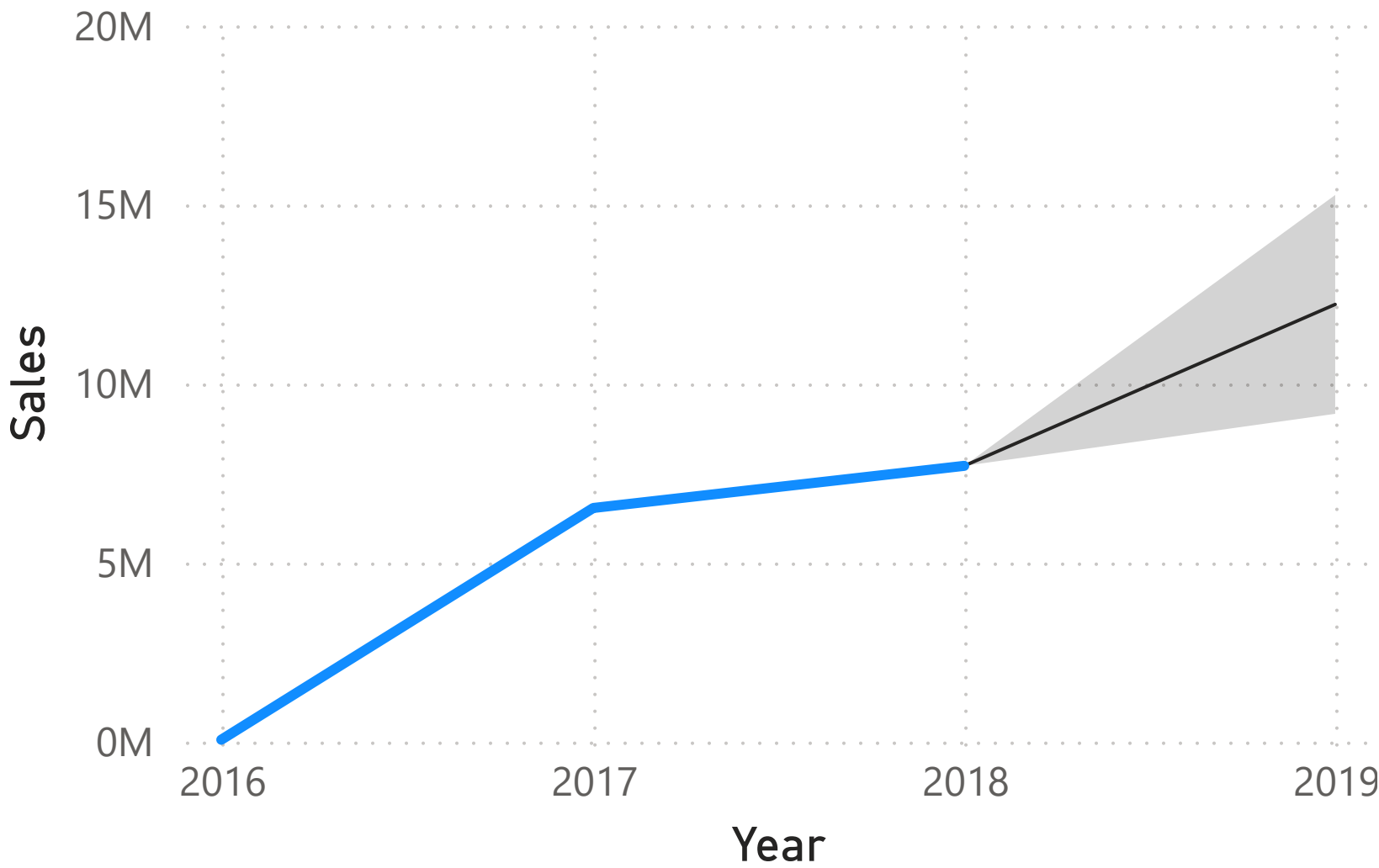


OLIST ECOMMERCE PLATFORM

OVERALL PERFORMANCE INSIGHTS

Earnings over time



Total Revenue

14.27M

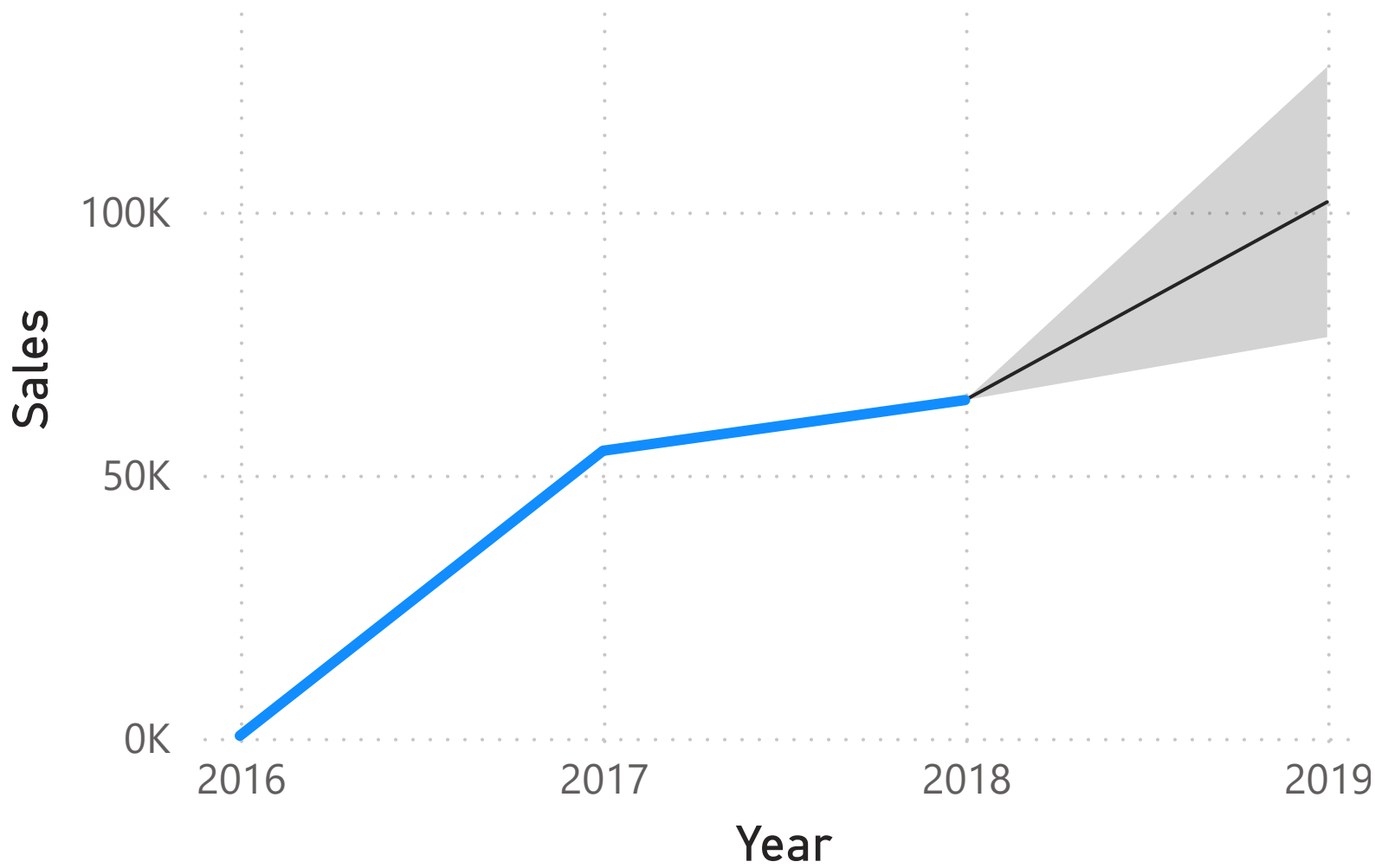
Orders

99.44K

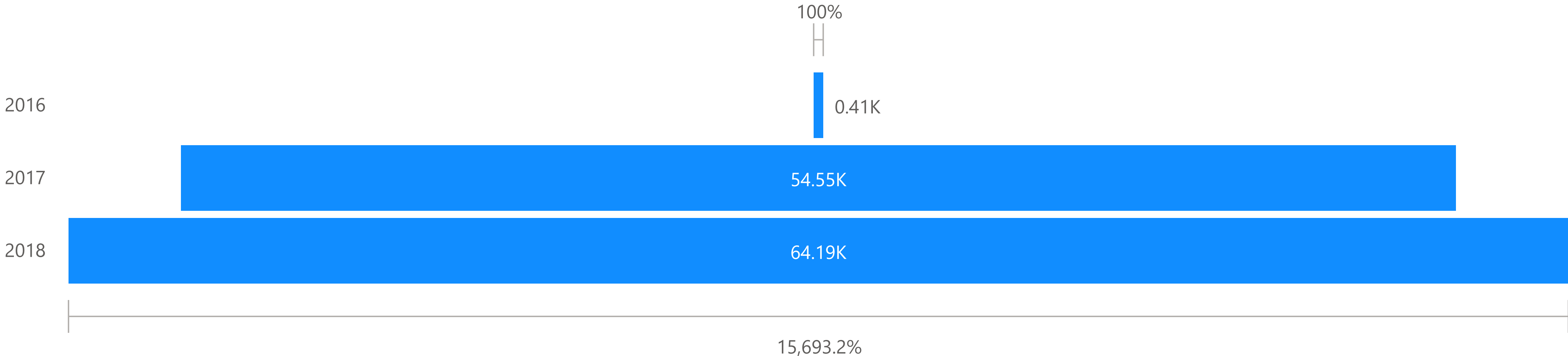
