



olist
empowering commerce

Olist

Analyzing Brazilian E-Commerce

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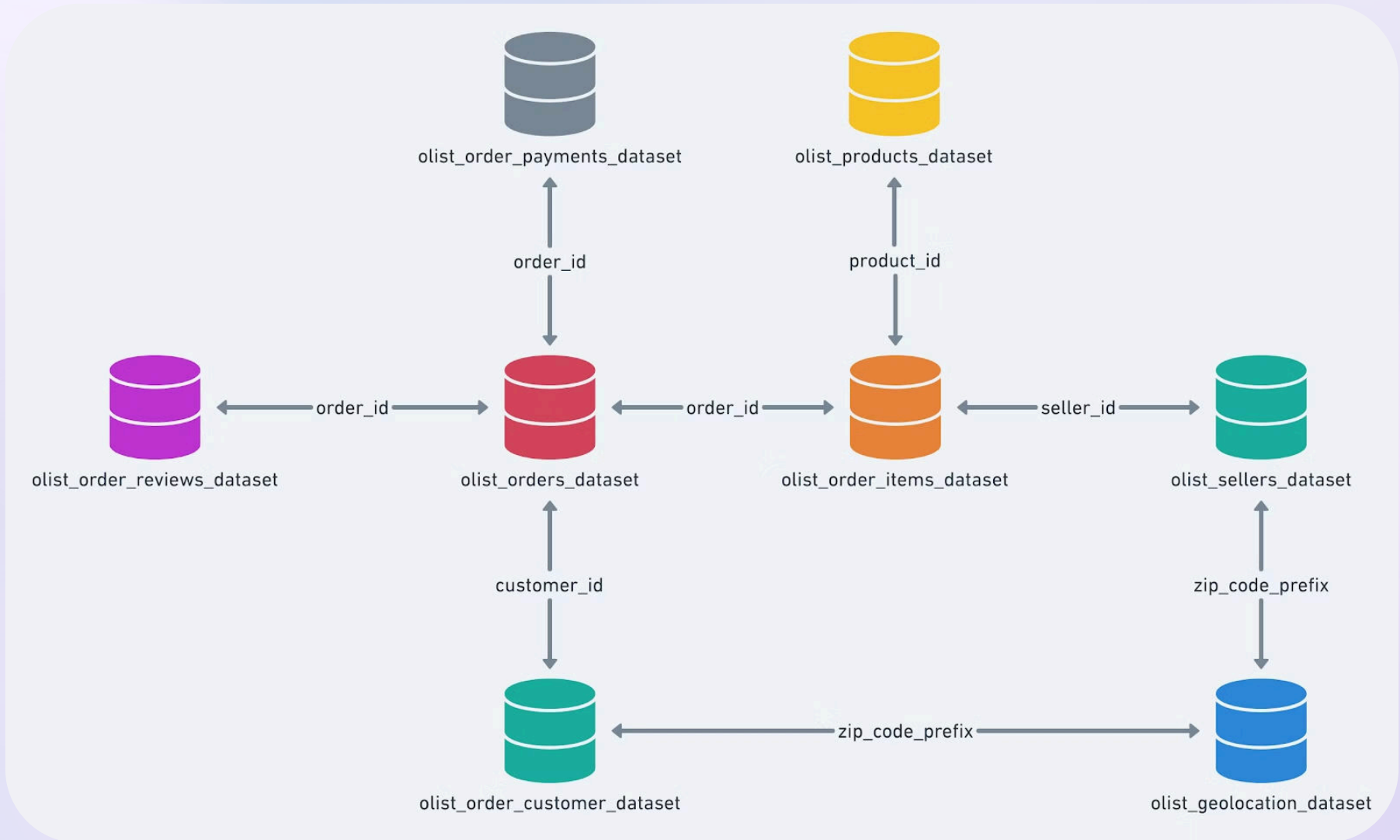
Overview of the Dataset

