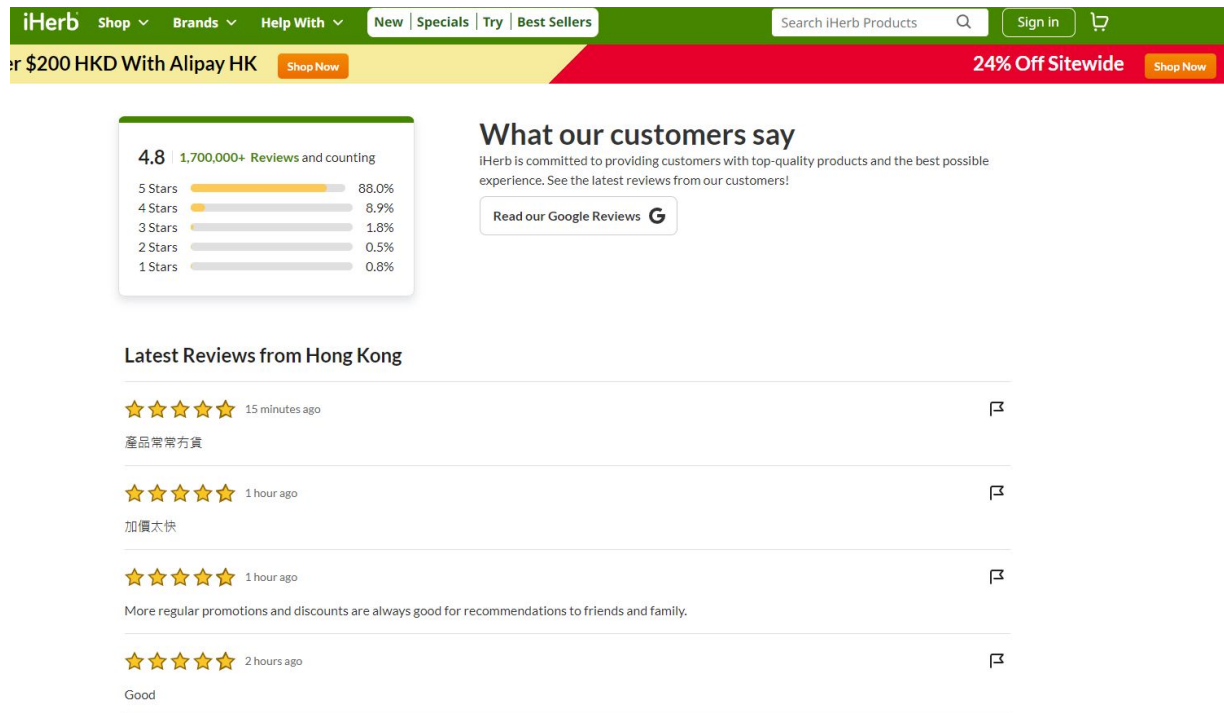
- Steady business development
- Stable popular category

Negative

- Low repurchase rate
- Bad user experience
- Lack of sellers
- Long delivery times

