EDA of Olist marketplace

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Overview

Olist is a Brazilian eCommerce giant. This presentation will be based on the data made public by Olist. It will cover three aspects: We will start by looking at the different marketing channels through which Olist attracts prospective sellers and their effectiveness. Then we will look at what happens once a lead gets in touch with Olist and what factors affect the process of making the lead sign on to become a seller on the platform. Finally, we will give recommendations based on our findings.

1- Marketing channel Effectiveness

Sellers on the Olist platform come from various marketing channels (social media, referrals, organic searches etc...).We will have a look at which one was the most effective at generating leads and interest from potential sellers. Marketing Qualified Lead(MQL)' are potential reseller/manufacturer who have an interest in selling their products on Olist.

Monthly leads (June 2017 - May 2018)
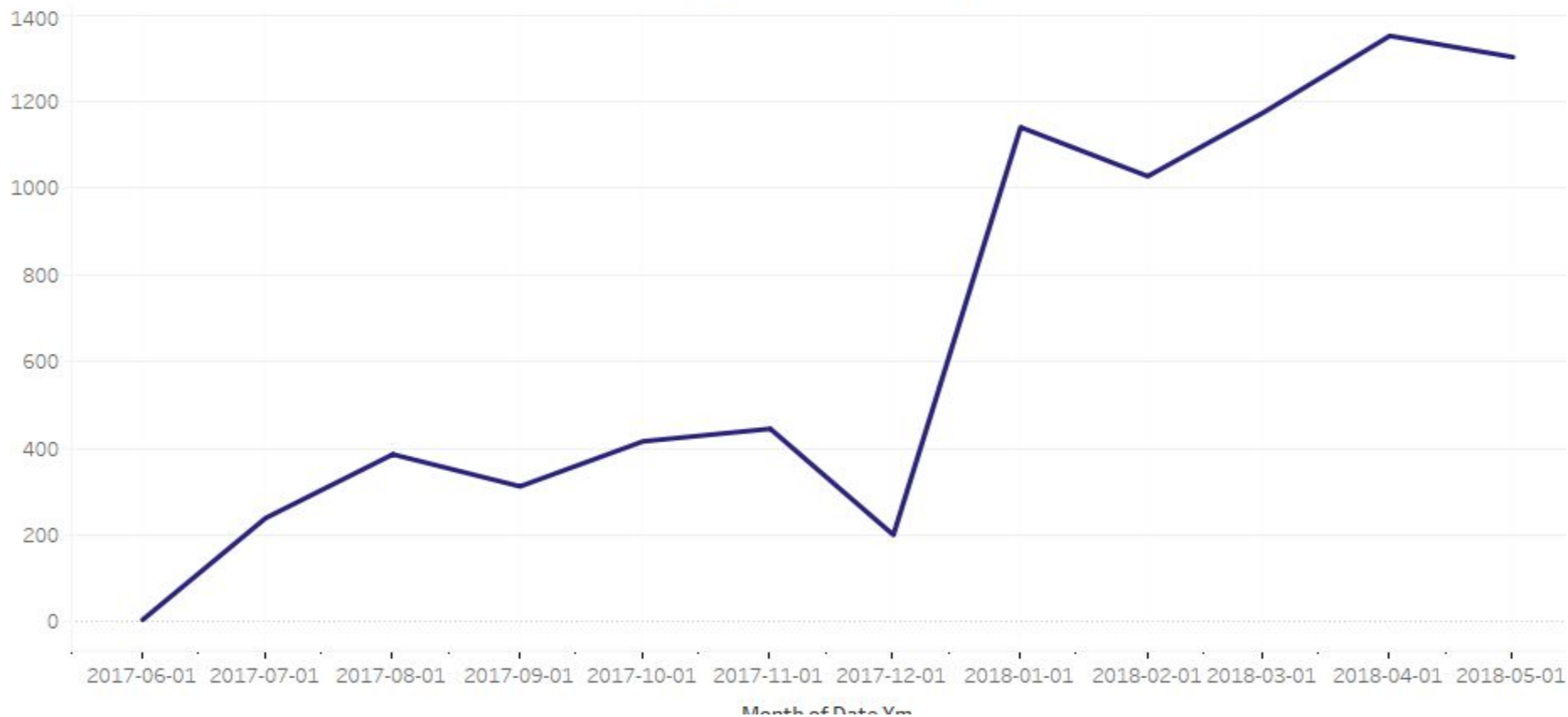
At the beginning of the new year, the amount of interest from potential sellers has skyrocked. This is an important consideration when it comes to he planning of subsequent marketing drives.

