



SQL PROJECT

Market

ooo

OLIST

BRAZIL'S LARGEST ONLINE MARKETPLACE

Trends



Sales

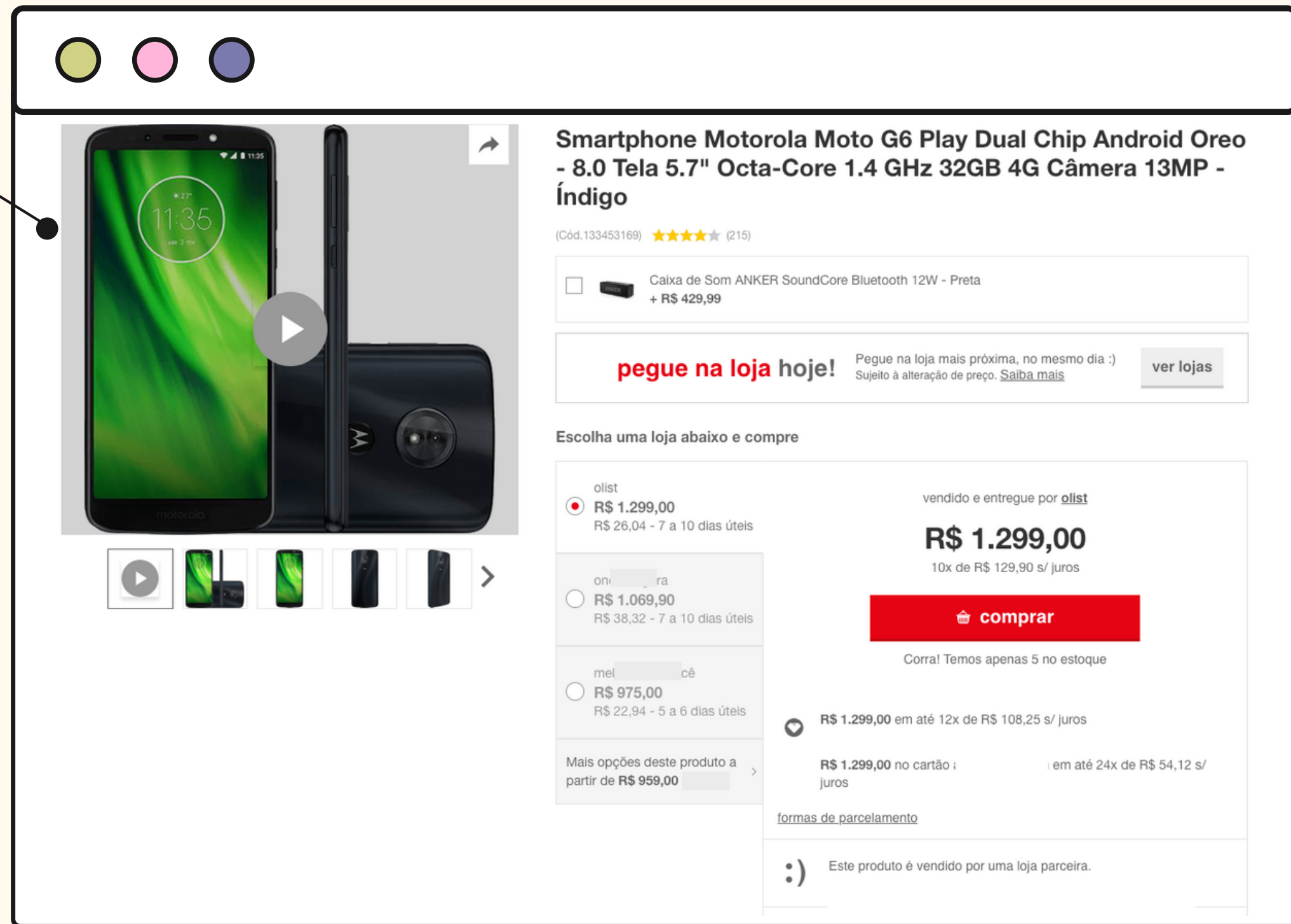
Presented by Angelica Vera



Feedback

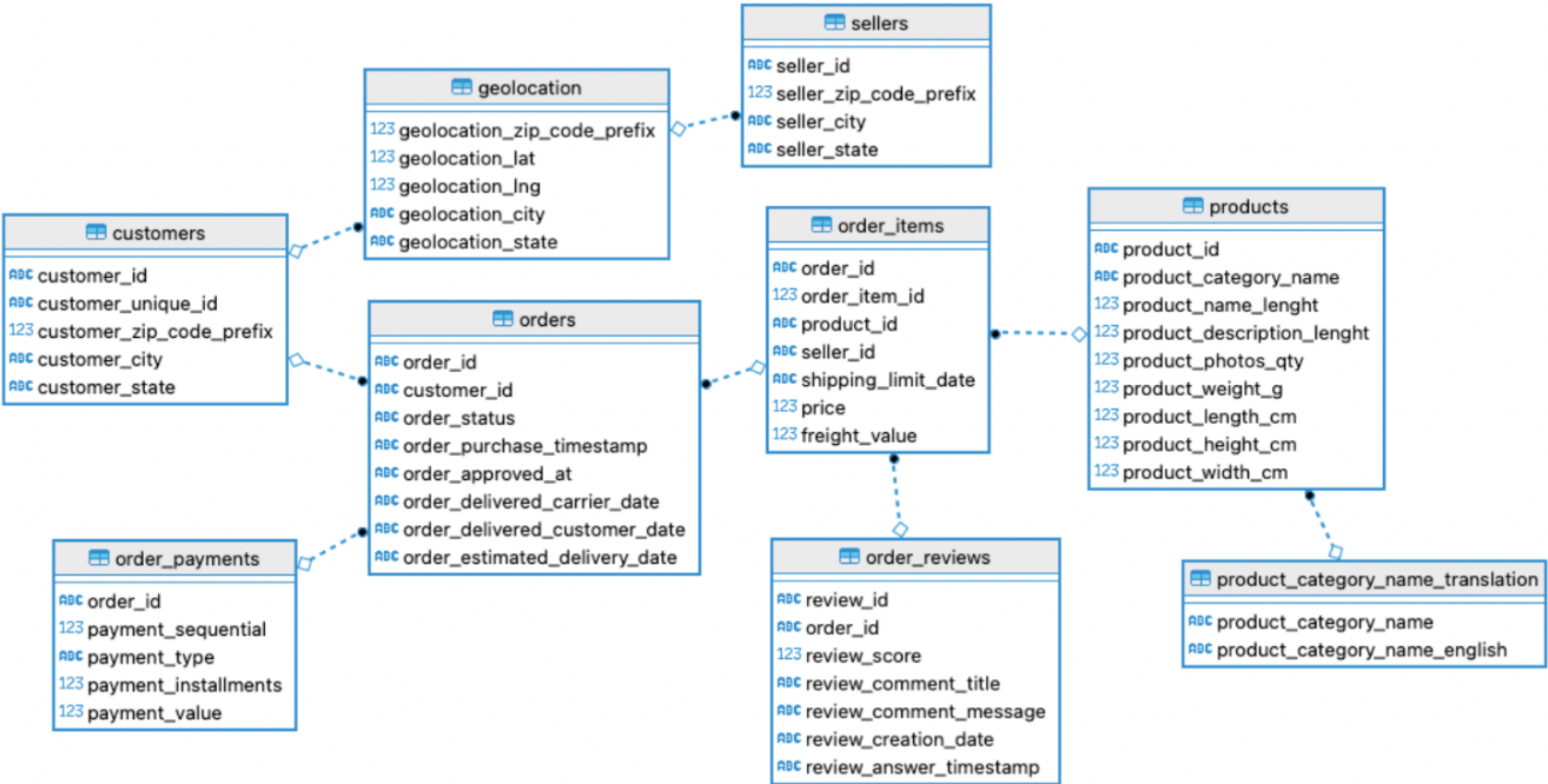
ABOUT THE DATASET & OLIST

- Olist connects small businesses to customers without hassle.
- Very similar to our version of eBay.
- The dataset features ~100,000 orders from 3,000 online sellers from 2016 to 2018.
- Includes reviews in Portuguese.

