

# CAPSULE PROJECT: IMPROVE CUSTOMER SATISFACTION IN COMPUTER ACCESSORIES IN FEBRUARY, MARCH & APRIL

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# OVERVIEW

olist

Olist is one of the leading e-commerce platforms in Brazil, particularly known for its innovative approach in helping small and medium-sized businesses sell online by connecting them to major marketplaces

## Top 3 Product Categories (revenue)

- bed\_bath\_table
- health\_beauty
- computer\_accessories



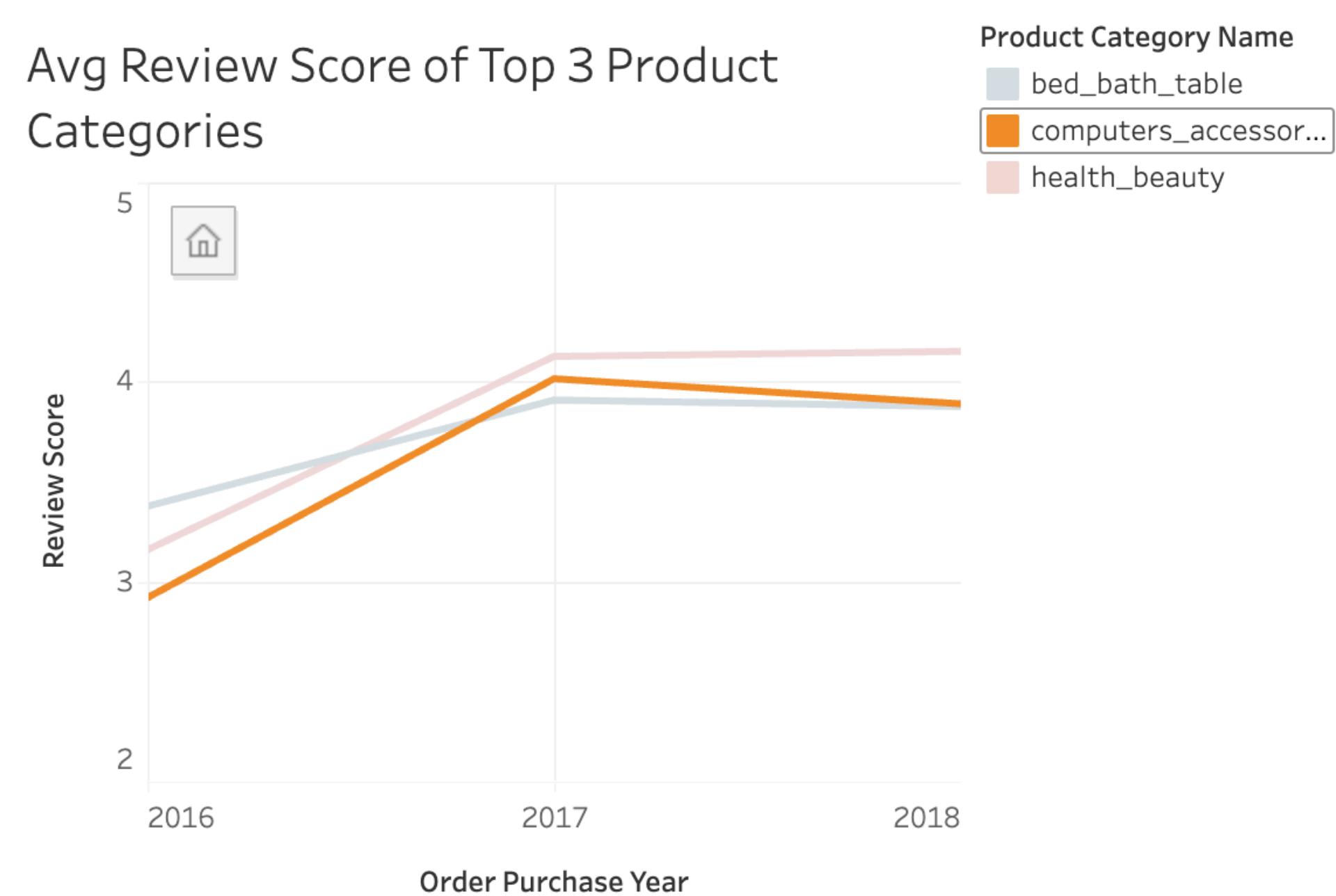
# OVERVIEW

olist

These categories have gained more customer satisfaction over the years except for **computers\_accessories**

Avg review score of **computers\_accessories** decreased from **4.015** in 2017 to **3.98** in 2018

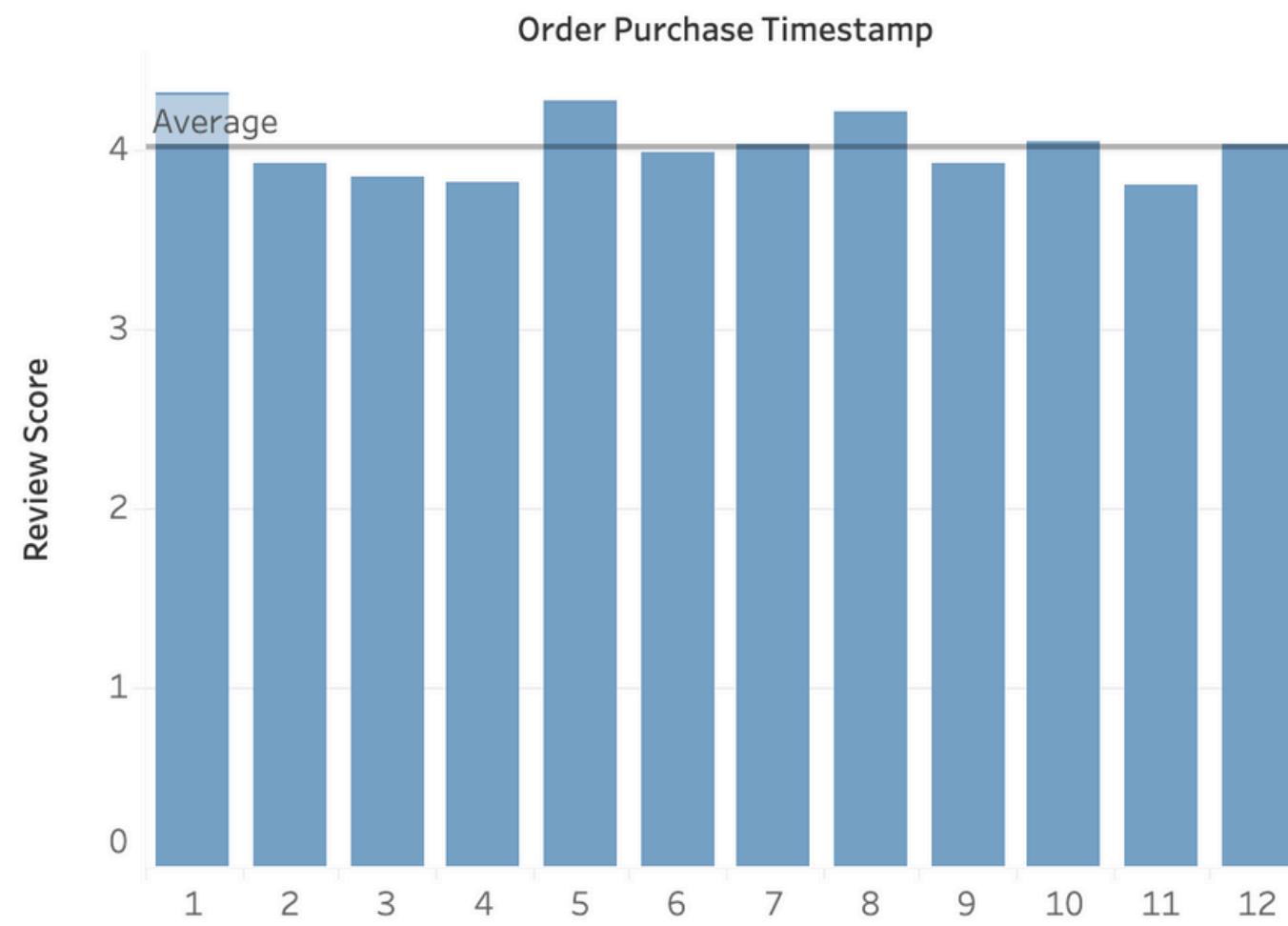
Avg Review Score of Top 3 Product Categories



