



OLIST

# MARKETPLACE SALES AND LOGISTICS PERFORMANCE ANALYSIS (2016-2018)

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# DATASET OVERVIEW

The analysis is based on 9 separate datasets from Olist Marketplace, covering sales, logistics, products, customers, and more, spanning the period 2016–2018. These datasets were combined and cleaned to form a comprehensive final table for analysis.

- olist\_customers\_dataset.csv
- olist\_geolocation\_dataset.csv
- olist\_order\_items\_dataset.csv
- olist\_order\_payments\_dataset
- olist\_order\_reviews\_dataset.csv
- olist\_orders\_dataset.csv
- olist\_products\_dataset.csv
- olist\_sellers\_dataset.csv
- product\_category\_name\_trans

# DATASET PREPARATION

The image shows a laptop screen with three windows open, illustrating the dataset preparation process:

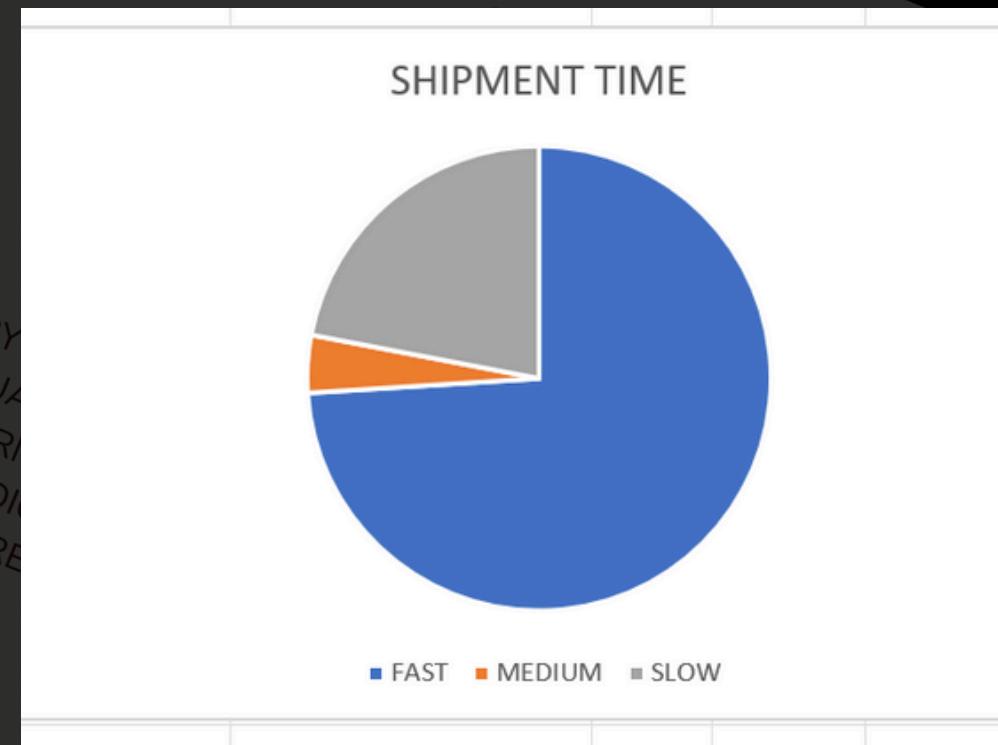
- Power Query Merge dialog:** A "Merge" dialog box is displayed, showing two tables: "customers" and "orders". The "customers" table has columns like customer\_id, customer\_unique\_id, customer\_zip\_code\_prefix, and customer\_city. The "orders" table has columns like order\_id, customer\_id, order\_status, and order\_purchase\_timestamp. The "Join Kind" dropdown is set to "Left Outer (all from first, matching from second)".
- Power BI calculated column editor:** A screenshot of a Power BI report showing a table with columns "order\_date", "Shipping date (d)", "Estimated Delivered", and "Estimated". The "Estimated Delivered" column contains the formula: `=DATEDIF([@[order_approved_at]];[@[order_estimated_delivered_at]];"d")`. The table data shows various dates and their differences.
- Power BI calculated status column editor:** A screenshot of a Power BI report showing a table with columns "Actual" and "status". The "status" column contains the formula: `=IFS([@[estimated vs actual (day)]]>0;"Earlier";"On-time")`. The table data shows rows where the status is "Earlier".

