SQL Data Analysis Project

Olist E-commerce Dataset – Key Insights & Recommendations
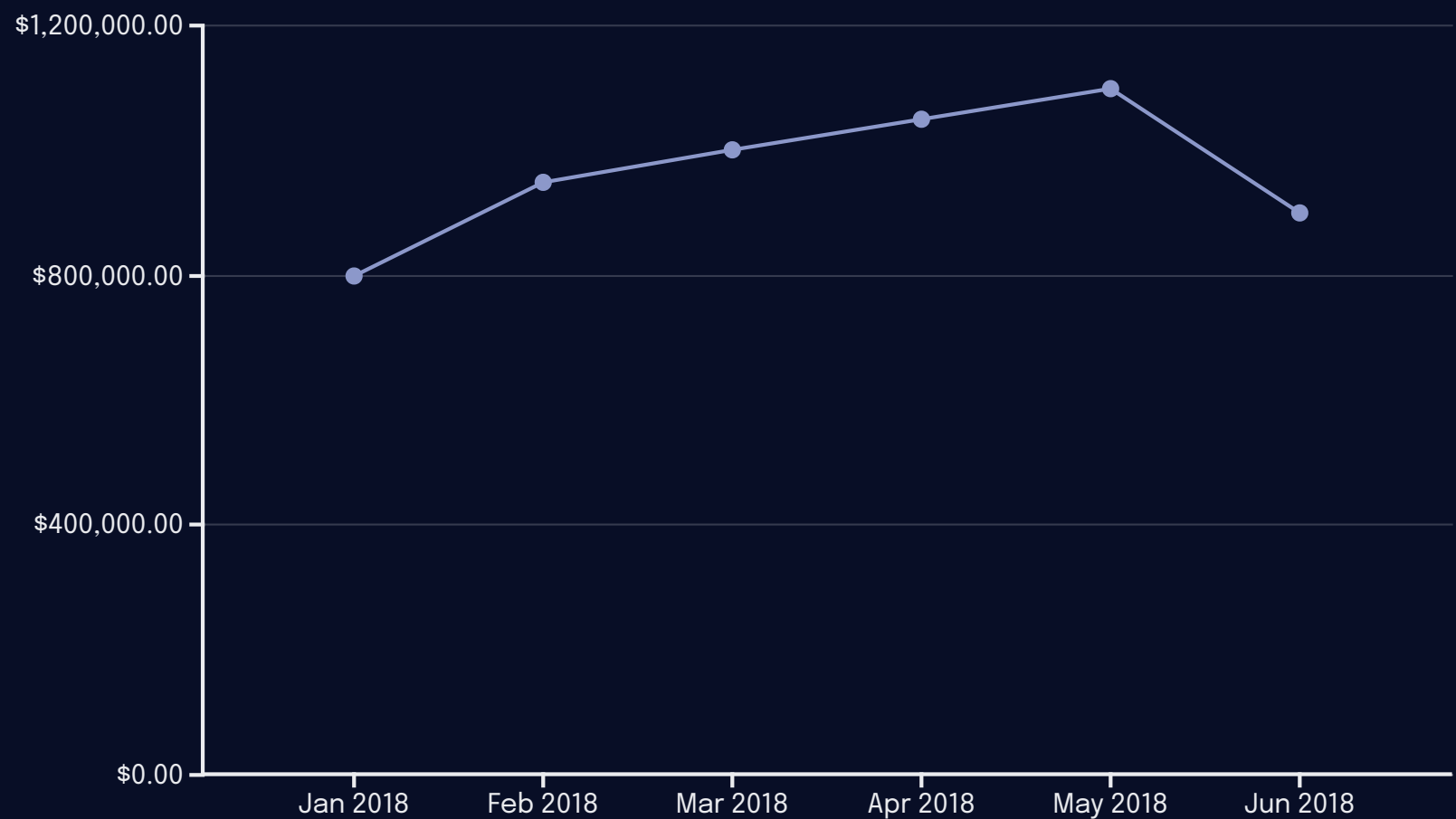
Total Revenue Overview

₹12.1M

Total Revenue

From all delivered orders, indicating high sales volume.

Monthly Revenue Trend

Revenue steadily increased from 2016 to mid-2018, peaking at ₹1.1M in May 2018. Seasonal dips suggest operational or market factors at play.

Made with GAMMA

Customer Purchase Behavior

One-Time Buyers

96,478 customers placed only a single order, highlighting a retention opportunity.

Improve Retention

Focus on loyalty campaigns and reactivation flows for these customers.

Average Revenue Metrics

Average Revenue per Order

₹159.83, indicating consistent purchase value.

Average Revenue per Customer

₹159.83, pointing to low multi-purchase behavior.

Top Performing Sellers

Top 3 Performers

Generated ₹247K, ₹237K, and ₹231K in revenue, showcasing high volume.

High Order Volume

Sellers with 900+ orders lead in performance, crucial for partnerships.

Fulfillment Efficiency

1 — **Fast Fulfillment**

Optimal times range from ~2 days, boosting customer satisfaction.

2 — **Potential Delays**

Some orders take 50+ days, indicating a need for operational improvements.

Strategic Recommendations

1   **Boost Repeat Purchases**

Implement targeted marketing campaigns for existing customers.

2   **Leverage Peak Months**

Plan promotions around high-revenue periods for maximum impact.

3   **Support Underperforming Sellers**

Provide operational audits and support for those with delays.

4   **Optimize Checkout**

Analyze preferred payment modes to streamline the purchasing process.