OLIST STORE ANALYSIS

E-COMMERCE

GROUP_4

GROUP MEMBERS

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PROJECT SUMMARY

- E-COMMERCE ANALYTICS HELPS RETAILERS STUDY THE USERS' BEHAVIOR AND DETERMINE HOW THE SITE SHOULD BE STRUCTURED BASED ON A CUSTOMER'S PREFERENCES, THE PRODUCT LANDING PAGE IS MOST LIKELY TO ENGAGE THE CUSTOMER AND CONVERT THEM BY GETTING THEM TO MAKE A PURCHASE.
- BY EXAMINING SALES FIGURES, CUSTOMER BEHAVIORS, AND OTHER RELEVANT METRICS, BUSINESSES CAN IDENTIFY PATTERNS, TRENDS, AND AREAS OF SUCCESS.
- THIS RETROSPECTIVE APPROACH LAYS THE FOUNDATION FOR DATA-DRIVEN DECISION-MAKING BY PROVIDING A CLEAR UNDERSTANDING OF WHAT HAS WORKED AND WHAT NEEDS IMPROVEMENT.

PROJECT OVERVIEW

- In this project, we have used different types of analytical tools like Excel, Tableau, Power BI, MYSQL
- We have created different dashboards on Lead and Opportunity Tables
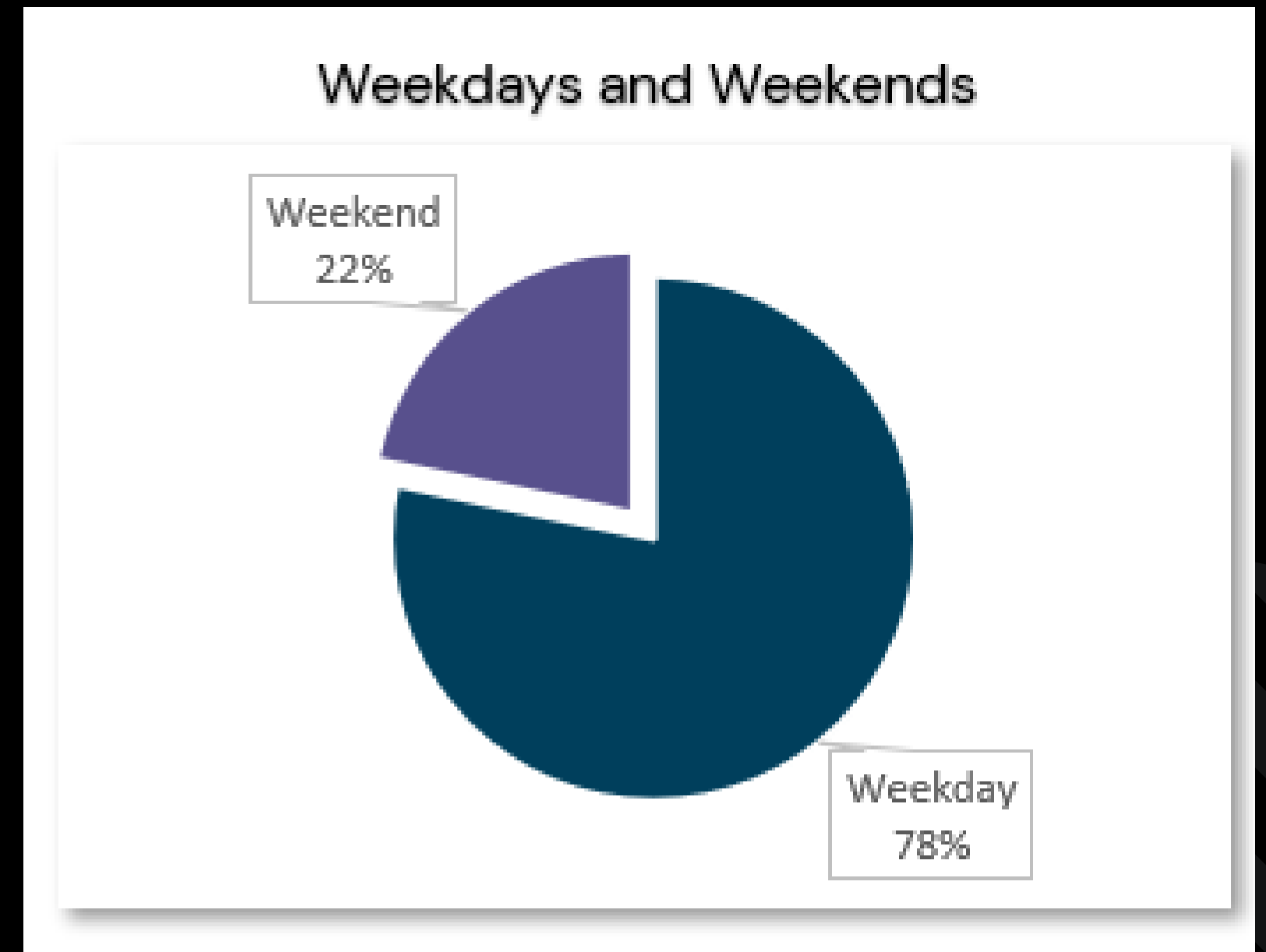- Also, we have described various types of Key Performance Indicators (KPIs)

