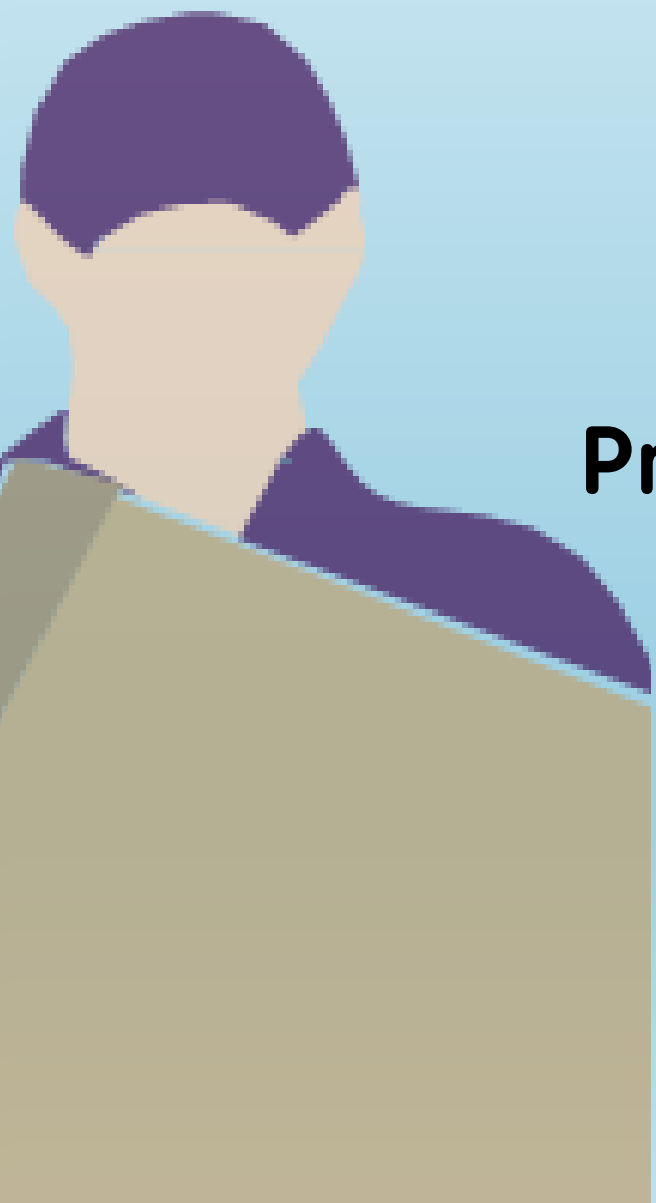


E-commerce Olist Store Analysis

Presented by Group -5



Meet Our Team

Mr. Aniket Katyarmal

Mr. Devendra Patil

Mrs. Priya Kolhar

Ms. Basamma



- 01 *Introduction*

- 02 *Overview*

- 03 *KPI's*

- 04 *Insights & Recommendations*

AGENDA

- 05 *Conclusion*



Over View

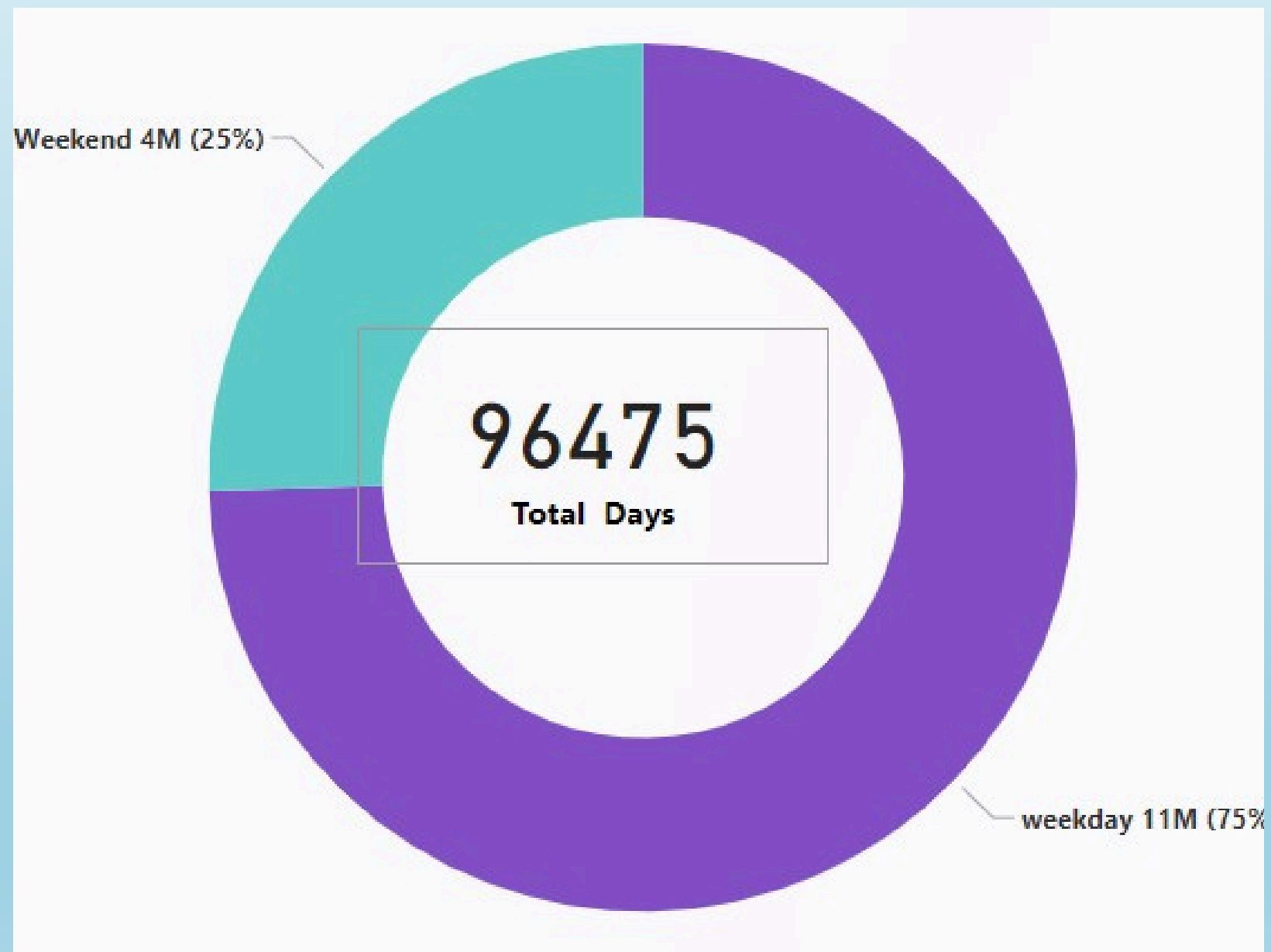
The Olist Store Analysis project aims to analyze customer purchasing patterns and payment statistics on an E-commerce platform, Olist. This project covers several key performance indicators (KPIs) such as weekday vs weekend sales, payment statistics, delivery time, and customer behavior. The analysis is based on nine CSV files, which are cleaned and manipulated to extract valuable insights.