Number of Orders

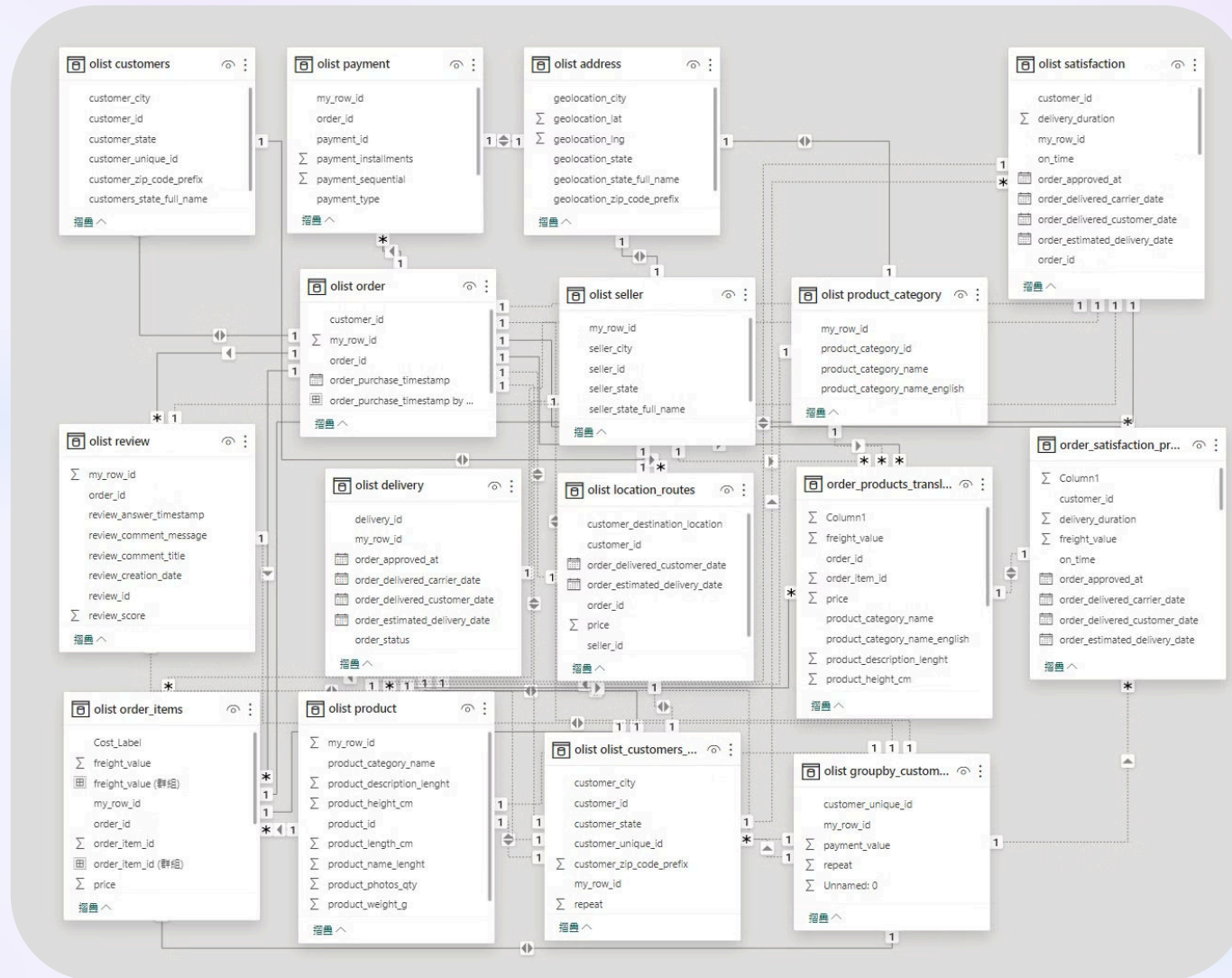
Dimensions of the Dataset

Integration with
Geolocation Data

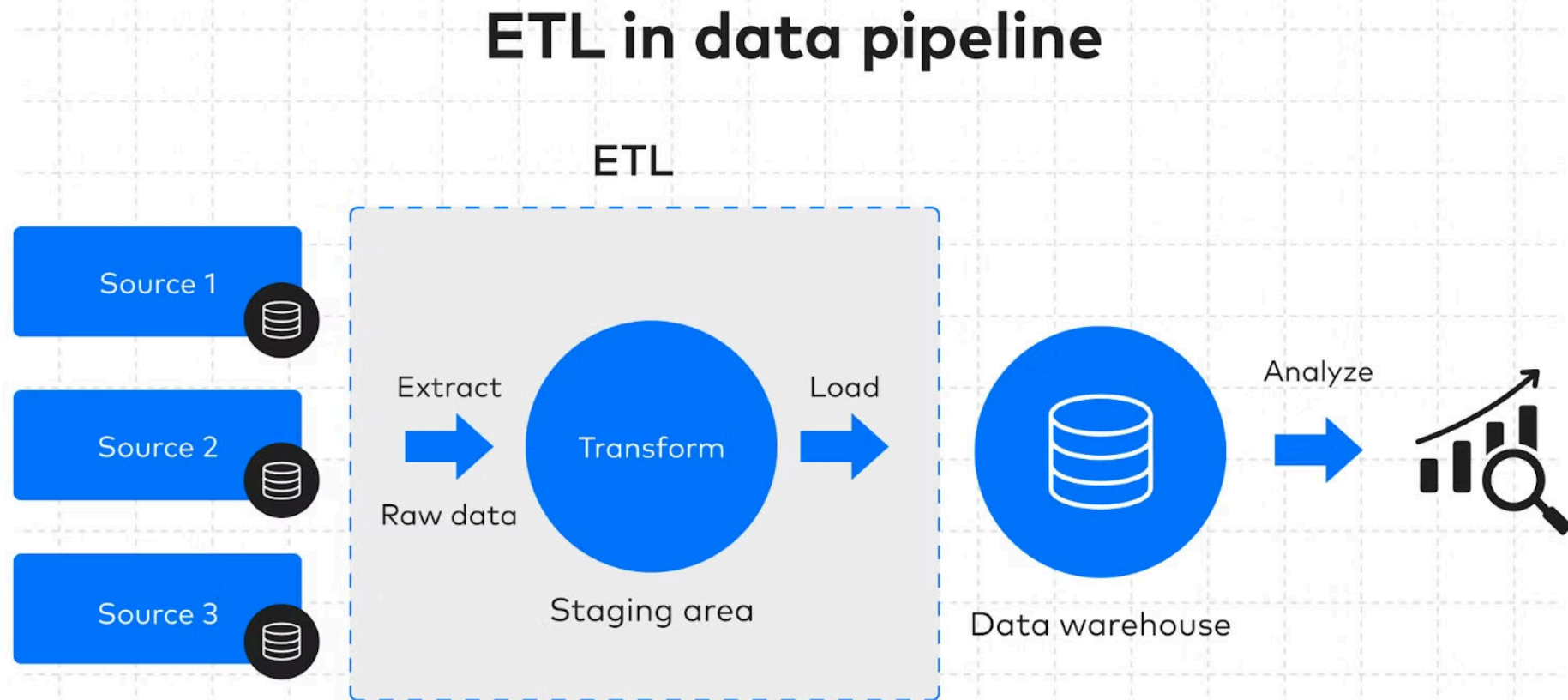
Data Schema



Redesign Data Schema



Create data pipeline ingest data



Data visualization

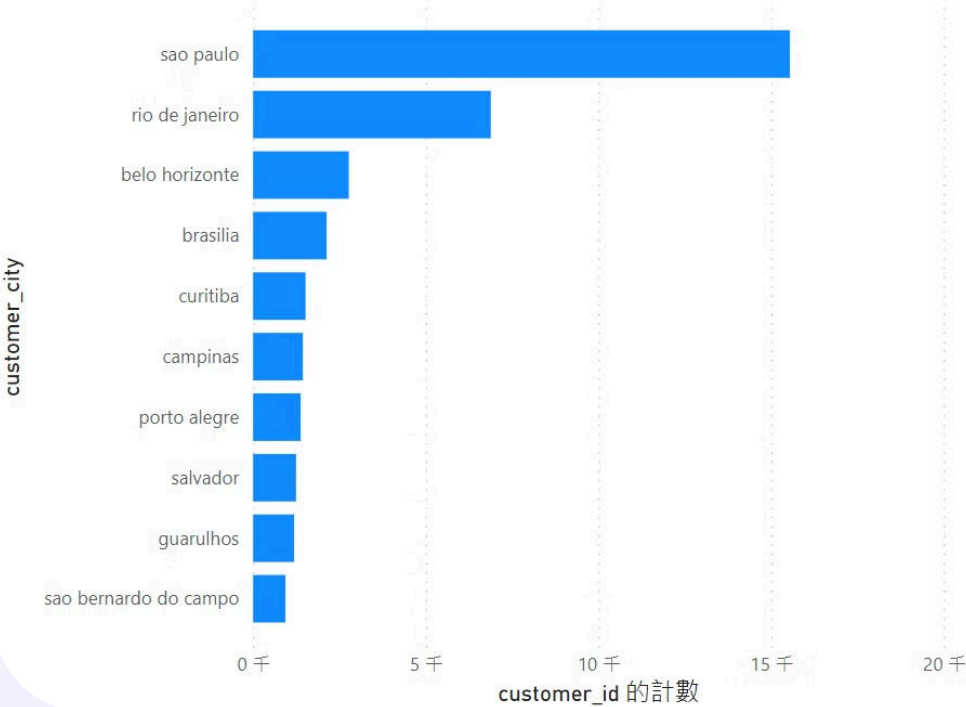


Overview



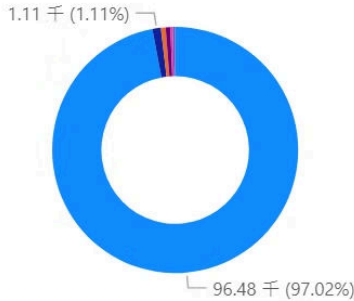
Region Performance

Top 10 cities by number of customers



order_status

- ☐ (空白)
- ☐ approved
- ☐ canceled
- ☐ created
- ☐ delivered
- ☐ invoiced
- ☐ processing
- ☐ shipped



Order Status Statistics

Order Status	Count
delivered	96478
shipped	1107
canceled	625
unavailable	609
invoiced	314
processing	301
created	5
approved	2
總計	99441

