

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.

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This means **our platform processes***



>96K



>32K



>4K



>3K



>100/day

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

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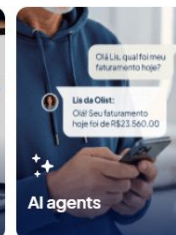
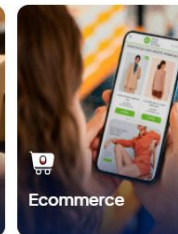


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Our product portfolio



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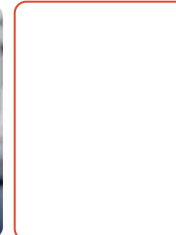
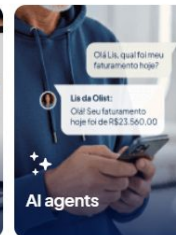
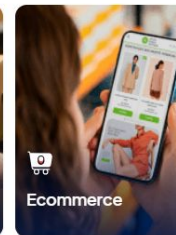
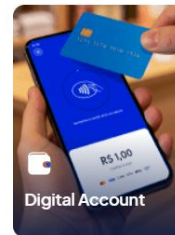


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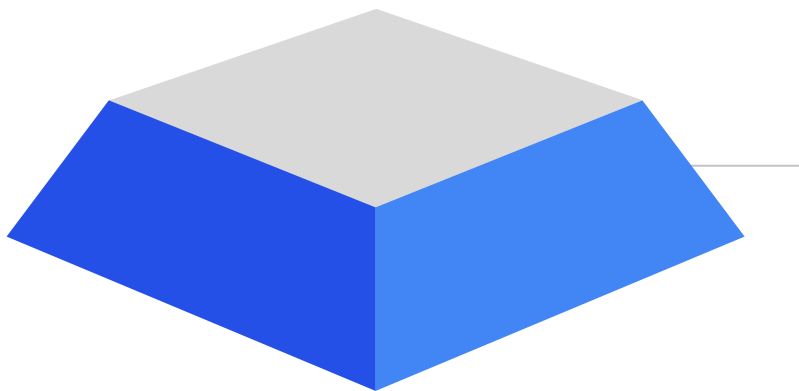
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The idea





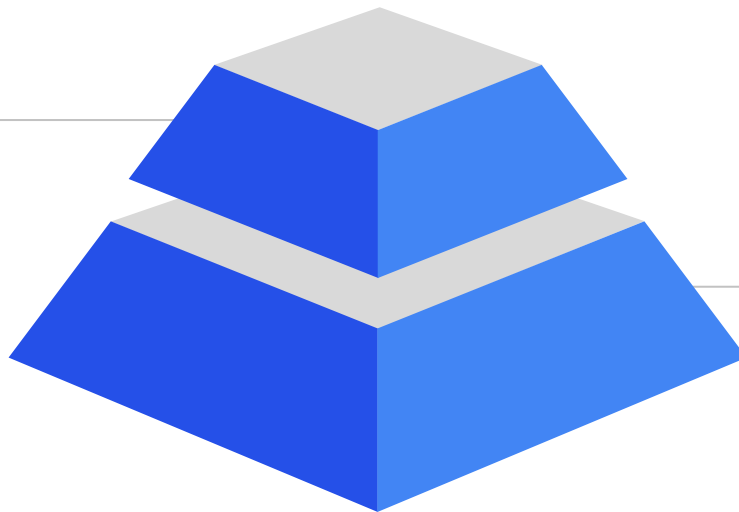
Building a data warehouse

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



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



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Creating dashboards with seller-views