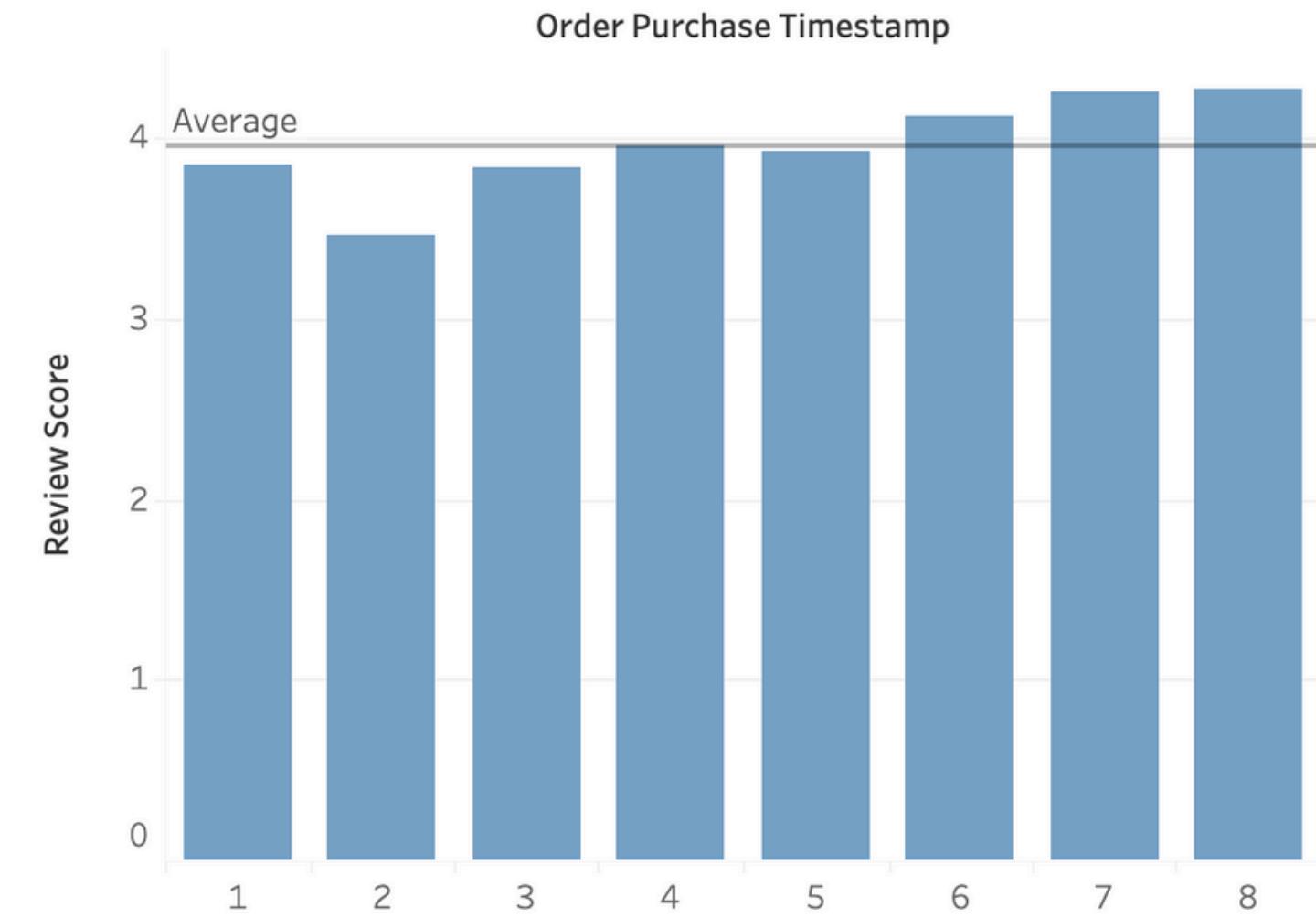
# OVERVIEW

Let's look at the avg review score over the month of **computer\_accessories!**

Avg Review Score in 2017



Avg Review Score in 2018



**Feb, Mar and April were always having low review score which were below average!**



# LET'S FIGURE OUT WHY!

And improve customer satisfaction of Computer Accessories categories in Feb, Mar and Apr!

