

Olist

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A Brazilian E-Commerce Store

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A Data-Driven Analysis of Olist's E-commerce Ecosystem

- **Customer Behavior:** This part of the title emphasizes that the project focuses on analyzing how customers interact with Olist's platform. It includes understanding where customers are located, what products they are interested in, how frequently they make purchases, and other patterns of their behavior.
- **Sales Trends:** This refers to the analysis of sales data to identify trends over time. It could involve looking at which products are selling well, during which periods sales peak, and how different factors influence sales. Together, these insights reveal the overall performance of the Olist platform in terms of revenue and growth.

Objective

Objective 1: Understand Customer Demographics - Analyse customer distribution to identify key segments.

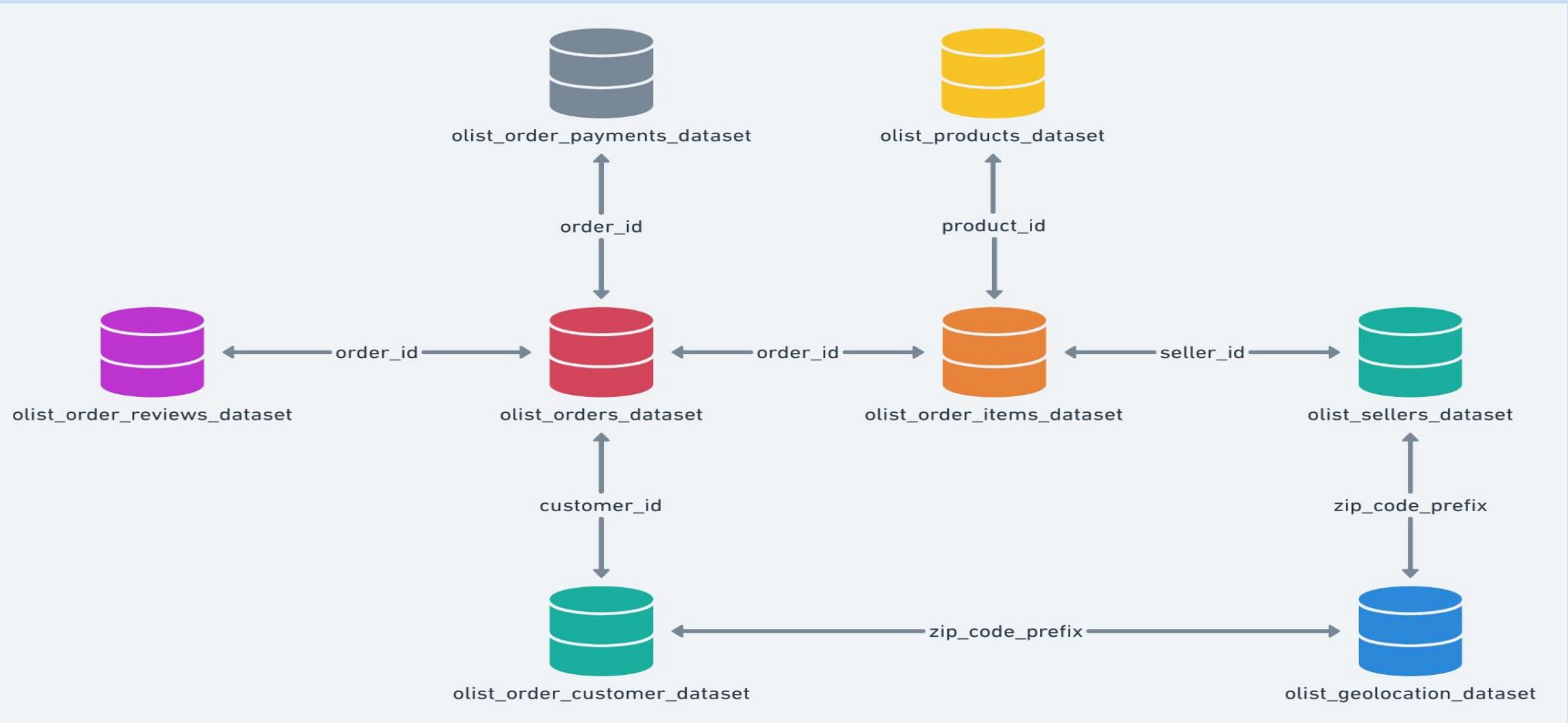
Objective 2: Identify Sales Patterns and Trends - Examine sales data for trends in product popularity and purchasing behaviour.

