Olist Sales Analysis Unveiling Insights for Strategic Growth Presented by Philipp Holdmann

- Agenda

- 1.Overview of Olist Sales Data

- 2.Objectives of the Analysis

- 3.Key Analytical Techniques Applied

- 4.Geospatial Insights for Market Expansion

- 5.Revenue Distribution Across Product Categories

- 6.Preferred Payment Methods and Their Impact

- 7.Recommendations for Strategic Decision-Making

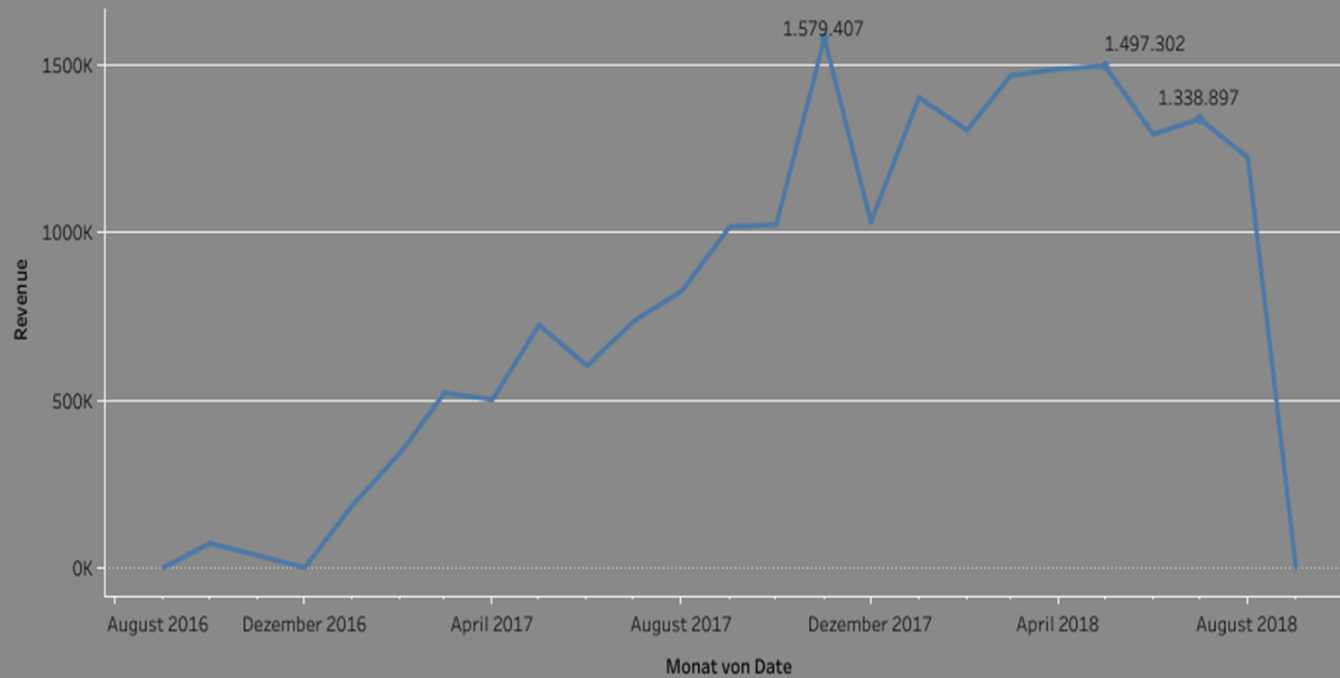- 8.Limitations of the Analysis9.Q&A and Discussion

Objectives of the Analysis

1. **Understanding Sales Trends:** Visualize overall sales trends. Identify patterns, seasonality, and fluctuations.

2. **Identifying Key Contributors to Revenue:** Analyze factors influencing revenue. Explore top-performing product categories.

3. **Exploring Geospatial Insights for Market Expansion:** Utilize geospatial data to identify high and low sales regions .Provide insights for potential market expansion and targeted marketing.

4. **Analyzing Revenue Distribution Across Product Categories:** Investigate revenue distribution across different product categories. Identify high-performing and underperforming segments.

