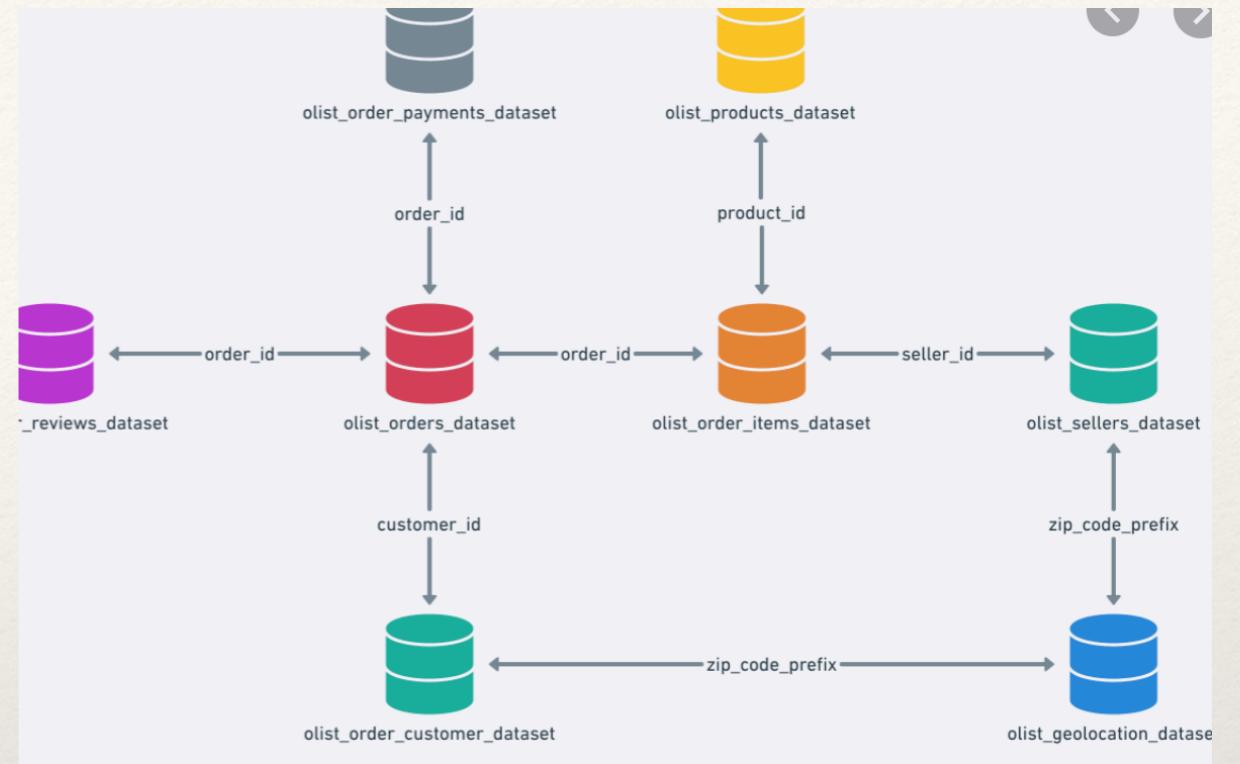




Olist E-Commerce data analysis

SamCart
Kristine Petrosyan

PROBLEM STATEMENT



- Customer LTV
- What has performance been monthly
- What are the best selling categories
- Predicts future revenue for the next 12 months for order volume and revenue