TIMELINE :-

The timeline for the Olist Store Analysis project is scheduled from 05\03\2024 to 02\04\2024

# FROM WEEKDAYS AND WEEKENDS

WE GOT :-

- THE HIGHEST SALES ARE DURING WEEKDAYS WHICH IS 78%

- THE LOWEST SALES ARE DURING WEEKENDS WHICH IS 22%

Weekdays and Weekends

Weekend 22%

Weekday 78%

FROM THE TOP 5 STATES ACCORDING TO SELLER AND CUSTOMER

WE GOT :-
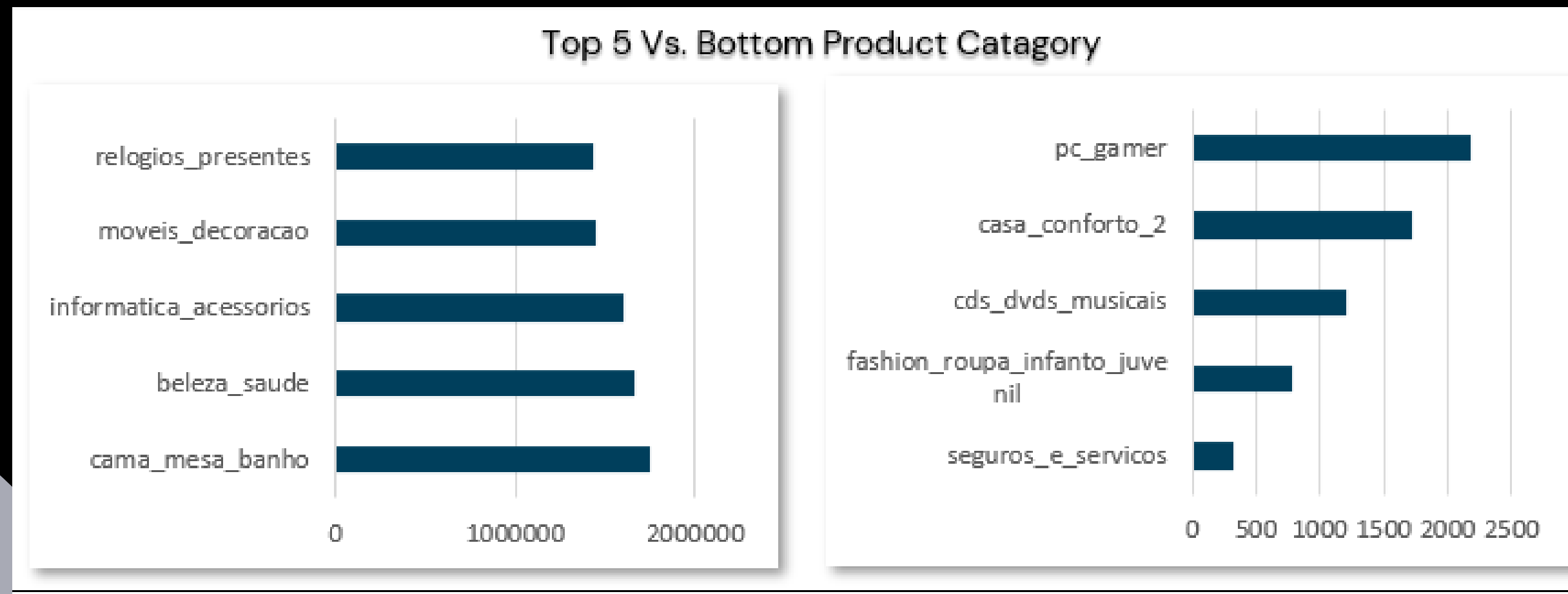
- ACCORDING TO THE DATA WE ANALYZED THAT WHICH STATES HAVE THE HIGHEST SELLERS THAT IS SAME AS WHICH HAVE HIGHEST CUSTOMERS.