KPI's

- Weekday and weekend payment statistics
- Payment type with a review score of 5
- Average number of delivery days taken for pet shop
- Average price and payment value of Sao Paulo city
- Average shipping days vs review scores

Weekday vs Weekend payment statistics

KPI 1



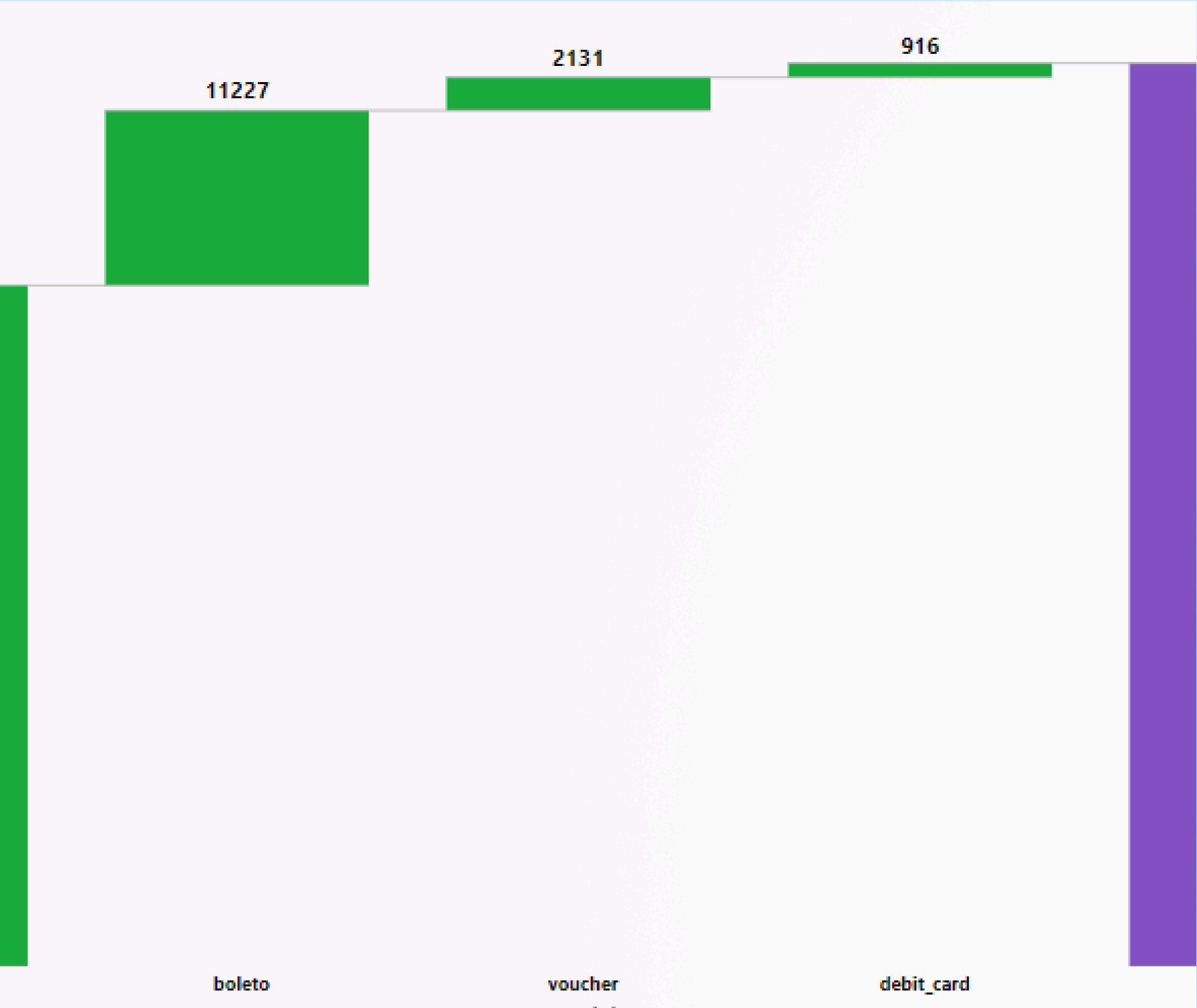
Weekday Vs Weekend (order_purchase_timestamp) Payment Statistics

The analysis of payment statistics based on weekday vs. weekend provides an understanding of the buying behavior of customers. This KPI answers questions like, which day of the week has the highest sales?

How many customers prefer to pay through online modes? The analysis of this KPI can help Olist to improve their weekend sales and plan promotions accordingly.

Payment Type with review score 5

KPI 2

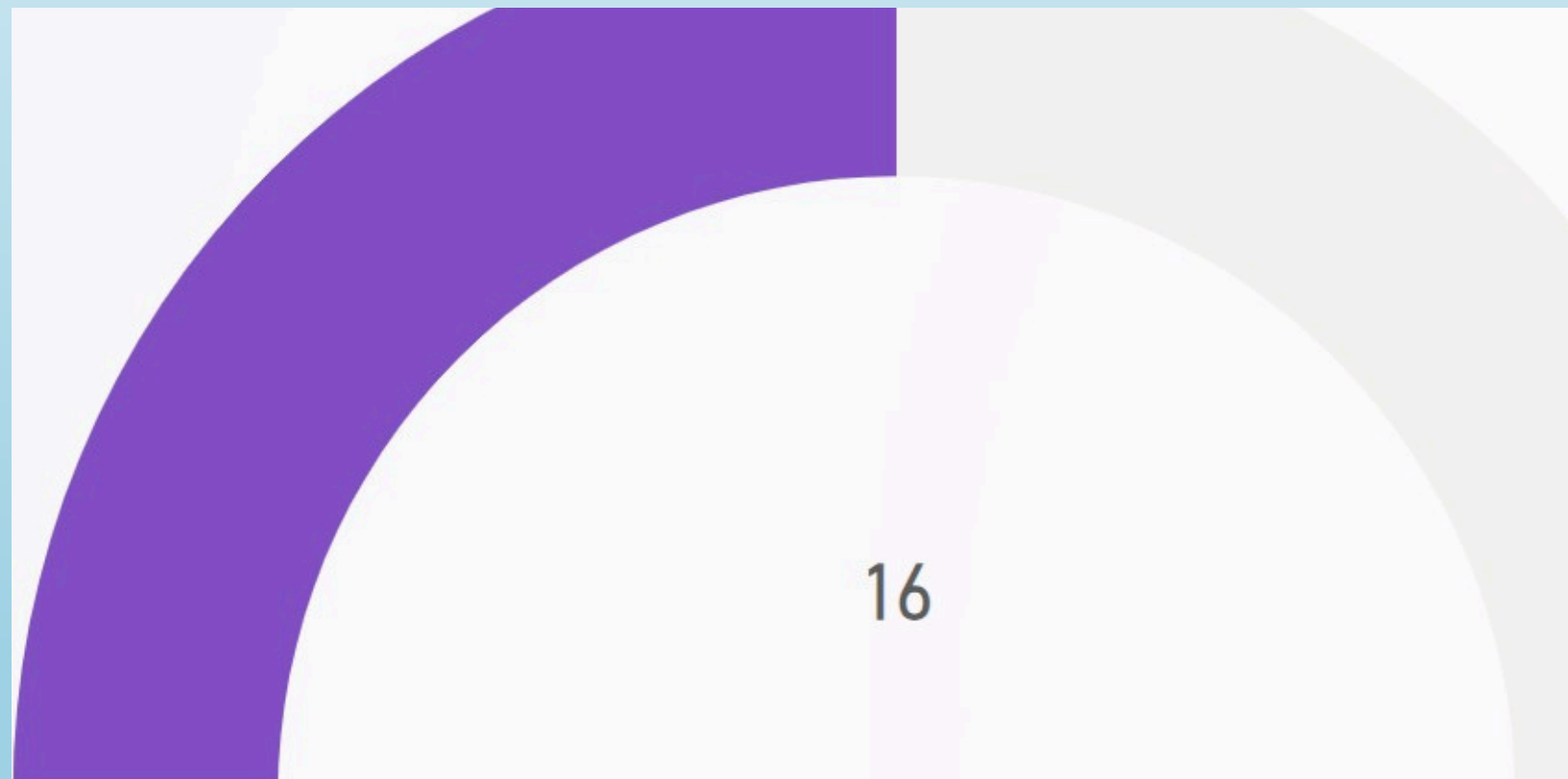


Number of Orders with Review score as 5 And payment type as Credit card

This KPI analyses the number of orders with a review score of 5 and payment type as credit card. This helps in understanding customer satisfaction levels and payment preferences. Olist can use this information to identify satisfied customers and encourage them to make repeat purchases

