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Data Analyst

From Click to Customer:

A Marketing Funnel Analysis

Project Goal:

Olist is a Brazilian online marketplace that connects sellers to major ecommerce platforms. This analysis explores the effectiveness of Olist's marketing funnel by examining lead sources, conversion rates, and response time efficiency.

Using SQL and Tableau, we uncover which channels generate the most valuable sellers and identify opportunities to improve lead attribution and sales cycle speed.

Business Goal

Data Source & Tools

Data Source:

- **Olist Brazilian E-Commerce Public Dataset** – Kaggle
  https://www.kaggle.com/datasets/olistbr/brazilian-ecommerce
- **Olist Marketing Funnel Dataset** – Kaggle
  https://www.kaggle.com/datasets/olistbr/marketing-funnel-olist

Tools & Stack:

- **PostgreSQL** for all SQL logic and joins

- **Python (SQLAlchemy + Pandas)** for querying, exporting, and CSV prep

- **Tableau** for visual creation using exported CSVs

- **Google Slides** for storytelling slide deck

- **Google Docs/PDF** for full report documentation

Questions

- Which marketing lead sources generate the most purchases?
- Does response time to a lead influence conversion?

Takeaways

- **Organic leads** drive the **most volume** and the **highest total revenue**

- **Paid leads** convert at a slightly higher rate than organic,

- The **"unknown" group** has the highest revenue per lead and highest AOV

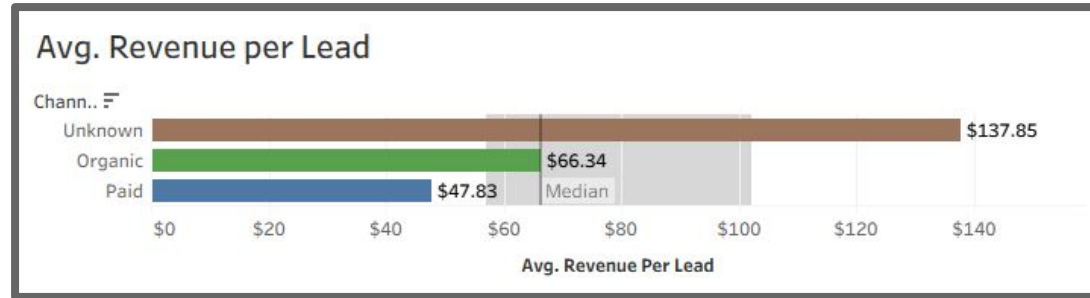- Funnel drop off occurs between Leads → Contacted, especially for Paid

Executive Summary

Channel Group	Total Leads	Total Conv.	Conv. Rate %	Rev. per Lead
Organic	4,429	426	9.3%	$66
Paid	2,262	219	6.3%	$48
Unknown	1,309	183	9.5%	$138

- Unattributed channels drive the highest ROI; Paid spend is inefficient and misallocated.

- Business Impact: +$0.9M revenue if Paid is optimized to 8% conv.

- Recommendation: Audit attribution, fix Paid funnel, front–load Q1 budget

Revenue Efficiency

- **"Unknown" at $138**

- **Paid at $48**

- **Paid Ads are Underperforming**

- **Wasting Budget on Paid Ads**

Avg. Revenue per Lead

Chann..
Unknown — $137.85
Organic — $66.34
Paid — $47.83   Median

$0 $20 $40 $60 $80 $100 $120 $140

Avg. Revenue Per Lead

Funnel Comparison

- Unknown leads gain conversion share despite lower volume

- Organic and Paid lose relative influence.

Channel	% Leads	% Conv.	Change
Unknown	16.36%	23.40%	+7.04%
Organic	49.12%	43.94%	−5.18%
Paid	34.51%	32.66%	−1.85%

