

Brazilian E-Commerce Public Dataset by Olist: Insights from a Network Science Perspective

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Olist Store

- Brazilian startup that operates in the e-commerce segment, mainly through the marketplace [1]
- Concentrates sellers who want to advertise on marketplaces such as:
 - Mercado Livre
 - B2W
 - Via Varejo
 - Amazon
- Concentrates the products of all sellers in a single store that is visible to the end consumer

Dataset

- Brazilian ecommerce public dataset of orders made at Olist Store [2]
- Information of 100k orders from 2016 to 2018 made at multiple marketplaces
- Allows viewing an order from multiple dimensions such as:
 - order status
 - price
 - payment
 - freight performance to customer location
 - product attributes
 - reviews written by customers



Network

- The network dataset has been created from the merge of some of the datasets made available by Olist and also by population data from IBGE.
- Nodes are order ids, states and product category
- Links are connections between:
 - order ids and states
 - states and product category
- Size is around 316872 nodes and 205138 links
- The network is tripartite

Questions

- Which state and product category generated the highest average profit for the marketplace between 2016 and 2018?
- Which state and product category generated the lowest average profit for this marketplace between 2016 and 2018?
- Is the profit proportional to the population of the state?

References

-  Olist. [Online]. <https://pt.wikipedia.org/wiki/Olist>. (Accessed Oct 4, 2022).
-  Olist and André Sionek. (2018). *Brazilian E-Commerce Public Dataset by Olist* [Data set]. Kaggle. <https://doi.org/10.34740/KAGGLE/DSV/195341>