BUSINESS VALUE



CUSTOMER LTV



COST REDUCTION

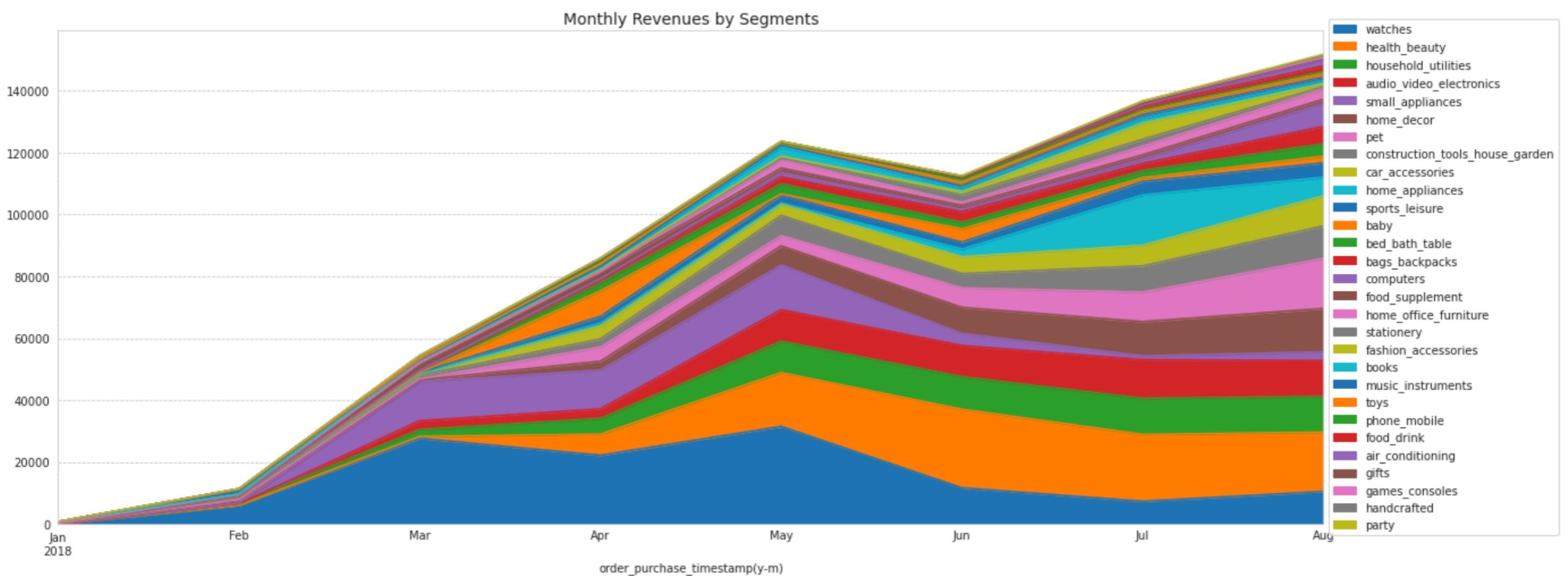


BEST SELLING CATEGORIES