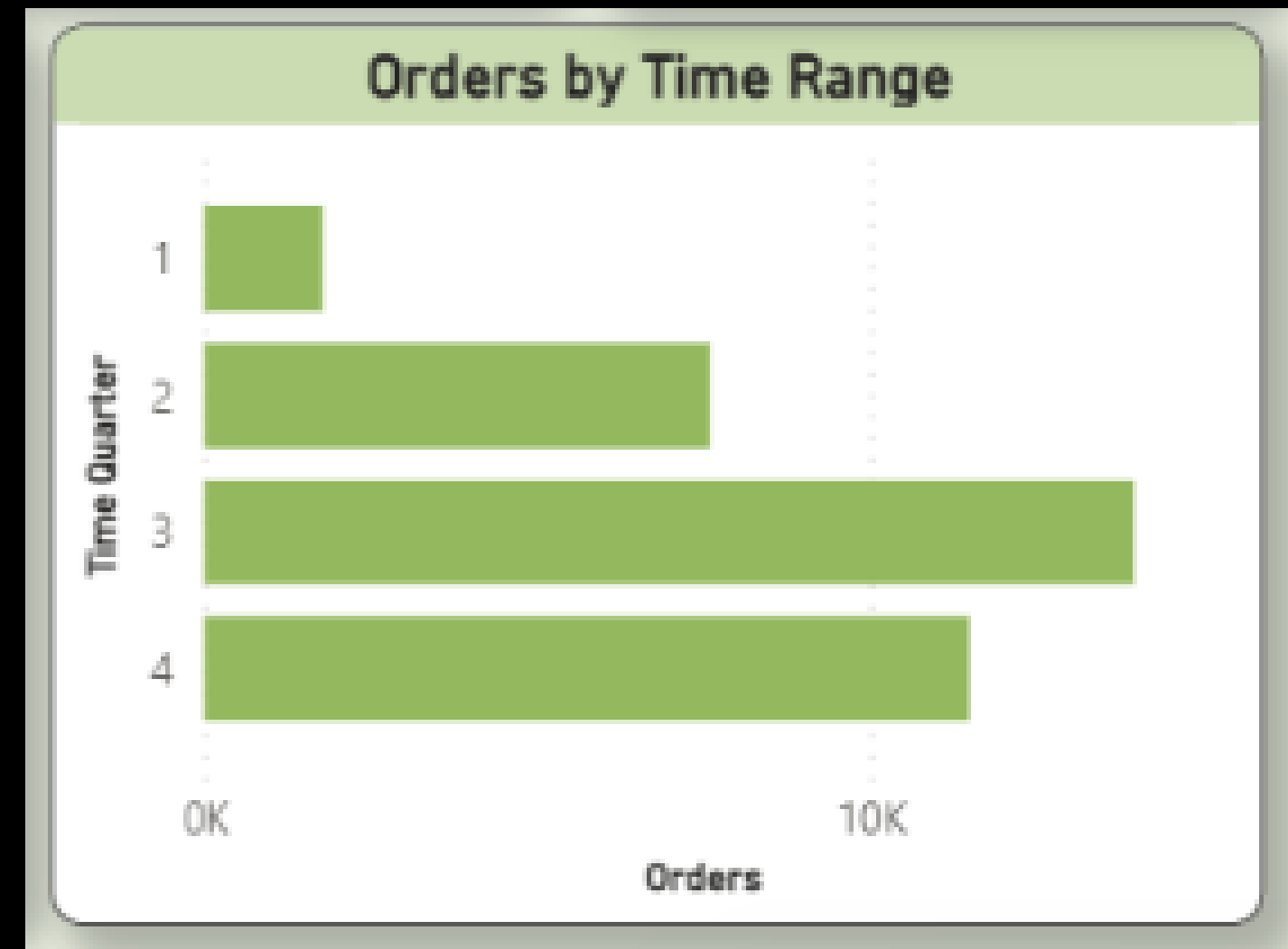TOP 5 States accoding to Seller and Customer