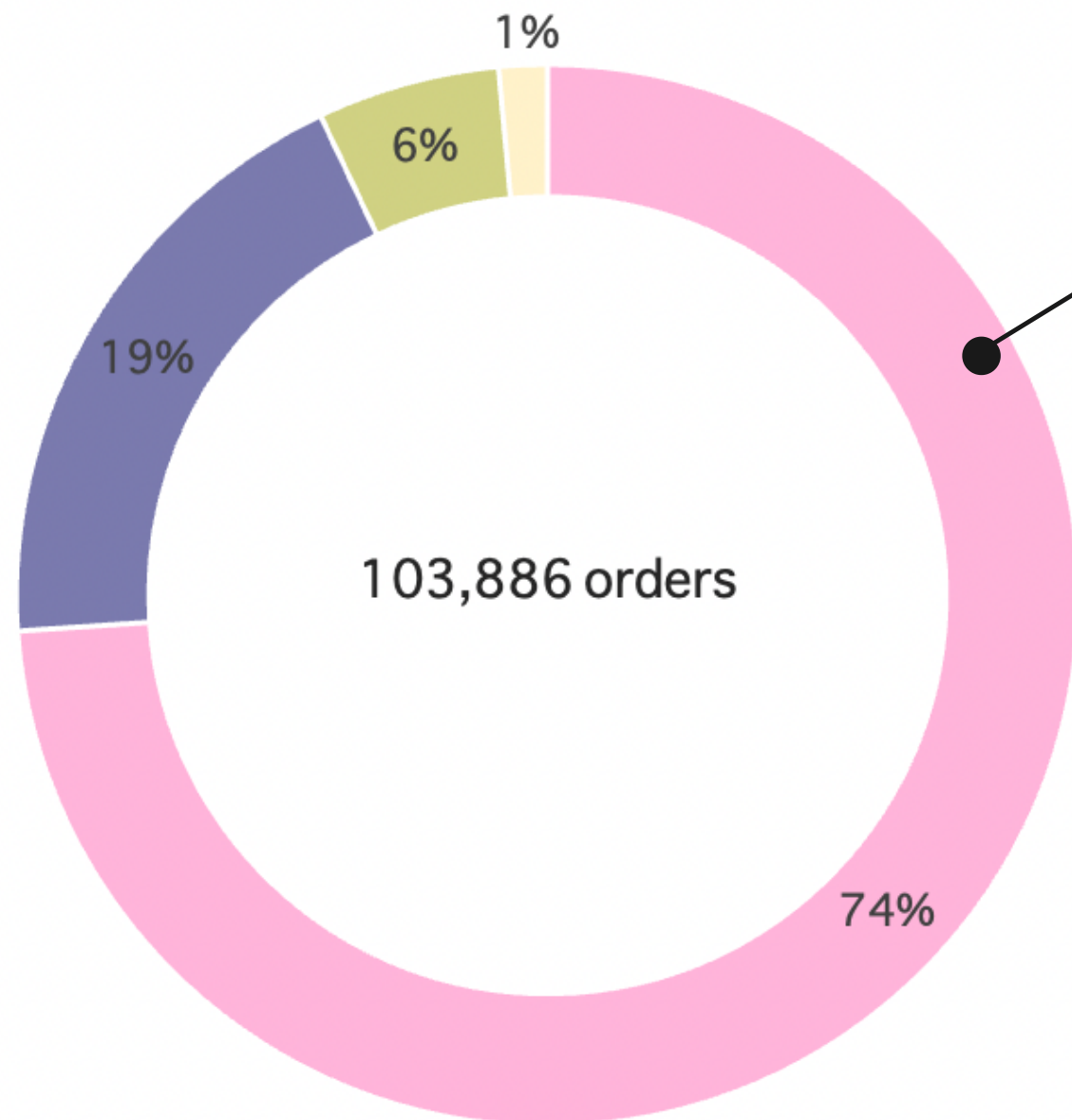




DATASET ENTITY RELATIONSHIP DIAGRAM



Payment Types



103,886 orders

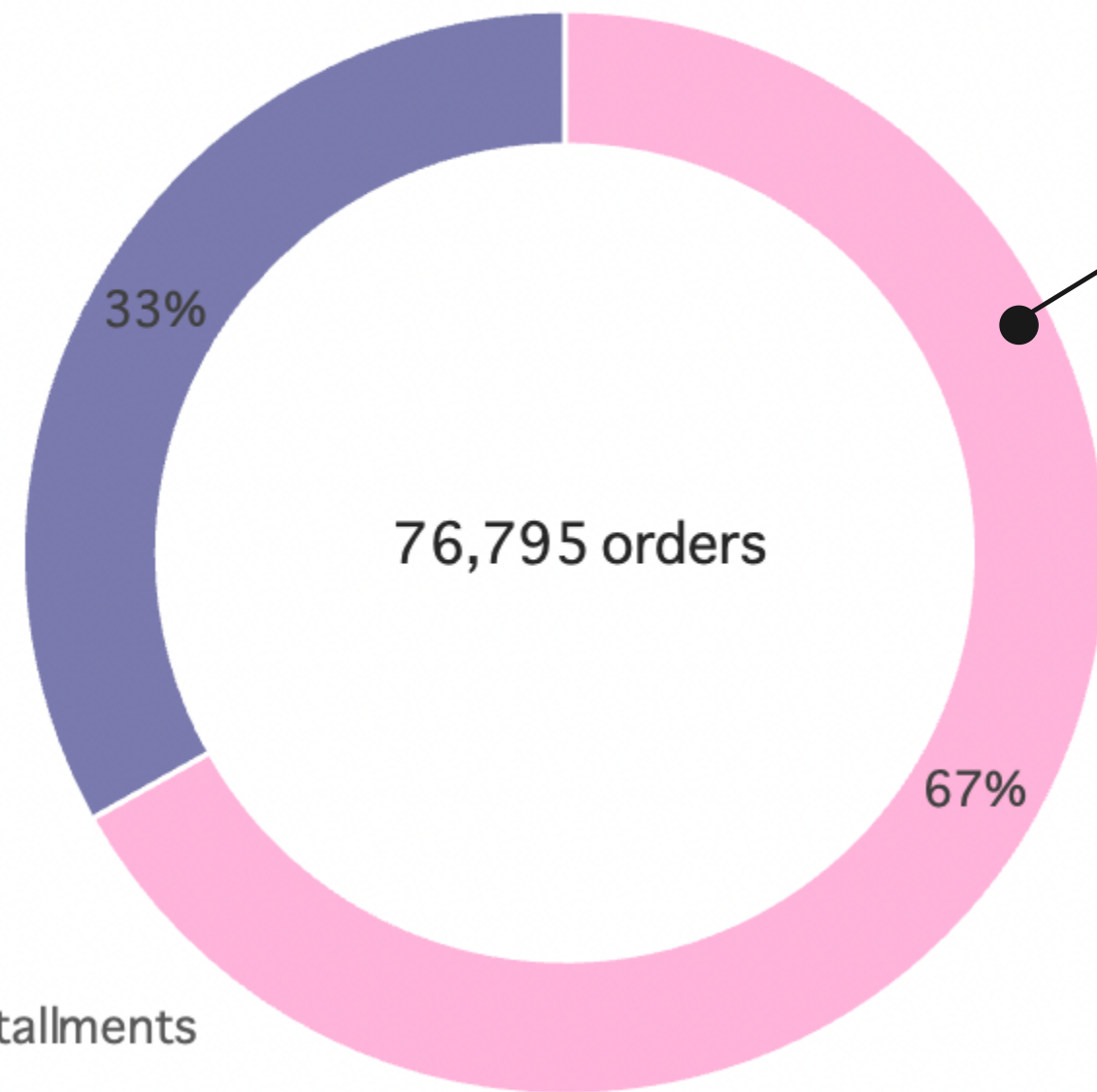
■ credit_card
■ boleto
■ voucher
■ debit_card



HOW ARE PAYMENTS BEING MADE?

- A total of 103,886 orders were placed on Olist
- Credit cards dominate as the primary payment method, followed by boleto as the second most popular choice for purchases.
- Boleto, meaning "ticket," is a popular Brazilian cash payment method. These tickets which are in the form of a virtual or printed voucher can be retrieved in places such as ATMs, post offices, banks, etc.

