ANALYZE OLIST (BRAZIL E-COMMERCE) CUSTOMERS

OVERVIEW

| Target Audience	Metrics	Flow of Analysis
• Olist Manager	• Customers, Sellers distribution • Average delivery time by region • Shipping cost percentage • ……	• Geospatial analysis • Delivery time and effectiveness analysis • Revenue and order price analysis by region • Customer satisfaction analysis • Conclusion

- It appears that **the majority of clients are dispersed throughout the eastern and southern regions** of the nation. In the northwest of Brazil, we similarly observe a relatively sparse distribution of customers.
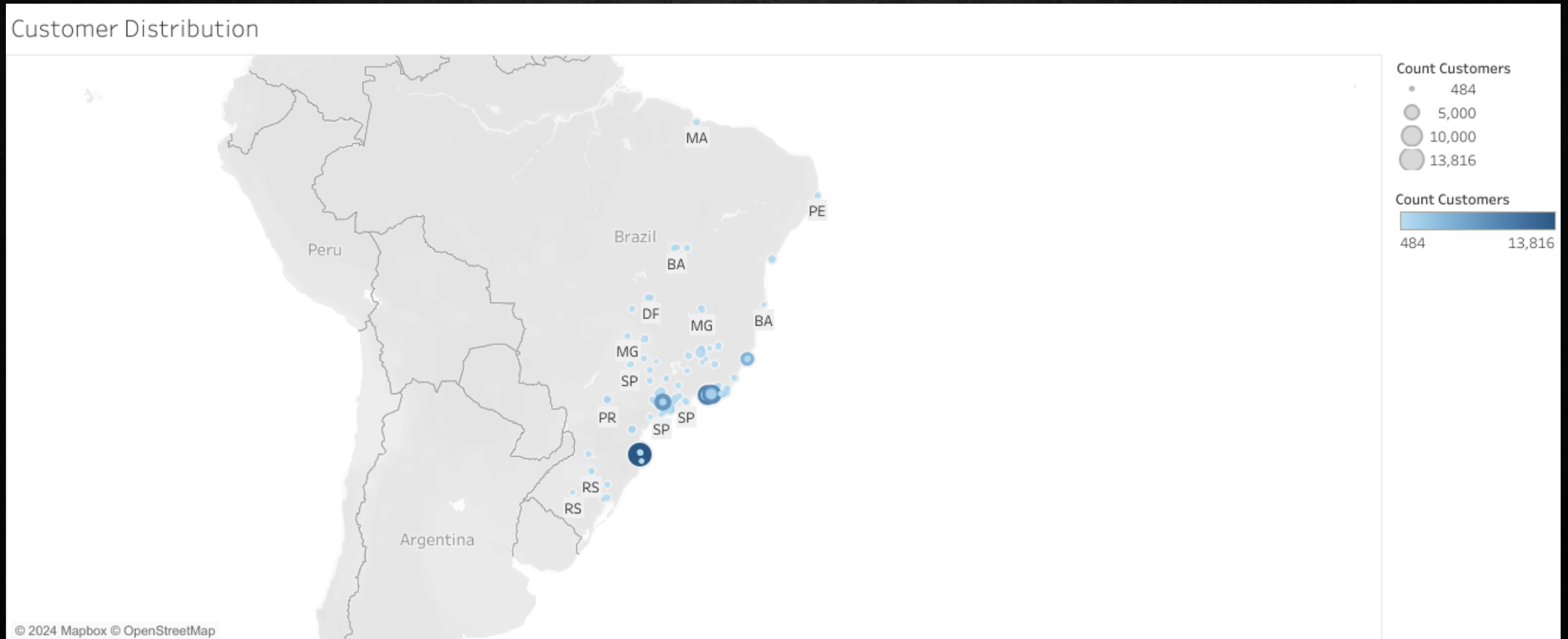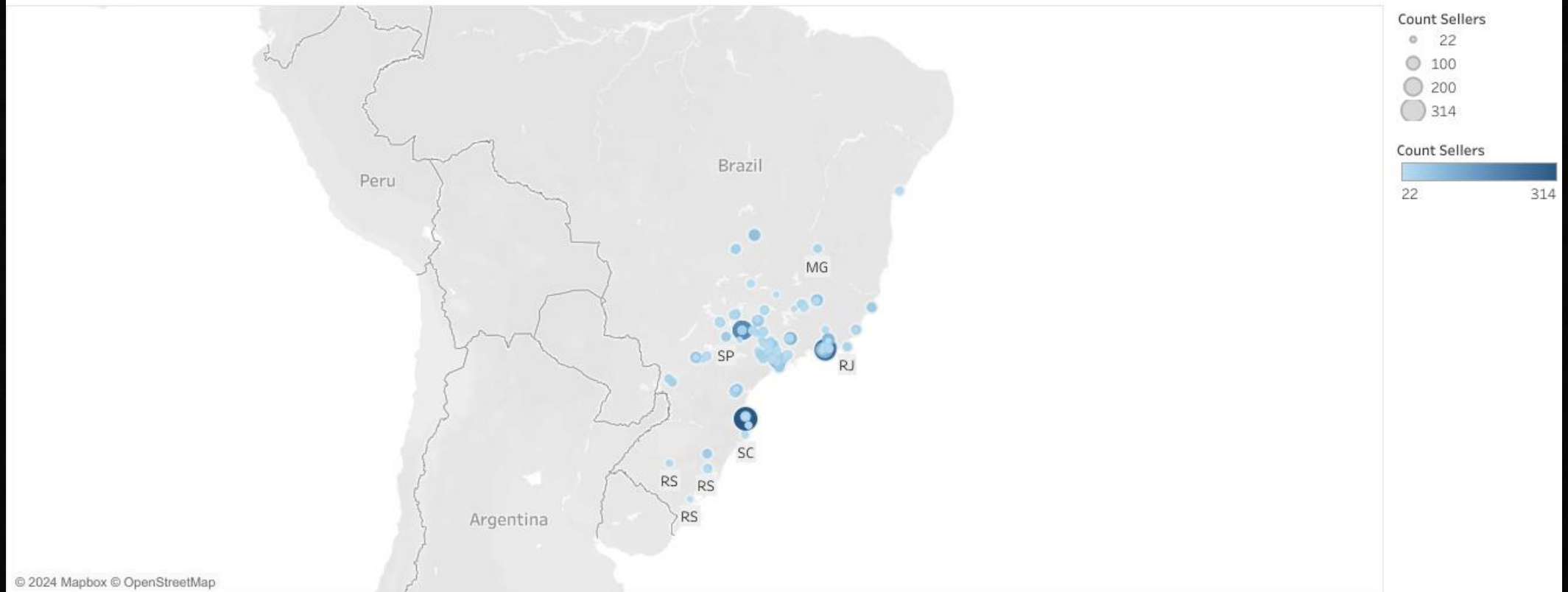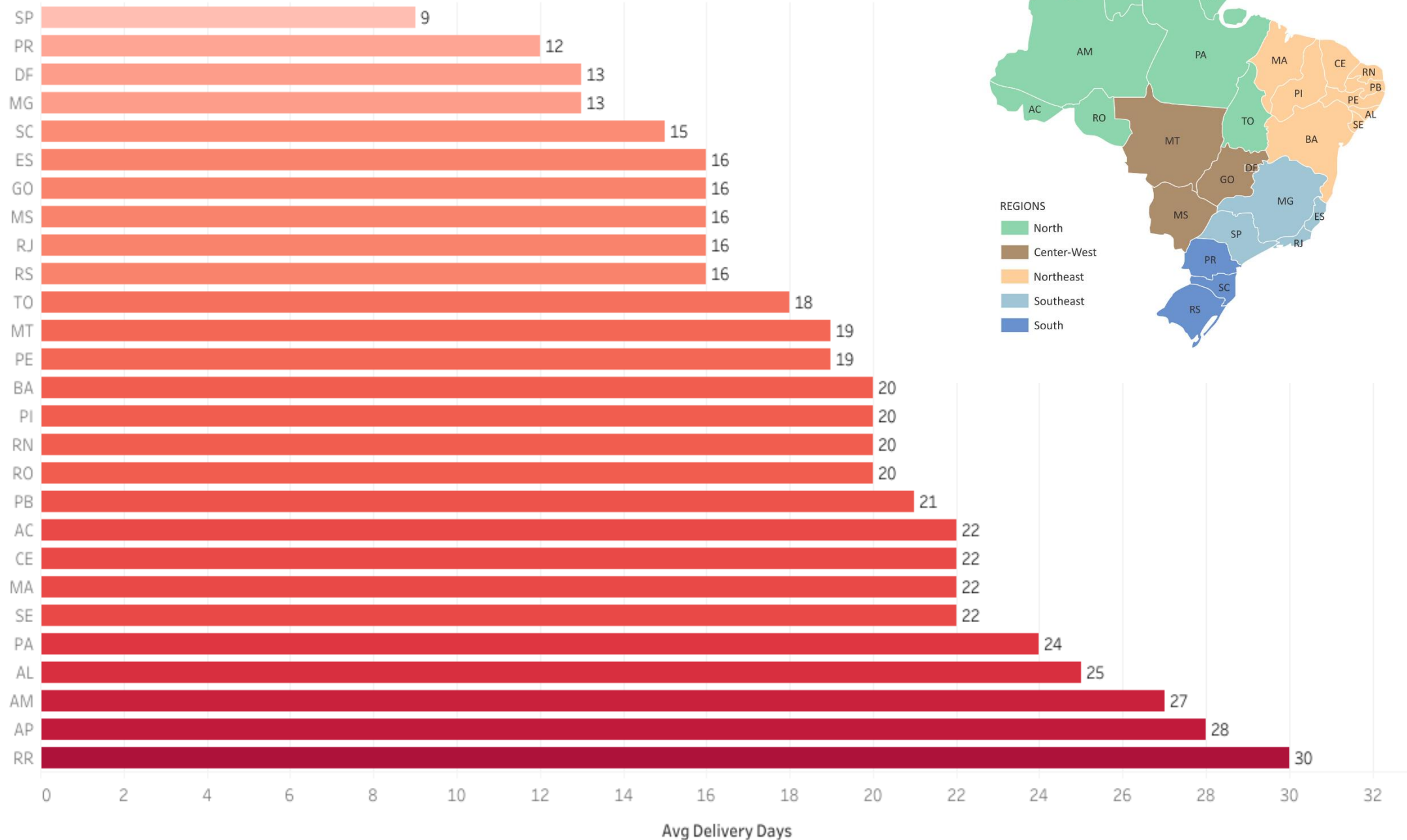
- Most of the sellers are located in and **around the Sao Paulo region.**
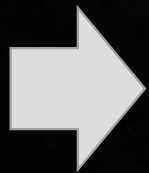
We need to understand how these distributions might affect the delivery time and effectiveness.

