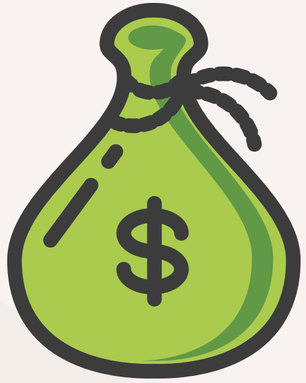

MARKETING & E-COMMERCE PROJECT

Created by Ahmed Alaa

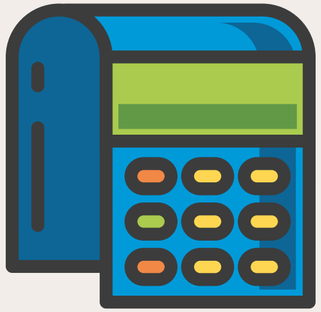

Table of Content

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overview

This is a data analysis project for Olist.

Company Overview: Olist is a company that provides a platform for small and medium-sized businesses to sell their products online. They offer a marketplace where businesses can list their products and manage their sales, logistics, and customer service through Olist’s system. The platform helps businesses reach a larger audience by connecting them with multiple online sales channels.

Project Summary: First, I thoroughly understood the data and identified the best KPIs (Key Performance Indicators) that could be derived from the company's data. These KPIs will enable us to maximize the utility of the data and achieve the best possible outcomes for Olist.

columns Explanation

olist_marketing_qualified_leads_dataset

- mql_idsort: Marketing Qualified Lead id
- first_contact_datesort: Date of the first contact solicitation.
- Landing page id: where the lead was acquired
- origin: Type of media where the lead was acquired

olist_closed_deals_dataset.csv

- mql_id: Marketing Qualified Lead id
- seller_id: Seller id
- sdr_id: Sales Development Representative id
- sr_ids: Sales Representative
- won_date: Date the deal was closed.
- business_segment: Lead business segment. Informed on contact.
- lead_type: Lead type. Informed on contact.
- lead_behaviour_profil: Lead behaviour profile. SDR identify it on contact.
- has_company: Does the lead have a company (formal documentation)?
- has_gtin: Does the lead have Global Trade Item Number (barcode) for his products?

columns Explanation

olist_customers_dataset

- customer_id: key to the orders dataset. Each order has a unique customer_id.
- customer_unique_id: unique identifier of a customer.
- customer_zip_code_prefix: first five digits of customer zip code
- customer_city: customer city name
- customer_state: customer state

olist_geolocation_dataset

- geolocation_zip_code_prefix: first 5 digits of zip code
- geolocation_lat: latitude
- geolocation_lng: longitude
- geolocation_city: city name
- geolocation_state: state

olist_sellers_dataset

- seller_id: seller unique identifier
- seller_zip_code_prefix: first 5 digits of seller zip code
- seller_city: seller city name
- seller_state: seller state

columns Explanation

olist_order_items_dataset

- order_id: order unique identifier
- order_item_id: sequential number identifying number of items included in the same order.
- product_id: product unique identifier
- seller_id: seller unique identifier
- shipping_limit_date: Shows the seller shipping limit date for handling the order over to the logistic partner.
- price: item price
- freight_value: item freight value item (if an order has more than one item the freight value is splitted between items)

olist_order_payments_dataset

- order_id: unique identifier of an order.
- payment_sequential: a customer may pay an order with more than one payment method. If he does so, a sequence will be created to accommodate all payments.
- payment_type: method of payment chosen by the customer.
- payment_installments: number of installments chosen by the customer.
- payment_value: transaction value.

columns Explanation

olist_order_reviews_dataset

- review_id: unique review identifier
- order_id: unique order identifier
- review_score: Note ranging from 1 to 5 given by the customer on a satisfaction survey.
- review_comment_title: Comment title from the review left by the customer, in Portuguese.
- review_comment_message: Comment message from the review left by the customer, in Portuguese.
- review_creation date : Shows the date in which the satisfaction survey was sent to the customer.
- review_answer_timestamp: Shows satisfaction survey answer timestamp.

olist_orders_dataset

- order_id: unique identifier of the order.
- customer_id: key to the customer dataset. Each order has a unique customer_id.
- order_status: Reference to the order status (delivered, shipped, etc).
- order_purchase_timestamp: Shows the purchase timestamp.
- order_approved_at: Shows the payment approval timestamp.
- order_delivered_carrier_date: Shows the order posting timestamp. When it was handled to the logistic partner.
- order_delivered_customer_date: Shows the actual order delivery date to the customer.
- order_estimated_delivery_date: Shows the estimated delivery date that was informed to customer at the purchase moment.