# REVIEW MESSAGE

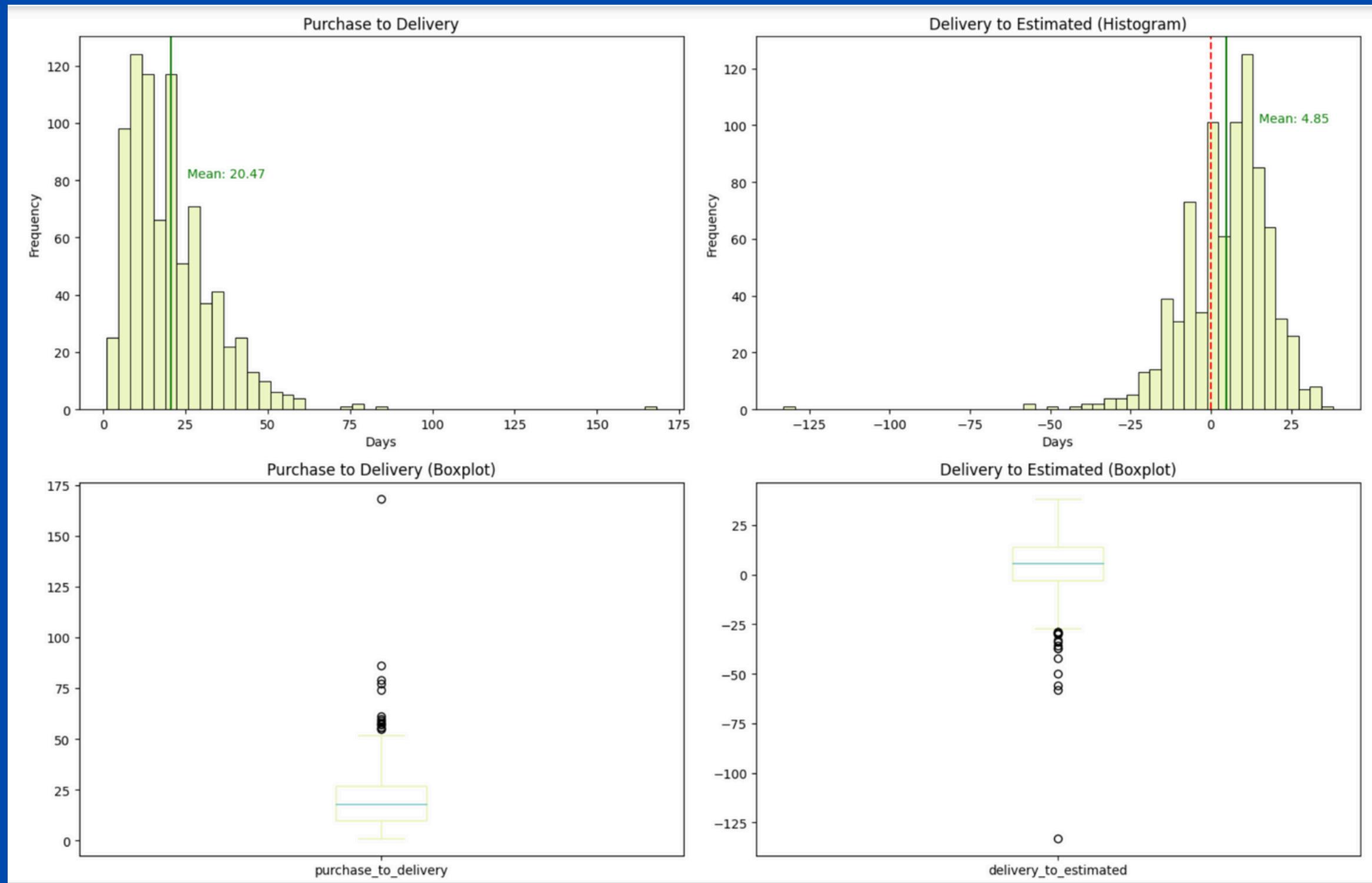


*\*Extract where review score is < 4*

**The feedback could be categorized into 2 main groups**

- Delivery: delivery, delivered, deliver, received, deadline
  - Product quality: product, wrong, different, another, original, defective, counterfeit