Average Delivery Time by Region

Customer S..

State	Avg Delivery Days
SP	9
PR	12
DF	13
MG	13
SC	15
ES	16
GO	16
MS	16
RJ	16
RS	16
TO	18
MT	19
PE	19
BA	20
PI	20
RN	20
RO	20
PB	21
AC	22
CE	22
MA	22
SE	22
PA	24
AL	25
AM	27
AP	28
RR	30

Avg Delivery Days

REGIONS
- North
- Center-West
- Northeast
- Southeast
- South

STATES

AC - Acre
AL - Alagoas
AP - Amapá
AM - Amazonas
BA - Bahia
CE - Ceará
DF - Distrito Federal
ES - Espírito Santo
GO - Goiás
MA - Maranhão
MT - Mato Grosso
MS - Mato Grosso do Sul
MG - Minas Gerais
PA - Pará
PB - Paraíba
PR - Paraná
PE - Pernambuco
PI - Piauí
RJ - Rio de Janeiro
RN - Rio Grande do Norte
RS - Rio Grande do Sul
RO - Rondônia
RR - Roraima
SC - Santa Catarina
SP - São Paulo
SE - Sergipe
TO - Tocantins

DELIVERY TIME AND EFFECTIVENESS ANALYSIS

- We see a strong correlation between the number of sellers in the region and the average order delivery speed:

    _ In the southeastern regions with a high concentration of sellers (Sao Paolo, Parana, Minas Gerais), **the average delivery speed is less than two weeks**.

    _ In the northern and northwestern regions (Amazonas, Anapa, Roraima), the average delivery time exceeds 25 days.