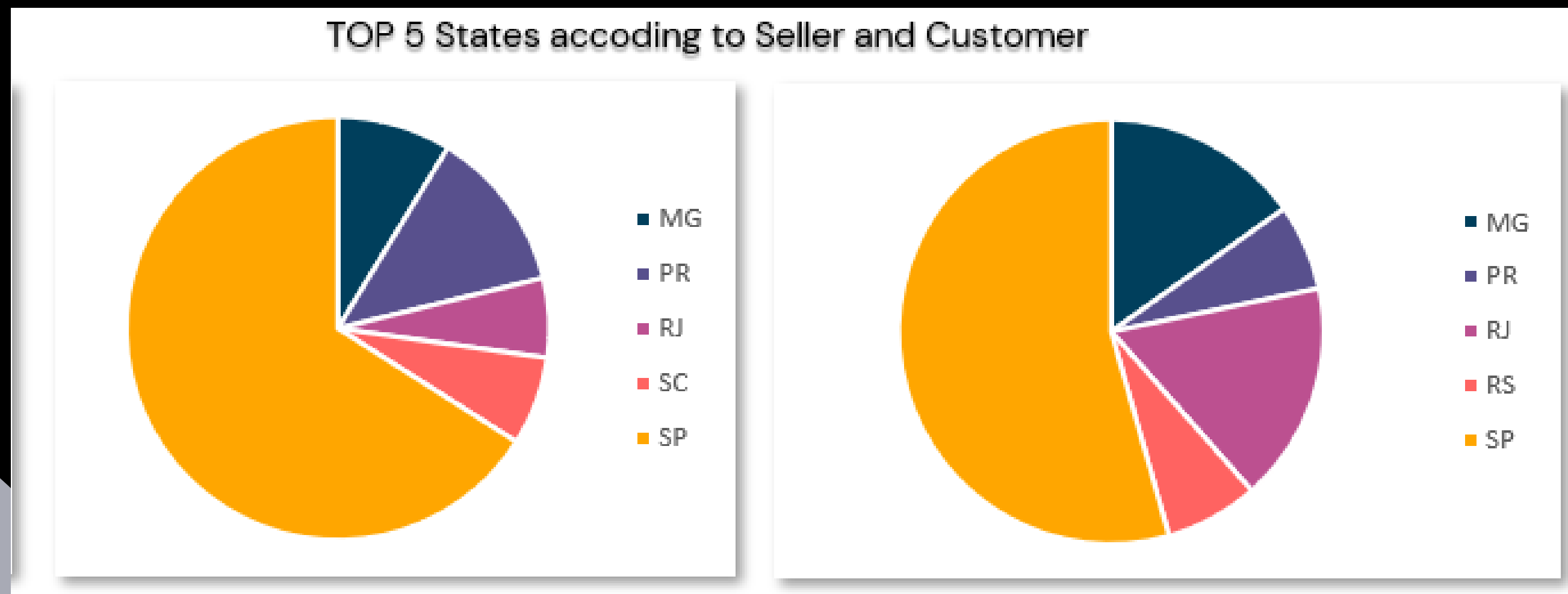
FROM TOP 5 VS. BOTTOM 5 PRODUCT CATAGORY

