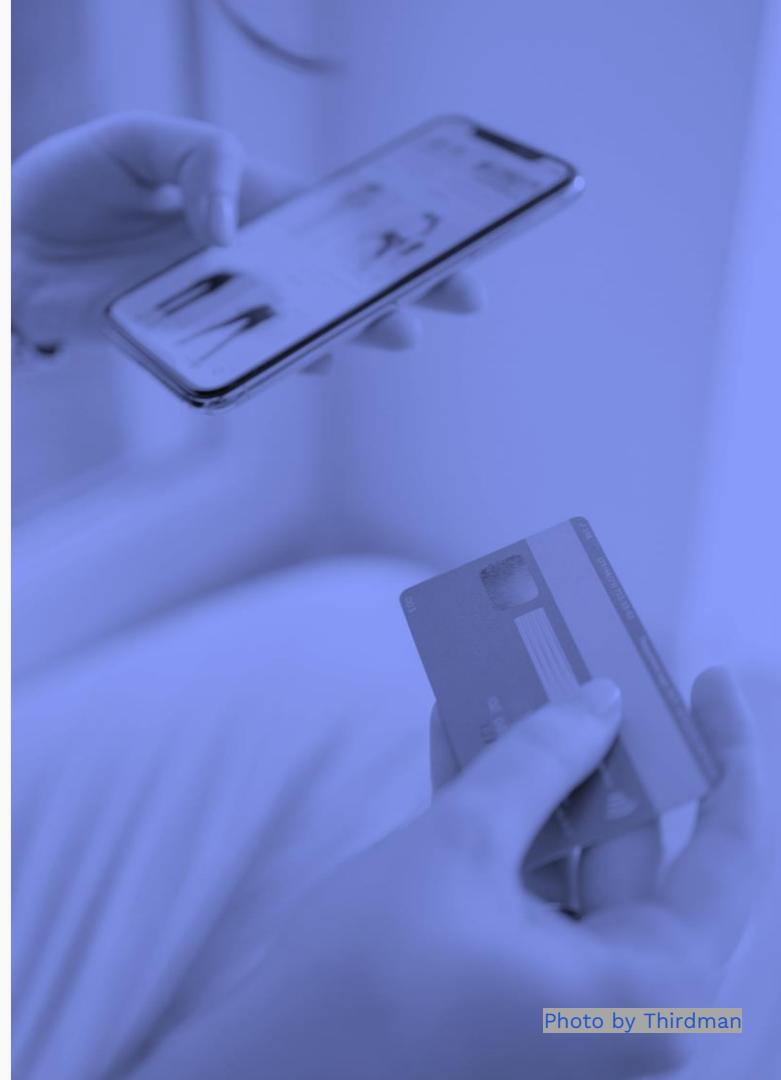


E-COMMERCE BUSINESS PERFORMANCE ANALYSIS

Atthoriq Putra Pangestu



TOPICS

01

PROJECT
BACKGROUND

02

CUSTOMER
ACTIVITY

03

PRODUCT
CATEGORIES

04

REVENUE &
PRODUCTS

05

PROPOSED
ACTIONS

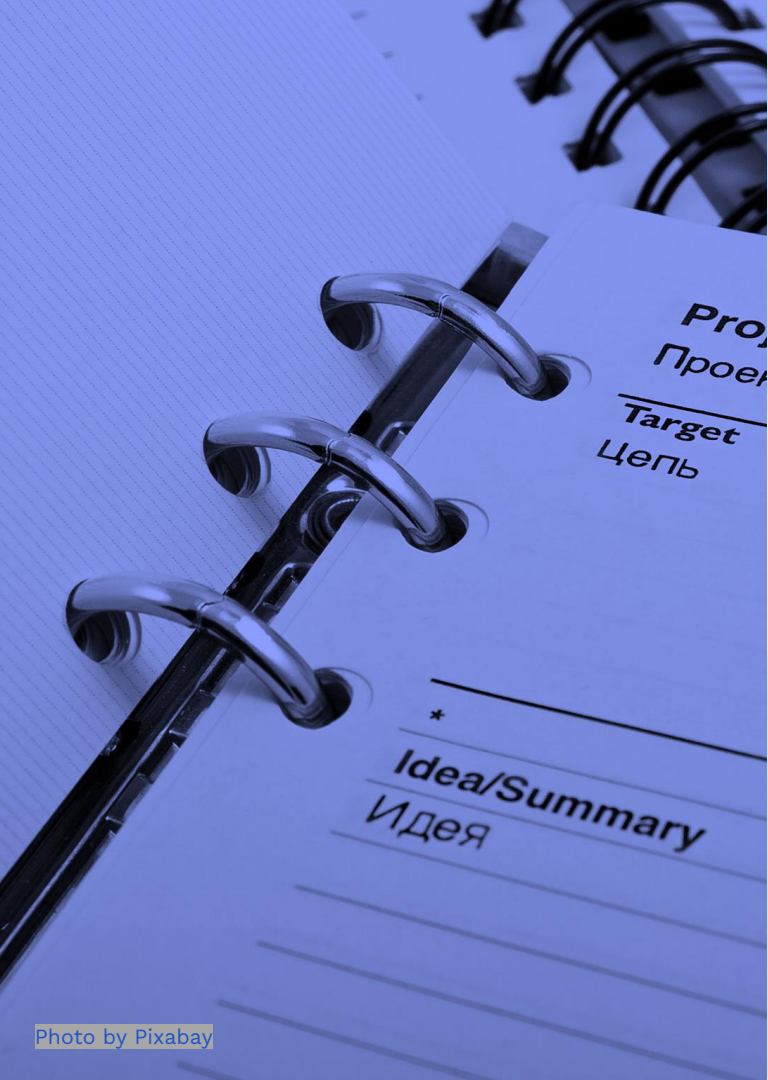


Photo by Pixabay

01

PROJECT BACKGROUND

ABOUT THE E-COMMERCE

Data for this analysis comes from [Olist](#), a major Brazilian e-commerce platform. Olist seamlessly [connects small businesses across Brazil](#) to various sales channels through a single contract.

These merchants can sell their products through the [Olist Store](#) and fulfill orders using [Olist's logistics partners](#). Upon order completion, customers receive a [satisfaction survey via email](#), allowing them to rate their purchase experience and provide feedback.



MOTIVATION

This project began as an [exploratory data visualization](#) study, aiming to uncover the fundamental metrics used to [assess e-commerce business performance](#).

By examining the current dataset, we will identify valuable insights into e-commerce business performance and formulate [actionable recommendations](#).

OBJECTIVES

To measure the current e-commerce [business performance](#) through the following aspects:



Customer Activity



Revenue & Products



Payment Types



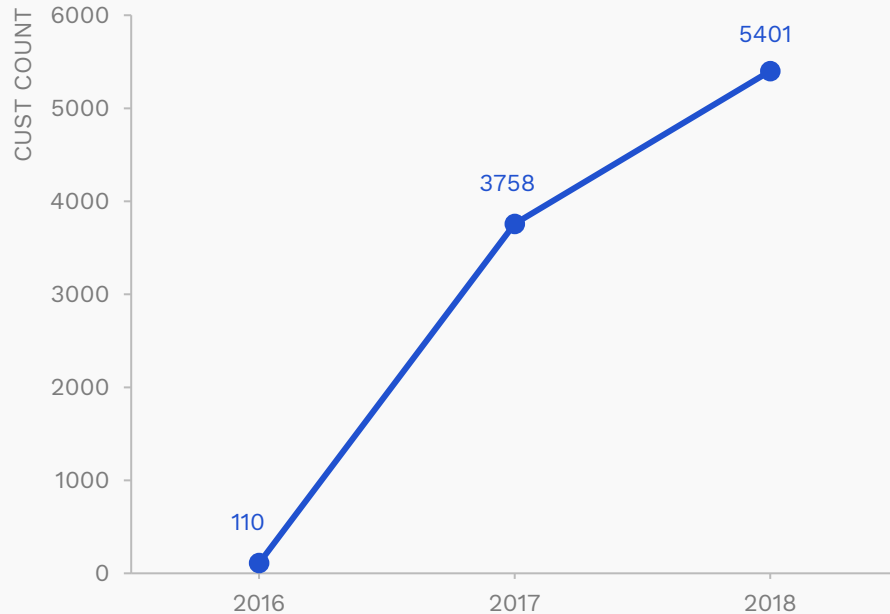
Photo by Danilo Ugaddan

02

CUSTOMER ACTIVITY

Significant Customer Growth

from late 2016 to 2018

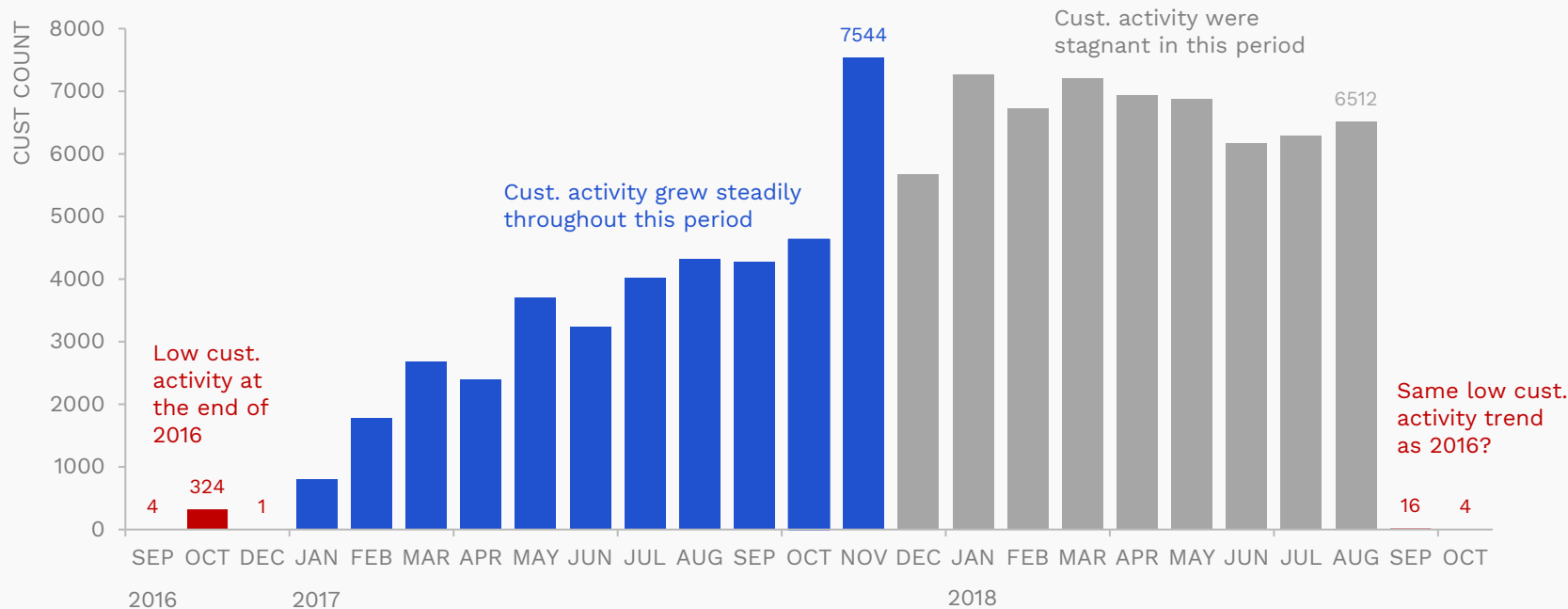


The number of active customers went up **steadily** from 2016 to 2018.