5. **Examining Preferred Payment Methods and Their Impact:** Explore prevalent payment methods. Analyze how different payment methods may impact sales and revenue.

6. **Formulating Recommendations for Strategic Decision-Making:** Summarize actionable recommendations. Guide strategic decision-making within the organization.

7. **Acknowledging Limitations and Q&A:** Acknowledge any limitations in the analysis. Encourage questions and discussions from the audience.

Sales Trend

Sales Trend (Revenue)

Data points labeled: 1.579.407, 1.497.302, 1.338.897

Y-axis (Revenue): 0K, 500K, 1000K, 1500K

X-axis (Monat von Date): August 2016, Dezember 2016, April 2017, August 2017, Dezember 2017, April 2018, August 2018

Total Orders	117.329
Total Payment Value	20.187.929
Unique Customers	97.916

Sales Trend

Sales Trend per Month (Revenue)

Date

Revenue values by month:
- Mai: 2.221.999
- August: 2.049.529
- November: 1.579.407

Y-axis (Revenue): 0K, 500K, 1000K, 1500K, 2000K

X-axis months: Januar, Februar, März, April, Mai, Juni, Juli, August, Septemb.., Oktober, November, Dezember
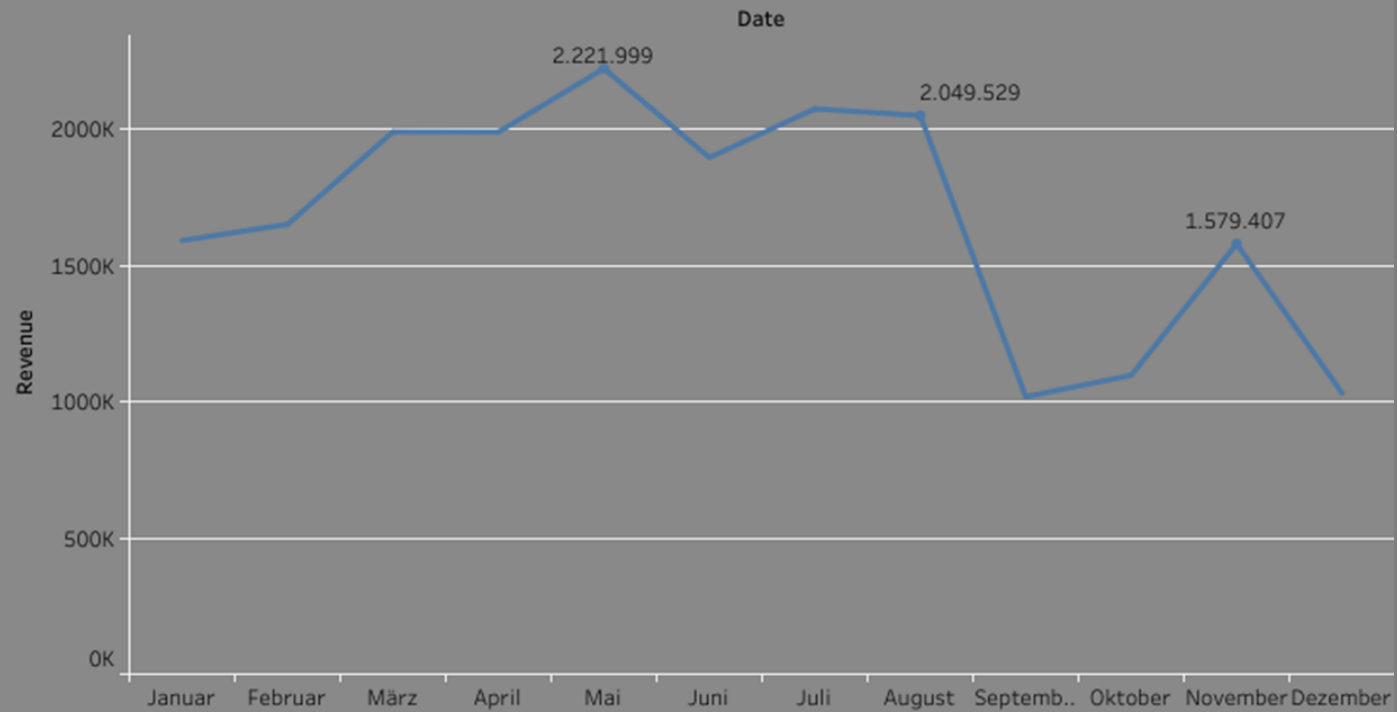
Sales Trend

