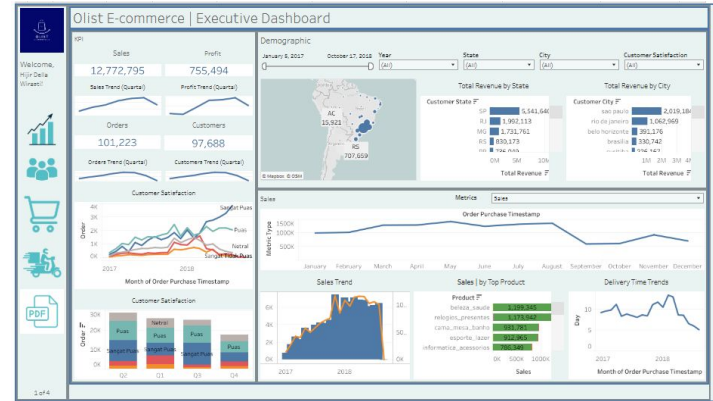




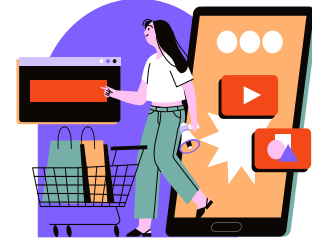
Olist E-Commerce Dashboard



Hijir Della Wirasti | <https://www.linkedin.com/in/hijirdella/>



Business Intelligence Batch 13
12 January 2024



Olist E-Commerce Dashboard

Tableau	https://public.tableau.com/app/profile/hijir.della.wirasti5486/viz/OlistE-CommerceDashboard_17366761612590/DashboardExecutive
Dataset	Olist Dataset
LinkedIn	https://www.linkedin.com/in/hijirdella/
Email	hijirdw@gmail.com
Github	https://github.com/hijirdella



Hijir Della Wirasti
Business Intelligence

Table of contents

01

Executive Dashboard

02

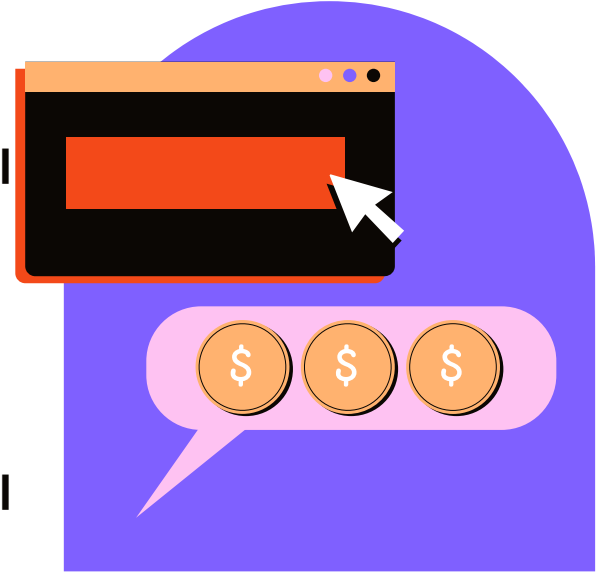
**Operasional Dashboard |
Customer**

03

**Operasional Dashboard |
Orders**

04

**Operasional Dashboard |
Delivery**





01

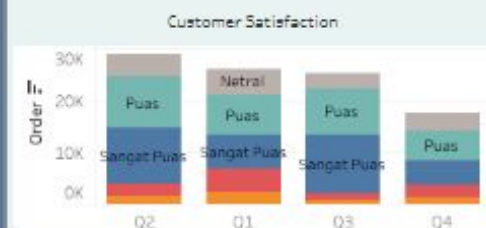
Executive Dashboard



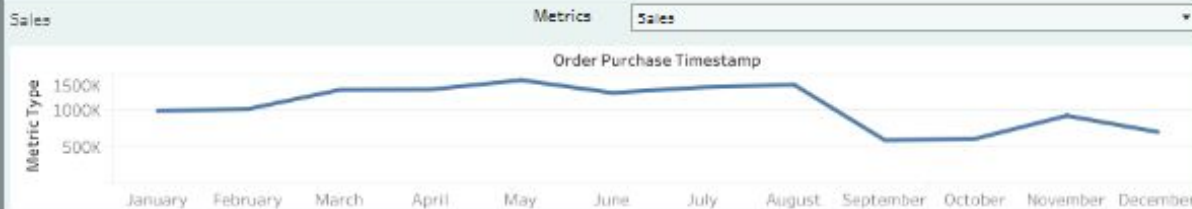
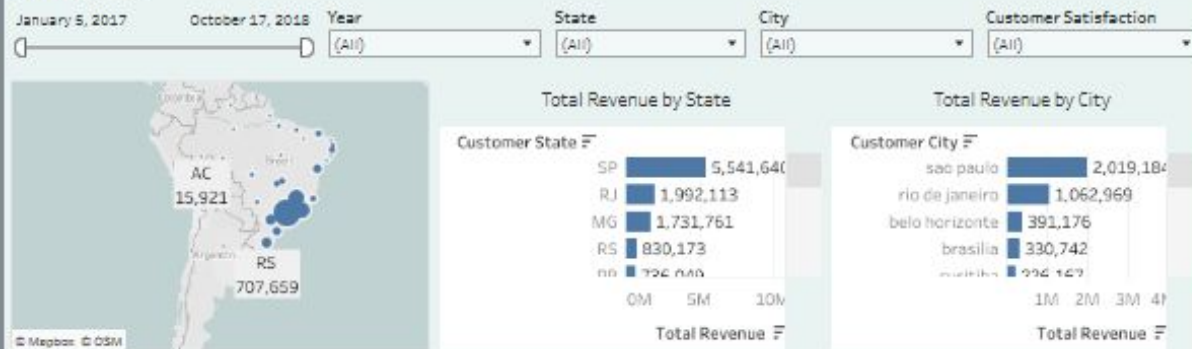


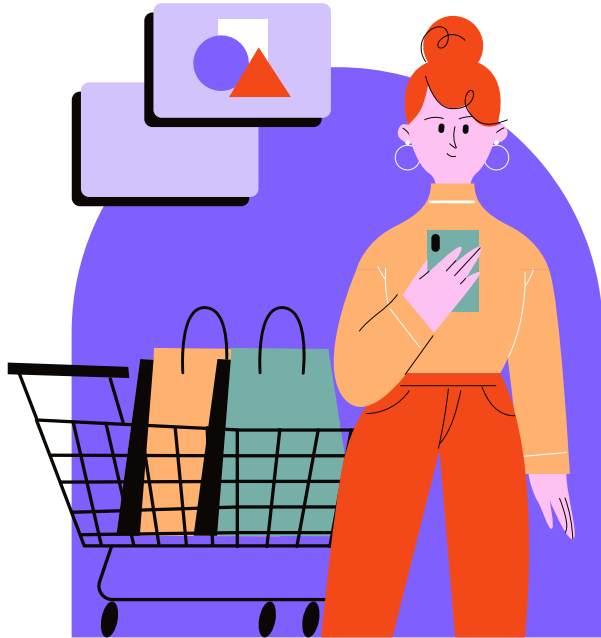
Olist E-commerce | Executive Dashboard

KPI



Demographic





Executive Dashboard

Tujuan: Menyediakan gambaran umum tentang kinerja perusahaan, menyoroti metrik kunci seperti total penjualan, profit, kepuasan pelanggan, dan tren keseluruhan



02

Operational Dashboard (Customer)



