

OLIST is an e-commerce platform in Brazil that enables Small and medium business, along with other brands to build digital presence by taking care of product listing, inventory, orders, customer support, payments and pricing. The company open sourced its data for the time span 2016 - 2018. The dataset contains the following information ,

1. MQL and other attributes of a lead, the columns include

mql_id	The unique identifier for every incoming lead
seller_id	Unique seller id that connects the sellers data.
sdr_id	The sales development representative who has initial conversation with lead
sr_id	The sales consultant who consults the incoming lead
won_date	The date in which leads gets converted into a seller on OLIST.
business_segment	The business segment lead belongs to.
lead_type	The lead type.
lead_behaviour_profile	The lead profile that SDR maps based on necessary information.
has_company	Tells if the seller has company of his own.
has_gtin	Tells whether the seller has gtin number of his own.

business_type	The type of business the seller belongs to.
declared_product_catalog_size	The size of the product catalog.
declared_monthly_revenue	The monthly revenue for the seller
first_contact_date	The first date that the lead made contact with OLIST
landing_page_id	The landing page from which lead originated
origin	The media from which lead got to acquired from.
seller_zip_code	The zip code for business
seller_city	The city of seller
seller_state	The state of seller
landing_page	The landing page that the lead got acquired from.

Business advancements proposed :

1. Match SDR and SR with the correct client for positive conversion. Will help in optimizing the resources of the organisation.
2. Predict the conversion time for the partner to get on board, which help the business plan better for
  - a. Overall profits and revenue.

b. The traffic of products in areas.

The link to the dataset  
is

<https://www.kaggle.com/olistbr/brazilian-ecommerce>

<https://www.kaggle.com/olistbr/marketing-funnel-olist/home>