Credit Card Installments



■ multiple installments

■ paid in full

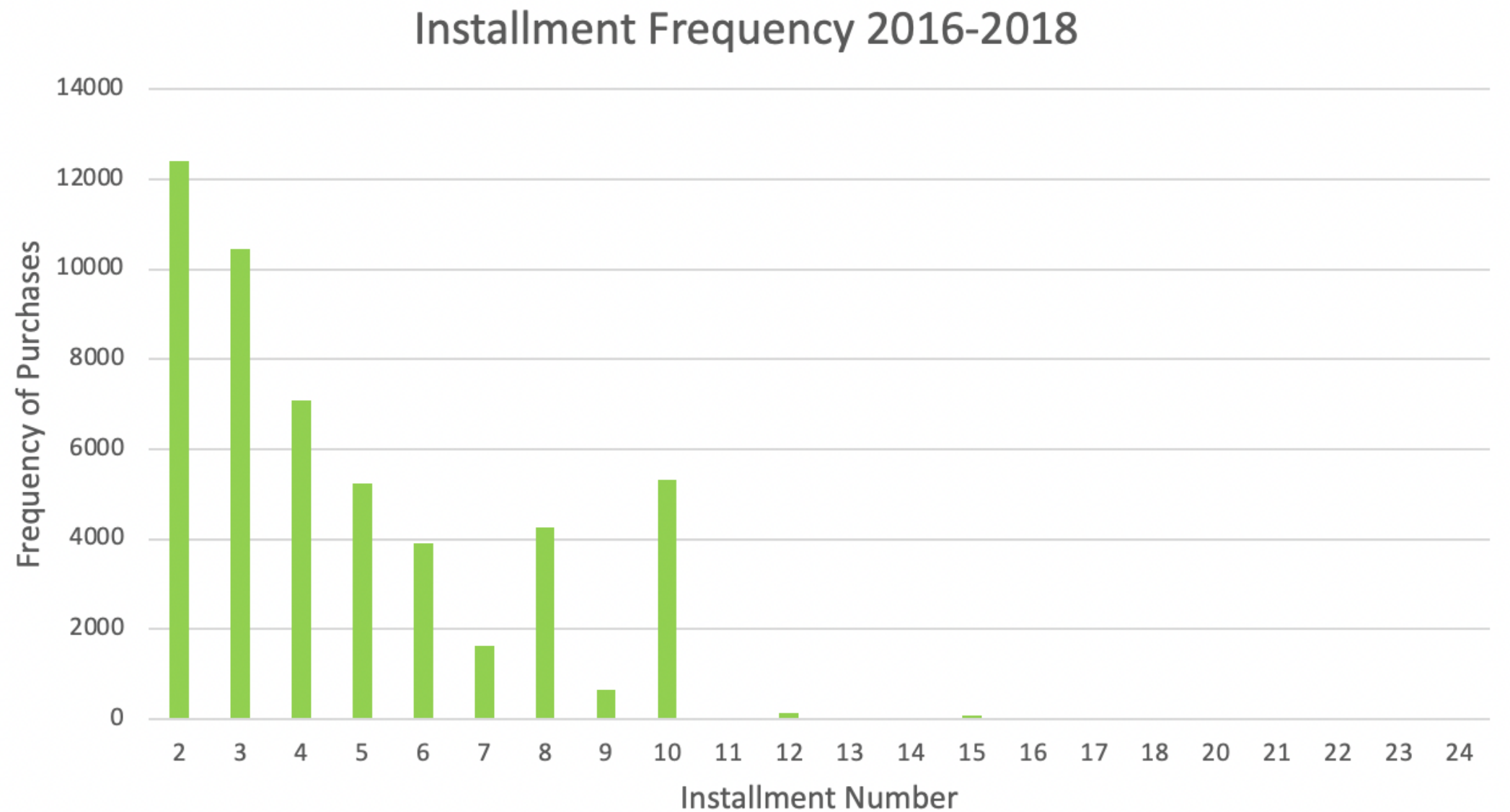


CREDIT CARD INSTALLMENT INFO

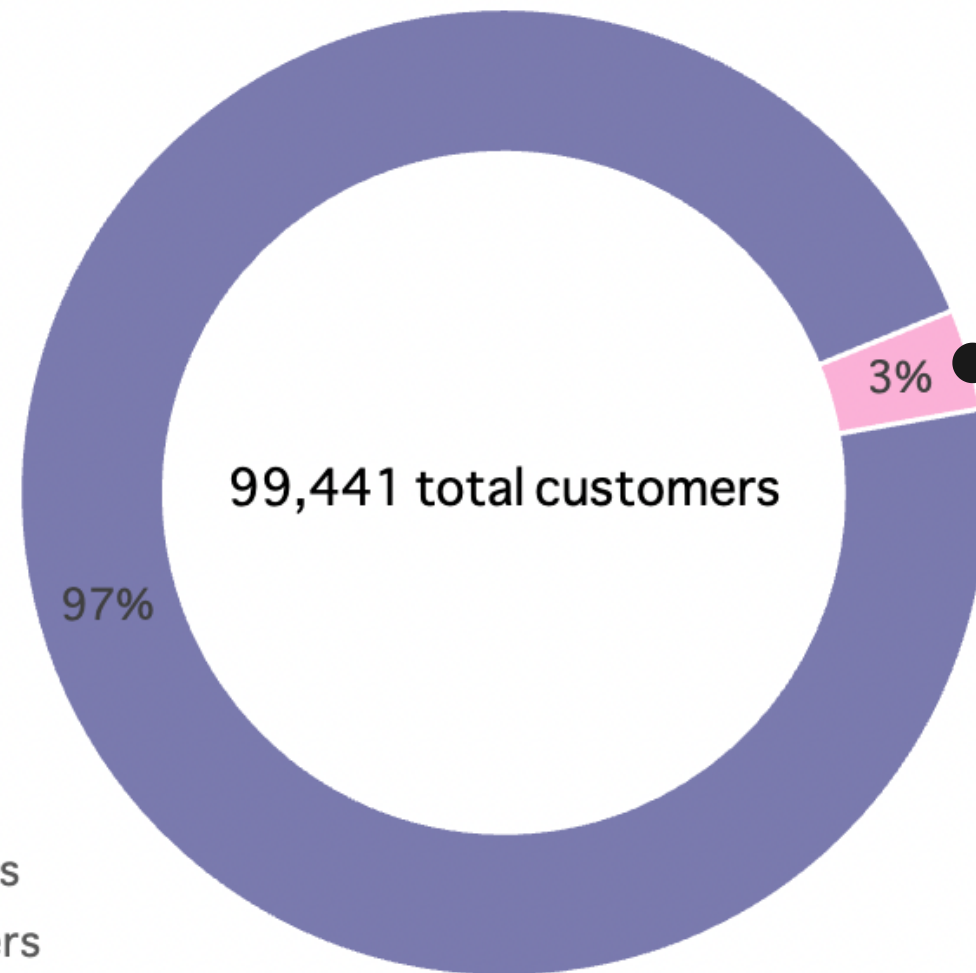
- Majority of credit card payments were made in multiple installments

How many installments do customers usually opt for?

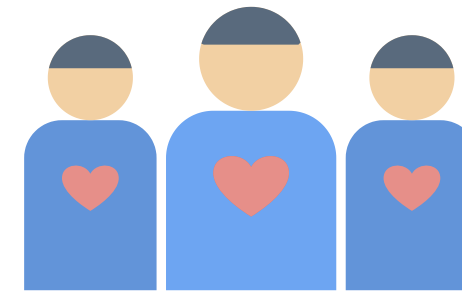
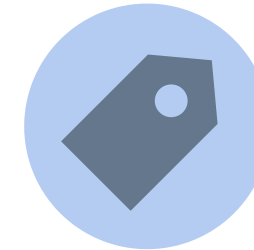
- *Installments range from 2-24 months.*
- *2 installments being the most preferred option for customers.*
- *Customers are eager to pay off their order as the data shows a general decline in frequency as installment numbers increase.*
- *Customers prefer to pay off their orders within a span of fewer than 10 months, likely to avoid incurring unnecessary interest charges.*



