Project Brief – Analyze Performance

Project Owner: Muchammad Wildan Alkautsar

# Executive Summary

[ Write a one-paragraph “elevator pitch” of the project. Clearly define the goal, including the problem we are trying to solve and how we will solve it. Briefly describe the expected outcome.]

# Background & Objective

Olist is the largest department store company in Brazil. The company is currently experiencing significant order growth, but is facing challenges with inconsistent delivery performance due to variations in delivery speeds. Furthermore, product review scores remain low despite positive customer reception. The company also faces challenges in understanding the long-term contribution of each customer, making it difficult to determine appropriate acquisition and retention strategies to sustainably increase profitability.

Based on these issues, the primary issues that must be addressed are improving delivery performance, product quality, and customer lifetime value through further analysis. Delivery performance needs to be improved to achieve consistency with Service Level Agreement (SLA) and increase customer trust. Product quality must be maintained by reducing defect and return rates to create a more positive customer experience. Furthermore, Customer Lifetime Value analysis is crucial for understanding long-term customer contributions, enabling companies to design more effective acquisition and retention strategies to support sustainable profitability.

Once the project is completed, the company is expected to achieve significant improvements across key areas: delivery performance will become more consistent and reliable, and reducing delays; product quality will increase with lower defect and return rates, ensuring that customer expectations are consistently met; and customer lifetime value will rise as a result of stronger retention, higher repeat purchases, and improved customer satisfaction. Altogether, these outcomes will not only enhance profitability and operational efficiency but also strengthen customer loyalty and position the company as a trusted and customer-centric brand.

KPIs:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| KPIs | Specific | Measurable | Achievable | Relevant | Time-bound |
| Performance of Delivery | Percentage of shipments that arrive on time according to the Service Level Agreement (SLA) | Data taken from logistics system (order tracking vs delivery time) | Target to increase On-Time Delivery Rate ≥ 95% and loyalty program | It is important to reduce customer complaints and increase retention. | Achievement in 3 months, weekly monitoring |
| Quality of Product | Level of defects and product returns from customers/feedback from reviews | Percentage of defect and return rate of total sales | Reduce the defect rate to < 2% and the return rate to < 3% | Good product quality has a direct impact on customer satisfaction and loyalty | Target achieved target in 6 month, and monthly review |
| Customer Lifetime Value (CLV) | The Average profit generated per customer during the period of being a customer | (Average Purchase Value × Purchase Frequency) × Customer Lifespan | Increase CLV by 20% through upselling, cross-selling, and loyalty program strategies | A higher CLV indicates as healthy long-term profitability | Target achieved in 1 year, and quarter review |

# Personnel Involved

## Stakeholder List

* [ Name ] - [ “Approver” vs “Informee”? Specify the level of engagement ]
* XX

## Contributor List

* [ Name ] - [ Project role; Expected contribution ]
* XX

# Expected Deliverable

[ Describe the expected outcomes with as much detail as possible ]

* [ Links to mockups, prototype, design flowcharts, etc. ]
* XX

# Timeline & Milestone

[ Describe the most important milestones here. Add links to additional documents or external project management tools ]

* [ Milestone 1 ] - [ Check-in date, expected progress ]
* XX

# Communication Plan

[ Describe how you will keep stakeholders informed. Write down all types of communication channels: project Slack channel, regular emails/meetings, shared project trackers) ]

* [ Meeting name ] - [ Purpose, cadence (weekly, daily, etc.) ]
* XX

# Further Resource & Reference

[ Links to additional resources ]

* [ Past analysis and projects ]
* [ Technical documentation about data resources ]
* [ Context materials provided by stakeholders ]