WE GOT :-

- THERE ARE SOME PRODUCT CATEGORIES WITH THE HIGHEST SALES.

- SOME PRODUCT CATEGORIES HAVE THE LOWEST SALES.

Top 5 Vs. Bottom Product Catagory

FROM ORDERS BY TIME RANGE

WE GOT :-

- THERE ARE 4 QUARTERS. IN WHICH THE 3RD QUARTER HAVE THE HIGHEST ORDERS.

EXCEL DASHBOARD

OLIST STORE ANALYSIS

Total Sales	Total Orders	Total Profit	Total Unique Customers	Total Sellers
20.16M	6.31M	14.27M	6.31M	3K

Year
- 2016
- 2017
- 2018

Month
- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

Weekdays and Weekends
- Weekend 22%
- Weekday 78%

TOP 5 States accoding to Seller and Customer
- MG
- PR
- RJ
- SC
- SP

- MG
- PR
- RJ
- RS
- SP

Average of Price Vs Payment Values
- Average of Price
- Average of Payment Value
- sao paulo
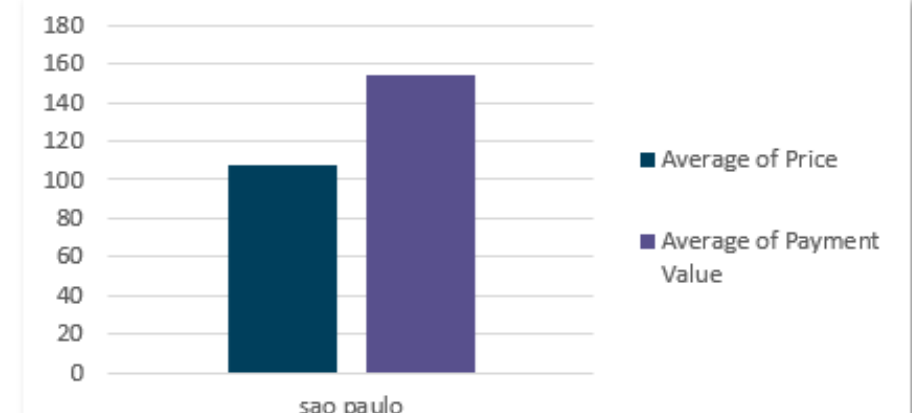
Reviews based on credit card payment
- 1
- 2
- 3
- 4
- 5
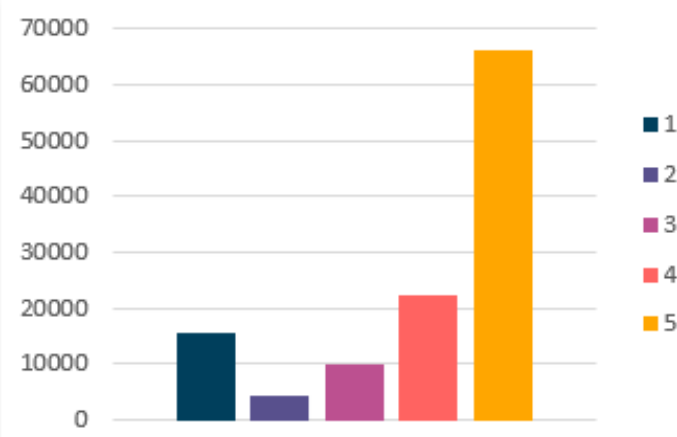
Average of Delivery Days
- audio
- eletrodomesticos_2
- pet_shop

Top 5 Vs. Bottom Product Catagory
- relogios_presentes
- moveis_decoracao
- informatica_acessorios
- beleza_saude
- cama_mesa_banho

