Olist E-COMMERCE STORE ANALYSIS

GROUP – 2

AGENDA

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2) DATA OVERVIEW

3) KEY POINT INDICATORS (OBSERVATIONS & SUGGETIONS & CONCLUSION)

4) INSIGHTS, RECOMMENDATIONS, CONCLUSION

INTRODUCTION

* Olist, the Brazilian e-commerce platform, connects businesses and customers seamlessly through its marketplace.

* Our project analyses data to understand and enhance Olist Store's performance, focusing on customer behaviours, sales patterns, product popularity, and seller performance.

* The goal is to drive growth, improve efficiency, and contribute insights for better decision-making, marketing strategies, inventory management, and seller onboarding.

* The Olist Store Analysis Project aims to elevate the e-commerce experience through brief and impactful findings.

DATA OVERVIEW

The Olist Data encompasses details on 100k orders spanning 2016 to 2018 across various Brazilian marketplaces.

It provides a multifaceted view, covering order status, pricing, payment, freight, customer location, product attributes, and customer reviews.

The dataset is comprised of several components, including information on customers, geolocation, order items, order payments, order reviews, products, and sellers.

This comprehensive dataset serves as the foundation for diverse analytical tasks, ranging from descriptive analysis to forecasting and predictive analysis.

It enables insights into customer behaviour, product performance, and overall operational efficiency within the Olist e-commerce ecosystem.

KPI 1– Weekday Vs Weekend Payment Statistics.

Observations:

- Payment analysis shows a 77% weekday preference, with 2018 marking peak payments on both weekdays and weekends.

- Order timestamp data is crucial for understanding customer behaviour.

- Sao Paulo leads in both weekday and weekend orders. Monday tops weekday payments, Sunday for weekends, primarily through credit cards.

- The highest transaction, 2.01M, occurs on Monday via credit card.

- March to August witnesses the sales peak with 61.73k orders.

- These insights guide Olist in optimizing weekend sales and targeted promotions for improved business performance.

Weekday Vs Weekend Payment Statistics

● Weekday ● Weekend

Weekend 22.79%

Weekday 77.21%
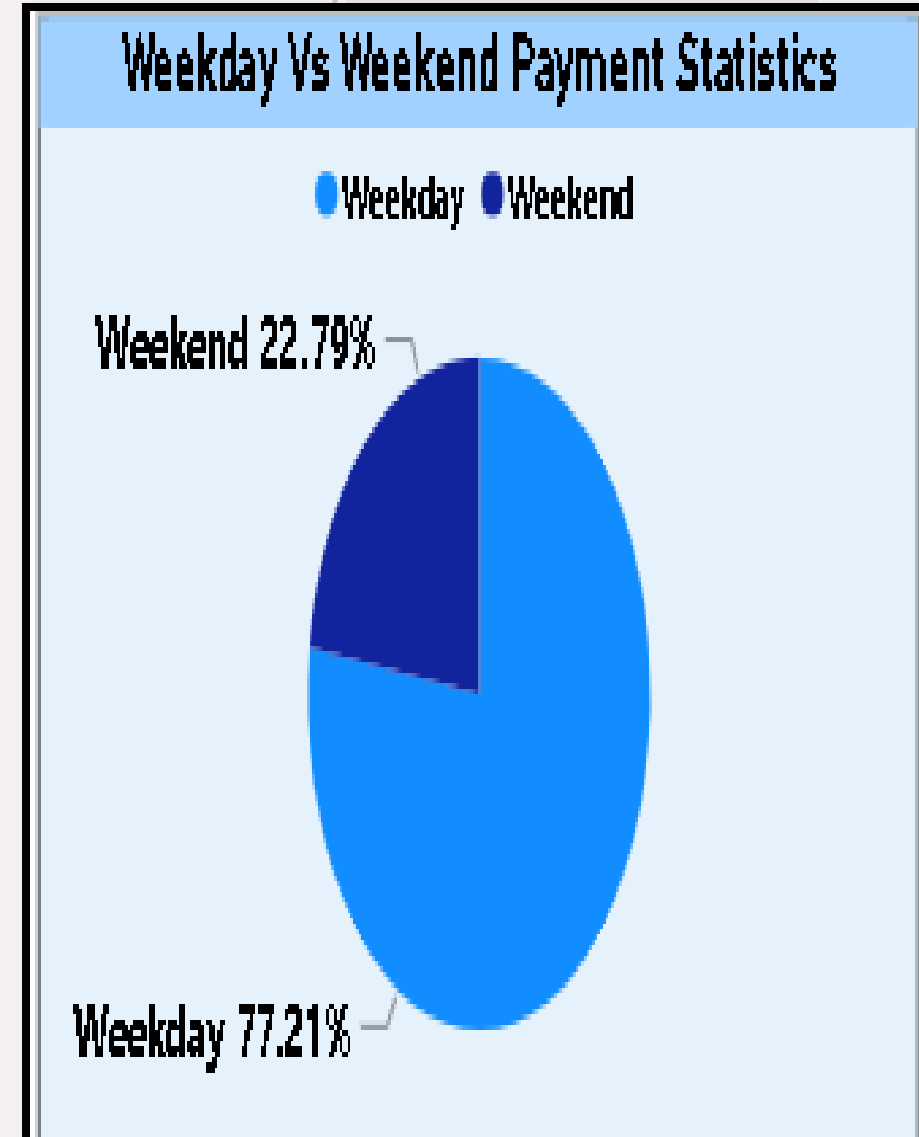
Suggestions for Weekend Sales Boost:

To increase weekend sales, the implementation of special offers exclusively on weekends presents a lucrative opportunity for increased revenue generation.

Conclusion:

Recognizing the higher customer engagement on weekdays due to relaxed schedules, strategic marketing initiatives like exclusive weekend offers, promotions, and discounts present opportunities for increased revenue. Moreover, analysing weekdays versus weekends enables customer segmentation and personalized marketing, optimizing inventory management for peak shopping periods.

These insights collectively contribute to enhancing weekend sales and overall business performance.

KPI 2–Number of Orders Vs Review Score Using Credit Card.

OBSERVATION:

* Analysing the customer payment database using a bar chart reveals that credit card payments dominate, constituting 73,806 orders.

* The highest number of orders (43,791) with a stellar review score of 5 comprises 57.80% of total credit card orders, indicating customer satisfaction.

* However, there's a notable gap between review scores 5 and 4 (33.37%).

* To further improve, attention should be given to lower review scores (1, 2, and 3), with careful consideration of customer feedback for targeted enhancements and increased overall satisfaction.

Payment Type and Review Score
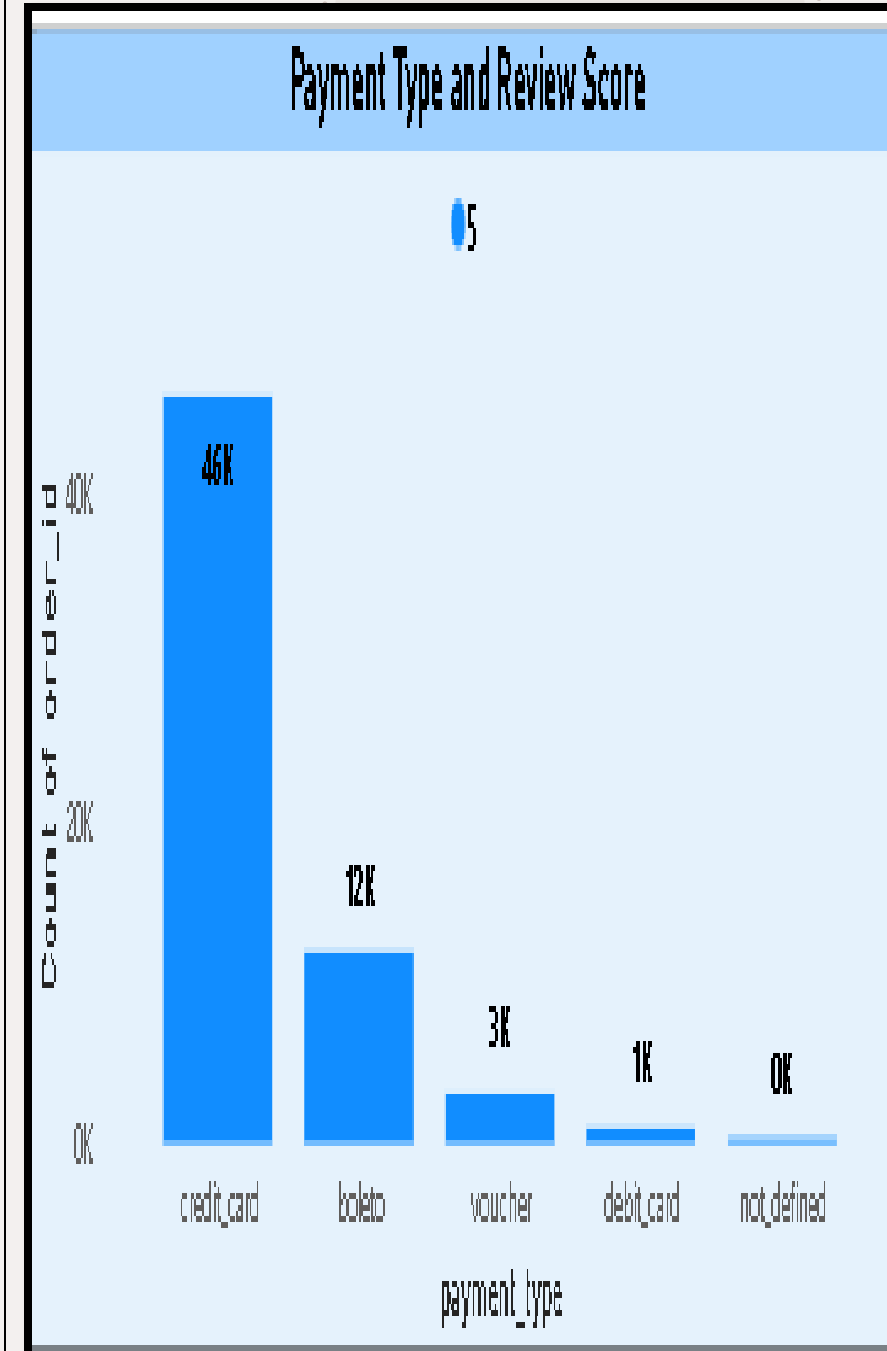
- **SUGGESTIONS:**