Sales Trend per Weekday (Revenue)

Date
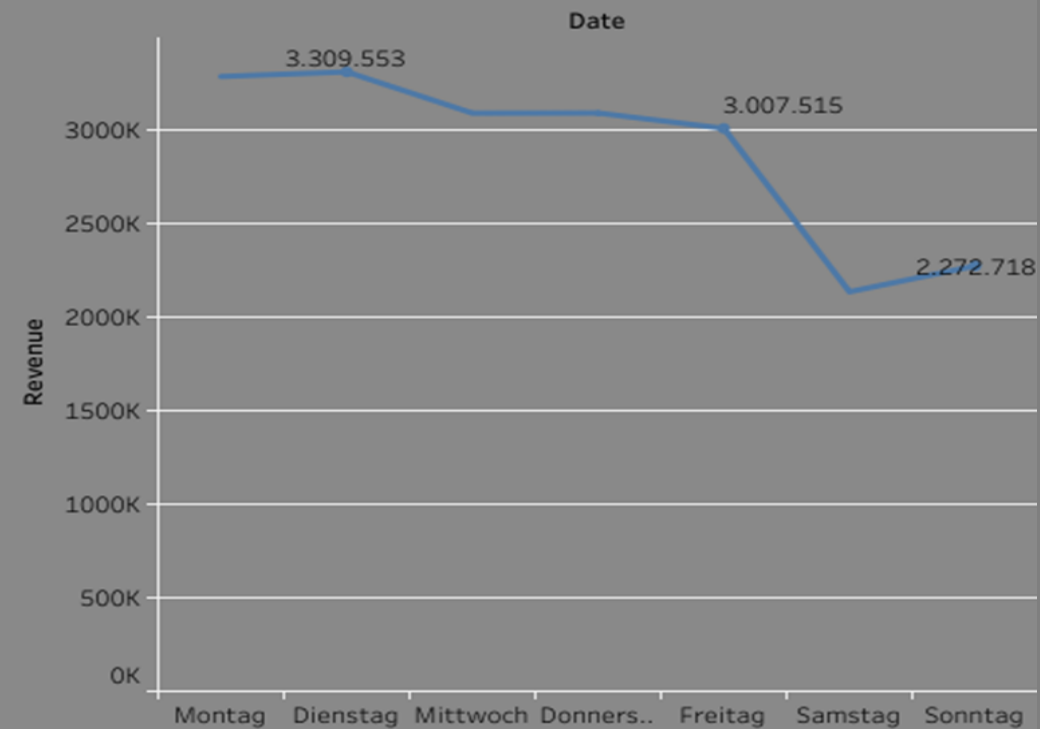
Product Category's

Highest amount of sales per product category

Product Categorys

Product Categorys	Amount Order	Avg Order	Revenue
bed_bath_table	11.847	145,65	1.725.466
health_beauty	9.944	165,56	1.646.293
sports_leisure	8.942	155,51	1.390.582
furniture_decor	8.743	163,24	1.427.214
computers_accessories	8.105	196,50	1.592.612

