BRAZILIAN E-COMMERCE FROM OLIST

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PRESENTATION SUMMARY
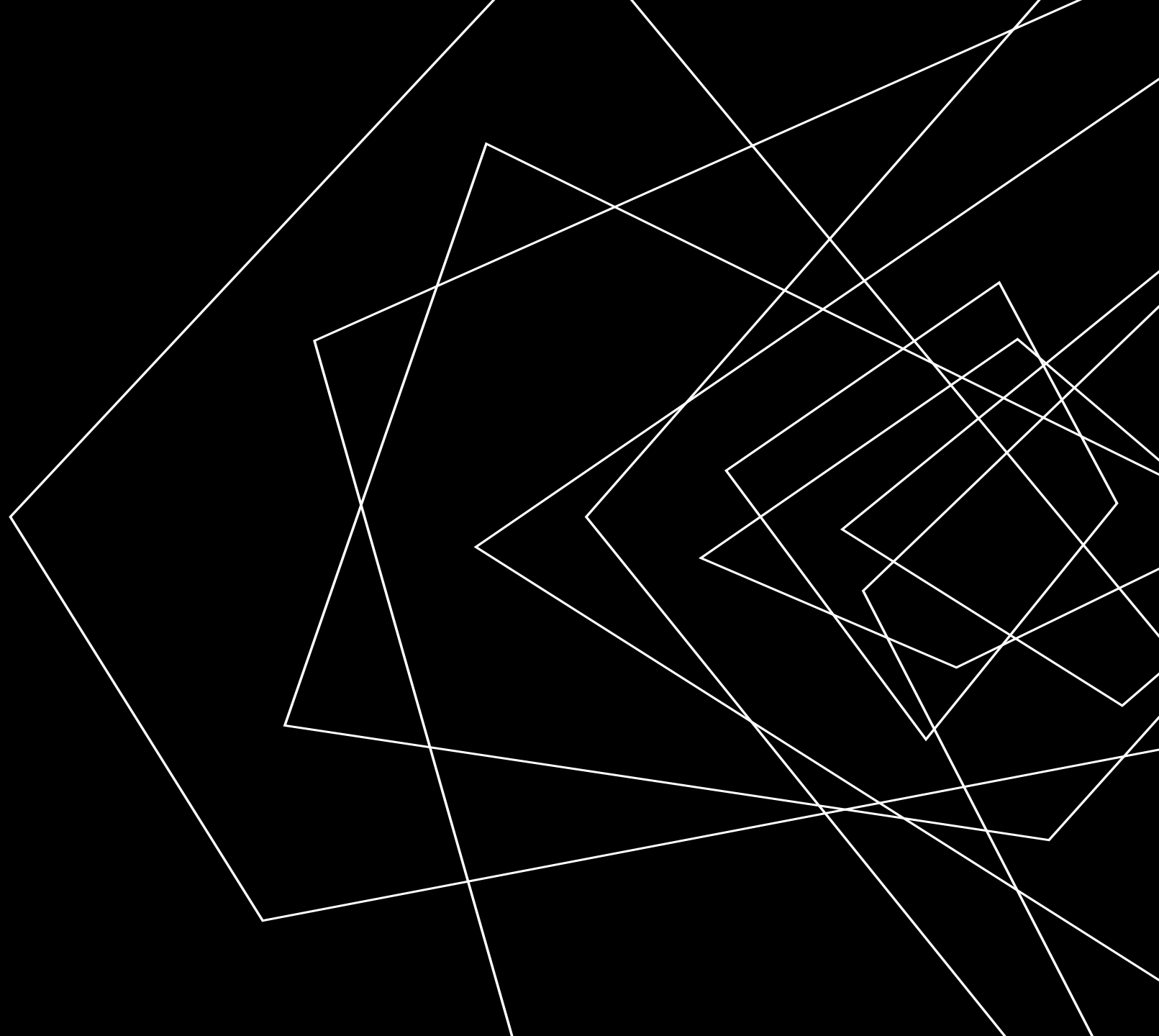
INTRODUCTION

As a senior data analyst working at a fast-growing e-commerce platform, Olist, based in Brazil.

The company operates a marketplace connecting sellers and buyers across various product categories.

My task is to analyze the available dataset to derive actionable insights to improve business operations and customer experience, by first answering the business objectives.

