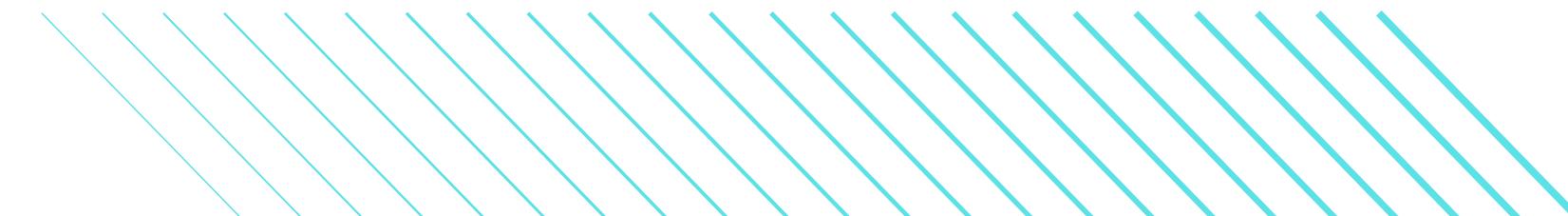
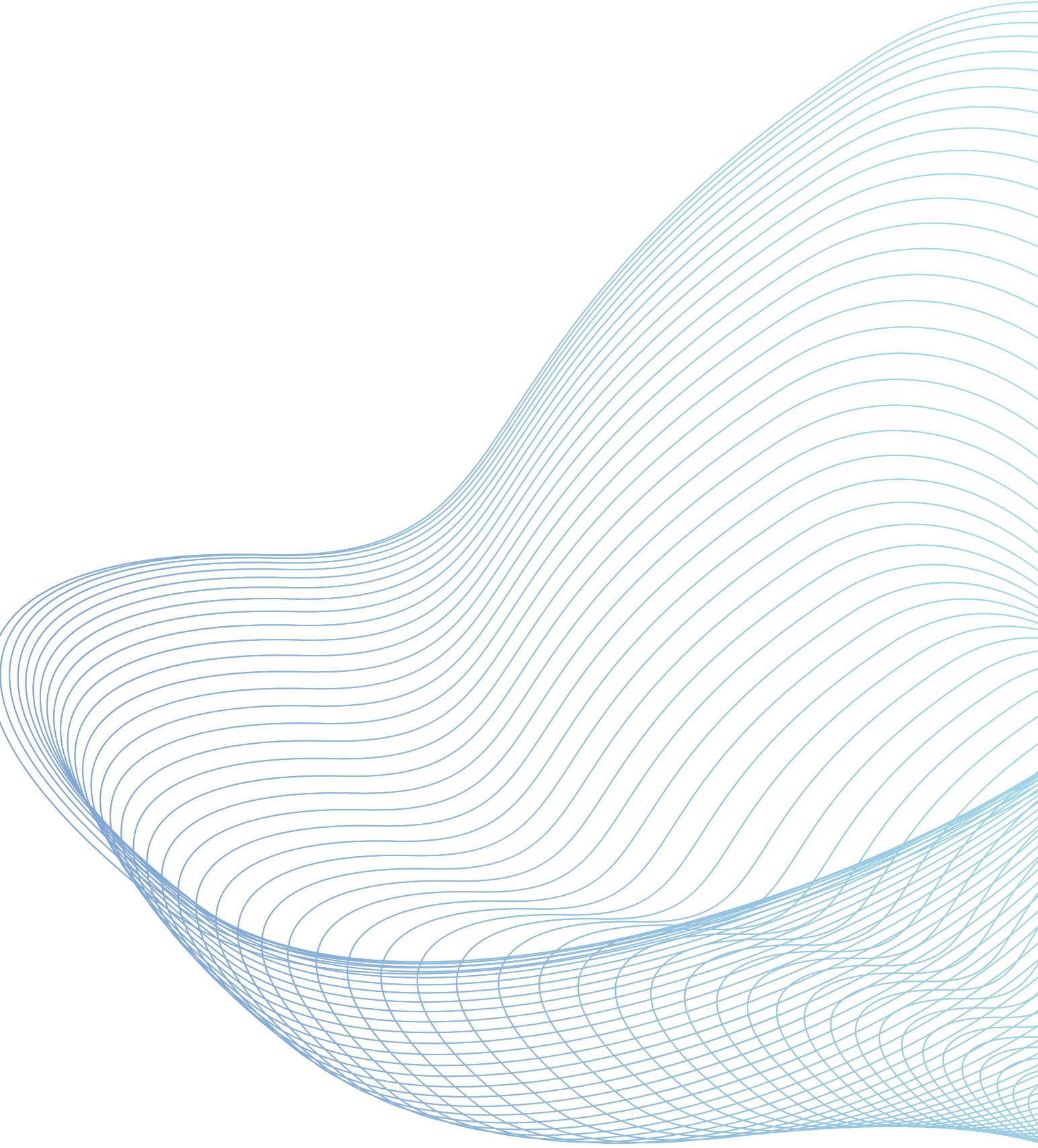


