

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



ERP System



Integration Hub



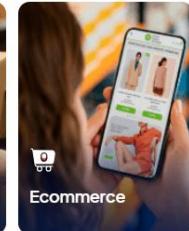
POS System



Digital Account



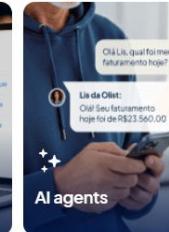
Shipments



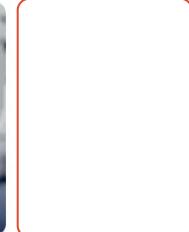
Ecommerce



Store



AI agents



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

The idea

olist

The image displays a central "olist Premium Dashboard" interface against a dark blue background with glowing light effects. The dashboard is divided into several sections:

- Sales Overview:** Shows a total of R\$ 125,890 with a +15% increase compared to last month, accompanied by a bar chart.
- Customers Insights:** Displays 8,240 customers and 25% new customers, with a pie chart.
- Assortment Performance:** Shows 320 products, with icons for shirts, boxes, and a delivery truck.
- Fulfillment & Delivery:** Reports 98% on-time delivery and 450 orders shipped, with a map icon.

Surrounding the dashboard are several callout boxes and arrows:

- Customer Insights:** Located at the top left, featuring a user icon and a line graph.
- Sales Data:** Located on the left side, featuring a bar chart icon and a line graph.
- Assortment Analysis:** Located at the top right, featuring a t-shirt and box icon.
- Fulfillment & Logistics:** Located on the right side, featuring a delivery truck icon.
- Advanced Analytics:** Located at the bottom left, featuring a shield icon with a bar chart and a magnifying glass.
- Premium Features:** Located in the center bottom, featuring a star icon.
- Industry Benchmarking:** Located at the bottom right, featuring a shield icon with a bar chart and a star.

At the very bottom, the text "HOLISTIC BUSINESS OVERVIEW" is centered.

The workflow

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

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

 python™  PostgreSQL
 pandas  scikit-learn
 SQLAlchemy



Creating dashboards with
seller-views

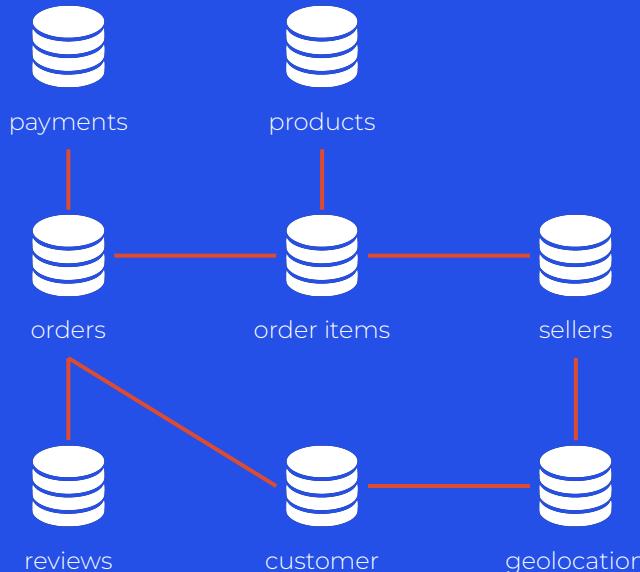
- General overview
 - Fulfillment
 - Product
 - Customers
- 

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](#)

