

National College of Ireland

Project Submission Sheet – 2021/2022

Student Name: Aditya Pramod Shinde
Student ID: 20178883
Programme: MSCDAD_B **Year:** 2021-2022
Module: Business Intelligence And Business Analytics
Lecturer: Vikas Sahni
Submission Due Date: 14 – 12 -2021
Project Title: Business Intelligence Solution For Olist- Specification Report
Word Count: 2491 Words

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.

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Signature: Aditya Pramod Shinde
Date: 14 – 12 -2021

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Project Submission Sheet – 2021/2022

Student Name: Kalpesh Jagdish Dhande
Student ID: 20185821
Programme: MSCDAD_B **Year:** 2021-2022
Module: Business Intelligence And Business Analytics
Lecturer: Vikas Sahni
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Signature: Kalpesh Jagdish Dhande
Date: 14 – 12 -2021

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Project Submission Sheet – 2021/2022

Student Name: Nihar Devidas Mhaske
Student ID: 20234813
Programme: MSCDAD_B **Year:** 2021-2022
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Lecturer: Vikas Sahni
Submission Due Date: 14 – 12 -2021
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Signature: Nihar Mhaske
Date: 14 – 12 -2021

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Project Submission Sheet – 2021/2022

Student Name: Rahul Suryakant Vaydande
Student ID: 20181663
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Lecturer: Mr. Vikas Sahni
Submission Due Date: 14/12/2021
Project Title: Business Intelligence Solution for Olist – Specification Report
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Signature: Rahul Suryakant Vaydande
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Project Submission Sheet – 2021/2022

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Signature: Tsai Shih Yang
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Business Intelligence & Business Analytics Project Specification Report

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***Index Terms*—CRM, SWOT, Olist, Power BI**

I. OBJECTIVE

To provide a concise, cost-effective, and scalable solution based on the business analytics for Olist, a Brazilian e-commerce company. As part of business Intelligence team, we would analyze the company's architecture, its marketplace, and historic data to get important insights and develop a system solution.

II. BACKGROUND OF COMPANY

Olist is a Brazilian e-commerce startup company launched by Tiago Dalvi in February 2015 as a result of a partnership with a company founded in 2007, a marketplace for handcrafted products. Curitiba, Parana, is the company's headquarters, and it also has a presence in Sao Paulo. Olist is Brazil's largest e-commerce company. Olist connects small businesses with larger product markets, allowing entrepreneurs to reach a wider audience with their products. The company was formed to use a SaaS licensing model to help small businesses increase market share across the country. The title Olist comes from Tiago Dalvi's first company, Solidarium. Since its start in 2007, Solidarium has specialized in linking craft entrepreneurs with large offline stores and, more recently, e-commerce.



Fig. 1. Olist's Office

Dalvi began his career as an entrepreneur at a young age, owning a small retail store. The first thing he learned during that time was how difficult it was to get people into his store. Demand generation wasn't easy, as most people were accustomed to shopping at big-box stores such as Walmart. Dalvi reasoned that having a real space inside one of these high-traffic retail malls would be the best solution to my difficulties. After developing Solidarium, an online crafts marketplace, Dalvi recognized that the problem wasn't creating a two-way marketplace or trying to have the most diversity of products accessible, but rather getting the correct exposure for the products that were already on the platform. That's when he decided to pivot and launch Olist. After an acceleration and funding round led by the fund 500 Startups, the business strategy changed.

Olist allows merchants and buyers to present themselves in the market and purchase and sell products with ease. Olist is an online e-commerce site aggregation tool that was created to help e-commerce sites simplify direct sales[1].

III. VISION AND OBJECTIVES

Olist has grown substantially since its inception and has proven its potential and due to its drop-shipping model the company has succeeded to stay capital light. With such great success, Olist now has reinstated its objectives with main goals being the improvement of technology and products, strategic mergers and acquisition, and speeding up the internationalization process. With rapid expansion there are certain disadvantages that have to be considered for success:

- 1) Unable to understand newly ventured markets.
- 2) Shortage of cash during expansion because of increased capital requirements.
- 3) Morale drop of staff due to extra work which can result in the decrease of productivity.
- 4) Increased pressure on Management for working reactively rather than proactively.
- 5) Quality of the products may get compromised.