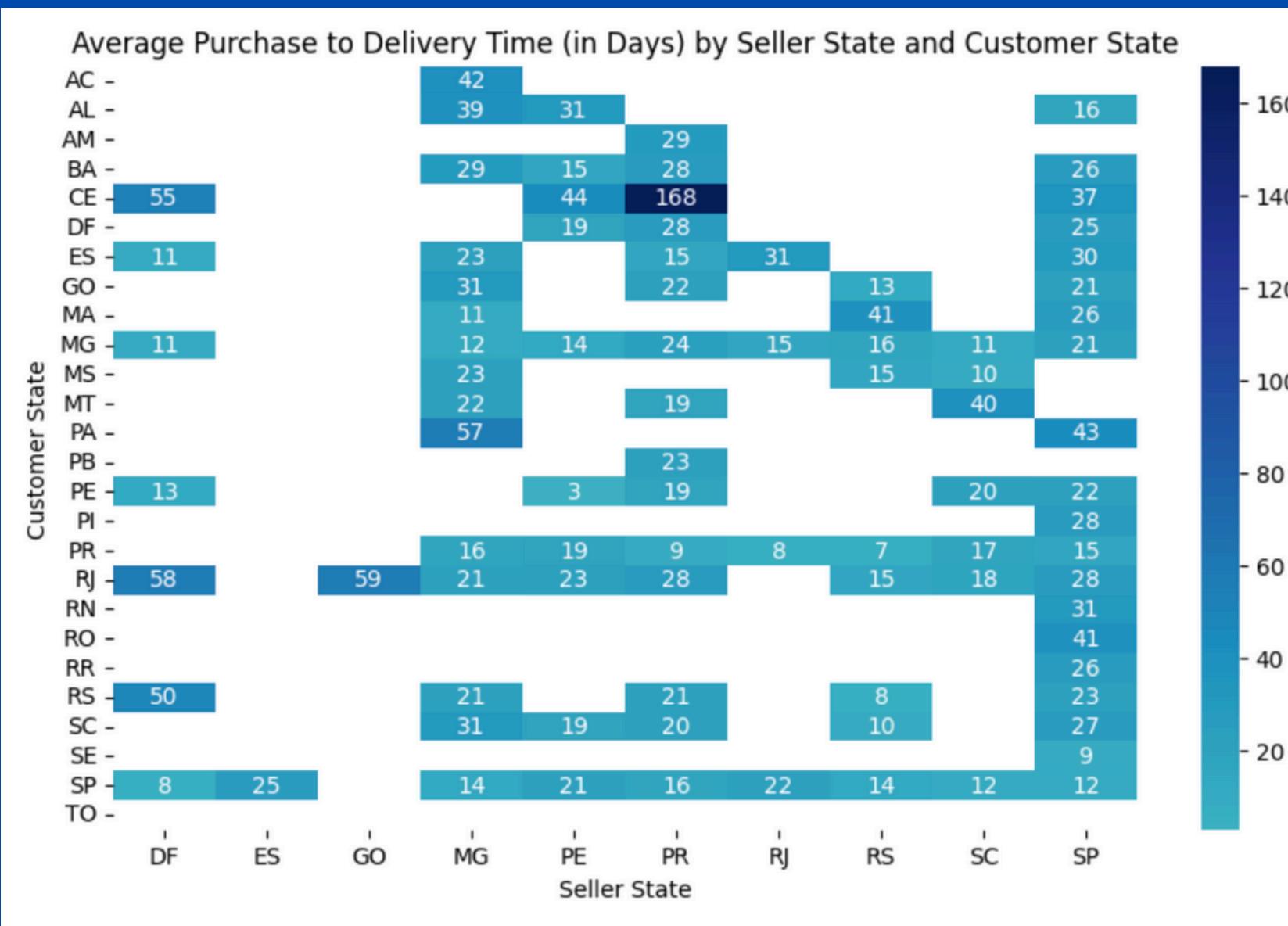
# DELIVERY - PROBLEM - GENERAL



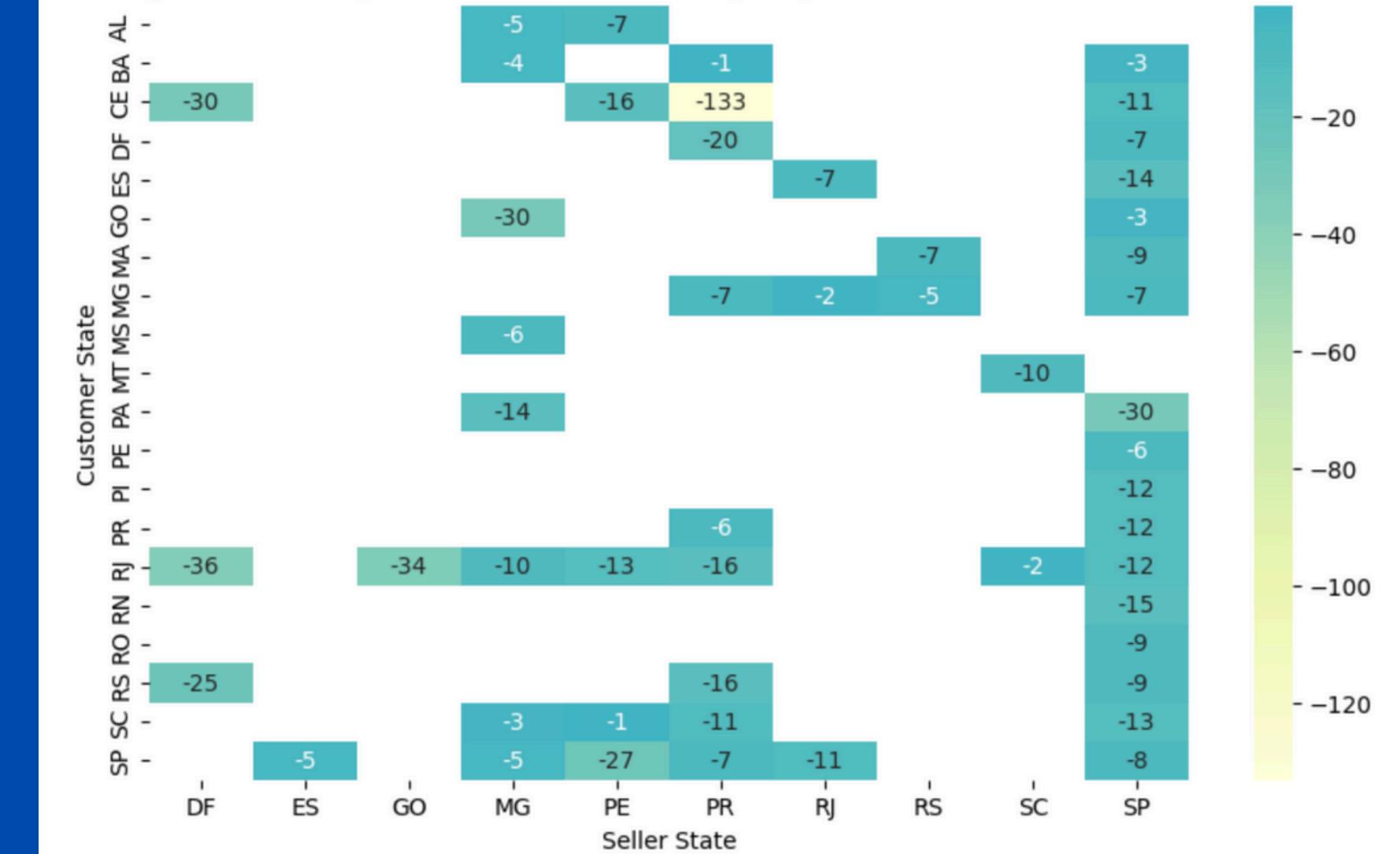
- Average time from purchase to delivery is too long, **almost 3 weeks**.
- Average time from delivery to estimated day is **4.85**, but there are a lot of order that is delivered after estimated day

# DELIVERY - PROBLEM - GENERAL

Except for PE to PE (inner state), Avg Purchase to Delivery Time to both inner and inter states **are more than 1 weeks**