To improve review scores for credit card transactions, Olist should enhance communication with customers providing lower scores and promptly address their concerns. Implementing feedback solutions and incentivizing positive reviews can encourage customers to share positive experiences. Strengthening customer support and closely monitoring review trends will contribute to an overall improvement in customer satisfaction and elevate review scores.

CONCLUSION:

- **Positive Relationship:** Credit card users demonstrate higher satisfaction, reflecting trust and convenience, resulting in positive reviews and overall shopping experiences.

- **Reliability and Security:** Credit card usage adds a layer of security, enhancing trust and reliability, leading to higher review scores.

- **Enhanced Customer Experience:** Credit card transactions offer convenience and a faster checkout process, positively influencing review scores and potentially increasing customer loyalty.

- **Influencing Factors:** While credit card usage contributes to a positive shopping experience, factors like product quality, customer service, and shipping also impact review scores.

KPI 3–Average Number of Delivery Days for Pet Shop

Observations:

* Overall average delivery time: 11 days.

* Significant decrease in average delivery days from 2016 (21 days) to 2018 (13 days).

* State AL experiences a delay of 33 days compared to the average delivery time.

* Maximum average delivery days (20 days) linked to "movies escritoire."

* Minimum average delivery days (5 days) associated with "artese artesanato."

* Varied delivery times highlight the importance of addressing and optimizing delivery processes for improved customer satisfaction and operational efficiency.