Objective 3: Assess Product Performance - Determine the most popular product categories.

Objective 4: Investigate Geographic Impact - Explore how customer location affects sales.

Objective 5: Generate Data-Driven Insights - Provide actionable insights for business strategies.

Schema



Columns

Customer Table
Customer_id
Customer_unique_id
customer_zip_code_prefix
customer_city
customer_state

Geolocation Table
geolocation_zip_code_prefix
geolocation_latitude
geolocation_longitudte
geolocation_city
geolocation_state

Order Item Table
order_id
order_item_id
product_id
seller_id
shipping_limit_date
price
freight_value

Order payment table
order_id
payment_sequential
payment_type
payment_installments
payment_value

Order Table
order_id
customer_id
order_status
order_purchase_timestamp
order_approved_at
order_delivered_carrier_date
order_delivered_customer_date
order_estimated_delivery_date

Product table
product_id
product_category_name
product_name_lenght
product_description_lenght
product_photos_qty
product_weight_g
product_length_cm
product_height_cm
product_width_cm

Seller table
seller_id
seller_zip_code_prefix
seller_city
seller_state

Product category name translation table
column1
column2

Query For Customer Table

```
CREATE TABLE projectportfolio.olist_customers_dataset ( customer_id  
VARCHAR(255) PRIMARY KEY, customer_unique_id VARCHAR(255),  
customer_zip_code_prefix INT, customer_city VARCHAR(255),  
customer_state VARCHAR(2));
```

Query For Orders Table

```
CREATE TABLE projectportfolio.olist_orders_dataset (  order_id VARCHAR(255)  
PRIMARY KEY,  customer_id VARCHAR(255),  order_status VARCHAR(255),  
order_purchase_timestamp DATETIME,  order_approved_at DATETIME,  
order_delivered_carrier_date DATETIME,  order_delivered_customer_date  
DATETIME,  order_estimated_delivery_date DATETIME);
```

Query For Order Items Table

```
CREATE TABLE projectportfolio.olist_order_items_dataset (
    order_id VARCHAR(255),    order_item_id INT,    product_id
    VARCHAR(255),    seller_id VARCHAR(255),    shipping_limit_date
    DATETIME,    price DECIMAL(10, 2),    freight_value DECIMAL(10, 2),
    PRIMARY KEY (order_id, order_item_id));
```

Query for Product Table

```
CREATE TABLE projectportfolio.olist_products_dataset ( product_id  
VARCHAR(255) PRIMARY KEY, product_category_name VARCHAR(255),  
product_name_lenght INT, product_description_lenght INT,  
product_photos_qty INT, product_weight_g INT, product_length_cm  
INT, product_height_cm INT, product_width_cm INT);
```

Query For Payment Table

```
CREATE TABLE projectportfolio.olist_order_payments_dataset (
order_id VARCHAR(255), payment_sequential INT, payment_type
VARCHAR(50), payment_installments INT, payment_value
DECIMAL(10, 2), PRIMARY KEY (order_id, payment_sequential));
```

Query For Review Table

```
CREATE TABLE projectportfolio.olist_order_reviews_dataset (
    review_id VARCHAR(255) PRIMARY KEY,    order_id VARCHAR(255),
    review_score INT,    review_comment_title VARCHAR(255),
    review_comment_message TEXT,    review_creation_date DATETIME,
    review_answer_timestamp DATETIME);
```

Query For Geolocation Table

```
CREATE TABLE projectportfolio.olist_geolocation_dataset (
    geolocation_zip_code_prefix INT,    geolocation_lat DECIMAL(9, 6),
    geolocation_lng DECIMAL(9, 6),    geolocation_city VARCHAR(255),
    geolocation_state VARCHAR(2));
```