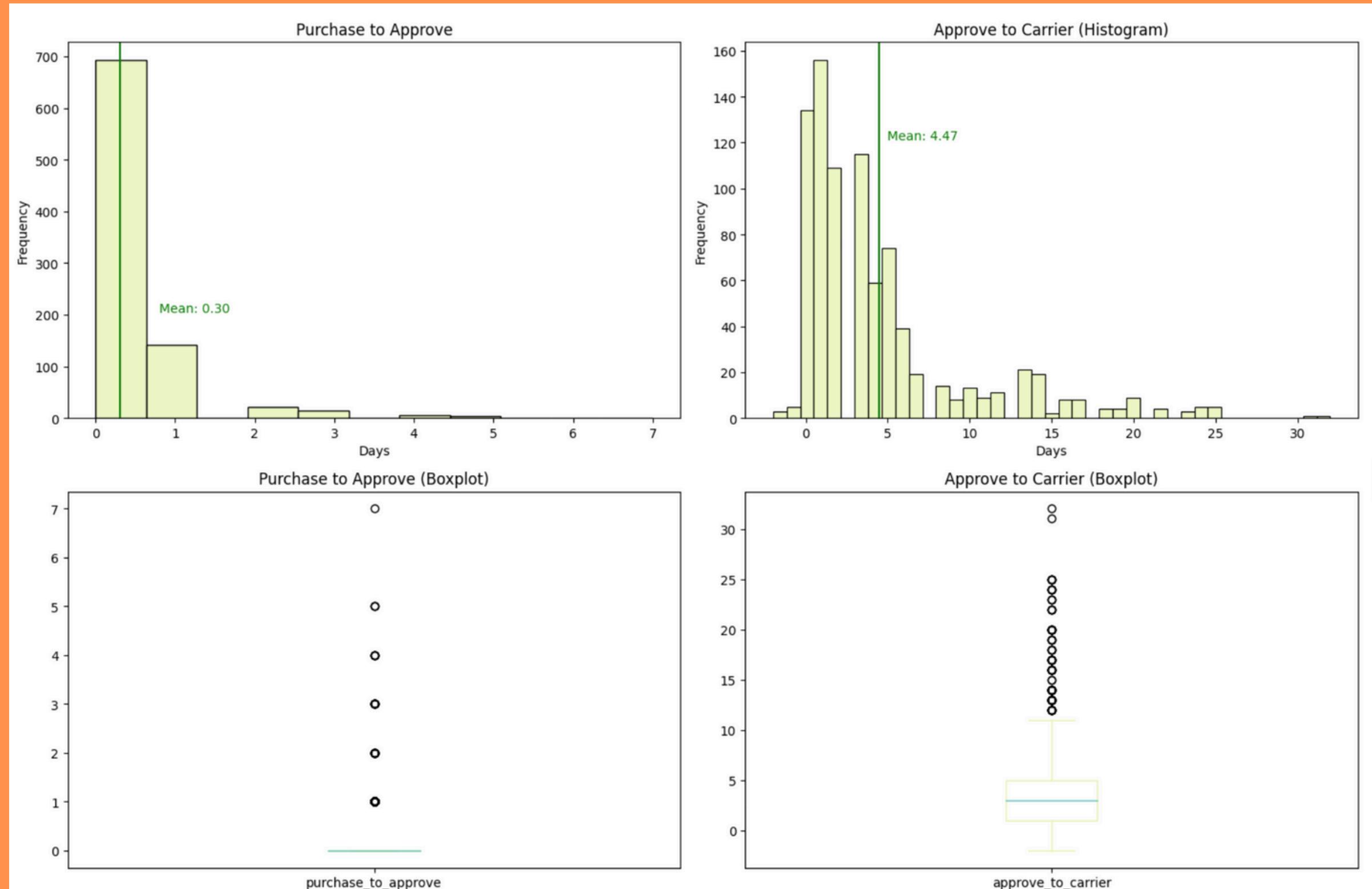
Average Late Delivery to Estimated Time (in Days) by Seller State and Customer State



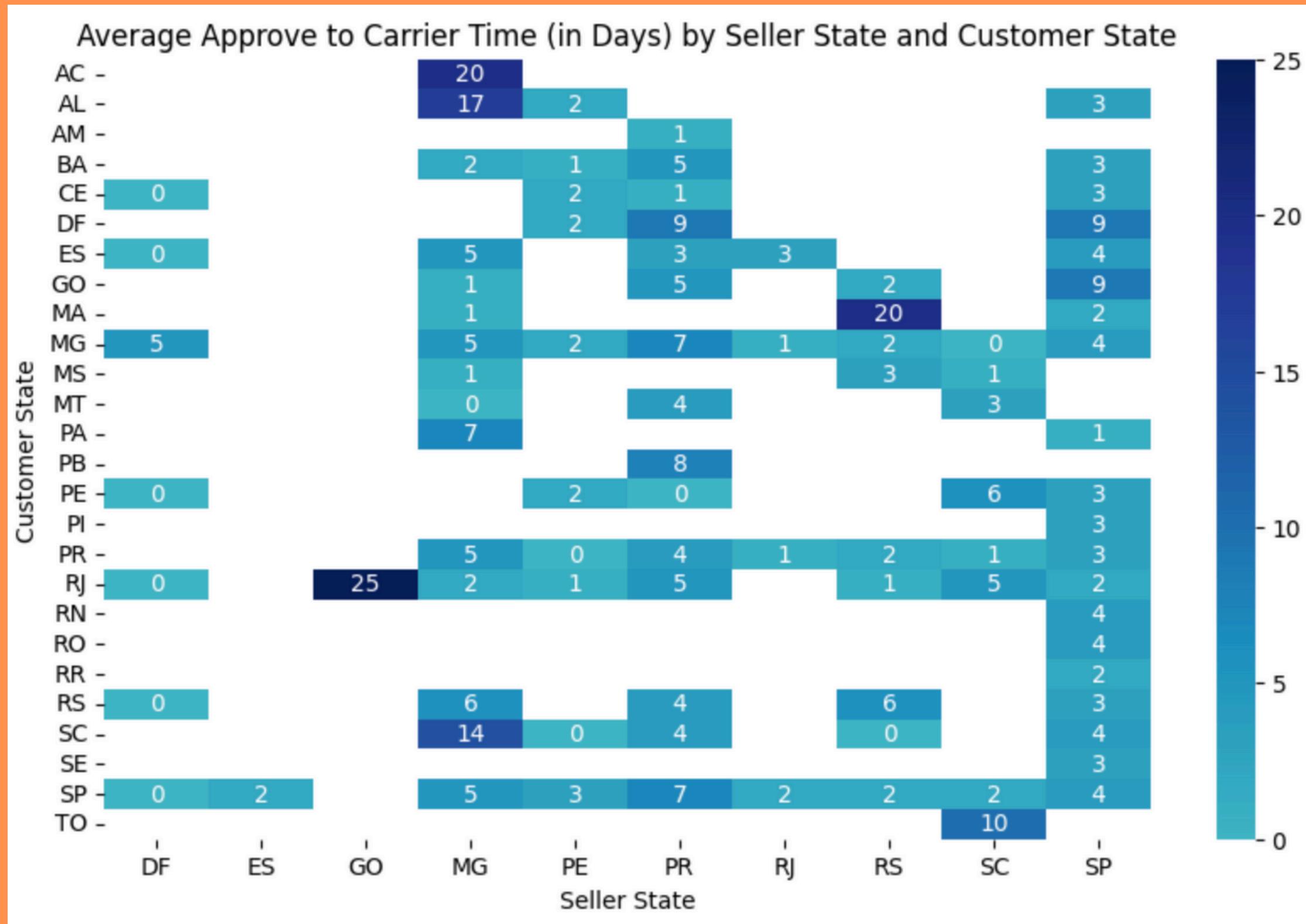
Late delivery happened to **all states of sellers**

