PRESENTATION
OLIST STORE ANALYSIS

olist

1. OBJECTIVES

GOAL ——————— Main strategy of the company:
maximize GMV and optimize spending

HOW ——————— Measure key metrics & Analyze
Company Performance

IMPACT ——————— Initiatives & Recommendations
for Improvement

OUTCOME ——————— Communicate Insights & Ideas
to Olist Managers

1. OBJECTIVES

TO BOOST GMV & COMPANY PERFORMANCE

3 METRICS

SALES VALUE

Gross Merchandis Value.
Indicates how much money the company has generated through selling.

ITEMS SOLD

A component to calculate and boost GMV.
Shows how many items the company has sold.

FREIGHT VALUE

Tells the delivery prices.
An indicator taking into consideration when optimizing cost.

3 DIMENSIONS

TIME
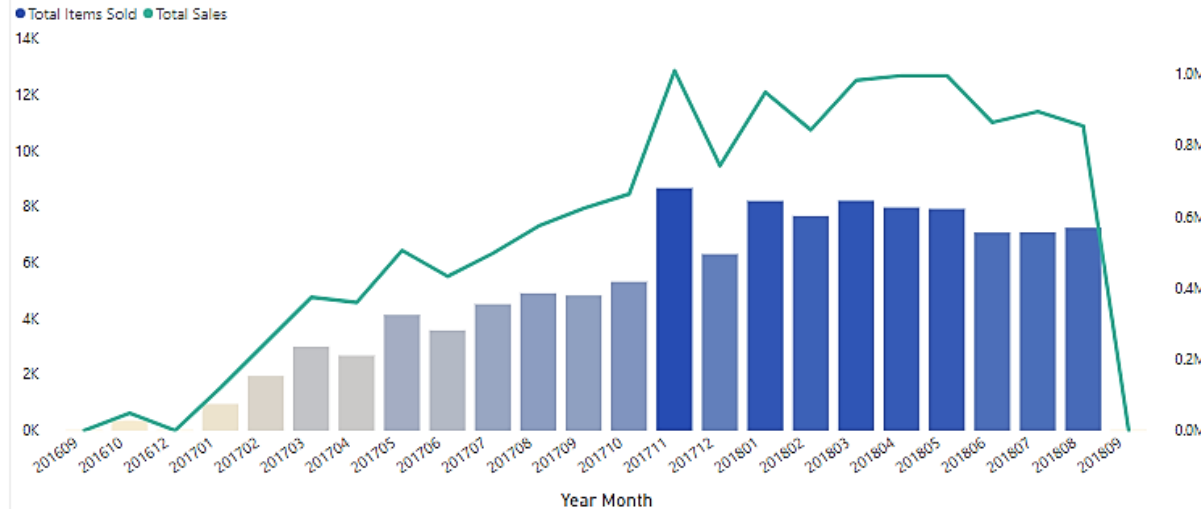
To see company performance over time

PRODUCT

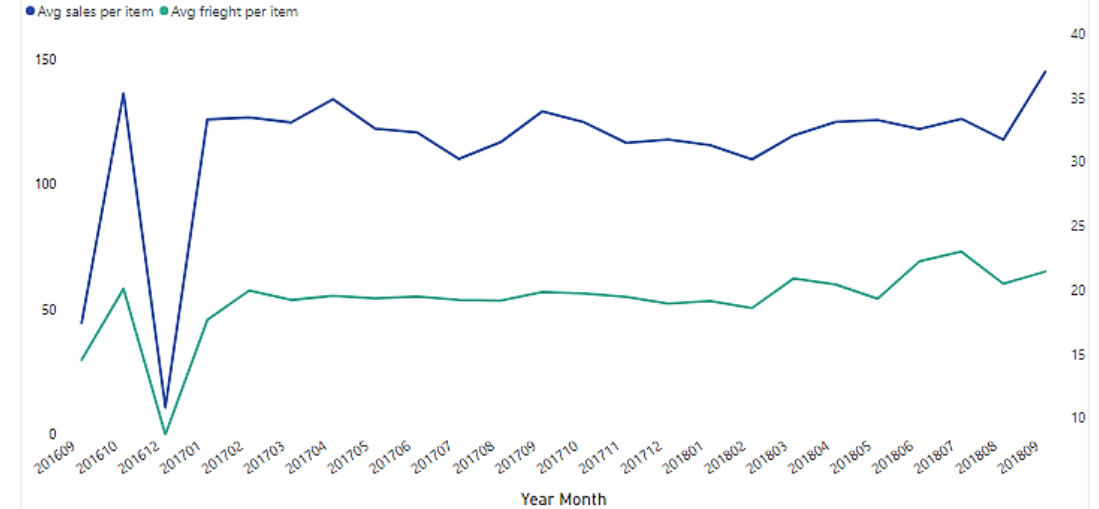To see which product contributed to the company performance