Q: Number of customers from
the city of sao paulo

```
select customer_city, count (*)  
      as number_of_customer  
      from  
projectportfolio..olist_customers_dataset  
where customer_city like '%sao_paulo%'  
group by customer_city;
```

	customer_city	number_of_customer
1	sao paulo	15540
2	sao paulo das missoes	2
3	sao paulo do potengi	2
4	morro de sao paulo	1

Q: Which top 3 cities has the highest number of customers?

```
select top (3) customer_city, count (*) as  
    number_of_customer  
from projectportfolio..olist_customers_dataset  
    group by customer_city  
order by number_of_customer desc
```

	customer_city	number_of_customer
1	sao paulo	15540
2	rio de janeiro	6882
3	belo horizonte	2773

Q: Identify the most common customer zip code

```
select top (1)  
customer_zip_code_prefix, count (*) as  
number_of_order_per_zip  
  
from  
projectportfolio..olist_customers_datas  
et  
  
group by customer_zip_code_prefix  
  
order by number_of_order_per_zip  
desc
```

	customer_zip_code_prefix	number_of_order_per_zip
1	22790	142

Q: How many customer id
are there

```
select COUNT (*) as  
total_number_of_customer_id  
  
from  
projectportfolio..olist_customers_  
dataset
```

	total_number_of_customer_id
1	99441

Q: Number of customer grouped by state and city

```
select customer_city,  
customer_state, count(*) as  
number_of_customer  
  
from  
projectportfolio..olist_customers_  
dataset  
  
group by customer_city,  
customer_state  
  
order by number_of_customer  
desc
```

	customer_city	customer_state	number_of_customer
1	sao paulo	SP	15540
2	rio de janeiro	RJ	6882
3	belo horizonte	MG	2773
4	brasilia	DF	2131
5	curitiba	PR	1521
6	campinas	SP	1444
7	porto alegre	RS	1379
8	salvador	BA	1245
9	guarulhos	SP	1189
10	sao bernardo do campo	SP	938
11	niteroi	RJ	849
12	santo andre	SP	796
13	osasco	SP	746
14	santos	SP	713
15	goiania	GO	692
16	sao jose dos campos	SP	691
17	fortaleza	CE	654

✓ Query executed successfully.

Q: List customer_id,
unique customer id, their
city and their order id

```
select c.customer_id,  
c.customer_unique_id, o.order_id,  
c.customer_city  
  
from  
projectportfolio..olist_customers_da  
taset as c  
  
join  
projectportfolio..olist_orders_databa  
se as o  
  
on c.customer_id = o.customer_id
```

	customer_id	customer_unique_id	order_id	customer_city
1	06b8999e2fba1a1fbc8172c00ba8bc7	861eff4711a542e4b93843c6dd7febb0	00e7ee1b050b8499577073aab2a297a1	franca
2	18955e83d337fd6b2def6b18a428ac77	290c77bc529b7ac935b93aa66c333dc3	29150127e6685892b6eab3eec79f59c7	sao bernardo do campo
3	4e7b3e00288586ebd08712fdd0374a03	060e732b5b29e8181a18229c7b0b2b5e	b2059ed67ce144a36e2aa97d2c9e9ad2	sao paulo
4	b2b6027bc5c5109e529d4dc6358b12c3	259dac757896d24d7702b9acbbff3f3c	951670f92359f4fe4a63112aa7306eba	mogi das cruzes
5	4f2d8ab171c80ec8364f7c12e35b23ad	345ecd01c38d18a9036ed96c73b8d066	6b7d50bd145f6fc7f33cebabd7e49d0f	campinas
6	879864dab9bc3047522c92c82e1212b8	4c93744516667ad3b8f1fb645a3116a4	5741ea1f91b5fbab2bd2dc653a5b5099	jaragua do sul
7	fd826e7cf63160e536e0908c76c3f441	addec96d2e059c80c30fe6871d30d177	36e694cf4cbc2a4803200c35e84abdc4	sao paulo
8	5e274e7a0c3809e14aba7ad5aae0d407	57b2a98a409812fe9618067b6b8ebe4f	1093c8304c7a003280dd34598194913d	timoteo
9	5adf08e34b2e993982a47070956c5c65	1175e95fb47dff9de6b2b06188f7e0d	1ebeea841c590e86a14a0d7a48e7d062	curitiba
10	4b7139f34592b3a31687243a302fa75b	9afe194fb833f79e300e37e580171f22	7433cbcc783205509d66a5260da5b574	belo horizonte
11	9fb35e4ed6f0a14a4977cd9aea4042bb	2a7745e1ed516b289ed9b29c7d0539a5	8428e578bb1cf839ae26a6b7615502b9	montes claros
12	5aa9e4fdd4fd20959cad2d772509598	2a46fb94aef5cbeeb850418118cee090	f86c5ed7048ac10eb88ec21c00f71892	rio de janeiro
13	b2d1536598b73a9abd18e0d75d92f0a3	918dc87cd72cd9f6ed4bd442ed785235	83d8f70418eef96f37b483dff430305	lencois paulista
14	eabebad39a88bb6f5b52376faec28612	295c05e81917928d76245e842748184d	852d2f4d37773bcfc21c8e09a05a4ea5	sao paulo
15	1f1c7bf1c9b041b292af6c1c4470b753	3151a81801c8386361b62277d7fa5ecf	6c949e670b5d33dc8fb8ad25b6da4860	caxias do sul
16	206f3129c0e4d7d0b9550426023f0a08	21f748a16f4e1688a9014eb3ee6fa325	eac76692452422620996fe5e1a7f8bb0	piracicaba
17	a7c125a0a07b75146167b7f04a7f8e98	5c2991dbd08bbf3cf410713c4de5a0b5	72bab69c50432c6f94d8b50a5f84b69a	rio de janeiro