State

Acre

Price

12,428,396.31

Customer Location Turnover



Orders Performance

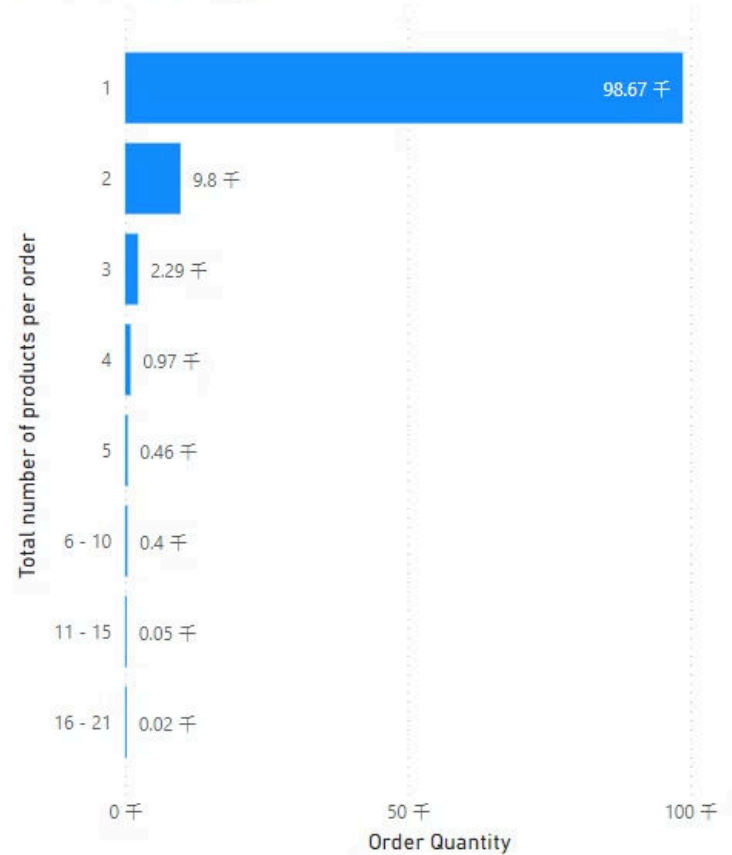
product details

no. of orders per week

Low-priced vs High-priced categories

Freight cost

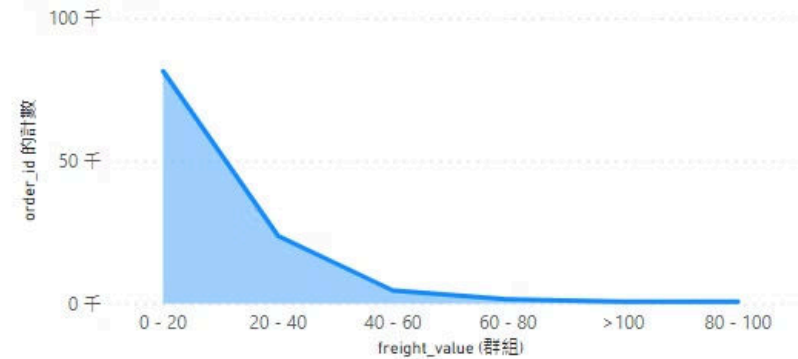
Product linkage



Product Price Level



Shipping Level



Orders Performance

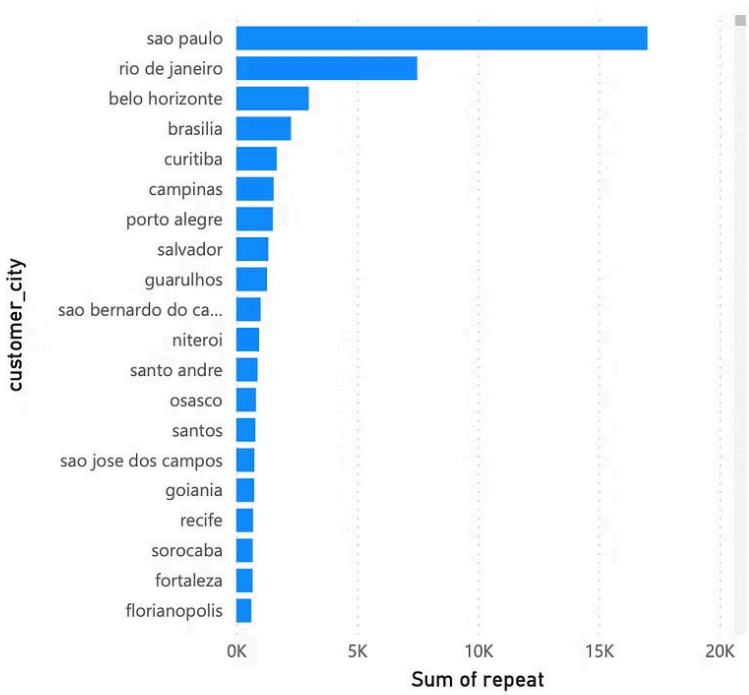
- product details
- no. of orders per week
- Low-priced vs High-priced categories
- Freight cost