- From this we can conclude that **customers in high-revenue regions use the delivery service more frequently.**
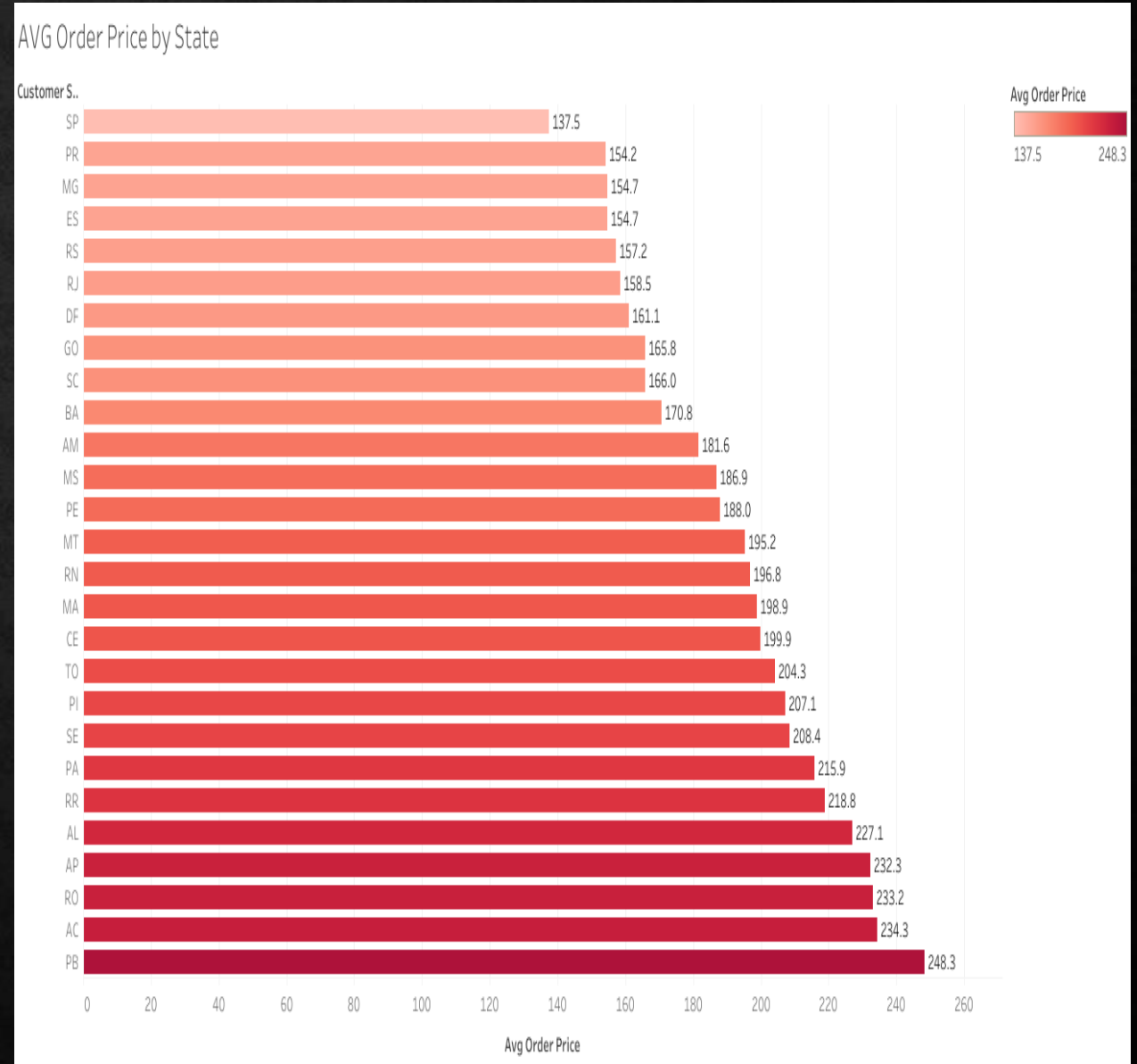
State Average Freight Cost (On Total Price)
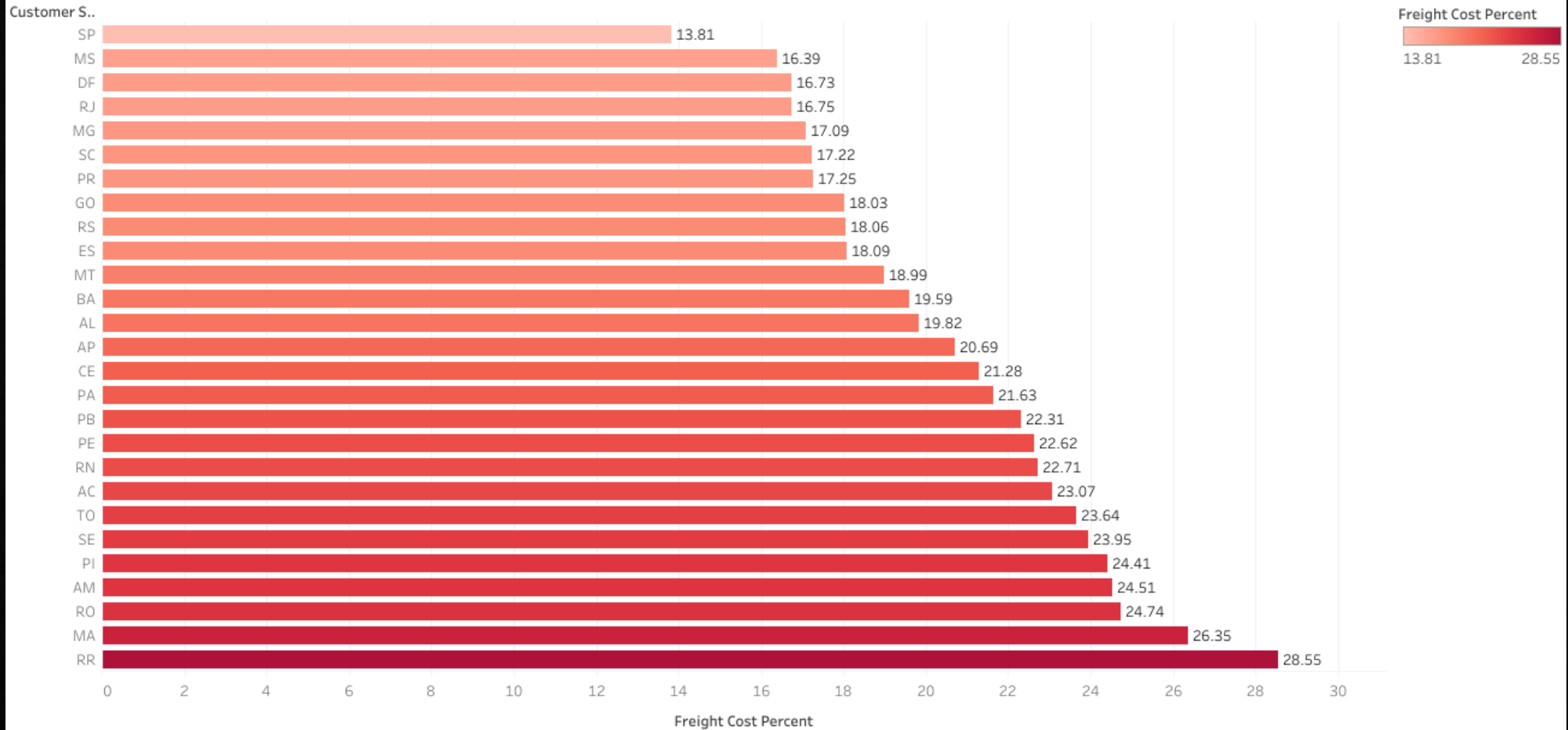