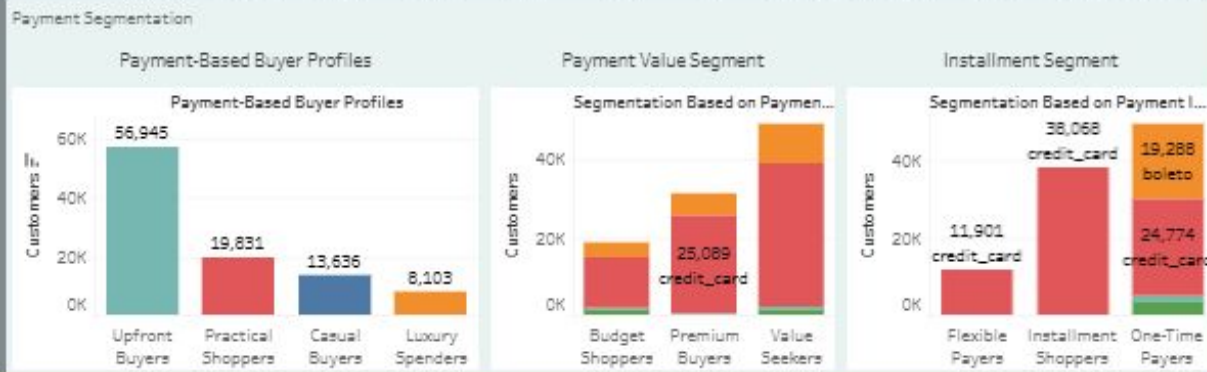
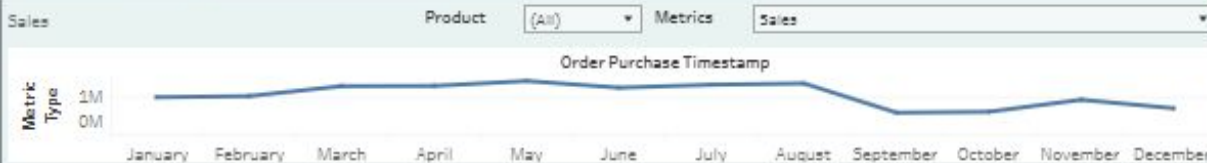
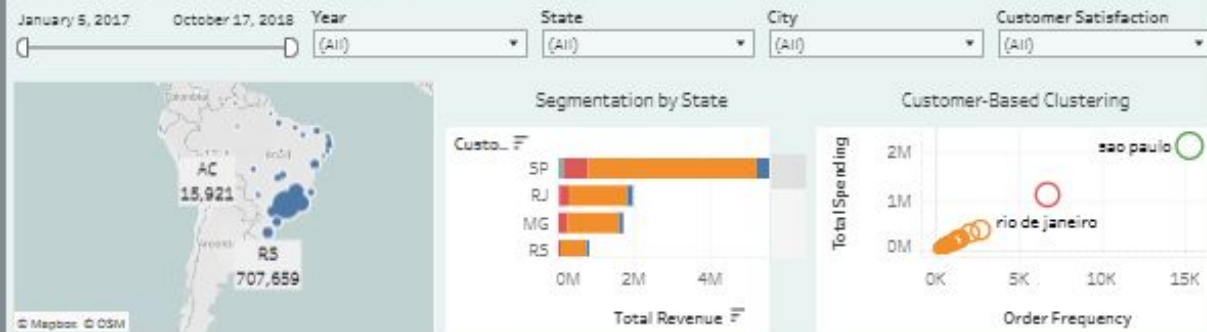


Olist E-commerce | Operasional Dashboard

Welcome,
Hijir Della
Wirasti!



Demographic | Customer Segmentation





03

Operational Dashboard (Orders)





Olist E-commerce | Operasional Dashboard

Welcome,
Hijir Della
Wirastiti!

Sales

12,772,795

Sales Trend (Weekly)



Orders

101,223



Profit

755,494

Profit Trend (Weekly)



Customers

97,688



Return Rate



Month of Order Purchase Timestamp

Canceled Rate



Month of Order Purchase Timestamp

Demographic

January 5, 2017 — October 17, 2018 Year

(All)

State

(All)

City

(All)



Top Order by State

Customer State



0K 20K 40K 60K

Order Frequency

Top Order by City

Customer City



10K 20K

Order Frequency

Product Performance

Product (All)

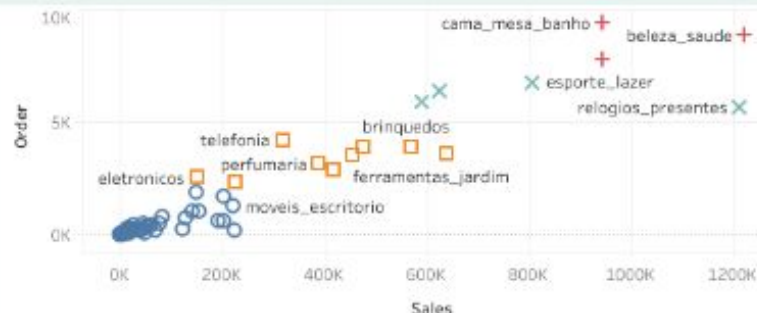
Sales | by Top Product

Product



Sales

Product-Based Clustering





04

Operational Dashboard (Delivery)





Olist E-commerce | Operasional Dashboard

KPI

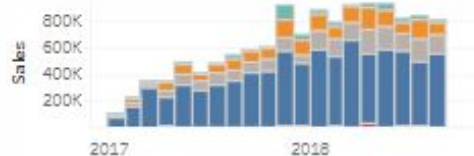
Orders

Customers

Orders Trend (Weekly)

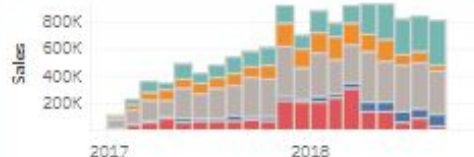
Customers Trend (Weekly)

Waktu Pemrosesan Pesanan



Month of Order Purchase Timestamp

Waktu Pemenuhan Pesanan



Month of Order Purchase Timestamp

Seller Performance Clustering



Demographic

January 5, 2017

October 17, 2018

State

(All)

City

(All)

Fulfillment

(All)

Geographic Delivery Efficiency



Average Delivery Time (in Days)



Delivery

Status

(All)

Product

(All)

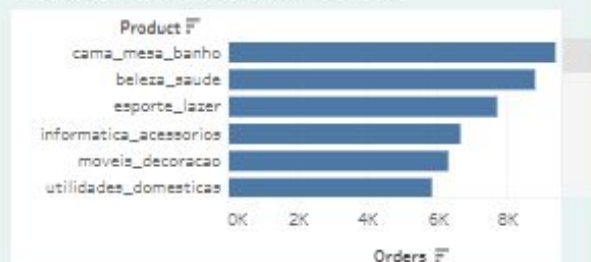
Delivery Time Trends

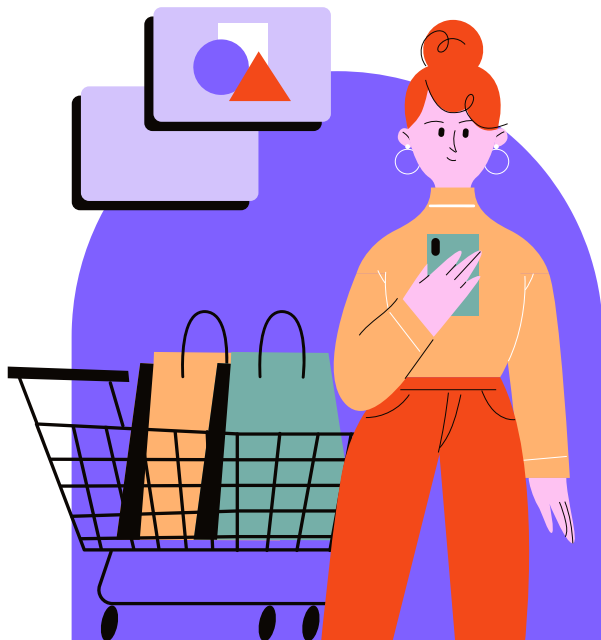


On-Time vs Delayed Deliveries



Delayed Deliveries by Product





Operational Dashboard

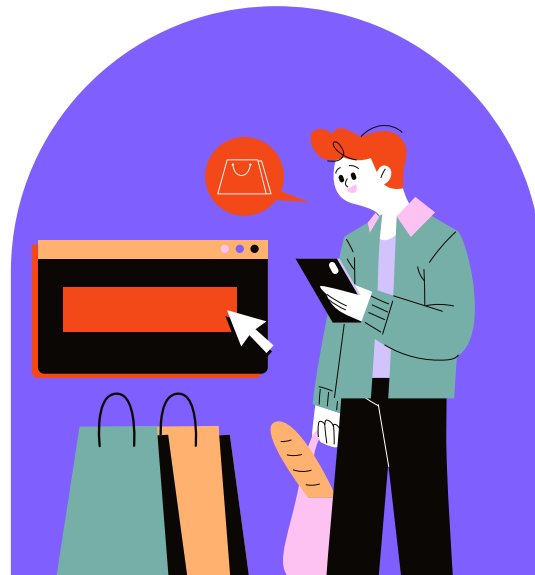
Tujuan: Menyediakan wawasan operasional yang mendetail untuk mendukung manajemen sehari-hari dan pengambilan keputusan. Fokus pada data granular dan wawasan yang dapat ditindaklanjuti.