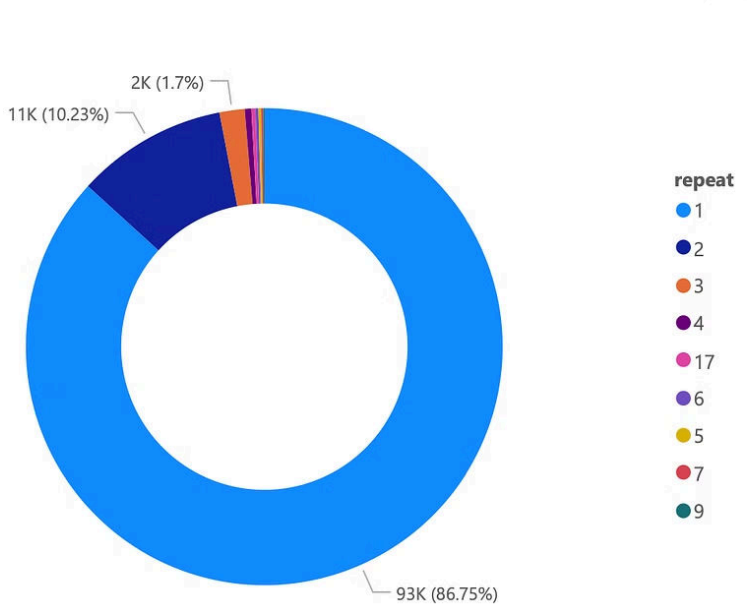
Repeat Customers

Avg. orders from Repeat Customers	Avg. sales from Repeat Customers:	Avg. sales from One-time Customers
2.24	225.84	105.70
Average of repeat	Median of payment_value	Median of payment_value

Sum of repeat by customer_city



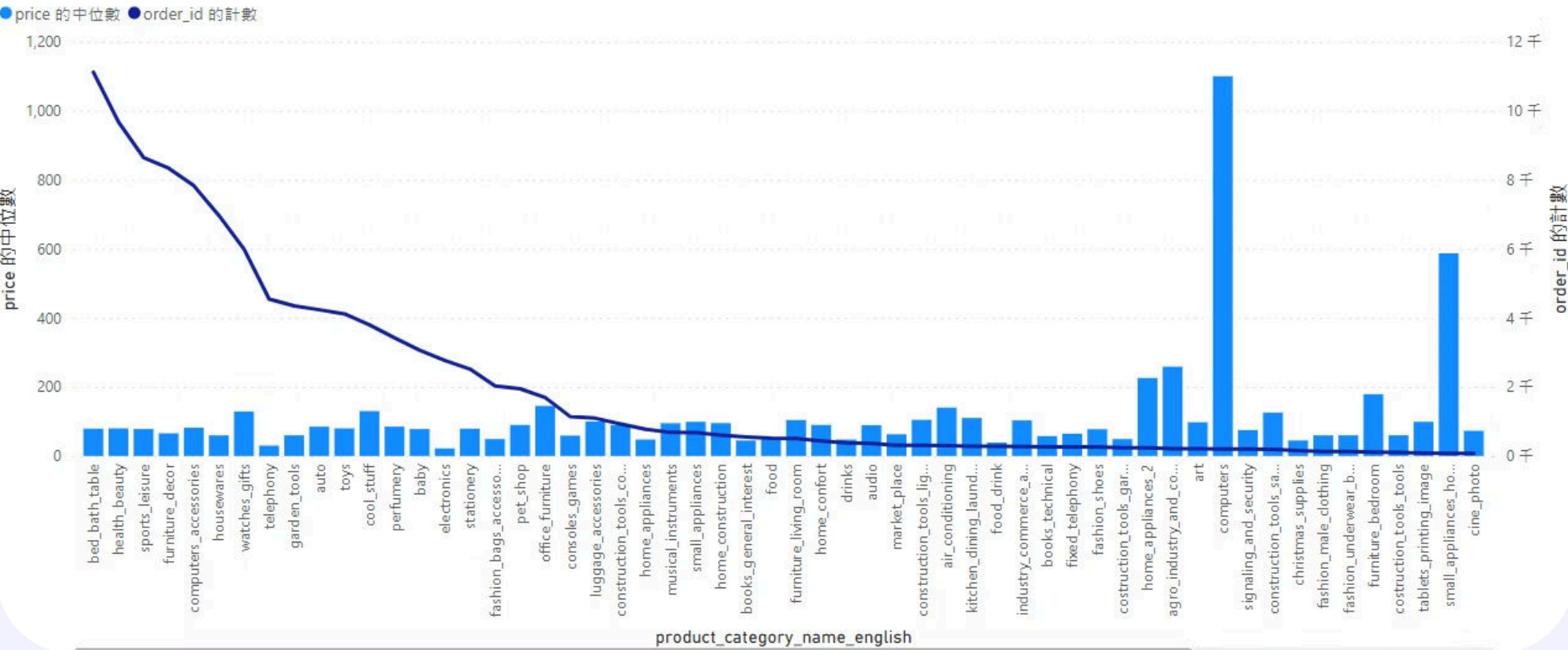
Count of number of orders made by repeat customers and one-time customers



Orders Performance

- product details
- no. of orders per week
- Low-priced vs High-priced categories
- Freight cost