In this analysis case study, I'll use the six steps of the data analysis process, which is (Ask, Prepare, Process, Analyze, Share, and Act).
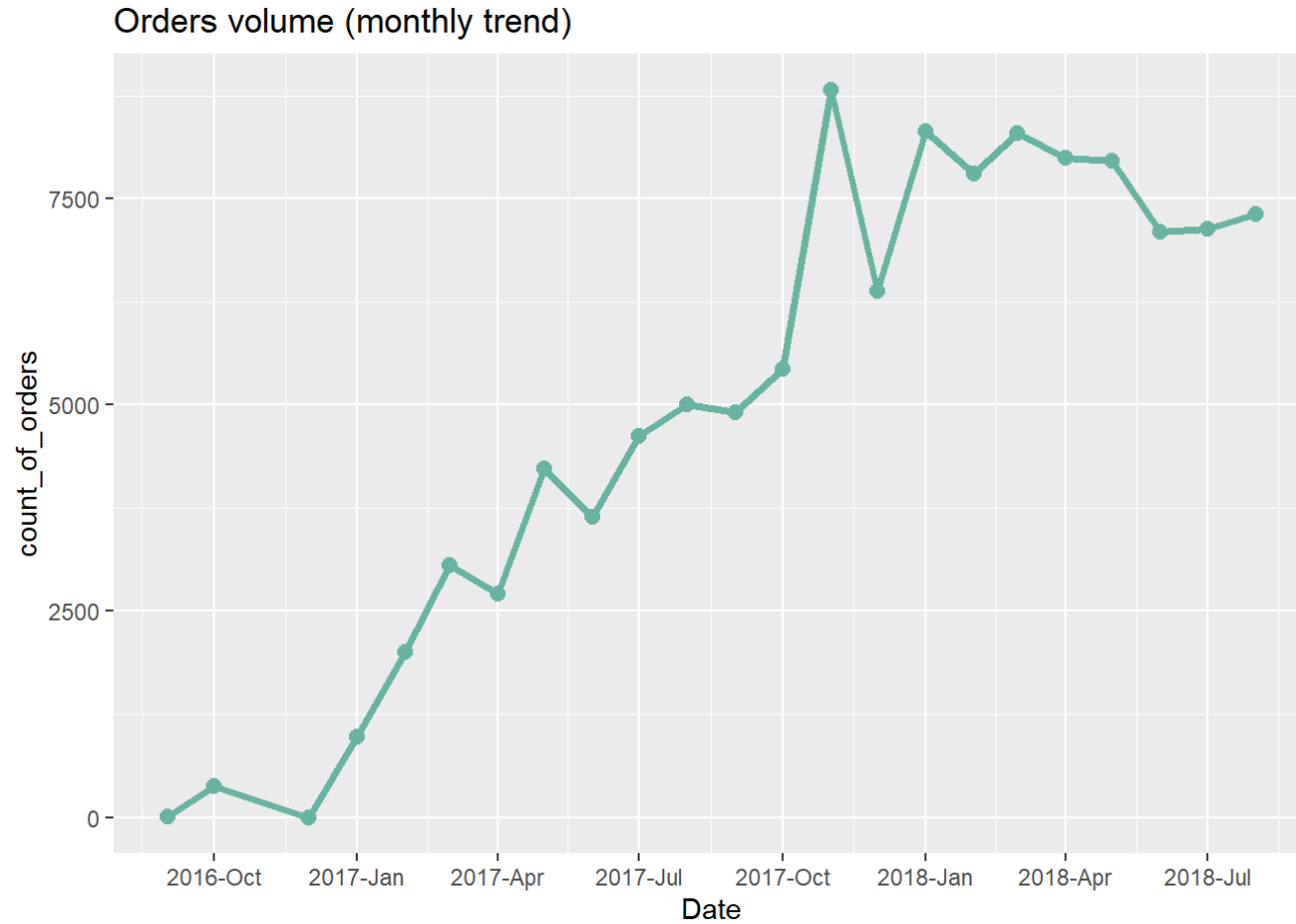
EXPLORING THE DATA

ORDERS TREND

From this visual we notice that the company started at the end of 2016, and with a noticeable increase in the end of 2017