OLIST STORE ANALYSIS



PRESENTED BY GROUP 5

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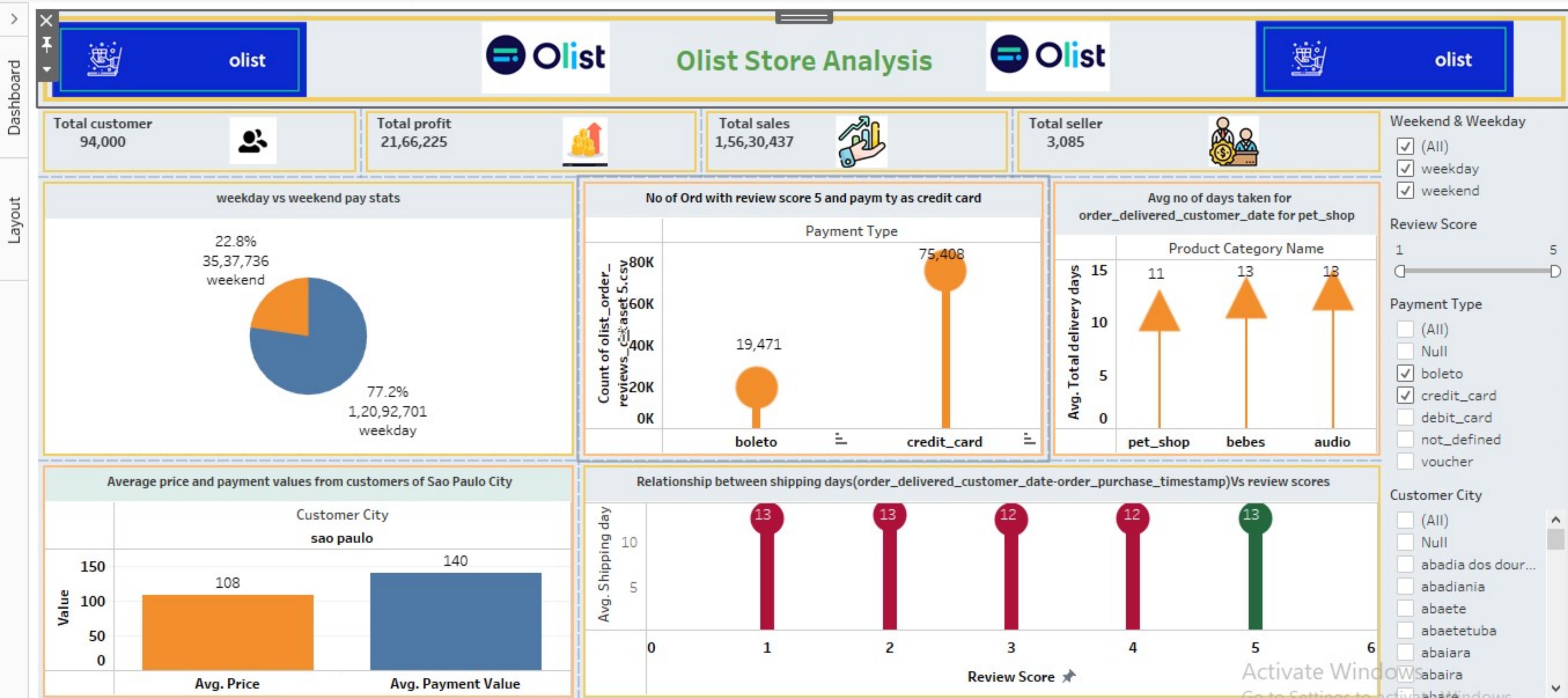
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- Agenda
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AGENDA