Repeat Customers



- one time customers
- repeating customers



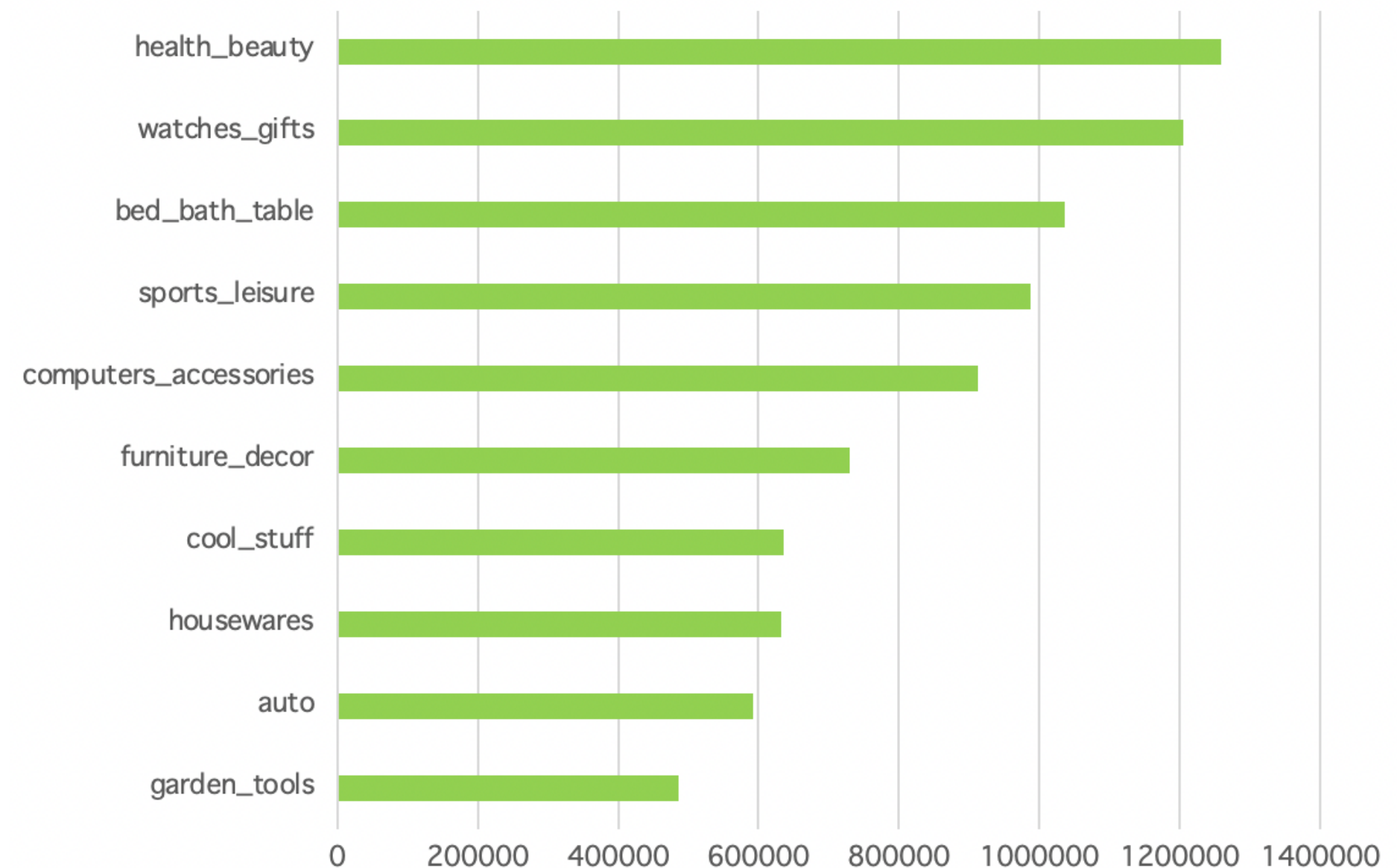
CUSTOMER RETENTION

- Unfortunately, there is not enough data to calculate customer retention as there is only one full year of data, 2017.
- However, with the limited data it was found that only 3,345 repeat customers out of 99,441 customers.
- $\approx 3.36\%$ of customers are repeat customers

Which products are bringing in the most revenue?

- *"Health & Beauty," "Watches & Gifts," and "Bed, Bath & Table" are the top three revenue-generating categories.*
- *These categories showcase strong consumer demand and represent key areas of interest for customers.*