Q: List customers who purchased "cool_stuff" product.

```
with number_of_cool_stuff_purchased as (
    select c.customer_unique_id, o.customer_id,
           pd.product_category_name
      from projectportfolio..olist_customers_dataset as c
     join projectportfolio..olist_orders_dataset as o on c.customer_id
                                               = o.customer_id
     join projectportfolio..olist_order_items_dataset as oi on
                                               o.order_id = oi.order_id
     join projectportfolio..olist_products_dataset as pd on
                                               oi.product_id = pd.product_id
    where pd.product_category_name like '%cool_stuff%'
          )
        select
    c.customer_id, c.customer_unique_id, c.product_category_name,
    count(*) over () as number_of_cool_stuff_purchases
   from number_of_cool_stuff_purchased c;
```

	customer_id	customer_unique_id	product_category_name	number_of_cool_stuff_purchases
1	8264e3518163dd09211870b24a5d741d	67d21c8bea9d6017d1b124d3879dd815	cool_stuff	3796
2	f9dfa0a2934ffbb22e66924952548be8	bf6e263ffc1f89999827615522b0aa45	cool_stuff	3796
3	369708cabd9831ea6fde670a3b602a92	94b731a41867b47c3856e324840c4c99	cool_stuff	3796
4	9712f52bb03dbf1e5f778230d13d96cc	49d79c76cf12065b7a08103cdba3e1b8	cool_stuff	3796
5	80b5a39f1962bdc67b8ac0a96936a7b6	f62f269f9ce7c41d20a90f70df873f42	cool_stuff	3796
6	b06429ef920fcfd75713c712c9ee7b7	9316f45a5da8403a5938bd6069b1a4a7	cool_stuff	3796
7	4ad966e1eefc576c04159e46a8e38b20	b73b575cfe44692948a64dbdd55703f2	cool_stuff	3796
8	67a28655b804d6a418964f3dd4e214bc	d10582c312d1c3a03ed8ea136273c54d	cool_stuff	3796
9	67a28655b804d6a418964f3dd4e214bc	d10582c312d1c3a03ed8ea136273c54d	cool_stuff	3796
10	67a28655b804d6a418964f3dd4e214bc	d10582c312d1c3a03ed8ea136273c54d	cool_stuff	3796
11	67a28655b804d6a418964f3dd4e214bc	d10582c312d1c3a03ed8ea136273c54d	cool_stuff	3796
12	895f2539c30e6bac09c33029e98cfbbd	5bd72a5ba72683010f8385cff8bb92fd	cool_stuff	3796
13	e0f0e573de9eed01f4dbde5f9323c48b	decc46797b7d5c2c0146cc3e93720aaa	cool_stuff	3796
14	689ebb659ed83d0b534412e001e24611	272d474dde8221c368c57511d9150215	cool_stuff	3796
15	a9434e011c74b3cfe8649aafc303c441	637c2caca17c2bf9fe41e50a6fcec9ed	cool_stuff	3796
16	35b6b3b06cd4b2101cfabfb5429dc028	05105abc98016eb044d450d5e60de1b2	cool_stuff	3796
17	0ccda8ca5a2e6382c05ca6321324c14b	81332bd0a95775e25469d45e070b8e65	cool_stuff	3796