To help counter these disadvantages we are tasked with the development of a BI solution that will help all the stakeholders to gain useful insights and knowledge from the current market and utilize this knowledge on the newly ventured markets. Our main aim is to provide the stakeholders with vital info which will help them make well-informed decisions for improving mistakes and promoting growth. This will help Olist to increase its hold on the current market as well as utilize the success model for expansion. The major stakeholders which will play a major role to attain Olist's objectives are as follows:

- Upper management
- Marketing and Sales team.
- Retailer

1) Upper Management:

The upper management has to make crucial decisions such as the decision on mergers and acquisitions as well as what markets have to be penetrated next. To take these decisions the upper management must be well informed about the strengths and weaknesses of the company along with integral reports.

2) Marketing and Sales Team:

The marketing and sales team has the responsibility to generate new leads and close deals efficiently. With the upcoming expansion marketing and sales teams will be recruiting new employees who will need to be trained based on existing insights and will be shown tried and tested strategies. The marketing and Sales team will require insights from the sales and marketing data to improve on closing leads efficiently and properly delegate the task for maximum success.

3) Retailers:

The biggest contributors to the success of Olist are the customer which in this case are the retailers. These businesses are the prime focus for Olist. The main focus for the retailers is to increase sales. The insights about the customer reviews, the preferences of the customers, and the overall performance in the marketplace can be key to the growth of these businesses. The solution we provide will aid the stakeholders to determine their plan of action and will help in decision-making process a lot easier for everyone.

IV. CRM

Customer Relationship Management (CRM) is a way of handling relationships with current and potential customers. CRM provides organizations in simplifying workflows, establishing connections with customers, boosting sales, enhancing customer experience, and improve profitability[3]. Customer Relationship Management (CRM) is primarily a strategy on how to manage relationship with current and prospective customers. CRM places customers at the center of all company decisions and believes that developing healthy relationships with the customer is what will enable their business thrive. One of most precious resource for most organizations is their client base. When those clients have unpleasant experiences or develop negative connections, it can be destructive to



Fig. 2. CRM

organizations.

Olist has a drop shipping model in which it heavily depends on its clients in order for it be a profitable entity. Microsoft's Dynamic CRM is an excellent tool which will be implemented for Olist in this project. The CRM system can be used for Creating New Lead after meeting retailers or when the retailers contact the company via request form or surveys. These leads can then be qualified or disqualified by the sales team depending different factors. After the leads have become a customer/client the sales rep can then create a service explicitly for the retailer. The CRM system creates different dashboards displaying necessary information such Open Opportunities, Open Leads, activity panel and much more.

V. SYSTEM DESIGN

A. Process Flow

First Retailers contact the Olist sales staff using the Olist request form or olist marketing emails and phone calls, as shown in Flowchart Fig. The sales staff then chooses whether or not the retailer will be included on Olist. We now have the information on the Olist merchants. Retailers provided information about their services to the olist, which was subsequently posted on the Marketplace. Customers connect with the marketplace to purchase a product and complete the transaction. From this order id, customer id, product id, geolocation, purchase, payment details is generated which is store in database. Further Olist provide the order data to the retailer with the help of this the retailers start the logistics of his service to the customer, Which generate the tracking id and tracking information of the service from this we get to know when order will be delivered. Once the order delivered customer provide the review of the seller which give the reviews data.

B. Analytical Requirements

The data we have provides detailed information on all current aspects of Olist. This data will help to improve business and build future strategies. The Analytical requirements for our company would be:

- To identify aspects responsible for the growth of the company and customer satisfaction.
- To identify key areas for improvements

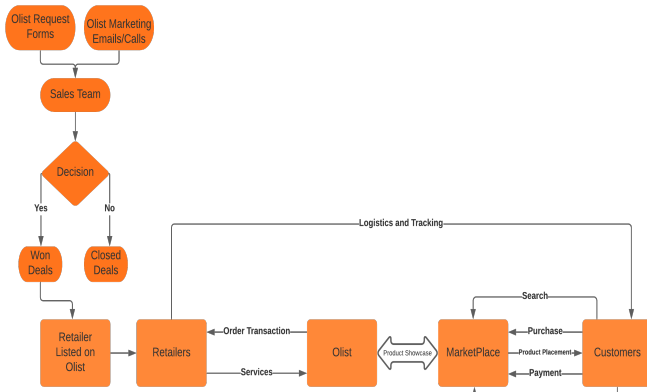


Fig. 3. Data Workflow

- To provide insights that will help formulate new strategies for success.