... Performance between Low-priced and High-priced categories

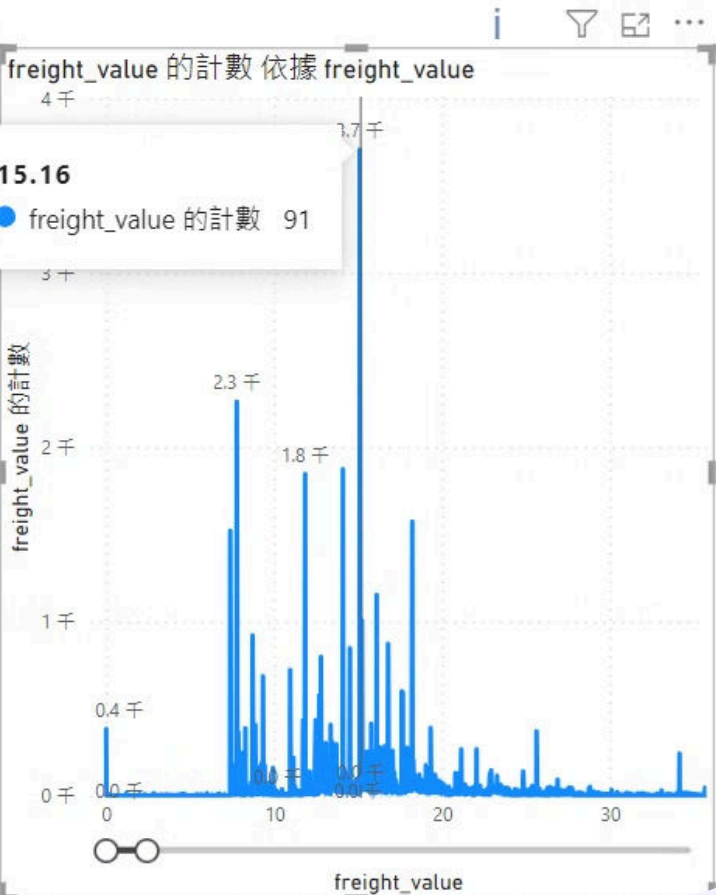
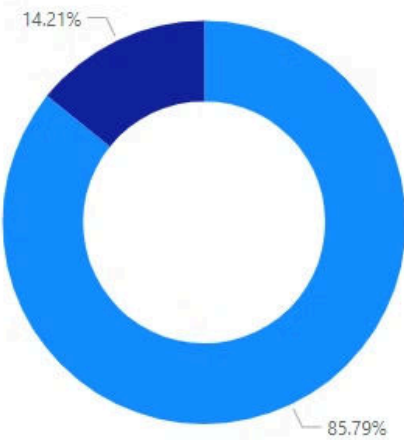


Orders Performance

- product details
- no. of orders per week
- Low-priced vs High-priced categories
- Freight cost

Merchandise Revenue and Shipping Revenue

Merchandise Sales Revenue Freight Revenue



Delivery Performance

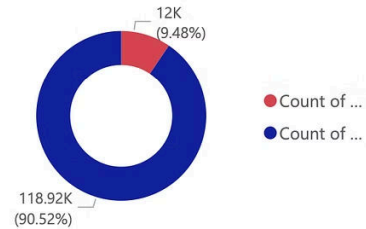
Count of on_time for late delivery 2 by product_category_name_english



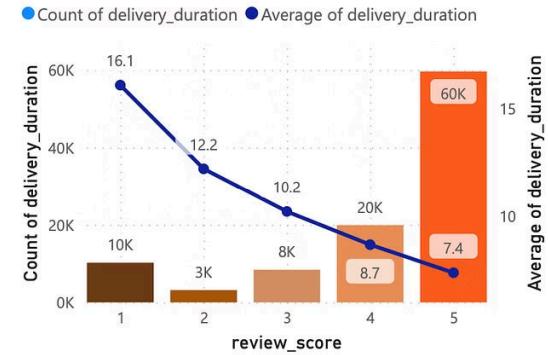
Count of on_time for late delivery 2 by seller_id



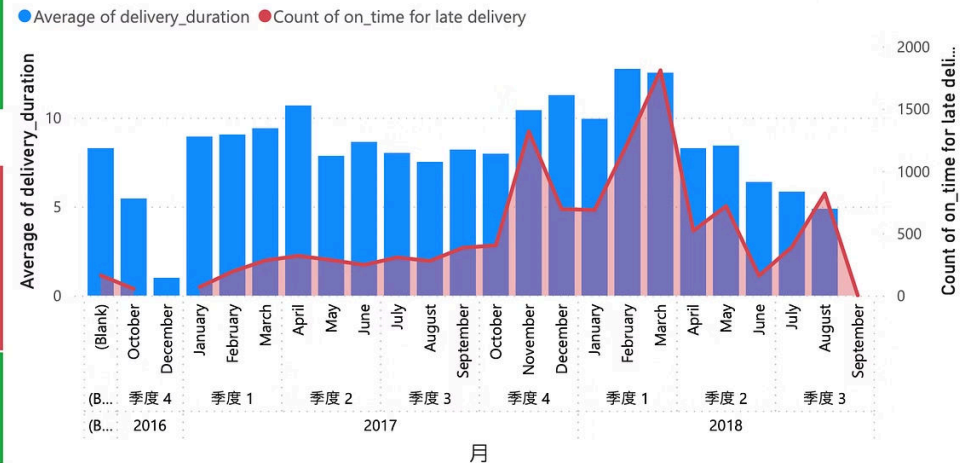
Count of on_time for late delivery 2 and Count of order_id



