

Smart Insights

Accelerate business decisions
with our new premium analytics platform



olist

Introducing the

- | | | |
|---|---------------|-----------------------------------|
| 1 | Opportunity | ... which we saw |
| 2 | Idea | ... which we strived for |
| 3 | Workflow | ... which we executed over 3 week |
| 4 | Final product | ... which is ready to sell |
| 5 | Team | ... who made this possible |

The opportunity

Since 2015 we enable entrepreneurs across Brazil to grow their businesses through our retail solution ecosystem.

The opportunity

Since 2015 we enable entrepreneurs across Brazil to grow their businesses through our retail solution ecosystem.

This means **our platform processes***



>96K



>32K



>4K



>3K



>100/day

*Based on project data sources, see "The workflow"

The opportunity

Since 2015 we enable entrepreneurs across Brazil to grow their businesses through our retail solution ecosystem.

This means our platform processes*



>96K



>32K



>4K



>3K



>100/day

Our product portfolio



ERP System



Integration Hub



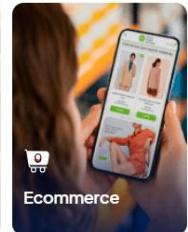
POS System



Digital Account



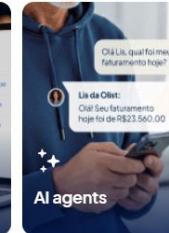
Shipments



Ecommerce



Store



AI agents

*Based on project data sources, see "The workflow"

The opportunity

Since 2015 we enable entrepreneurs across Brazil to grow their businesses through our retail solution ecosystem.

This means our platform processes*



>96K



>32K



>4K



>3K

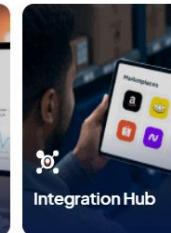


>100/day

Our product portfolio



ERP System



Integration Hub



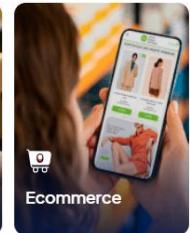
POS System



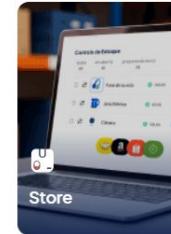
Digital Account



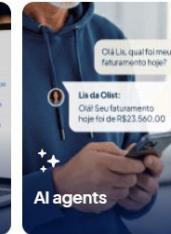
Shipments



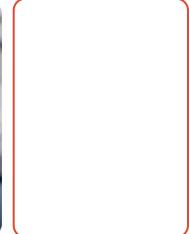
Ecommerce



Store



AI agents



*Based on project data sources, see "The workflow"

The idea

olist

The image displays a central "olist Premium Dashboard" interface against a dark blue background with glowing light effects. The dashboard is divided into several sections:

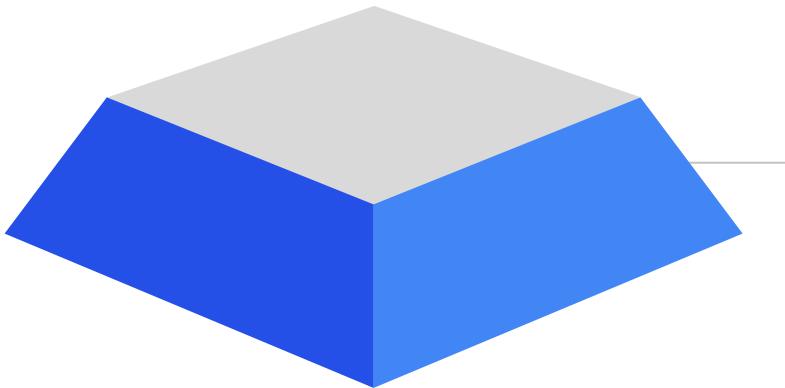
- Sales Overview:** Shows a total of R\$ 125,890 with a +15% increase compared to last month, accompanied by a bar chart.
- Customers Insights:** Displays 8,240 customers and 25% new customers, with a pie chart.
- Assortment Performance:** Shows 320 products, with icons for shirts, boxes, and a delivery truck.
- Fulfillment & Delivery:** Reports 98% on-time delivery and 450 orders shipped, with a map icon.

