



**olist** *Data Consultants*  
empowering commerce

# E-Commerce in Brazil: How to Improve your Marketplace





# Who are we?

We are Olist Consultants. We work for Brazil's largest E-Commerce brand: Olist Store.

Using feature selection and various models we can evaluate which features are most important to your business.

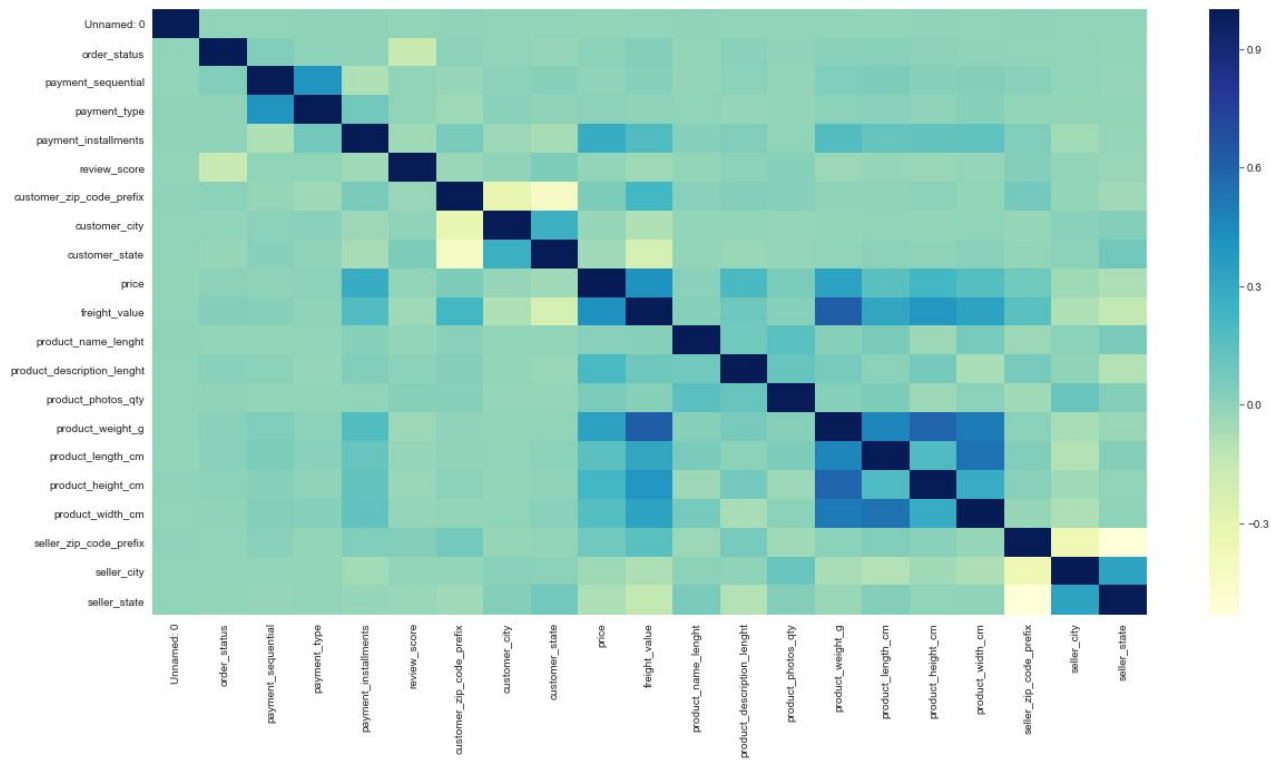
Using large datasets we can provide an overview of the purchase behaviour of your customers.



# The Data

- Data is provided by Olist Store, Brazil's largest department store.
- We have data on over 100,000 orders from 2016 - 2018.
- Order details from **all** our partner Marketplaces, anonymized for confidentiality.

# Correlation

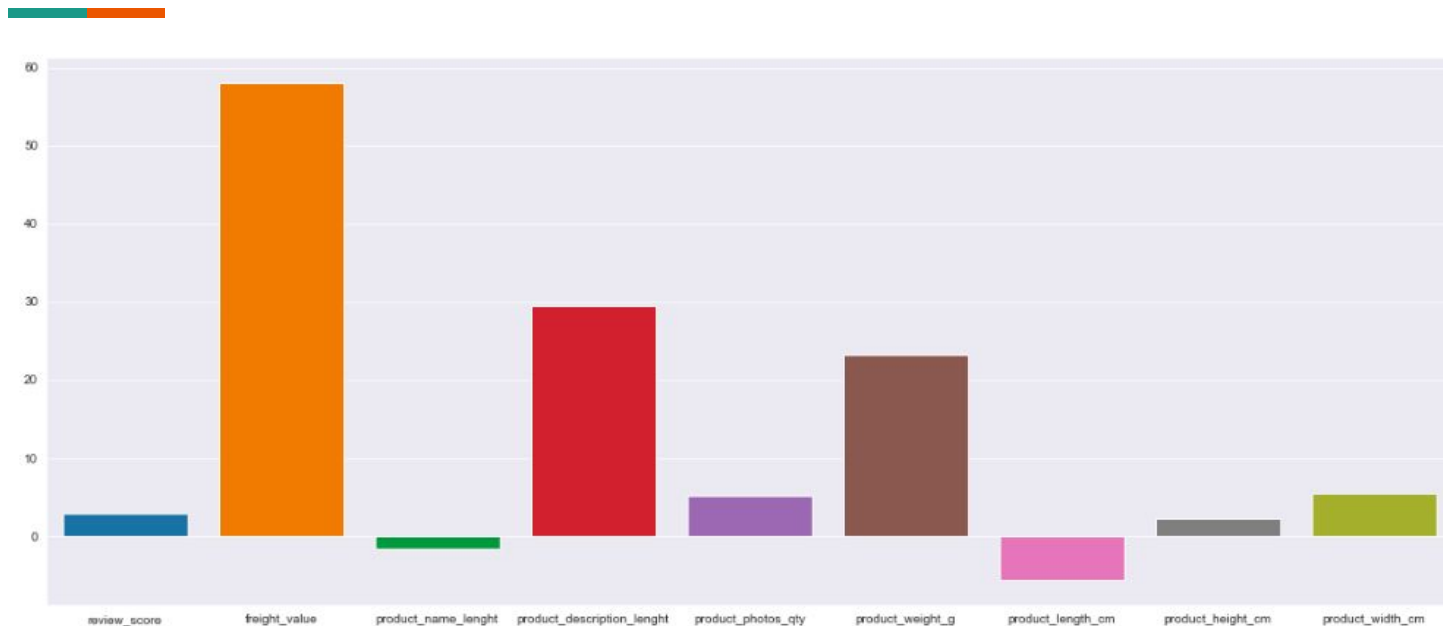




# The Iterative Approach

- We first eliminate any features that aren't going to be big influencers using our knowledge of the domain.
- We then run the data through multiple models to further understand the effect of each feature.
- From this we further eliminate features which aren't important and re-run our models.
- Based on these results, we select the strongest influencers on listing price, and recommend what to focus your business model on.

# Important Features



R2:: 0.211

Freight Value, Product Description Length, Product Weight (g), Product Length (cm)



# Recommendations

The three most influential predictors are: Freight Value, Product Description Length and Product Weight

Based on these findings, our suggestions would be:

- Make product descriptions as informative as possible.
- Promote larger products, as they are generally more expensive and cost more to ship
- Cultivate your international market, to maximise freight costs
- For smaller items, ensure they fit through a letterbox for customer convenience



# Questions?