Merged 8 datasets in **Power Query** via primary keys, cleaned missing values, and added calculated columns (e.g., shipping status: early, on-time, late).

# ANALYSIS AND VISUALIZATION

Row Labels	Total Order	Sum of price
cool_stuff	1471	20101982
health_beauty	658	8434919
telephony	2100	5788631
computers_acce	625	5282077
sports_leisure	639	4466388
housewares	361	3844821
furniture_decor	558	3623120
toys	428	3100486
bed_bath_table	301	2595364
stationery	225	2222959
fashion_bags_ac	377	1923972
electronics	942	1723437
pet_shop	129	1367033
musical_instrum	155	1213996
baby	186	1182491
garden_tools	83	1076611
perfumery	67	935271

Pivot Tables



Excel Charts



Canva

# GOAL OF ANALYSIS

- What categories drive the most revenue and sales?
- How efficient is the shipping process across categories?
- Which customer cities contribute the most to sales?
- Where are the opportunities for improving delivery times?

# SALES IN 3 YEARS

\$76 B

SALES REVENUE

10,2k

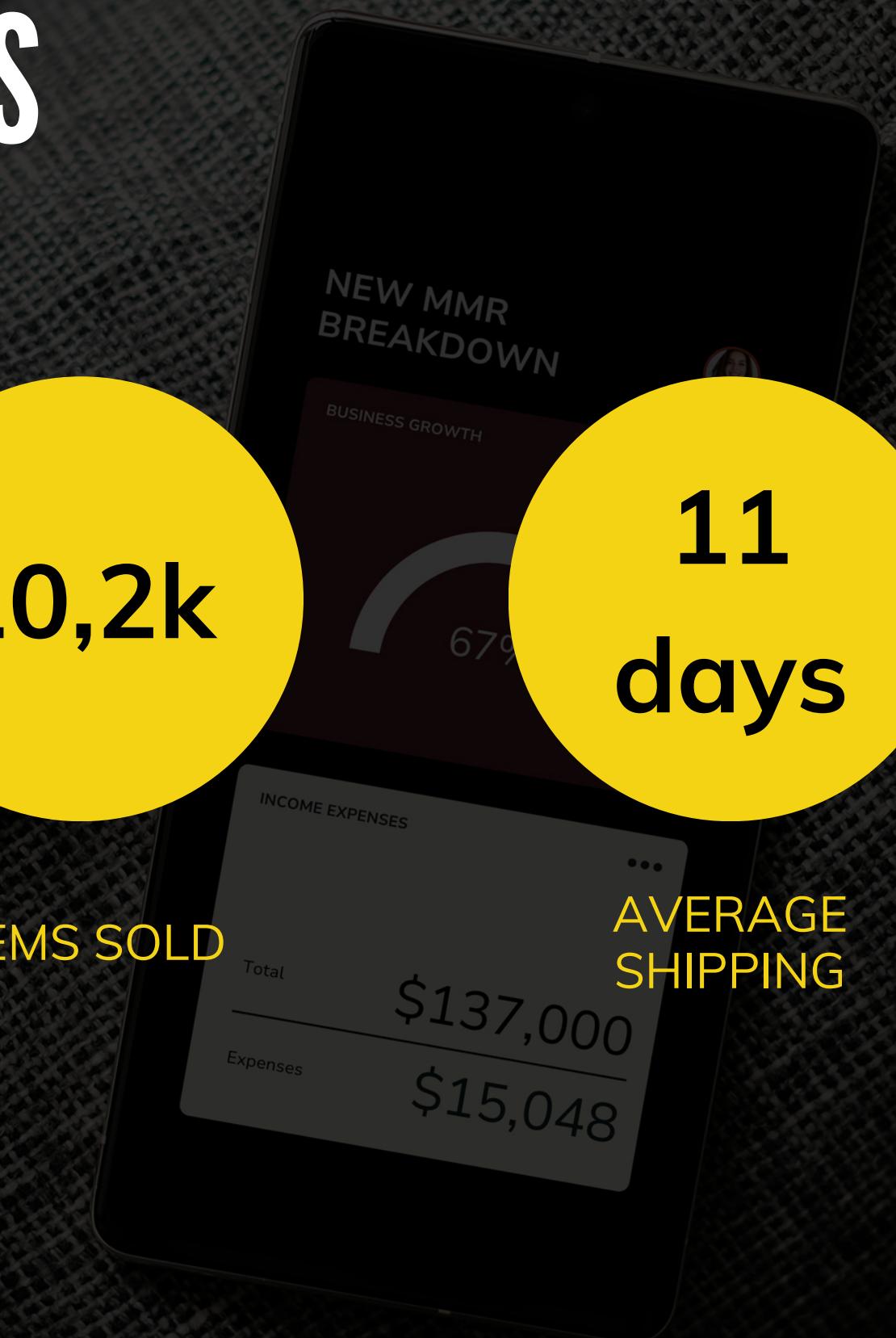
ITEMS SOLD

11  
days

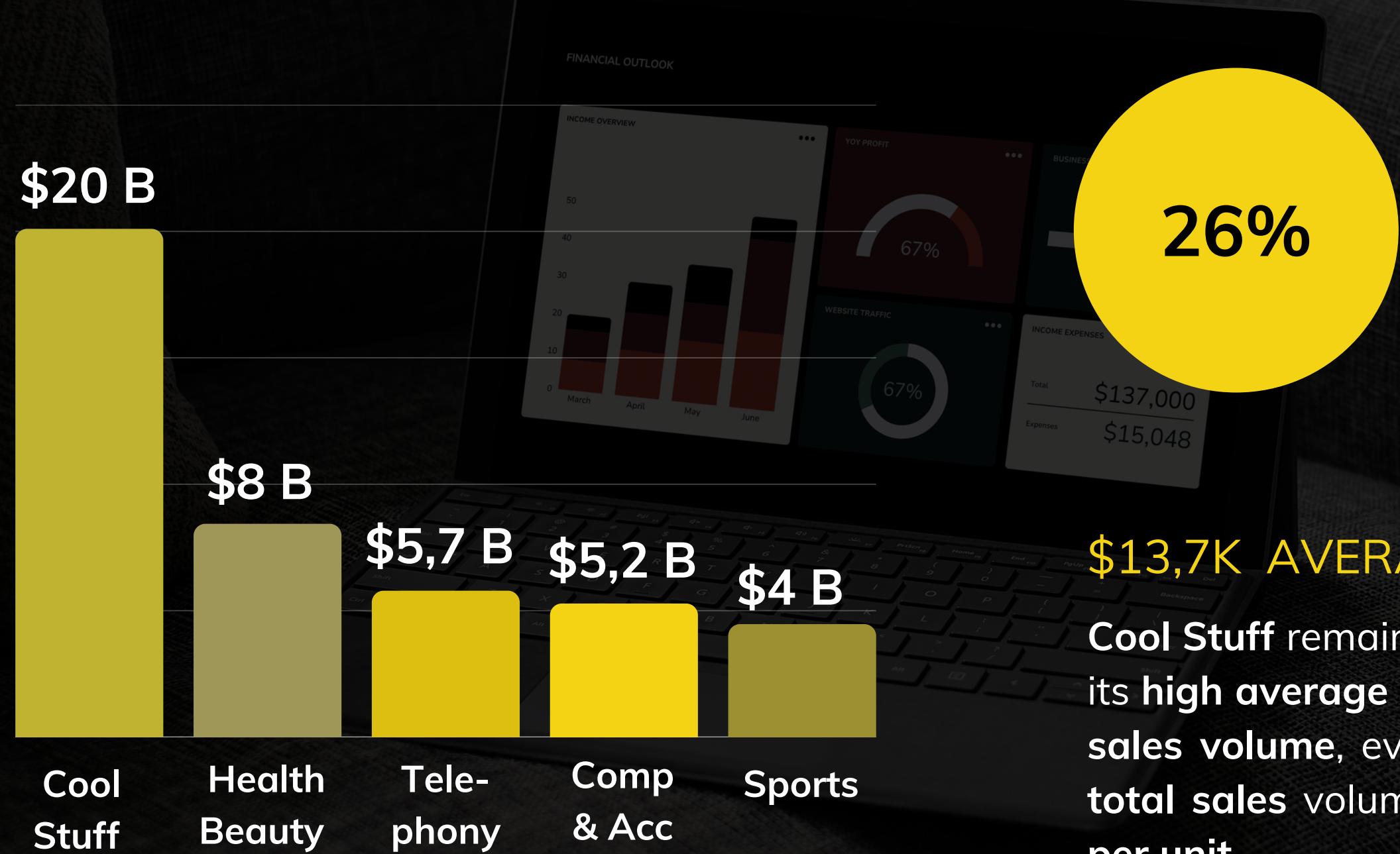
AVERAGE  
SHIPPING

16.4%

TOP CITY: SAO  
PAULO



# SALES REVENUE



## REVENUE FROM COOL STUFF

Products in this category significantly boost overall revenue.

## \$13,7K AVERAGE PRICE PER UNIT

Cool Stuff remains the top revenue contributor due to its **high average price per unit** combined with **strong sales volume**, even though Telephony has a **higher total sales volume** driven by a **lower average price per unit**.