Surrounding the dashboard are several callout boxes and arrows:

- Customer Insights:** Located at the top left, featuring a user icon and a line graph.
- Sales Data:** Located on the left side, featuring a bar chart icon and a line graph.
- Assortment Analysis:** Located at the top right, featuring a t-shirt and box icon.
- Fulfillment & Logistics:** Located on the right side, featuring a delivery truck icon.
- Advanced Analytics:** Located at the bottom left, featuring a shield icon with a bar chart and a magnifying glass.
- Premium Features:** Located in the center bottom, featuring a star icon.
- Industry Benchmarking:** Located at the bottom right, featuring a shield icon with a bar chart and a star.

At the very bottom, the text "HOLISTIC BUSINESS OVERVIEW" is centered.

The workflow



Building a data warehouse

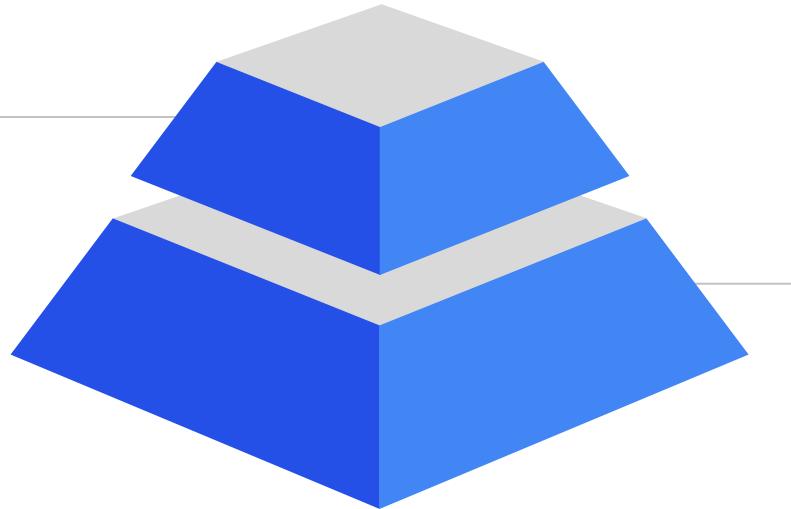
- 8 extracted tables from Olist e-commerce, source: [kaggle](#)
- 1 extracted table from Olist marketing funnel, source: [kaggle](#)
- Brazil population, source: [IBGE](#)



The workflow

Cleaning, merging, aggregation, adding features (e.g. ML)

- Creation of prep & mart tables
- RFM-analysis applying kmeans clustering
- Sentiment analysis with NLP
- Multi-linear regression



Building a data warehouse

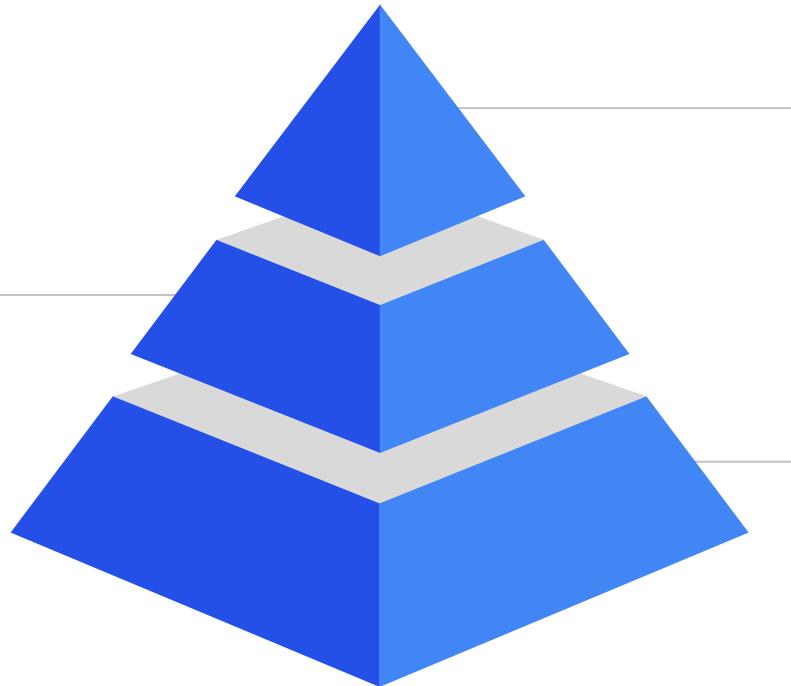
- 8 extracted tables from Olist e-commerce, source: [kaggle](#)
- 1 extracted table from Olist marketing funnel, source: [kaggle](#)
- Brazil population, source: [IBGE](#)