The dataset for this study is from a Brazilian e-commerce company called Olist store. This project aims to analyze customer purchasing patterns and payment statistics on an E-commerce platform Olist. The dataset includes details such as the status of the order, price and payment information, customer location, and product attributes. It also includes customer reviews. This project covers several key performance indicators(KPIs) such as weekday vs weekend payment statistics, No of orders with review score 5 payment type as credit card etc..

DASHBOARD



KPI'S

1.WEEKDAY VS WEEKEND (ORDER_PURCHASE_TIMESTAMP) PAYMENT STATISTICS

This analysis of payment statistics based on weekday vs weekend provides an understanding of the buying behaviour of customers. This kpi answers questions like, which day of the week has the highest sales and how many customers prefer to pay through online mode. This analysis of this kpi can help olist to improve their weekend sales and plan promotions accordingly.



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

This kpi analyses the number of orders with review score of 5 and payment type as credit card. This helps in understanding customer satisfaction levels and payment preferences. Olist can use this information to identify satisfied customers and encourage them to make repeat purchases.

A large, abstract graphic element in the bottom left corner consists of numerous thin, light blue lines forming a complex, organic shape that resembles a stylized flower or a network. It is composed of many concentric and radiating lines in a light blue color.

3. AVERAGE NUMBER OF DAYS TAKEN FOR ORDER_DELIVERED_CUSTOMER_DATE FOR PET_SHOP

This kpi analyzes the average number of days taken for order delivered customer date for pet shop. It helps Olist in identifying areas where they can improve their delivery time and maintain customer satisfaction.



4. AVERAGE PRICE AND PAYMENT VALUES FROM CUSTOMERS OF SAO PAULO CITY

This analysis of average price and payment values from customers of Sao paulo city helps in understanding the spending patterns of customers in this region. It also helps Olist in identifying high value customers and creating target marketing campaigns.



5. RELATIONSHIP BETWEEN SHIPPING DAYS (ORDER_DELIVERED_CUSTOMER_DATE - ORDER_PURCHASE_TIMESTAMP) VS REVIEW SCORES.

This kpi analyzes the relationship between shipping days and review score. It helps in understanding the impact of delivery time on customer satisfaction levels. Olist can use this information to optimize their logistics and improve their delivery time.



OUTCOME

- This analysis reveals that credit card payments are higher on weekends ,while alternative payment methods are more common during weekdays.
- This observation aligns with the notion that customers tend to use credit cards for repeat purchase, reflecting loyalty and confidence in the olist shopping experience.
- This data can be used to set realistic delivery time expecting overall satisfaction and trust in olist service.
- The credit card payments are predominant in Sao paulo with an average transaction value significantly higher than other payment methods.
- Distinct patterns in customer behaviour and payment preferences based on day of the week.
- Efficient logistics and fulfillment processes contribute to a consistent delivery timeline.
- Different purchasing power and payment trends observed across various regions, such as sao paulo city.

CONCLUSION

The olist store analysis project provides valuable insights into customer behaviour and payment statistics. The analysis of these kpi's helps olist in identifying areas of improvement and creating targeted marketing campaigns. As a data analyst i have used Excel and Tableau, power BI to clean and manipulate the dataset and create meaningful visualizations. This project serves as a great example of how data analysis can help business make informed decisions.

