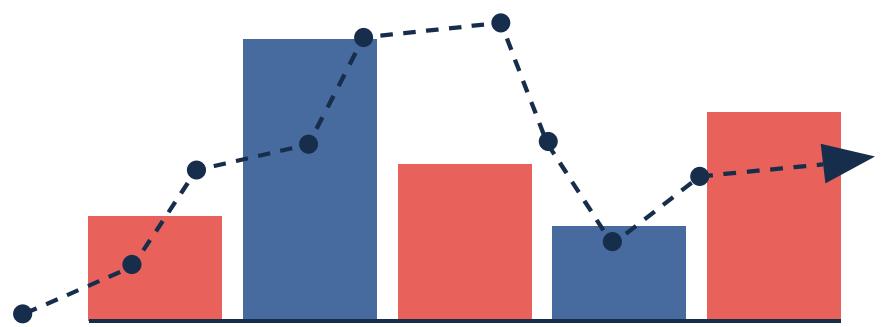




Olist Seller Analysis: Manufacturer and Reseller

Amna Hussain
Sayed Murtadha Al-Alawi
DAB - 16



Scenario

Olist is facing challenges in recruiting reliable sellers as the marketplace expands, with the current onboarding process unable to effectively filter out problematic applicants. The key question is: **how do manufacturers and resellers perform differently, and which sellers contribute most to growth and revenue?**



Approaches

1. Sellers perform in terms of **revenue, delivery, product presentation, and review** Performance
2. successful sellers
- 3.Underperforming sellers
- 4.Are Employees Choosing the Right Sellers?
- 5.Sellers compare across business types
- 6.Resellers perform compared to **manufacturers** in terms of revenue, delivery, and review Performance
- 7.Are **Resellers** the most successful sellers?
- 8.Price gap between resellers and manufacturers

