Olist E-Commerce Sales Data Analysis

by

John khalil

Data analyst

🛠 Tools: Power BI -DAX - Data Modeling – Power Quarey

المحتو

Project Objective

This project aims to analyze e-commerce sales data from Olist to identify sales trends, customer behavior, shipping performance, and product category performance

Dataset Source:
Public dataset from Olist (Brazilian e-commerce platform

Deliverables
Four interactive dashboards
Business insghts for decision making
Visual storytelling for stakeholders

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Total Sales Dashboard- OLIST

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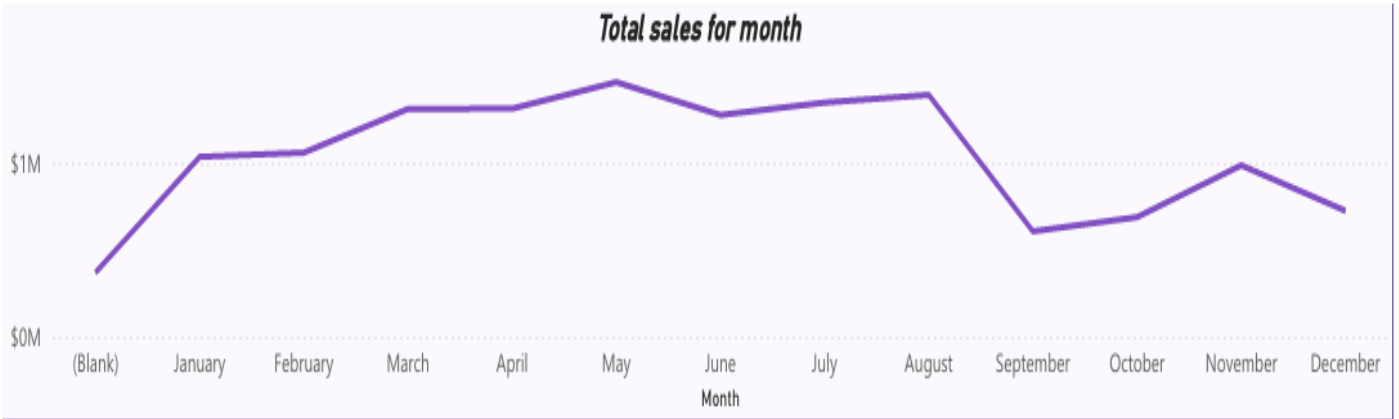
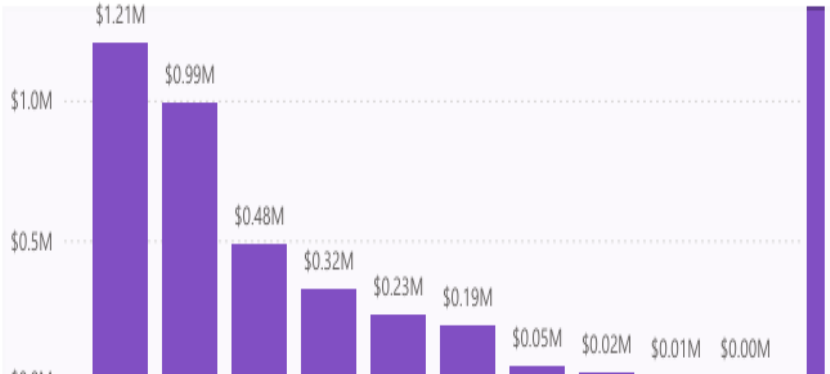
Sales Performance Overview

Total sales	Count of orders	Avarage order value	Fright Value
$0M $13.59M $27.18M	0.00K 98.67K 197.33K	$0 $121 $241	$0M $2.25M $4.5M

