

OLIST E-COMMERCE

THE FINAL ANALYSIS



INTRODUCTION

- The file contains 9 Excel sheets.
- The data has been cleaned by filling necessary blank cells with 'NIL' and deleting rows that contained empty cells using Excel.
- Columns containing dates were split into separate columns such as Year, Day Name, Month, and Time using the Power Query Editor.
- After saving the changes, dashboards were created in Power BI.

WEEKDAY VS WEEKEND PAYMENT STATISTICS.

- Weekdays account for the highest percentage of orders, approximately 71.66%, totaling 69.14k orders.
- Weekends account for around 28.34% of orders, with a total of 27.34k orders.

NUMBER OF ORDERS WITH REVIEW SCORE 5 AND PAYMENT TYPE AS CREDIT CARD

- Approximately 46.17k orders were made using the Credit Card payment method with a review score of 5.

AVERAGE NUMBER OF DAYS TAKEN FOR ORDER_DELIVERED_CUSTOMER_DATE FOR PET_SHOP

- Orders from the pet shop category take an average of 12.09 days for delivery.

AVERAGE PRICE AND PAYMENT VALUES FROM CUSTOMERS OF SAO PAULO CITY

- The average order price from customers in São Paulo city is 106.87, while the average payment value is 134.30.

RELATIONSHIP BETWEEN SHIPPING DAYS VS REVIEW SCORES.

- Review scores of 1 and 5 are above the trend line, with averages of 20.85 and 10.22 respectively.
- Review scores of 2 (16.19), 3 (13.80), and 4 (11.85) fall below the trend line, although Review Score 4 is close to it.

MONTH WISE TOTAL PRICES AND SALES

- From October 2016 to October 2018, total prices and sales are displayed month by month.
- Bars represent sales, while the line represents prices.
- August 2018 recorded the highest values, with total sales of 1.35M and total prices of 1.14M.

PAYMENT TYPES IN REVIEW SCORE-5

- There are four types of payment methods associated with Review Score 5.
- Among them, Credit Card has the highest count at 46k, while Debit Card has the lowest at 1k.

CARD AND KPI DASHBOARDS

- Total Customers : 96.10K
- Total Orders : 96.48K
- Total Sellers : 3095
- Total Sales : 16.01M
- Total Profit : 2.42M

CONCLUSION

- The analysis reveals that the majority of customer orders (71.66%) occur on weekdays, indicating stronger weekday engagement.
- Credit Card is the most preferred payment method, especially among highly satisfied customers, with 46.17k orders receiving a review score of 5.
- São Paulo city stands out with high average order and payment values, suggesting strong purchasing power.

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- In terms of customer satisfaction, review scores of 1 and 5 significantly deviate above the trend line, indicating polarized customer experiences.
 - Meanwhile, scores of 2, 3, and 4 show lower average engagement, with Review Score 4 aligning closest to the trend.

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- The pet shop category has a relatively longer average delivery time of 12.09 days, which may warrant process optimization.
 - Sales peaked in August 2018 with 1.35M in total sales and 1.14M in total price, marking it as the most successful month within the observed period.

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- Overall, customer behavior patterns and payment preferences provide key insights that can guide targeted marketing strategies, improve logistics, and enhance customer experience.