**Topic: OLIST E-COMMERCE SEASONAL SALES ANALYSIS**

**Hypothesis:**

Implementing targeted and data-driven strategies in the e-commerce domain, specifically focusing on seasonal variations, will significantly increase sales for Olist.

**Initial Questions:**

Seasonal Impact on Overall Sales:

How do sales vary across different seasons for Olist?

Are there specific months that consistently show higher sales compared to others?

**Product Category Performance:**

Which product categories exhibit the most significant sales fluctuations during different seasons?

Are there particular categories that perform better during discounted seasons?

**Customer Behavior During Discounts:**

What is the impact of discounts on customer purchase behavior?

Do customers tend to buy more or less during discounted periods?

**Geographical Variations:**

How do sales trends differ across various regions during different seasons?

Are there specific regions where seasonal sales are more pronounced?

**Effectiveness of Marketing Strategies:**

How do different marketing strategies perform in terms of driving sales during seasonal periods?

Which marketing channels show the highest impact during discounted seasons?

Product Recommendations and Bundling:

Can personalized product recommendations boost sales during specific seasons?

Is there a correlation between bundled product offerings and increased sales during certain times?

**Customer Retention Strategies:**

How effective are customer retention strategies during seasonal changes?

What initiatives can be taken to retain customers acquired during peak seasons?

Competitor Analysis:

How do Olist's seasonal sales compare to competitors in the e-commerce market?

Are there any opportunities to outperform competitors during specific seasons?