# DELIVERY - PROBLEM - SELLERS

- Sellers usually approve the order very fast
- However, they took lots of time (**average of 4.47 days**) to bring packages to the carrier

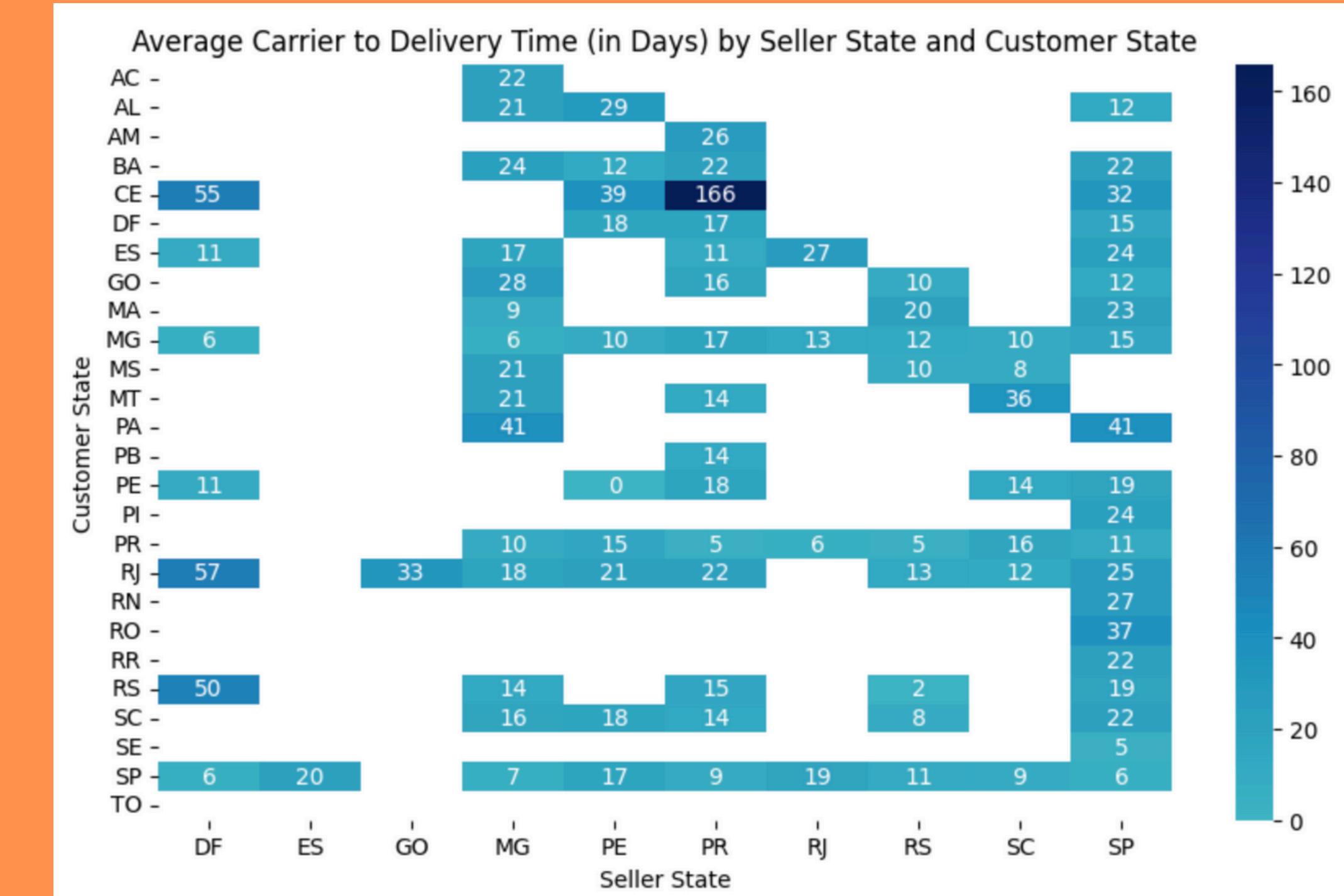
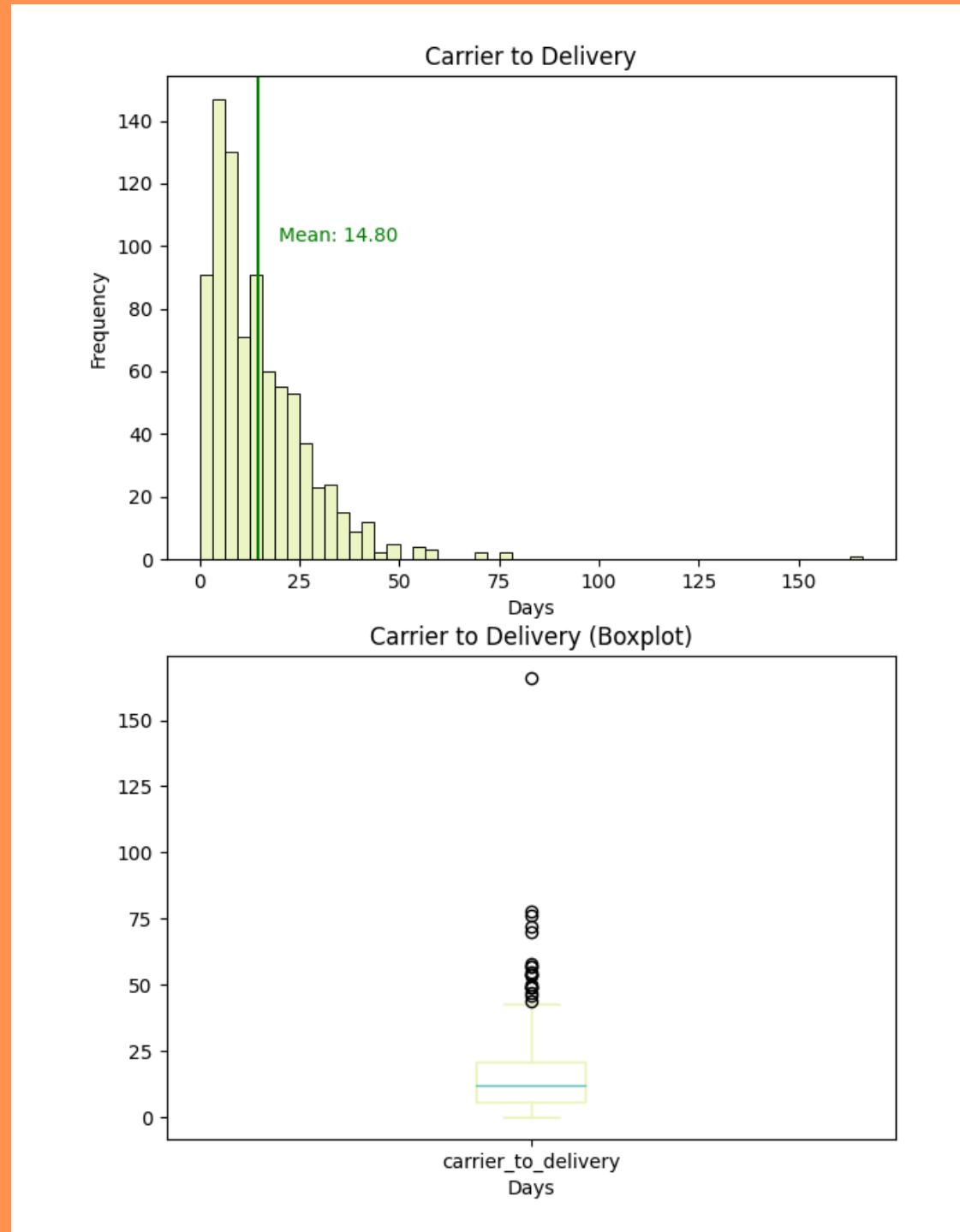