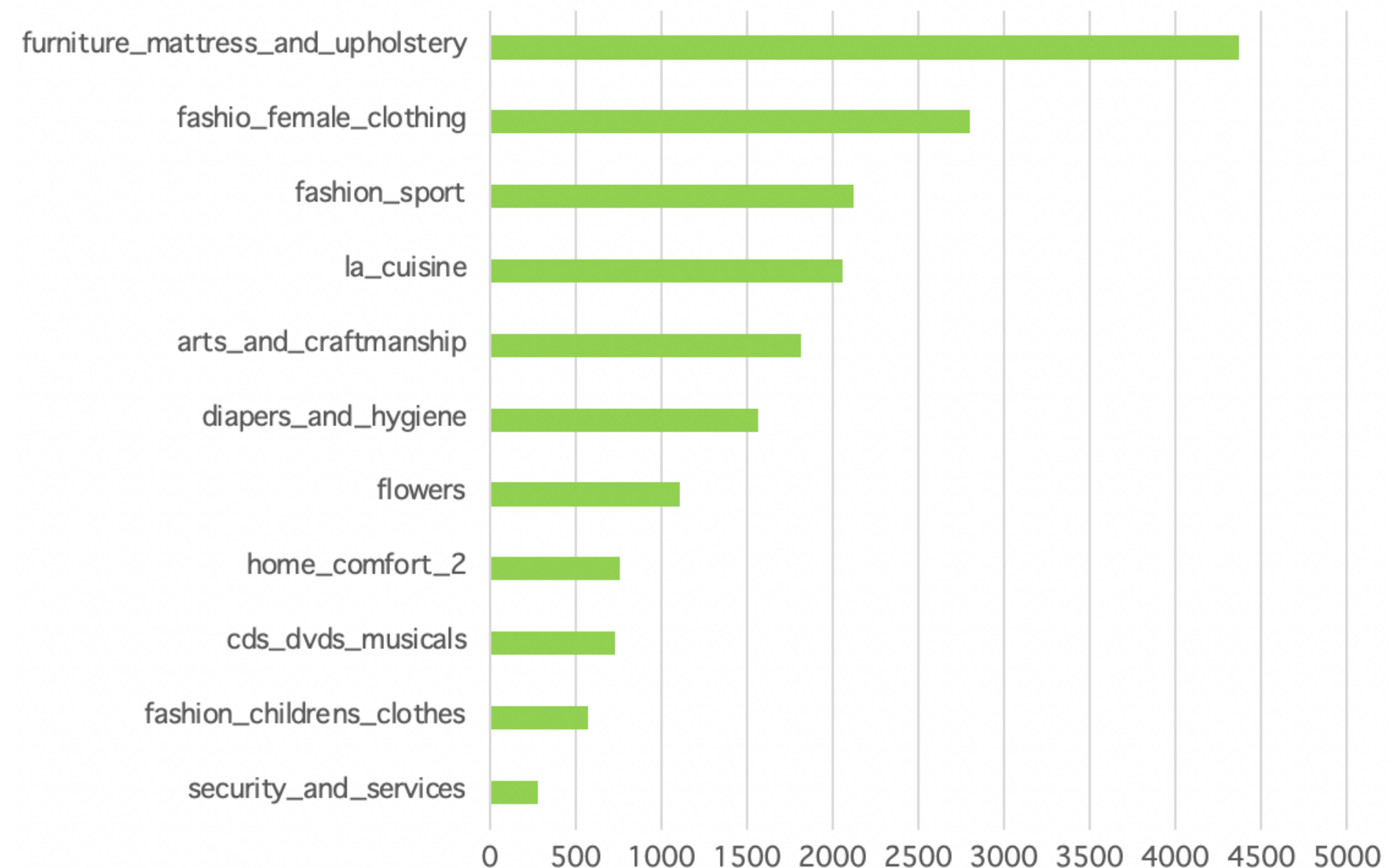
Top 10 Revenue Categories



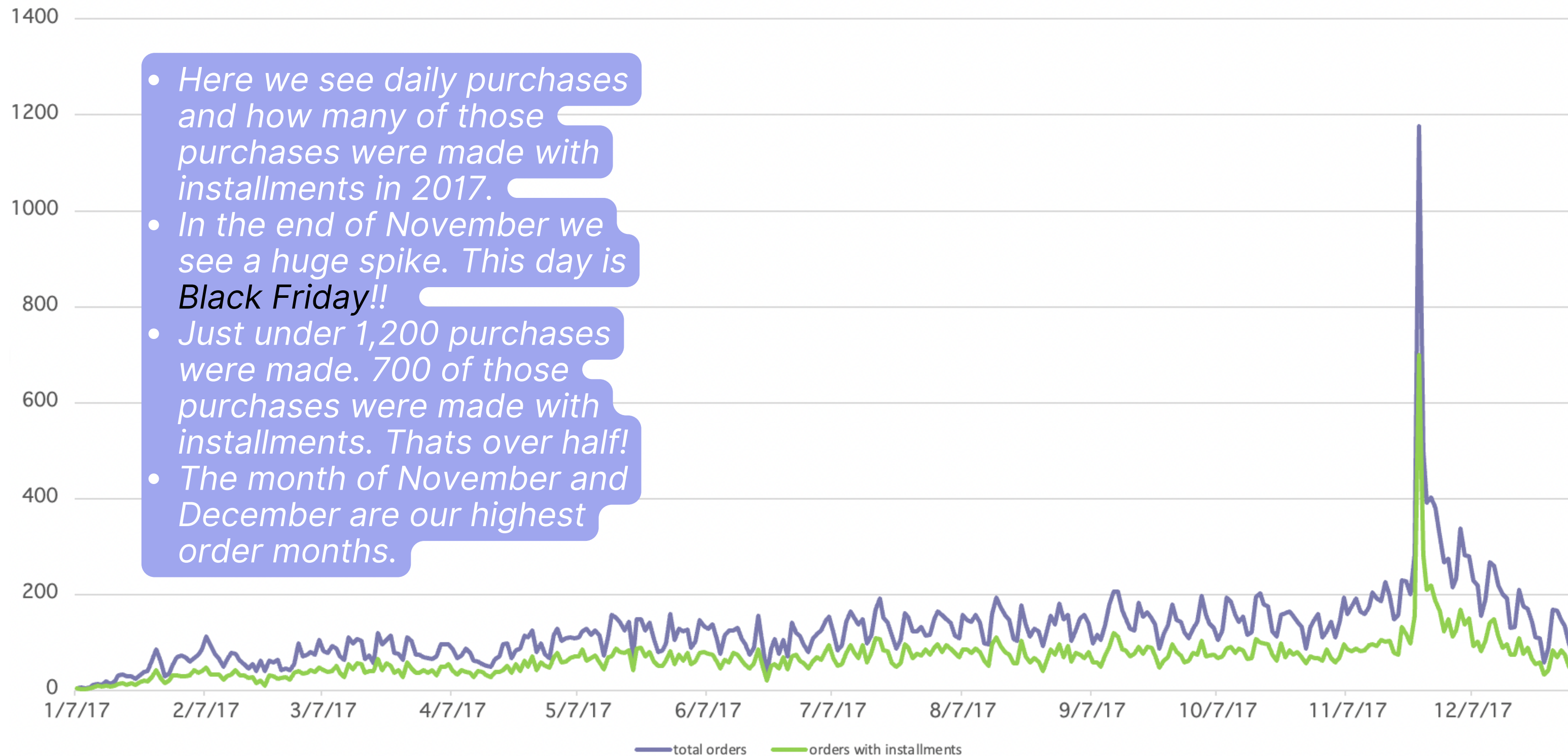
Which products are bringing in the least revenue?

- *These categories need improvement.*
- *Consider marketing campaigns, product enhancements, or partnerships to increase customer interest and sales.*