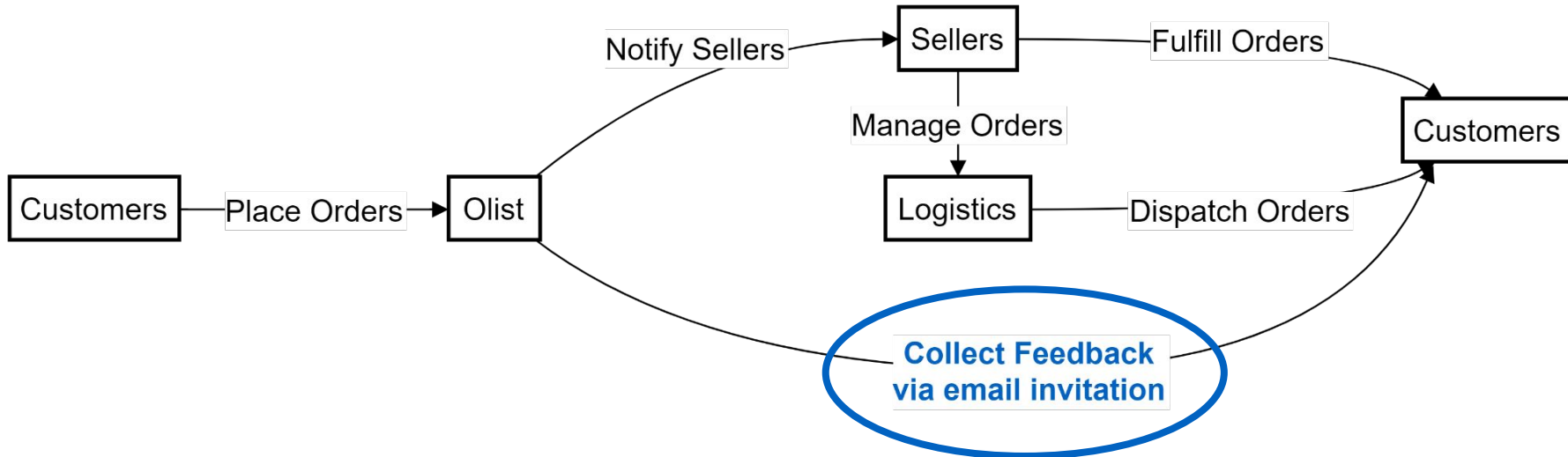
Suggestion

- Low review return rate



Regional strategy

- Send email invitation for feedback **after** the customer receives the product



suggestion

- Better category allocation

olist store Search for products, brands and offers. Home, Furniture and Decoration Industry and Commerce Vehicle Accessories Construction More

Beauty and Personal Care 52 results sort by Most relevant

free shipping

Categories

- Skin care (5)
- Makeup (2)
- Hair Care (13)
- Perfumes (5)
- Articles for Hairdressers (12)
- Personal Hygiene (5)
- Manicure e Pedicure (3)
- Hair removal (1)
- Beauty Treatments (1)

Brand

- Bazar Na Web (2)
- Light Hair (2)
- Get better (2)
- Big Chair (2)
- Bloextra (2)
- Chanel (2)
- Ark Line (2)
- Forky (1)
- YES (1)
- Show more

Shipping cost

- Free (1)

Price

- Up to R\$150 (16)
- R\$150 a R\$200 (10)
- More than R\$200 (26)

PACO RABANNE
Paco Rabanne 1 Million Eot 200ml For Men
R\$ 574¹⁴
in 12x R\$ 55⁶⁶
free shipping

DONG YANG
Dong Yang Suction Cup Kit 17 Flakes
R\$ 396¹³
in 12x R\$ 38⁴⁰

GOOD CHAIRS
Armchair Chair for Hairdressing Salon
Luxury Black 90x50cm
R\$ 846²⁶
in 12x R\$ 82⁵⁴

ALPINESHOP
Oral Cleaner Bucal Irrigator Water Pic
Tooth Gum Bivott
R\$ 94²⁶
in 12x R\$ 9¹⁶

SALONTECH
Salonites Salontech Progressive Brush 1 Kg
R\$ 117⁷⁰
in 12x R\$ 11⁴⁴

AGIMAIS COSMETIC
Agi Definitive Kit Agi Definityaginals
Cosmetic
R\$ 175²²
in 12x R\$ 17⁵³

Suggestion

- Popular category is consumables:

Sports



Creatina Nutrifly 300g Creatine 100% Monohidratada Creapure Sabor Neutro

R\$ 203⁰⁹

em 12x R\$ 19⁷⁴

Frete grátis



Whey Protein Concentrado Dux Nutrition - Pote 900g Sabor Baunilha

R\$ 224²⁴

em 12x R\$ 21⁸⁰

Suggestion

- Popular category is consumables:

Computer:



Kit Com 20 Melhores Espumas De Isolamento Acustico 50x50x3

R\$ 179²³
em 12x R\$ 17⁴²



Espuma Acústica de fácil instalação e Antichamas

Espuma Acústica 23pçs Difusor Anti Ruído Isolamento De Som

R\$ 700³⁴
em 12x R\$ 67⁹⁰

Suggestion

- Increase seller product categories
- More user-friendly product recommendations



Adicionado ao carrinho
Cadeira Mocho Giratória Sem Enco...
1 unidade

Aproveite o frete adicionando mais produtos.