Total Seller

3,095

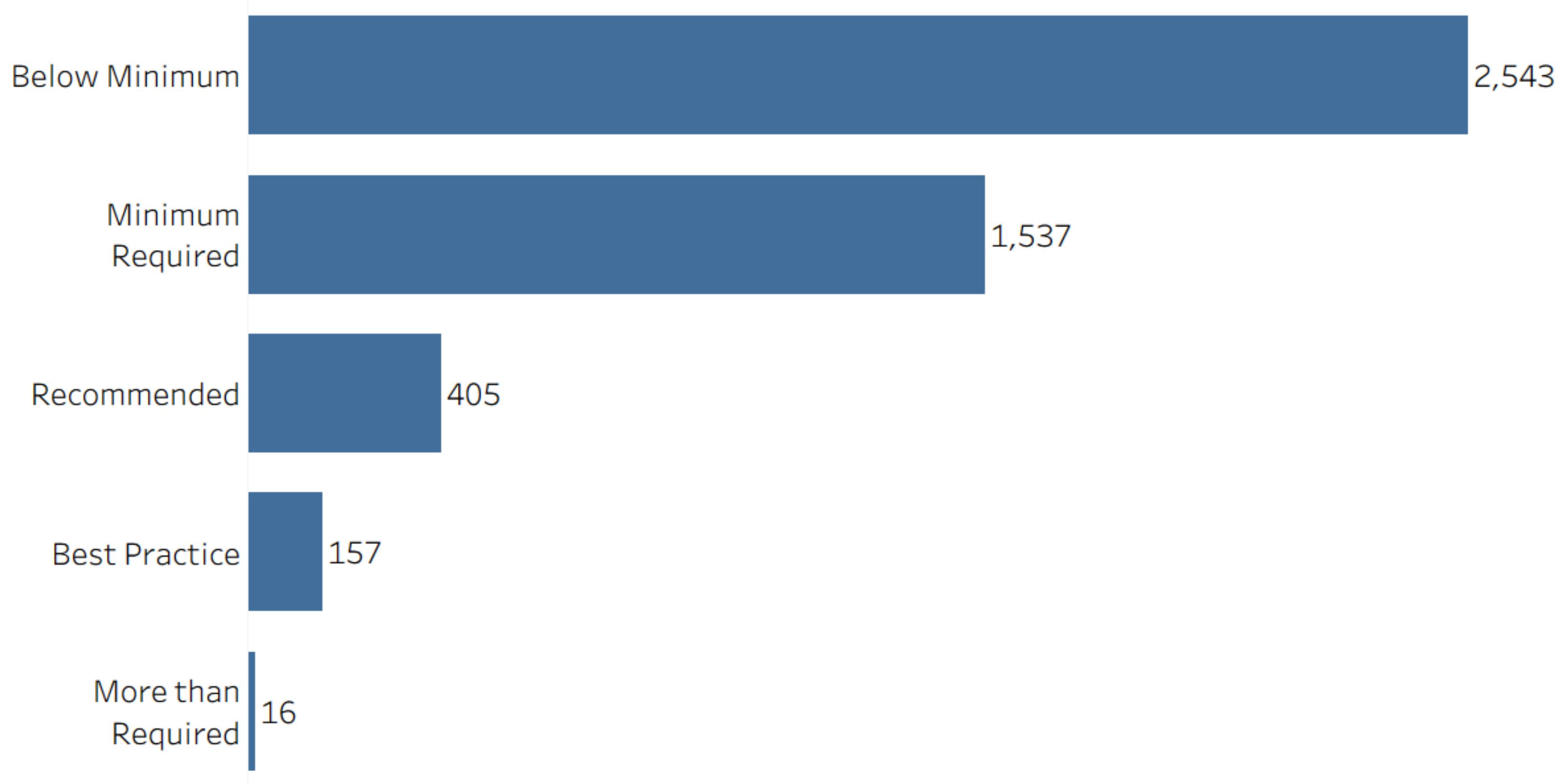
Number of Seller Id

\$15,8M

Total Revenue

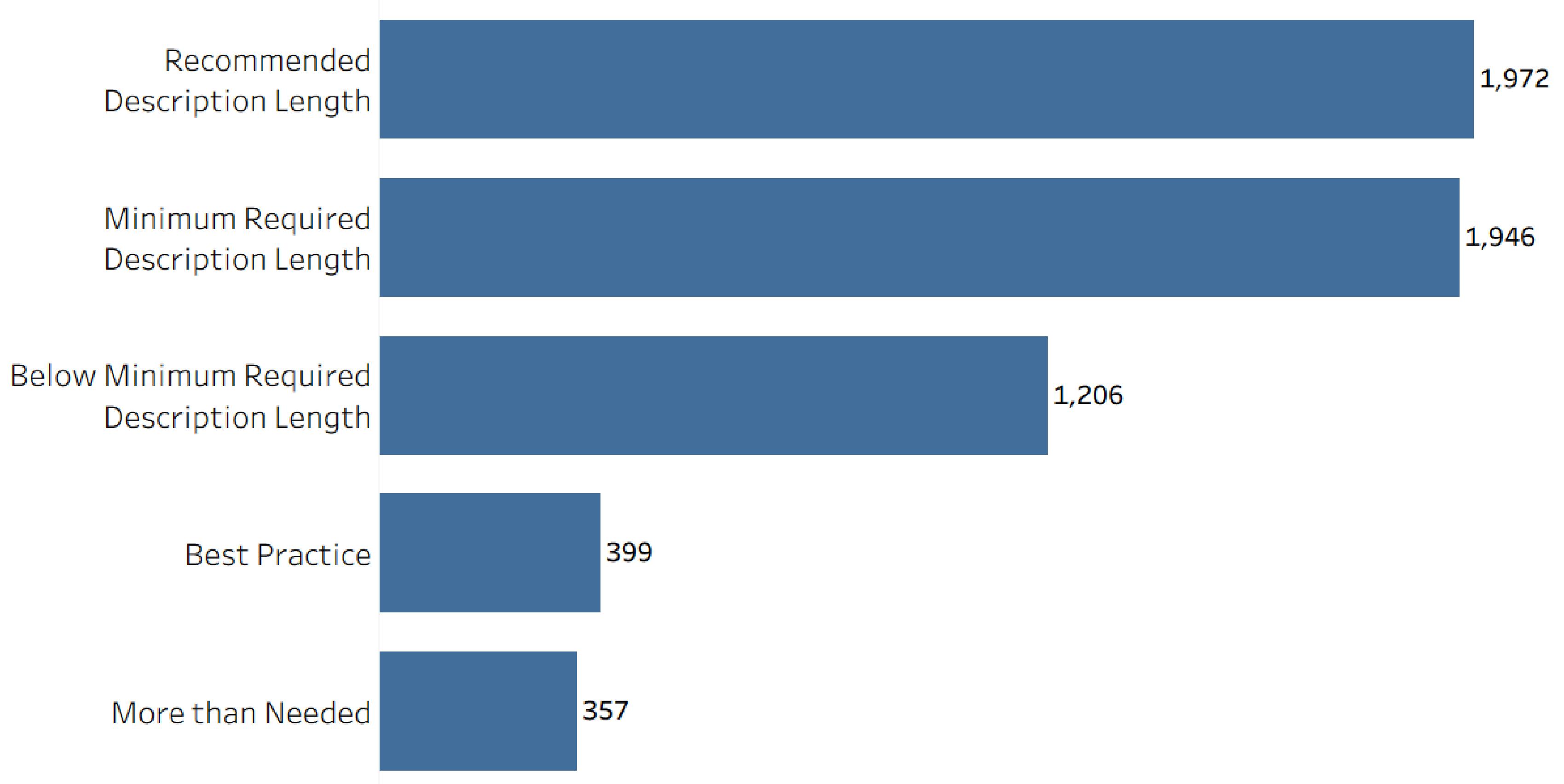


Product Photo Quantity by Seller



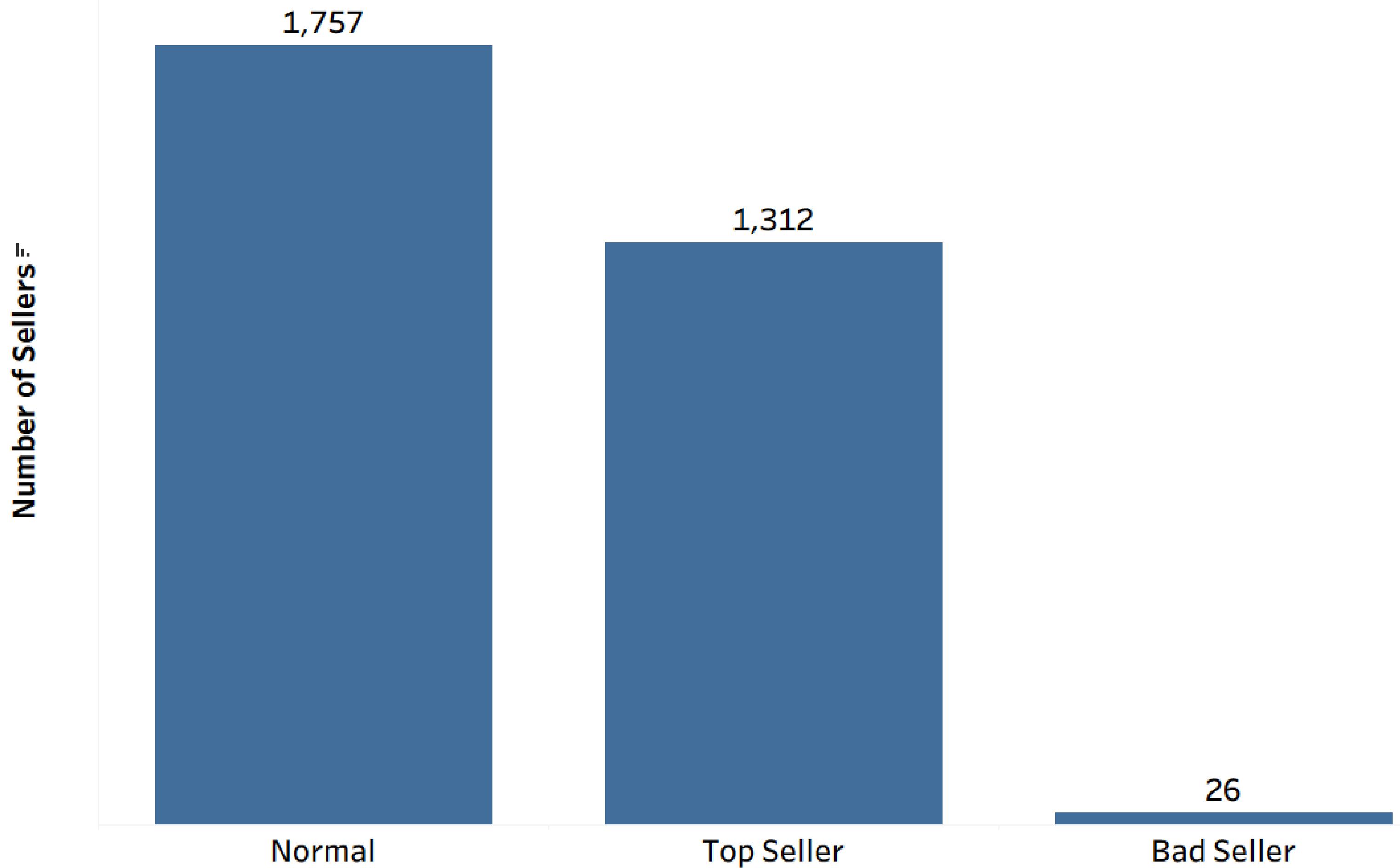
Number of Sellers

