

Smart Insights

Accelerate business decisions
with our new premium analytics platform



olist

Introducing the

1	Opportunity	... which we saw
2	Idea	... which we strived for
3	Workflow	... which we executed over 3 week
4	Final product	... which is ready to sell
5	Team	... who made this possible

The opportunity

Since 2015 we enable entrepreneurs across Brazil to grow their businesses through our retail solution ecosystem.

This means **our platform processes***



>96K



>32K



>4K

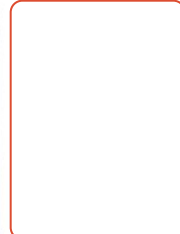
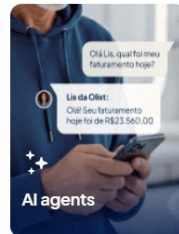
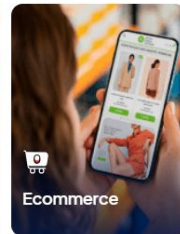
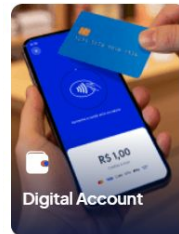


>3K



>100/day

Our product portfolio



*Based on project data sources, see "The workflow"

The idea



Cleaning, merging, aggregation, adding features (e.g. ML)

- Creation of prep & mart tables
- RFM-analysis applying kmeans clustering
- Sentiment analysis with NLP
- Mult-linear regression



Creating dashboards with seller-views

- General overview
- Fulfillment
- Product
- Customers

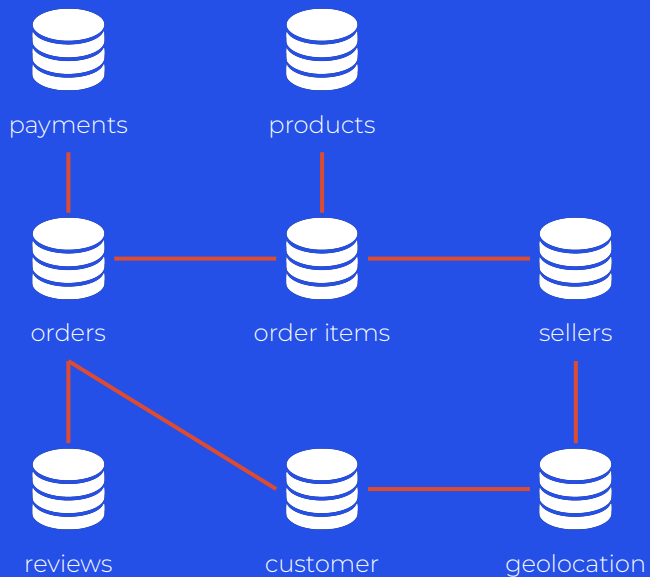


Building a data warehouse

- 8 extracted tables from Olist e-commerce, source: [kaggle](#)
- 1 extracted table from Olist marketing funnel, source: [kaggle](#)
- Brazil population, source: [IBGE](#)