Creatine Nutrifly 300g
Creatine 100%...
R\$ 203⁰⁹
Frete grátis



Whey Protein Concentrado
Dux Nutrition - Pote 900g...
R\$ 224²⁴



Panela De Pressão
Professional 20 Litros Hotel...
R\$ 430³⁰



Cerveja Cerpa Export Long
Neck 350ml 24 Unidades
R\$ 280²⁷



24 Placa De Isopor 30mm
Anti Chama Para Forro
R\$ 280³¹
Frete grátis

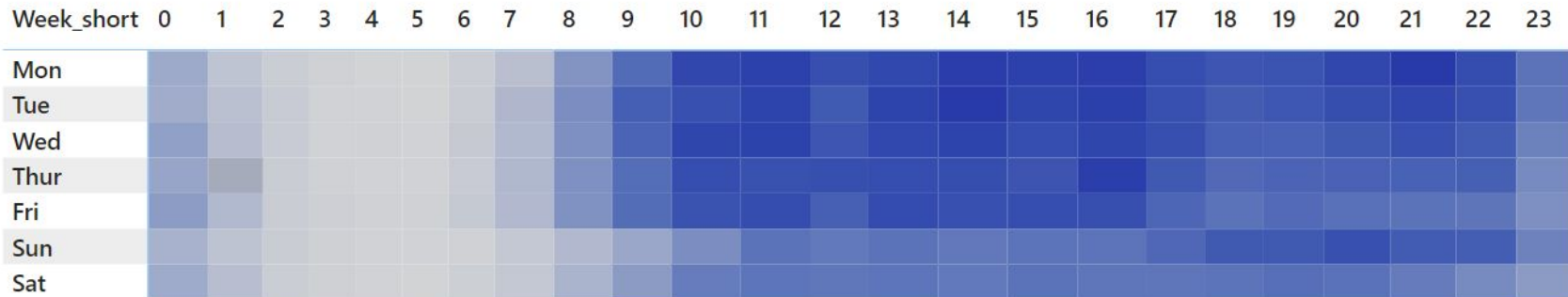
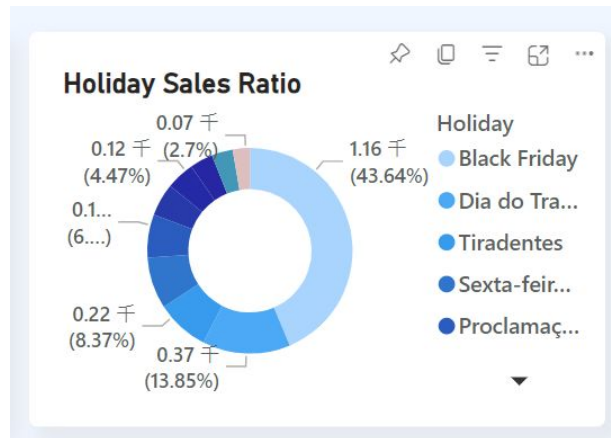


Motor Ventilador Completo
Geladeira Bosch/cont 220v...
R\$ 124²⁴



suggestion

- consumable time period
- High-Order Volume Period (11-4)
- Before and After Black Friday



suggestion

- New Customer Referral Program
- Share successful purchases with friends for discounts
- Encourage repeat purchases
- Attract new customers

iHerb | REWARDS

登入查看獎勵金餘額

概述


超級獎勵

常見問題解答

透過 iHerb 獎勵計畫，與其他人分享 40,000 多種全球至佳整體價值的健康產品，並賺取獎勵金！

送出 5% 並賺取 5%：推薦任意產品！
送出 10% 並賺取 10%：推薦 iHerb 自主研發品牌！
送出並賺取更多：參與 超級獎勵計畫！

輕鬆分享，賺取獎勵金

- **分享獎勵連結：** 分享請在任意頁面上點擊分享圖示 。這包括您喜歡的產品或頁面、搜索結果、分類頁面、您之前的訂單、您的願望清單、您喜歡的部落格文章，以及我們網站上的所有其他內容。
- **分享禮券碼：** 將您的專屬禮券碼 [登入 或 註冊 以獲取您的禮券碼] 分享給他人，讓他們在結帳時作折扣碼輸入。
- **兌換或提現：** 當您獲得了獎勵金之後，您可以選擇將其用於在 iHerb 購物，或者如果您的可用獎勵金達到 \$300 或更多，您也可以選擇提現。