- pc_gamer
- casa_conforto_2
- cds_dvds_musicais
- fashion_roupa_infanto_juvenil
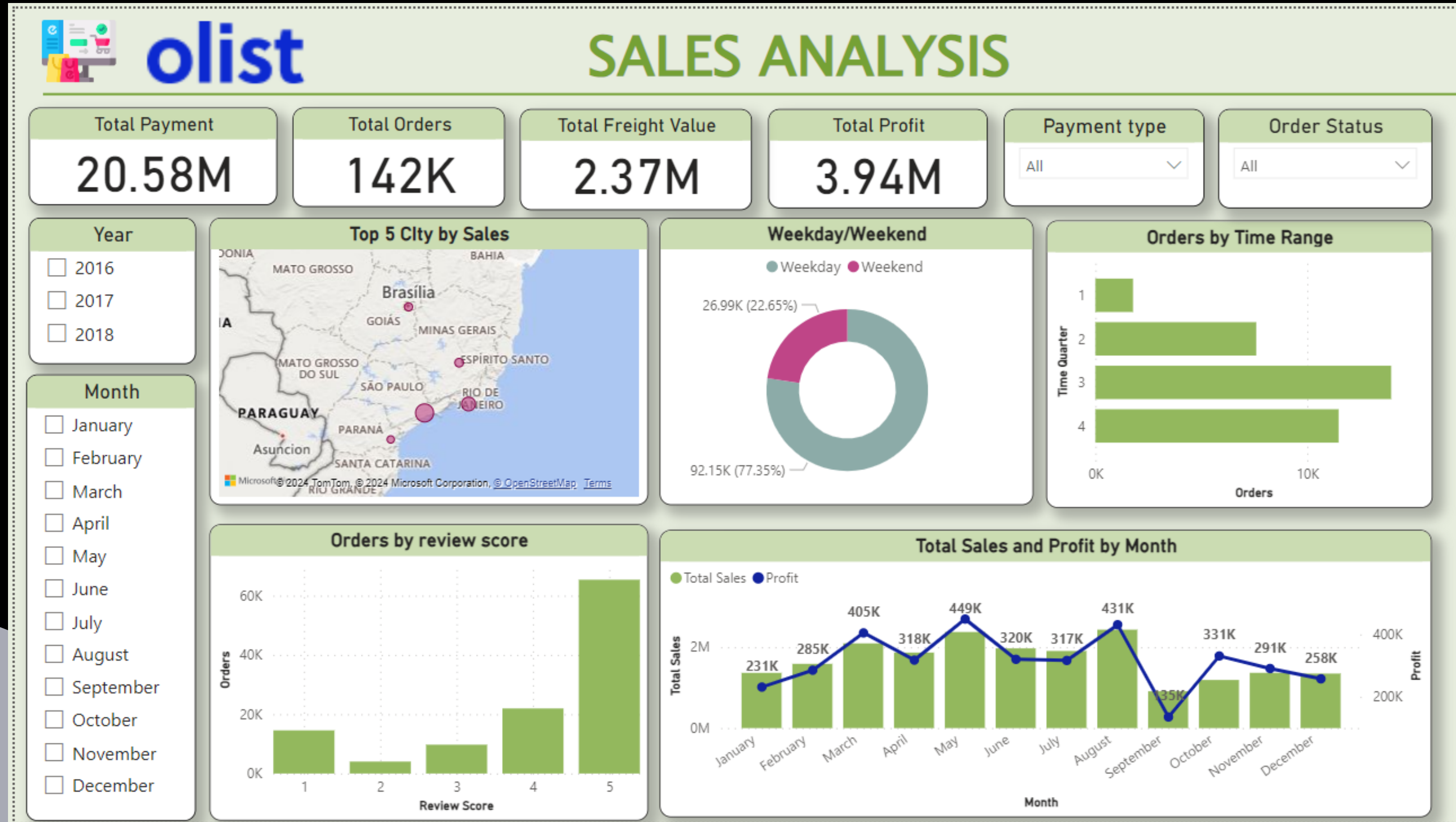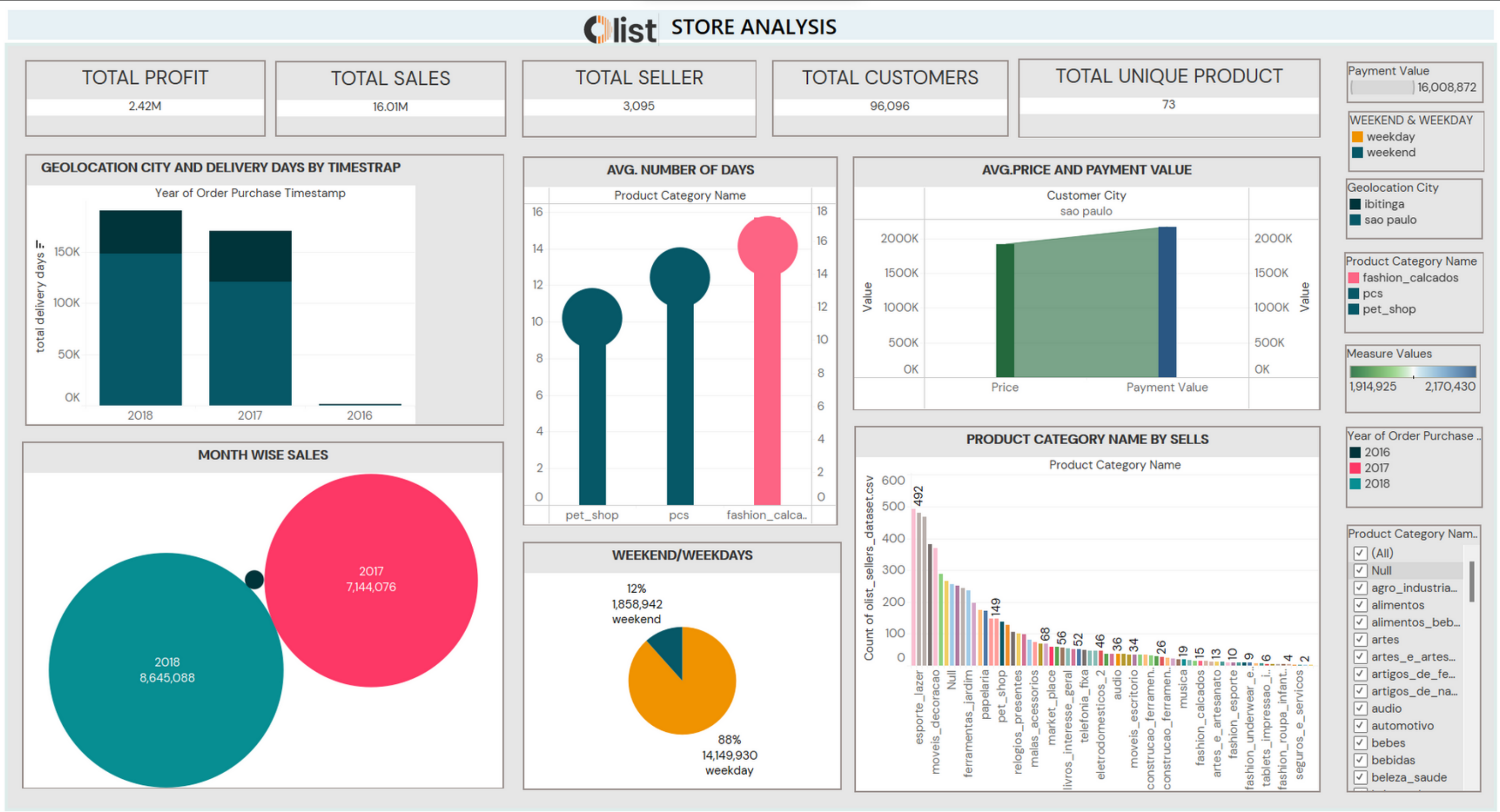- seguros_e_servicos
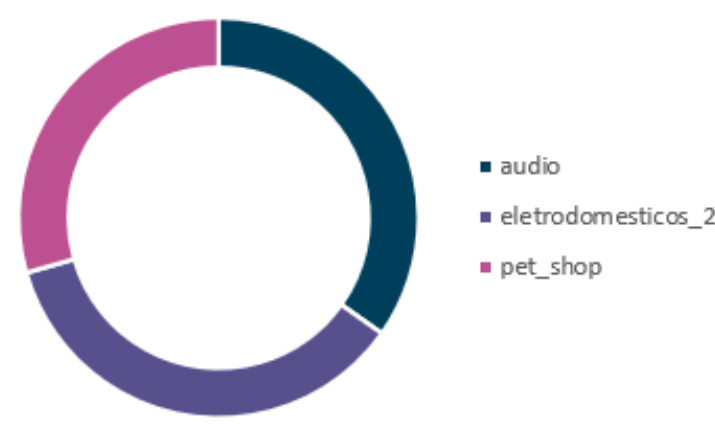