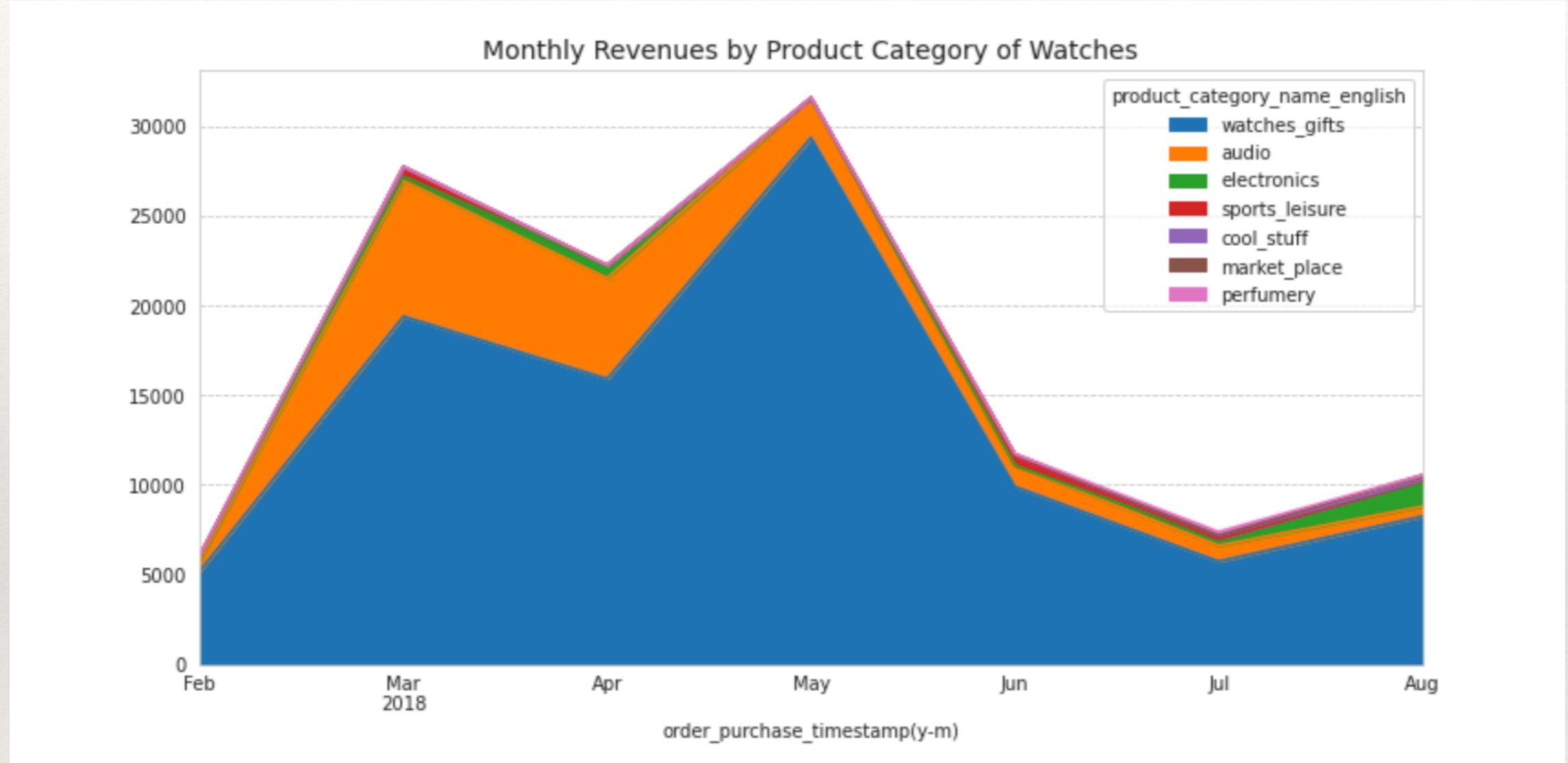


REVENUE GROWTH

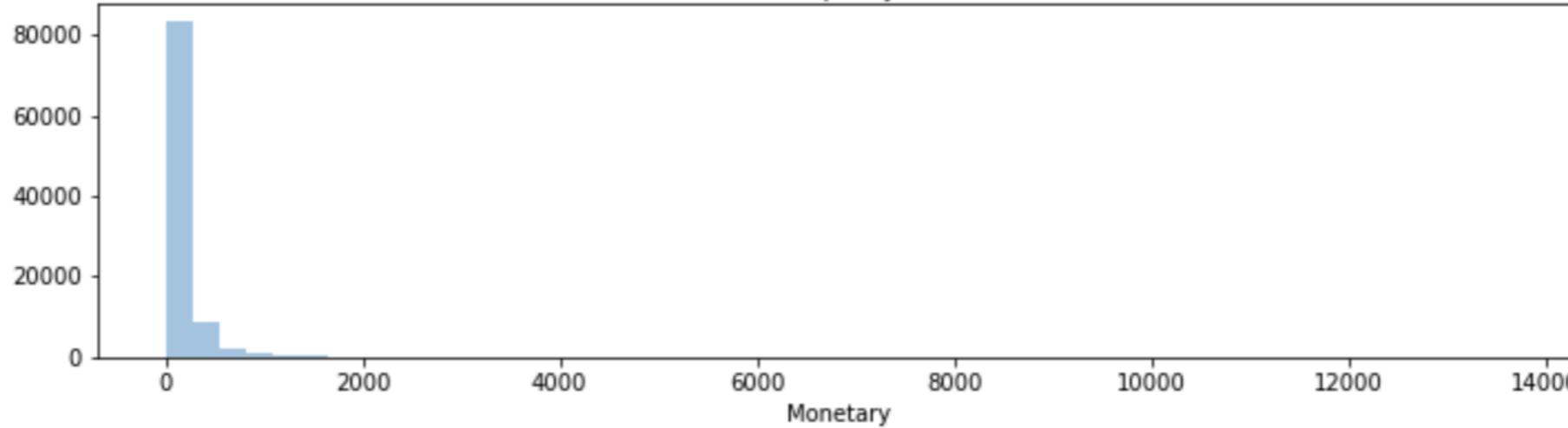