The main data source



 Olist e-commerce data

Infos about data



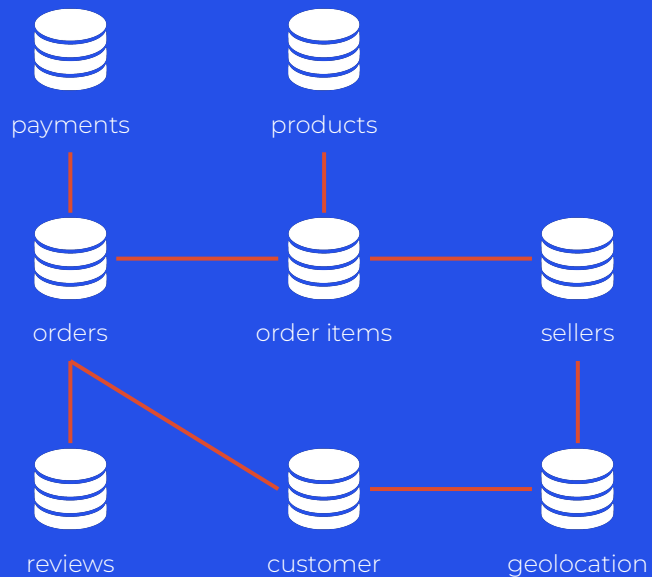
Order data
since 09/2016



Marketing data
since 12/2017

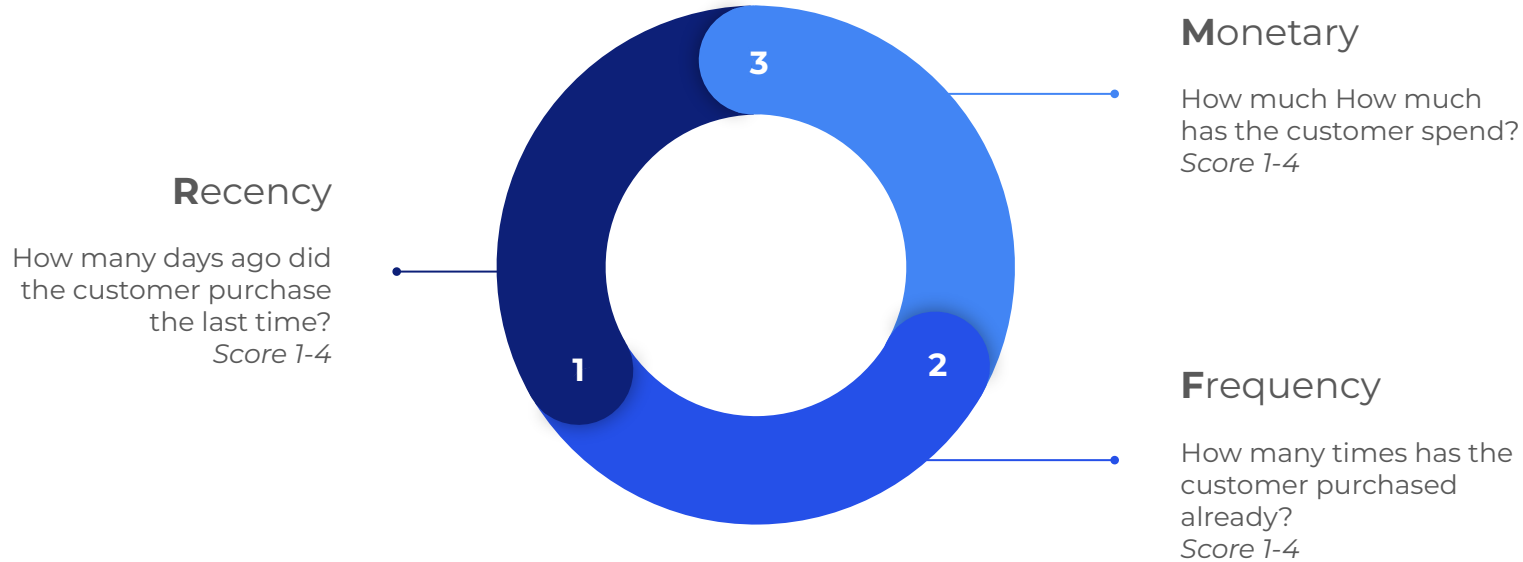
- Total order value = item value + freight
- Returns not available -> not considered
- Cancellations excluded from customer transactions
- Business segment (for industry benchmark) only available for 12% of sellers -> data enriched by RandomForestClassifier

The main data source



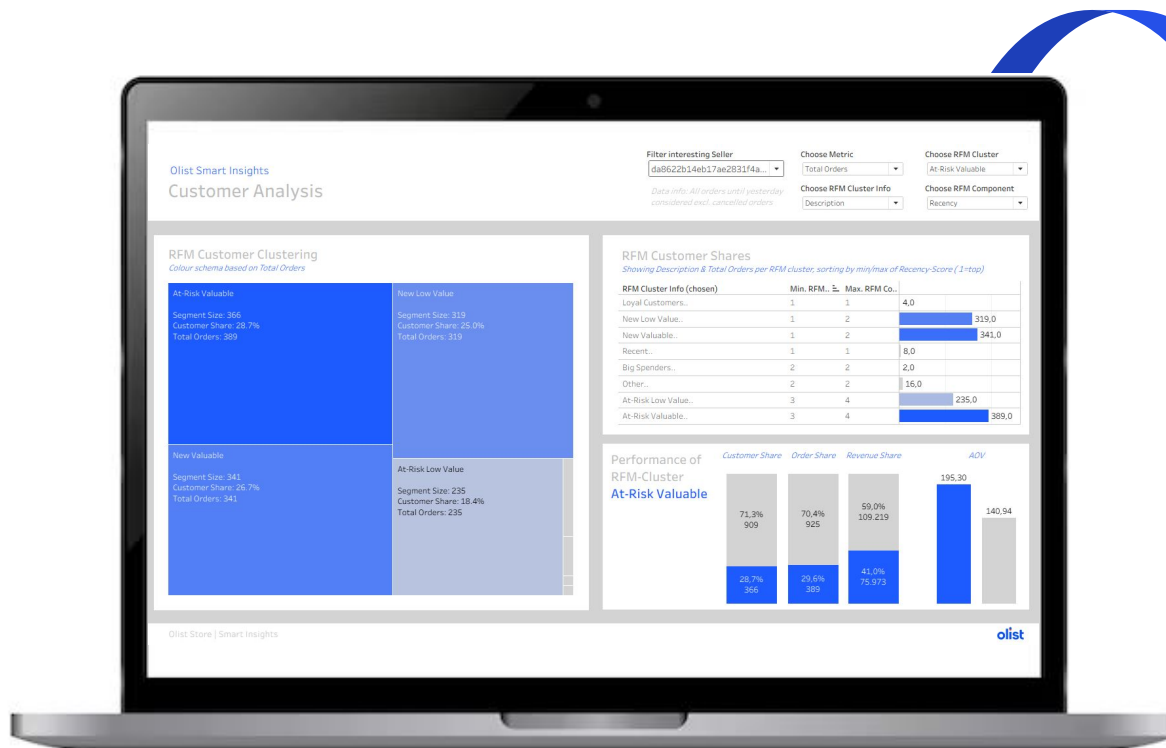
Infos about data

- 97% of orders contain only 1 product
- 97% of the customers only have 1 order
- 19% of the active sellers only have 1 customer
- 19% of the active sellers only have 1 order
- 24% of the active sellers only have 1 product



customer_id	r_score	f_score	m_score	rfm_score	rfm_cluster
akjf235blskv5	1	1	1	111	Best customers

The final product



Let's
check out the
product demo!

The team



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Business Analyst

Fulfillment Specialist



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