VI. SWOT ANALYSIS

SWOT analysis is one of various models that organizations can use to examine to know where their firm is exactly positioned at the given moment in terms of what it is excellent at, its strengths and weaknesses, and also elements that are beyond of its control, in other words the nature of the external environment [2]. SWOT analysis is helpful to a organization as it considers both internal and external factors impacting the company. SWOT is an abbreviation for strengths, weaknesses, opportunities, and threats. The important thing to note about SWOT analysis is that the upper section of the table are all about that are internal to the company or aspects that are within the business's control, whereas the bottom section of the table is about the opportunities and threats, these are all external to the business or things that are outside of the business's control, but the business must respond to them. When we look at the top section of the table, it denotes what the company does well, so it's a search for where a business has what's known as competitive advantages, if any.

Olist is one of the largest e-commerce enterprises in Brazil. A SWOT analysis of Olist will provide us with some insight into how an e-commerce firm may succeed in the face of stiff competition. Olist's strengths, weaknesses, opportunities, and threats will all be revealed in a SWOT analysis.

A. Strength

- B2B and B2C integration have a significant benefit for the enterprise in terms of obtaining strategic information and conducting marketing research.
- Reduce expenditure by eliminating the need for a warehouse and costly human resources.
- The dynamic information and location of Retailers and Consumers can be instantly refreshed in the system.

	Helpful	Harmful
Internal	Strength <ul style="list-style-type: none"> • B2B and B2C Integration • Low warehouse cost and low management fee • Database and data connected directly and automatic updating 	Weakness <ul style="list-style-type: none"> • Hard to maintain Sellers and Customers without support extra service • Sellers must be verified • 24 hours update and maintenance platform using problem • Must find the seller to enlargement of the business
External	Opportunities <ul style="list-style-type: none"> • E-commerce marketplaces provide development • Online shopping is very common • Small and medium enterprises need network platforms to grow and extend 	Threats <ul style="list-style-type: none"> • It is easy to be replaced without a strong brand by another global company platform like Amazon or eBay. • Internet security and transaction problem • Page-rank search

Fig. 4. SWOT Analysis

B. Weakness

- Without additional support, it's challenging to keep vendors and consumers satisfied.
- Verification of sellers is required.
- To expand the business, there is a constant need to acquire a new clients.

C. Opportunities

- With the support of Olist's e-commerce platforms, small businesses have an excellent opportunity to market their services while also growing as a business.
- The online shopping industry is a ever growing industry, the future for e-commerce looks bright
- The company's market share can be raised by acquisitions of other e-commerce businesses and therefore, lower the degree of competition.

D. Threats

- Without a solid reputation, it is vulnerable to be overtaken by some other international enterprise platform such as Amazon or eBay.
- Internet security and transaction problem
- Economic Recession - No business is immune to a global recession. If economic instability worsens, Olist's sales could suffer.

This Olist's SWOT Analysis proves that the organization does have the strengths required to maintain its competitive edge, but the company should address their concerns regarding competition whilst enhancing customer experience.

VII. DATABASE DESIGN

Database design is about the management of all data specified by the database model. A database designer defines how certain data elements correlate and also what data must be maintained.

A. Entity Relationship Diagram:

The Database Design section covers an ER (Entity-Relationship) diagram. Database Designers can build a well-structured database with the help of an ER diagram.

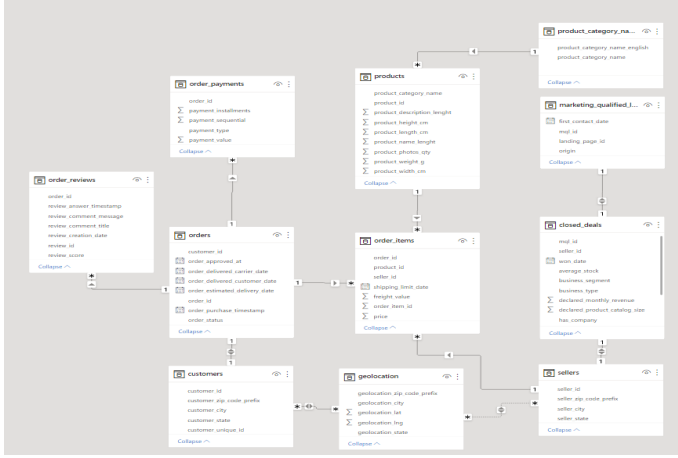


Fig. 5. ER Diagram

B. DATABASE DICTIONARY

1) *Customers Dataset*: The customer's address, which includes the state, city, and zip code, is included in this table. Using this table, we can analyze the customer base depending on the geographic area and assess whether or not geography influences sales and profit for the firm.