This indicates a **successful marketing strategy**, showing wide e-commerce **brand awareness**

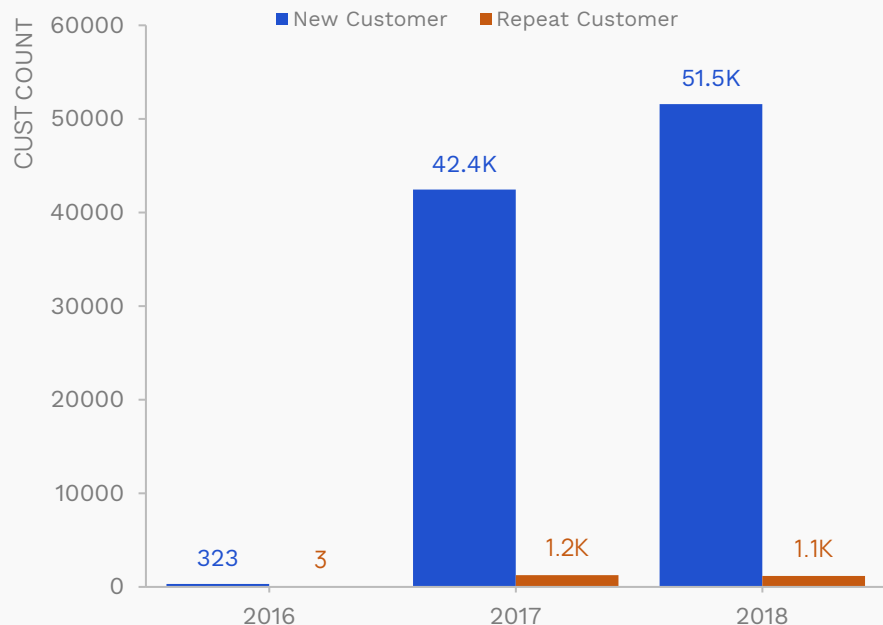
Customer Activity Patterns

moving between periods of **growth**, stagnancy, and **decline**



Most orders came from **new customers**

the **repeat customer** frequency stayed consistent.

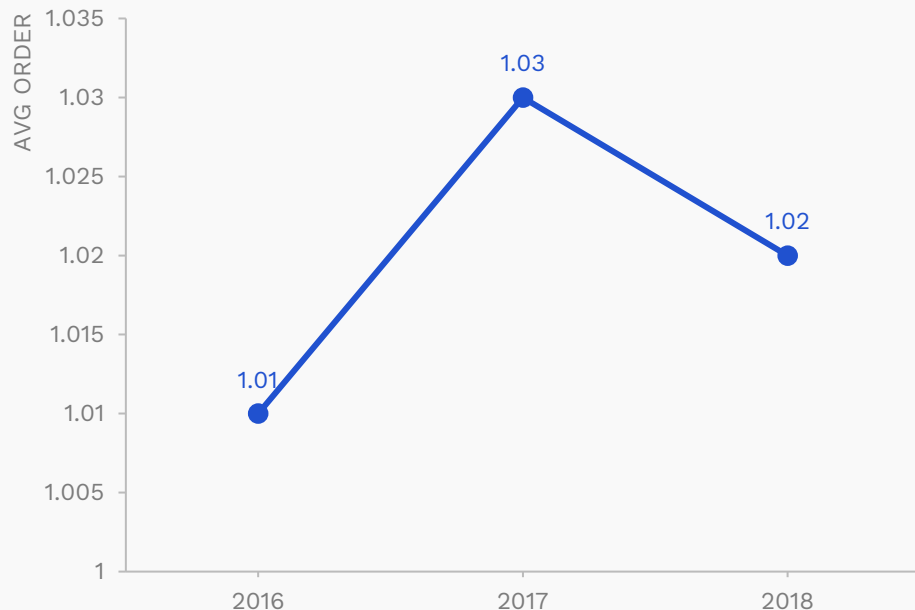


Customers often make just one purchase, likely drawn in by a **first-time promotion** or **discount**.

The low and unchanging number of repeat customers may be because they **don't find what they want**, are **price-sensitive**, or compare prices with **competitors**.

Annual Average Order per Customer is **Stagnant**

despite the significant growth in monthly active customers



This is supported by the growth in e-commerce users was mostly due to **new customers** who only bought something **once** from the store.