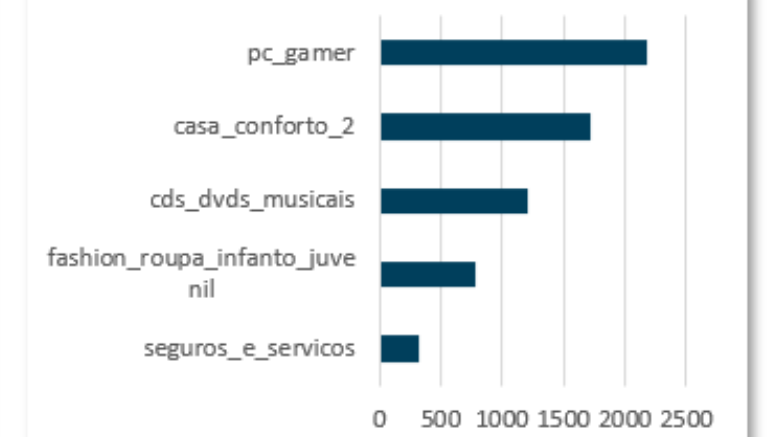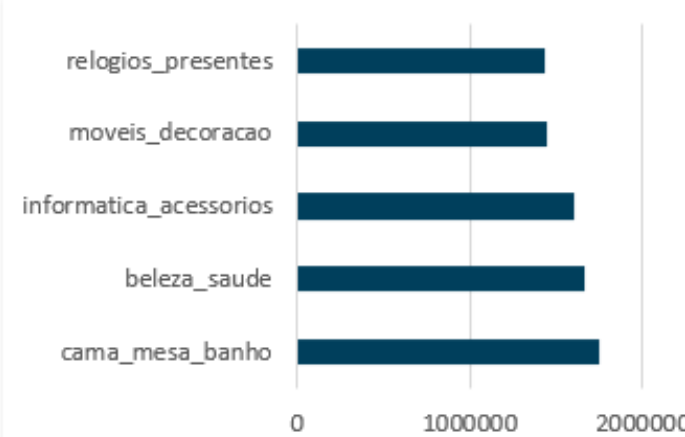
POWERBI DASHBOARD

TABLEAU DASHBOARD

CONCLUSION

- COMPANY NEED TO USE MORE OFFERS AND PUT SALES ON THE WEEKENDS FOR MORE SALES AND PROFIT.

- SELLERS ARE ALSO AN IMPORTANT PART OF COMPANY BECAUSE THEY ARE THE LINK BETWEEN THE COMPANY AND THE CUSTOMERS.

- FOR BEST SALES, TIME IS ALSO IMPORTANT. LIKE IN 3RD QUARTER HAVE HIGHEST SALES AND IN 1ST QUARTER HAVE LOWEST SALES.

THANK YOU