Top Selling Products

Highest Revenue per Product Category

Product Categorys	Amount Order	Avg Order	Revenue
bed_bath_table	11.847	145,65	1.725.466
health_beauty	9.944	165,56	1.646.293
computers_accessories	8.105	196,50	1.592.612
furniture_decor	8.743	163,24	1.427.214
watches_gifts	6.161	230,59	1.420.682
sports_leisure	8.942	155,51	1.390.582
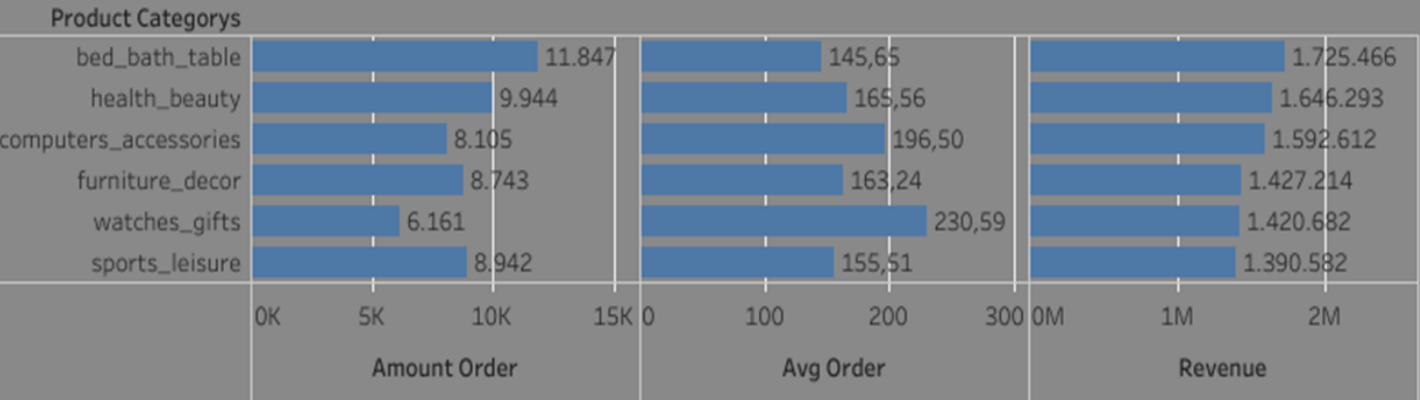
Product Satisfaction

Average customer score per product category Top10

Product categories

Category	Avg Score
cds_dvds_m..	4,6429
fashion_chil..	4,5000
books_gener..	4,4385
flowers	4,4194
books_impor..	4,4194
costruction_..	4,4158
books_techn..	4,3755
food_drink	4,3241
small_applia..	4,3205
luggage_acc..	4,2959

Product Satisfaction

Average Customer Rating for product categorys bottom10

Product categories

Avg Score

- audio — 3,841
- diapers_.. — 3,256
- fashio_fe.. — 3,780
- fashion_.. — 3,549
- fixed_tel.. — 3,673
- furniture.. — 3,841
- furniture.. — 3,805
- home_co.. — 3,643
- office_fu.. — 3,527
- security_.. — 2,500
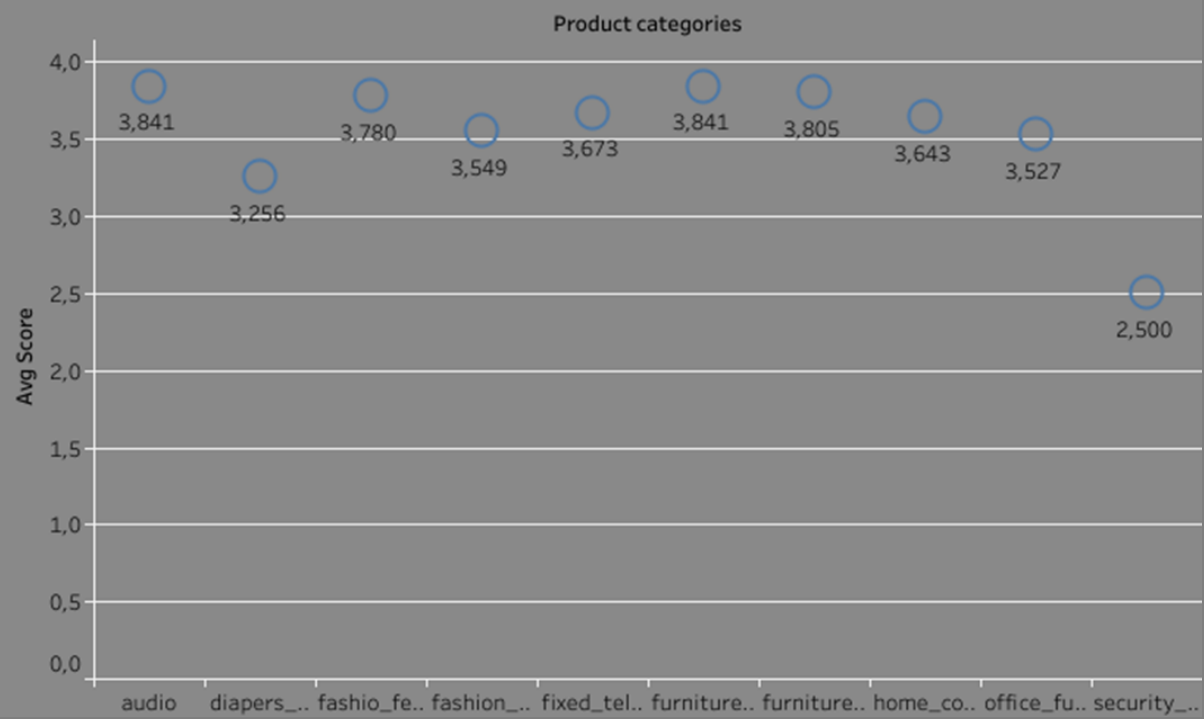
Champions