Insight dari Executive Dashboard

Overview Executive Dashboard Olist E-Commerce

Dashboard eksekutif ini memberikan gambaran menyeluruh tentang kinerja e-commerce Olist dalam beberapa aspek penting, termasuk penjualan, kepuasan pelanggan, performa regional, dan tren operasional. Berikut adalah ringkasan dari insight utama:



1. Kinerja Penjualan dan Pendapatan

Total Penjualan: BRL 12.772.795

Total Keuntungan: BRL 755.494

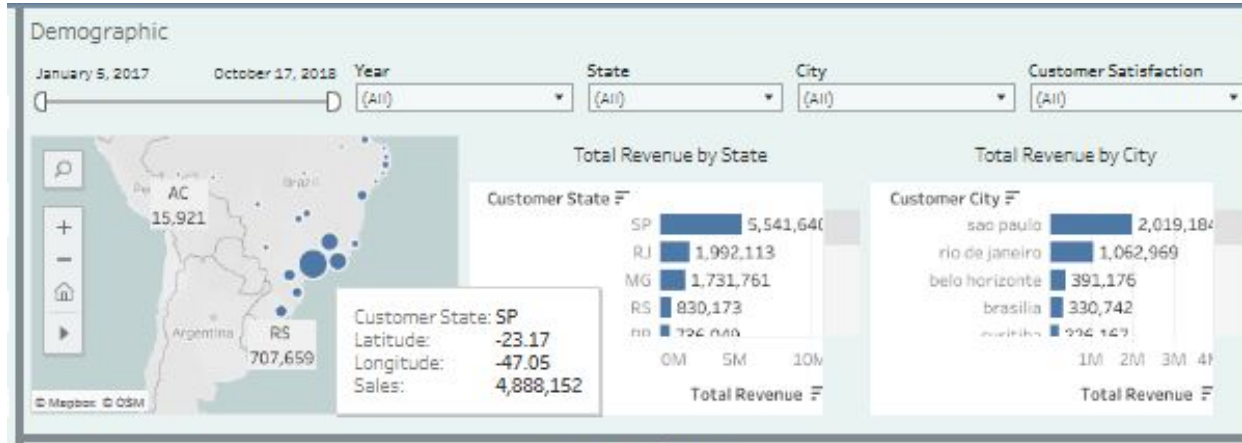
Tren kuartalan menunjukkan pertumbuhan konsisten, dengan beberapa lonjakan signifikan.

Produk Terlaris:

- `beleza_saude`, `relogios_presentes`, dan `cama_mesa_banho` adalah kategori produk unggulan dengan kontribusi tertinggi terhadap pendapatan.



2. Performa Berdasarkan Wilayah



Wilayah dengan Pendapatan Tertinggi:

- São Paulo (SP) mendominasi dengan total penjualan BRL 5.541.641, diikuti oleh Rio de Janeiro (RJ) dan Minas Gerais (MG).

Wilayah seperti RS memiliki kontribusi yang lebih kecil terhadap total penjualan, menunjukkan potensi untuk pengembangan.

3. Kepuasan Pelanggan

- Tren menunjukkan peningkatan jumlah pelanggan yang "Sangat Puas" dan "Puas".
- Namun, kategori "Netral" dan "Tidak Puas" tetap stabil, yang perlu perhatian lebih untuk perbaikan.



4. Waktu Pengiriman



- Waktu pengiriman menunjukkan tren menurun, yang mencerminkan peningkatan efisiensi logistik.
- Efisiensi ini membantu meningkatkan pengalaman pelanggan secara keseluruhan.

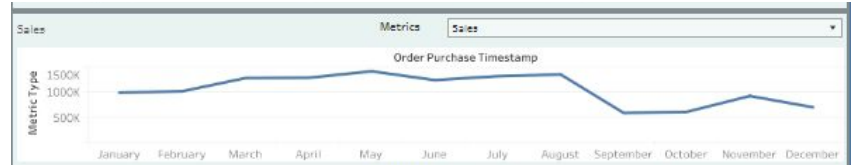


5. Tren Penjualan



Insight Kuartalan

- Q1:**
 - Penjualan rendah, tren pasca-liburan.
 - Peluang: Promosi clearance stock awal tahun.
- Q2:**
 - Pertumbuhan signifikan, didorong Hari Libur Nasional.
 - Peluang: Promosi pertengahan tahun.
- Q3:**
 - Konsumen bersiap belanja akhir tahun.
 - Peluang: Kampanye back-to-school dan pre-holiday sales.
- Q4:**
 - Puncak penjualan (Black Friday, Natal).
 - Peluang: Maksimalkan inventori dan diskon besar.



Penjualan Berdasarkan Bulan

- Penjualan bulanan menunjukkan **fluktuasi yang stabil** di awal periode (2017), dengan tren pertumbuhan yang lebih signifikan mulai terlihat pada tahun 2018.
- Bulan dengan penjualan tertinggi kemungkinan adalah **akhir tahun 2018**, menunjukkan puncak aktivitas pasar.

Rekomendasi Strategis

- Promosi Tepat Waktu:** Sesuaikan strategi promosi dengan karakteristik setiap kuartal.
- Fokus Produk Unggulan:** Prioritaskan **beleza_saude** dan **relogios_presentes**.
- Target Wilayah:** Optimalkan pemasaran di São Paulo (SP) dan Rio de Janeiro (RJ).
- Gunakan Data Historis:** Prediksi penjualan kuartal untuk strategi lebih tajam.

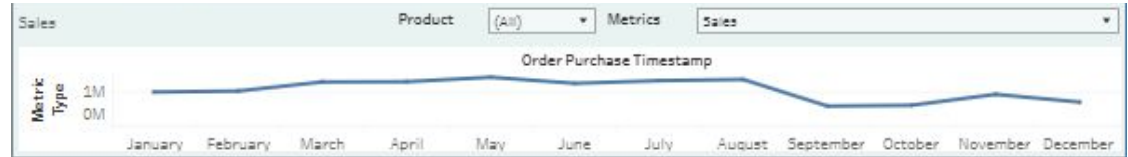
Insight dari Operational Dashboard

Dashboard operasional menunjukkan performa penjualan, efisiensi pengiriman, dan segmentasi pelanggan:

1. **Penjualan dan Profit:**
Total penjualan **12,7M** dengan profit **755K**. São Paulo memimpin kontribusi pendapatan (5,5M) dan pesanan terbanyak.
2. **Efisiensi Pengiriman:**
Sebagian besar pesanan terkirim dalam **7 hari**. Kategori seperti **cama_mesa_banho** dan **beleza_saude** mengalami keterlambatan signifikan, perlu ditingkatkan.
3. **Segmentasi Pelanggan:**
São Paulo memiliki **High-Value Buyers**, sementara wilayah lain seperti Minas Gerais dan Rio de Janeiro memiliki peluang konversi pelanggan bernilai sedang.
4. **Kinerja Produk:**
Produk terbaik: **beleza_saude** (1,2M) dan **religious_presentes** (1,1M). Fokus pada perbaikan rantai pasok untuk kategori dengan keterlambatan tinggi.
5. **Metrik Operasional:**
Tidak ada produk yang dikembalikan, menunjukkan kepuasan pelanggan atau kebijakan pengembalian yang ketat.



1. Penjualan dan Keuntungan



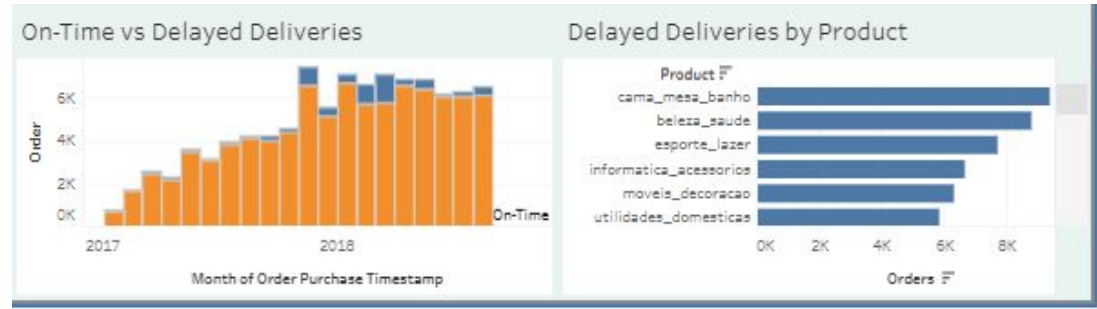
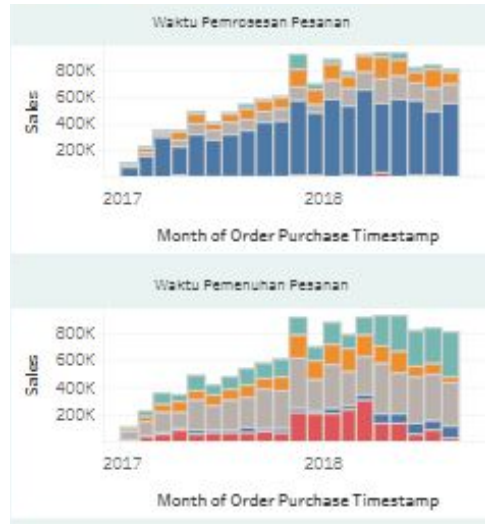
- Penjualan mingguan menunjukkan fluktuasi yang konsisten dengan puncak pada bulan tertentu. Strategi promosi dapat disesuaikan untuk memanfaatkan pola ini.
- Profit mingguan menunjukkan stabilitas tetapi memerlukan pengelolaan margin pada periode fluktuasi rendah.