Field Name	Data Type	Description	Key
customer_id	Text	Unique Customer ID	Primary Key
customer_unique_id	Text	Customer ID	NA
customer_zip_code_prefix	Numeric	Zip code of the address	Foreign Key
customer_city	Text	Customer's residing city	NA
customer_state	Text	Customer's residing state	NA

Fig. 6. Customer Dataset

2) *Geo-location Dataset*: This table contains information on Brazilian postcodes as well as their latitude & longitude. It would be used to create maps and estimate distances between suppliers and buyers.

Field Name	Data Type	Description	Key
geolocation_zip_code_prefix	Numeric	Zip code of customer/seller	Primary Key
geolocation_lat	Decimal	Latitude of customer/seller	NA
geolocation_lng	Decimal	Longitude of customer/seller	NA
geolocation_city	Text	customer/seller's residing city	NA
geolocation_state	Text	customer/seller's residing state	NA

Fig. 7. Geo-Location Dataset

3) *Order Items Dataset*: The data in this table has variables such as Order_id, No. of Items in an order, product ID, seller ID, max amount of time the seller can take to deliver the product to the customer, price of the product and the weight of the whole package. This table can be used to determine what all factor affect the time it takes to delivered the product.

Field Name	Data Type	Description	Key
order_id	Text	Order ID Number	Foreign Key
order_item_id	Numeric	No. of Product in each order	NA
product_id	Text	Product ID Number	Primary Key
seller_id	Text	Seller ID Number	Foreign Key
shipping_limit_date	Date Time	Max time for delivery	NA
price	Decimal	Price of the product	NA
freight_value	Decimal	Delivery Cost	NA

Fig. 8. Order Items Dataset

4) *Order Payment Dataset*: The table has different fields which includes the unique Order_id and its subsequent fields such the payment_sequential, types of payment, No. of Installments chosen by the user to do the payment for the order, and the actual value of the payment done. By utilizing this table in our analysis, we can determine the behaviour of customer regarding the payments.

Field Name	Data Type	Description	Key
order_id	Text	Order ID Number	Primary Key
payment_sequential	Numeric	No. of Sequential Payment methods	NA
payment_type	Text	Type of Payment	NA
payment_installments	Numeric	No. of Instalment	NA
payment_value	Decimal	Total amount of transaction	NA

Fig. 9. Order Payment Dataset

5) *Order Reviews Dataset*: Whenever a customer places an order and get the order delivered to them under the stipulated timeframe they get survey link wherein customers can express their opinion by rating the product and writing a review for the product bought. The table below consists this information which can be useful in identifying the pain point and high performing products and much more.

Field Name	Data Type	Description	Key
review_id	Text	The unique review Id for a order	Primary Key
order_id	Text	Order ID Number	Foreign Key
review_score	Numeric	Order Review Rating	NA
review_comment_title	Text	Review Comment Title	NA
review_comment_message	Text	Review Comment Message	NA
review_creation_date	Date	Date of satisfaction survey	NA
review_answer_timestamp	Timestamp	timestamp of satisfaction survey	NA

Fig. 10. Order Review Dataset

6) *Orders Dataset*: This table contains 8 columns that have order status and order information like purchase time, approved time, estimate date, delivery date, arrived date. This can track and confirm the product delivery quality and get tracking service processing and time to increase our customer purchased service quality.