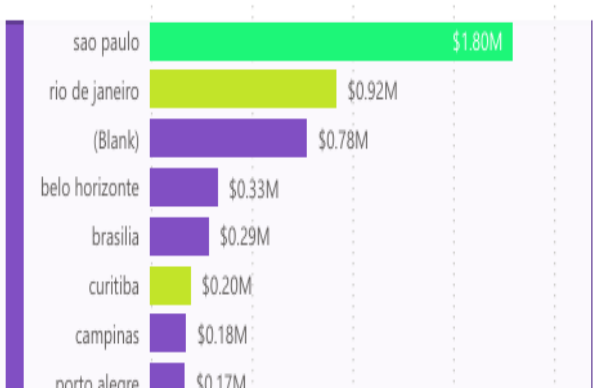
Total sales for month



Total sales for products



Total sales for citys



Filters

Year, Month
- (Blank)
- 2016
- 2017
- 2018

customer_city
- (Blank)
- abadia dos dour...
- abadiania
- abaete
- abaetetuba
- abaiara
- abaira
- abare
- abatia

The dashboard provides a clear snapshot of total sales performance. It identifies best-selling products and high-revenue cities, offering valuable insights for business growth.

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Customer Insight Dashboard- OLIST

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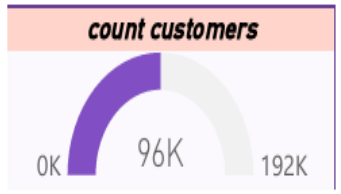