Product Description Length for Seller

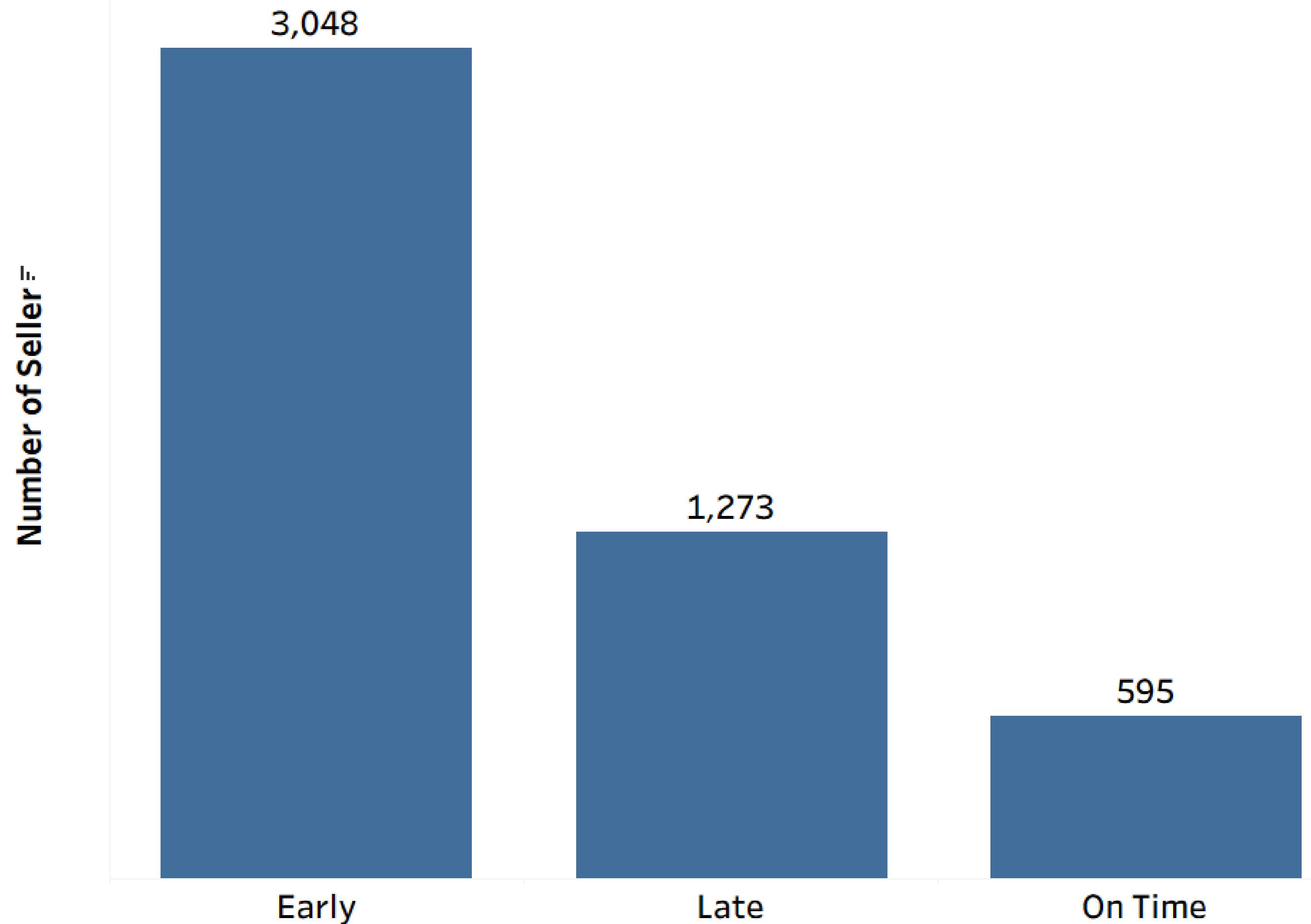


Number of Sellers

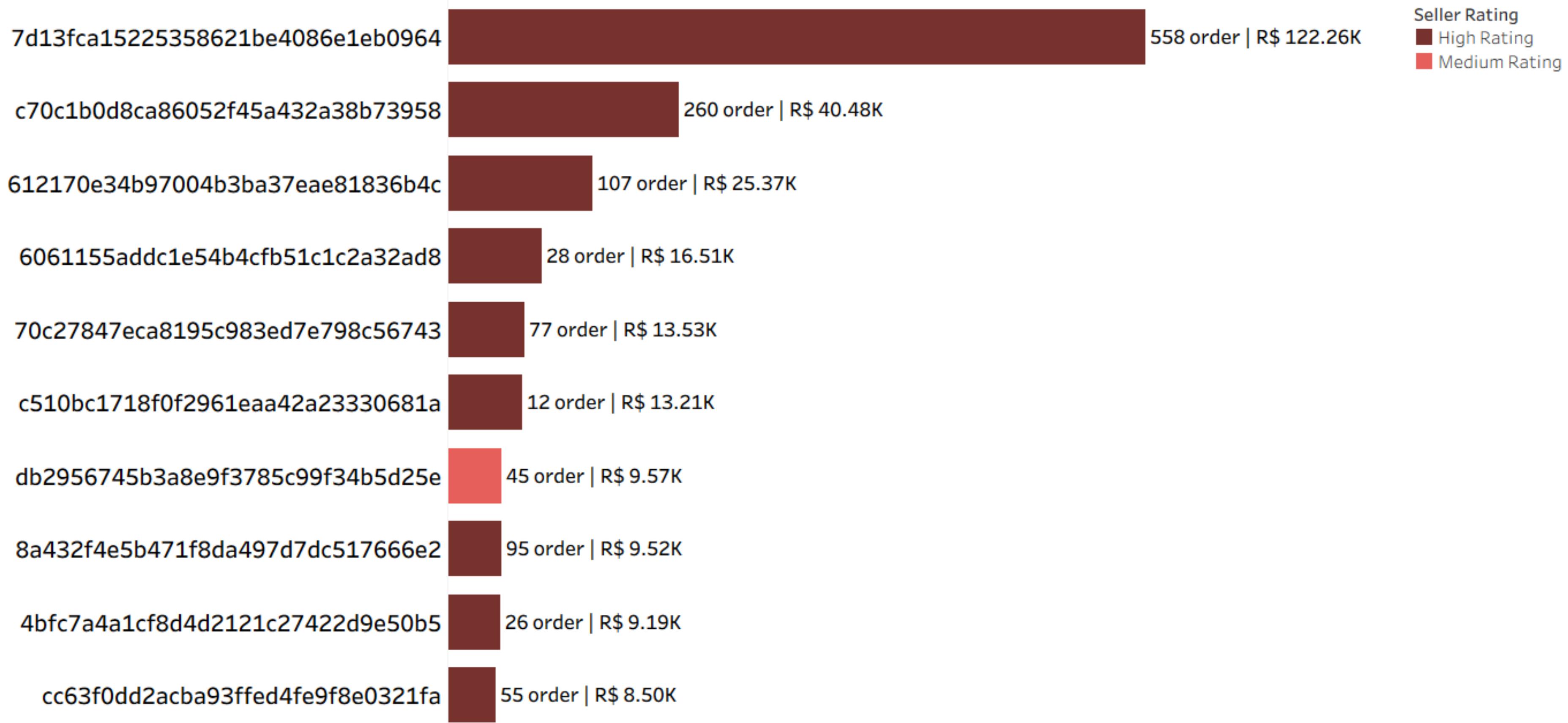
Seller's Performance Based on Review



Delivery Performance by Sellers

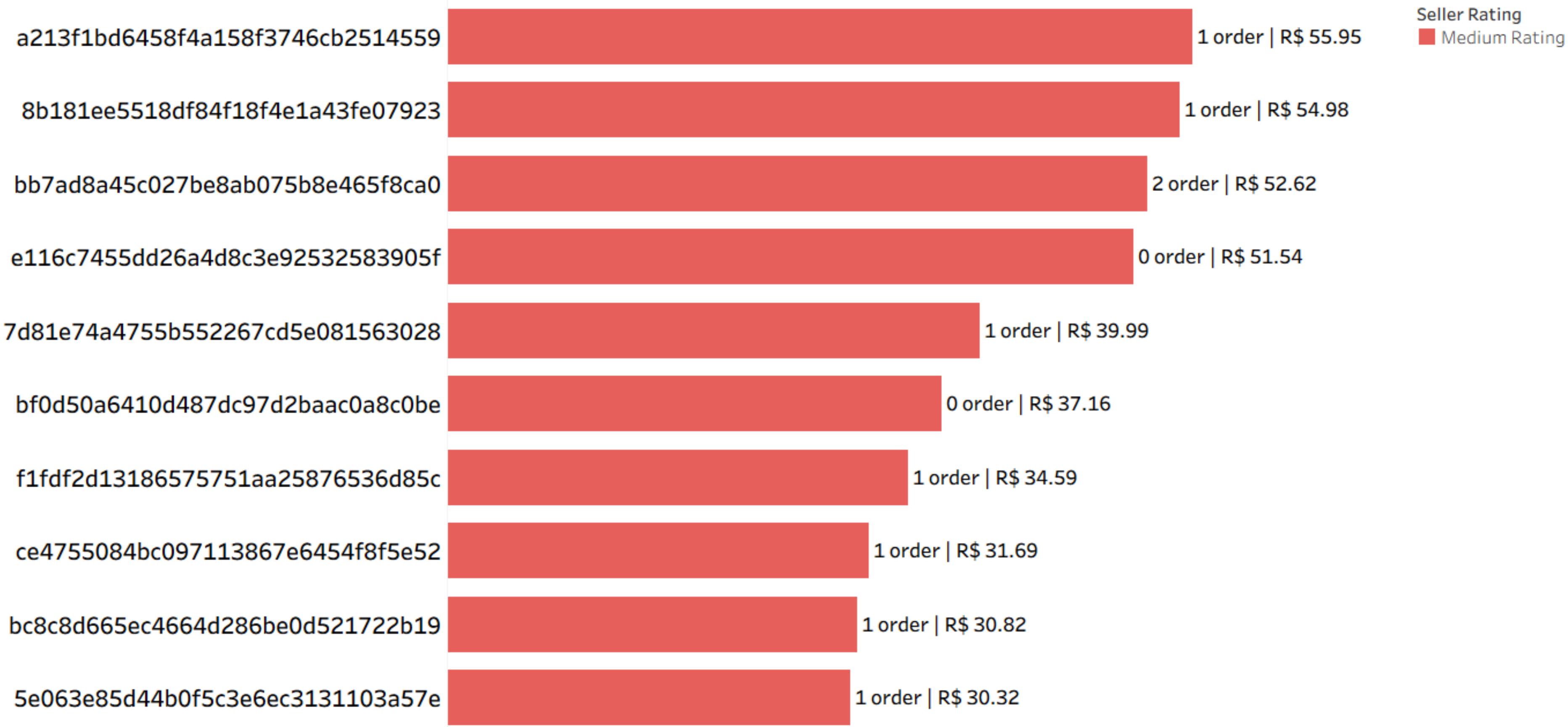


10 Successful Sellers