Name	Data Type	Description	Key
order_id	Text	ID of the order	Primary Key
customer_id	Text	ID of Customer	Foreign Key
order_status	Text	Status of Delivery	NA
order_purchase_timestamp	Date	Time of Purchase	NA
order_approved_at	Date	Order Approved Time	NA
order_delivered_carrier_date	Date	Delivery Date	NA
order_delivered_customer_date	Date	Arrived Date	NA
order_estimated_delivery_date	Date	Estimated Delivered Date	NA

Fig. 11. Orders Dataset

7) *Product Dataset*: This table contains product photos quantity and product information, the category name, length of product name, length of the product description, and the dimensions of product size. By using this table can analyze what type of product information would be popular and more attractive customers, there are 9 columns

Name	Data Type	Description	Key
product_id	Text	ID of Product	Primary Key
product_category_name	Text	Product of Category	Foreign Key
product_name_lenght	Numeric	Length of Product Name	NA
product_description_lenght	Numeric	Length of Product Description	NA
product_photos_qty	Numeric	Quantity of Product Photo	NA
product_weight_g	Numeric	Weight of Product (g)	NA
product_length_cm	Numeric	Length of Product (cm)	NA
product_height_cm	Numeric	Height of Product (cm)	NA
product_width_cm	Numeric	Width of Product (cm)	NA

Fig. 12. Products Dataset

8) *Sellers Dataset*: This table has zip code and location of seller's information and there are 4 columns. We can know where the seller is from and which states or cities sellers would like to use our website to sell products, this could help us increase marketplaces.

Name	Data Type	Description	Key
seller_id	Text	ID of Seller	Primary Key
seller_zip_code_prefix	Numeric	Zip code of Seller (prefix)	Foreign Key
seller_city	Text	City of Seller	NA
seller_state	Text	State of Seller	NA

Fig. 13. Seller Dataset

9) *Product Categories Dataset*: This table has Portuguese and English translations of product category names containing 2 columns, by using this table we can find the right name of the product in both languages.

Name	Data Type	Description	Key
product_category_name	Text	Portuguese Name of Product Category	Primary Key
product_category_name_english	Text	English name of Product Category	Foreign Key

Fig. 14. Product Categories Dataset

10) *Closed Deals Dataset*: This table contains information about the qualified leads after users fills out a form on a landing page and is contacted by the sales rep. Certain information is analyzed during this phase, as well as further details about the lead is acquired.

Name	Data Type	Description	Key
mql_id	Text	Marketing Qualified Lead id	Primary Key
seller_id	Text	ID of Seller	Foreign Key
sdr_id	Text	ID of Sales Development Representative	NA
sr_id	Text	Sales Representative	NA
won_date	Date	Date of deal with Seller	NA
business_segment	Text	Segment of Business	NA
lead_type	Text	Type of Lead	NA
lead_behaviour_profile	Text	Profile of Lead Behaviour	NA
has_company	Boolean	Does the lead have a company?	NA
has_gtin	Boolean	Does the lead have Global Trade Item Number (barcode) for his products?	NA
business_type	Text	Type of Business	NA
declared_product_catalog_size	Numeric	Size of Declared Product Catalogue	NA
declared_monthly_revenue	Numeric	Monthly Revenue of Declared	NA

Fig. 15. Closed Deals Dataset

11) *Marketing Qualified Lead Dataset*: Whenever a lead completes a registration on a landing page, a filtration is applied to evaluate whether leads are qualified to advertise their services on Olist. These are considered as Marketing Qualified Leads (MQLs).

Name	Data Type	Description	Key
mql_id	Text	ID of Marketing Qualified Lead	Primary Key
first_contact_date	Date	Date of First Contact	NA
landing_page_id	Text	ID of Landing Page	NA
origin	Text	The lead was acquired by media type	NA

Fig. 16. Marketing Qualified Leads Dataset

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- [1] (<http://www.degordian.com>), D., 2021. Olist is ;mark;empowering small merchants;mark; to sell online. [online] Valor. Available at: ;<https://valorcapitalgroup.com/case-studies/olist-redesigned-the-marketplace-business-model-to-fit-the-realities-of-ecommerce-in-brazil/>;
- [2] Investopedia. 2021. How SWOT (Strength, Weakness, Opportunity, and Threat) Analysis Works. [online] Available at: ;<https://www.investopedia.com/terms/s/swot.asp>;
- [3] Medium. 2021. What is Customer Relationship Management (CRM) and Why You Need It. [online] Available at: ;<https://medium.com/magnimetrics/what-is-customer-relationship-management-crm-and-why-you-need-it-ffc91d91800>;