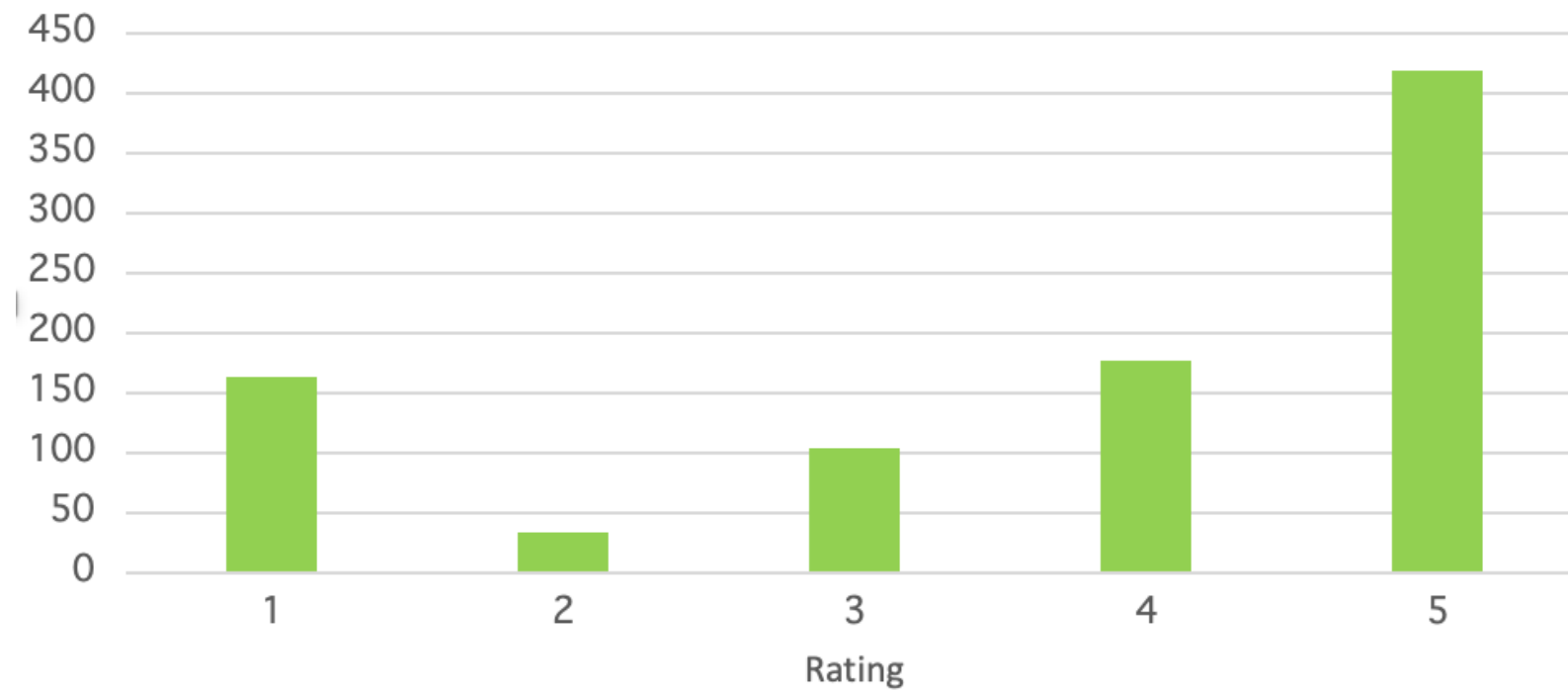
Bottom 10 Revenue Categories



Total Orders and Orders with Installments



Customer Ratings on Black Friday