Revenue for each Seller

10 Undepforming Seller



Revenue for each Seller =

Sample of Seller

825

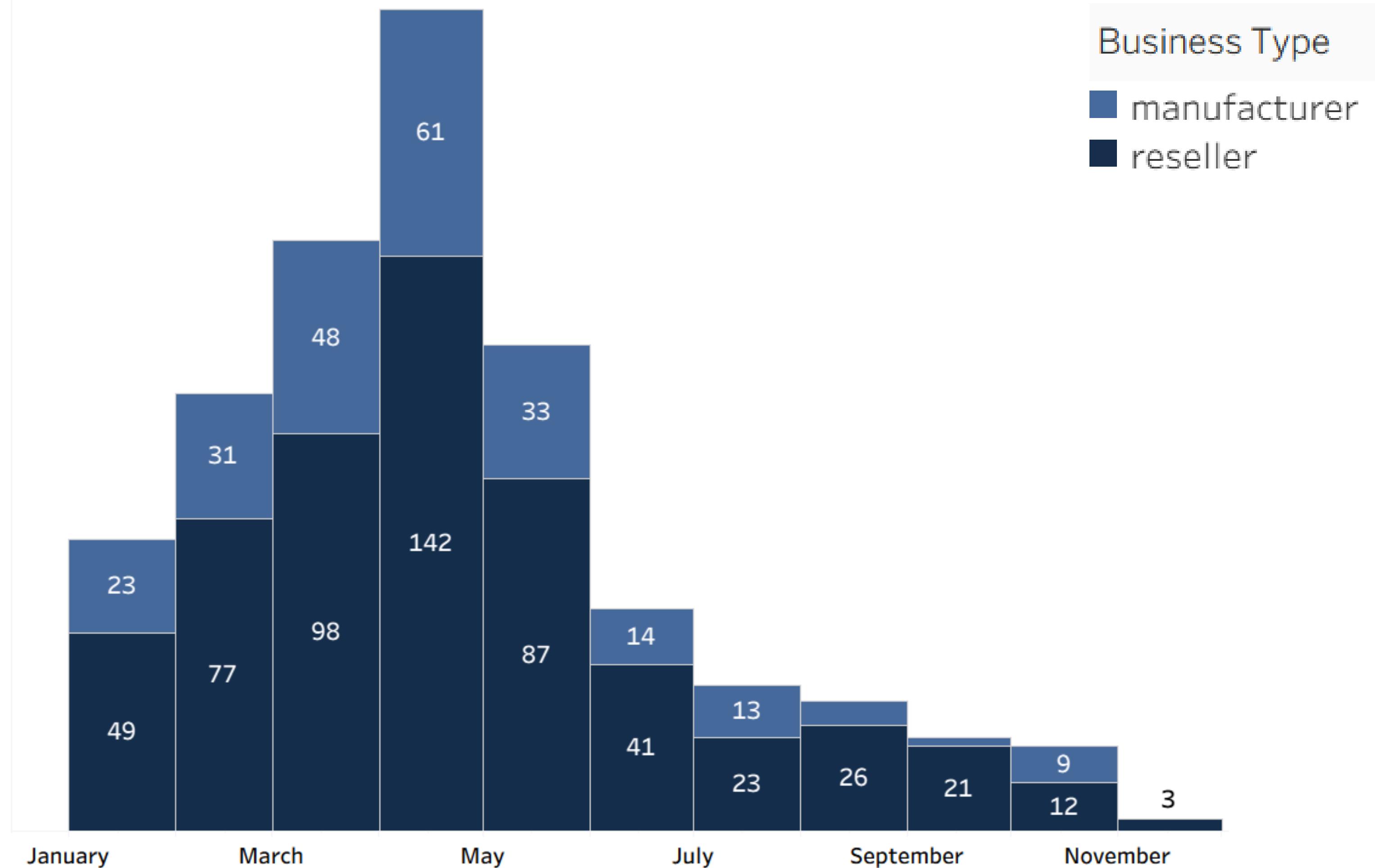
Number of Seller Id

\$728K

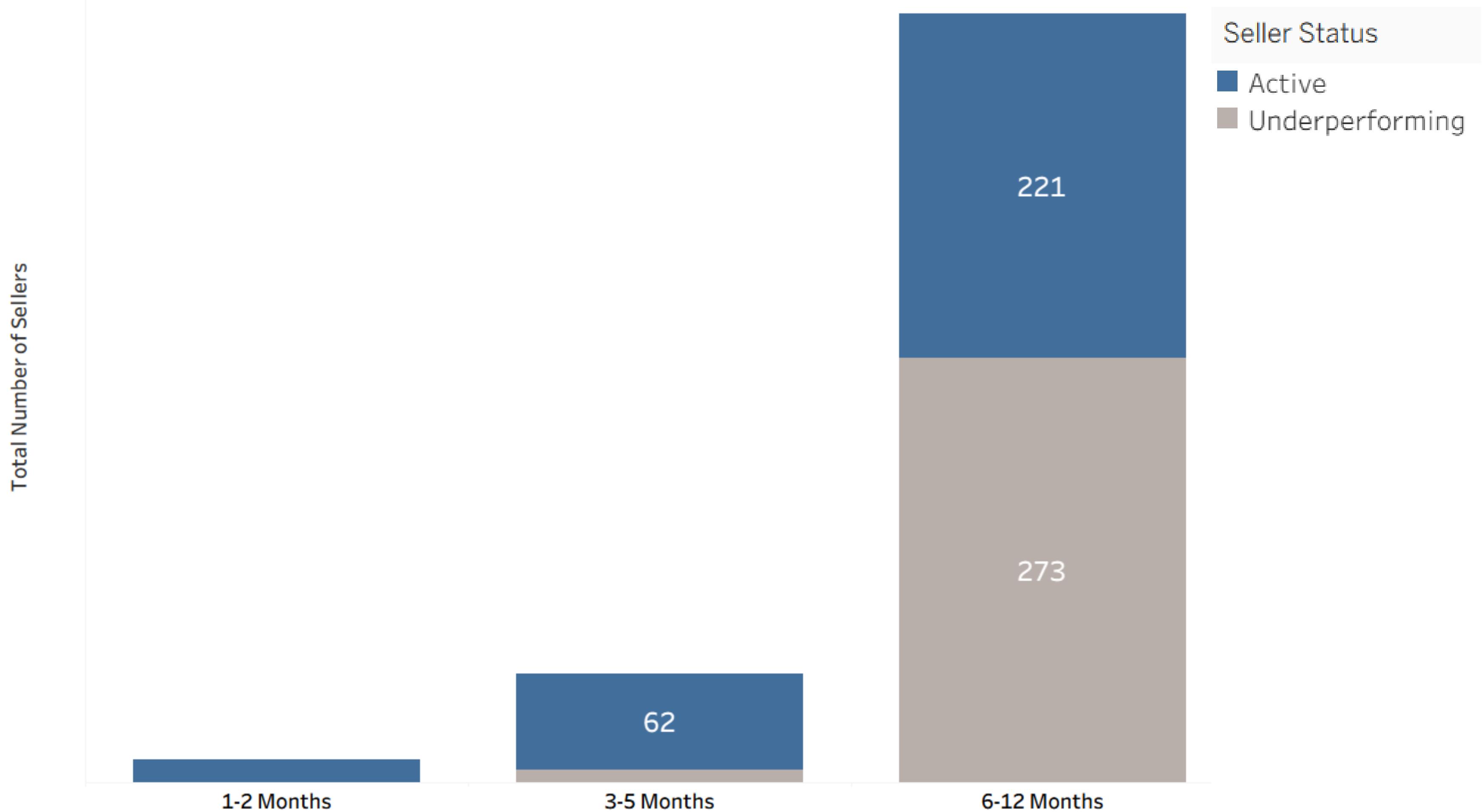
Total Revenue for closed deals