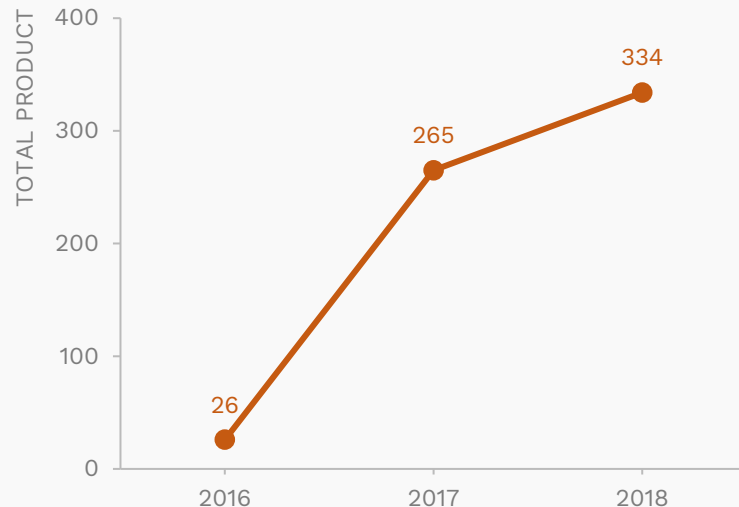
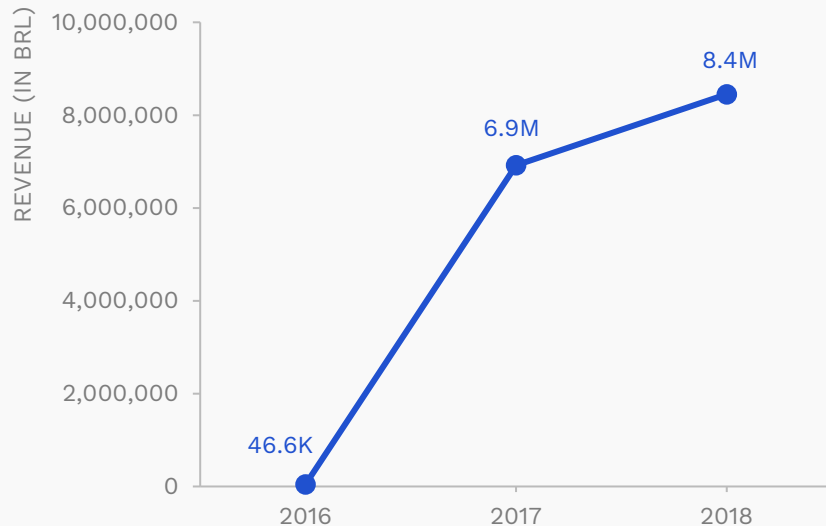
03

REVENUE & PRODUCTS



Annual Revenue is Growing Significantly

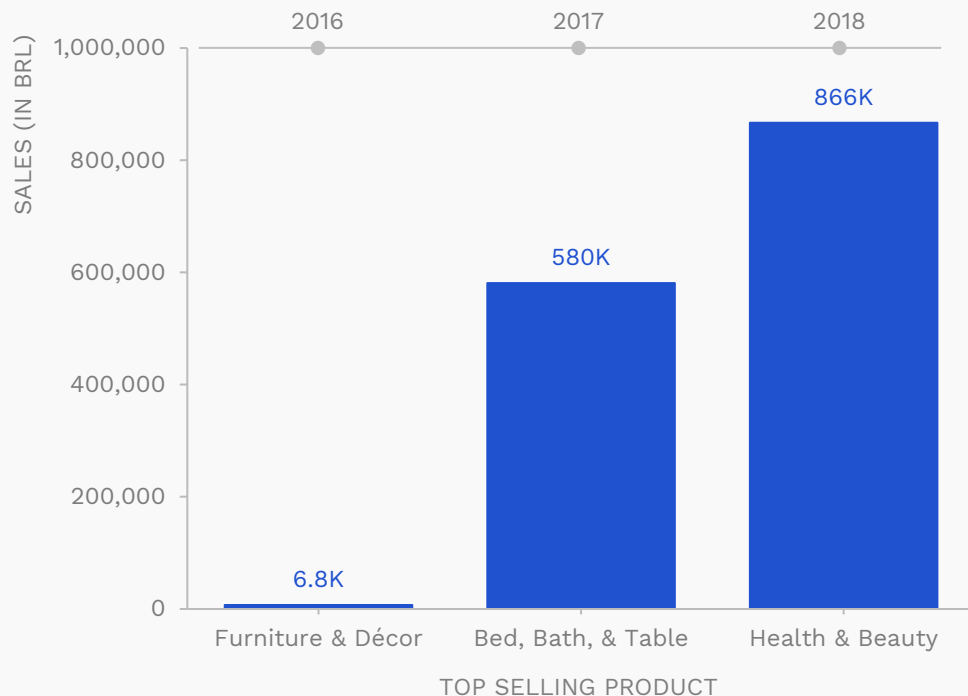
and so is the total number of canceled orders!