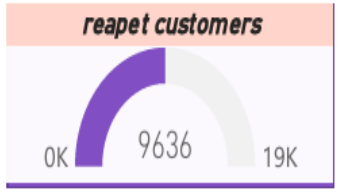

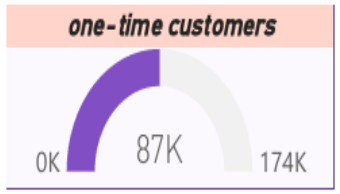

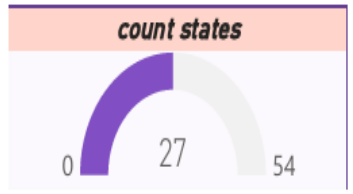

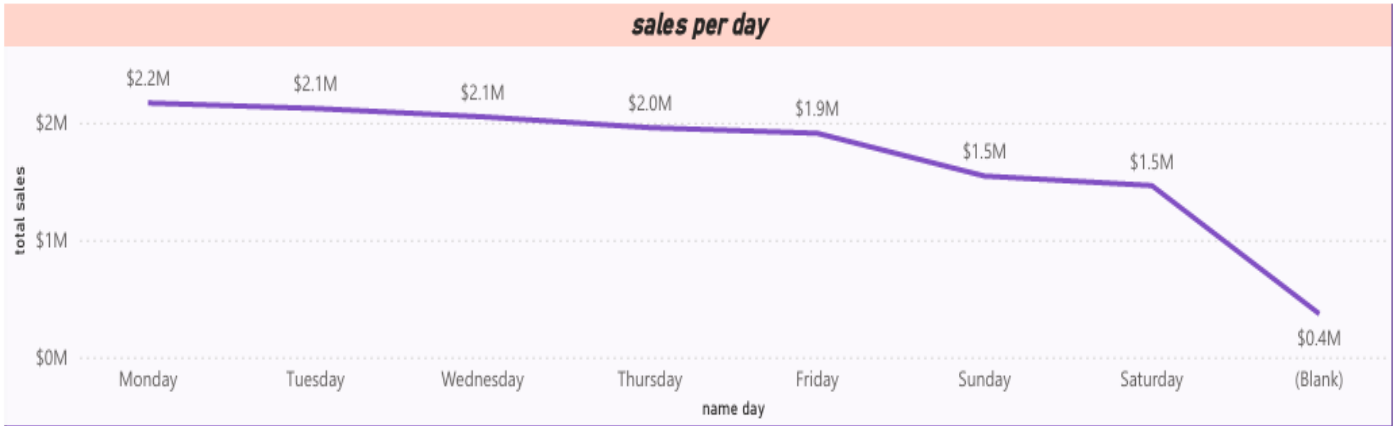

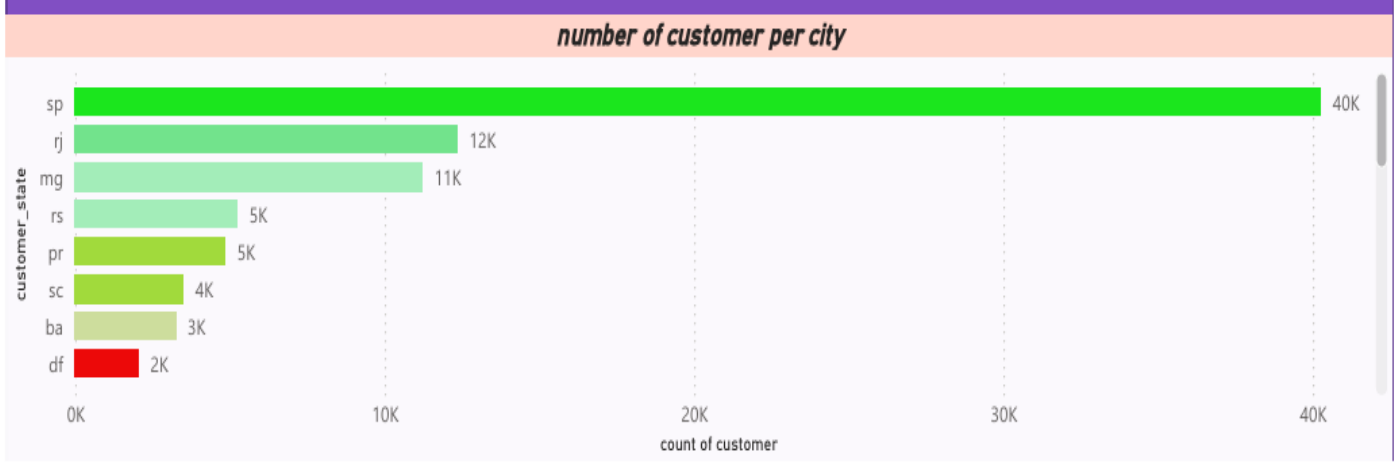

Filters

Year, Quarter, Month, Day

- (Blank)
- 2016
- 2017
- 2018

customer_city

- (Blank)
- abadia dos dourados
- abadiania
- abaete
- abaetetuba
- abaiara
- abaira
- abare
- abatia
- abdon batista
- abelardo luz

Customer Insights Overview

This dashboard provides a deep look into customer behavior and distribution. It highlights the number of total, returning, and one-time customers, as well as sales trends over time and customer concentration across cities.