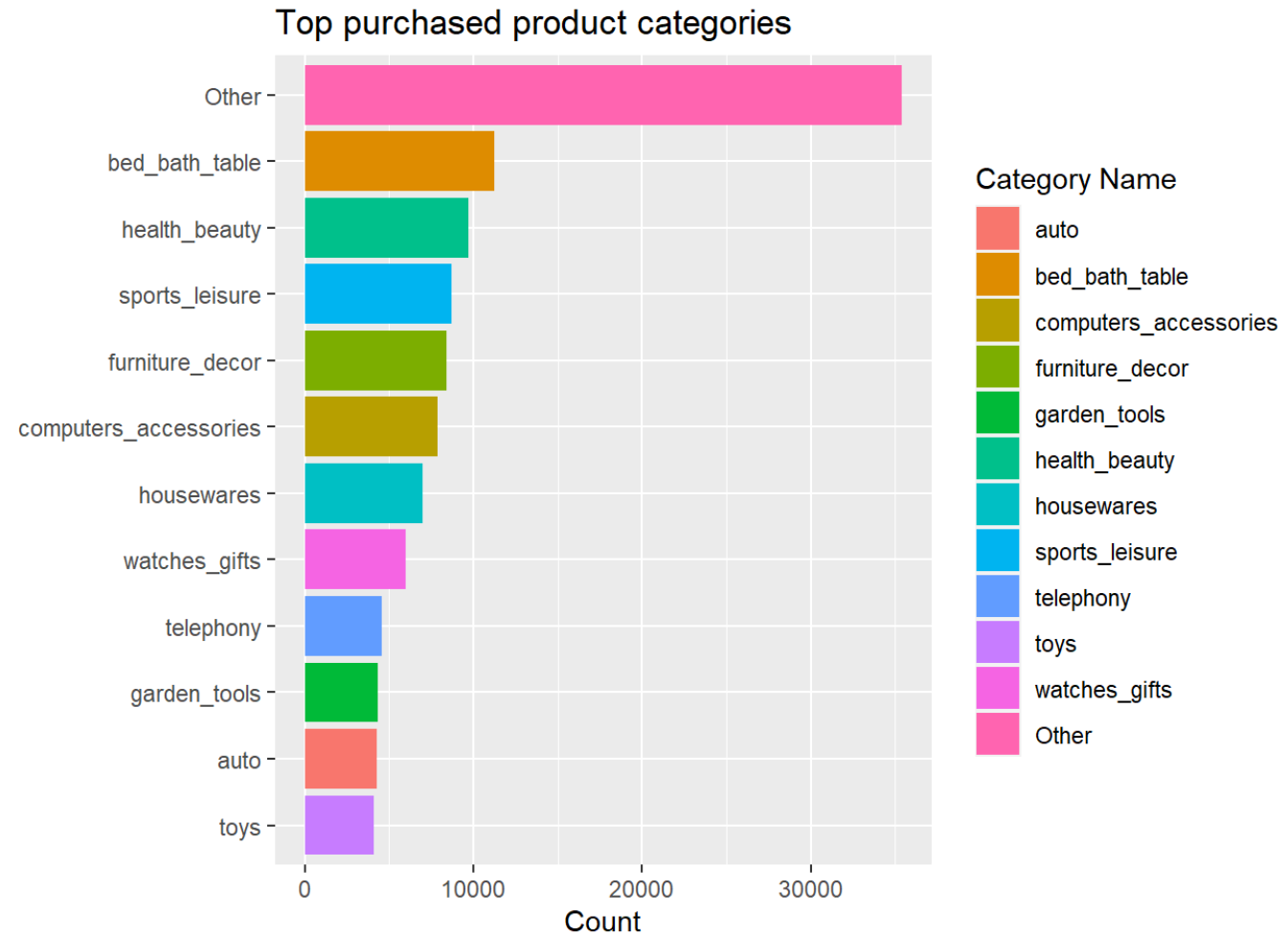And a near-stability in volume till the med of 2018