Q: List all orders along with the customer details who made the order.

```
select c.customer_unique_id,  
       o.order_id,  
       o.order_purchase_timestamp,  
       c.customer_city  
  
      from  
projectportfolio..olist_customers_d  
ataset as c  
  
      join  
projectportfolio..olist_orders_datas  
et as o on o.customer_id =  
c.customer_id
```

	customer_unique_id	order_id	order_purchase_timestamp	customer_city
1	861eff4711a542e4b93843c6dd7febb0	00e7ee1b050b8499577073aeb2a297a1	2017-05-16 15:05:35.0000000	franca
2	290c77bc529b7ac935b93aa66c333dc3	29150127e6685892b6eab3eec79f59c7	2018-01-12 20:48:24.0000000	sao bernardo do campo
3	060e732b5b29e8181a18229c7b0b2b5e	b2059ed67ce144a36e2aa97d2c9e9ad2	2018-05-19 16:07:45.0000000	sao paulo
4	259dac757896d24d7702b9acbbff3f3c	951670f92359f4fe4a63112aa7306eba	2018-03-13 16:06:38.0000000	mogi das cruzes
5	345ecd01c38d18a9036ed96c73b8d066	6b7d50bd145f6fc7f33cebabd7e49d0f	2018-07-29 09:51:30.0000000	campinas
6	4c93744516667ad3b8f1fb645a3116a4	5741ea1f91b5fbab2bd2dc653a5b5099	2017-09-14 18:14:31.0000000	jaragua do sul
7	addec96d2e059c80c30fe6871d30d177	36e694cf4cbc2a4803200c35e84abdc4	2018-02-19 14:38:35.0000000	sao paulo
8	57b2a98a409812fe9618067b6b8ebe4f	1093c8304c7a003280dd34598194913d	2017-11-16 19:29:02.0000000	timoteo
9	1175e95fb47ddff9de6b2b06188f7e0d	1eb3ee841c590e86a14a0d7a48e7d062	2018-01-18 12:35:44.0000000	curitiba
10	9afe194fb833f79e300e37e580171f22	7433cbcc783205509d66a5260da5b574	2018-01-08 11:22:34.0000000	belo horizonte
11	2a7745e1ed516b289ed9b29c7d0539a5	8428e578bb1cf839ae26a6b7615502b9	2017-11-27 17:23:20.0000000	montes claros
12	2a46fb94aef5cbeeb850418118cee090	f86c5ed7048ac10eb88ec21c00f71892	2018-02-07 11:36:42.0000000	rio de janeiro
13	918dc87cd72cd9f6ed4bd442ed785235	83d8f70418eefd96f37b483dff430305	2017-09-09 09:54:57.0000000	lencois paulista
14	295c05e81917928d76245e842748184d	852d2f4d37773bcfc21c8e09a05a4ea5	2018-03-07 15:57:14.0000000	sao paulo
15	3151a81801c8386361b62277d7fa5ecf	6c949e670b5d33dc8fb8ad25b6da4860	2018-04-01 18:59:31.0000000	caxias do sul
16	21f748a16f4e1688a9014eb3ee6fa325	eac76692452422620996fe5e1a78bb0	2018-01-29 20:32:08.0000000	piracicaba
17	5c2991dbd08bbf3cf410713c4de5a0b5	72bab69c50432c6f94d8b50a5f84b69a	2018-08-13 23:45:05.0000000	rio de janeiro