Average numbers of delivery days taken for pet shop

KPI 3

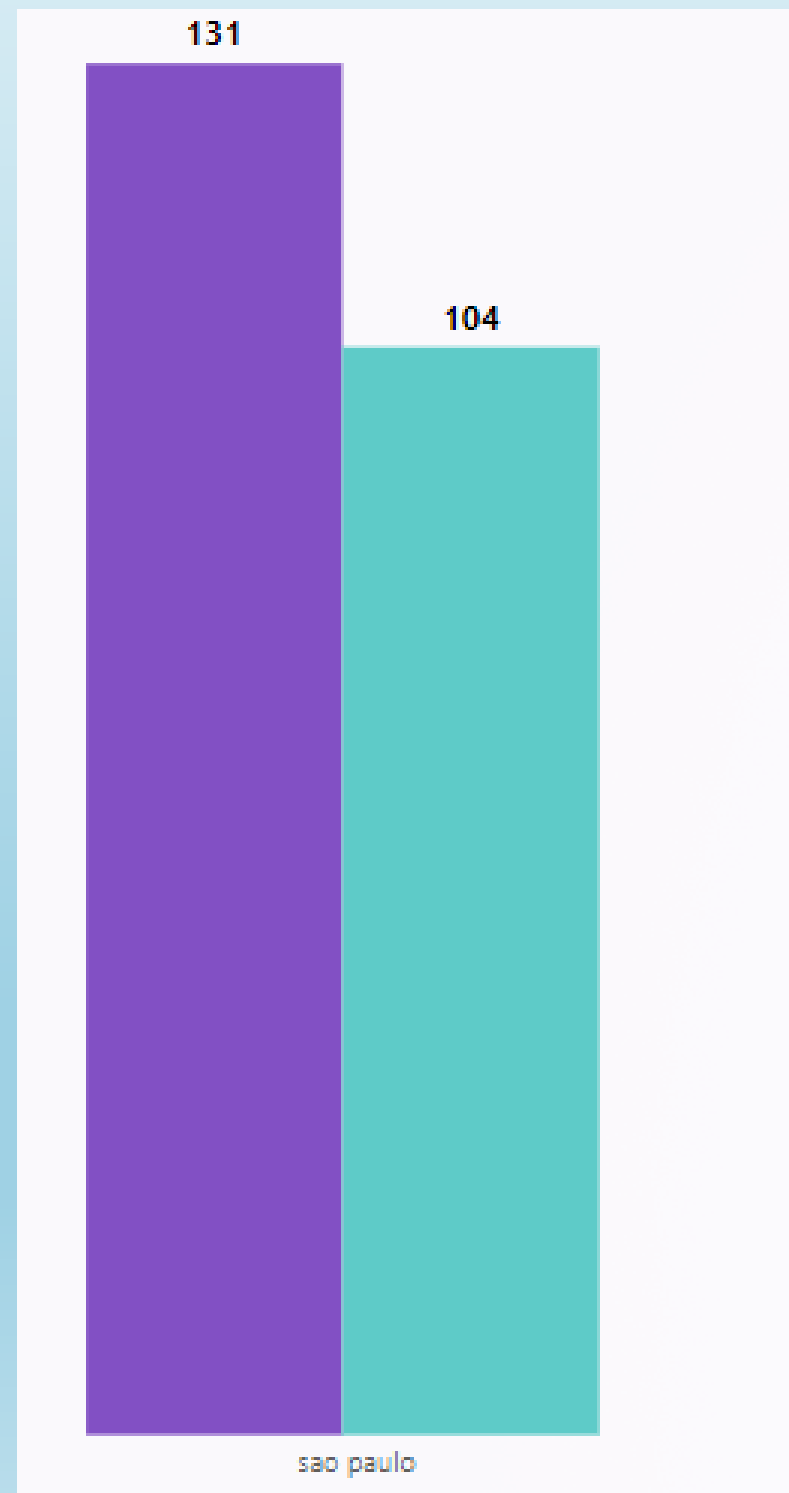


Average number of days taken for order_delivered_customer_date for pet_shop

This KPI analyzes the average number of days taken for order_delivered_customer_date for pet_shop. It helps Olist in identifying areas where they can improve their delivery time and maintain customer satisfaction.

Average price and payment value of sao paulo city

KPI 4

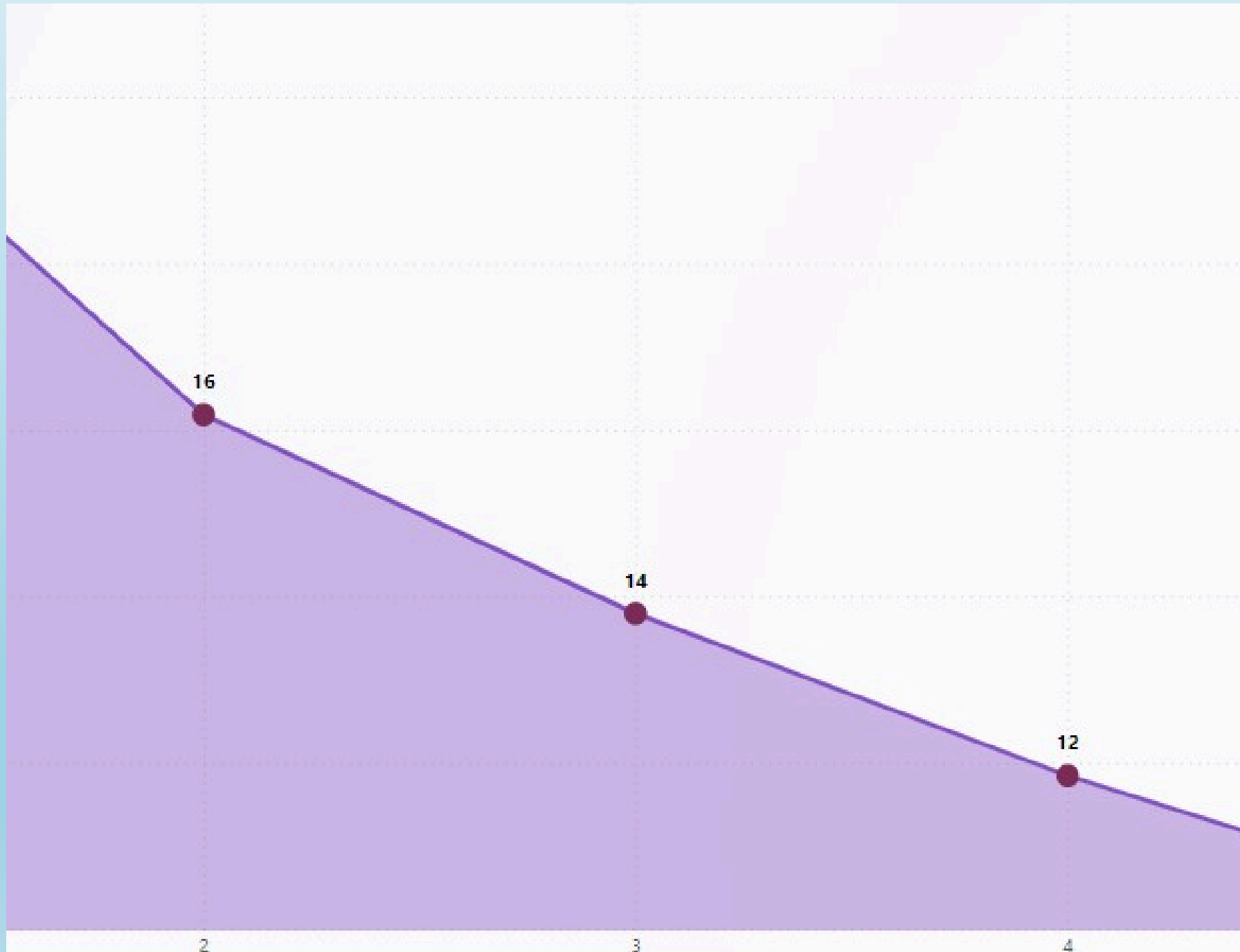


Average price and payment values from customers of sao paulo city

The analysis of average price and payment values from customers of Sao Paulo city helps in understanding the spending patterns of customers in this region. It also helps Olist in identifying high-value customers and creating targeted marketing campaigns.