Count of delivery_duration and Average of delivery_duration by review_score

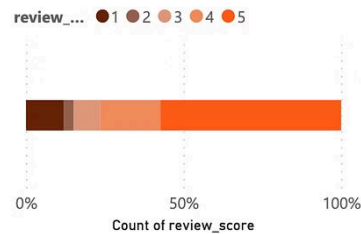


Average of delivery_duration and Count of on_time for late delivery by 年,季 and 月



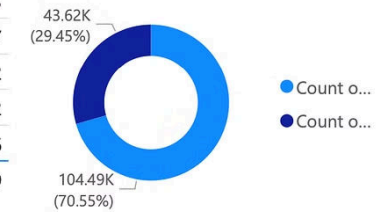
customer satisfaction by review scores

Count of review_score by review_score

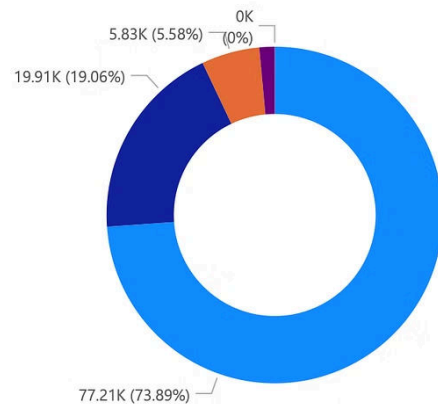


review_score	Average of word_count
1	13.83
2	11.87
3	6.62
4	3.42
5	3.06
Total	4.99

Count of order_id and Count of review_comment_message



Count of payment_type and Average of review_score by payment_type



payment_type

- credit_card
- boleto
- voucher
- debit_card
- not_defined

Relationship between Delivery punctuality and Rating Score





Conclusion

① Summary of Findings

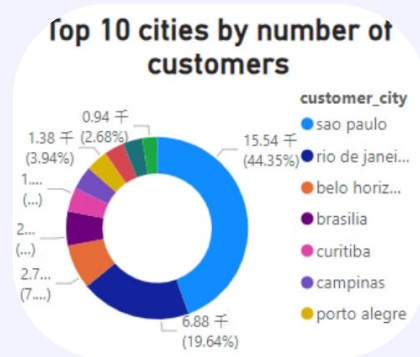
② Recommendations for Marketing Strategies

③ Importance of Using Business Intelligence Tools in Data Analysis

Recommendations and improvements

Solutions

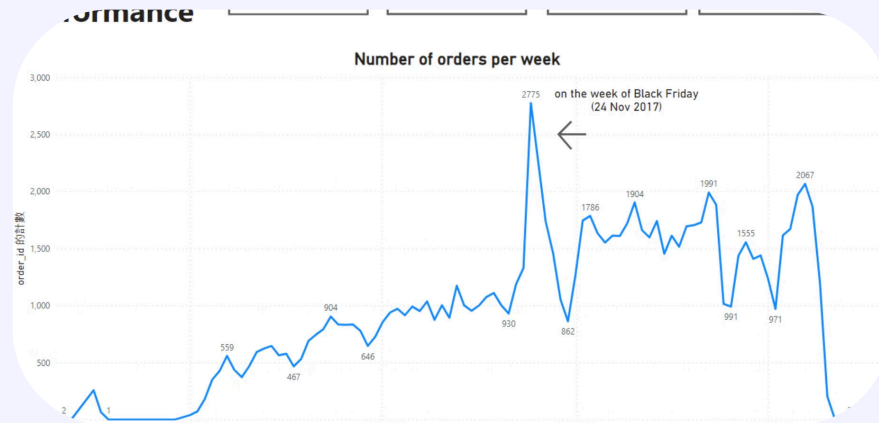
Prioritise cities like Sao Paolo



- Daily operations should monitor sales fluctuations in the top ten cities closely.
- Marketing efforts and advertising, especially during promotional activities, should prioritize São Paulo and Rio de Janeiro.
- New products should be introduced first in Rio de Janeiro, where purchasing power is higher.
- Establish main warehouses in São Paulo and Rio de Janeiro to reduce transportation costs, shorten delivery times, and increase customer satisfaction.