The workflow

Cleaning, merging,
aggregation, adding
features (e.g. ML)

- Creation of prep & mart tables
- RFM-analysis applying kmeans clustering
- Sentiment analysis with NLP
- Multilinear regression



Creating dashboards with seller-views

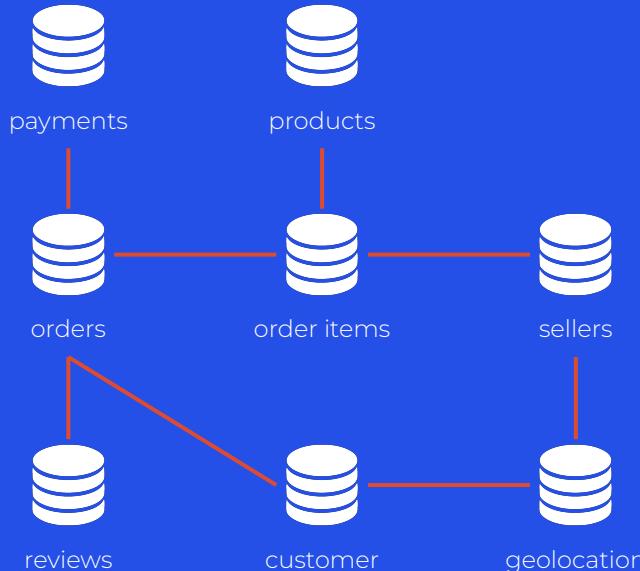
- General overview
 - Fulfillment
 - Product
 - Customers
- 
- The Tableau logo consists of a series of blue and orange plus signs arranged in a grid-like pattern, followed by the word "tableau" in a lowercase sans-serif font.

Building a data warehouse

- 8 extracted tables from Olist e-commerce, source: [kaggle](#)
- 1 extracted table from Olist marketing funnel, source: [kaggle](#)
- Brazil population, source: [IBGE](#)



The main data source



» Olist e-commerce data

Infos about data



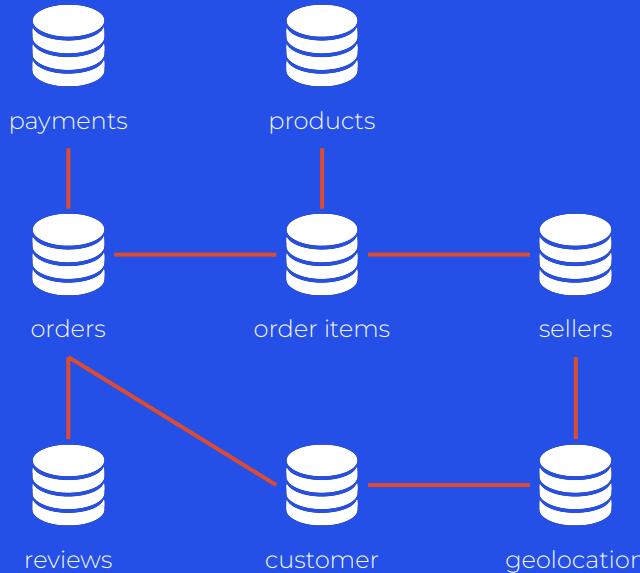
Order data
since 09/2016



Marketing data
since 12/2017

- Total order value = item value + freight
- Returns not available -> not considered
- Cancellations excluded from customer transactions
- Business segment (for industry benchmark) only available for 12% of sellers → data enriched by RandomForestClassifier