Shipping & Review Dashboard -OLIST

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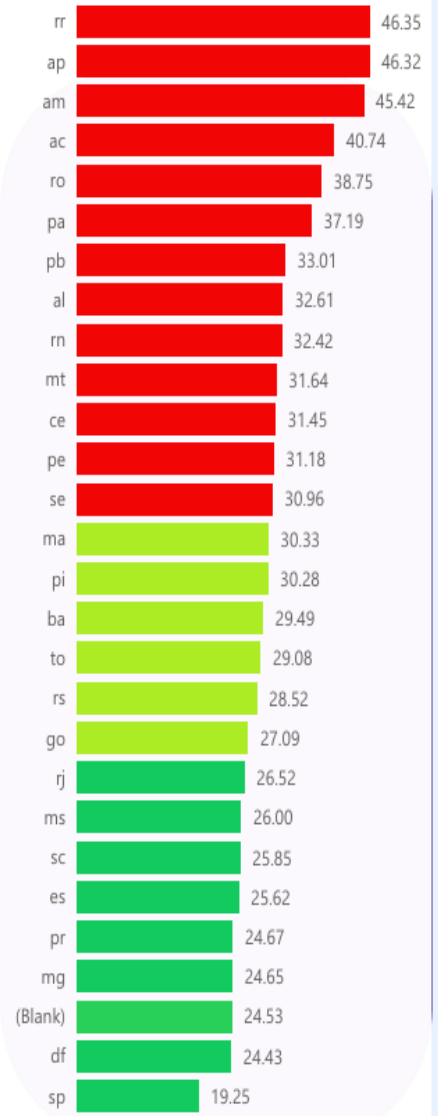
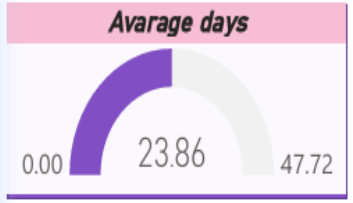
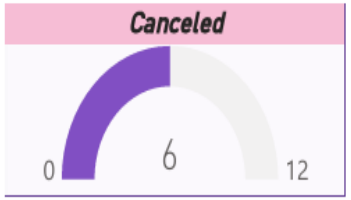
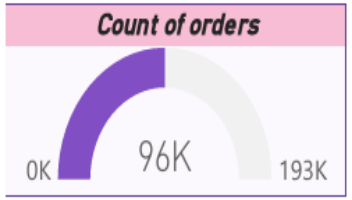
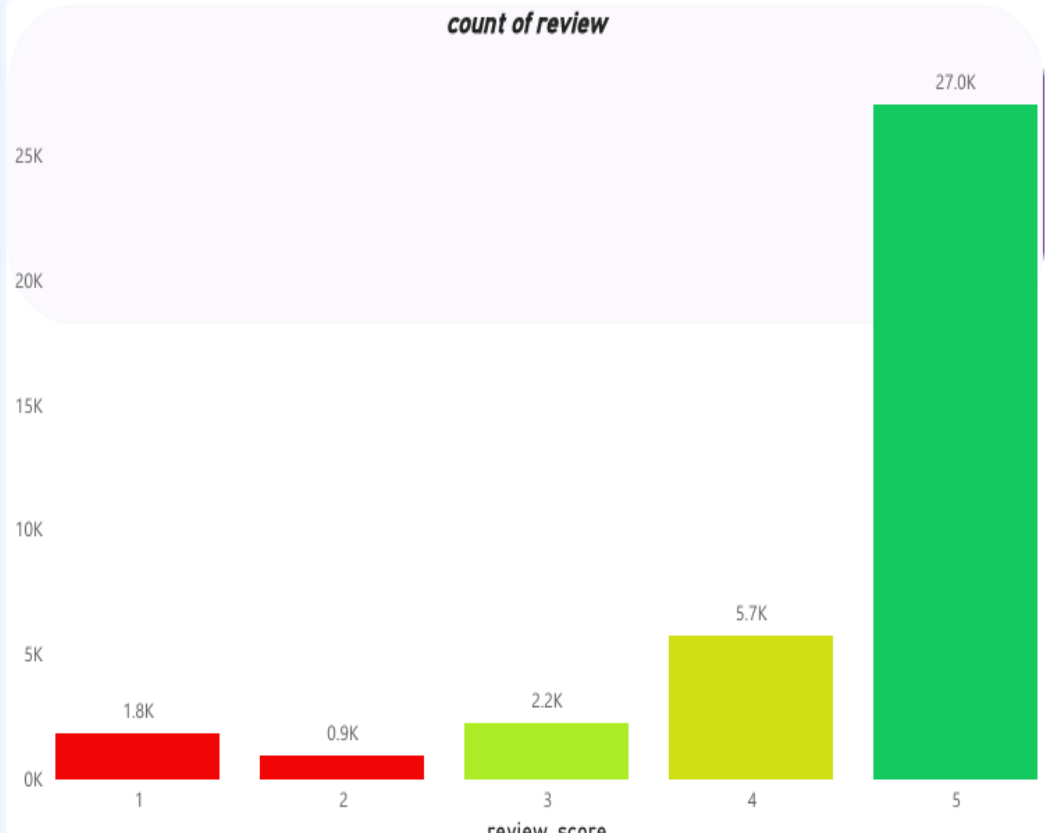
Average of number of days of waiting by customer_state



