



Client Brief: olist Marketing Data

General Assembly: Data Analytics Immersive

Business Background & Summary

Olist is an online e-commerce platform that connects merchants and their products to the main marketplaces of Brazil. The site allows shopkeepers of all sizes to register for their products to be sold at the olist store, along with Brazil's top retailers, using olist's platform and logistics set-up.

Olist has three membership tiers: Lite, Pro and Premium.

	Joining fee	Monthly fee	Commission per product
Lite	\$29.90	\$29.90	21%
Pro	\$349.00	\$249.90	19%
Premium	Custom		

Problem Statement

Olist is always looking for new sellers to start selling products on their site. They will canvas for new sellers on landing pages, and through various marketing channels, after which they go through the following marketing funnel:

- The seller signs up at a landing page and becomes a Marketing Qualified Lead (MQL).
- The Sales Development Representative (SDR) contacts the MQL to confirm some information and schedule a consultation.
- The MQL and Sales Representative (SR) meet for a consultation and either the sale is closed (the seller signs up) or lost (the seller doesn't sign up).
- If the sale is closed and the MQL signs up, the MQL builds and publishes their product catalogue on Olist.

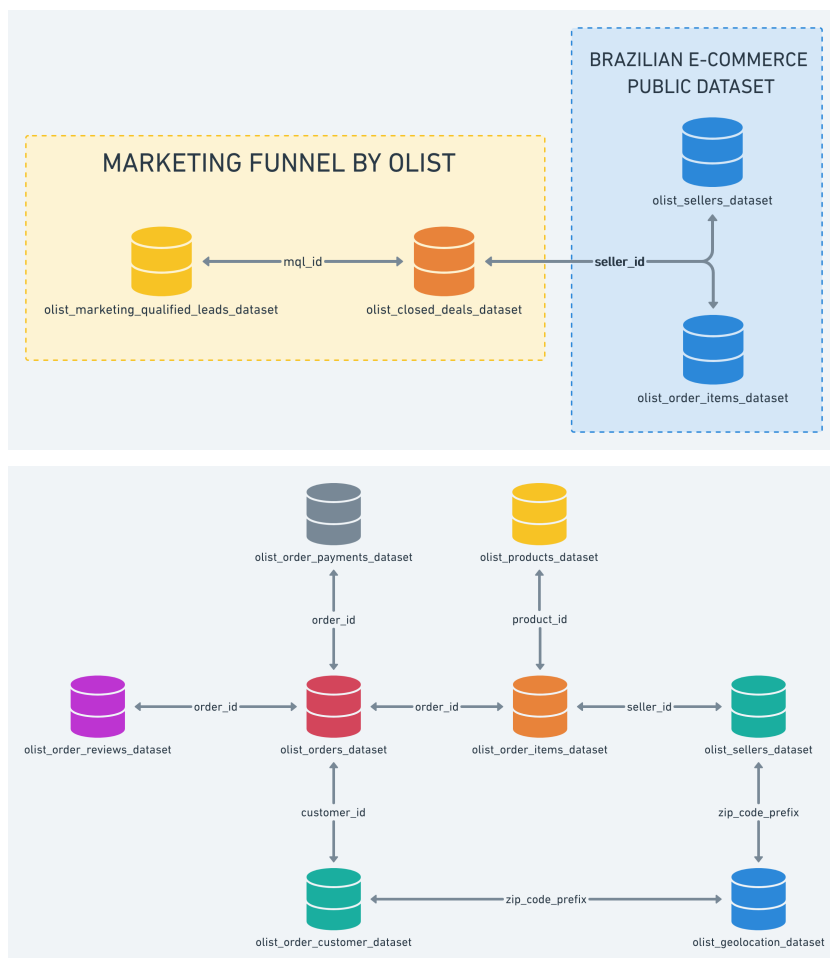
Olist wants to make sure that their Sales Development Representatives are using their time to maximise the money both the sellers and olist make. This means, which sellers are most likely to convert, and which sellers are most likely to make the most money with olist.

They are asking for recommendations from you on what steps they should take both during the marketing process and afterwards to ensure maximum return.

Data and Access Details

The data available is [here](#) in two segments:

- Marketing Funnel data
 - Marketing Qualified Leads Dataset
 - Closed Deals Dataset
- E-Commerce data
 - Sellers Dataset
 - Orders Dataset
 - Order Items Dataset
 - Order Payments Dataset
 - Products Dataset
 - Order Reviews Dataset
 - Order Customer Dataset
 - Geolocation Dataset



Other Relevant Points

This data is made available in two tranches on Kaggle: [here](#) and [here](#).