Seller Growth and Activity Overview

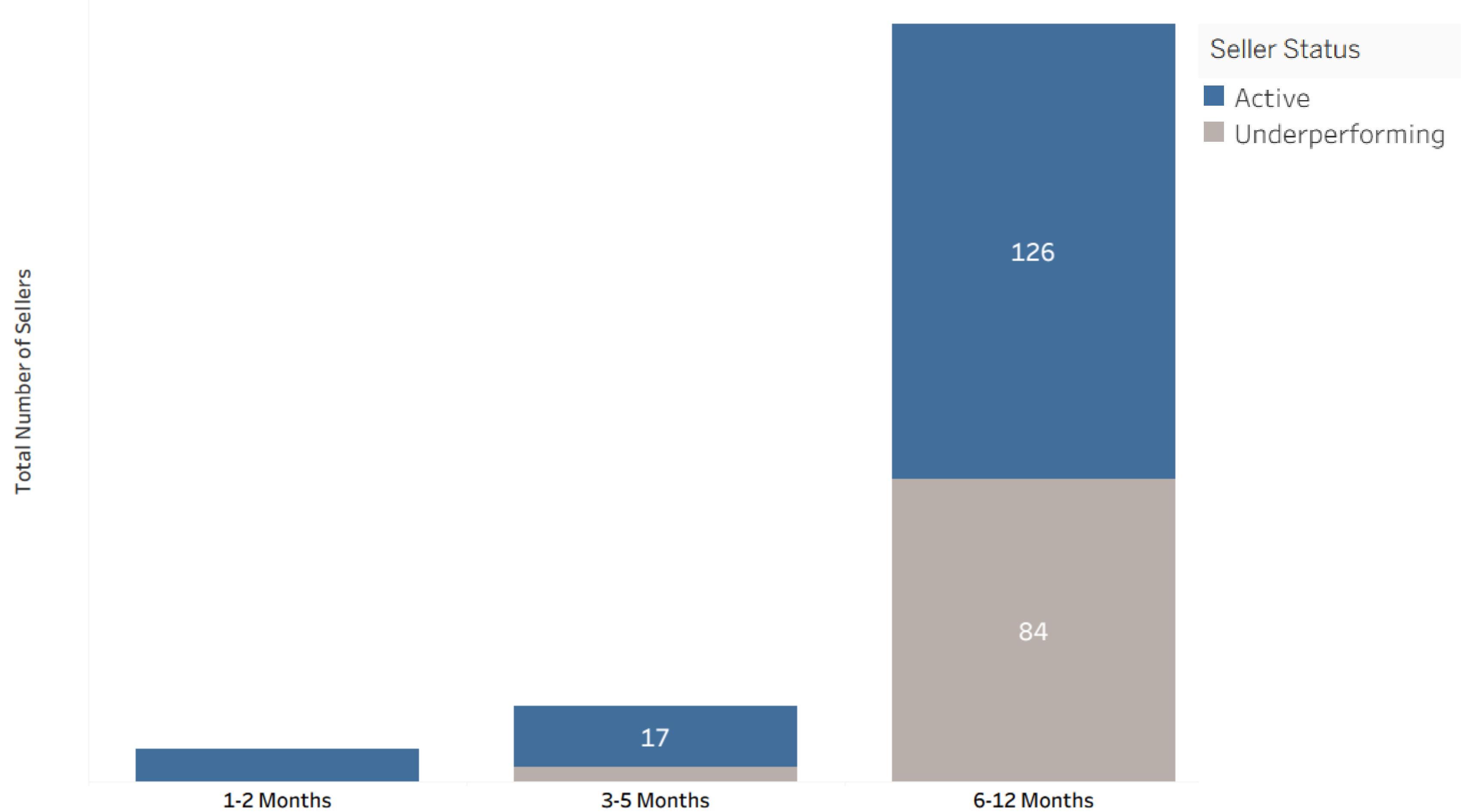
Total New Clients per month



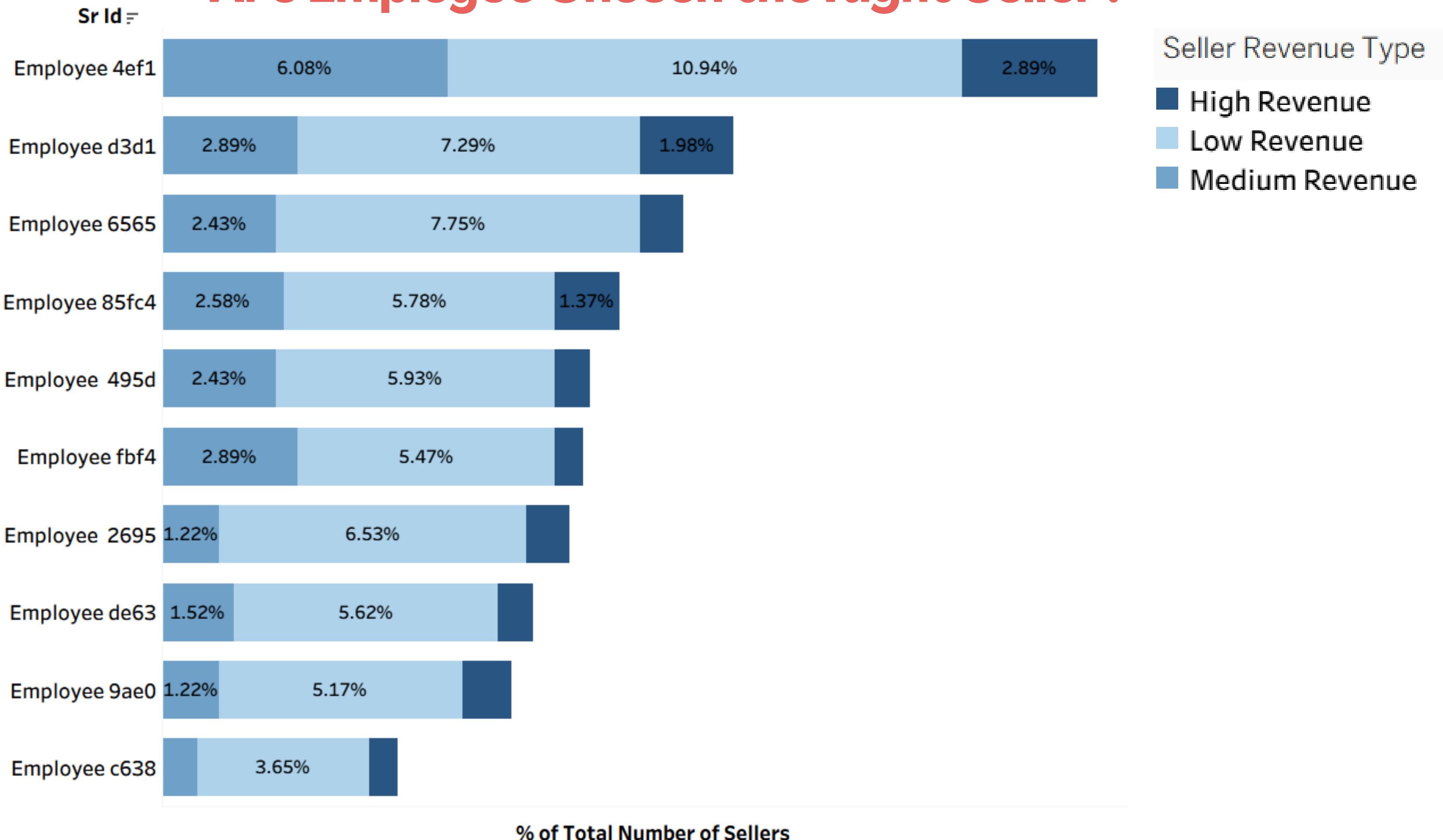
Seller Activity by Status Across the Year (Resellers)



Seller Activity by Status Across the Year (Manufacturer)