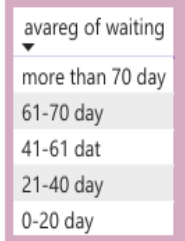


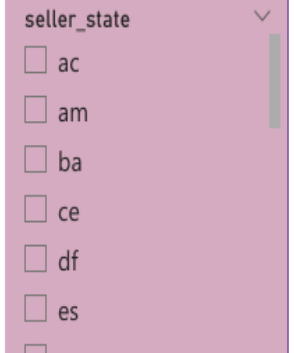


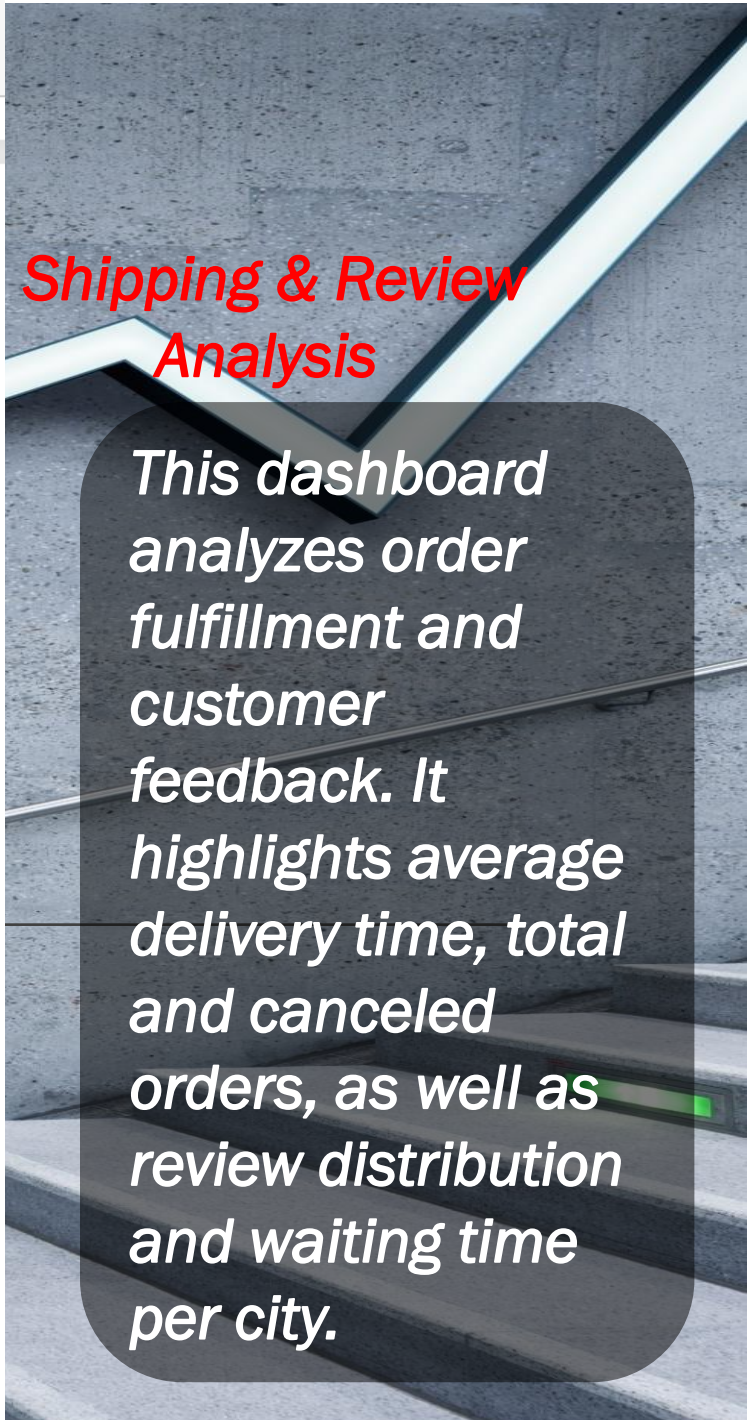




Filters







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Payment Dashboard

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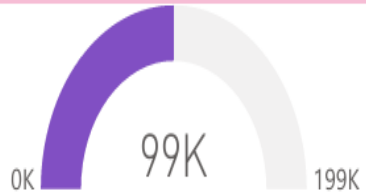
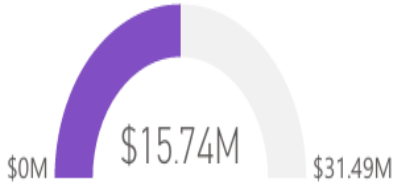
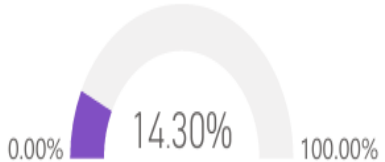
Total operations