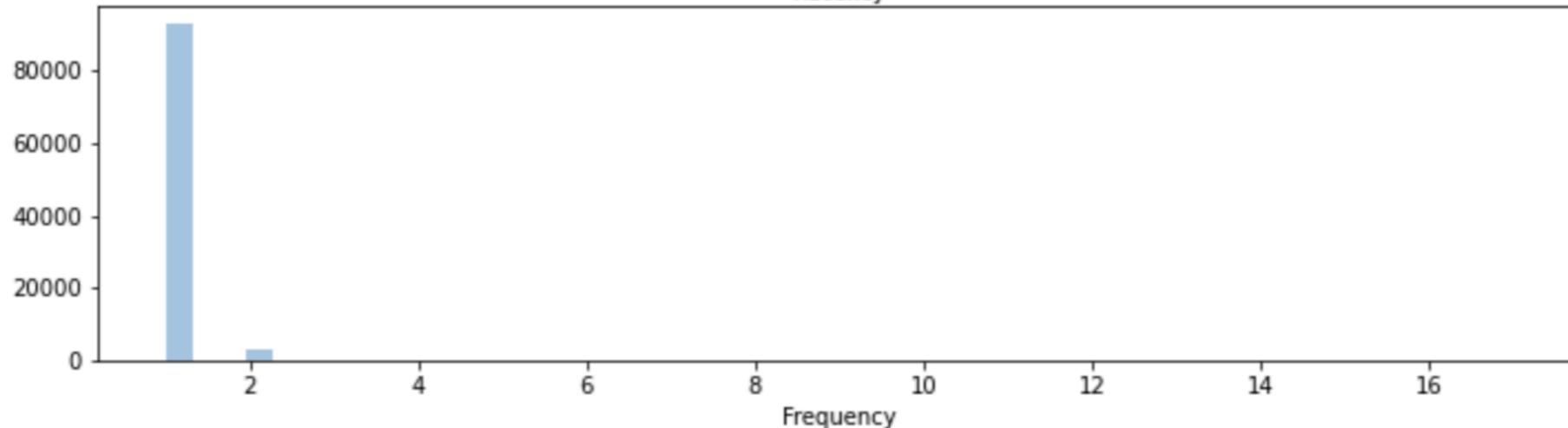
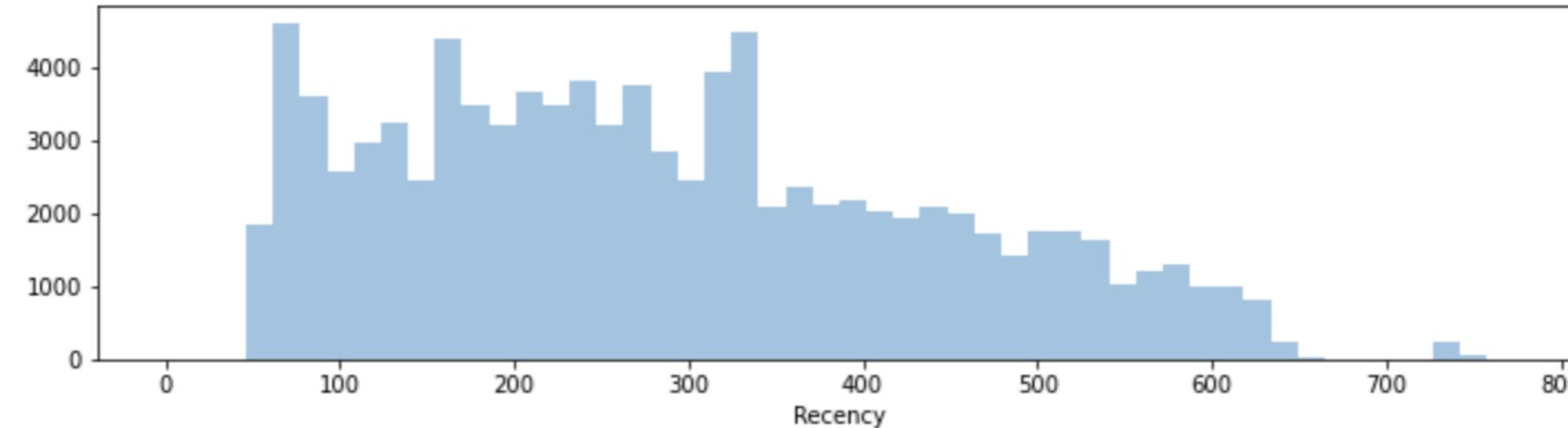
Monthly Performance