MQL volume by Marketing Channels

- The most popular channel through which mql reach us is organic search
- Since April 2018, the channel 'social' has generated more or less the same as paid searches.
- This means there is an opportunity to invest into social media marketing should the cost of paid search increase.
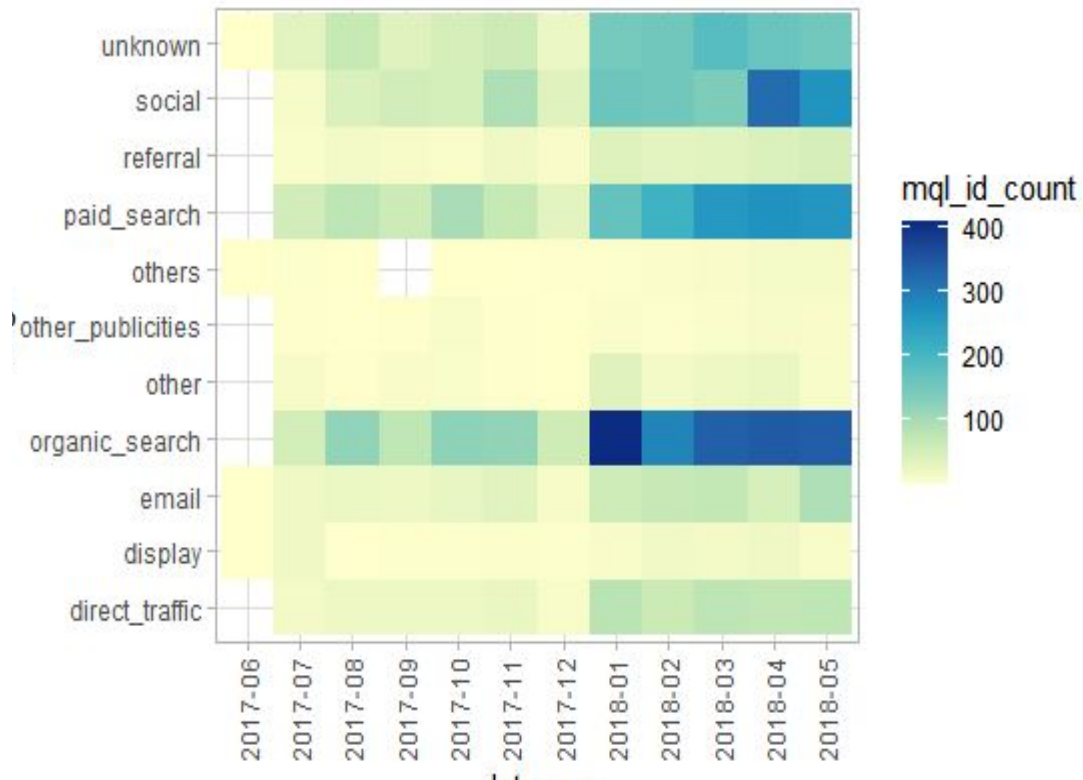
2-Sales Performance overview

Once a MQL has filled a form on one of the landing pages to sign up to be a seller on the platform, a Sales Development Representative(SDR) get in touch with the MQL and gathers more information about the lead.

A Sale representative(SR) then discuss with the lead. The interaction between SDRs/SRs and MQLs is one of the things that determine whether a deal is closed and the MQL confirms their intention and actually become a seller on the platform or not.

