



# GEOSPATIAL ANALYSIS ON OLIST'S E-COMMERCE PERFORMANCE

Leveraging Regional Insights to  
Drive Strategic Growth

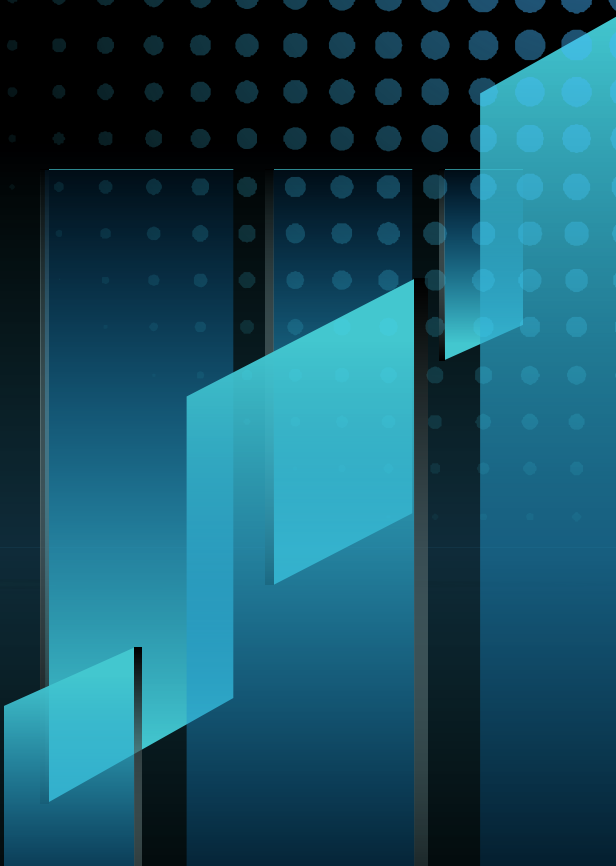
# INTRODUCTION

- Olist is a leading Brazilian e-commerce marketplace connecting SMBs to nationwide customers.
- This project leverages geospatial analytics to uncover disparities in:
  - Order Volume
  - Payment Preferences
  - Delivery Performance
- Goal: Identify regional opportunities to enhance operational efficiency, customer experience, and revenue.



# CORE BUSINESS QUESTION

How can Olist leverage geospatial insights to optimize operations, improve customer satisfaction, and drive revenue growth?

- Approach: Answer 3 actionable sub-questions using Tableau geospatial visualizations.
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# WHERE ARE THE SALES? REGIONAL PATTERNS IN ORDERS & REVENUE

Visualization: Count of Orders and Revenue

- São Paulo (SP): 20% of all orders and ~\$2.8M revenue.
- MG and RJ follow as strong performers.
- Northern states like Acre, Roraima underperform.
- Strong alignment with population density and seller presence.

Implication: Infrastructure and digital readiness drive success.

# RECOMMENDATIONS

- In High-Performing States: Maintain momentum with loyalty programs, faster delivery, expanded product range.
- In Low-Performing States:
  - Expand seller networks
  - Improve last-mile logistics
  - Launch regional marketing initiatives

# How Do BRAZILIANS PREFER TO PAY?

Visualization: Payment Type

- Credit cards dominate nationally, esp. SP, RJ, MG (75%+ of total).
- Boletos provide key access for unbanked customers.
- Debit cards and vouchers are niche but growing.

Insight: Financial preferences are deeply regional.

# RECOMMENDATIONS

- In Credit-Dominant Regions: Run credit card rewards, installment offers.
- In Boleto-Heavy States: Promote simplicity and safety, integrate mobile payment options.
- Low-Access Areas: Partner with fintechs and introduce prepaid or mobile wallet systems.

# How Do DELAYS AFFECT CUSTOMER SENTIMENT?

- Visualization: Sentiment vs Delivery Time
  - States with high late delivery % (e.g., Pará, Alagoas) show low review scores.
  - São Paulo, Amazonas show resilience—good reviews despite modest delays.
  - Payment value has no strong link to satisfaction.
- Conclusion: Delays—not price—drive dissatisfaction.



# RECOMMENDATIONS

- In High-Delay States:
  - Build regional warehouses
  - Use real-time delivery tracking
  - Partner with local couriers
- Use Sentiment Data: Identify pain points with post-purchase surveys.
- Reinforce Strong States: Boost loyalty where customers remain satisfied (e.g., São Paulo).

## FINAL TAKEAWAYS

- - Olist's growth is strongest in Brazil's Southeast.
  - Gaps exist in underserved Northern and Northeastern states.
  - Delivery performance, not pricing, is the key to improving sentiment
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# NEXT STEPS FOR OLIST

- Strengthen logistics in high-delay areas.
- Promote inclusive payment systems.
- Use customer feedback for targeted service enhancements.