Total payment

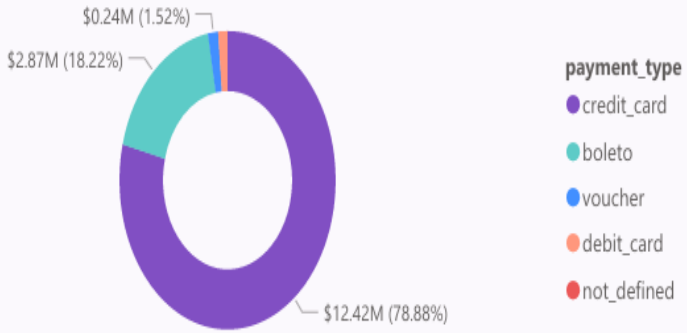


ship.p.of total payment

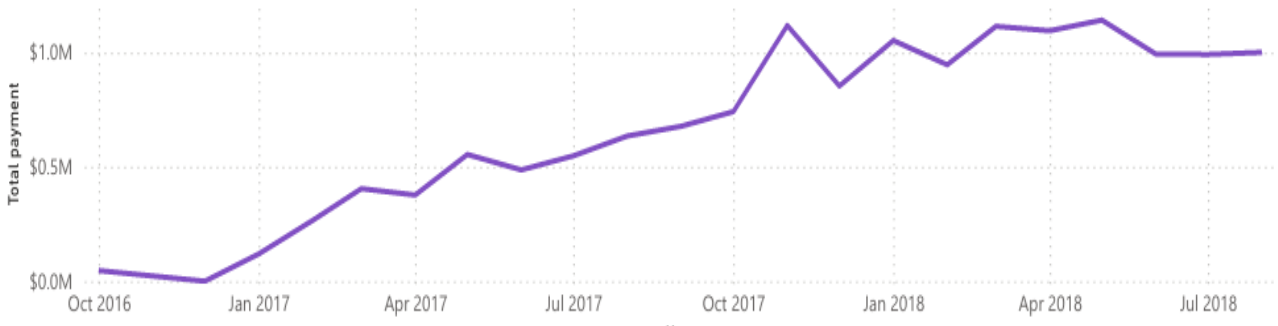


payment_type	Total payment
boleto	$2,869,361.27
credit_card	$12,418,782.34
debit_card	$217,919.79
not_defined	$0
voucher	$238,747.26
Total	**$15,744,810.66**

