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**Olist Sales Analysis**

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**Data Analysis and Recommendations**

**A careful and thorough analysis of Olist clients revealed that on average, 10.5% of leads per channel convert to merchants in 206 days, with paid search being the identified channel yielding the highest conversion rate of 12.3%. To improve the clients acquisition rate, Olist Sale Director suggested using the DISC model. That strategy showed good outcomes, as out of the 842 leads that became merchants, 665 became clients after applying the DISC model, that is, a 79% conversion rate.**

**Moreover, Olist is acquiring more merchants over the spring semester, with a peak in the month of May, before the summer semester as business activities usually slow down over the summer period. Then, the number of merchants increases again starting from August, and has a decent upward trend in October, before slowing down in November and December, probably due to the Christmas holidays.**

**Furthermore, focusing on the landing pages, some of them yield higher conversion rates than others. After grouping the landing pages id into clusters of conversion rate, we obtained that all 36 landing pages from cluster 2 yielded a 100% conversion rate, followed by the 7 landing pages from cluster 3 with an average conversion rate of 56.3%.**

**Given the analysis results, a couple of solutions can be implemented in the last quarter of 2022, to improve Olist lead sign up, and thus reduce the costs of acquiring clients for the year and beyond.**

**First of all, the focus on some channels has to change. Email generates a conversion rate of 3% and takes on average 218 days or 7 months to have a successful conversion. It should be either gotten rid of or have a considerable reduction of its budget allocation, redirected to paid search, organic search, direct traffic, and display. Paid search, organic search, and direct traffic are the channels yielding the highest conversion rates, over 10%, and it will be wise to invest more in them. In addition, direct traffic is the second identified channel with the least conversion time of approximately 6 months, behind display.**

**As far as display is concerned, although its conversion rate is 5.1%, it has an average conversion time of less than a month. In a 6 months period, its impact on leads conversion can be quite prodigious, even bigger than that of the direct traffic. Therefore, attributing more focus on display can turn out to be a huge potential.**

**Finally, taking advantage of some landing pages can also raise Olist clients acquisition rate. In fact, landing page clusters two and three have a conversion rate higher than 50%, and totalize 43 landing pages out of 134, far from half. Whereas, landing page clusters one and six, with respectively 5.3% and 13.4%, totalize 59 landing pages. The best course of action, if not to get rid of them, would be to reduce their budget allocation and instead invest more in landing pages from clusters two and three, to enhance Olist clients acquisition rate.**

**Dashboard Screenshot**

Graphical user interface, application

Description automatically generated