- General overview
- Fulfillment
- Product
- Customers

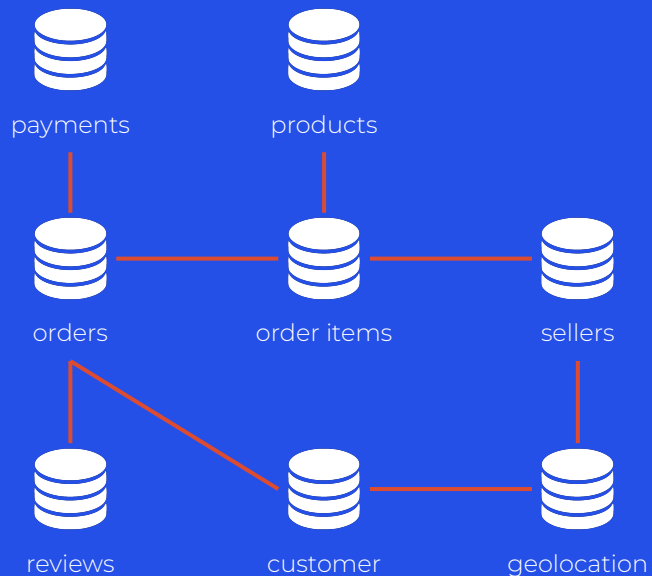


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The main data source



» Olist e-commerce data

Infos about data



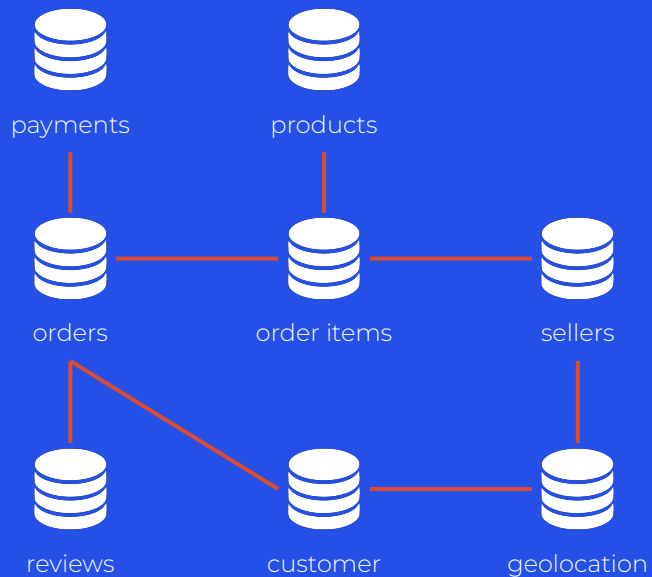
Order data
since 09/2016



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