Average of Shipping Days by Product

audio dvds_blu_ray eletronicos cool_stuff pet_shop

11 (18.02%)
13 (21.38%)
12 (19.64%)
13 (20.51%)
13 (20.45%)
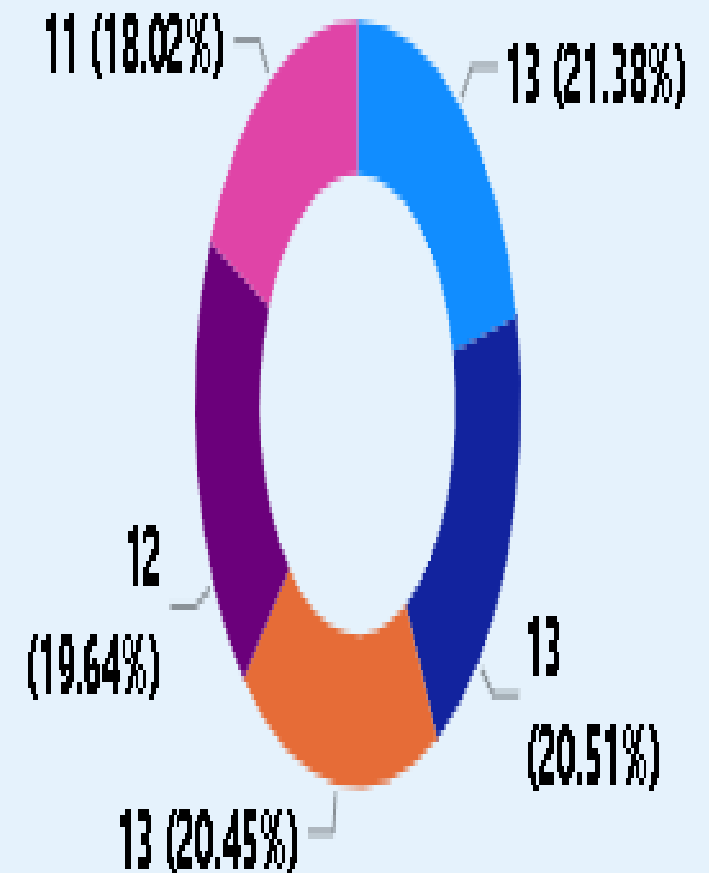
- SUGGESTION:

To improve delivery efficiency, focus on State AL's significant delay, analyze factors affecting "movies escritoire" delivery, and continue overall process enhancement.

Proactive customer communication and technology integration for route optimization will further boost satisfaction.

CONCULSION:

- **Efficiency Indicator:** Reflects operational efficiency; a lower average implies prompt task completion, potentially elevating customer satisfaction and overall performance.
- **Timeliness of Fulfilment:** Indicates order processing, packaging, and delivery speed; a shorter average enhances the customer experience.
- **Process Optimization:** Identifies bottlenecks and inefficiencies, aiding in operational streamlining and productivity improvement.
- **SLA Adherence:** Evaluates adherence to service level agreements; comparing the average against targets guides improvements to meet or exceed customer expectations.

KPI 4–Average Price & Payment Values for Sao Paulo

Observations:

- Customers in Sao Paulo show distinctive behaviour with a higher average price (119) and payment value (171) compared to other locations.

- Over 76% of orders from Sao Paulo receive more than a 3.5-star rating, close to the overall average of 4.09.

- Timely deliveries are crucial, as orders exceeding 30 days significantly lower the average review score to 1.87.

- Both the highest and lowest review scores are associated with varying shipping days.

- Delivery days' increase corresponds to higher costs, highlighting the importance of efficient delivery processes and their impact on customer satisfaction and associated expenses.