LOCATION

To see the relationship between location and the company performance

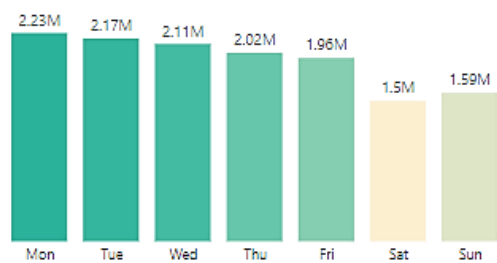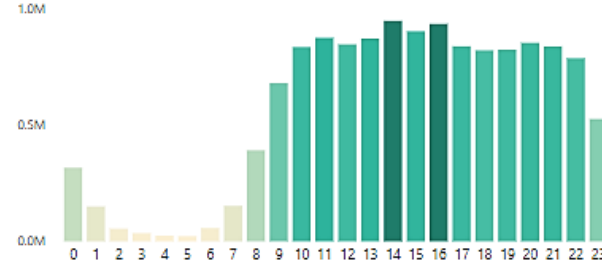### Totel Items Sold & Total Sales by Year Month
● Total Items Sold ● Total Sales

Average Sales & Freight per Item by Year Month
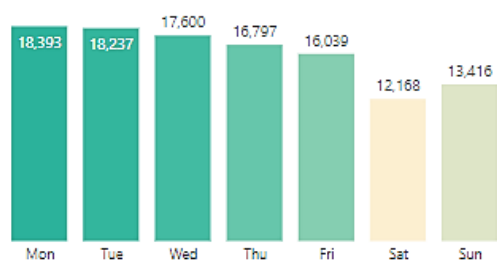● Avg sales per item ● Avg frieght per item

Total Sales by Day of Week

Total Sales by Purchase Hour

Total Items by Day of Week

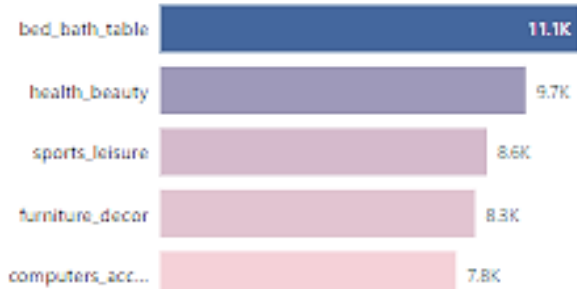### Total Items by Purchase Hour
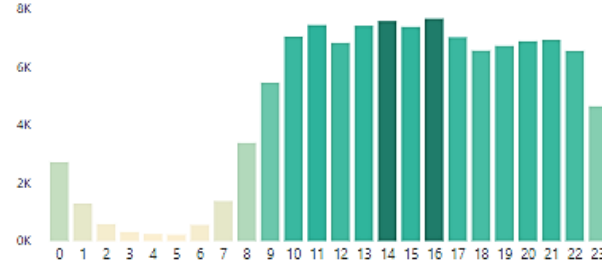
- Olist had a growing trend over the time, both in items sold and sales value.
- November 2017 (Black Friday) saw the highest sales value & number of items ordered.
- December 2016 saw a sharp decrease in sales & freight values, assumed it's year end holiday.
- Brazilians prefer online shopping at the beginning of the week (Monday) and daytime (14h & 16h).

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3. PRODUCT ANALYSIS
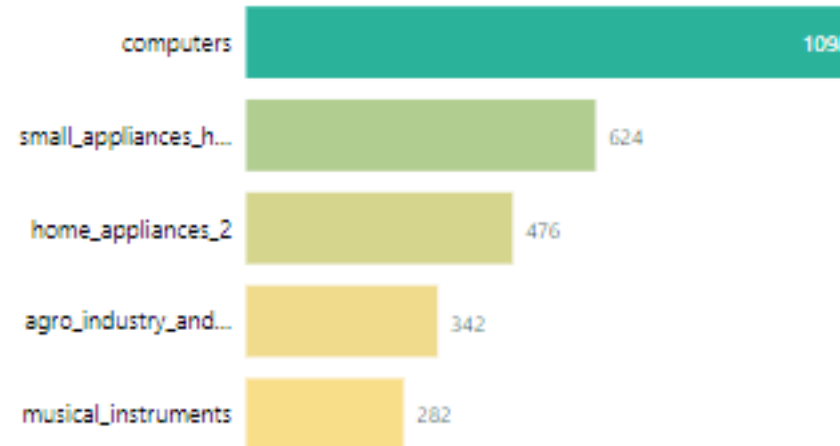
Top 5 Product Categories with Highest Sales