2. Segmentasi Pelanggan

- Negara bagian São Paulo (SP) mendominasi kontribusi total revenue dengan lebih dari 5,5 juta.
- Rio de Janeiro menunjukkan potensi pada klaster "High-Value Customers." Perlu peningkatan kampanye personalisasi di segmen ini.



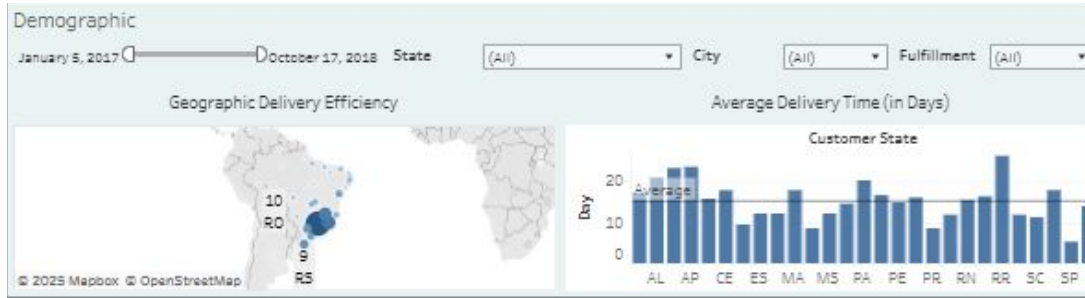
3. Tren Waktu Pemenuhan Pesanan



Mayoritas pemrosesan pesanan "Sangat Cepat" (≤ 1 jam) dan mayoritas pemenuhan pesanan dalam waktu "Normal" (≤ 14 hari), tetapi ada area dengan waktu pemrosesan lambat (> 20 hari). Fokus pada efisiensi logistik di area tertentu.

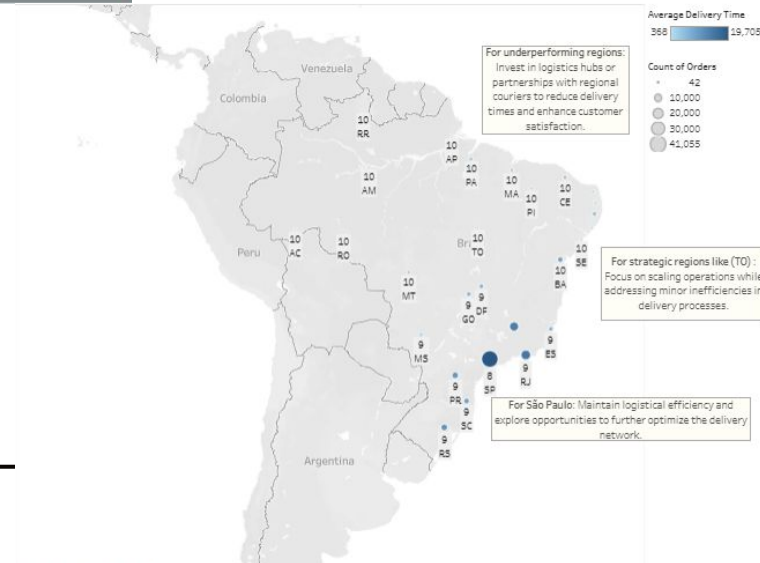
Produk seperti **beleza_saude** memiliki waktu pemenuhan pesanan yang sering tertunda, memerlukan pengelolaan stok yang lebih baik.

4. Efisiensi Pengiriman

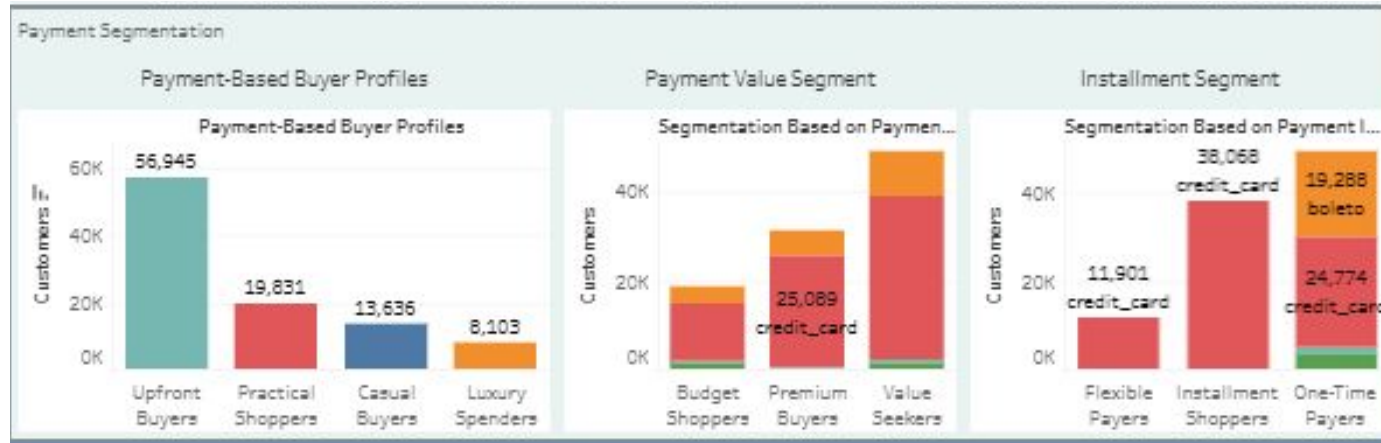


Waktu pengiriman rata-rata bervariasi secara geografis, dengan **Rio de Janeiro** menunjukkan waktu lebih lama dibandingkan **São Paulo**. Perlu optimasi logistik di area yang mengalami keterlambatan.

Note: Detail pada Story ->

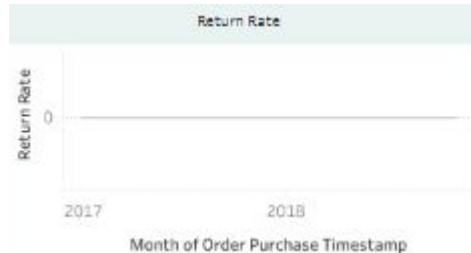


5. Pembayaran dan Segmen Pembeli



- **Upfront Buyers** mendominasi dengan 56.945 pelanggan, tetapi ada peluang untuk meningkatkan jumlah pembeli di segmen **Casual Buyers** dan **Luxury Spenders** melalui kampanye pemasaran premium.
 - Metode pembayaran **credit_card** paling populer. Penawaran khusus seperti cashback dapat meningkatkan loyalitas pelanggan di segmen ini.
-

6. Tidak Ada Return



- Tingkat return 0% menunjukkan manajemen kualitas produk dan layanan yang baik. Namun, perlu evaluasi untuk memastikan klaim pelanggan terselesaikan dengan adil.

7. Cancel Rate

- Tingkat pembatalan tinggi di bulan tertentu (contoh: September & Oktober 2018). Perlu investigasi lebih lanjut terkait alasan pembatalan, seperti stok habis atau masalah pengiriman.