We will now look at how many MLQ went to become seller and which channel most of le successful leads came from
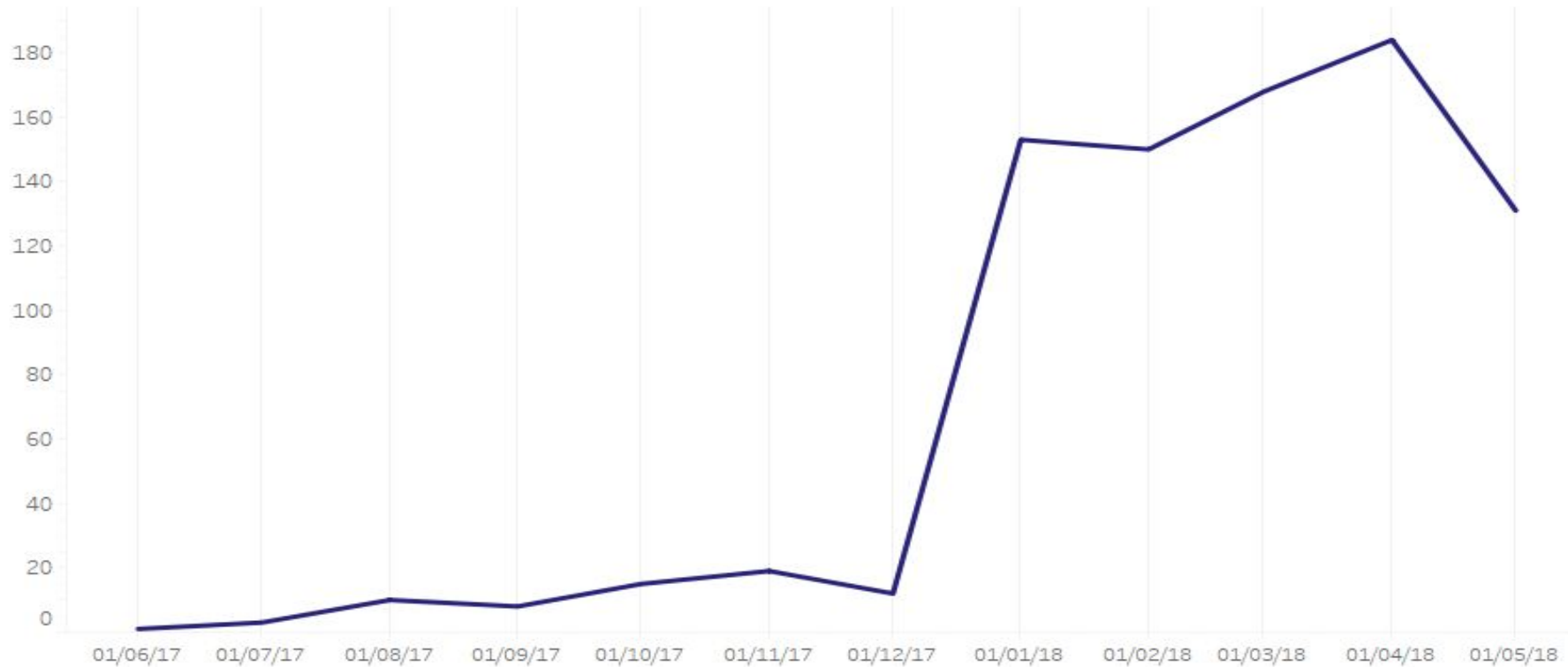
The volume of MLQ signing to become sellers follows the same trend as the MQL lead Volume