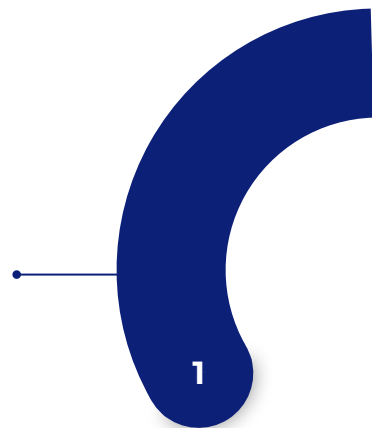


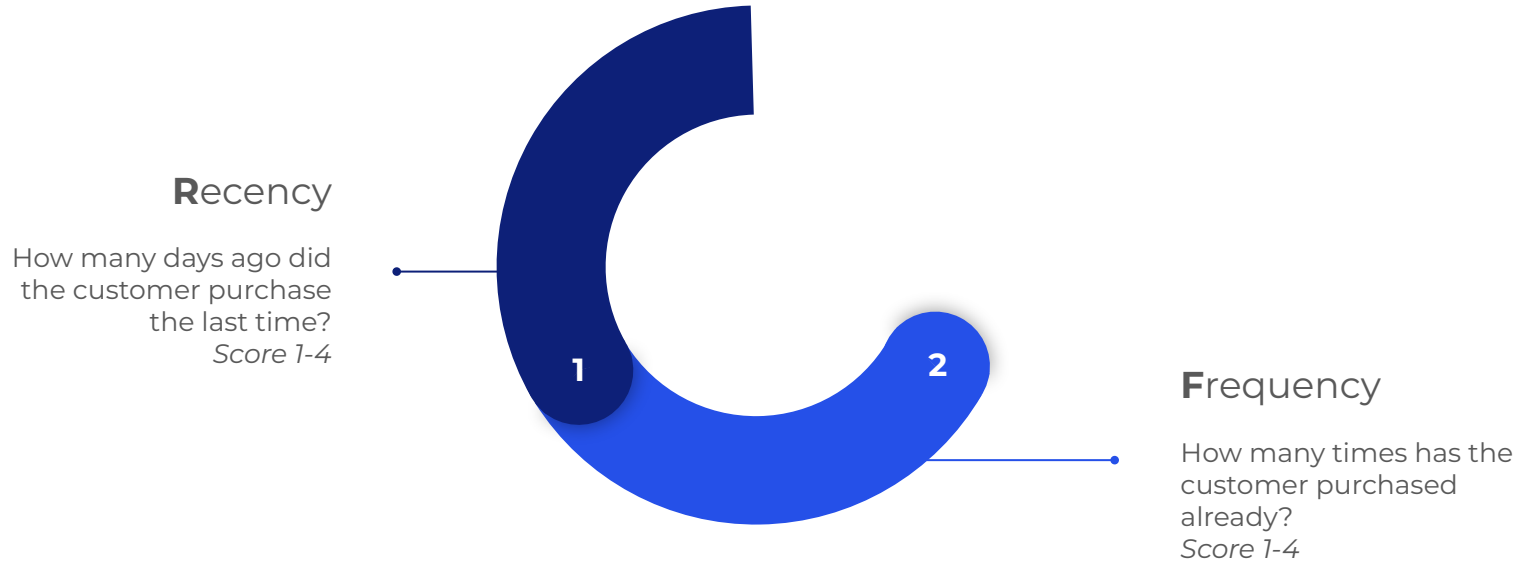
Infos about data

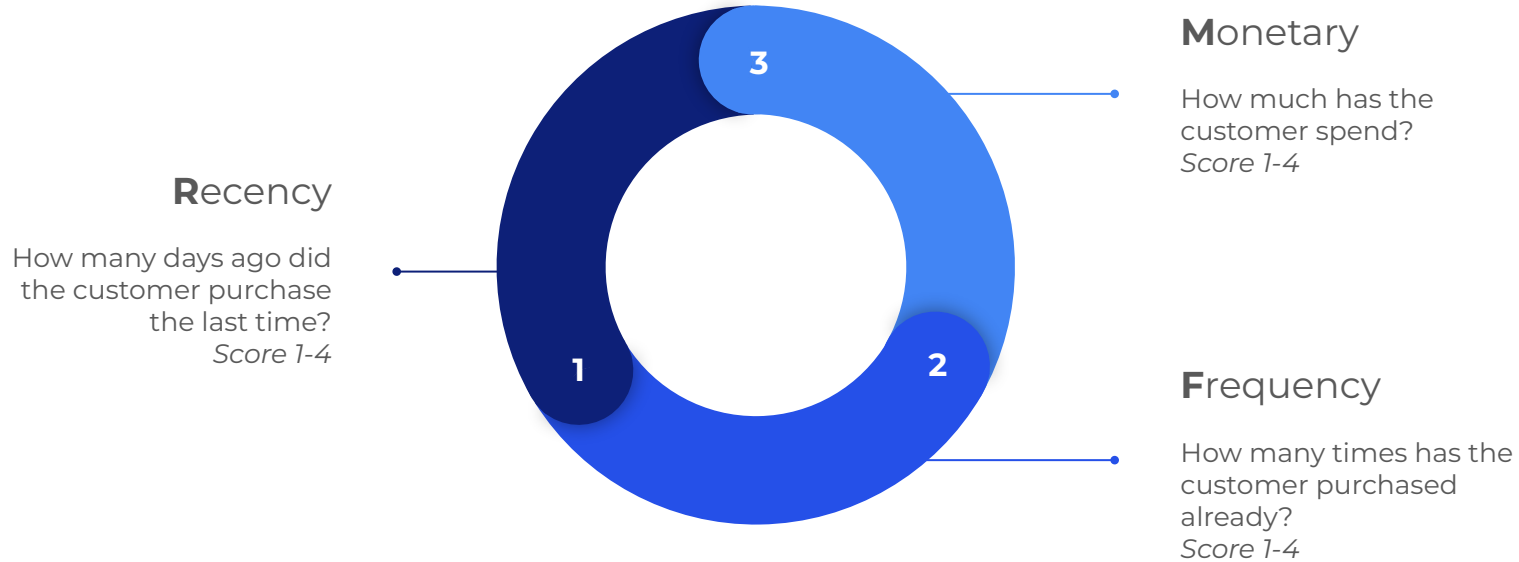
- 97% of orders contain only 1 product
- 97% of the customers only have 1 order
- 19% of the active sellers only have 1 customer
- 19% of the active sellers only have 1 order
- 24% of the active sellers only have 1 product