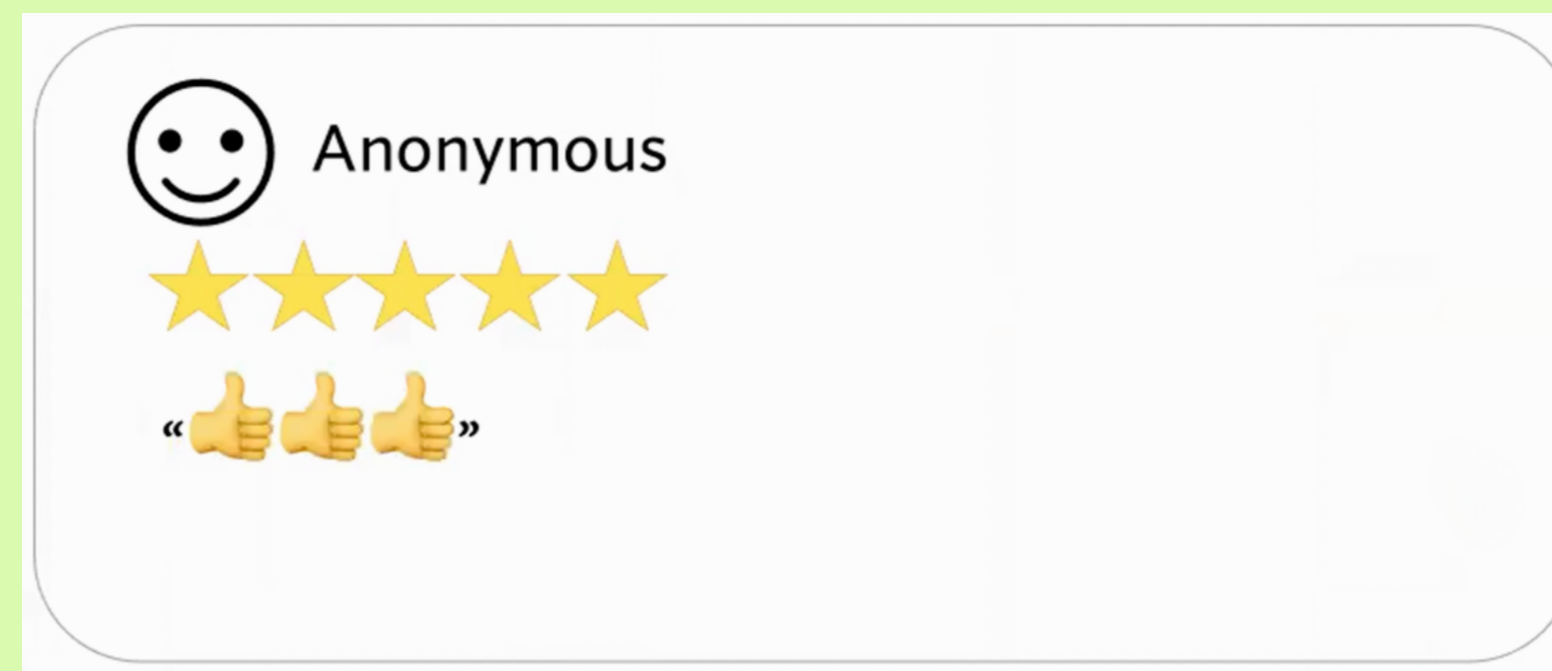
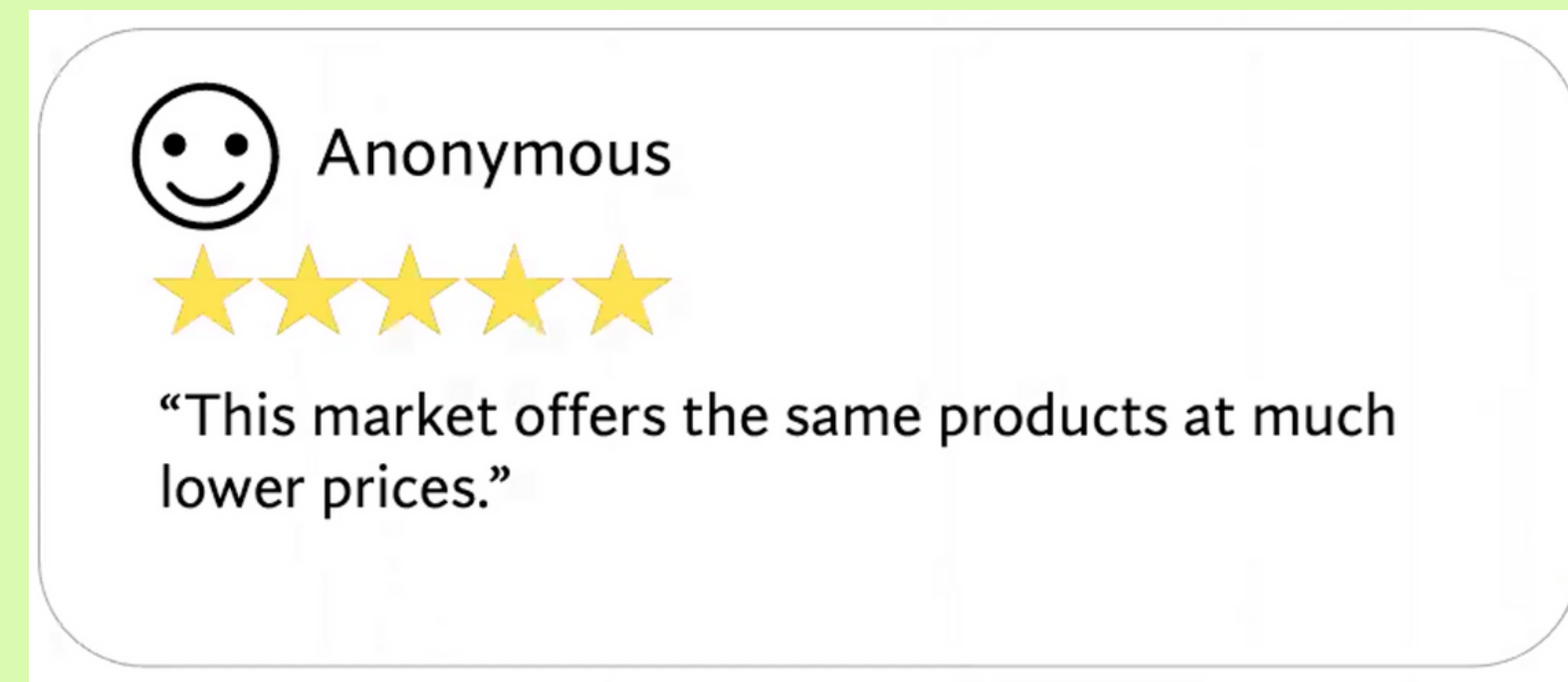
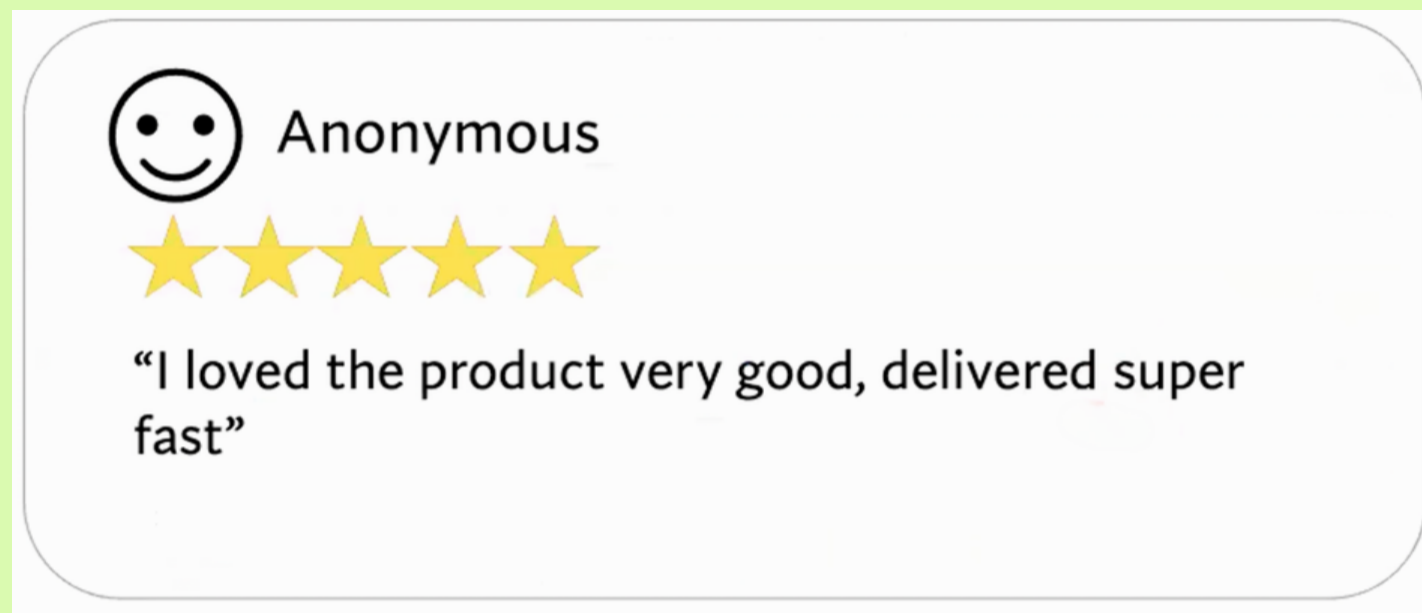