Solutions

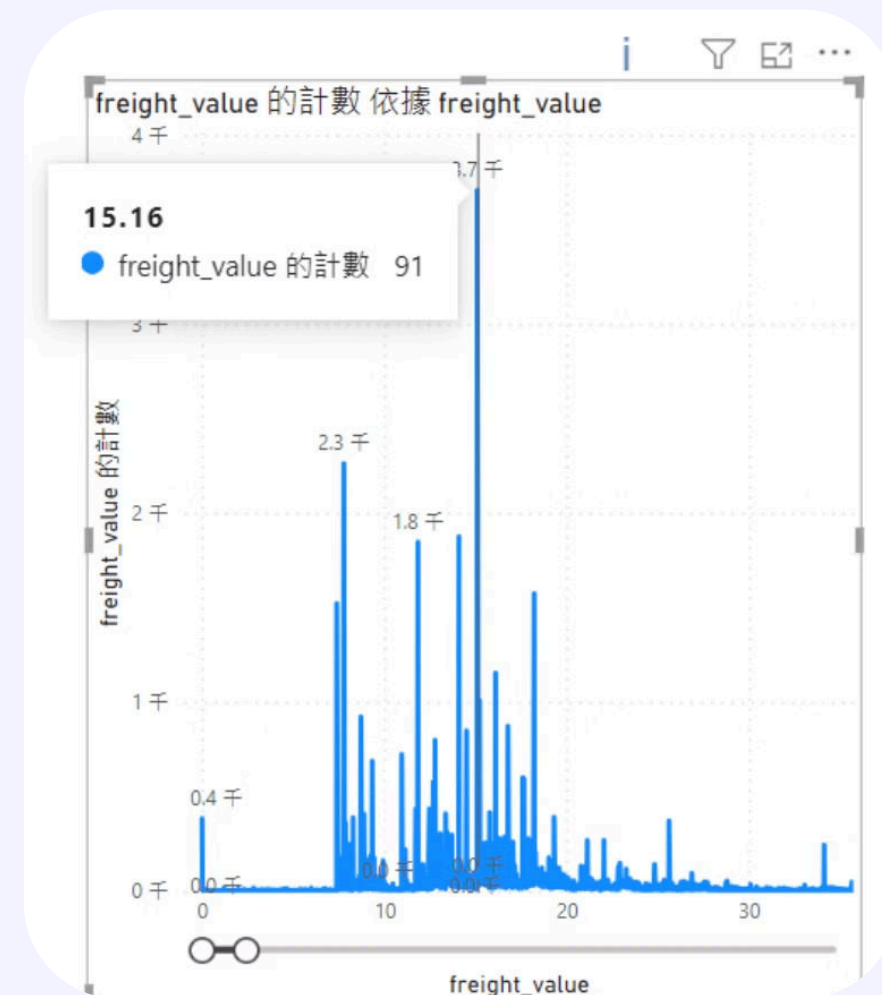
Holiday sales event(Black Friday)



Olist has a high number of orders during the week of Black Friday. More popular items could consider different bundles to further raise sales number. While in slow period, we recommend promoting discounts on more popular items to improve sale performance.

- improved metric(s): product sales performance, periodic sale performance

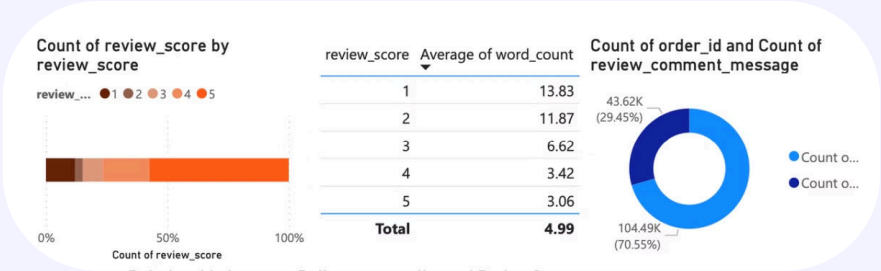
Shipping fee



Within the shipping level category, orders with \$0 - \$20 shipping cost are the highest accounting for 72% of the total, while the number of orders with shipping cost over \$20 decreased by 70%. Free Shipping on First 10 Orders, Free Shipping on Fixed Purchases.

- improved metric(s): orders performance, geolocation, repeat customers rate

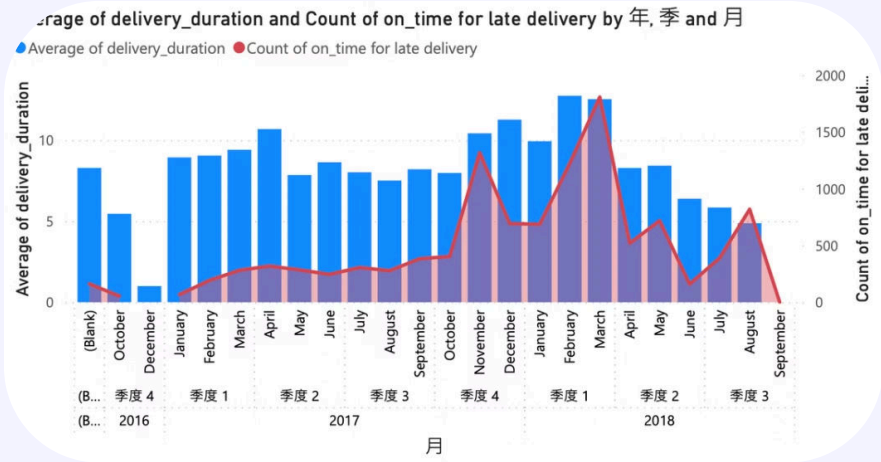
Encourage leaving review comments



customers have a generally positive purchase experience on olist but low review comments rate. Higher review comment rate can attract more customers to place order on olist.

- improved metric(s): customers satisfaction, repeat customers rate

Suggest pre-ordering/ adjust estimated delivered date during sales events



From November 2017 to March 2018, olist had an increase in late delivery. Offering pre-order option could avoid cumulated packages. Also, adjusting a more reasonable estimated delivered date could lower the level of dissatisfaction from customers.

- improved metric(s): delivery, customers satisfaction

Thank You
Q&A