columns Explanation

olist_products_dataset

- product_id: unique product identifier
- product_category_name: root category of product, in Portuguese.
- product_name_lenght: number of characters extracted from the product name.
- product_description_lenght: number of characters extracted from the product description.
- product_photos_qty: number of product published photos
- product_weight_g: product weight measured in grams.
- product_length_cm: product length measured in centimeters.
- product_height_cm: product height measured in centimeters.
- product_width_cm: product width measured in centimeters.

product_category_name_translation

- product_category_name: category name in Portuguese
- product_category_name_english: category name in English

Dataset

Marketing Funnel by Olist

- https://bit.ly/3XpwyGq

Brazilian E-Commerce Public Dataset by Olist

- https://bit.ly/3Zoqalr

Marketing KPIS

Conversion Rate

The conversion rate is a key metric that measures the percentage of users who take a desired action out of the total number of visitors. This action could be making a purchase, signing up for a newsletter, or any other goal.

Conversion Rate = Number of Conversions / Total Number of Visitors × 100

Customer Lifetime Value (CLV)

Customer Lifetime Value (CLV) is the total revenue a business expects to earn from a single customer over the entire duration of their relationship. It's a key metric for understanding the long-term value of a customer to the business

CLV = Average Purchase Value × Purchase Frequency × Customer Lifespan

New vs. Returning Customers

New customers are individuals who make a purchase or engage with your business for the first time. Returning customers are those who have previously made a purchase or interacted with your business and are coming back.

Percentage of New or Returning Customers = Number of New or Returning Customers / Total Customers ×100

Conversion Rate by Source

Conversion Rate by Source measures the effectiveness of different traffic sources in driving conversions. It calculates the percentage of visitors from a specific source (like social media, email, or paid ads) who complete a desired action.

Conversion Rate by Source = Number of Conversions from a Source / Total visitors from that Source ×100

Marketing KPIS

Repeat Purchase Rate

The repeat purchase rate measures the percentage of customers who make more than one purchase over a specific period. It’s a crucial metric for assessing customer loyalty and retention.

Repeat Purchase Rate = Number of Repeat Customers / Total Number of Customers × 100

Growth Rate

The growth rate measures the percentage increase or decrease in a specific metric over a certain period. It is commonly used to evaluate the performance of a business, customer base, or any other measurable aspect over time.

Growth Rate = Current Value − Previous Value / Previous Value ×100

E-Commerce KPIS

Average Order Value (AOV)

The Average Order Value (AOV) is a metric that calculates the average amount spent each time a customer places an order. It's useful for understanding customer spending habits and optimizing marketing strategies.

AOV =Total Revenue / Number of Orders

Total Revenue

Total revenue is the total amount of money generated from sales of goods or services before any expenses are deducted. It is calculated by multiplying the price at which the goods or services are sold by the number of units sold.

Total Revenue= Price per Unit × Number of Units Sold

Number of Orders

The number of orders refers to the total count of purchases made by customers within a specified period. It measures the total transactions, regardless of the number of items in each order.

Number of Orders = sum up all individual purchase transactions within the given timeframe.

Monthly Revenue Growth Rate

The Monthly Revenue Growth Rate measures the percentage increase or decrease in a company's revenue from one month to the next. It is an important indicator of the company's financial health and growth over time.

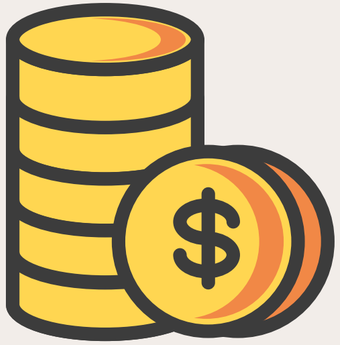
Monthly Revenue Growth Rate = Revenue This Month – Revenue Last Month / Revenue Last Month × 100

KPIS from data

1. Number of customers.
2. Top 10 and bottom 10 states and cities by purchases, and what are the most purchased items.
3. Top 10 and bottom 10 sellers.
4. Top 10 best-selling products.
5. Total revenue.
6. Comparison of payment methods used.
7. Comparison between the date the product was shipped and the expected delivery date.
8. Average product rating.
9. Comparison of products based on their ratings.
10. Comparison of order statuses and identification of late deliveries.
11. The difference between the purchase date and the delivery date, and whether it matches the estimated delivery time provided to the customer.
12. The time difference between the purchase date and the payment approval date.
13. Total number of sellers, with a breakdown by city and state.

KPIS from data

15. The difference between potential customers gathered and those who were contacted and converted into real customers.
16. Best SDR (Sales Development Representative).
17. Best SR (Sales Representative).
18. Top and bottom sectors by number of sellers.
19. Number of individual customers versus customers with registered companies.
20. Comparison of customer behaviors.
21. Number of customers with registered companies.
22. Number of customers with GTIN (Global Trade Item Number).
23. The time difference between the first contact and the won date.
24. Landing pages that generated the most leads.
25. Comparison of the media channels from which potential customers came.



Thank You