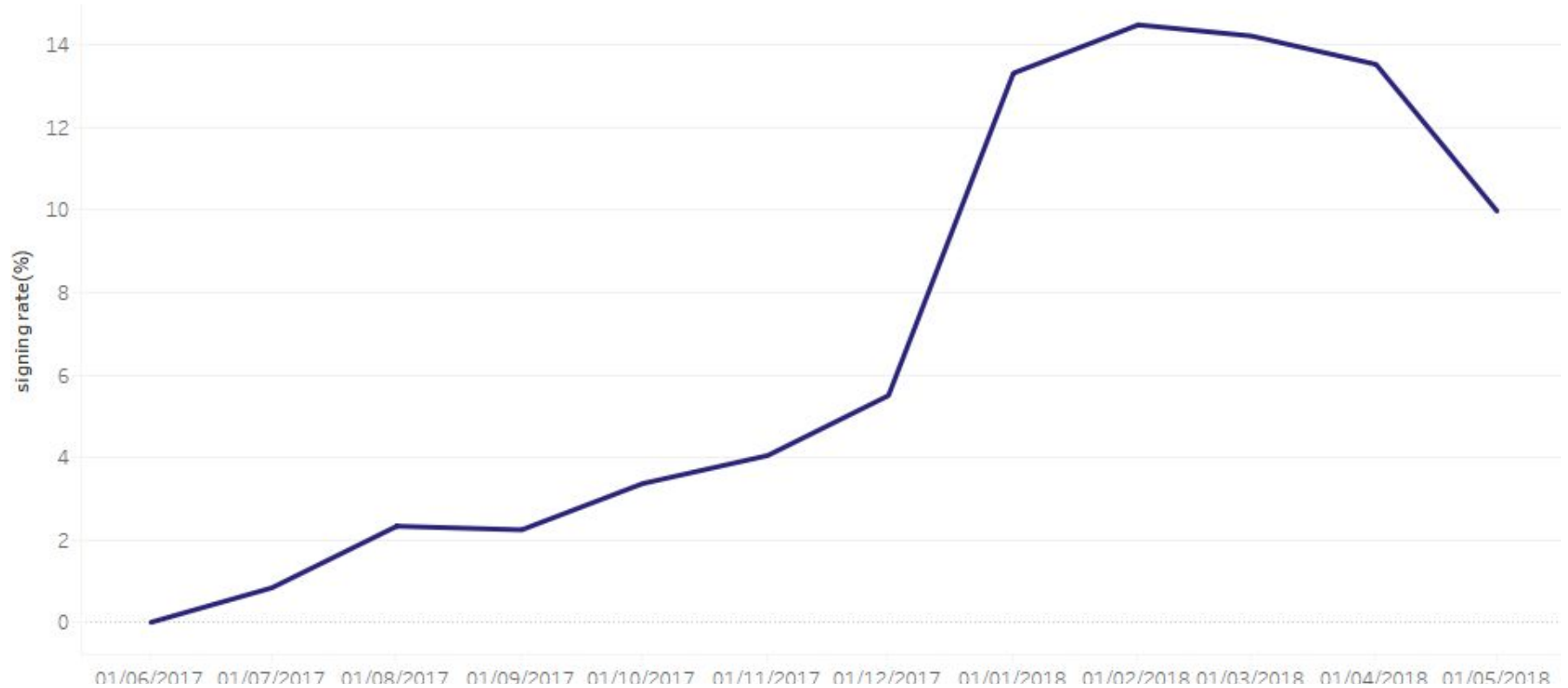
The rate at which MQL successfully become sellers was on an upward trend, until January where there was a big spike, due to the increase in the volume of MQL