Average order value

120.65

Sales over time

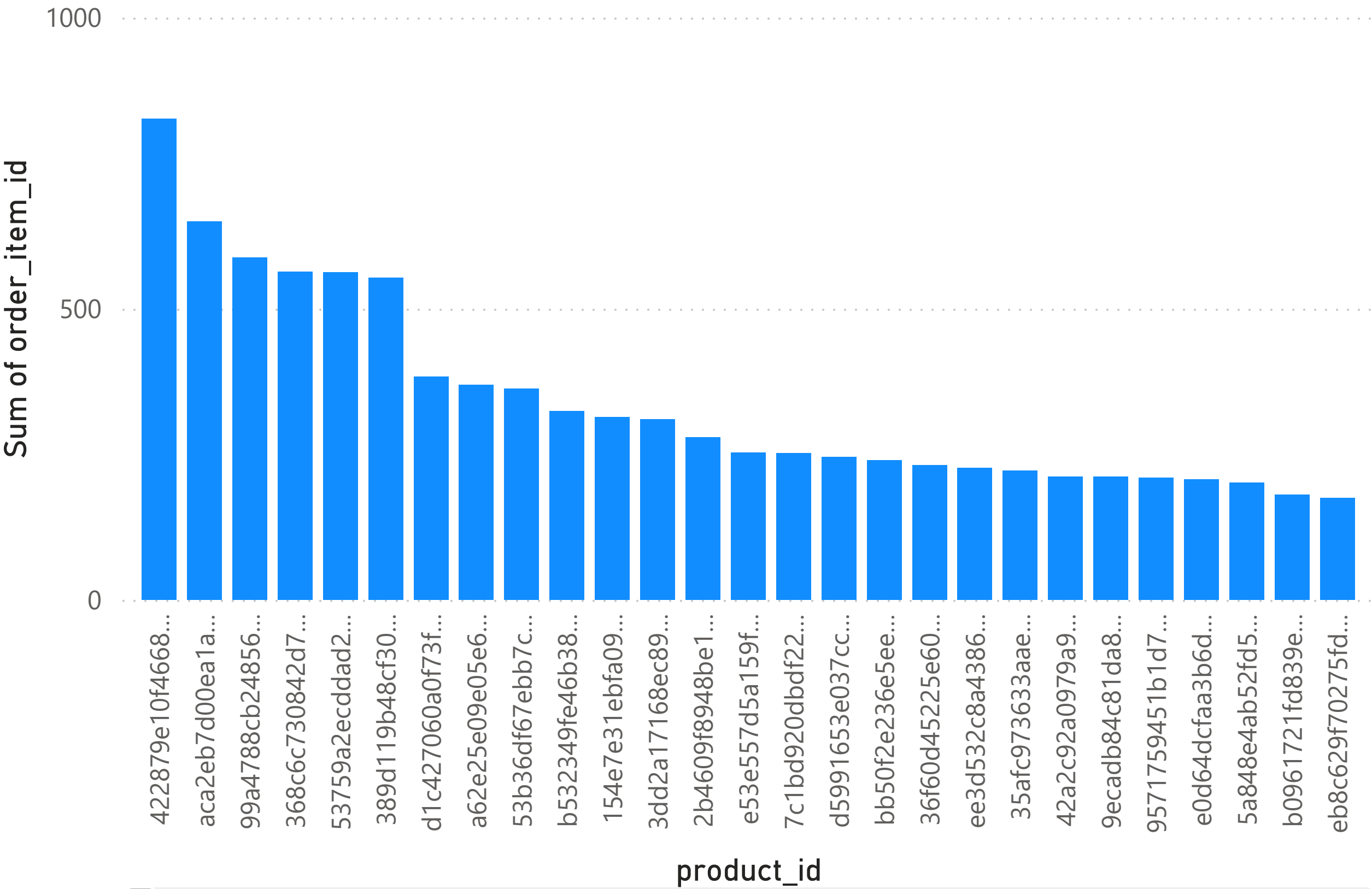


Order quantity by year

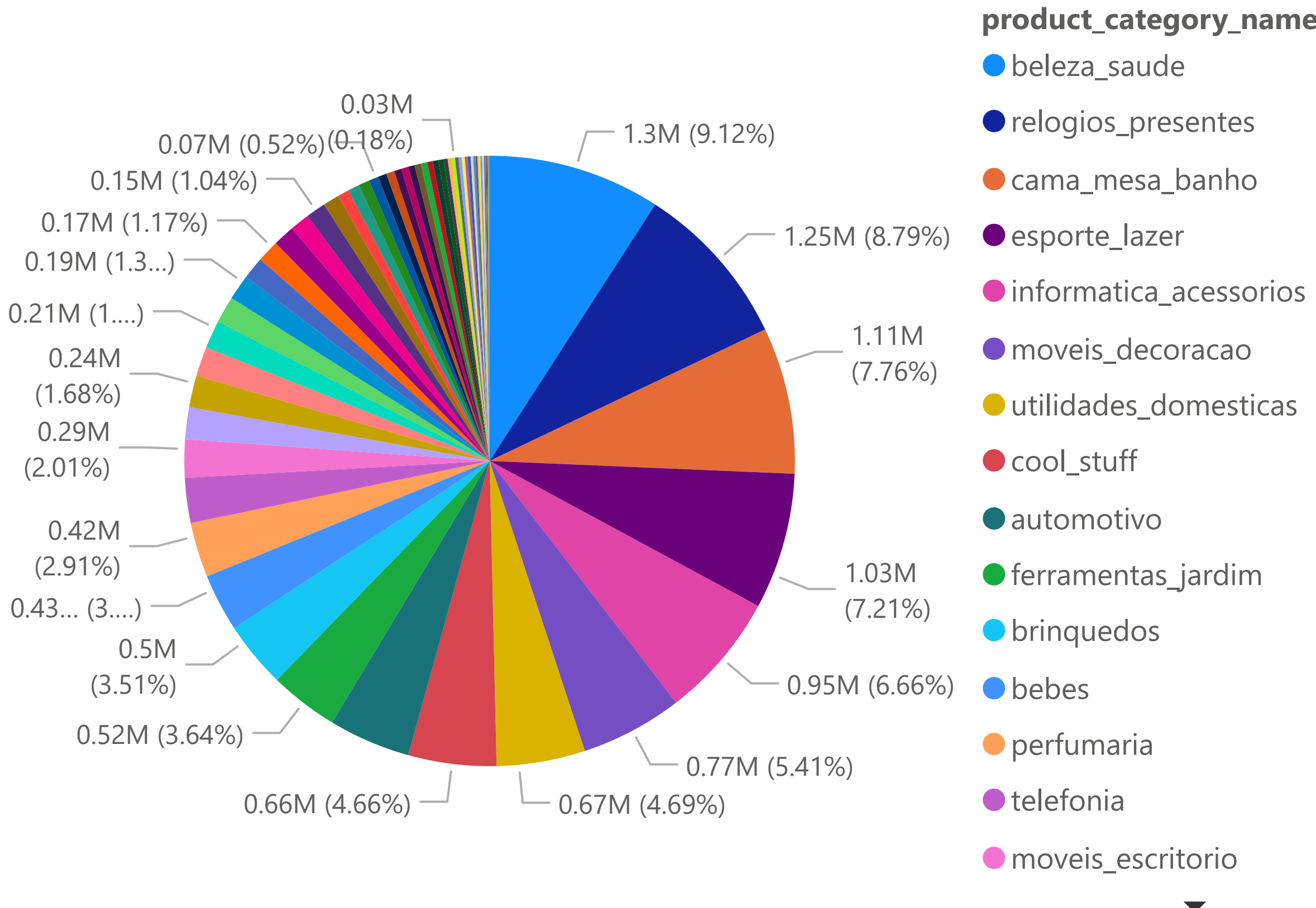


PRODUCT INSIGHTS

Orders by product



Revenue by category



product_id	total orders	price	product_weight_g	product_length_cm	product_width_cm	product_height_cm	average review_score
00066f42aeeb9f3007548bb9d3f33c38	1	101.65	300	20	16	16	5.00
000b8f95fcb9e0096488278317764d19	2	58.90	550	19	12	24	5.00
000d9be29b5207b54e86aa1b1ac54872	1	199.00	250	22	15	11	5.00
00126f27c813603687e6ce486d909d01	2	249.00	700	25	15	5	5.00
001b237c0e9bb435f2e54071129237e9	1	78.90	6000	40	30	4	5.00
001c5d71ac6ad696d22315953758fa04	1	79.90	1800	47	41	21	5.00
Total	99441						4.02