- The average share of shipping cost of the total order value is also lower in regions with high profitability and fast (relative to other regions) delivery.
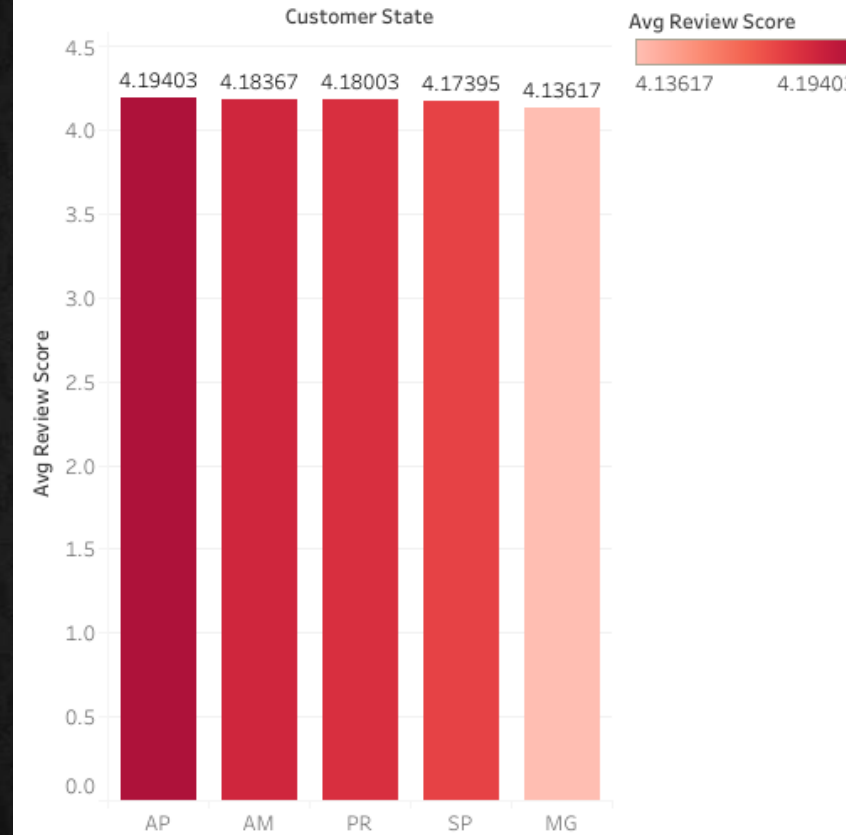
- We can see that more than half of the total revenue was received from the Sao Paolo and Rio de Janeiro regions