2b-How does an MQL behaviour profile affect the chances of closing a deal

Here we will explore one of the factors that lead to a successful closed deal in more details. Our goal is to to see if there is room for improvement in sales prowess.

We will look at how the various the behaviour profile of the MQL can affect the closing of a deal.

The MQL are categorized into four mains types of behaviour profiles according to their personalities. These are: cat, wolf, shark, eagle. Mixed profiles are grouped into "others". For more info about behaviour profile classification, check out this link: DISC Profile

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Generally sales rep have had success with cat and eagle MQL

We observe that when MQL behaviour profile are wolf or Shark, our Sales Rep generally have less success when it comes to closing a deal. This could be that those MQL are more difficult or it could just be due to a mismatch in personalities between them and the Sales Reps.

Sales performance could perhaps be improved by matching the behavior profile of SDRs/SRs with that of MQL properly.

Distinct count of Seller Id
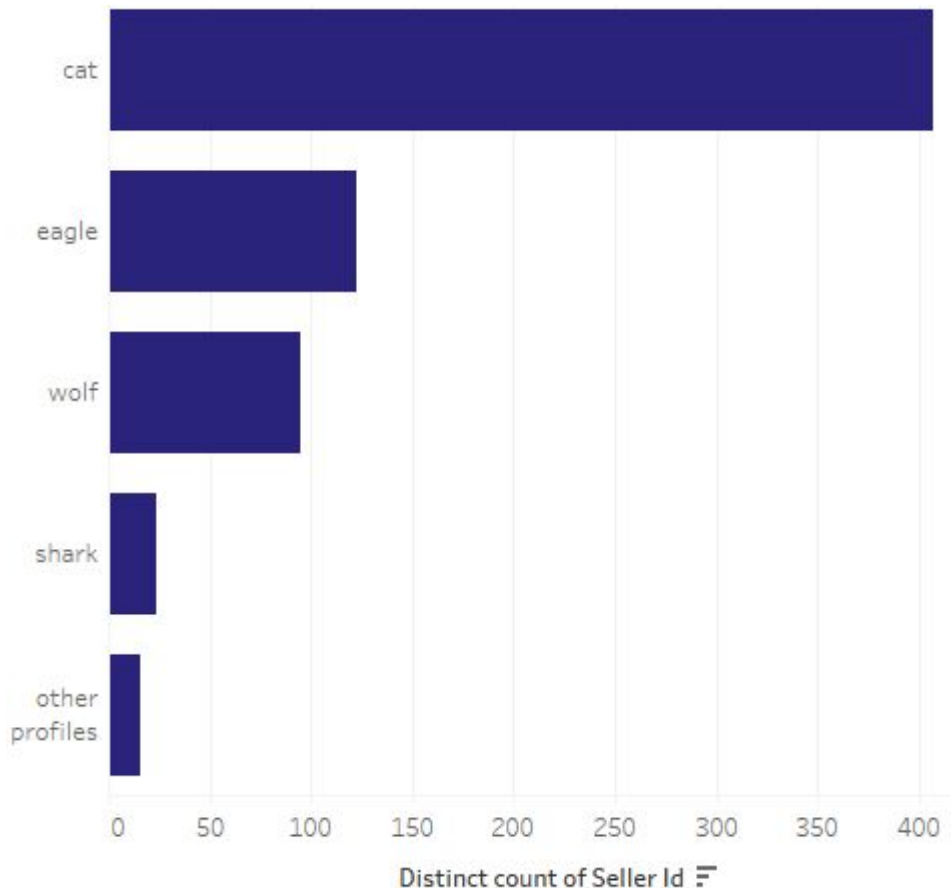
Sr Id	Lead Behaviour Profile				
	cat	eagle	other profiles	shark	wolf
4ef15afb4b2723d8f3d81e51ec7afefe	58	23	2		12
85fc447d336637ba1df43e793199fbc8	41	7		4	11
6565aa9ce3178a5caf6171827af3a9ba	31	13			11
d3d1e91a157ea7f90548eef82f1955e3	28	12	1	2	11
de63de0d10a6012430098db33c679b0b	37	7		4	5
2695de1affa7750089c0455f8ce27021	34	9	2	2	6
495d4e95a8cf8bbf8b432b612a2aa328	30	6	1	2	7
fbf4aef3f6915dc0c3c97d6812522f6a	30	9		2	2
c638112b43f1d1b86dcabb0da720c901	17	5			3
068066e24f0c643eb1d089c7dd20cd73	11	7	2	1	4
a8387c01a09e99ce014107505b92388c	14	6	1		3
9e4d1098a3b0f5da39b0bc48f9876645	16	6		2	
060c0a26f19f4d66b42e0d8796688490	15	2		1	6
9ae085775a198122c5586fa830ff7f2b	12	4	1	1	5
56bf83c4bb35763a51c2baab501b4c67	17	2		2	2
34d40cdaf94010a1d05b0d6212f9e909	3	4	3		
4b339f9567d060bcea4f5136b9f5949e	7				2
9749123c950bf8363ace42cb1c2d0815	2			1	4
9d12ef1a7eca3ec58c545c678af7869c	3		2		1
b90f87164b5f8c2cfa5c8572834dbe3f		1			
6aa3b86a83d784b05f0e37e26b20860d			1		
0a0fb2b07d841f84fb6714e35c723075	1				

Sales performance analysis and matching suggestions

- SR with id(4ef1...) was the highest performer during the period. They have consistently outperform every other sales rep regardless of the behaviour profile of the MQL.

- (85fc...) and (de63...) were the best at closing deals with shark and wolf MQL, they should be matched with MQL with such profile in the future.

- Wolf MQL should be matched with either of these sales reps: (4ef1...), (85fc...), (6565...), (ded1...)

- The chart reveals that some sales reps have consistently performed poorly.They were only able to close very few deals even with those MQL with the cat behaviour profile. We suggest that a review be done to determine the possible factors behind such lackluster performance

Recommendations

- To starts off, we recommend that more attention be given to the social media marketing channel. The channel appears to be as effective as the paid searches channels while being cheaper. We believe that investing more into that channel will pay off
- We have shown that the behavior profile of the lead plays a big role in the ability of our sales representative to close a deal. We believe that a new system of matching sales reps ad leads based on behavior profile be implemented based on the recommendations we have made
- In that regard, we recommend that the most performing sales rep be rewarded. This could be used as an incentive

Conclusion

The presentation, has provided more insights into the effectiveness of our marketing channels as well as means of increasing sales performances. In the next presentation we will focus on the revenue side of things and have a deep look at the most profitable business segments and product on the platforms.