CUSTOMER INSIGHTS

Customer locations



Total Customers

99.44K

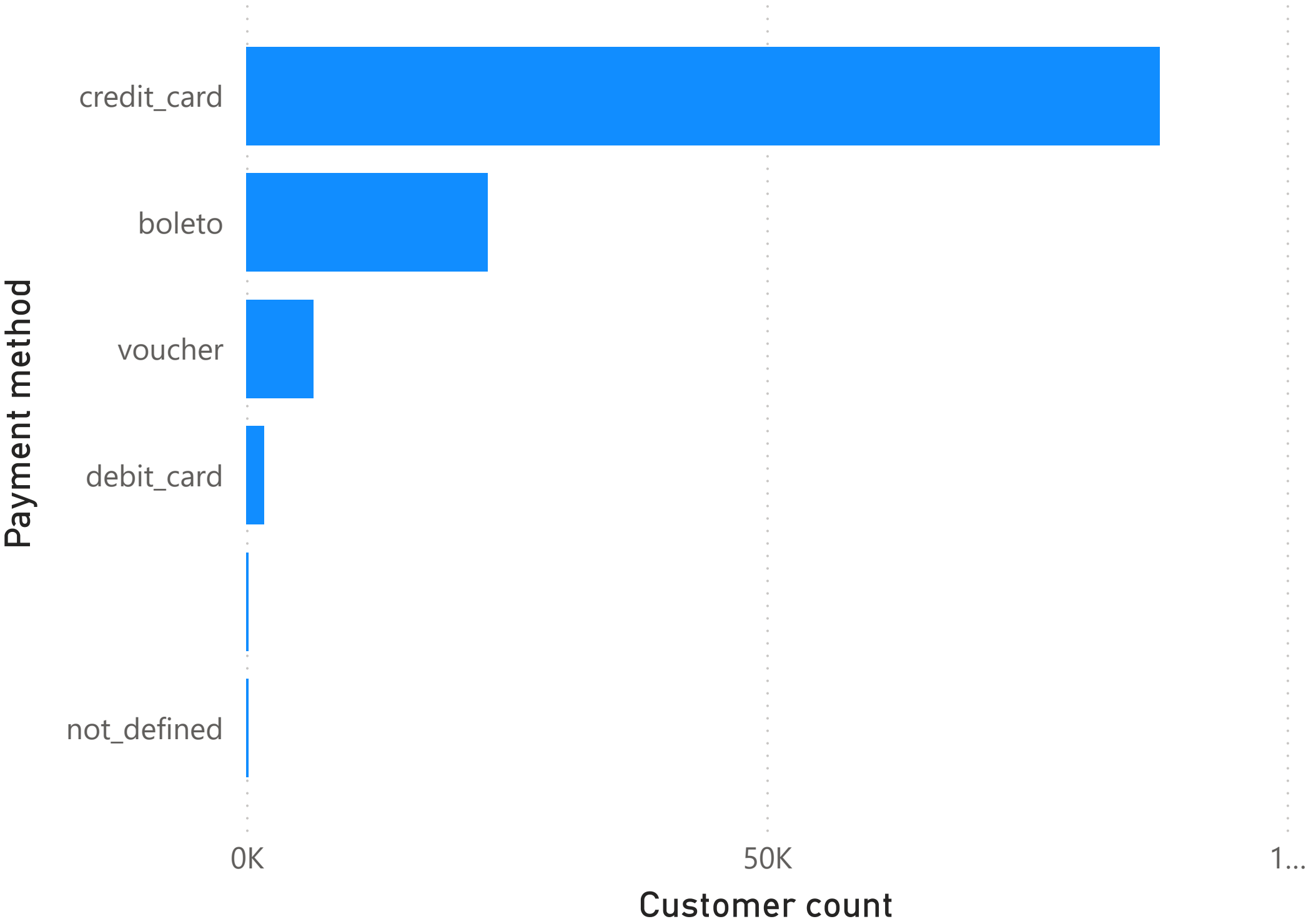
Average Repeat Customers

0.32

Average Customer Satisfaction Score



Preferred payment types



customer_unique_id	total orders	total category	average review score	revenue generated
9a736b248f67d166d2fbb006bcb877c3	75	3	5.00	2,847.78
6fbc7cdadbb522125f4b27ae9dee4060	38	1	5.00	3,039.62
f9ae226291893fda10af7965268fb7f6	35	1	3.69	5,436.50
8af7ac63b2efbcbd88e5b11505e8098a	29	1	1.00	11,383.95
Total	119143	74	4.02	14,273,699.65