Average shipping days vs review scores

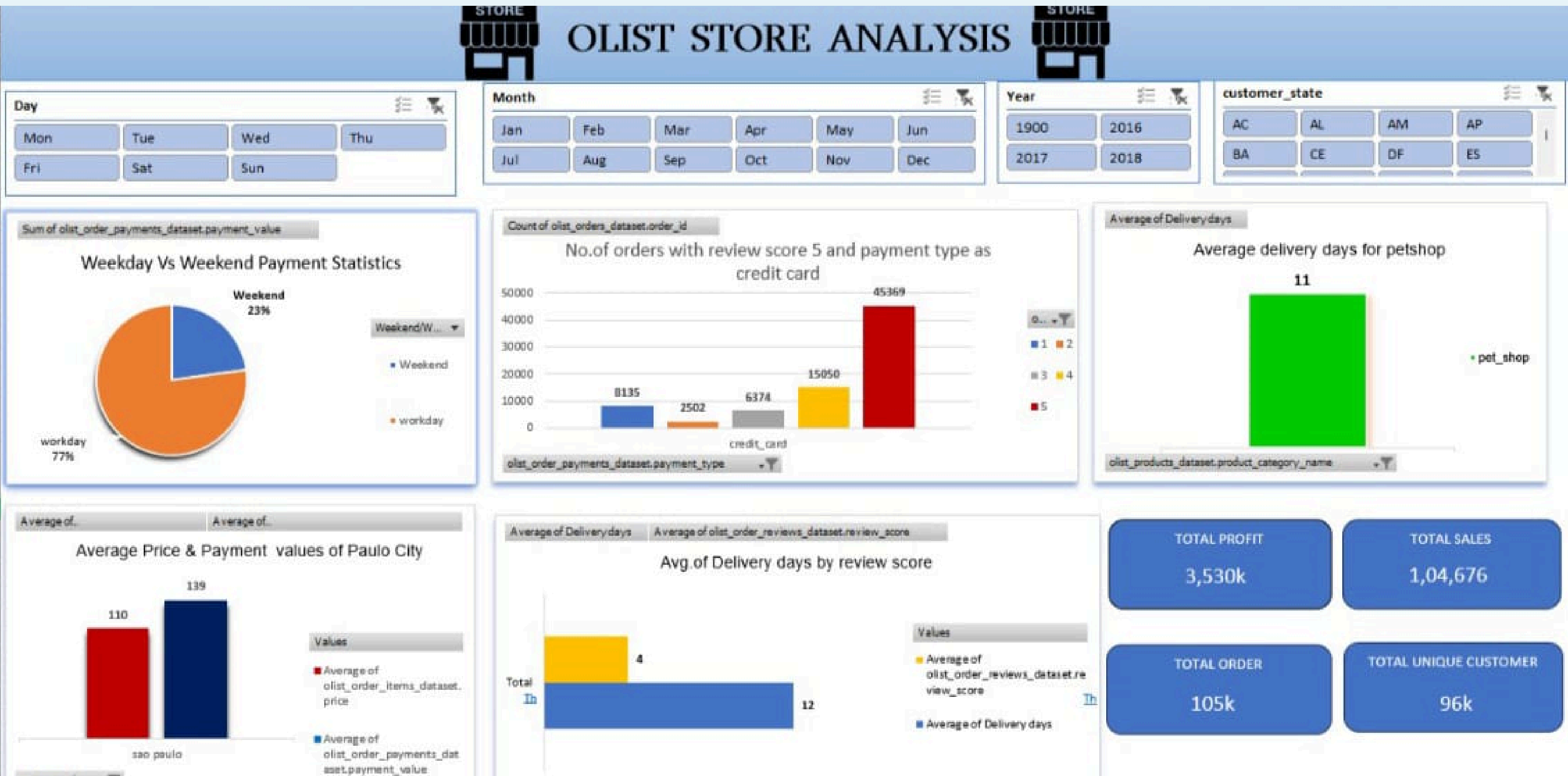
KPI 5



**Relationship between shipping days
(`order_delivered_customer_date` —
`order_purchase_timestamp`) Vs review scores**

This KPI analyzes the relationship between shipping days and review scores. It helps in understanding the impact of delivery time on customer satisfaction levels. Olist can use this information to optimize their logistics and improve their delivery time.

Olist Excel Dashboard



Olist Tableau Dashboard

Weekend & Weekday

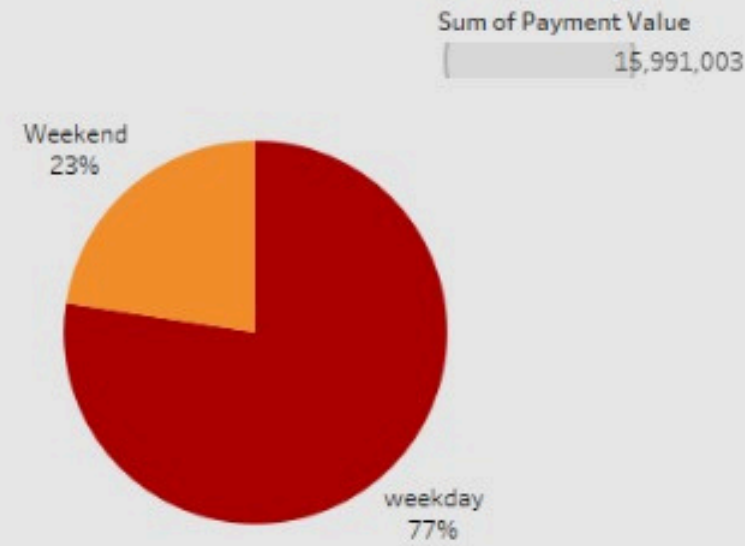
(All)

Review Score

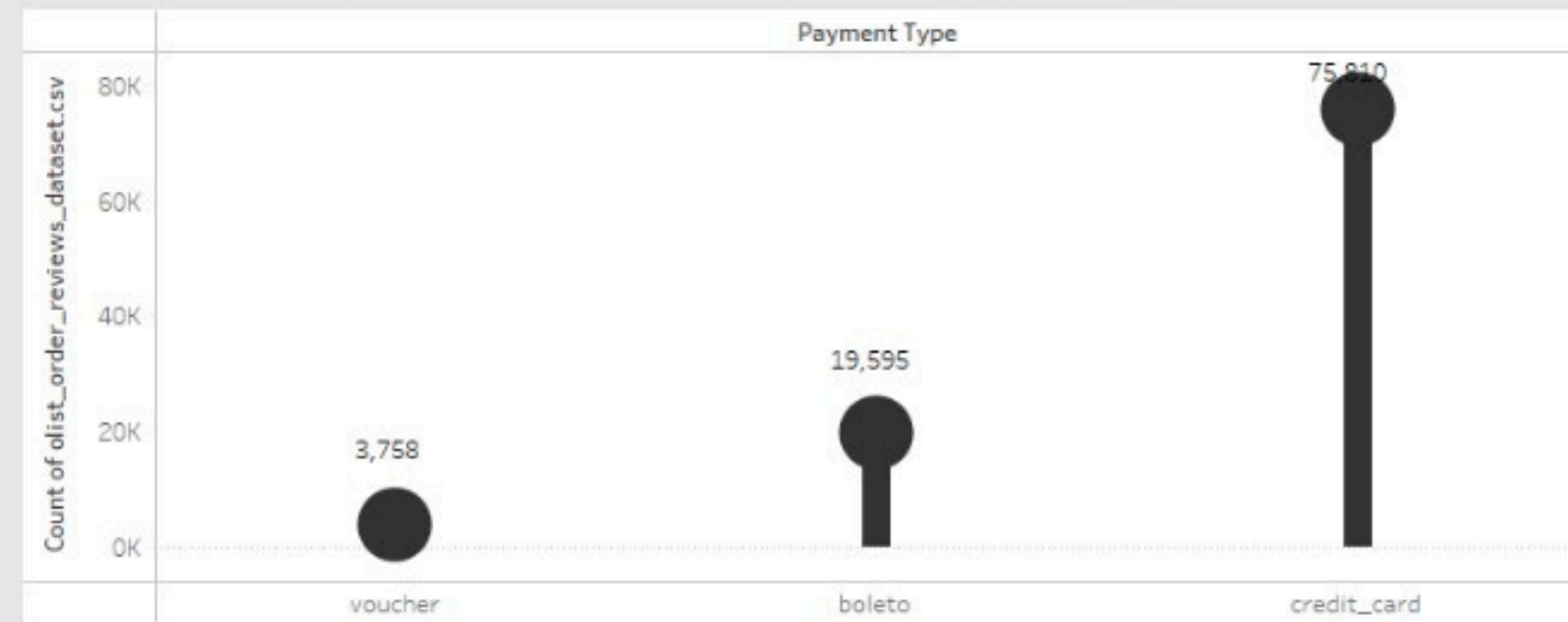
1

5

Weekday Vs Weekend



Number of Orders with review score 5 and payment type as credit card.