Q: Find all products purchased by each customer along with the order date.

```
select c.customer_id, o.order_id,  
o.order_purchase_timestamp, oi.product_id  
from  
projectportfolio..olist_customers_dataset as  
c  
join olist_orders_dataset as o on  
o.customer_id = c.customer_id  
join olist_order_items_dataset as oi on  
oi.order_id = o.order_id
```

	customer_id	order_id	order_purchase_timestamp	product_id
1	3ce436f183e68e07877b285a838db11a	00010242fe8c5a6d1ba2dd792cb16214	2017-09-13 08:59:02.000000	4244733e06e7ecb4970a6e2683c13e61
2	f6dd3ec061db4e3987629fe6b26e5cce	00018f77f2f0320c557190d7a144bdd3	2017-04-26 10:53:06.000000	e5f2d52b802189ee658865ca93d83a8f
3	6489ae5e4333f3693df5ad4372dab6d3	000229ec398224ef6ca0657da4fc703e	2018-01-14 14:33:31.000000	c777355d18b72b67abbeef9df44fd0fd
4	d4eb9395c80431ee92fce09860c5a06	00024acbcdf0a6daa1e931b038114c75	2018-08-08 10:00:35.000000	7634da152a4610f1595efa32f14722fc
5	58dbd0b2d70206bf40e62cd34e84d795	00042b26cf59d7ce69dfabb4e55b4fd9	2017-02-04 13:57:51.000000	ac6c3623068f30de03045865e4e10089
6	816cbea969fe5b689b39cfc97a506742	00048cc3ae777c65dbb7d2a0634bc1ea	2017-05-15 21:42:34.000000	ef92defde845ab8450f9d70c526ef70f
7	32e2e6ab09e778d99bf2e0ecd4898718	00054e8431b9d7675808bcb819fb4a32	2017-12-10 11:53:48.000000	8d4f2bb7e93e6710a28f34fa83ee7d28
8	9ed5e522dd9dd85b4af4a077526d8117	000576fe39319847cbb9d288c5617fa6	2018-07-04 12:08:27.000000	557d850972a7d6f792fd18ae1400d9b6
9	16150771dfd4776261284213b89c304e	0005a1a1728c9d785b8e2b08b904576c	2018-03-19 18:40:33.000000	310ae3c140ff94b03219ad0adc3c778f
10	351d3cb2cee3c7fd0af6616c82df21d3	0005f50442cb953dc1d21e1fb923495	2018-07-02 13:59:39.000000	4535b0e1091c278dfd193e5a1d63b39f
11	c6fc061d86fab1e2b2eac259bac71a49	00061f2a7bc09da83e415a52dc8a4af1	2018-03-24 22:16:10.000000	d63c1011f49d98b976c352955b1c4bea

Q: Find customers who placed more than 5 orders.

SELECT

```
c.customer_unique_id,  
COUNT(o.order_id) AS total_orders  
from projectportfolio..olist_customers_dataset  
as c  
join projectportfolio..olist_orders_dataset as o  
on c.customer_id = o.customer_id  
group by c.customer_unique_id  
having COUNT(o.order_id) > 5  
order by total_orders desc
```

	customer_unique_id	total_orders
1	8d50f5eadf50201cccdcedfb9e2ac8455	17
2	3e43e6105506432c953e165fb2acf44c	9
3	ca77025e7201e3b30c44b472ff346268	7
4	1b6c7548a2a1f9037c1fd3ddfed95f33	7
5	6469f99c1f9dfaee7733b25662e7f1782	7
6	47c1a3033b8b77b3ab6e109eb4d5fdf3	6
7	63cf61cee11cbe306bff5857d00bfe4	6
8	de34b16117594161a6a89c50b289d35a	6
9	12f5d6e1cbf93dafd9dcc19095df0b3d	6
10	dc813062e0fc23409cd255f7f53c7074	6
11	f0e310a6839dce9de1638e0fe5ab282a	6