Total payment by payment_type



Total payment by Year and Month

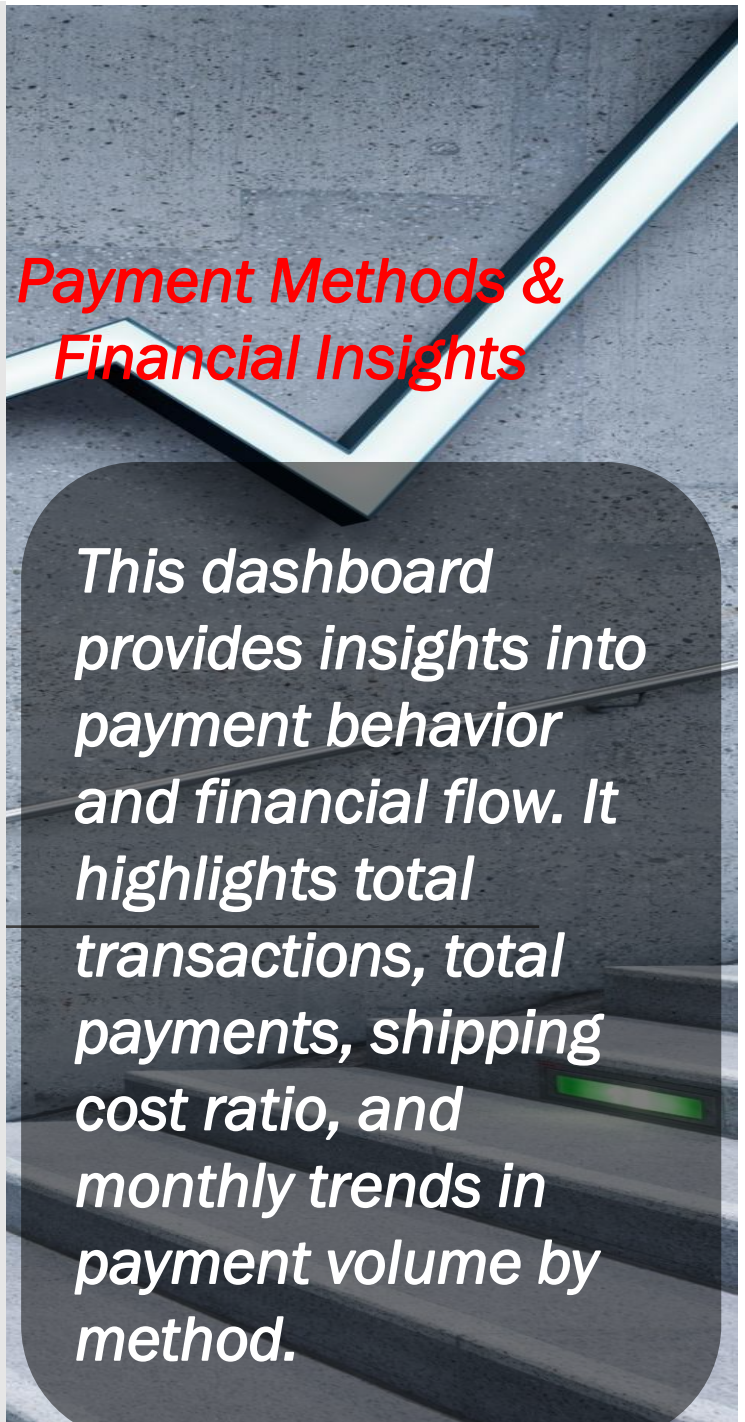


Filter

customer_city
- (Blank)
- abadia dos dourados
- abadiania
- abaete

Year, Month
- (Blank)
- 2016
- 2017

payment_type
- (Blank)
- boleto
- credit_card
- debit_card
- not_defined
- voucher



Payment Methods & Financial Insights

This dashboard provides insights into payment behavior and financial flow. It highlights total transactions, total payments, shipping cost ratio, and monthly trends in payment volume by method.

Data Insights:

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1.Top Performing Cities & Products

1. São Paulo recorded the highest total sales (~$1.8M), followed by Rio de Janeiro.
2. Watches, shirts, and sports gear are the most profitable categories.

2.Customer Behavior Trends

1. 90%+ of customers are one-time buyers. Repeat customers represent a small fraction (~9.6K of 96K total).
2. Sales peak during weekdays, especially early in the week, with a noticeable drop on weekends.

3.Shipping Performance

1. The average delivery time is **23.86 days**, with some states (e.g., RR, AP) exceeding **45 days**, which may affect customer satisfaction.
2. Majority of reviews are positive (27K scored 5 stars), but 2.7K reviews are low (1–2 stars), indicating room for service improvement.

4.Payment Methods & Revenue Flow

1. Total payment value is well-distributed, with a visible preference for specific payment types.
2. Freight charges form a noticeable portion of the payment (~$2.25M out of $27M), which should be optimized.

Recommendations

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:*Boost Customer Retention:Launch loyalty programs or retargeting campaigns to convert more one-time buyers into repeat customers.Improve Logistics in High-Delay States:Focus on reducing shipping times in regions like Roraima (RR), Amapá (AP), and Amazonas (AM) to enhance satisfaction and review scores.Optimize Weekend Sales:Launch promotions during weekends to balance sales performance across the week.Analyze Low Reviews:Dive into negative feedback to understand customer pain points and enhance post-purchase experience.Refine Freight Strategy:Consider flat-rate or free shipping thresholds to manage freight costs while maintaining competitiveness.*

Next Steps

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Slide Content:Launch a Customer Loyalty ProgramEncourage repeat purchases by rewarding frequent buyers.Negotiate with Shipping PartnersAim to reduce average delivery time across all regions.Target High-Sales Cities with PromotionsRun localized marketing campaigns in top-performing cities.Analyze and Respond to Customer ReviewsAddress negative feedback to improve overall customer satisfaction.Optimize Shipping CostsExplore alternative shipping options to reduce total order costs.

Conclusion

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This project provided valuable insights into customer behavior, sales trends, and operational performance.By leveraging data visualization and KPIs, we identified opportunities for growth, improved efficiency, and enhanced customer satisfaction.Power BI proved to be a powerful tool for transforming raw data into actionable insights that can guide better decision-making.

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