Category	Sales
health_beauty	1.26M
watches_gifts	1.21M
bed_bath_table	1.04M
sports_leisure	0.99M
computers_acc...	0.91M

Top 5 Product Categories with Highest Items Sold

Category	Items
bed_bath_table	11.1K
health_beauty	9.7K
sports_leisure	8.6K
furniture_decor	8.3K
computers_acc...	7.8K

Top 5 Product Categories with Highest Freight Value

Category	Freight
bed_bath_table	205K
health_beauty	183K
furniture_decor	173K
sports_leisure	169K
computers_acc...	147K

Top 5 Categories with Highest Average Sales per Items

Category	Value
computers	1098
small_appliances_h...	624
home_appliances_2	476
agro_industry_and...	342
musical_instruments	282

Top 5 Categories with Highest Average Freight per Item

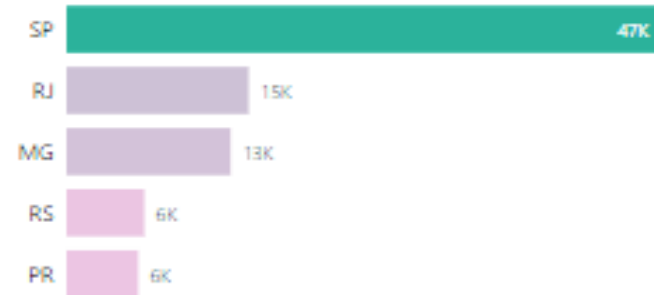| Category	Value
computers	48
home_appliances_2	45
furniture_mattress...	43
kitchen_dining_lau...	43
furniture_bedroom	42
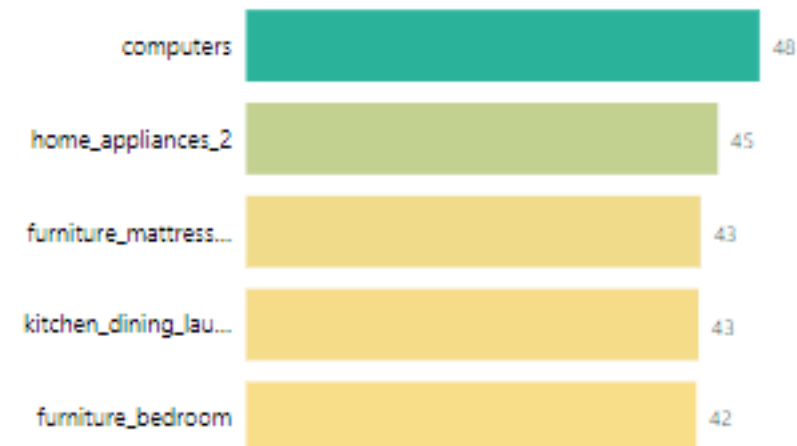
- Top Purchased Categories generated the highest Sales Value (or GMV), but also had the highest Freight Values.

- If the company want to **boost total gross merchandise value**, we should focus on such categories as healthy beauty or bed-bath-table.

- If the company want to **make the most money per item ordered**, we should invest in computers category.

- Computers could bring the highest values per an item, it too accounted for the highest freight.