STORY

Monthly Sales Forecast Analysis

Finding:

The chart demonstrates a consistent growth in sales from early 2017 to mid-2018. The forecasted trend indicates continued sales growth, with an estimated sales range

Product Clustering

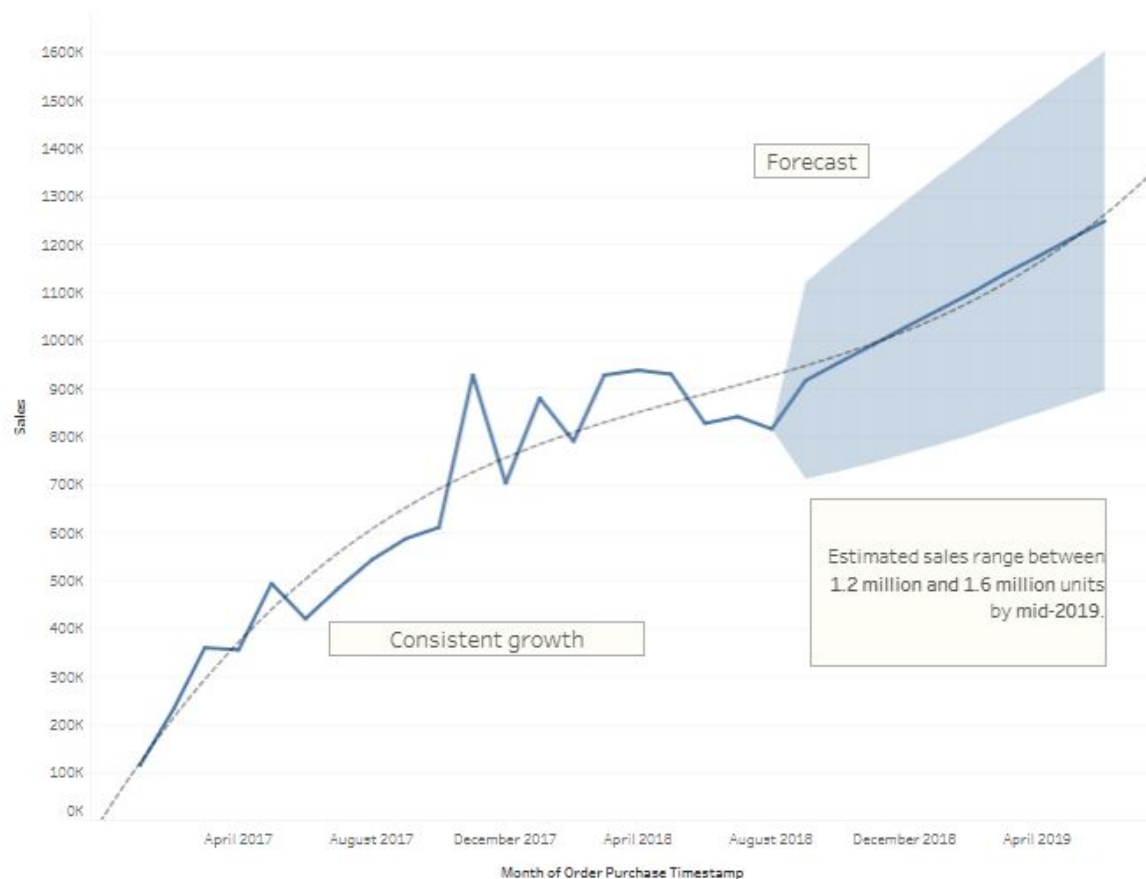
Finding:

The product clustering reveals four key groups: low-performing products (Cluster 1), high-volume but low-price products (Cluster 2), high-performing best sellers (Cluster

Revenue Segmentation by State

Finding:

The revenue segmentation by state's (SP) contributes the highest total revenue. Minas Gerais (MG) and Rio de Janeiro



Monthly Sales Forecast Analysis

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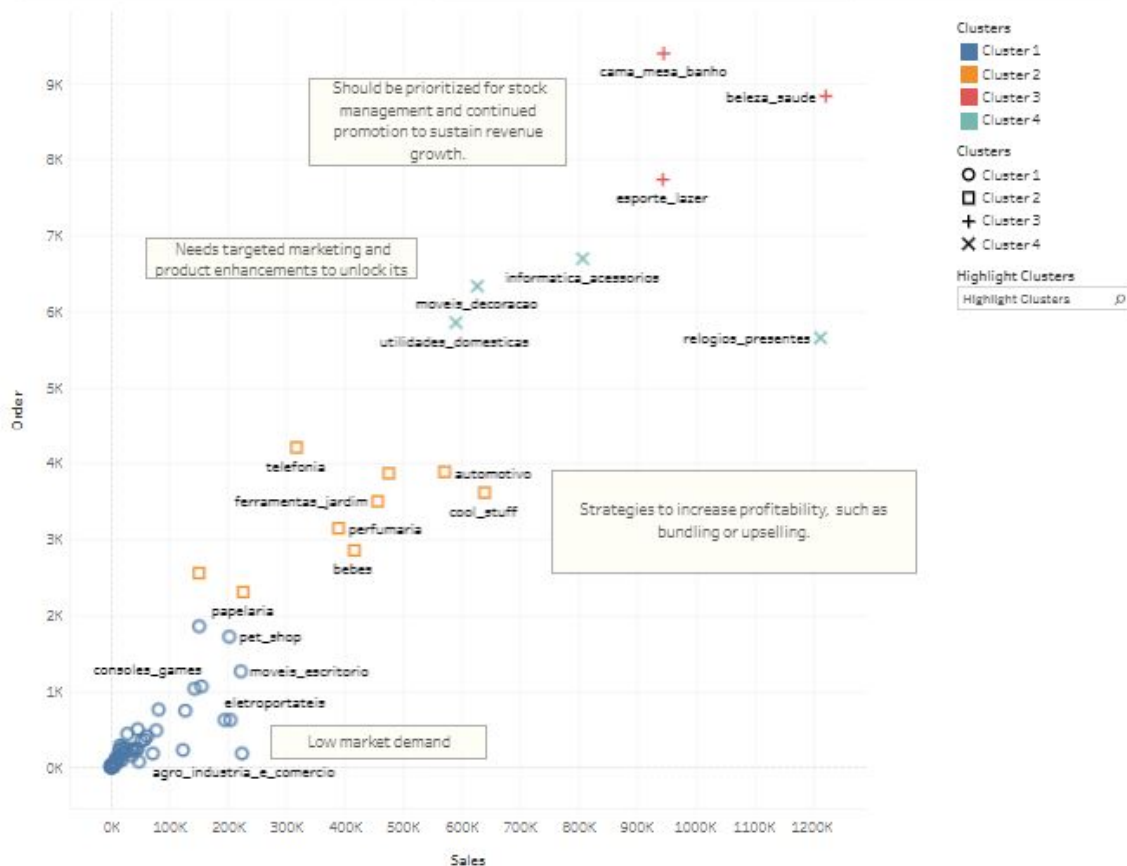
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s