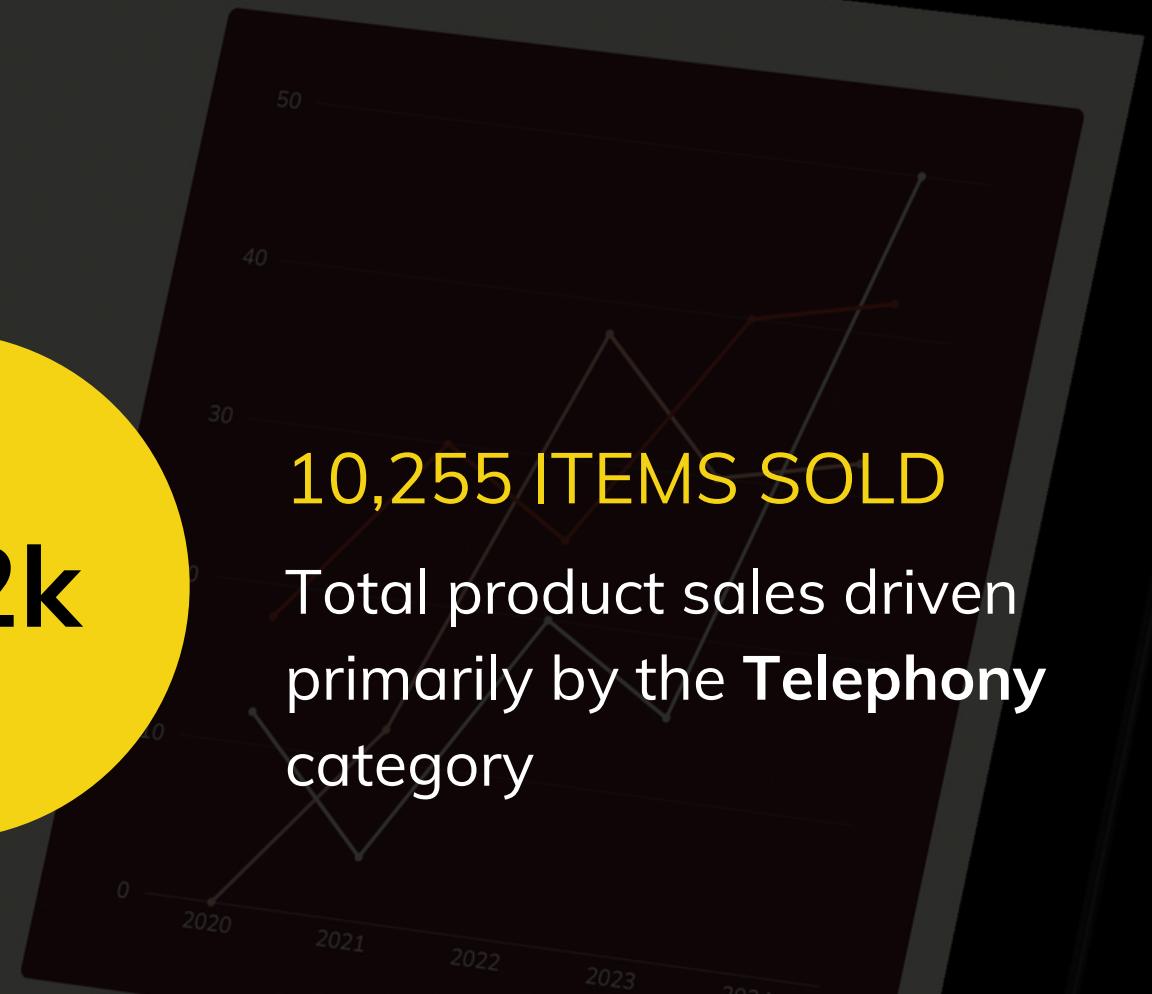
# SALES VOLUME

INDUSTRY BACKGROUND

10,2k

10,255 ITEMS SOLD

Total product sales driven primarily by the **Telephony** category



## MOST SOLD ITEMS CATEGORIES



Telephony  
2,1k items



Cool Stuff  
1,4k items



Health &  
Beauty  
942 items



# SHIPPING TIME

11 days

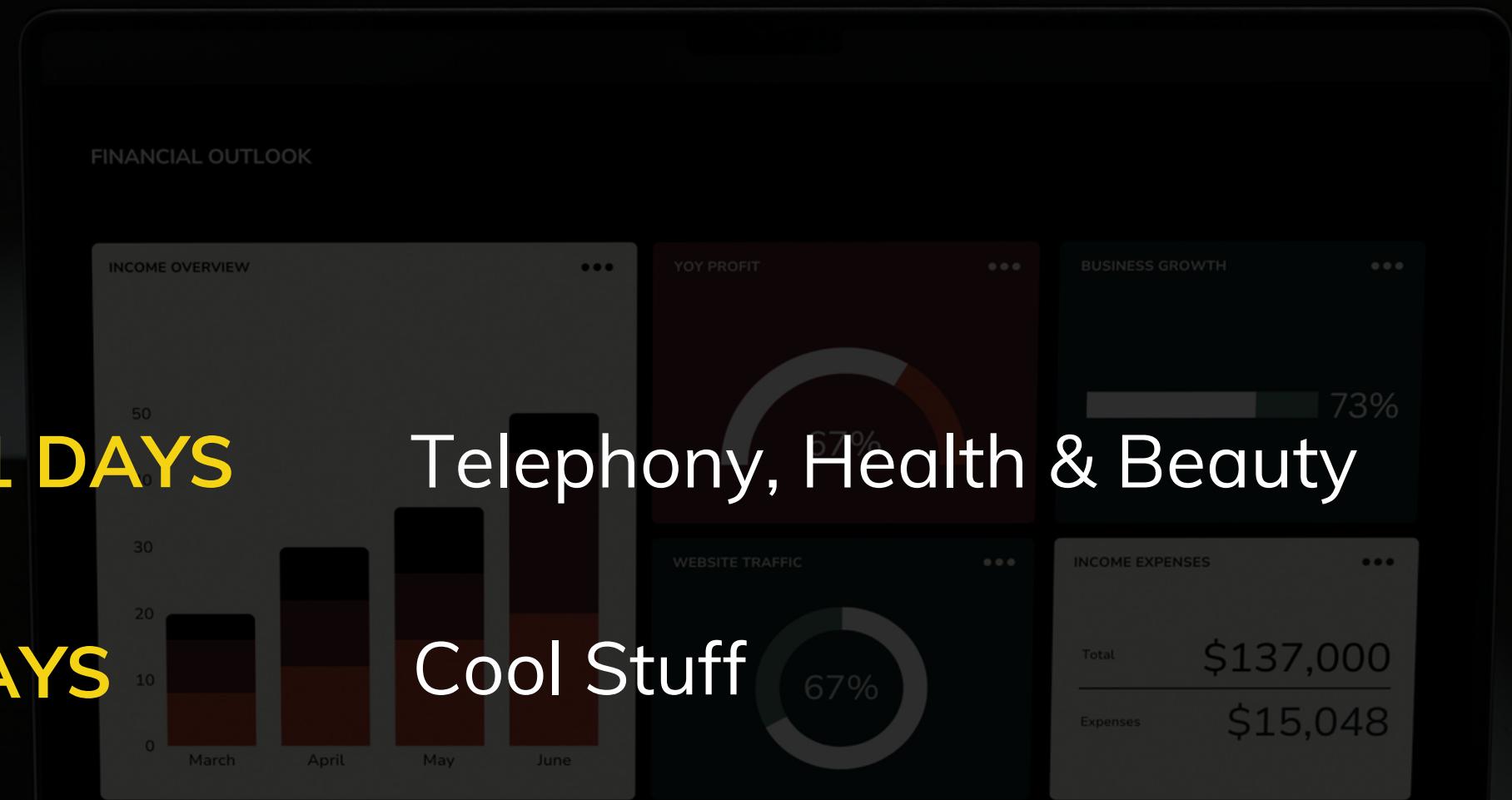
AVERAGE SHIPPING  
TIME

10-11 DAYS

12 DAYS

Telephony, Health & Beauty

Cool Stuff



Cool Stuff, the largest revenue contributor, has a slightly longer shipping time

# SHIPPING TIME

14  
days

## FASHION, BAGS, & ACCESSORIES

\$1.9B revenue, yet 14-day shipping time signals a chance to enhance delivery performance

17  
days

## CINE PHOTO

The slowest and made very little revenue suggesting low efficiency and low impact.

# CUSTOMER CITIES

16.4%

SAO PAULO

5.2%

RIO DE JANEIRO

2.4%

BELO HORIZONTE

Telephony consistently being the highest-selling product category across these markets

# PLANS & IMPROVEMENTS

- Reduce **shipping time** for **cool stuff** category from 12 to under 11 days to boost customer satisfaction and sales.
- Improve **delivery speed** for **fashion bags & accessories** (currently 14 days), a **high-revenue category** with room for logistics improvement.
- Address **inefficiencies** in **cine photo** with 17 days average shipping time and low sales contribution.
- Maintain fast and reliable shipping for **telephony**, the top-selling product category with strong performance.
- Focus **marketing and logistics** optimization in **São Paulo**, which contributes over 16% of total customers.
- Investigate and address **delivery challenges** in secondary cities like **Rio de Janeiro** and **Belo Horizonte** to expand market reach.

GROUND

THE INDUSTRY'S HISTORY

# THANK YOU

