

OLIST PERFORMANCE ANALYSIS

FISCAL YEARS 2017 & 2018
SELLER INSIGHTS AND RECOMMENDATION

BY SAMUEL LAM

The bottom of the slide features several overlapping, wavy, organic shapes in various shades of blue and purple, creating a modern, abstract background element.

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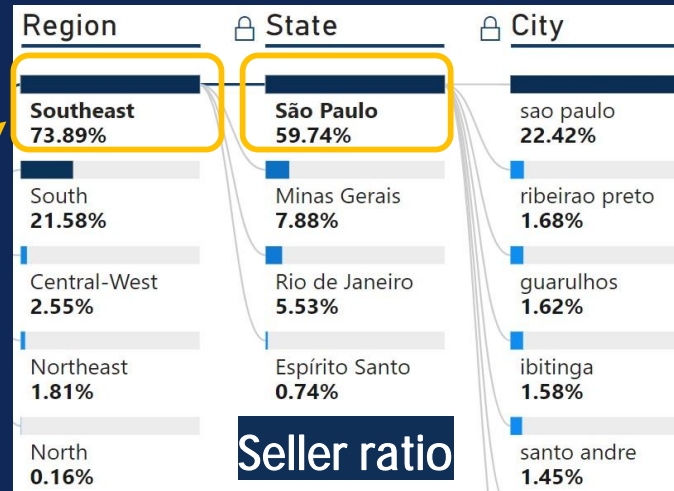
- Seller total sales
- Seller average sales
- Seller sales growth
- Seller partnership

SELLER TOTAL SALES

- 5 regions, 27 states
- Total number of sellers: **3905**
- Total sales: **R\$ 13.6M**
- Top total sales:
 - SE region
 - 73.9% of all sellers
 - 78.7% of total sales
 - São Paulo state
 - 59.7% of all sellers
 - 64.8% of total sales

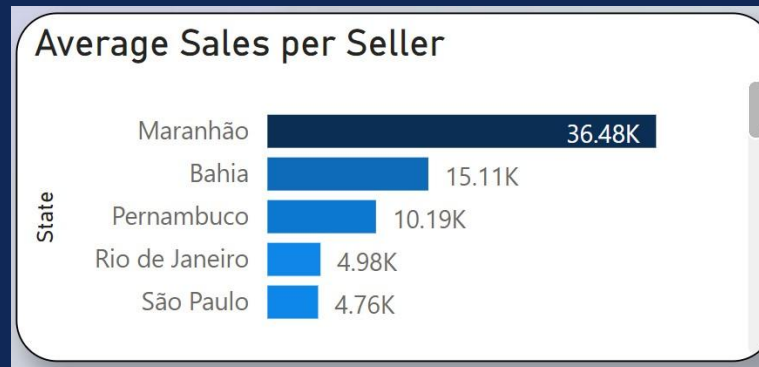
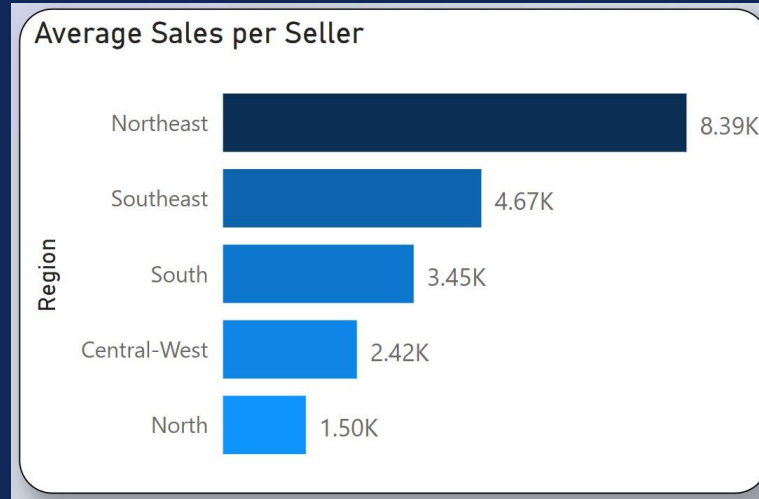
FY17: 1st Sep 2016 – 31st Aug 2017

FY18: 1st Sep 2017 – 31st Aug 2018



SELLER AVERAGE SALES

- Top average sales:
 - NE region
 - Account for only 1.81% of all sellers
 - Average sales greater than SE by 79.7%
 - Maranhão, Bahia, Pernambuco states
 - Account for only 0.93% of all sellers
 - Average sales greater than São Paulo by 114% - 666%
- ❖ *Potential high-quality sellers in these regions and states*



SELLER SALES GROWTH

○ Top sales growth:

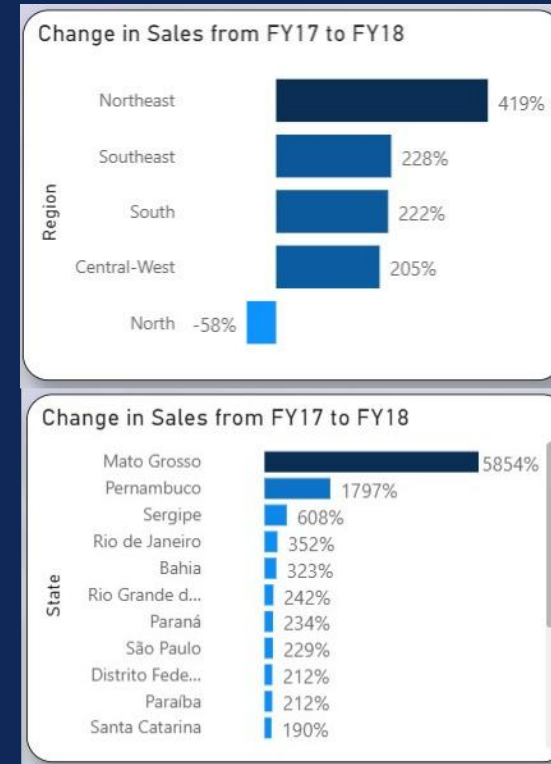
- Region: NE 419% vs SE 228%
- State (region): Mato Grosso (Central-West), Pernambuco (NE), Sergipe (NE)
 - ❖ *Account for only 0.48% of all sellers → Opportunity to drive increased sales by partnering more local sellers*

○ Underserved states without seller:

- Roraima (N), Amapá (N), Tocantins (N), Alagoas (NE)

❖ Recommendation

- ✓ Attract new seller and expand seller coverage of regions/states with high average sales and growth rate
 - region: **NE**, states: **Maranhão, Bahia, Pernambuco, Mato Grosso, Sergipe**
- ✓ Evaluate the feasibility of partnering sellers in **Roraima, Amapá, Tocantins, Alagoas**
- ✓ Provide attractive partnering package and supporting resources to new seller



States without seller:
Roraima,
Amapá, Tocantins, Alagoas

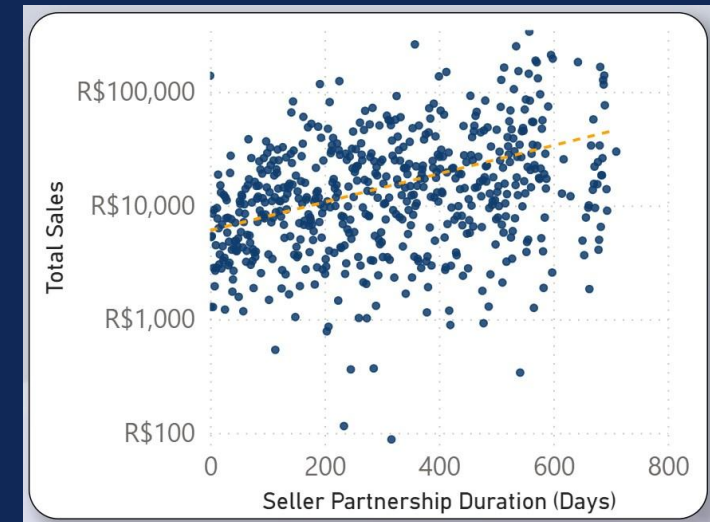
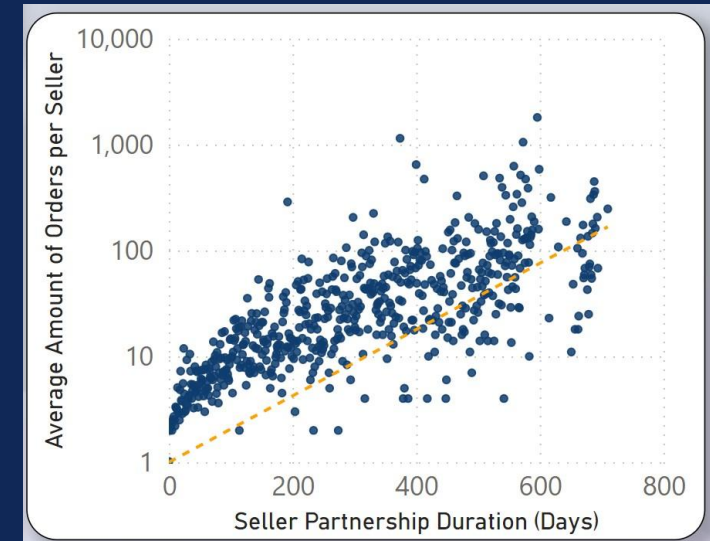


SELLER PARTNERSHIP

- Partnership duration: 0 – 710 days
- Longer duration → higher sales, amount of orders
 - logarithmic correlation (longer duration → more significant growth)

❖ Recommendation

- ✓ Encourage seller to build long partnership
- ✓ **Seller performance-based incentives**
 - E.g. tiered commission rates, badges system, marketing exposure opportunities based on metrics e.g. total sales, total order amount, average sales per order, growth in sales, growth in order amount
- ✓ **Seller Loyalty Schemes**
 - Discounts on using Olist's platform such as listing fees, subscription fee
 - Priority support for swift assistance





THANK YOU

Samuel Lam

freefungj@gmail.com

<https://samuel-lam1.github.io/>