The main data source

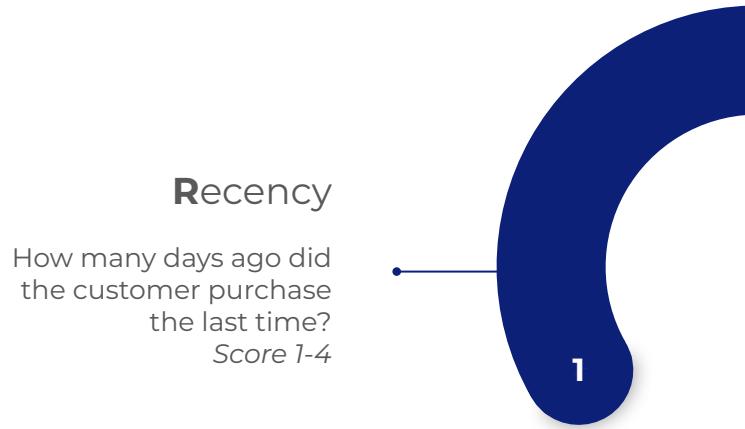


Infos about data

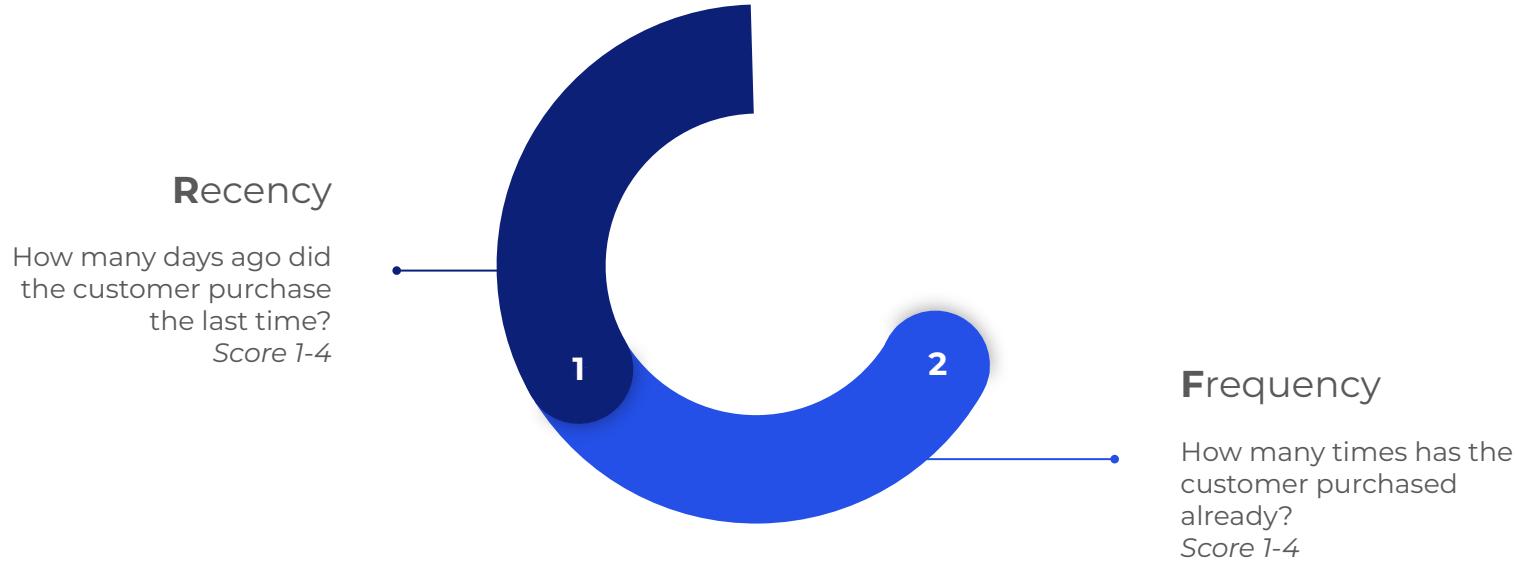
- 97% of orders contain only 1 product
- 97% of the customers only have 1 order
- 19% of the active sellers only have 1 customer
- 19% of the active sellers only have 1 order
- 24% of the active sellers only have 1 product