Orders volume (monthly trend)
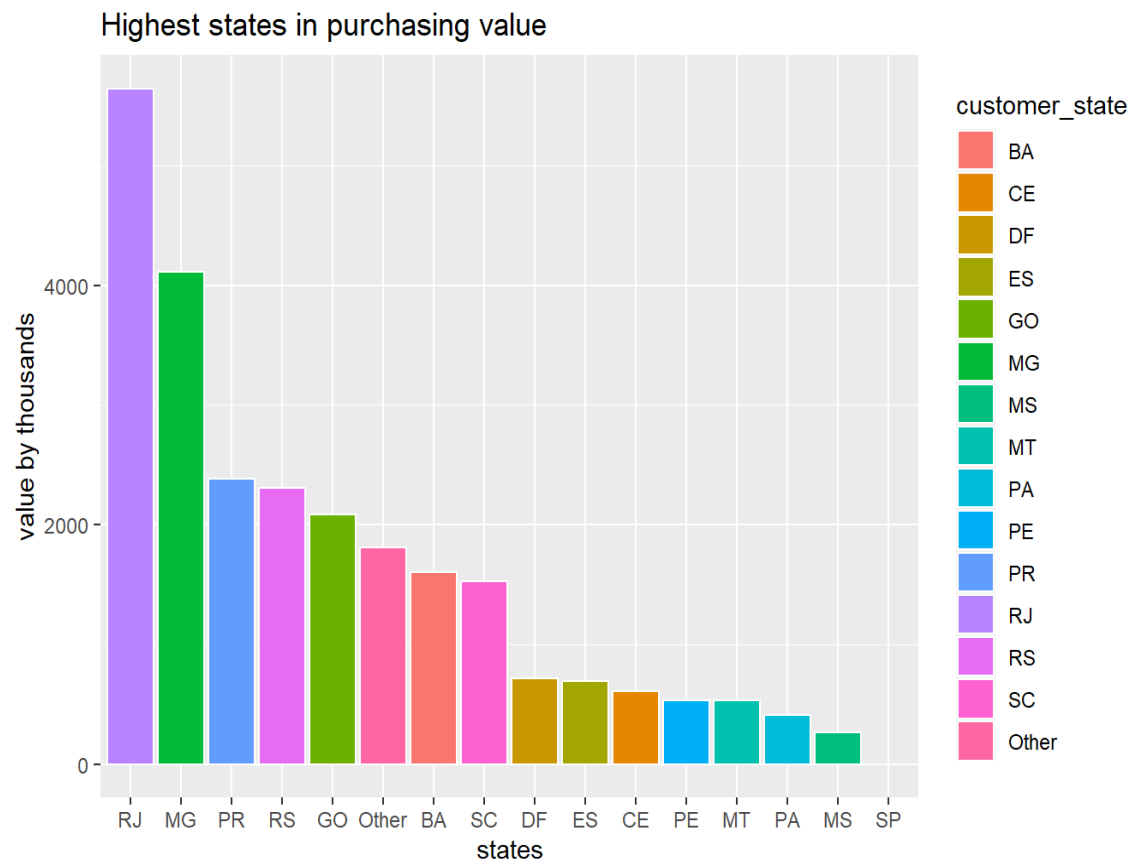
CUSTOMER
SEGMENTATION

MOST PURCHASED PRODUCTS

The best-selling categories are related to home furniture, beauty products, and sports