Product Category	Frequency	Recency	Revenue
bed_bath_table	9.417	6	1.036.989
computers_accessories	6.689	5	911.954
health_beauty	8.836	5	1.258.681
sports_leisure	7.720	5	988.049
watches_gifts	5.624	5	1.205.006

Low Performance Products

Blatt 26

Category

Low Product

Category	Product Category	
Low Product	arts_and_craftmanship	1.814
	cds_dvds_musicals	730
	diapers_and_hygiene	1.568
	fashion_childrens_clothes	570
	flowers	1.110
	home_comfort_2	760
	la_cuisine	2.055
	security_and_services	283

Geospatial Analysis of Top 10 citys per revenue

Seller City	Revenue
curitiba	655.714
guarulhos	508.846
ibitinga	1.052.675
itaquaquecetuba	573.709
maringa	380.394
piracicaba	356.135
ribeirao preto	395.492
rio de janeiro	497.372
sao jose do rio preto	416.205
sao paulo	4.253.442

Revenue

356.135 — 4.253.442

Seller City
- curitiba
- guarulhos
- ibitinga
- itaquaquecetuba
- maringa
- piracicaba
- ribeirao preto
- rio de janeiro
- sao jose do rio preto
- sao paulo
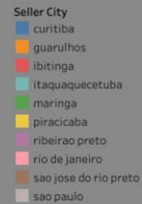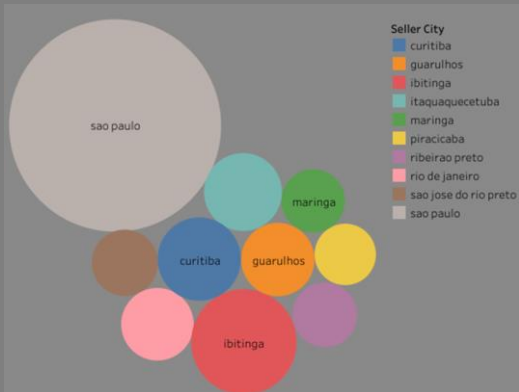
Payment Methods