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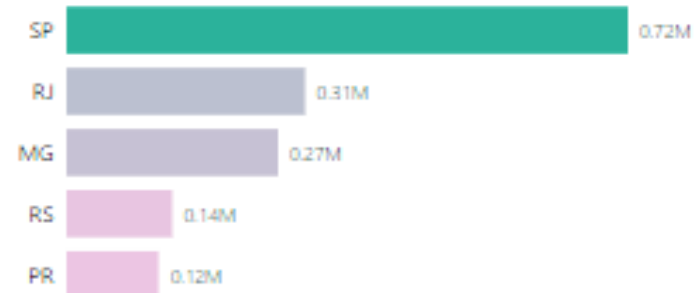## Top 5 States Recorded Highest Sales
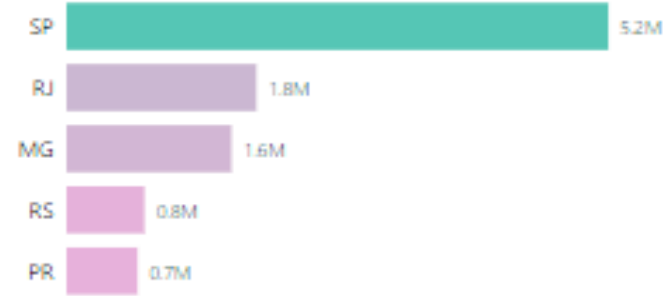
- SP: 5.2M
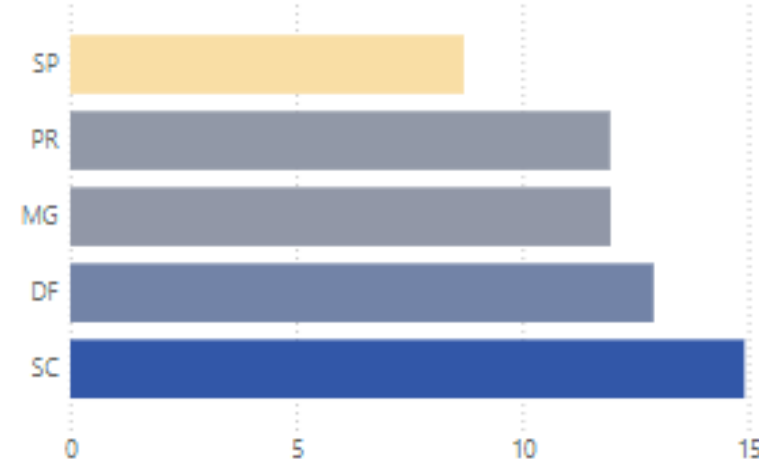- RJ: 1.8M
- MG: 1.6M
- RS: 0.8M
- PR: 0.7M

Top 5 States with Highest Items Sold

- SP: 47K
- RJ: 15K
- MG: 13K
- RS: 6K
- PR: 6K

Top 5 States with Highest Freight Values

- SP: 0.72M
- RJ: 0.31M
- MG: 0.27M
- RS: 0.14M
- PR: 0.12M

Top 5 States with Fastest Delivery Days

Top 5 States where Delivery is fast compared to Estimated Time
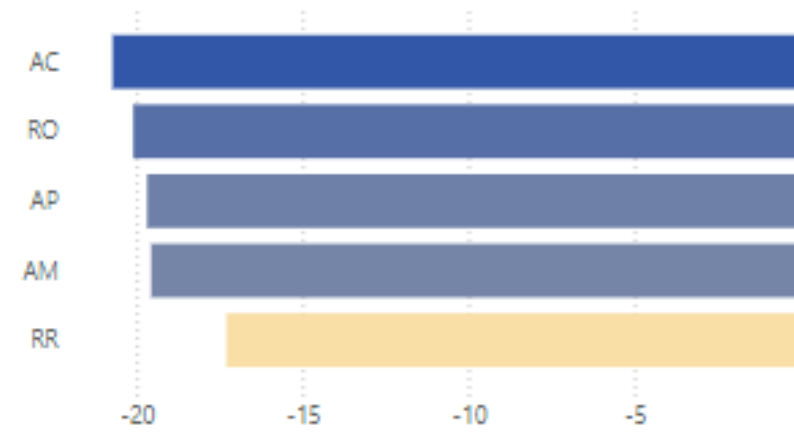
- The 3 states SP (São Paulo), MG (Minas Gerais), and PR (Paraná) are top performers in analysis of sales value and number of items ordered.

- These 3 states also made the fastest delivery days to customers.

- Nothing is perfect. Achieving these above metrics (top highest sales & items sold, fastest delivery time), these states also took up the highest freight prices.

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5. CONCLUSIONS

Recommendations

1. Run promotions & marketing campaigns in special events (Black Friday), beginnings of the week (Happy Monday), or offer flash sales at peak hours.

2. Target in product categories that make the most sales value in total or per item (cross-selling)

3. Target in low-traffic states and cities with high sales value (free-shipping discount)

Additional Analysis

➢ Collect dataset about cost and expenses to see how the company has been profiting and controlling its spending.

➢ Collect dataset on measuring marketing metrics in order to prepare marketing campaigns & promotions

MBTI Personality Test

Your personality type is:

Logician

INTP-T

Mind
This trait determines how we interact with our environment.

24% ▬▬▬▬▬▬ 76%

EXTRAVERTED · INTROVERTED

Energy
This trait shows where we direct our mental energy.

63% ▬▬▬▬▬▬ 37%

INTUITIVE · OBSERVANT

Nature
This trait determines how we make decisions and cope with emotions.

61% ▬▬▬▬▬▬ 39%

THINKING · FEELING

Tactics
This trait reflects our approach to work, planning and decision-making.

46% ▬▬▬▬▬▬ 54%

JUDGING · PROSPECTING

Identity
This trait underpins all others, showing how confident we are in our abilities and decisions.

32% ▬▬▬▬▬▬ 68%

ASSERTIVE · TURBULENT