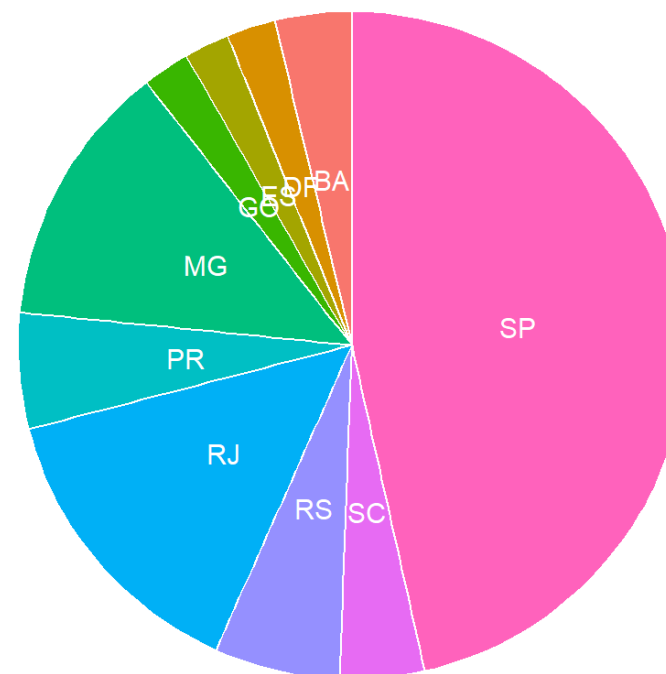Top purchased product categories

HIGHEST STATES

The highest states in purchasing <u>value</u> are RJ, MG, and PR

The highest states in purchasing quantities are SP, RJ, and MG
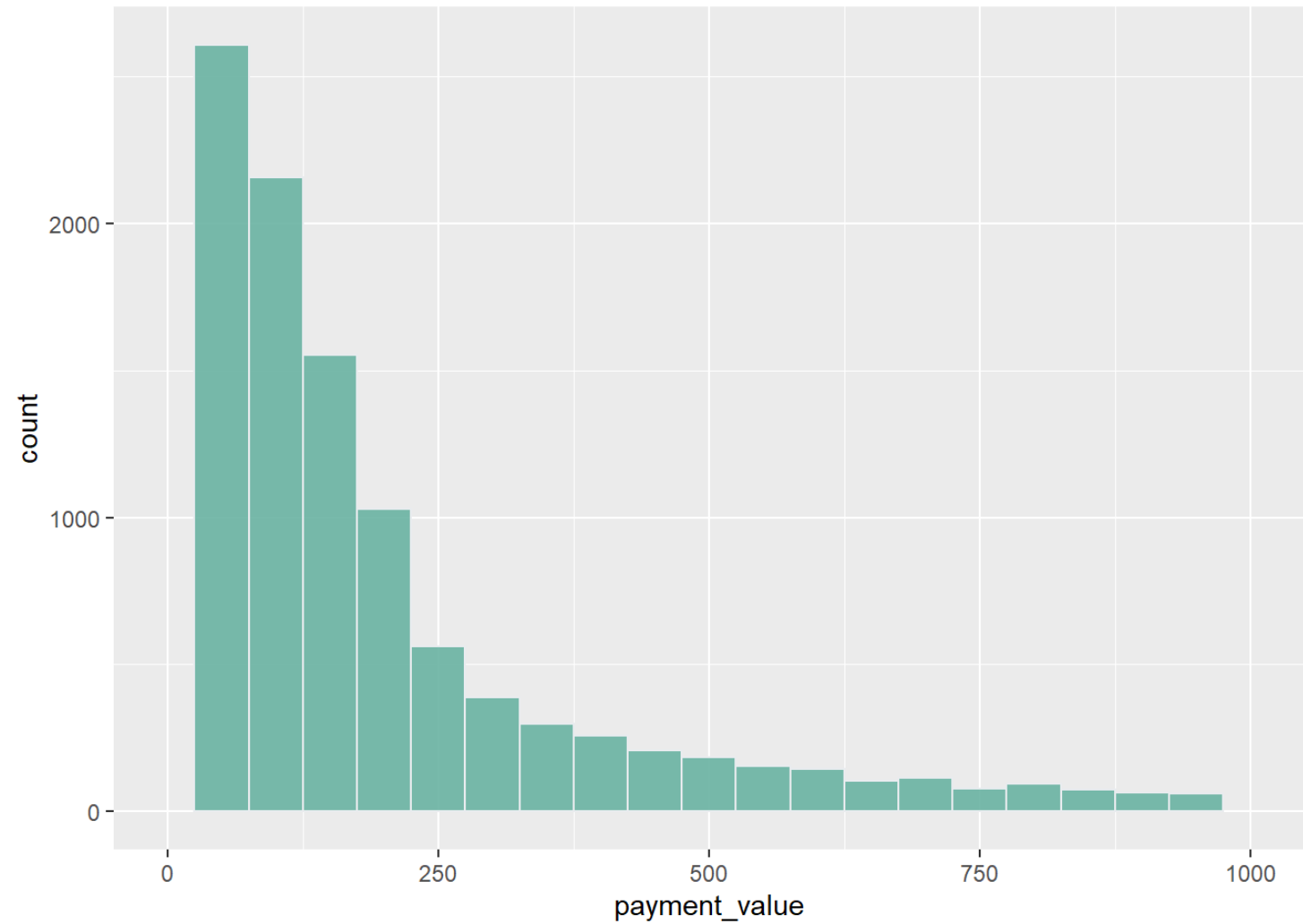