適合全球網紅

超過 80% 的 iHerb 訂單將運送至 180 多個國際地區。此外，您可以自訂您的專屬商店前台，與朋友和家人分享您喜歡的產品、優惠等，或發展您的推薦業務！

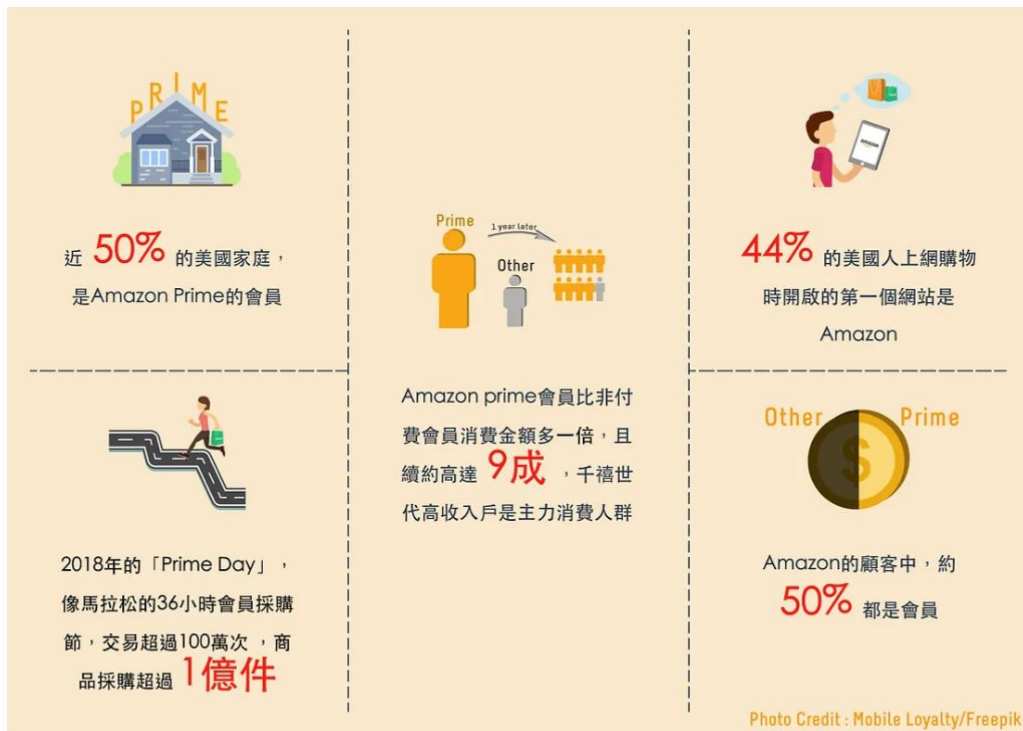
豐厚的賺錢潛力

將您對 iHerb 的忠誠度變現為真實的現金！2022 年，總共發放了超過 4960 萬美元的獎勵金，並兌換了超過 1400 萬美元的獎勵金。

- 超過 126 萬客戶獲得了免費或部分免費的訂單。
- 我們前五名獎勵合作夥伴分別賺取了以下金額（美元）：
\$603,647、\$393,726、\$379,246、\$361,142、\$358,092。

suggestion

- Membership
- Giving exclusive discounts and free shipping
- Enhance customer loyalty and satisfaction