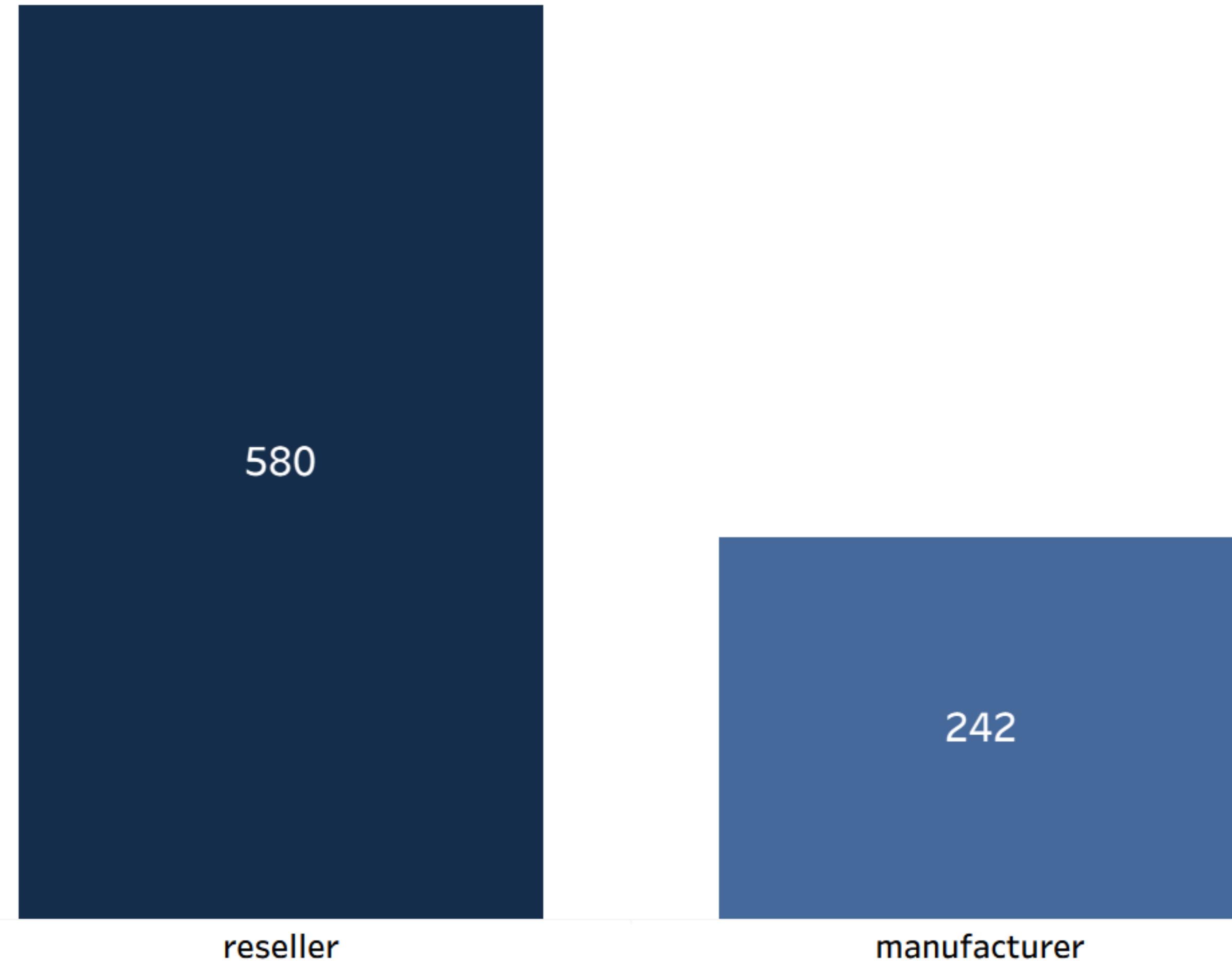


Are Employee Chosen the Right Seller?