Average no. of days for order_delivered_customer_date for pet_shop.



Total Customer
96.1K

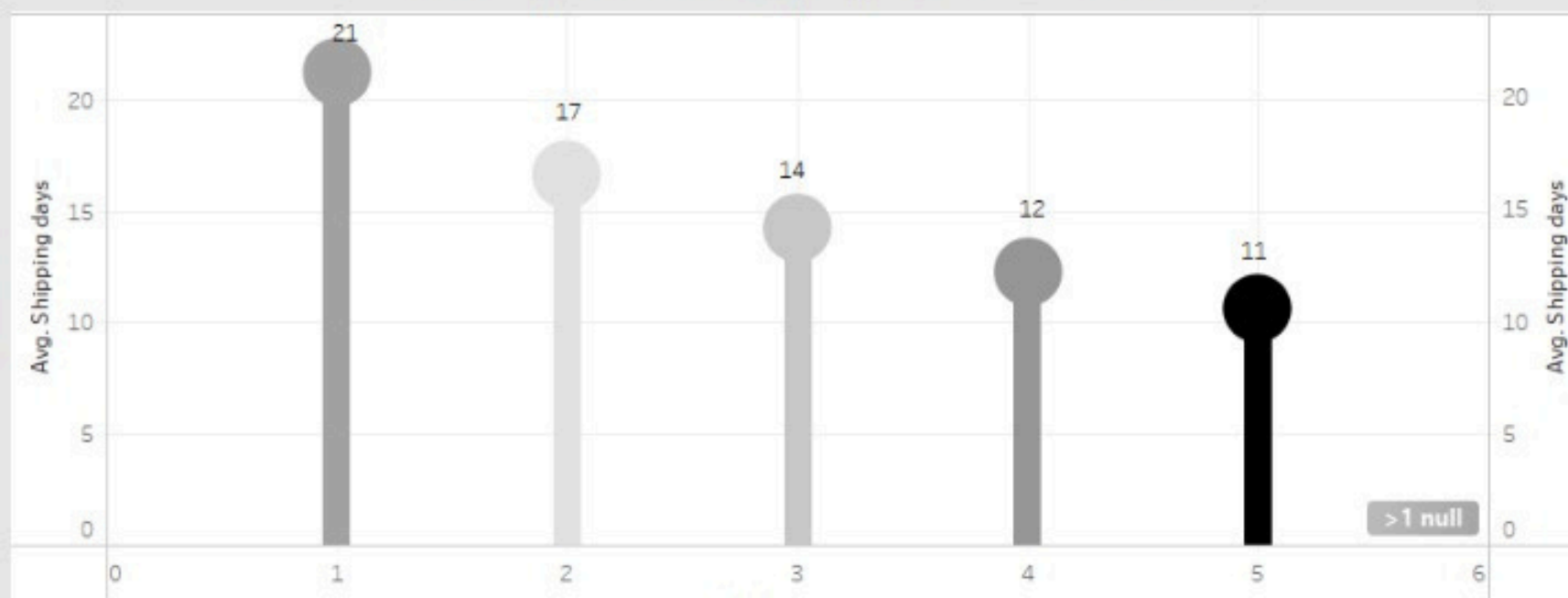
Total Profit
3.25M

Total Sales
15.99M

Total Seller
3.1K

Total Unique Product
73

Relationship between shipping days Vs review scores.