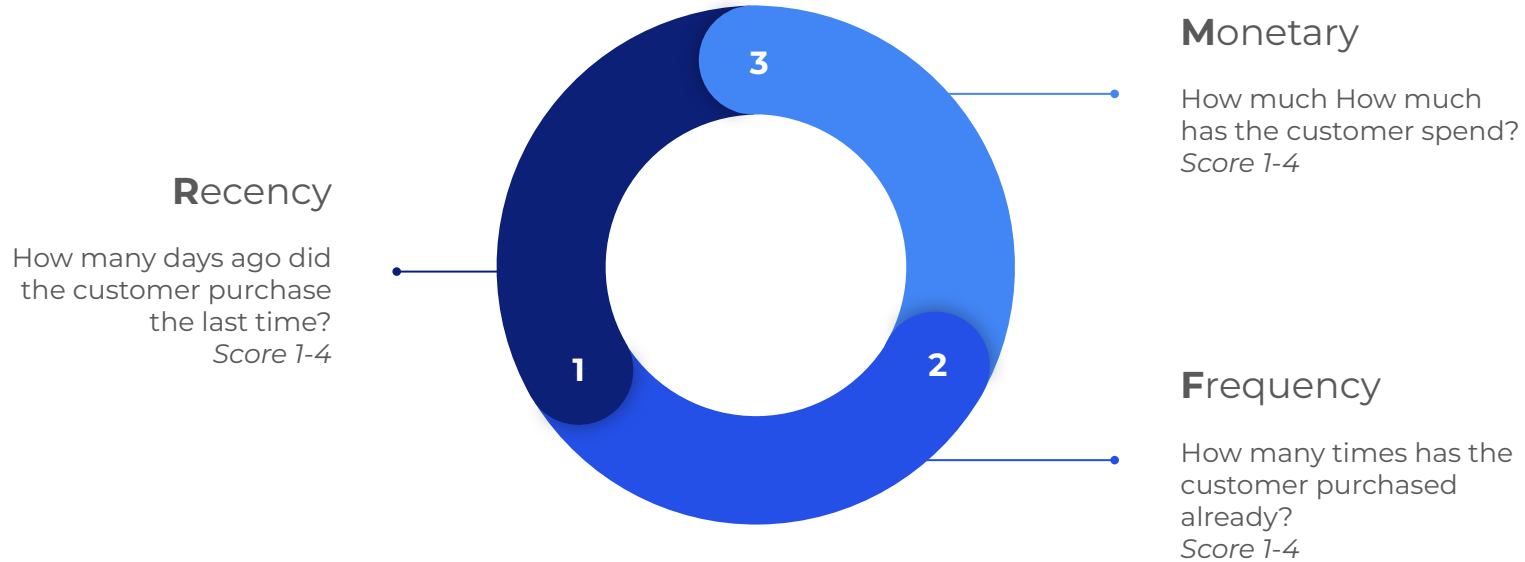
Recency

How many days ago did
the customer purchase
the last time?
Score 1-4



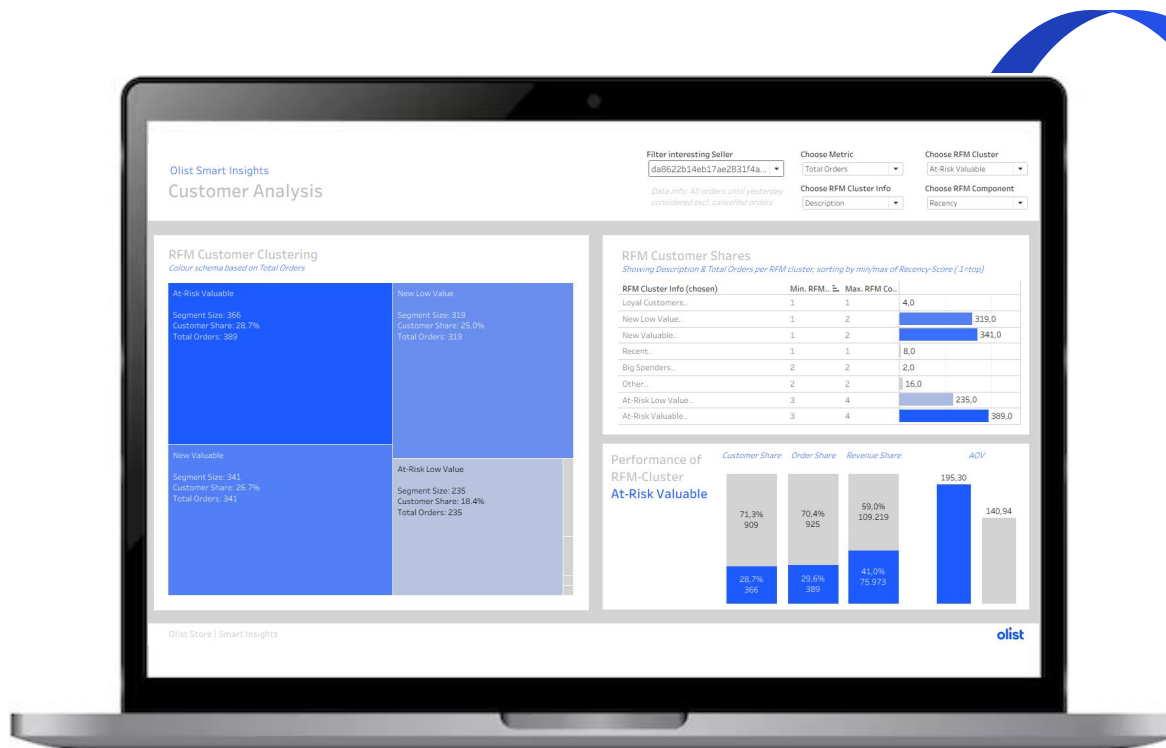






customer_id	r_score	f_score	m_score	rfm_score	rfm_cluster
akjf235blskv5	1	1	1	111	Best customers

The final product



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