Highest states in purchasing value

Highest states in purchasing quantity

PAYMENTS DISTRIBUTION

Regarding the payments value distribution, we found that most selling products are between 50 - 200
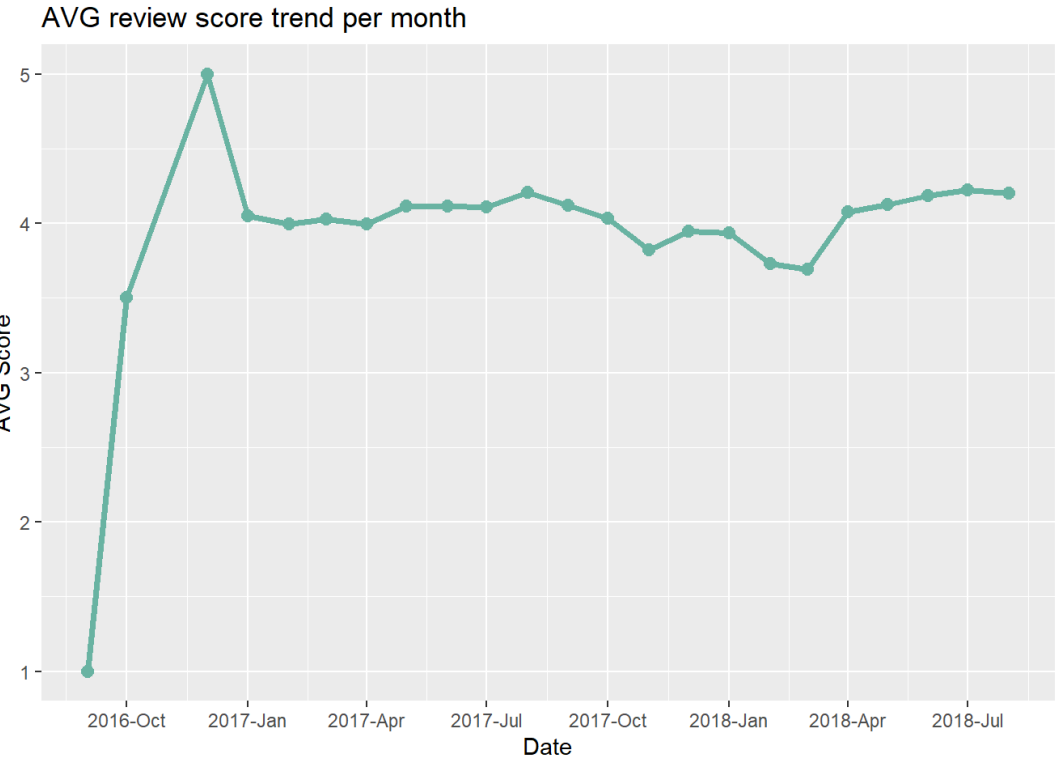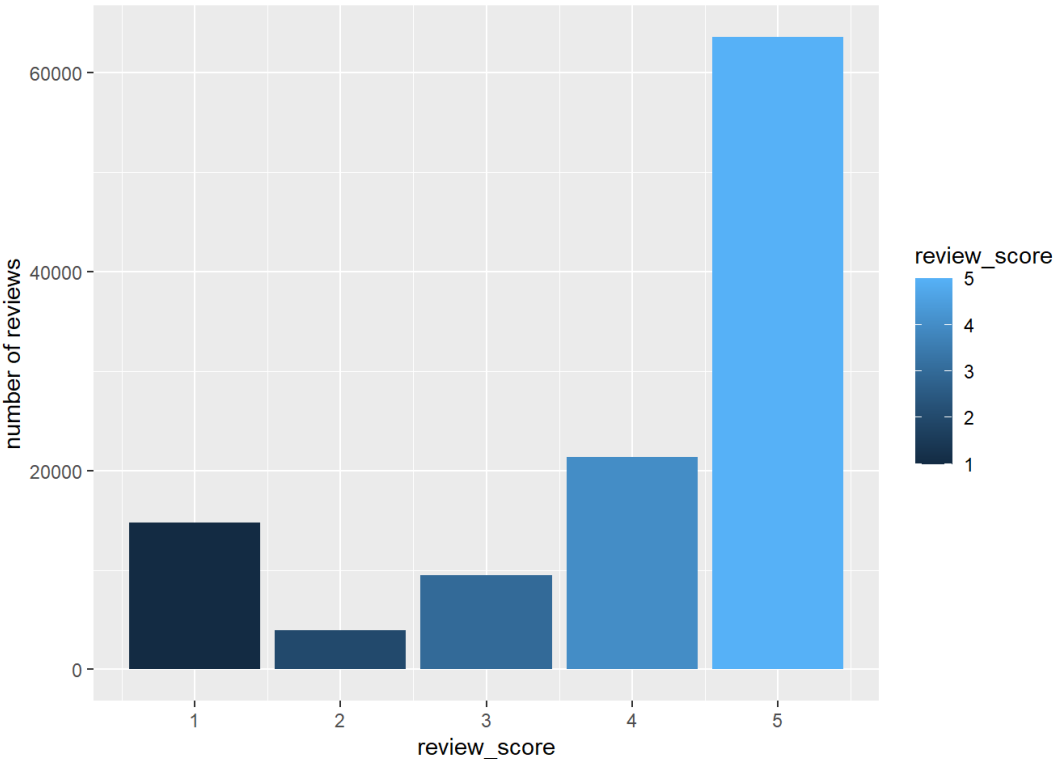
CHURN ANALYSIS