- This observation is naturally consistent with the previous observation of a high concentration of buyers in these regions
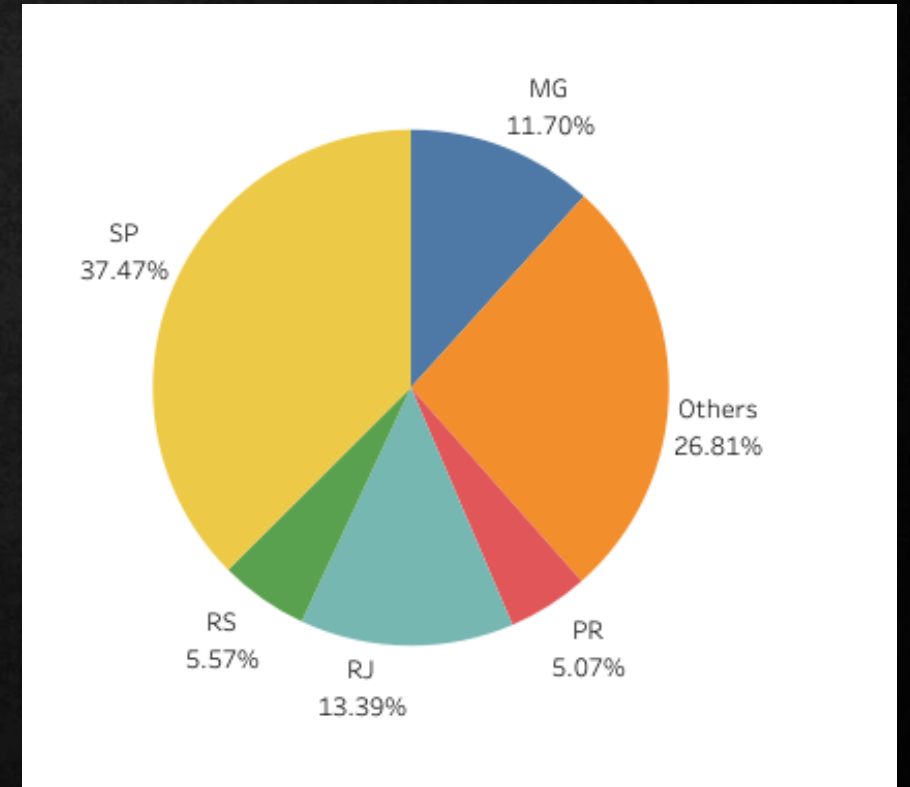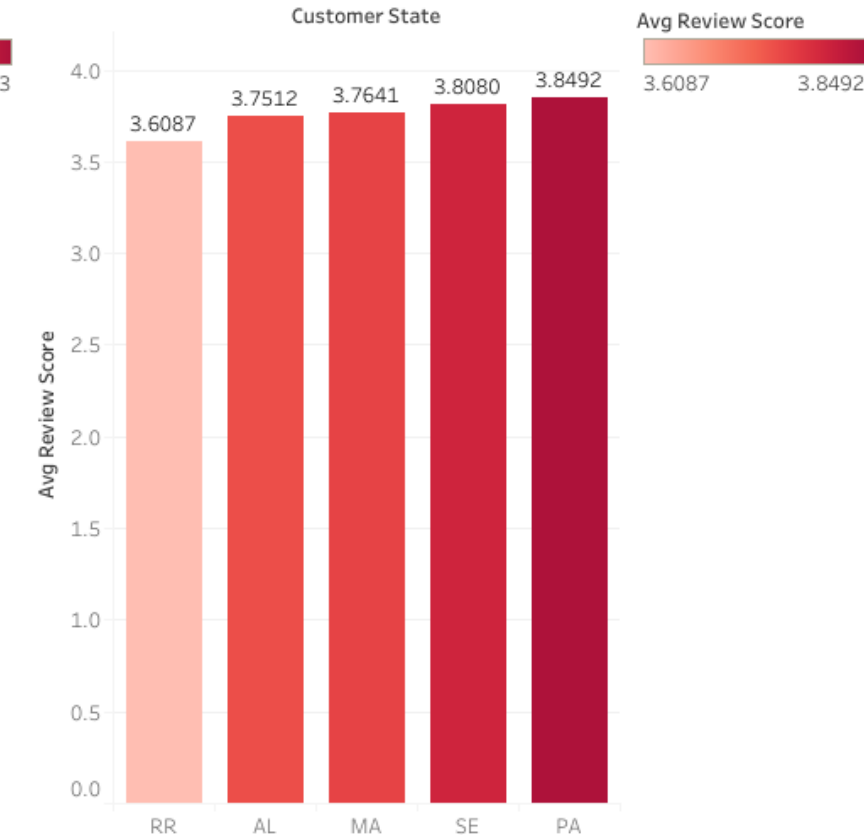
• The average check in high-revenue regions (Sao Paolo, Rio de Janeiro, Minas Gerais, Parane) is **significantly lower** than the average order value in other regions.