» Olist e-commerce data

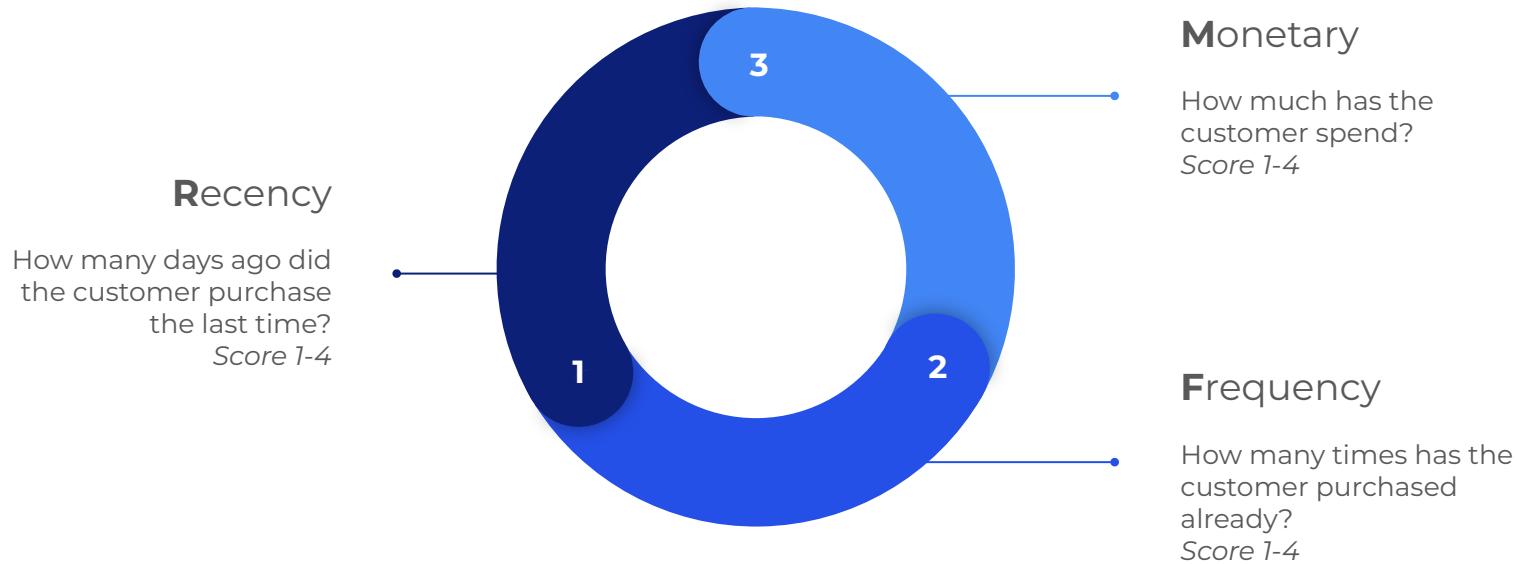
RFM basics



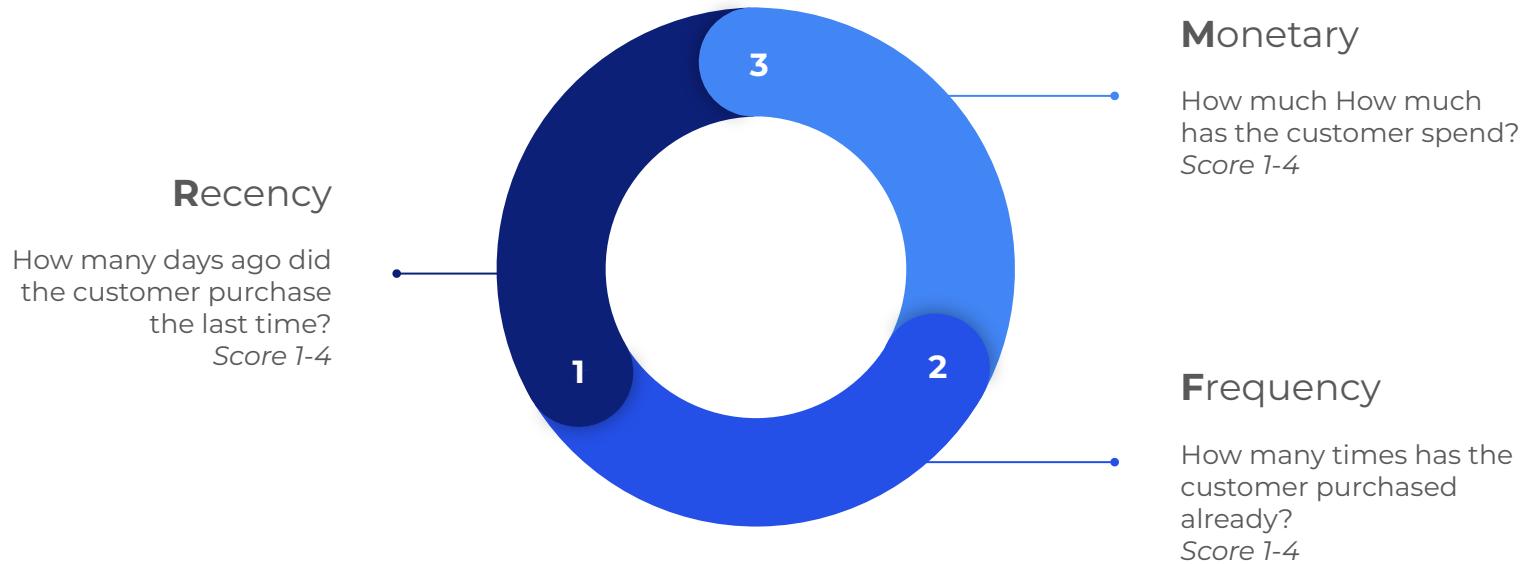
RFM basics



RFM basics



RFM basics



customer_id	r_score	f_score	m_score	rfm_score	rfm_cluster
akjf235blskv5	1	1	1	111	Best customers

The final product

Olist Smart Insights
Customer Analysis

RFM Customer Clustering
Color scheme based on Total Orders

At-Risk Valuable
Segment Size: 366
Customer Share: 28.7%
Total Orders: 369

New Low Value
Segment Size: 319
Customer Share: 25.0%
Total Orders: 319

New Valuable
Segment Size: 341
Customer Share: 26.7%
Total Orders: 341

At-Risk Low Value
Segment Size: 235
Customer Share: 18.4%
Total Orders: 235

Filter interesting Seller
da8622b14eb17aae28314a... Choose Metric
Total Orders Choose RFM Cluster
At-Risk Valuable
Choose RFM Cluster Info
Description Choose RFM Component
Recency

Data info: All orders until yesterday considered excl. cancelled orders

RFM Customer Shares
Showing Description & Total Orders per RFM cluster; sorting by min/max of Recency-Score (1=top)

RFM Cluster Info (chosen)	Min. RFM ..	Max. RFM Co..
Loyal Customers..	1	1
New Low Value..	1	2
New Valuable..	1	2
Recent..	1	1
Big Spenders..	2	2
Other..	2	2
At-Risk Low Value..	3	4
At-Risk Valuable..	3	4

Performance of RFM-Cluster
At-Risk Valuable

	Customer Share	Order Share	Revenue Share	ADV
71.3% 909	28.7% 366	70.4% 925	59.0% 109.219	19.30
	29.6% 369	41.0% 75.973		140.94

Olist Store | Smart Insights

Let's
check out the
product demo!

The team



Jing Wang

Business Analyst
Fulfillment Specialist



Tetyana Shcherbinina

Business Analyst
Sales Specialist



Janina Carus

Business Analyst
CRM Specialist



Anamaria Filip

Business Analyst
Product Specialist