# DELIVERY - PROBLEM - SELLERS



- Sellers from **DF, ES, PE, RJ** have shortest time to delivery the packages to the carriers
- The rest seems to took a lot of time

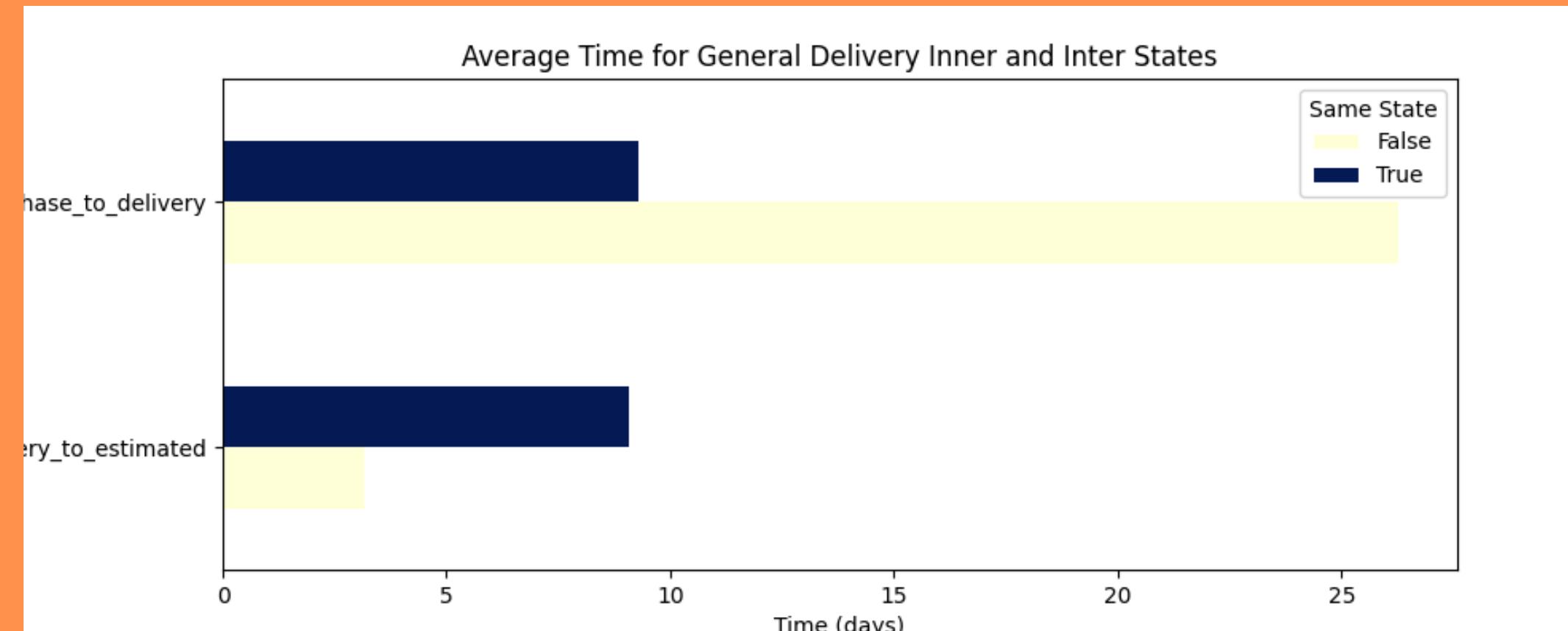
# DELIVERY - PROBLEM - CARRIERS



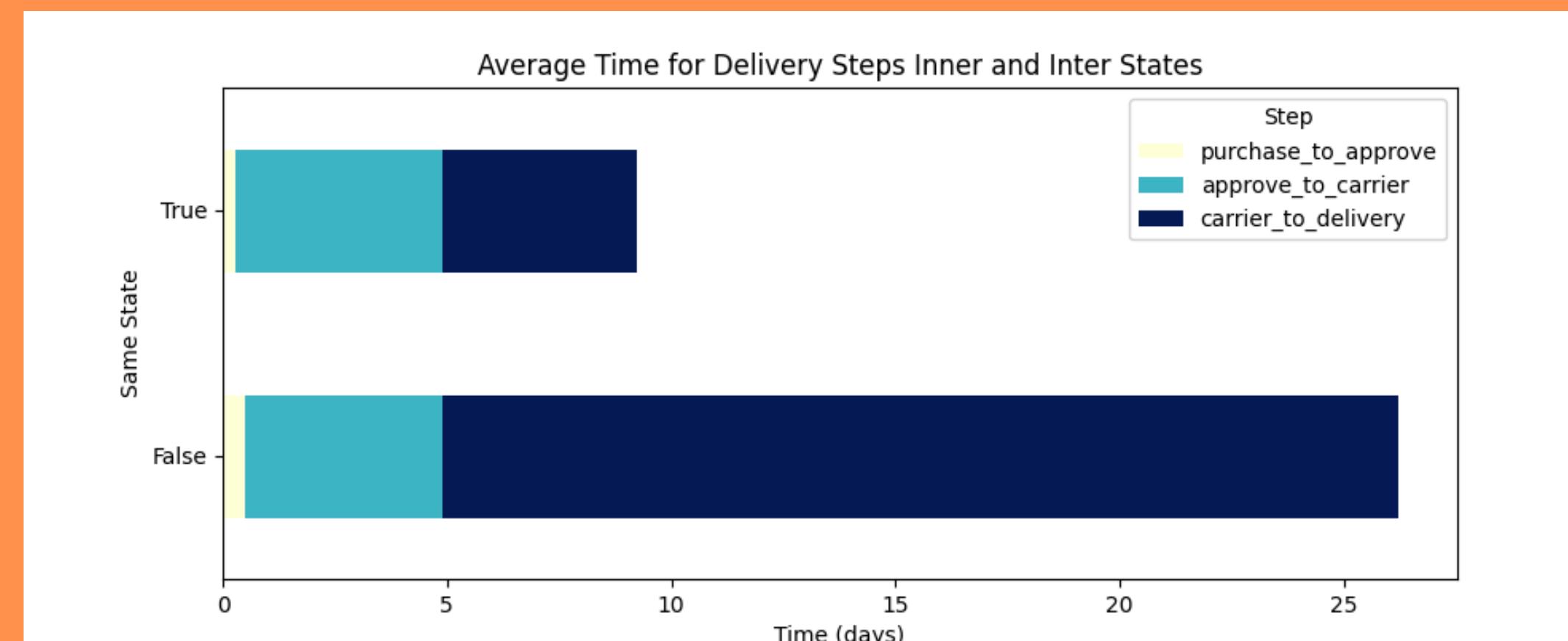
Average carrier to delivery day is almost **2 weeks**, not to mention a lot of orders were shipped far beyond

Carrier to Delivery time is **high** both inner and inter states

# DELIVERY - PROBLEM - CROSS-STATES



The inner-state orders got **shorter purchase to delivery time** and usually **got delivered sooner** than the inter-state orders



The purchase to approve and approve to carrier take **almost the same amount of time** in both inner and inter-state. But carrier\_to\_delivery step is **much longer** in delivery from inter-states

# DELIVERY - SOLUTION - SELLERS

Detect sellers that had `approve_to_carrier` time longer than average (4.47). Divide them in 2 groups

## Sellers that deliver late repetitively

These are the sellers who delivered late in 2017 and re-appeared in 2018

4e922959ae960d389249c378d1c939f5  
522620dc18a6b31cd7bdf73665113a9  
6039e27294dc75811c0d8a39069f52c0  
70a12e78e608ac31179aea7f8422044b  
85d9eb9ddc5d00ca9336a2219c97bb13  
87142160b41353c4e5fca2360caf6f92  
897060da8b9a21f655304d50fd935913  
8c16d1f32a54d92897cc437244442e1b  
9646c3513289980f17226a2fc4720dbd  
96493fab2fbb13a14d0c0e8772eef5c3  
e9bc59e7b60fc3063eb2290deda4cced  
e9d99831abad74458942f21e16f33f92

0db783cfcd3b73998abc6e10e59a102f  
229c3efbf0ea2058de4ccdfbc3d784a  
25c5c91f63607446a97b143d2d535d31  
34d1ca11b242c0fee2c834ae8d788566  
36a968b544695394e4e9d7572688598f  
3bdff180c7e1f6551a643b99c265a120  
4e922959ae960d389249c378d1c939f5  
522620dc18a6b31cd7bdf73665113a9  
6039e27294dc75811c0d8a39069f52c0  
70a12e78e608ac31179aea7f8422044b  
85d9eb9ddc5d00ca9336a2219c97bb13

## Sellers that deliver late in 2018

These are the sellers who just delivered late in 2018

00fc707aaaad2d31347cf883cd2dfe10  
01c97ebb5cdac52891c0ed1c37ba0012  
06e5eefc71ec47ae763c5c6f8db7064f  
080102cd0a76b09e0dcf55fcacc60e05  
0b90b6df587eb83608a64ea8b390cf07  
...  
ede0c03645598cdfc63ca8237acbe73d  
f262cbc1c910c83959f849465454ddd3  
f457c46070d02cadd8a68551231220dd  