REVIEW SCORE

The review score was at its peak at the beginning, then dropped to around 4

The overall review score is 5

DELAY IMPACT

The delay in order delivery negatively impact the review score.

And contribute with 30.77% of the overall low score.
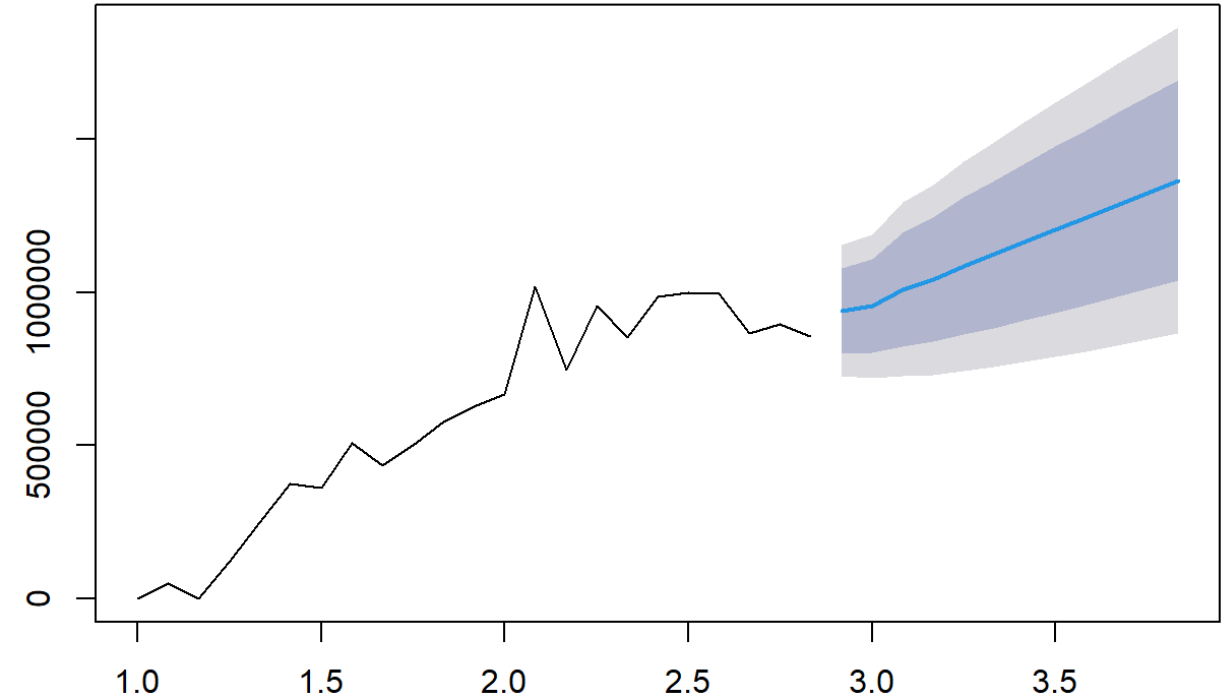