Regional strategy

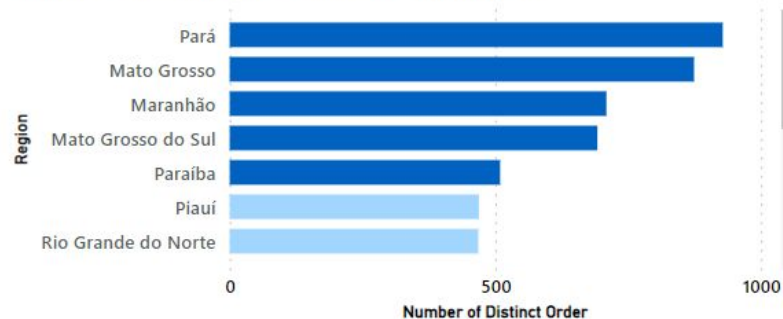
- Potential region: Para/Paraíba
- Lower income but higher contribution
- With higher average sales amount



Average Income VS Total Order Price



Distinct Order In Region (Order less than 1000)



Regional strategy

The need of more sellers and buyers

- High workload for sellers at Southeast-side: Sao Paulo
- Market could be saturated

Develop a new market

- North West region
- Fewer sellers and categories



Regional strategy - suggestion

- Build a fulfillment center
- Faster Delivery
- Expand business

Mato Grosso (MT)



Get low-cost bulk storage

Amazon Warehousing and Distribution (AWD) is a low-cost storage solution for your bulk inventory that distributes to the Amazon store and other distribution channels. AWD pricing covers FBA inbound placement, so there is no separate charge for this service.



Engage B2B customers

Sell with Amazon Business to create offers for registered businesses, complete with business pricing, quantity discounts, and more.



Advertise your listings

Help feature your products in shopping results and on product detail pages, and pay only when your ad is clicked.

What is Fulfillment by Amazon?

Fulfillment by Amazon (FBA) is a program that lets you outsource order fulfillment to Amazon. It's part of a fully automated set of services we call Supply Chain by Amazon. Sign up for FBA to send products to Amazon's global network of fulfillment centers and offer customers free, two-day shipping through Prime. When a customer makes a purchase, Amazon fulfillment specialists can pick, pack, and ship the order. We can also provide customer service and process returns for those orders.

Learn more about ecommerce fulfillment →



Spend less

Shipping with FBA costs 30% less per unit than standard shipping options offered by major U.S. carriers and 70% less per unit than their premium options comparable to FBA.



Increase sales

Use FBA to deliver orders with the speed and reliability customers love. That can help you increase sales and repeat purchases.



Grow your business

Our network includes hundreds of fulfillment centers worldwide and can help you reach customers around the globe.



Operate with greater ease

Instead of spending time processing orders, handling customer inquiries, and managing returns, use FBA to focus on developing products and delighting customers.

03 Technical Review



Data cleaning

- Forget there is a space between 8 and days

```
total_date_of_delivery  
8 days
```

```
mapping_dict = order_dataset2['total_date_of_delivery'].astype(str).str.replace(' days', '').to_dict()  
order_dataset2['total_date_of_delivery'] = order_dataset2.index.map(mapping_dict)
```

Encounter NaN/NaT value

- Replace(“ ”,“”)
- Use [~] operator to drop NaT values

order_delivered_time	total_date_of_delivery
NaT	NaT
NaT	NaT
NaT	NaT
NaT	NaT
NaT	NaT
NaT	NaT
NaT	NaT
NaT	NaT

```
#data 中有空格
#replace " ", ""
merge_order_category_size['total_date_of_delivery'] = merge_order_category_size['total_date_of_delivery'].str.replace(' ', '')
#merge_order_category_size[merge_order_category_size['total_date_of_delivery'] == 'NaT']

# Remove 'NaT'
merge_order_category_size_new = merge_order_category_size[~merge_order_category_size['total_date_of_delivery'].str.contains('NaT')]
# Remove success
merge_order_category_size_new[merge_order_category_size_new['total_date_of_delivery'] == 'NaT'] = 'NaT'
#change ['total_date_of_delivery'] to int
merge_order_category_size_new['total_date_of_delivery'] = merge_order_category_size_new['total_date_of_delivery'].astype(int)
```