The observed **revenue-cancellation** association may reflect broader market trends, such as increased e-commerce **competition** driving both higher revenue and canceled orders due to **price sensitivity** and **comparisons**.

Top-Selling Products

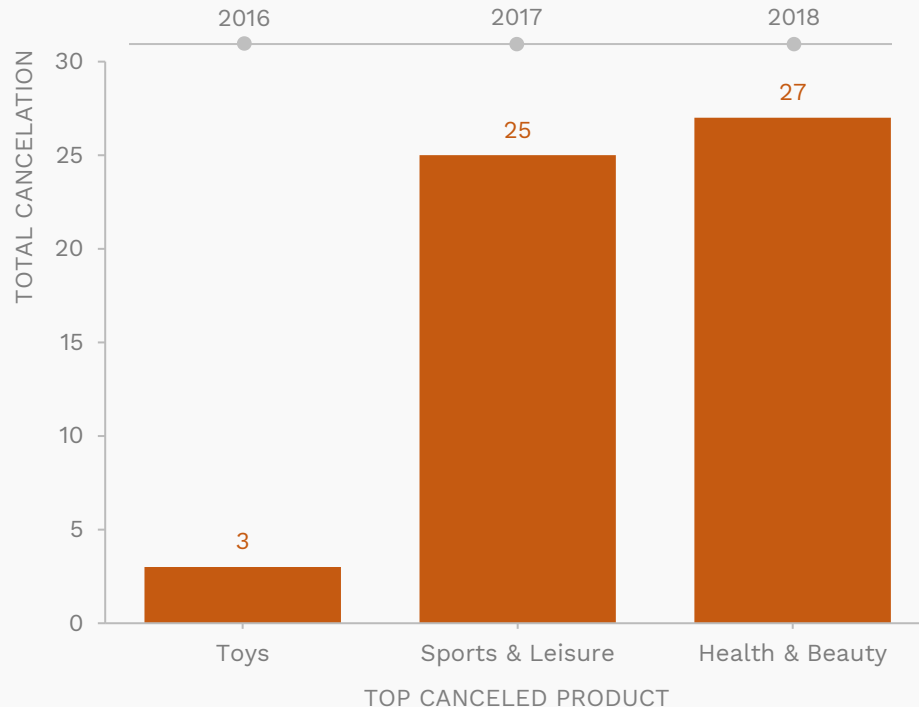
As the year goes by, the customers' preferences have changed.



Notably, **Health & Beauty's revenue dominance** in 2018 indicates a surge in merchants providing **wellness** and **self-care** products, reflecting a shift in customer preferences towards health and beauty.

Top-Canceled Products

cancellation rates for product categories have shifted over time



Notably, 2018 revealed Health and Beauty products **dominate top sales**, but also saw the **highest cancellation rates**, suggesting **increased competition** and customer **price sensitivity** in this category.