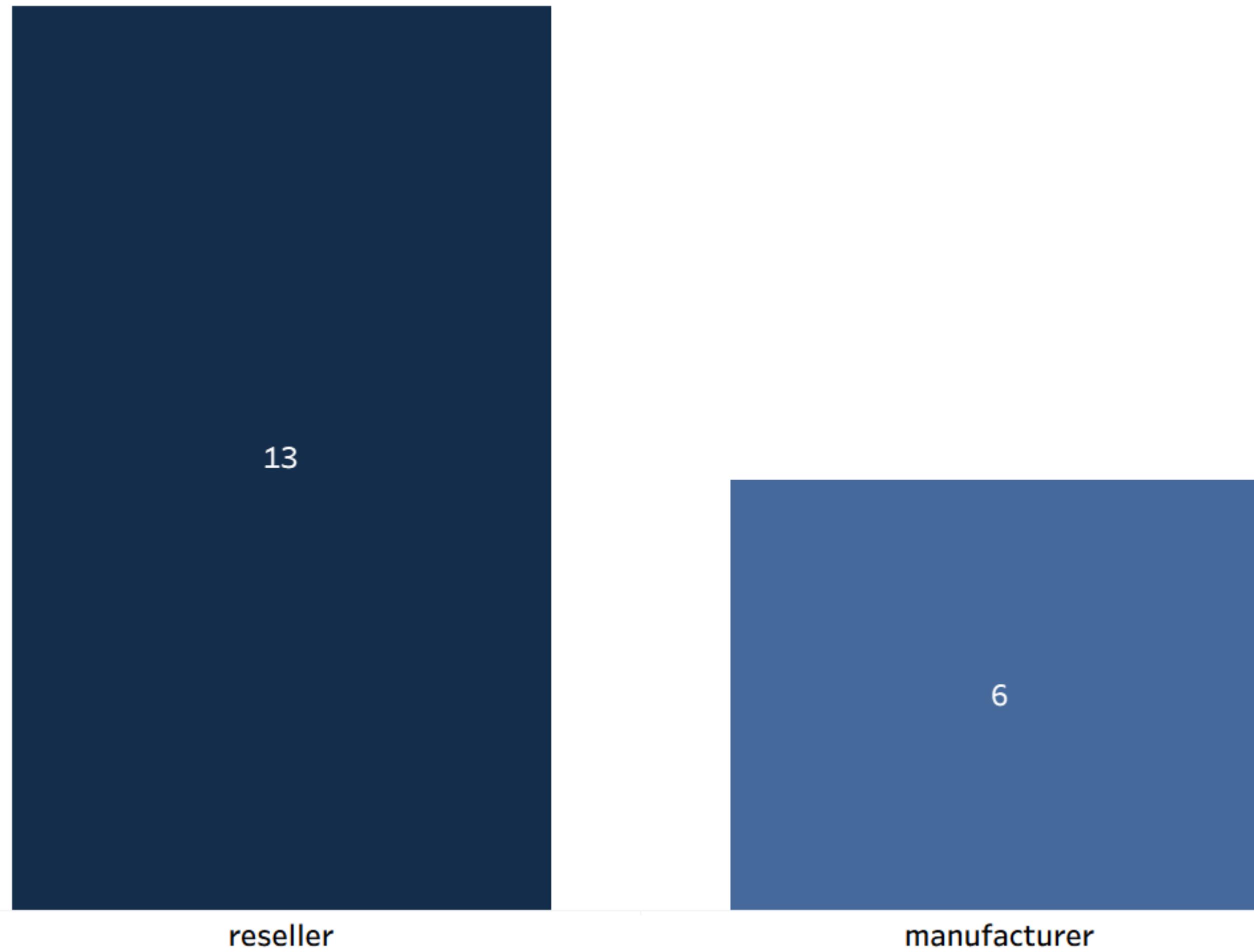


Reseller vs. Manufacturer

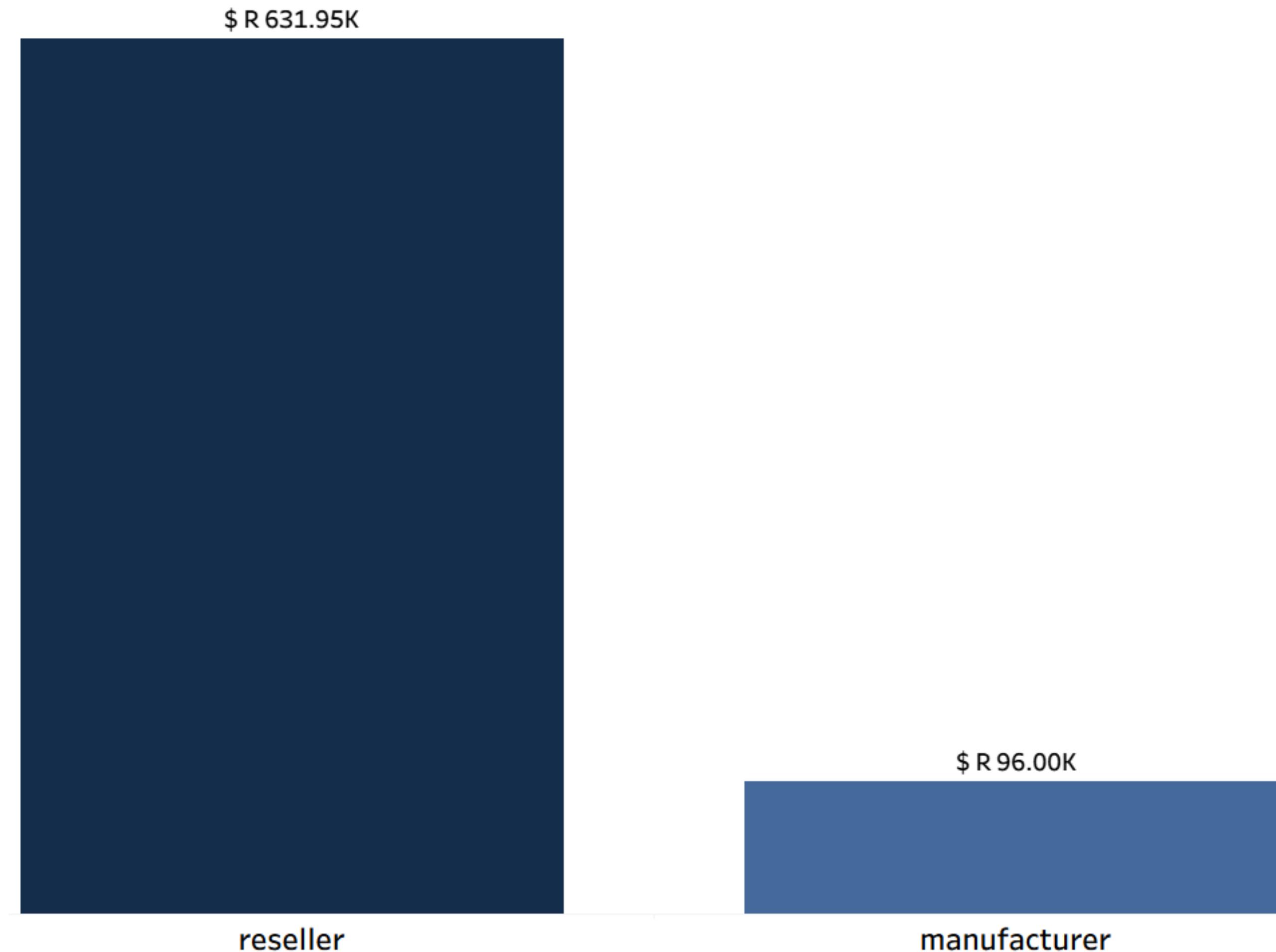
Total Number of Sellers by Business Type