Average price and payment values from customers of sao paulo



Olist PowerBI Dashboard

Olist Store Analysis

Weekend/Weekday
All

Customer City
All

Payment Type
All

15.99M
Total Sales

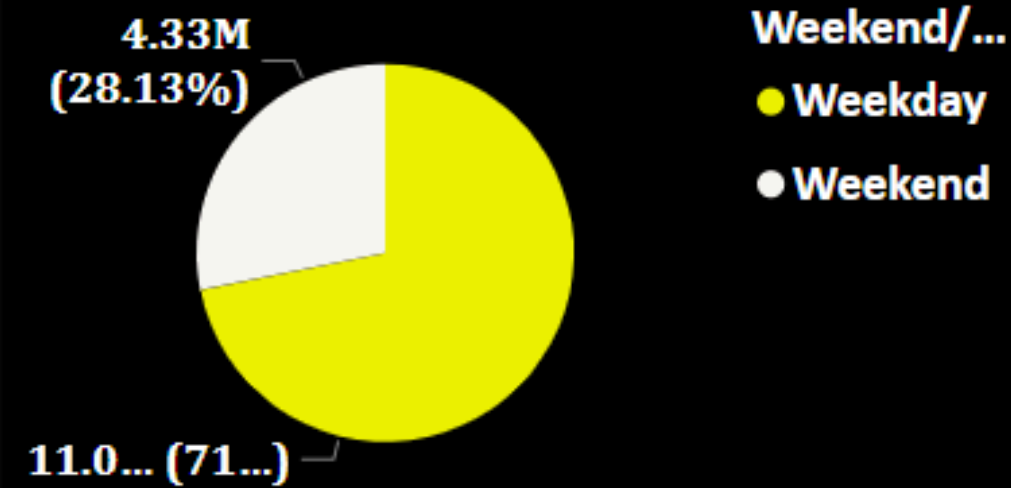
3.09K
Total Seller

96.10K
Total Unique Customer

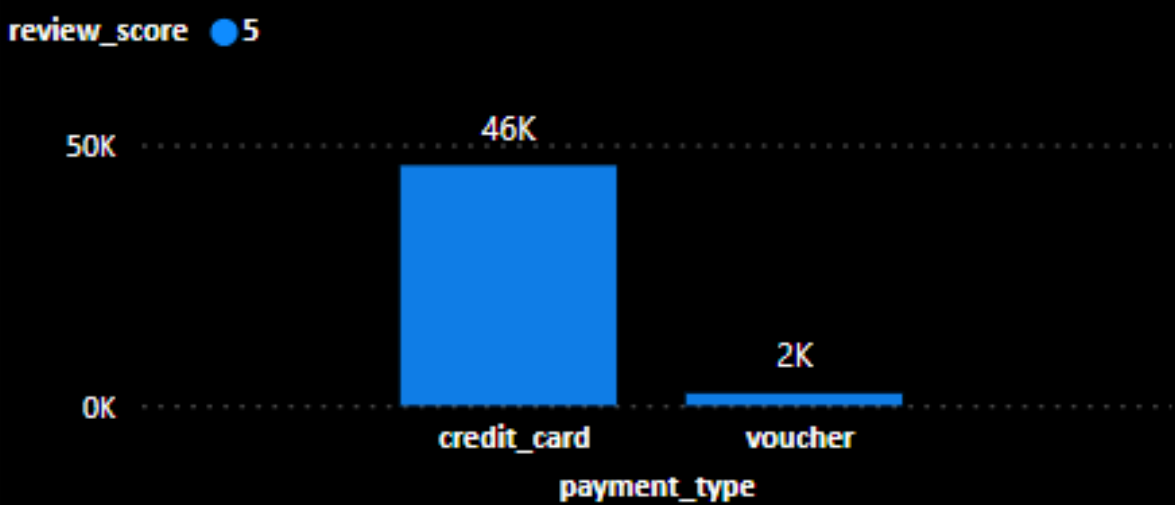
3.25M
Total Profit

(Blank) January February March April May June

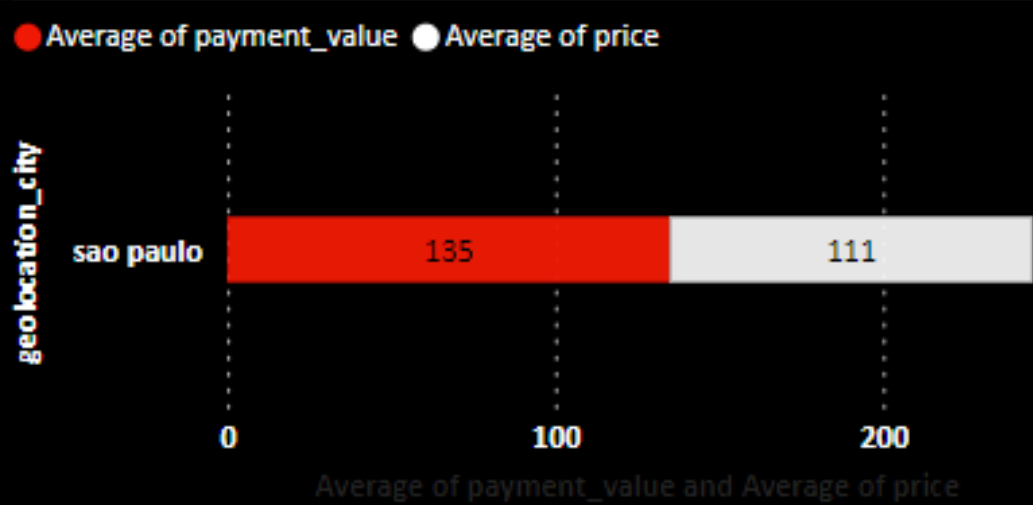
Weekend/Weekday Payment



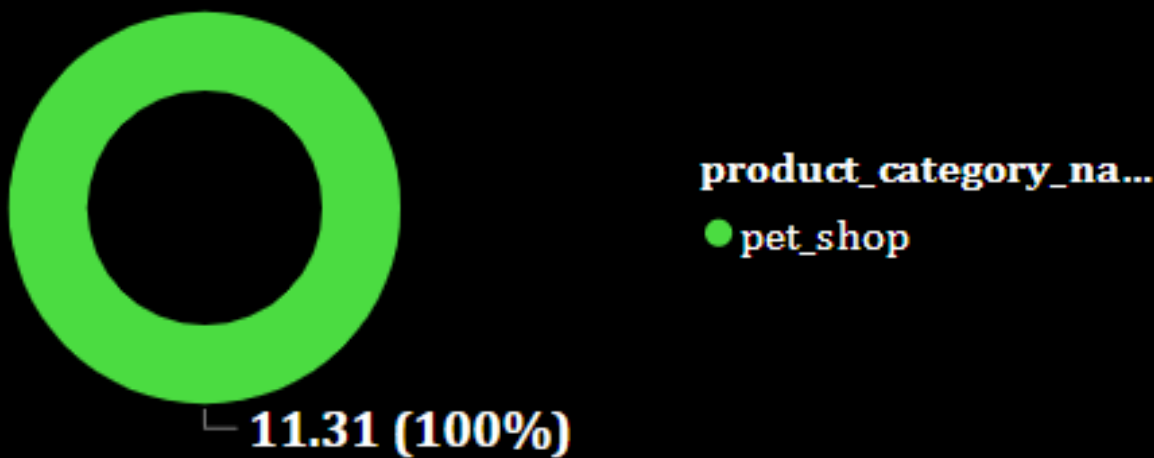
Count Order & review Score Of Credit Card