Q: List All Customers Who Have Never Purchased 'cool_stuff' and Include Other Products They Have Purchased

```

with cool_stuff_customers as (
    select distinct
        c.customer_id
    from projectportfolio..olist_customers_dataset as c
    join olist_orders_dataset as o on c.customer_id = o.customer_id
    join olist_order_items_dataset as oi on o.order_id = oi.order_id
    join olist_products_dataset as pd on oi.product_id = pd.product_id
        where pd.product_category_name != 'cool_stuff'
)
select c.customer_id, c.customer_unique_id, o.order_id,
    pd.product_category_name
    from projectportfolio..olist_customers_dataset as c
    join olist_orders_dataset as o on c.customer_id = o.customer_id
    join olist_order_items_dataset as oi on o.order_id = oi.order_id
    join olist_products_dataset as pd on oi.product_id = pd.product_id
where c.customer_id in (select customer_id from cool_stuff_customers)

```

	customer_id	customer_unique_id	order_id	product_category_name
1	f6dd3ec061db4e3987629fe6b26e5cce	eb28e67c4c0b83846050ddfb8a35d051	00018f77f2f0320c557190d7a144bdd3	pet_shop
2	6489ae5e4333f3693df5ad4372dab6d3	3818d81c6709e39d06b2738a8d3a2474	000229ec398224ef6ca0657da4fc703e	moveis_decoracao
3	d4eb9395c8c0431ee92fce09860c5a06	af861d436fc08b2c2ddefd0ba074622	00024acbcdf0a6daa1e931b038114c75	perfumaria
4	58bdb0b2d70206bf40e62cd34e84d795	64b576fb70d441e8f1b2d7d446e483c5	00042b26cf59d7ce69dfabb4e55b4fd9	ferramentas_jardim
5	816cbea969fe5b689b39fcf97a506742	85c835d128beae5b4ce8602c491bf385	00048cc3ae777c65dbb7d2a0634bc1ea	utilidades_domesticas
6	32e2e6ab09e778d99bf2e0ecd4898718	635d9ac1680f03288e72ada3a1035803	00054e8431b9d7675808bcb819fb4a32	telefonia
7	9ed5e522dd9dd85b4af4a077526d8117	fda4476abb6307ab3c415b7e6d026526	000576fe39319847cbb9d288c5617fa6	ferramentas_jardim
8	16150771dfd4776261284213b89c304e	639d23421f5517f69d0c3d6e6564cf0e	0005a1a1728c9d785b8e2b08b904576c	beleza_saude
9	351d3cb2cee3c7fd0af6616c82df21d3	0782c41380992a5a533489063df0eef6	0005f50442cb953dc1d21e1fb923495	livros_tecnicos
10	c6fc061d86fab1e2b2eac259bac71a49	107e6259485efac66428a56f10801f4f	00061f2a7bc09da83e415a52dc8a4af1	beleza_saude
11	6a899e55865de6549a58d2c6845e5604	3fb97204945ca0c01bcf3eee6031c5f1	00063b381e2406b52ad429470734ebd5	fashion_bolsas_e_acessorios

Q: Identify top 10
Customers with the Most
Number of Orders

```
select top 10 c.customer_unique_id,  
       count(o.order_id) as total_orders  
     from  
projectportfolio..olist_customers_dataset  
      et as c  
      join  
projectportfolio..olist_orders_dataset as  
o on c.customer_id = o.customer_id  
group by c.customer_unique_id  
order by total_orders desc
```

	customer_unique_id	total_orders
1	8d50f5eadf50201cccdcedfb9e2ac8455	17
2	3e43e6105506432c953e165fb2acf44c	9
3	6469f99c1f9dfaef7733b25662e7f1782	7
4	ca77025e7201e3b30c44b472ff346268	7
5	1b6c7548a2a1f9037c1fd3ddfed95f33	7
6	63fcf61cee11cbe306bff5857d00bfe4	6
7	de34b16117594161a6a89c50b289d35a	6
8	12f5d6e1cbf93dafd9dcc19095df0b3d	6
9	47c1a3033b8b77b3ab6e109eb4d5fdf3	6
10	dc813062e0fc23409cd255f7f53c7074	6