Product Clustering

Revenue Segmentation by State

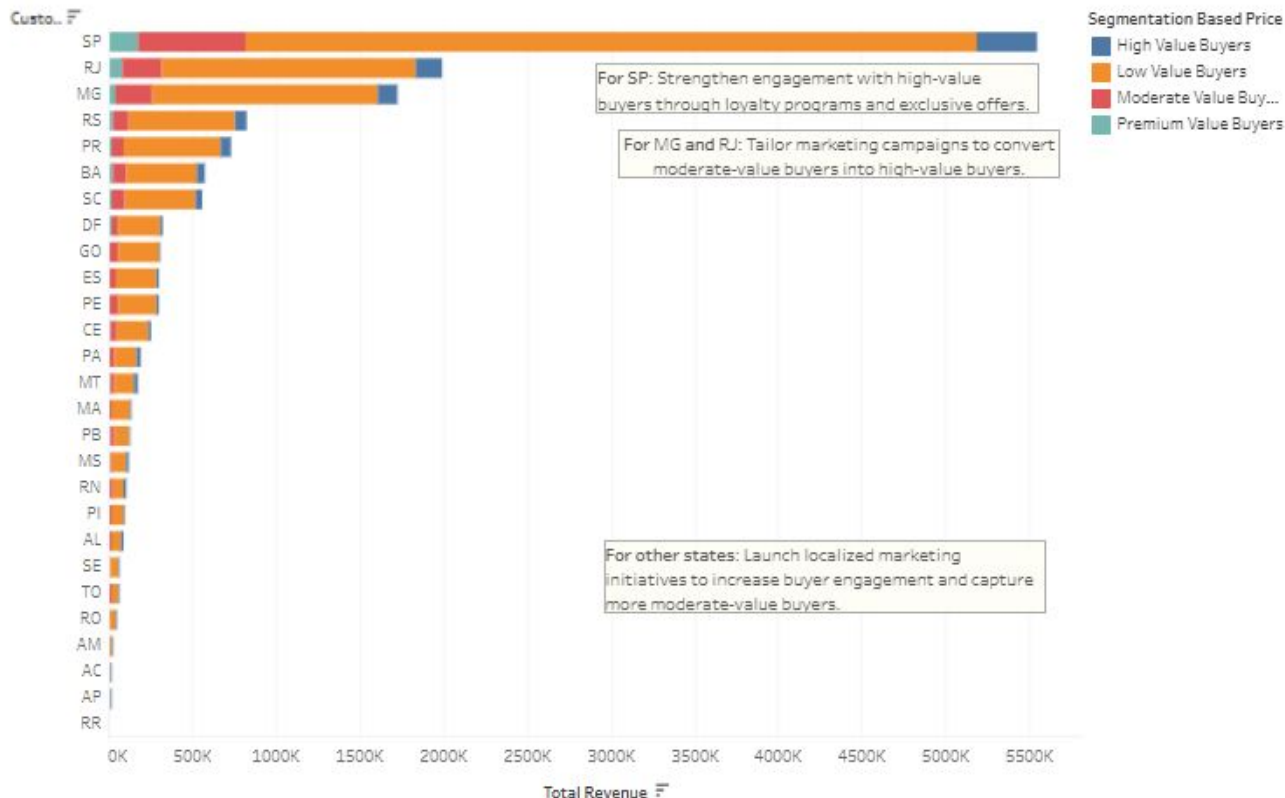
Custom

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1 estimated sales range

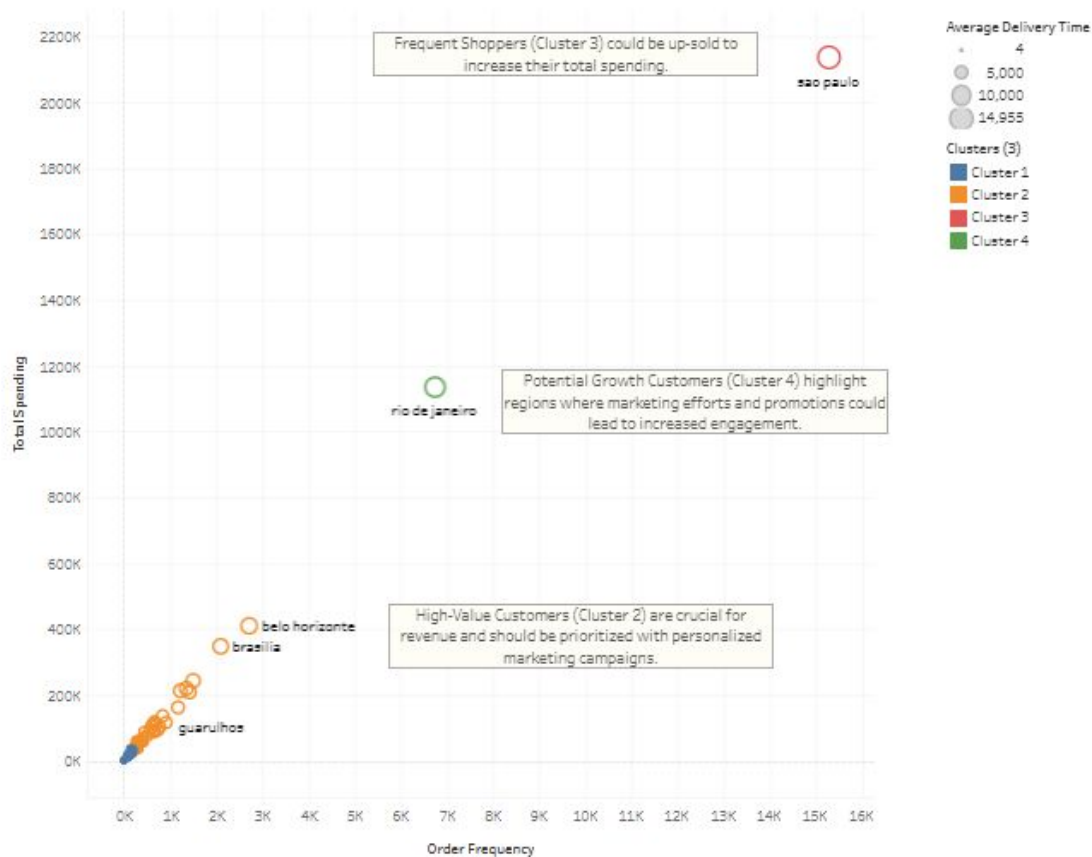
Finding:
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Finding:
The revenue segmentation by state shows that São Paulo
(SP) contributes the highest total revenue, followed by
Minas Gerais (MG) and Rio de Janeiro (RJ). High-value

Finding
The sca
based i



<p>four key groups: low-volume but low-price (Cluster 1), high-volume but low-price (Cluster 2), high-volume but high-price (Cluster 3), and low-volume but high-price (Cluster 4).</p>	<p>Revenue Segmentation by State</p> <p>Finding: The revenue segmentation by state shows that São Paulo (SP) contributes the highest total revenue, followed by Minas Gerais (MG) and Rio de Janeiro (RJ). High-value</p>	<p>Customer-Based Clustering Analysis</p> <p>Finding: The scatter plot segments customers into four clusters based on their purchasing behavior:</p>	<p>Seller</p> <p>Finding: The top sellers (São Paulo)</p>
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Analysis

Seller Performance Clustering

Geographic Delivery Efficiency Analysis

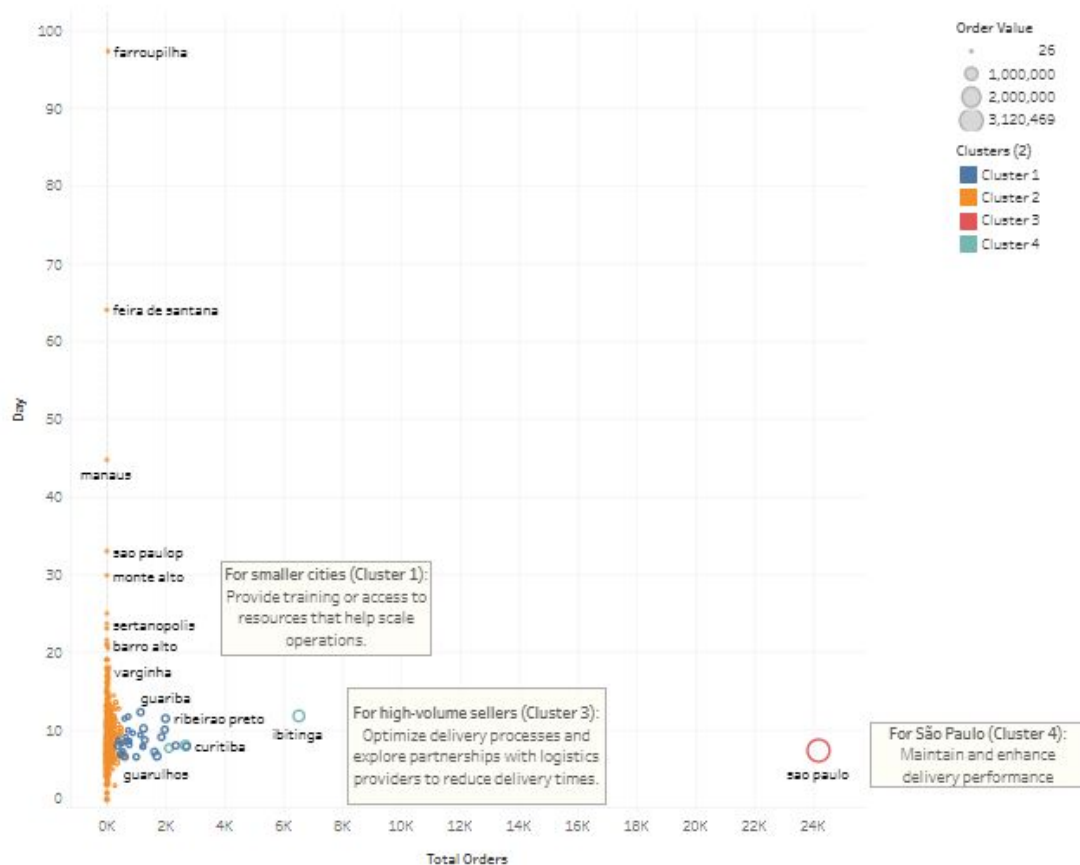
Delivery

Customers into four clusters
prior:

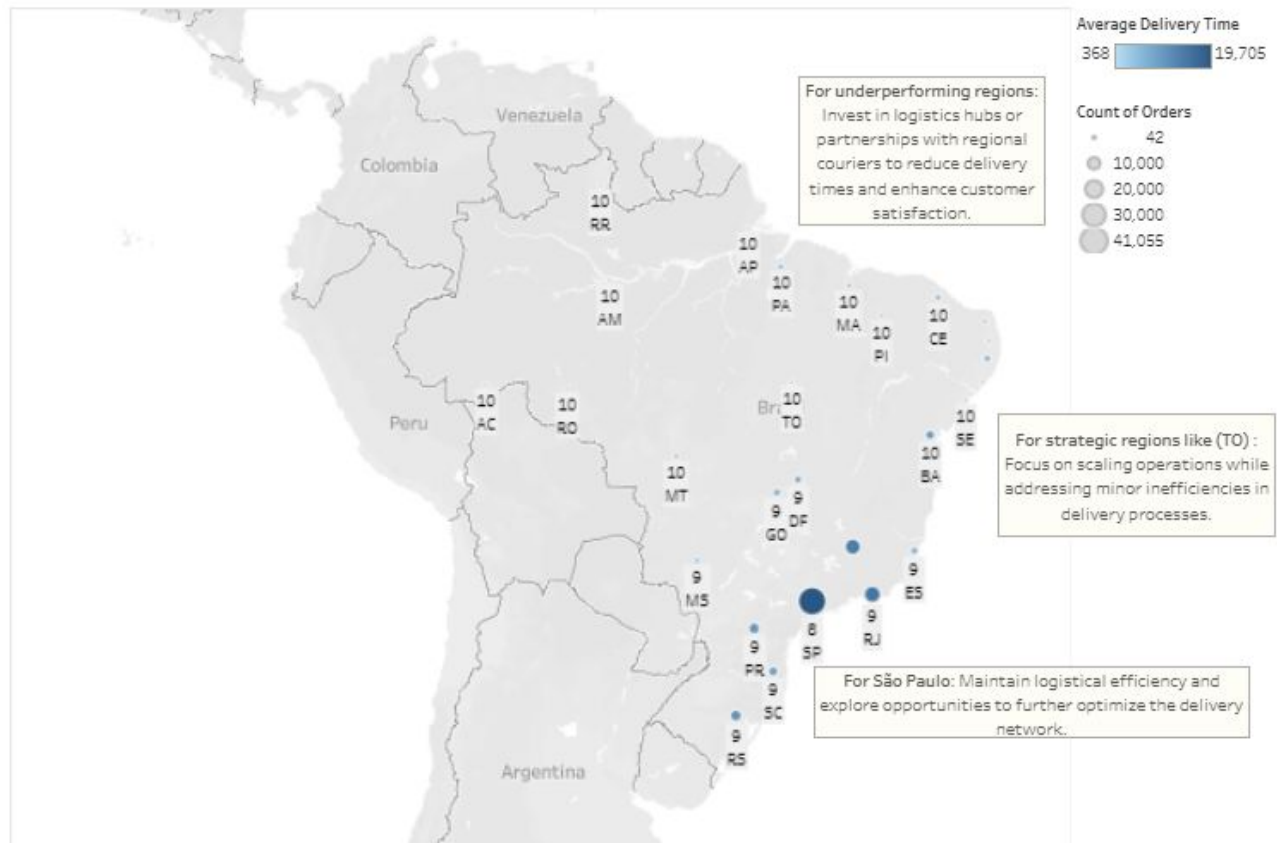
Finding:
The seller performance clustering analysis categorizes sellers based on order volume and delivery efficiency. São Paulo (Cluster 4) is identified as a hub for efficient regional

Finding:
The geographic distribution analysis highlights regions with varying delivery efficiencies. São Paulo stands out with the highest order count (41,055) and relatively low

Finding:
The pattern is steady



Analysis	Seller Performance Clustering	Geographic Delivery Efficiency Analysis	Delivery Pattern
Findings: Sellers are categorized into four clusters based on order volume and delivery efficiency. São Paulo (Cluster 4) is identified as a hub for efficient regional delivery.	Finding: The seller performance clustering analysis categorizes sellers based on order volume and delivery efficiency. São Paulo (Cluster 4) is identified as a hub for efficient regional delivery.	Finding: The geographic distribution analysis highlights regions with varying delivery efficiencies. São Paulo stands out with the highest order count (41,055) and relatively low delivery times.	Finding: The delivery pattern analysis shows a concentration of orders in the Southeast region, particularly around São Paulo, indicating a hub-and-spoke model.



Geographic Delivery Efficiency Analysis

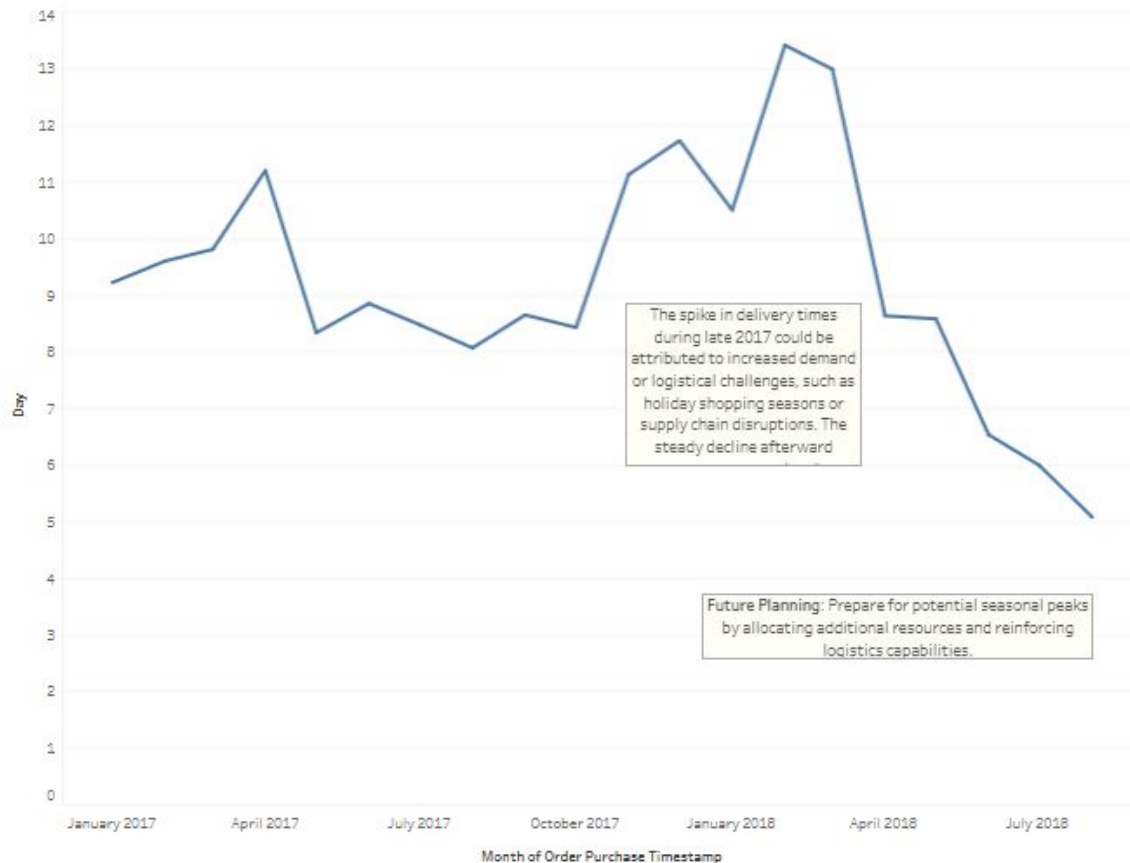
Finding:
The geographic distribution analysis highlights regions with varying delivery efficiencies. São Paulo stands out with the highest order count (41,055) and relatively low

Delivery Time Trends Analysis

Finding:
The trend analysis for delivery times reveals fluctuating patterns, with a noticeable peak in late 2017 followed by a steady decline through mid-2018. The highest delivery time

On-Time

Finding:
This ba
and de
noticed



Analysis

Analysis highlights regions such as São Paulo stands out (1,055) and relatively low