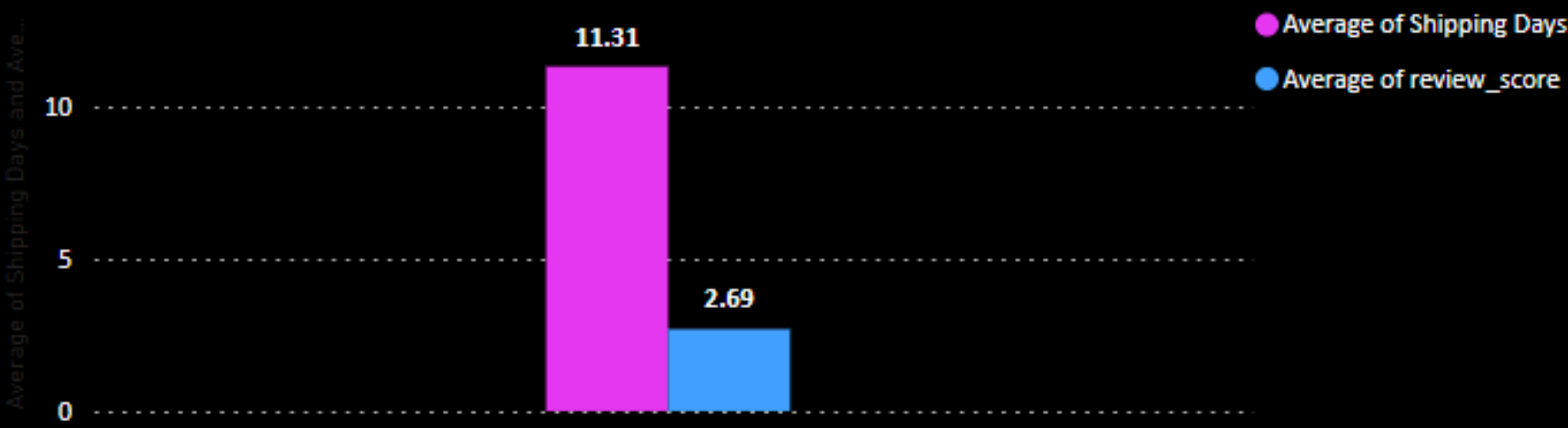
Average Payment & Price of city



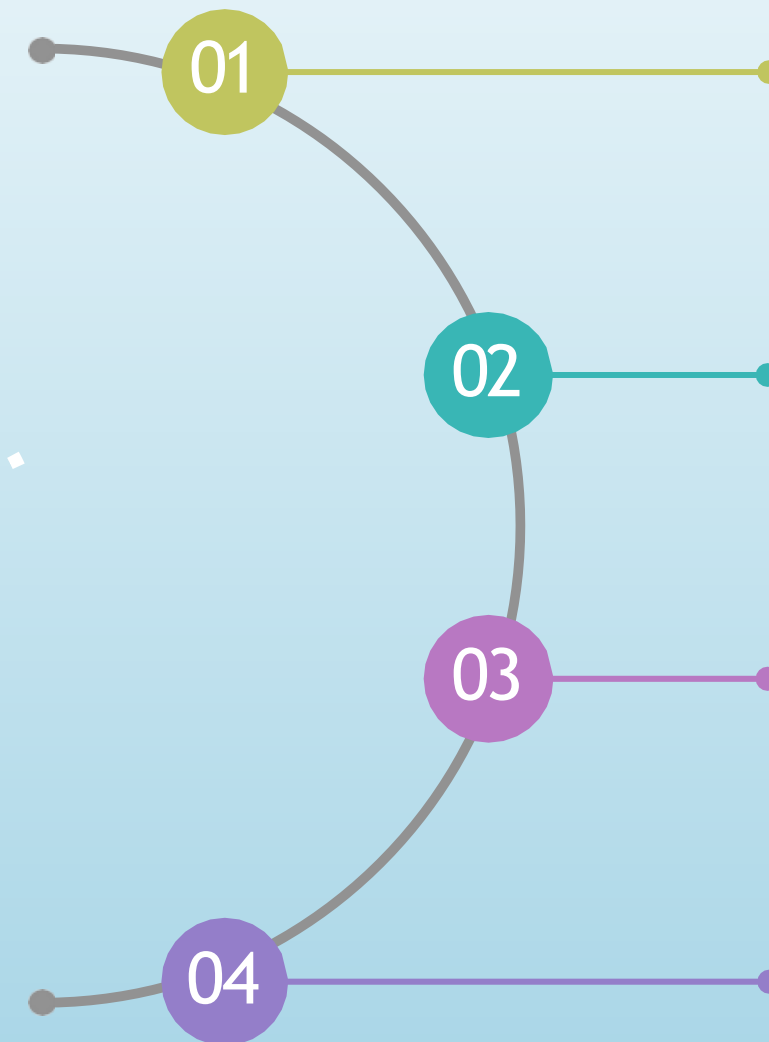
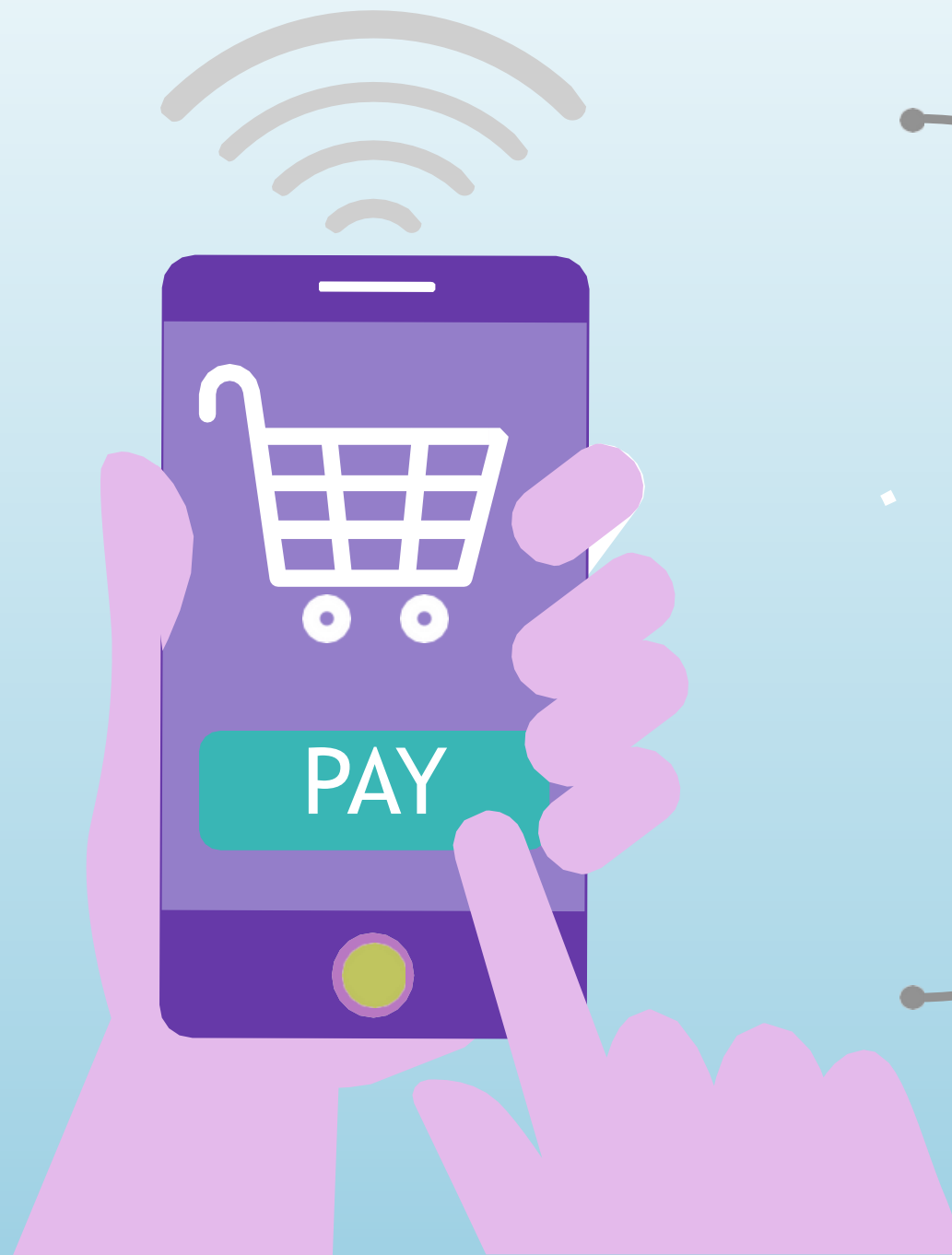
Average Of Shipping Days by product