  aws

The main data source



» Olist e-commerce data

Infos about data



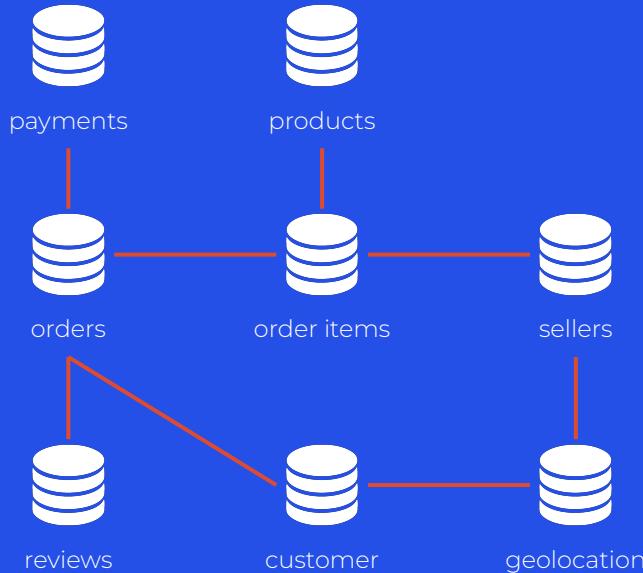
Order data
since 09/2016



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

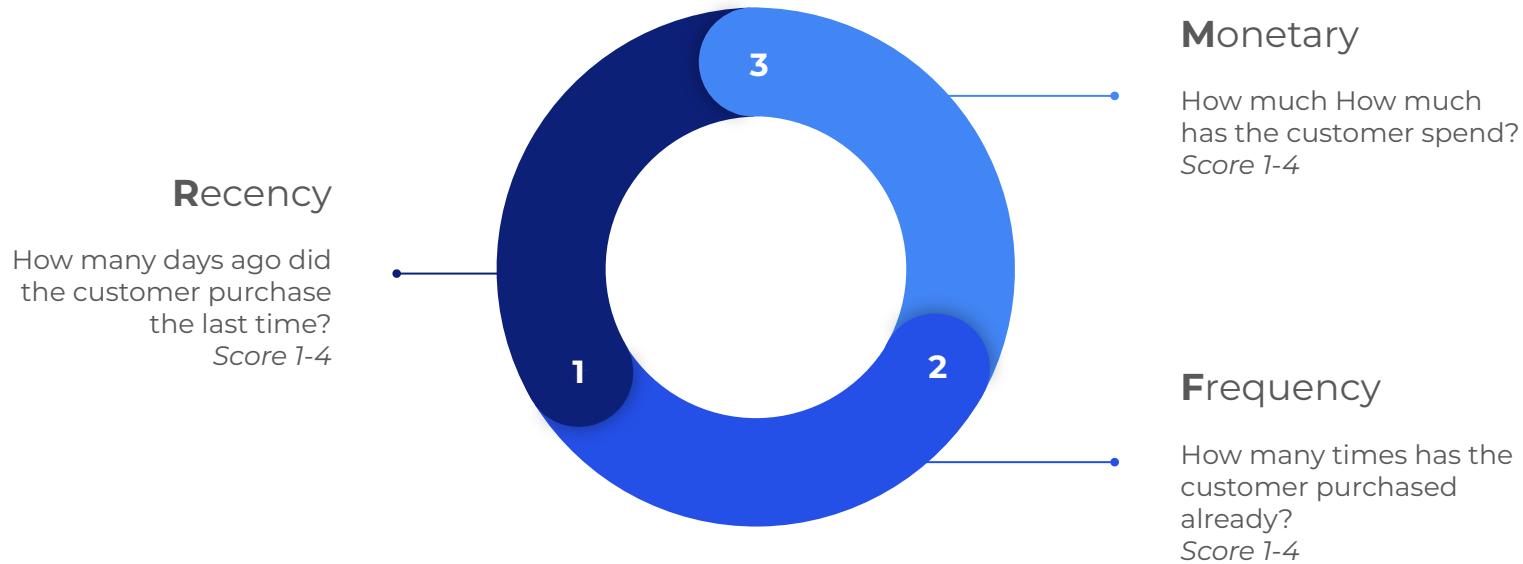


Infos about data

- 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

» Olist e-commerce data

RFM basics



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

The final product

Olist Smart Insights
Customer Analysis

RFM Customer Clustering
Color scheme based on Total Orders

At-Risk Valuable
Segment Size: 366
Customer Share: 28.7%
Total Orders: 369

New Low Value
Segment Size: 319
Customer Share: 25.0%
Total Orders: 319

New Valuable
Segment Size: 341
Customer Share: 26.7%
Total Orders: 341

At-Risk Low Value
Segment Size: 235
Customer Share: 18.4%
Total Orders: 235

Filter interesting Seller
da8622b14eb17aae28314a... Choose Metric
Total Orders Choose RFM Cluster
At-Risk Valuable
Data info: All orders until yesterday
considered excl. cancelled orders
Choose RFM Cluster Info
Description Choose RFM Component
Recency

RFM Customer Shares
Showing Description & Total Orders per RFM cluster; sorting by min/max of Recency-Score (1=top)

RFM Cluster Info (chosen)	Min. RFM ..	Max. RFM Co..
Loyal Customers..	1	1
New Low Value..	1	2
New Valuable..	1	2
Recent...	1	1
Big Spenders..	2	2
Other..	2	2
At-Risk Low Value..	3	4
At-Risk Valuable..	3	4

Performance of
RFM-Cluster
At-Risk Valuable

	Customer Share	Order Share	Revenue Share	ADV
71.3% 909	28.7% 368	70.4% 925	59.0% 109.219	19.30
	29.6% 369	41.0% 75.973		140.94

Olist Store | Smart Insights

Let's
check out the
product demo!

The team



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