Best Selling Categories



Customer lifetime value analysis using RFM



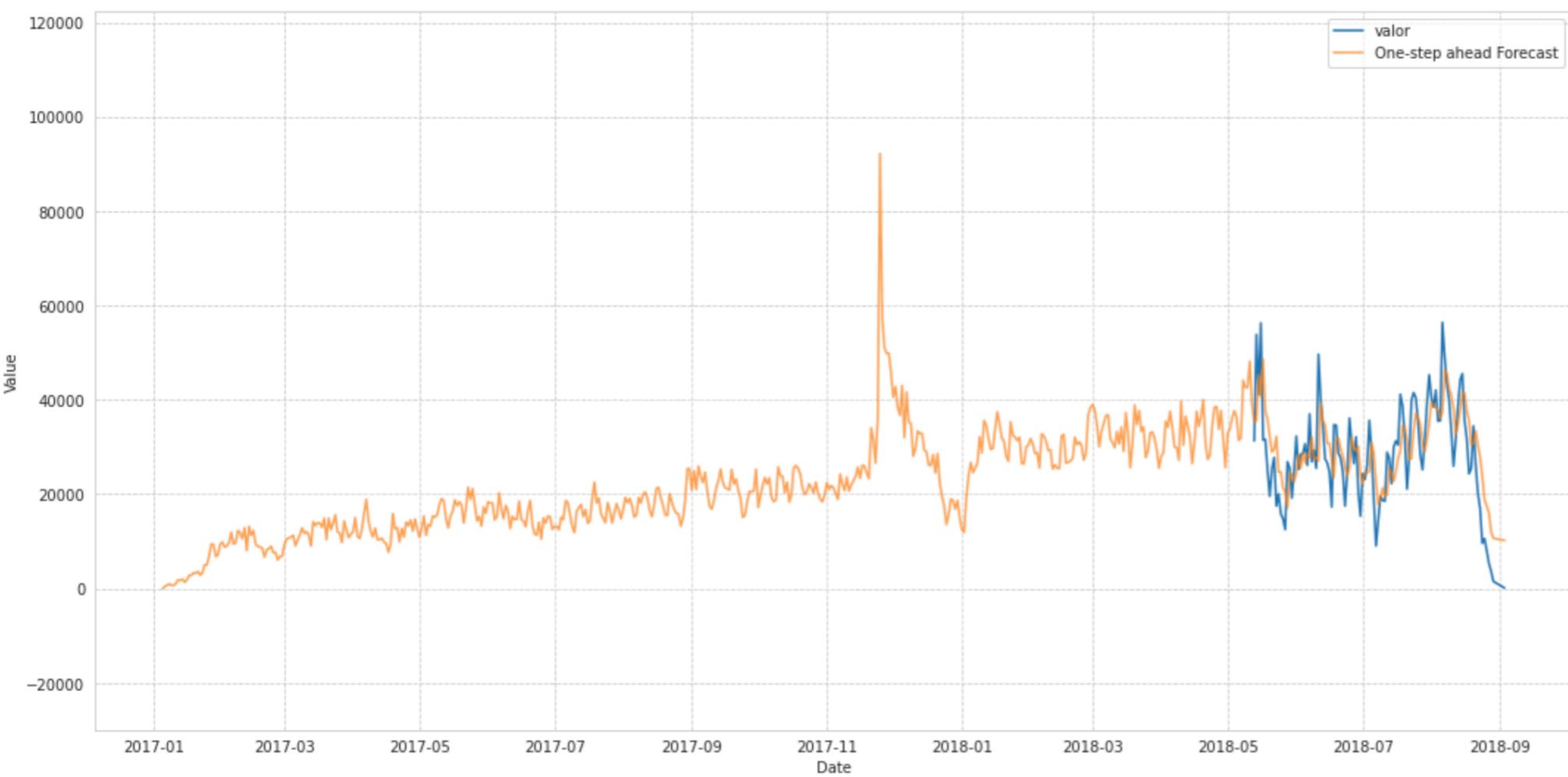
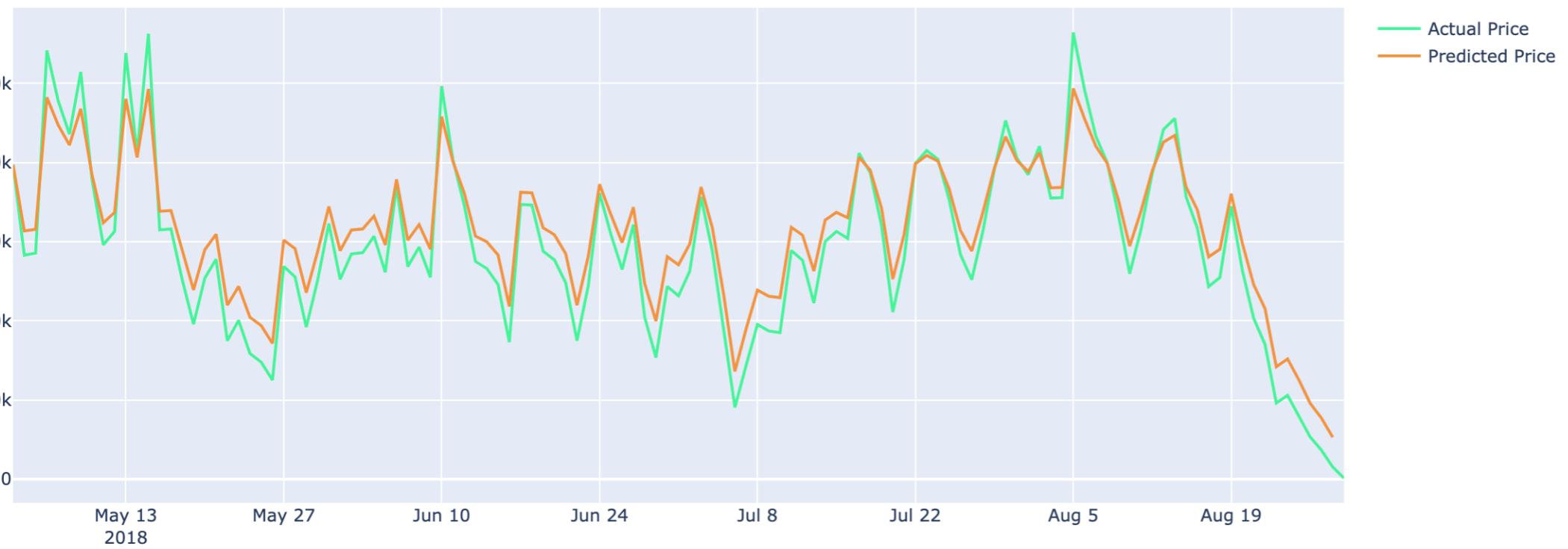
METHODOLOGY

DIVIDE THE DATASET INTO 2 SETS
TRAIN / VALIDATION / TEST WITH 80% /
20% RATIO

APPLY TIME SERIES / ARIMA MODELS

CUSTOMER LTV ANALYSIS CONDUCTED
USING RFM MODEL

SALES PREDICTION WITH ARIMA MODEL



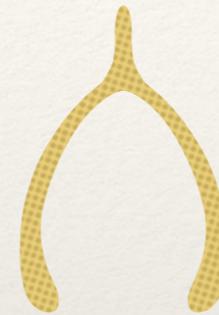
Recommendations

- Having into consideration that only 3 % of customers are recurring it is time to target more loyal customers. We can do Customer LTV clustering
- The leading seller generated 97% of segment revenue
- We found that watches and audio are the largest and best selling category although has only 2 seller.

FUTURE WORK



To get higher accuracy score should implement oversampling method



More deeper analysis can be conducted to get useful insights



More transfer learning models can be trained to get better scores

THANK YOU



ANY QUESTIONS?



kristinelpetrosyan@gmail.com