Average Shipping Days Vs Review Score



PAYMENT TYPE



Boleto
19K

Credit card
75K



Debit card
1.5K

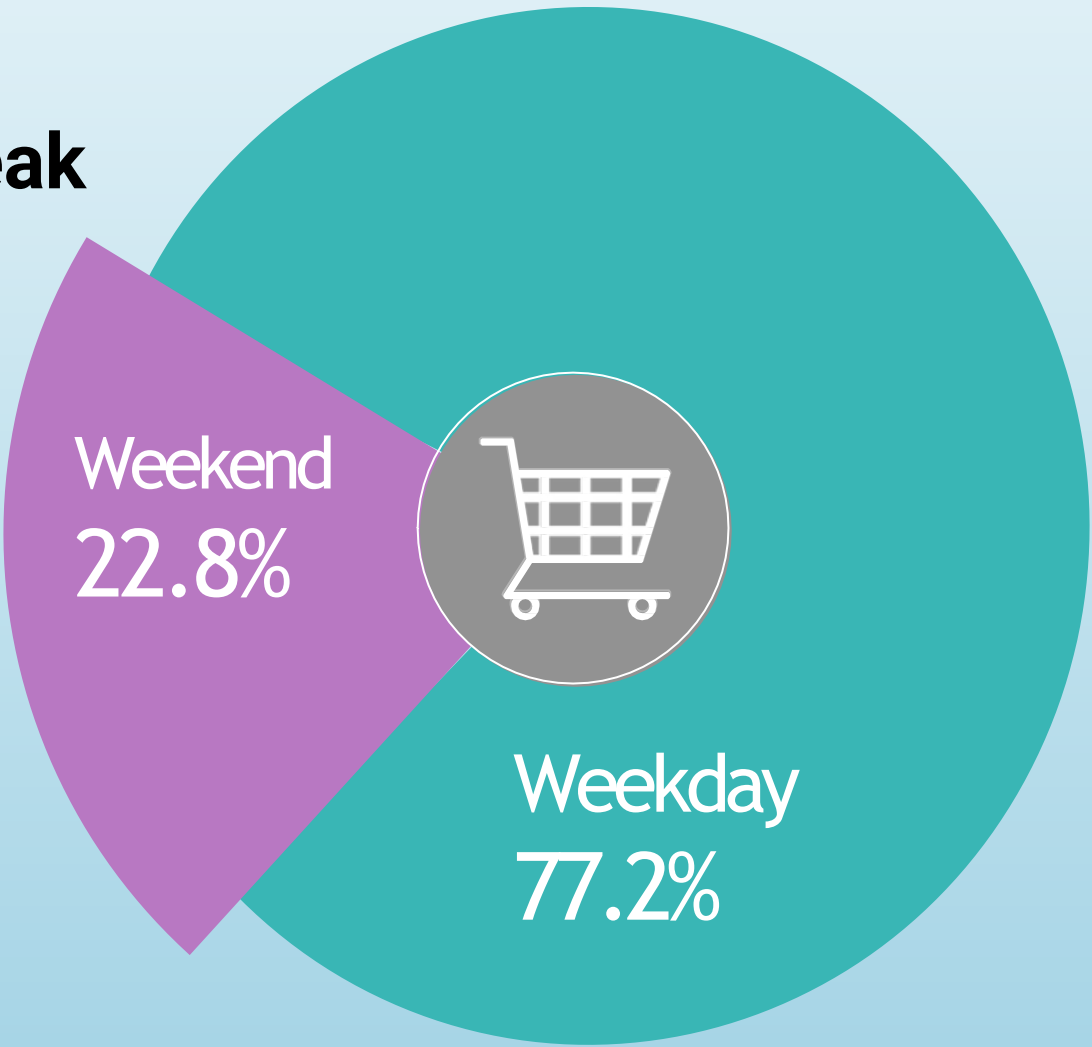
Voucher
3.8K



PAYMENT ANALYSIS

Monday

Payments aie in peak



Saturday

Lowest payment day

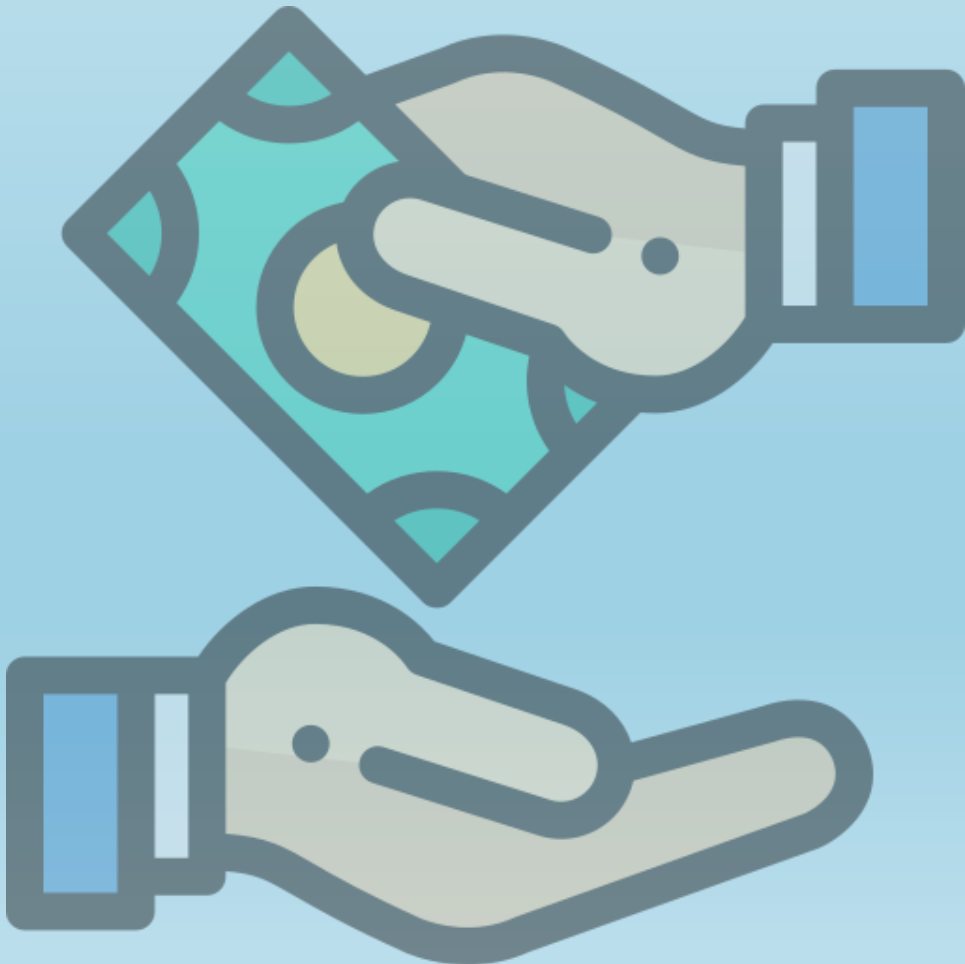
Weekday

Payments aie moie in
weekday compaie to
weekends

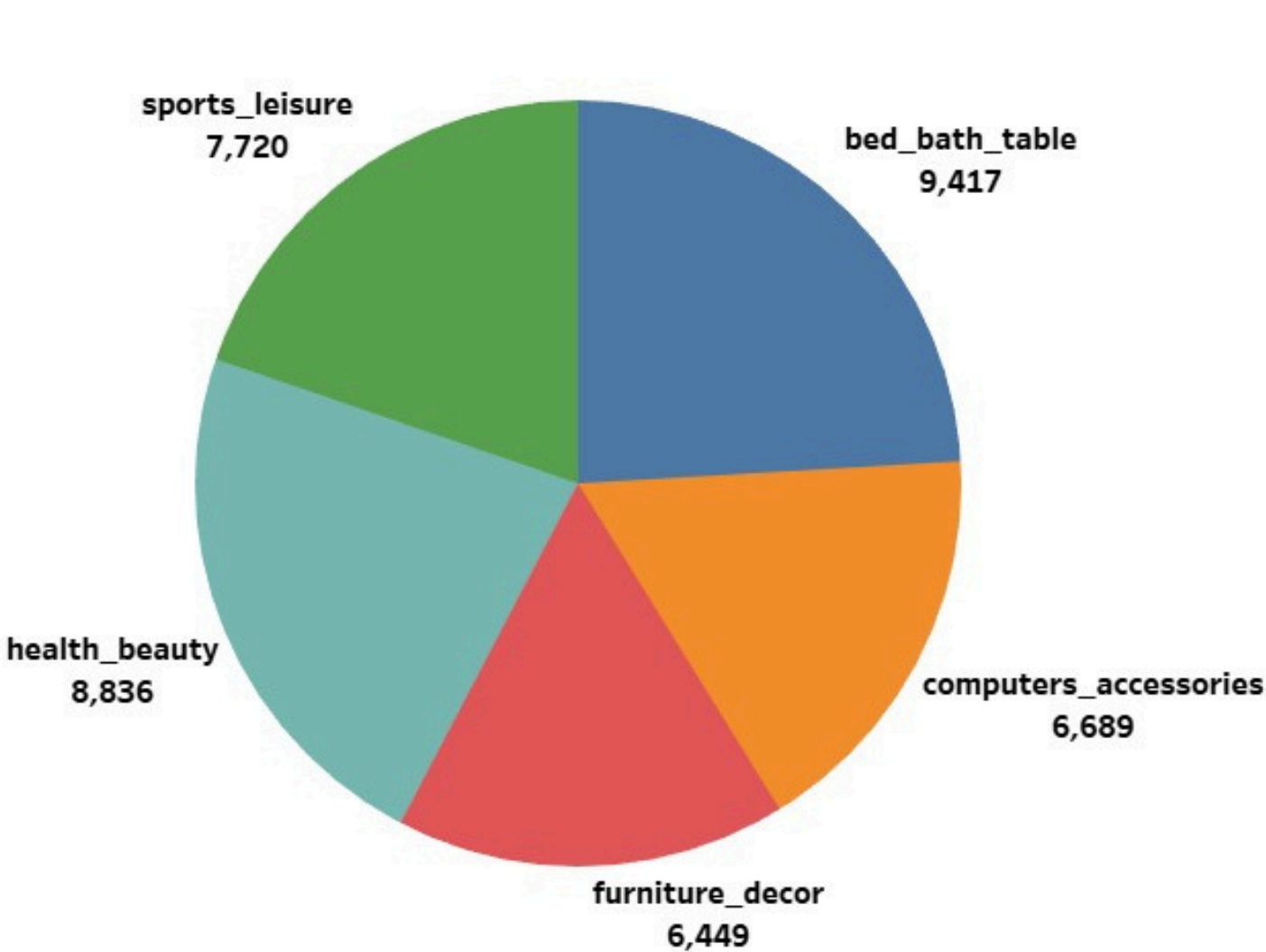
By promoting as Free delivery or payless
for delivery in weekends olist can improve
sales in weekend also.

10%

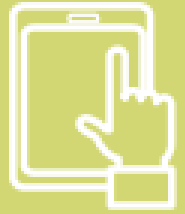
Monday	2,622,458
Tuesday	2,560,743
Wednesday	2,493,115
Thursday	2,384,544
Friday	2,307,128
Sunday	1,872,456
Saturday	1,768,428



PRODUCT ANALYSIS



OBSERVATIONS



Low weekend Sale



Very few Customers paid by payment mode Debit card



Fast delivery



Delivery charge

SUGGESTIONS

Efficient Shipping & Delivery

Olist Store need improvement to provide efficient shipping and delivery services to its customers

Timely delivery is crucial for customer satisfaction and repeat business

Areas for Improvement

- **Tracking and transparency:** Enhancing the tracking system to provide real-time updates to customers about the status of their orders.
- **Delivery speed:** Working on reducing delivery times to meet customer expectations.
- **Delivery accuracy:** Ensuring accurate and error-free deliveries to minimize returns and customer complaints.
- **Packaging:** Improving packaging to protect products during transit and prevent damage.

Summary

Overall, regular monitoring of customer reviews, real-time tracking of fleet performance, together with proper shipment tracking and communication systems can improve Olist's delivery and supply chain performance and ensure customers are highly satisfied with the service.

Conclusion



The Olist Store Analysis project provides valuable insights into customer behavior and payment statistics. The analysis of these KPIs helps Olist in identifying areas of improvement and creating targeted marketing campaigns. As a data analyst, I have used Excel and Power BI to clean and manipulate the dataset and create meaningful visualizations. This project serves as a great example of how data analysis can help businesses make informed decisions.

THANK YOU