Delivery Time Trends Analysis

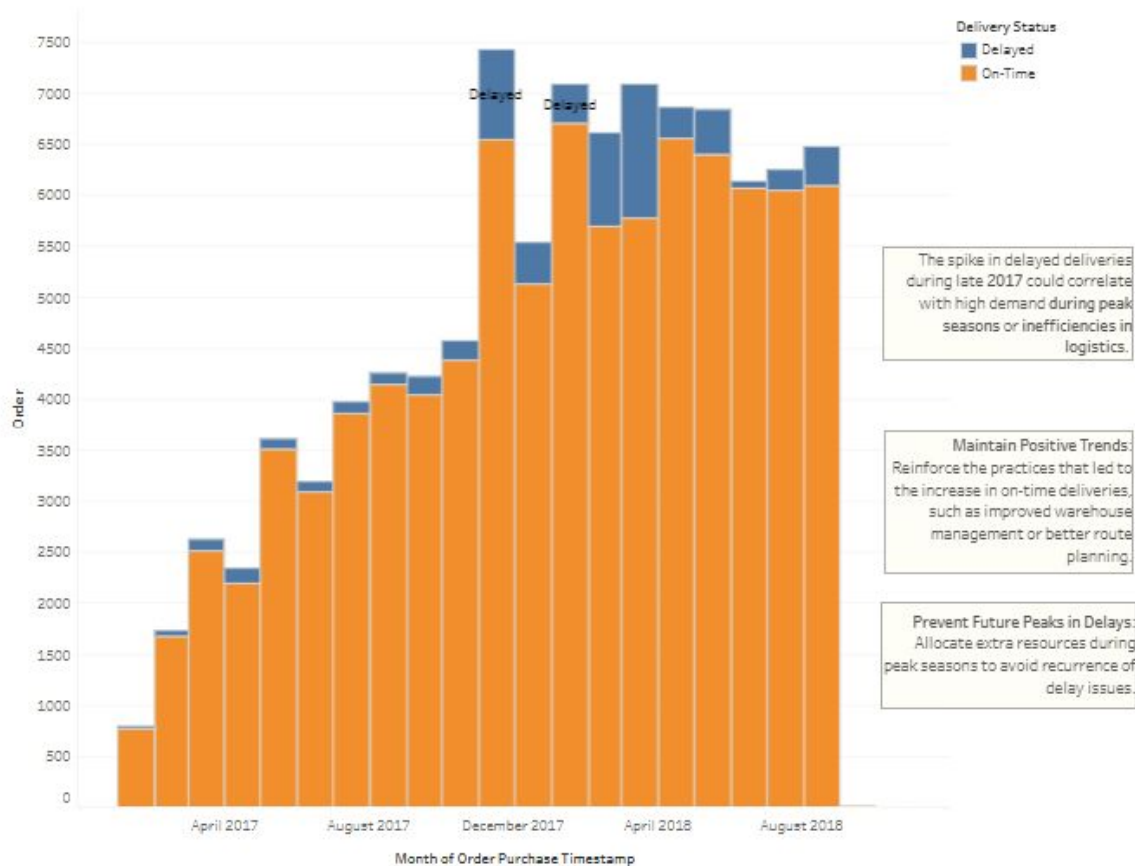
Finding: The trend analysis for delivery times reveals fluctuating patterns, with a noticeable peak in late 2017 followed by a steady decline through mid-2018. The highest delivery time

On-Time vs Delayed Deliveries Analysis

Finding: This bar chart illustrates the comparison between on-time and delayed deliveries over time. Delayed deliveries are noticeable in early 2017 and reach a peak towards the end

Payme

Finding: The ba based



On-Time vs Delayed Deliveries Analysis

Finding:
The bar chart reveals fluctuating delivery times in late 2017 followed by a sharp decline in early 2018. The highest delivery time was recorded in late 2017, reaching approximately 18 days. The lowest delivery time was observed in early 2018, dropping to around 5 days. The highest delivery time was approximately 18 days, and the lowest was around 5 days.

Finding:
This bar chart illustrates the comparison between on-time and delayed deliveries over time. Delayed deliveries are noticeable in early 2017 and reach a peak towards the end of the year.

Payment Value Segment Analysis

Finding:
The bar chart categorizes customers into three segments based on their payment value and preferred payment type:

Combining

Finding:
The bar chart shows the distribution of payment types across different customer segments.



Deliveries Analysis

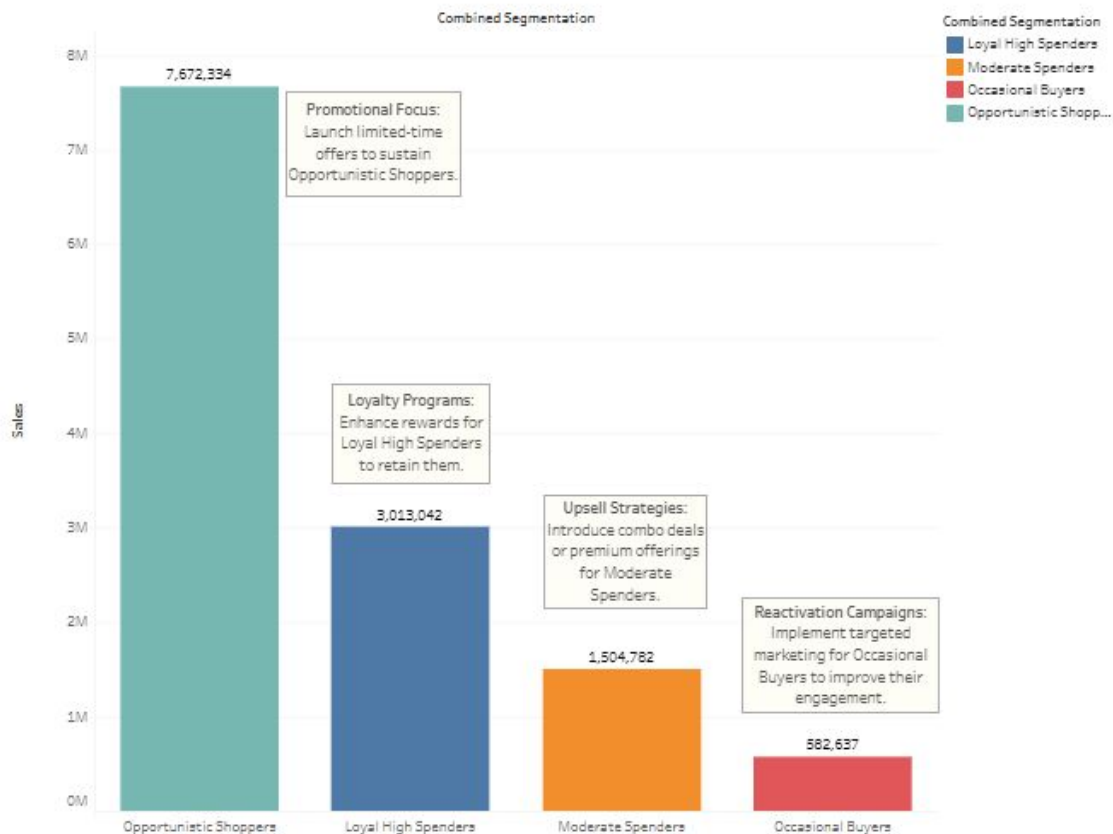
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Payment Value Segment Analysis

Finding:
The bar chart categorizes customers into three segments based on their payment value and preferred payment type:

Combined Segmentation Analysis

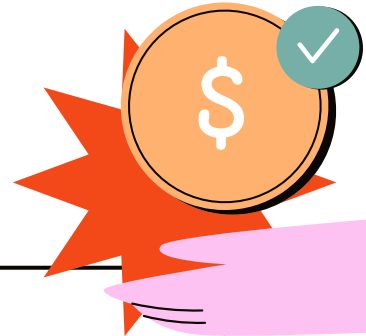
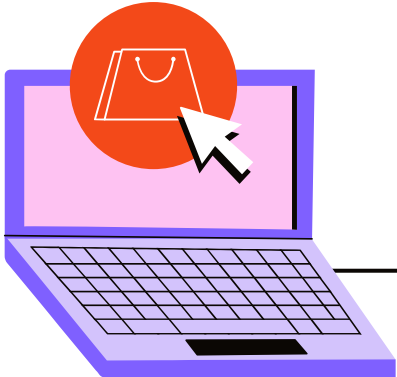
Finding:
The segmentation identifies four customer groups based on spending and purchase frequency:



Rekomendasi



1. Fokus pada **High-Value Customers** di Rio de Janeiro dengan meningkatkan program loyalitas dan penawaran eksklusif.
2. Tingkatkan efisiensi pengiriman di wilayah yang memiliki waktu pengiriman lebih lama.
3. Atasi masalah keterlambatan produk tertentu seperti **beleza_saude** dengan perencanaan stok dan pengelolaan rantai pasok yang lebih baik.
4. Gunakan metode promosi dan personalisasi untuk mengkonversi **Casual Buyers** menjadi pembeli reguler.
5. Lakukan analisis mendalam pada tren pembatalan untuk mengurangi cancel rate di masa depan.





Thanks!

Do you have any questions?

hijirdw@gmail.com

<https://www.linkedin.com/in/hijirdella/>



Hijir Della Wirasti

Business Intelligence