Find out the source of the problems

- The origin dataset has NaN values
- Even though filter as all delivered

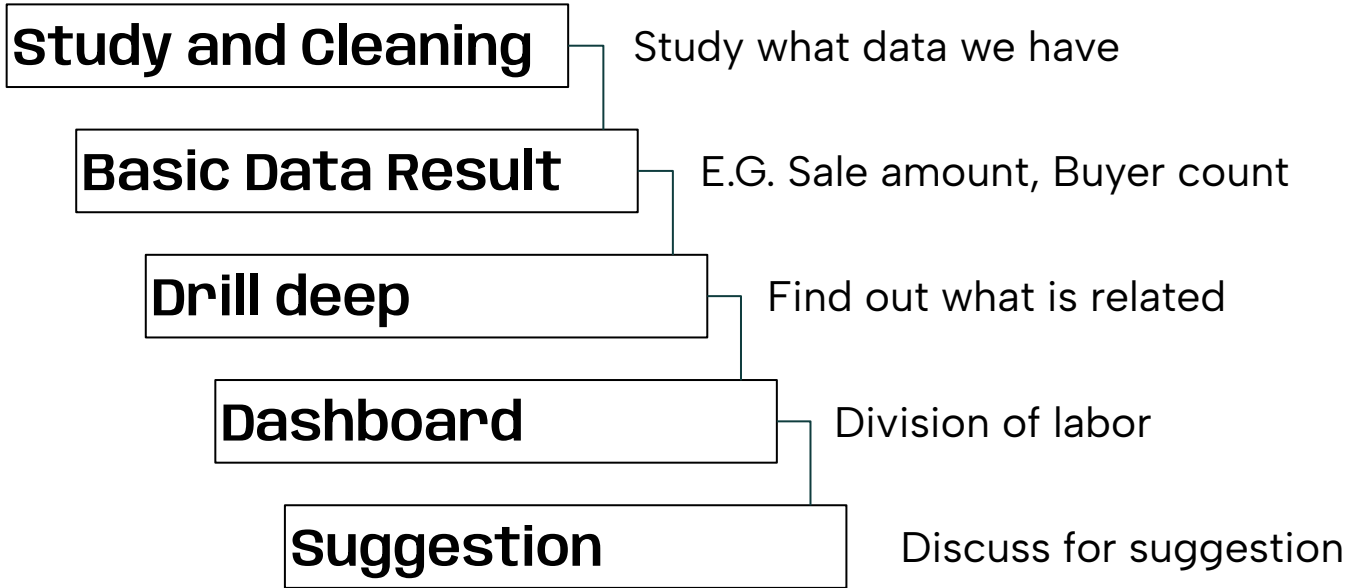
```
# check the order_dataset2 if there is null NaT value  
order_dataset2[order_dataset2['order_approved_at'].isnull()]
```

Afterwards

- Redo all the DataFrame merging
- Generate a new master dataframe

order_status	order_purchase_timestamp	order_approved_at
delivered	2017-02-18 14:40:00	NaN
delivered	2017-02-18 12:45:31	NaN
delivered	2017-02-18 13:29:47	NaN
delivered	2017-02-18 16:48:35	NaN
delivered	2017-02-17 13:05:55	NaN
delivered	2017-01-19 12:48:08	NaN
delivered	2017-02-19 01:28:47	NaN
delivered	2017-02-18 11:04:19	NaN
delivered	2017-01-19 22:26:59	NaN
delivered	2017-02-17 17:21:55	NaN
delivered	2017-02-18 15:52:27	NaN
delivered	2017-02-18 22:49:19	NaN
delivered	2017-02-17 15:53:27	NaN
delivered	2017-02-18 17:15:03	NaN

Waterfall management plan



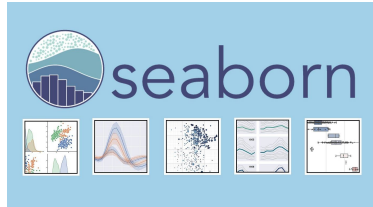
Waterfall management plan

Drill deep

Find out what is related

Dashboard

Division of labor



**External Dataset
(Kaggle)**

Holidays in Brazil

Population in Brazil

Weather in Brazil



Waterfall management plan

Study and Cleaning

Study what data we have

Basic Data Result

E.G. Sale amount, Buyer count



Thank you!
Q & A Section