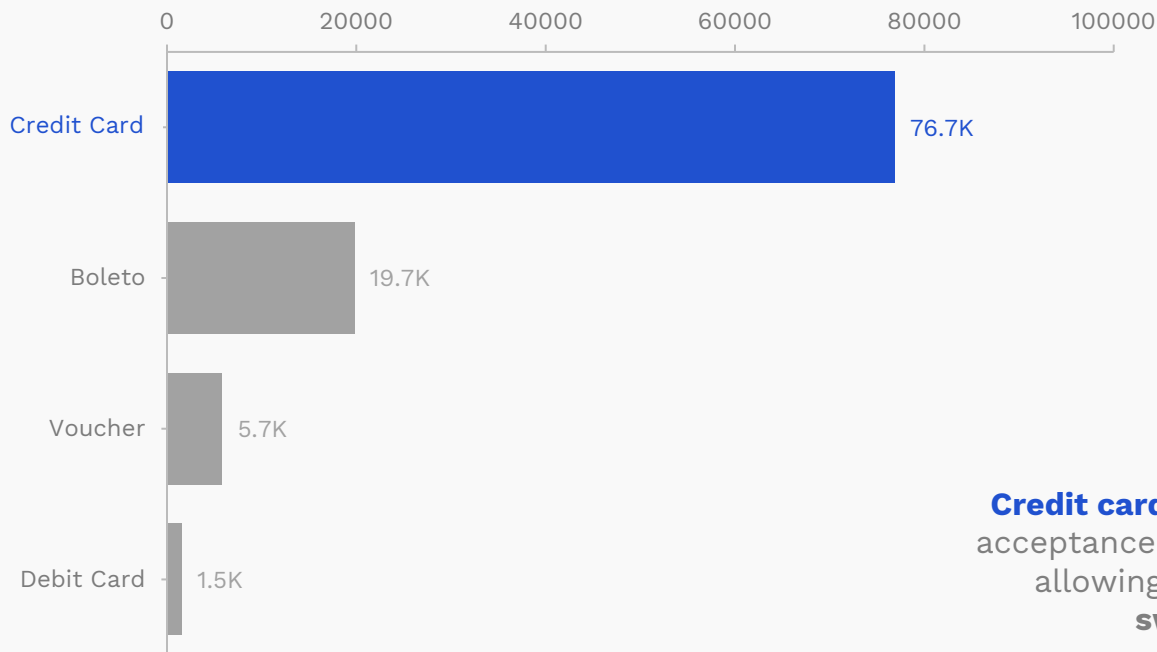
04

PAYMENT TYPES

Credit Cards: All-Time Most Popular Payment

while Boleto showing notable popularity

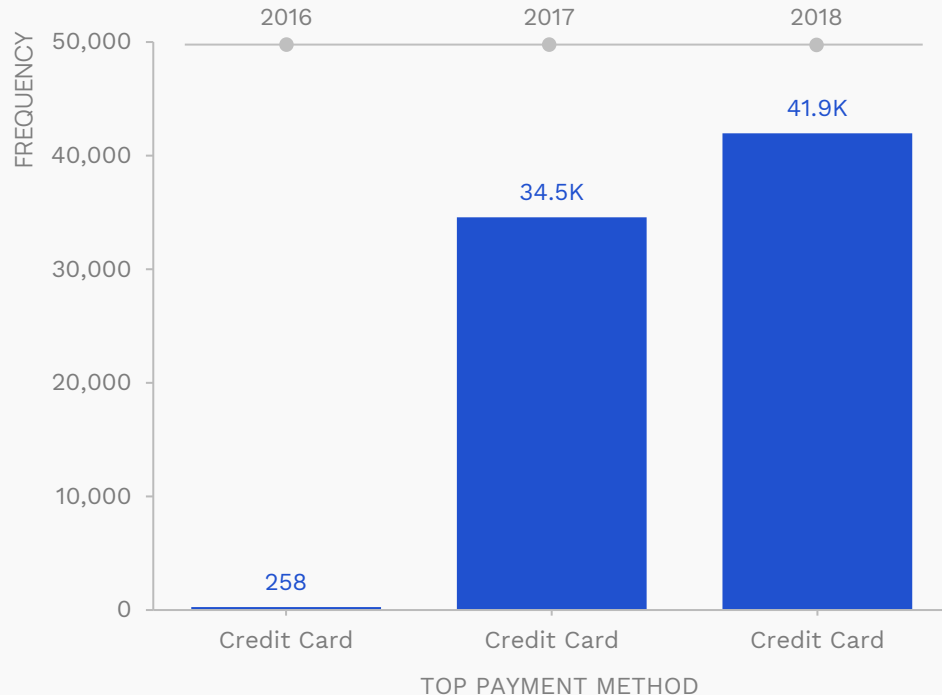
PAYMENT METHOD | FREQUENCY



Credit cards have gained widespread acceptance due to their **convenience**, allowing users to make purchases **swiftly** and **without hassle**.