f8db351d8c4c4c22c6835c19a46f01b0  
fd386aa7bed2af3c7035c65506c9b4a3

# DELIVERY - SOLUTION - SELLERS

Detect sellers that had `approve_to_carrier` time longer than average (4.47). Divide them in 2 groups

## Sellers that deliver late repetitively

Publish policies to ban, fine this group as they keep delivering late constantly



## Sellers that deliver late in 2018

Publish policies with clear instructions from seller support to navigate seller behaviours. If they keep violating the policies late, treat them like group I



# DELIVERY - SOLUTION - CARRIERS

**Work with shipping partners that had the shipping time longer than average**

Do deeper research on each partners on these aspects:



Price of shipping



Location of seller and customer



Product type

# PRODUCT QUALITY - SOLUTION

**Detect sellers that delivered fake/ unqualified products by filtering the keywords in the review**

*'wrong product', 'different product', 'another product', 'counterfeit', 'original', 'defective'*

## Sellers that deliver unqualified products repetitively

These are the sellers who delivered unqualified products in 2017 and re-appeared in 2018

522620dc18a6b31cd7bdf73665113a9

897060da8b9a21f655304d50fd935913

## Sellers that deliver unqualified products in 2018

0b90b6df587eb83608a64ea8b390cf07

2e3be8a987a30d7544dbbda6861cc14e

6973a06f484aacf400ece213dbf3d946

70a12e78e608ac31179aea7f8422044b

710e3548e02bc1d2831dfc4f1b5b14d4

88460e8ebdecbfecb5f9601833981930

8e6d7754bc7e0f22c96d255ebda59eba

955fee9216a65b617aa5c0531780ce60

9f505651f4a6abe901a56cdc21508025

af4a0e4cfe1d9c26b6712b1be25a72e5

bd0389da23d89b726abf911cccc54596

de722cd6dad950a92b7d4f82673f8833

e9bc59e7b60fc3063eb2290deda4cced

# PRODUCT QUALITY - SOLUTION

*'wrong product', 'different product', 'another product', 'counterfeit', 'original', 'defective'*

## Sellers that deliver unqualified products repetitively

Consider to fine or ban these 2 sellers, especially the one with id ...9I3 as they constantly delivered unqualified products in a long time



## Sellers that deliver unqualified products in 2018

Consider to warn these sellers to avoid their mistake/ fraud in the future



# THANK YOU

Prepared by: Giang Trong Nguyen  
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