Average Payment and Price of Dao Paulo City
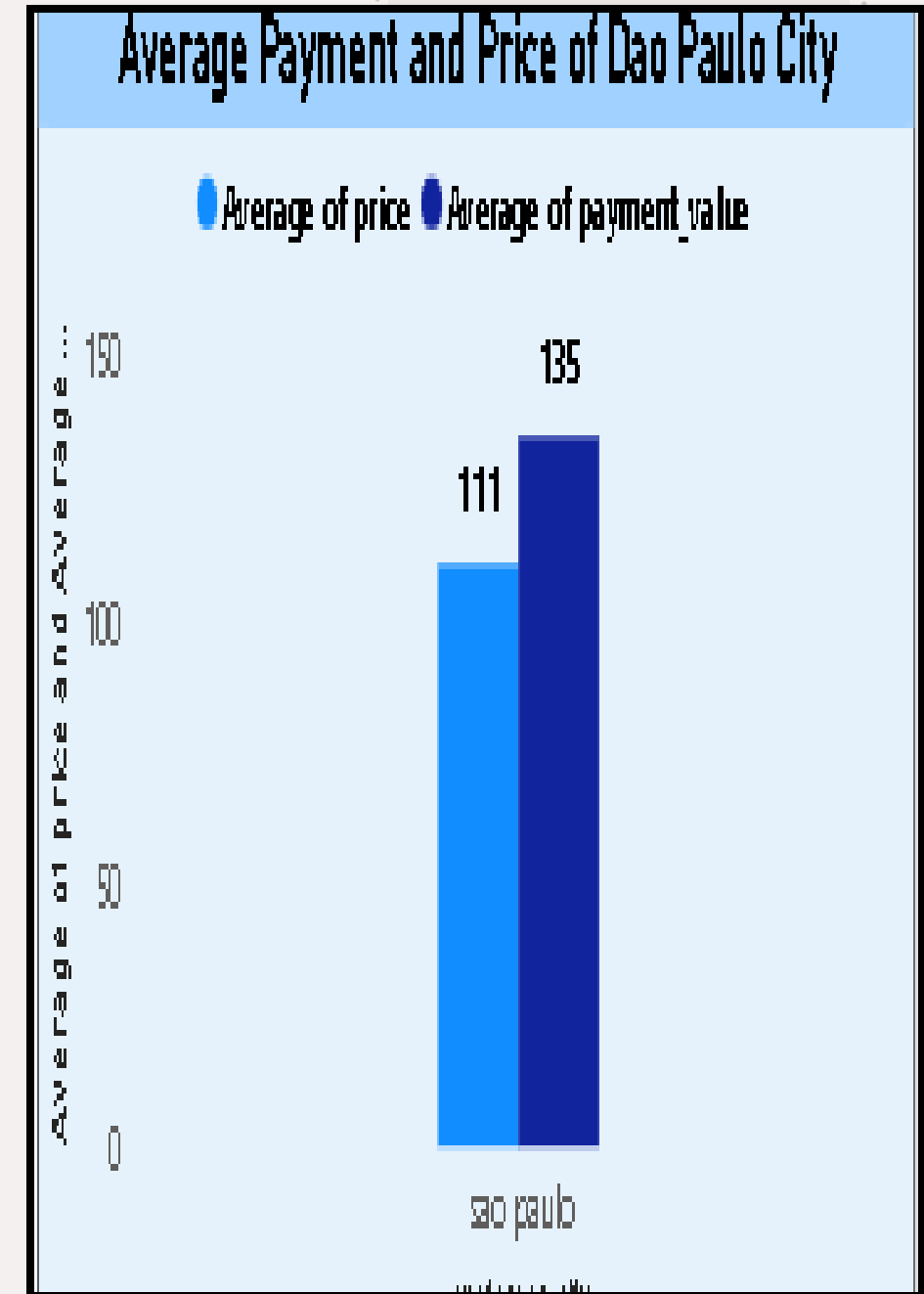
SUGGESTIONS:

* **Optimize Delivery Speed:** Streamline logistics for quicker deliveries, especially for orders exceeding 30 days.

* **Clear Communication:** Communicate expected delivery times to manage customer expectations and minimize dissatisfaction.

* **Cost-Efficiency Strategies:** Identify cost-effective measures for delivery without compromising service quality, addressing exceptions in cost increases.

CONCLUSION:

* The higher average price and payment values in Sao Paulo indicate a potentially higher income level. Tailoring marketing and product strategies for this segment is essential.

* Offering competitive prices aligned with customer expectations, identifying unique value propositions, and emphasizing quality and superior customer service can optimize pricing strategies and maintain a competitive edge in the market.

- **KPI 5–Relationship Between Shipping Days Vs Review Score**
  Observations:

- Average satisfaction rating: 4.07/5, indicating positive feedback for Olist services.

- Quicker delivery (11 days) correlates with higher review scores, while longer shipping (21 days) corresponds to lower ratings.

- Maximum average score of 21 linked with the least review score (1), indicating extended delivery times.

- Over 76% of orders receive more than a 3.5-star rating, close to the overall average of 4.09.

- Delivery days exceeding 30 result in an average score of 1.87, significantly lower than the overall average, emphasizing the impact of timely deliveries on customer satisfaction.