- Black Friday is a day known for great deals, and it attracts a rush of customers to physical stores.
- Our online experience stands out and the data shows that customers are highly satisfied, giving their purchases 5-star ratings and positive reviews.
- By leveraging this data, we can promote our Black Friday experience as stress-free and hassle-free, highlighting the convenience and customer satisfaction of shopping online.

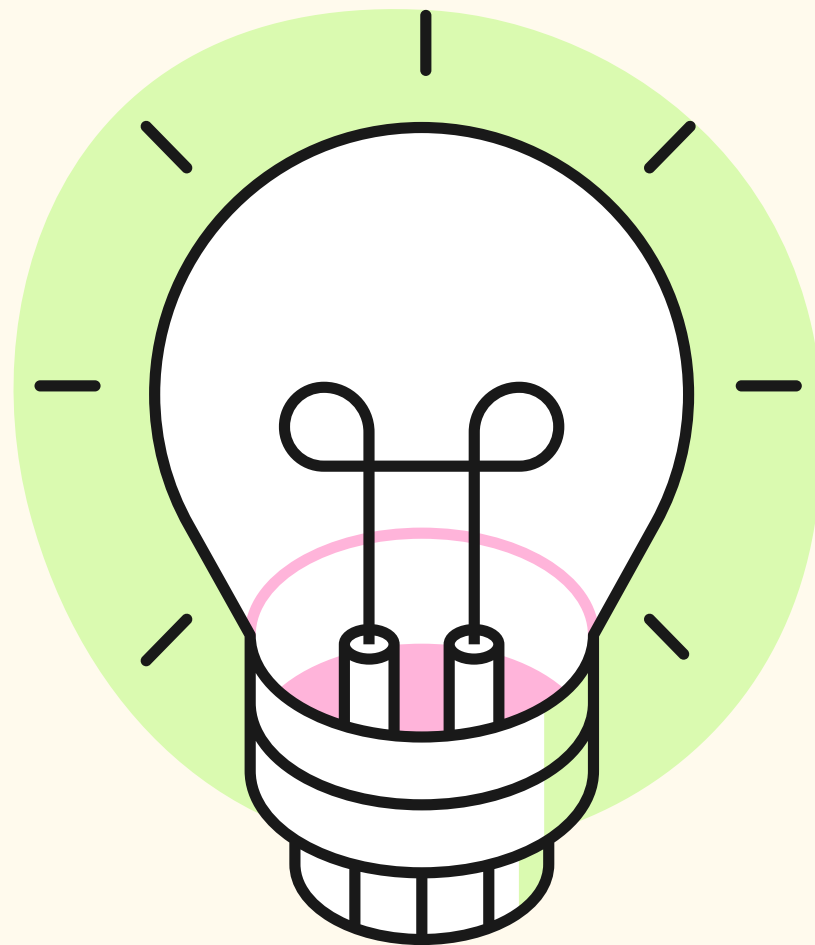
Black Friday



Examples of real 5-star reviews from customers Black Friday experience:



**** TRANSLATED FROM PORTUGUESE**



WHAT DID WE LEARN?

- Over 100,000 orders were placed on Olist, with credit cards being the most popular payment method.
- Customers prefer paying in multiple installments, with 2 installments being the most common choice.
- Limited data is available for customer retention, but approximately 3.36% of customers are repeat customers.
- "Health & Beauty," "Watches & Gifts," and "Bed, Bath & Table" are the top revenue-generating categories, indicating strong consumer interest.
- November and December are the peak months for orders, with a significant spike on Black Friday.
- Our online shopping experience receives positive customer reviews, making Black Friday a stress-free and satisfying experience.

NEXT STEPS

1

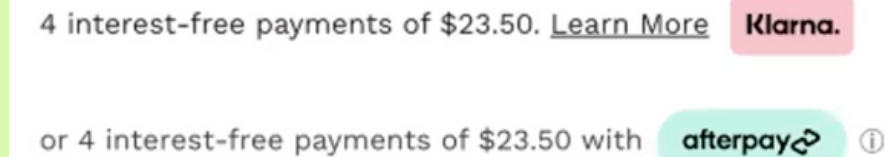
MAKE OLISTS OWN CREDIT CARD

Launch a branded credit card to provide customers with a tailored payment option, incentivizing loyalty and driving repeat purchases. Offer reward points.

2

SUGGEST INSTALLMENTS

Encourage customers to choose installment payments by highlighting the affordability and flexibility it offers, improving customer satisfaction and expanding purchasing power. Example:



4 interest-free payments of \$23.50. [Learn More](#) **Klarna.**
or 4 interest-free payments of \$23.50 with **afterpay** ⓘ

3

PROMOTE BLACK FRIDAY DEALS

Create targeted marketing campaigns and collaborate with popular brands and influencers to maximize the impact of Black Friday, driving sales and attracting new customers. Highlight the online experience opposed to a chaotic in person experience.



RESOURCE PAGE

KAGGLE LINK

Thank you for your
time and attention!