Funnel Drop Off
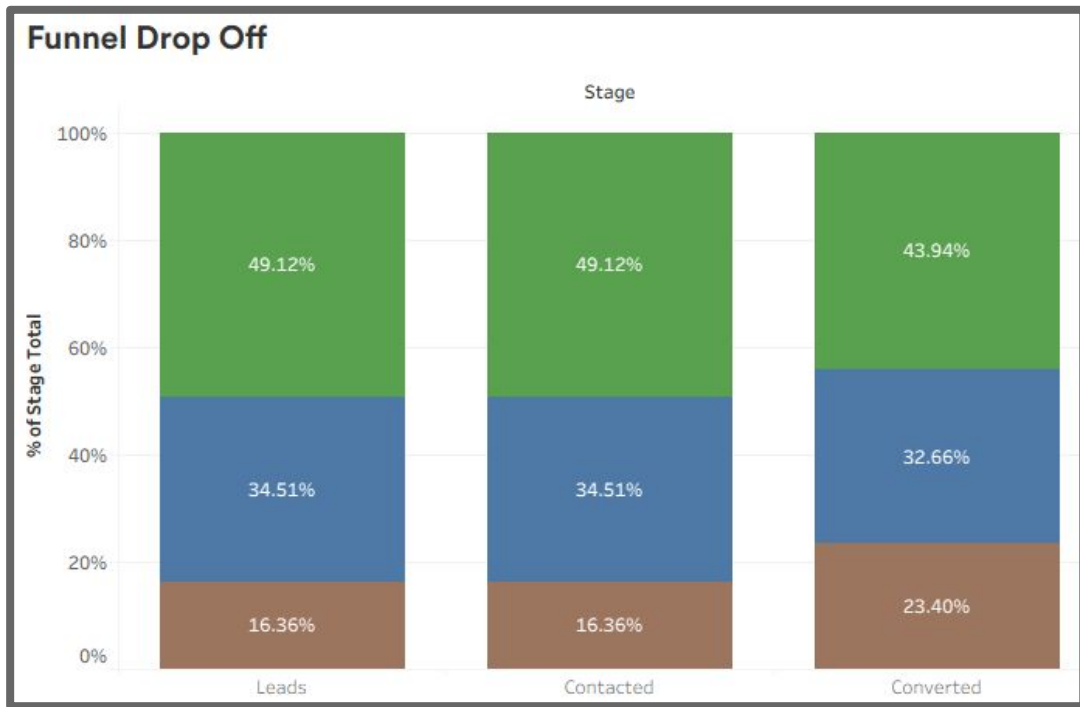
Trend Over Time

- **Jan – April peak window for Paid Ads**

- **Performance surges in Q1**

- **Shift 25% more budget to Q1 initiatives**

- **Paid does better late in the year, more consistency**
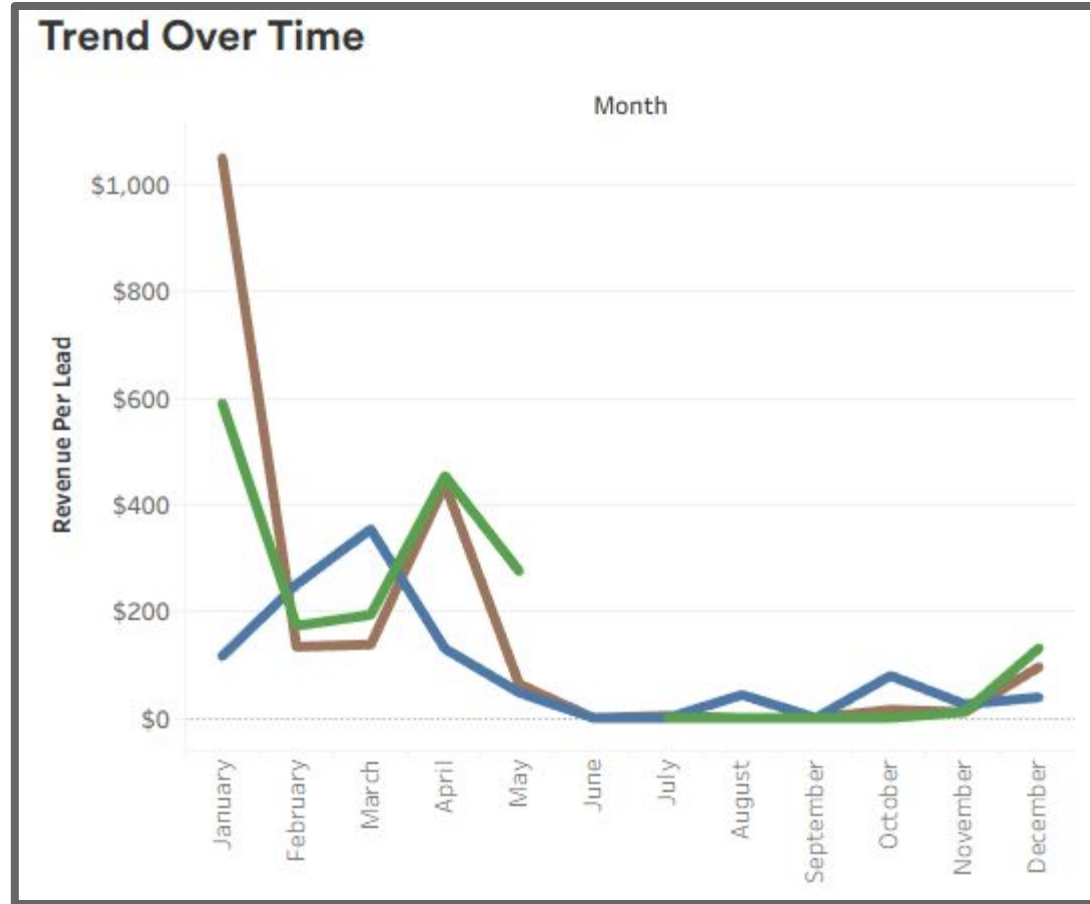
Next Steps Roadmap

- Finalize UTM taxonomy

- Build channel alert dashboard

- Launch A/B landing page tests

- Review Paid funnel KPIs after 90 days

Thank You

Scripts and Data *Github*

Resume

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