Relationship between Shipping days and Review Score
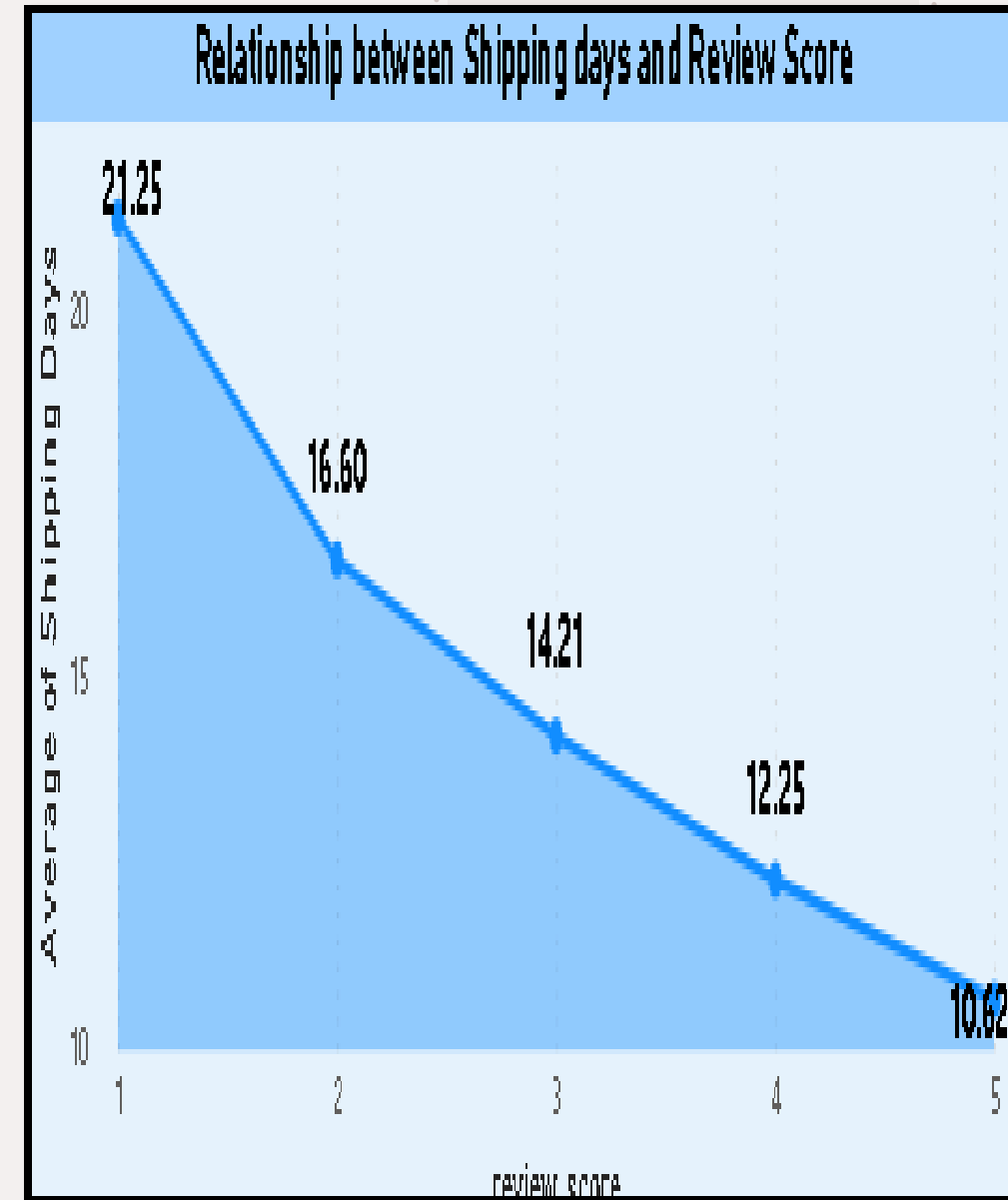
SUGGESTIONS:

 To enhance customer satisfaction, prioritize swift deliveries, keeping shipping times under 30 days. Implement efficient logistics, clear communication on delivery times, and consider incentives for timely deliveries to maintain positive feedback. Regularly monitor and optimize shipping processes to align with customer expectations and elevate overall satisfaction.

CONCLUSION:

Conclusion: Swift deliveries, under 30 days, are pivotal for customer satisfaction. Optimizing logistics, clear communication, and incentives for timely deliveries are essential to uphold positive feedback. Continuous improvement in shipping processes is vital for aligning with customer expectations and sustaining high satisfaction levels.

Insights:

- Olist has 99,440 orders with a 90.44% delivery success rate.
- Average product rating is 4.09 stars, varying across categories.
- 1-star reviews rank third, indicating potential quality issues.

Recommendations:

- Monitor customer reviews for product quality insights.
- Investigate delivery delays and enhance tracking systems.

Conclusion:

- Used Excel, MySQL, Tableau, and Power BI for data analysis.
- Focused on key indicators like Average Payment Value, Shipping Days, and Review Score.
- Regular monitoring and improved tracking can enhance Olist's service satisfaction.

THANKYOU