Average Number of Customers by Business Type

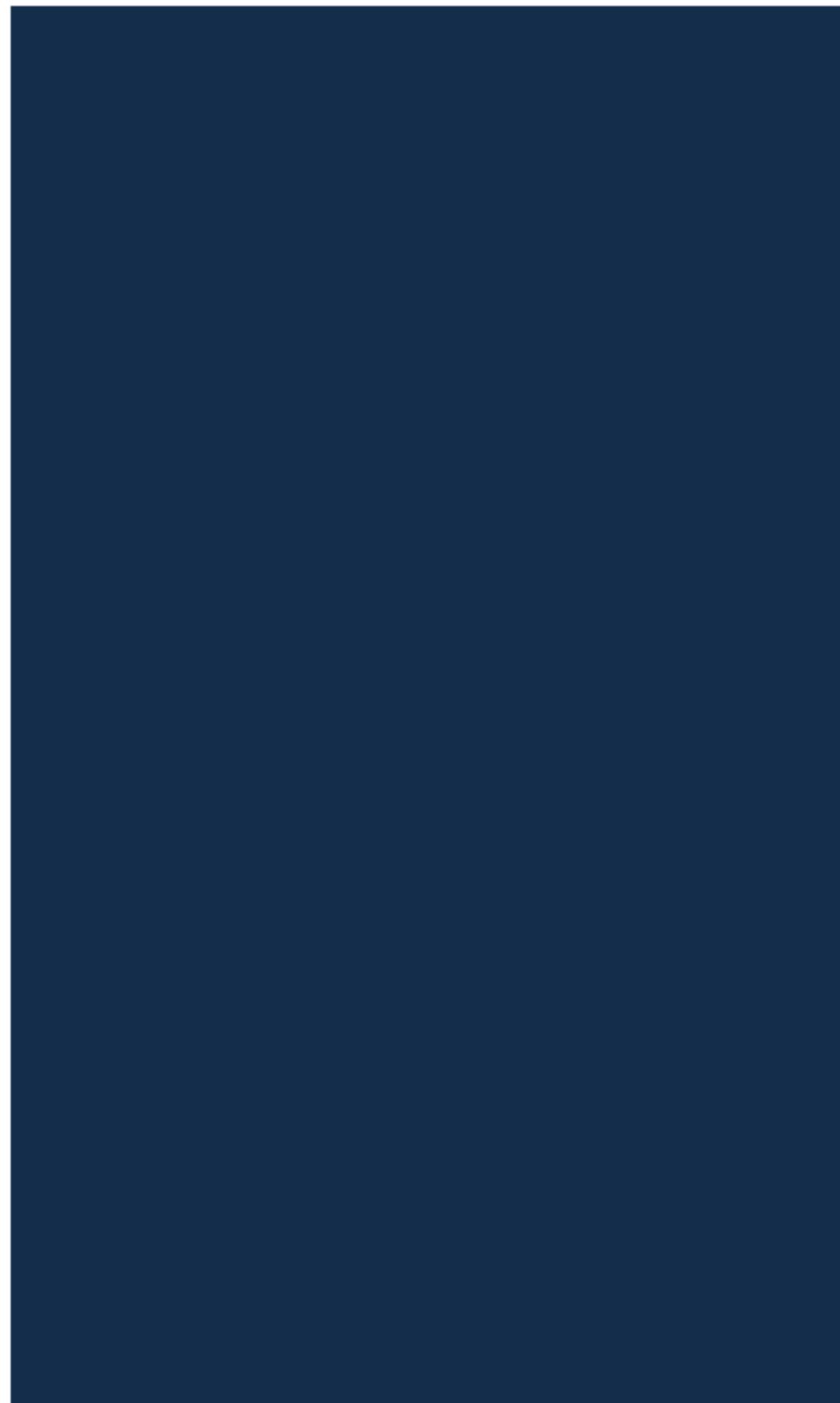


Total Revenue for each Business Type



Average Price per Order

\$R 128.22



reseller

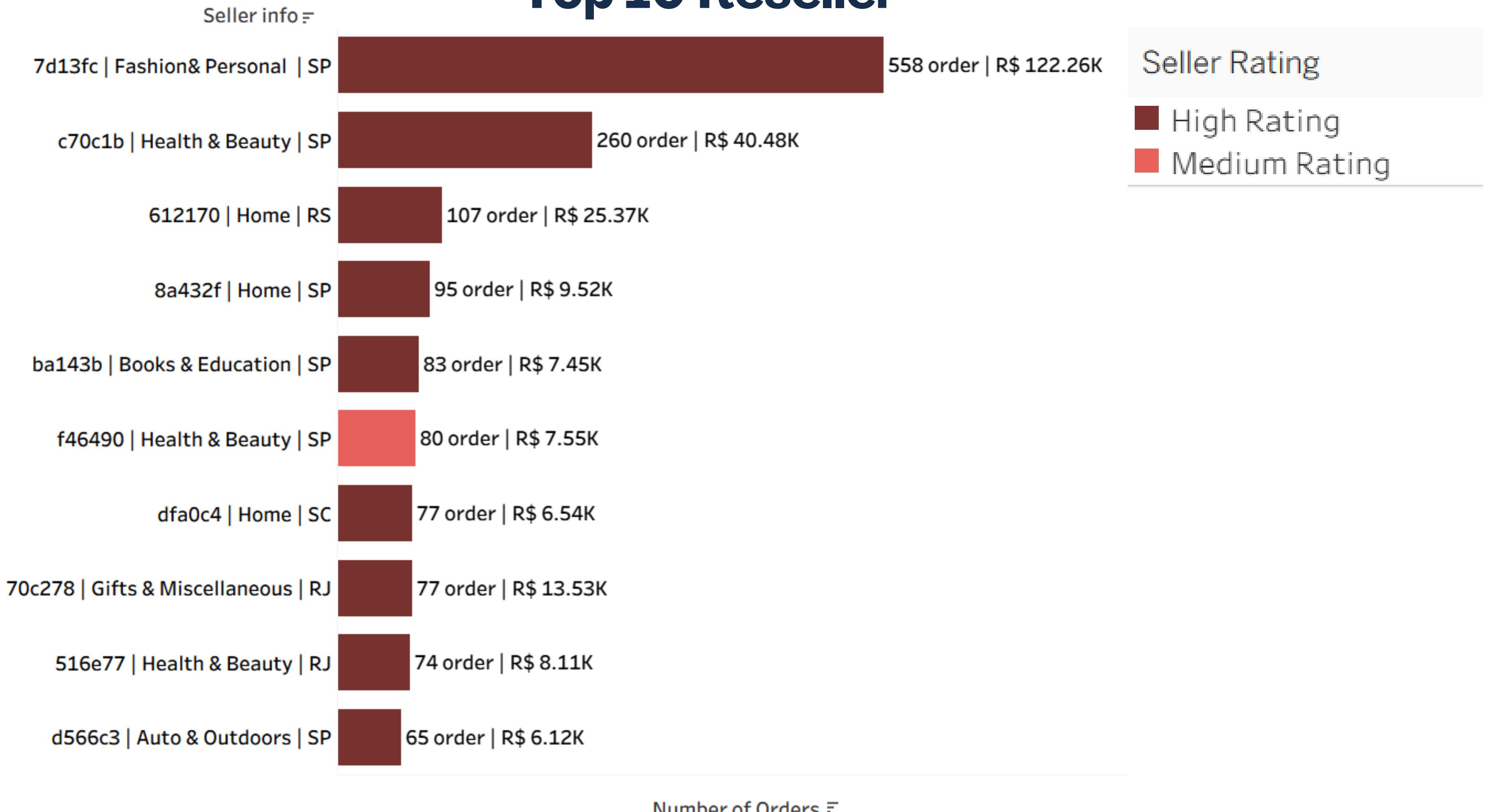
\$R 114.38



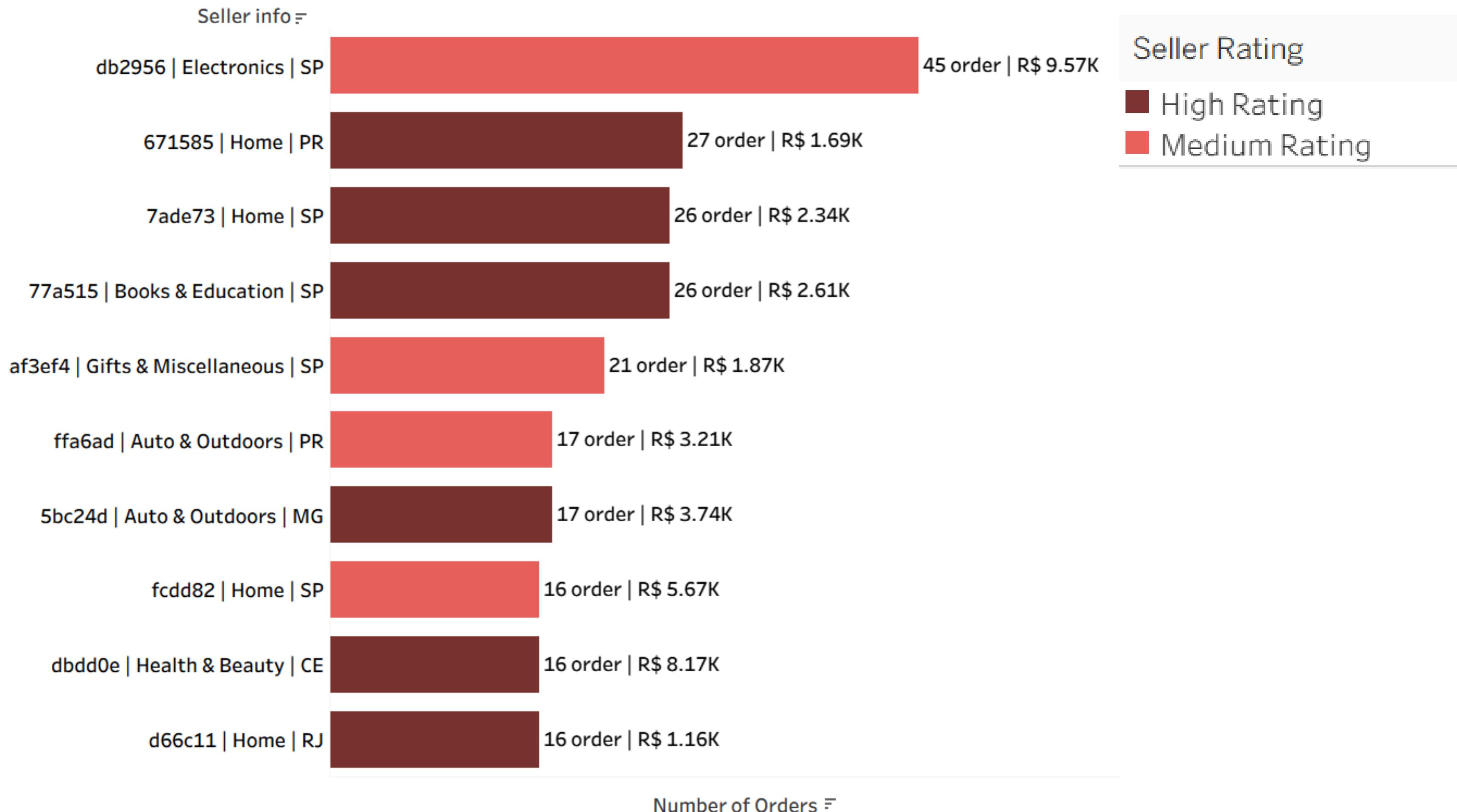
manufacturer

Seller Performance

Top 10 Reseller



Top 10 Manufacturer



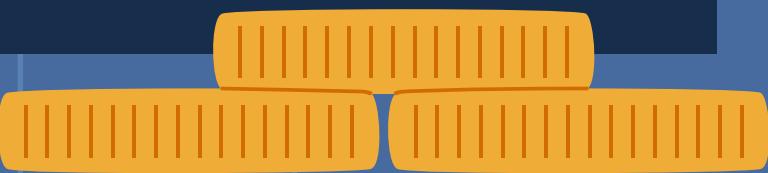
Recommendation



- ">\$ Prioritize onboarding sellers with strong sales potential
- ">\$ Support resellers after 6 months to stay active.
- ">\$ Prioritize High-Performing Sellers
- ">\$ Reward employees for quality sellers, not quantity.
- ">\$ Introduce Continuous Monitoring
- ">\$ Provide Training & Guidelines for Product Quality



Limitation

- ⌚ Dataset covers 2016–2018
 - ⌚ Seller type data appears
 - ⌚ Revenue does not reflect profitability
 - ⌚ Delivery data missing external factors
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Thanks