Payment Methods Trend per Amount used
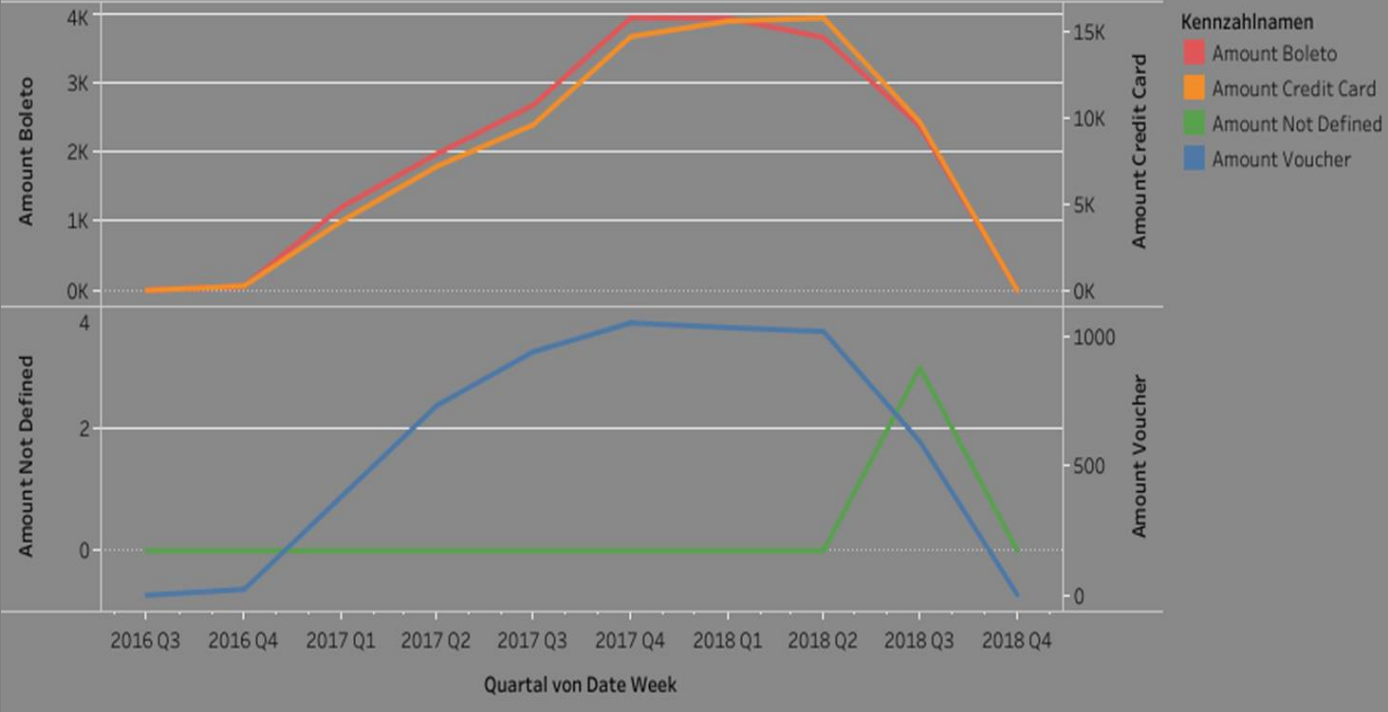
Payment Methods

Revenue per Payment Method

	Date Week		
	2016	2017	2018
Purchase Amount	59.362	7.430.934	8.518.575
Sum Creditcard	48.562	5.775.184	6.718.338
Sum Voucher	879	177.792	200.766
Boleto	9.679	1.432.992	1.426.690

Recommendations

- Declining revenue on the weekend days as on the End of the year -> increasing marketing campaign on these days or create promotions

- Highest revenue and amount sales on bed, bath and table products, highest average sales on computer products -> Allocate a significant portion of the marketing budget to promote computer products through targeted online campaigns, emphasizing their features, quality, and versatility.

- Revenue/use of voucher could be increased

Limitations of the Analysis

- 1.Historical Data Constraints:The analysis is based on historical data, and the insights may not fully capture recent market changes or emerging trends.

- 2.Data Completeness and Accuracy:The accuracy of the analysis depends on the completeness and accuracy of the data in the Olist database. Incomplete or inaccurate data may lead to biased conclusions.

- 3.Assumption of Causation:While correlations may be identified, the analysis may not establish causation. External factors beyond the dataset could influence business outcomes.

- 4.Limited External Factors Consideration:The analysis primarily focuses on internal data. External factors such as economic conditions, industry trends, or competitive landscape are not explicitly considered.

- 5.Potential Data Gaps:There may be potential gaps in the data, especially in cases where certain information is not available or not consistently recorded.