Q: List Orders with
Multiple Payment
Installments with their
Payment Value

```
select p.order_id, p.payment_type,  
p.payment_installments,  
p.payment_value  
  
      from  
projectportfolio..olist_order_payments_  
dataset as p  
  
where payment_installments > 1  
  
order by payment_installments desc
```

	order_id	payment_type	payment_installments	payment_value
1	70b7e94ea46d3e8b5bc12a50186edaf0	credit_card	24	274.839996337891
2	859f516f2fc3f95772e63c5757ab0d5b	credit_card	24	609.559997558594
3	ff36cbc44b8f228e0449c92ef089c843	credit_card	24	756.489990234375
4	2b7dbe9be72b8f9733844c31055c0825	credit_card	24	345.390014648438
5	6ae2e8b8fac02522481d2a2f4ca4412c	credit_card	24	433.429992675781
6	90f864fe19d11549fa01eb81c4dd87e3	credit_card	24	588.580017089844
7	84d2098c97827c6327ed4d7be95e1fc8	credit_card	24	286.779998779297
8	ffb18bf111fa70edf316eb0390427986	credit_card	24	617.239990234375
9	63dbe0c8e63e5f1b4deec09d4f044a7f	credit_card	24	771.690002441406
10	fcb6af360b31b05460c2c8e524588c0	credit_card	24	1194.38000488281
11	ef71772d55431467890fda2f45c7bdde	credit_card	24	629.640014648438
12	1015-01-01 00:00:00	credit_card	24	500.1700000000001

Q: List all the payments
with boleto payment mode

```
select p.order_id, p.payment_type,  
       p.payment_value  
     from  
projectportfolio..olist_order_payments_  
      dataset as p  
 where payment_type like '%boleto%'  
 order by payment_value desc
```

	order_id	payment_type	payment_value
1	736e1922ae60d0d6a89247b851902527	boleto	7274.8798828125
2	fefacc66af859508bf1a7934eab1e97f	boleto	6922.2099609375
3	f5136e38d1a14a4dbd87dff67da82701	boleto	6726.66015625
4	2cc9089445046817a7539d90805e6e5a	boleto	6081.5400390625
5	41b7766bb1df487d17fb9725b78ff509	boleto	3979.55004882813
6	b15c7e972c74684414fb2e659fce916a	boleto	3666.419921875
7	43bdbd9dc0931d72befdf4765af6c442	boleto	3406.46997070313
8	4412d97cb2093633afa85f11db46316c	boleto	3195.72998046875
9	31e50461be6957a749166e97af082d0a	boleto	3155.82006835938
10	52e6988a13f9dd7d567b0816dba52a03	boleto	3041.72998046875
11	bd2fef198085db0b586b9c71aa2d35da	boleto	3024.080078125

Key Insights

Customer Distribution:

Concentration in Key Regions: A significant proportion of Olist's customers are concentrated in the state of São Paulo (SP), particularly in major cities like São Paulo and Rio de Janeiro. This indicates that marketing and promotional efforts in these areas could be highly effective.

Emerging Markets: There are smaller but notable customer bases in other states, suggesting potential for growth in regions outside the primary hubs. Targeted campaigns in these emerging markets could help expand Olist's reach.

Key Insights

Sales Trend:

High Demand for Specific Categories: Certain product categories, such as electronics and "cool stuff," have consistently high sales, indicating strong customer preference. Focusing on these categories for inventory management and promotions could optimize sales.

Key Insights

Customer Purchasing Behavior:

Repeat Purchases by Loyal Customers: A significant number of customers make repeat purchases, particularly within their preferred product categories. Olist could leverage this loyalty by offering personalized discounts or loyalty programs to encourage even more frequent purchases.

Single-Category Dominance: Many customers tend to focus on a single product category, suggesting a specialized shopping behavior. Understanding these preferences can help tailor marketing efforts to individual customer segments.

Key Insights

Customer Retention Potential:

Opportunity for Growth: While there is a strong base of repeat customers, there is also a significant number of one-time buyers. Developing strategies to convert one-time buyers into repeat customers could lead to sustained growth.

Customer Satisfaction and Reviews: Analysis of order reviews (if included) could provide insights into customer satisfaction. High satisfaction scores in specific regions or categories could be used to bolster brand reputation and customer loyalty.

Thank You!

Thank you for your time and attention.

**Feel free to reach out with any questions or further
discussion.**