AVG Order Price by State

Customer S..

State	Avg Order Price
SP	137.5
PR	154.2
MG	154.7
ES	154.7
RS	157.2
RJ	158.5
DF	161.1
GO	165.8
SC	166.0
BA	170.8
AM	181.6
MS	186.9
PE	188.0
MT	195.2
RN	196.8
MA	198.9
CE	199.9
TO	204.3
PI	207.1
SE	208.4
PA	215.9
RR	218.8
AL	227.1
AP	232.3
RO	233.2
AC	234.3
PB	248.3

Avg Order Price
137.5 — 248.3

Top 5 Best Review State | Top 5 Worst Review State

- Customers are most satisfied with the quality of service in the most "active" regions: Sao Paolo, Minas Gerais, Parana). Order estimates in Roraima clearly indicate **problems with the quality of service** in the region.

CONCLUSION
- AREAS IN THE SOUTH & SOUTHEAST BRAZIL

- Are highly profitable

- Have a concentration of customers:

    - Buy a lot and frequently,

    - Receive their goods fast

    - Pay relatively little for shipping

    - And are generally happy with the level of service.

- Sao Paolo, Minas Gerais, and Parana are the three regions in this cluster with the highest performance indicators.

CONCLUSION
- AREAS IN THE NORTH & NORTHWEST BRAZIL

- Low concentration of buyers and sellers,

- High costs and lengthy delivery times.

- Roraima, Alagoas, and Maranhao are the three most troublesome regions in this cluster and may be easily differentiated.

- In these areas, the average delivery time exceeds three weeks.

- Also, compared to other regions, practically all of these orders obtain reviews with rather poor scores.

THANK YOU FOR YOUR ATTENTION