AVG review score trend per month
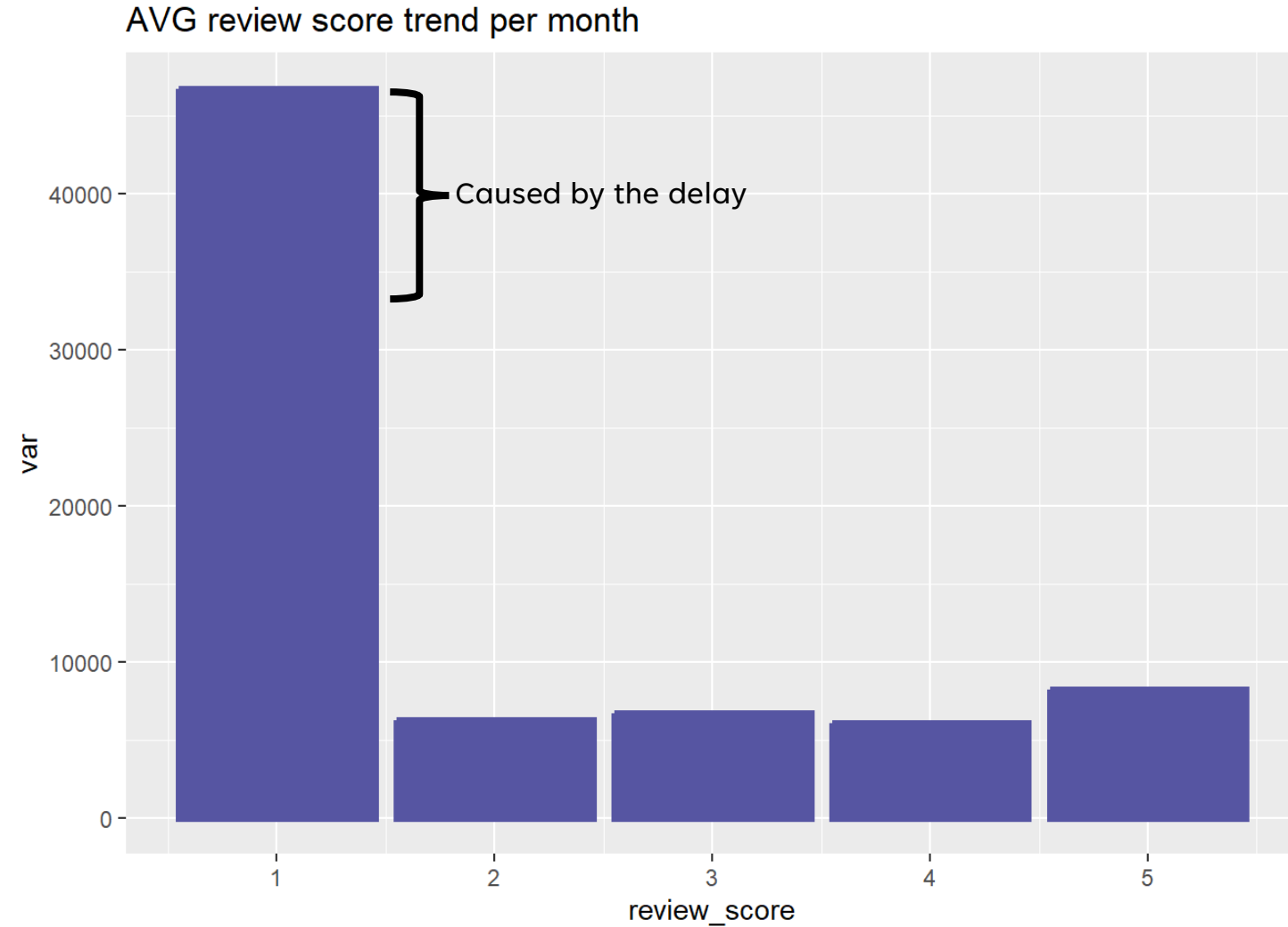
PREDICTIVE
MODEL

PREDICTIVE MODELING

After conducting a churn analysis on the customer segment using the purchasing behavior and geographic location, I created a predictive model to forecast the next 12 months.

Forecasts from ARIMA(1,1,0) with drift

THE
RECOMMENDATIONS

FINDINGS & RECOMMENDATIONS

Findings

- The company is on a growing scale since the beginning.

- The price & quantity sales seasonality peak is in the fourth quarter of the year.

- Most selling categories are related to home furniture, beauty products, and sports.

- The highest states in purchasing <u>value</u> are RJ, MG, and PR.

- The payments value distribution are between 50 – 200.

- The company's rating are normally, but the order delivery delay have a high impact on the low ratings.

Recommendations

- Develop a main dashboard with the most selling categories in the company user's app.

- Prioritize the low-price items in the search feature in the user's app, to enhance the customer experience.

- Minimize the order delivery duration, to enhance the customer's reviews score or increase the estimated delivery time to develop honesty with the customers.

- Cooperation with the SEO team to increase the advertising in the highest states and cities in purchasing, to increase the customer base.

APPENDIX

Link for the documentation files on GitHub:

github.com/a7mdNasrr/Olist-Brazilian-E-commerce-Analysis-Project

THANK YOU

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