Credit Cards: Popular Across Years

As the year goes by, the customers' preferences have changed.



This shows a **steady trend** of payment method preference, where **credit card** still shows the most **convenient** payment method to use in this e-commerce.



05

PROPOSED ACTIONS

CUSTOMER ACTIVITY



Photo by Leeloo Thefirst

Revise Marketing Strategy

Despite the significant increase in annual customer growth, it **stagnated** from December 2017 onward and **declined further** from September 2018.

We need to **reevaluate our marketing strategy**, especially compared to the **successful period** from January 2017 to November 2017.

It is suspected that the marketing strategy **remained unchanged** from December 2017, **failed to adapt** to evolving market conditions, or was **modified ineffective**.

CUSTOMER ACTIVITY



Photo by Shattha Pilabut

Enhance Product Offerings

The low and stagnant **average order per customer** and **repeat customer** rate indicate that customers may be solely taking advantage of **‘first-time’ discounts**, are **unable to find the products** they seek, or are **sensitive to pricing** and actively **compare prices** with competitors.

We need to **realign** our **main product offerings** according to customers’ preferences, with **optimized pricings** that we will get from future competitor analyses.

REVENUE & PRODUCTS



Photo by Karolina Grabowska

Prioritize Health and Beauty Products

Compared to other products and years, Health & Beauty products had the **highest sales** while it also had the **highest cancelation rate**.

We can utilize this by encouraging merchants to:

1. Expand their health and beauty product diversity
2. Giving targeted promotions and campaigns for health and beauty products
3. Create 'curated product bundles' for health and beauty products.

PAYMENT TYPES



Photo by Pixabay

Give Special Promotions to Credit Card Users

Since the credit card payment type dominated from late 2016 to 2018, we can utilize this insight by giving **special promotions** to customers who use credit cards for checkouts.

Examples of these promotions include but are not limited to:

1. Price discounts from using credit card
2. Priority shipping when credit card used at their first or next purchase (this could be further customized later on)



Photo by Karolina Grabowska

Thank you!

If you have any questions, please feel free to reach me out on any of these contacts:

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APPENDIX: DASHBOARD

olist E-commerce Dashboard

Select date range

Core Metrics

New Customer

59.8K

↑ 83.9%

Total Revenue

240.0M

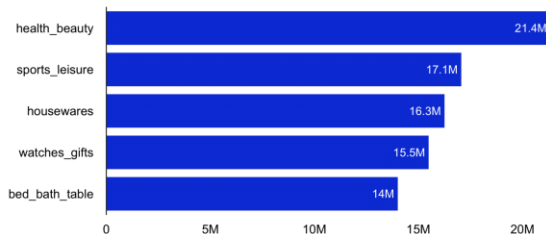
↑ 88.7%

Repeat Customer

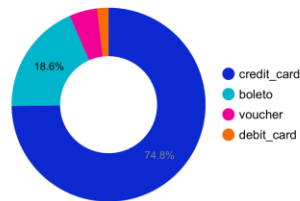
3.8K

↑ 30.2%

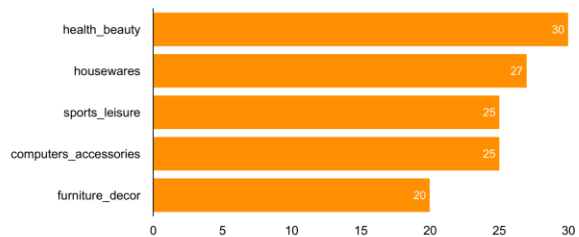
Top Selling Products



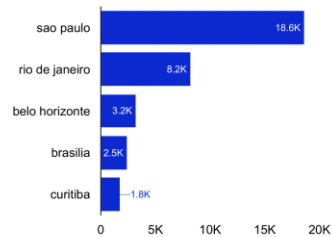
Top Used Payments



Top Canceled Products



Top Cities



This dashboard was made using Looker Studio

You can access and play around with this dashboard by clicking [this link](#)