

Olist Sales Report
2016 - 2018

Summary

Customer

Orders

Sellers

Categories

Month

All

Year

All



Total Revenue

\$16.01M



Total Orders

99.4K




Total Sellers

3.1K



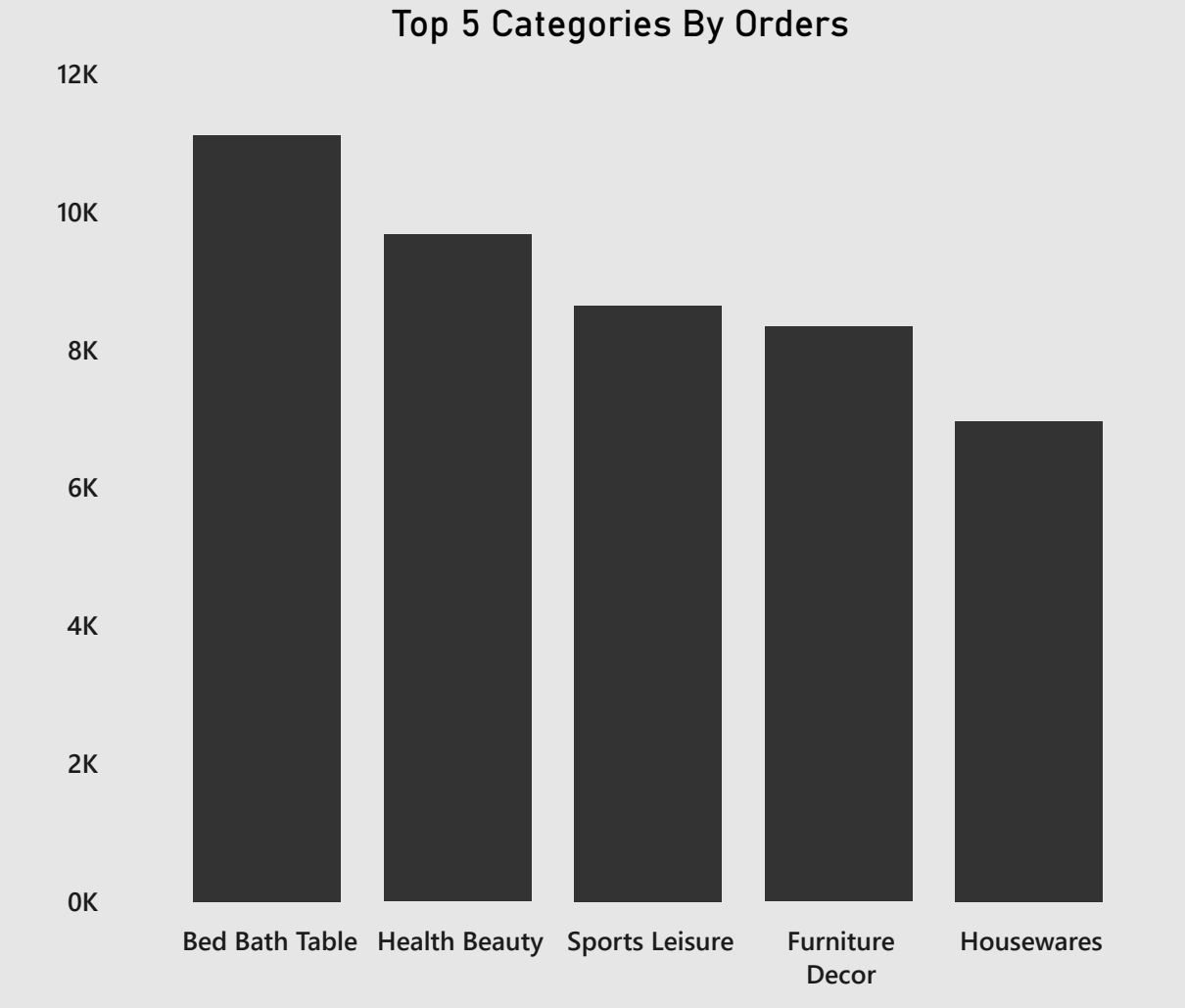
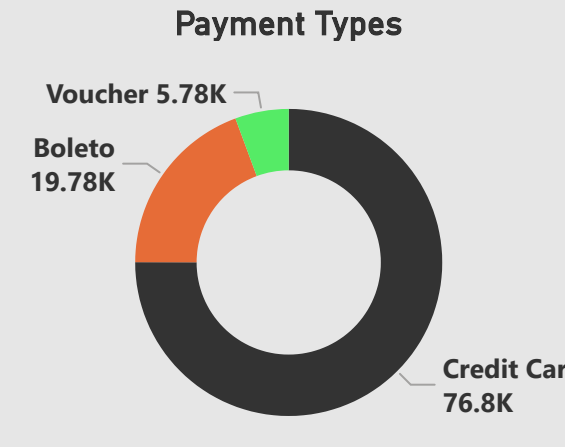
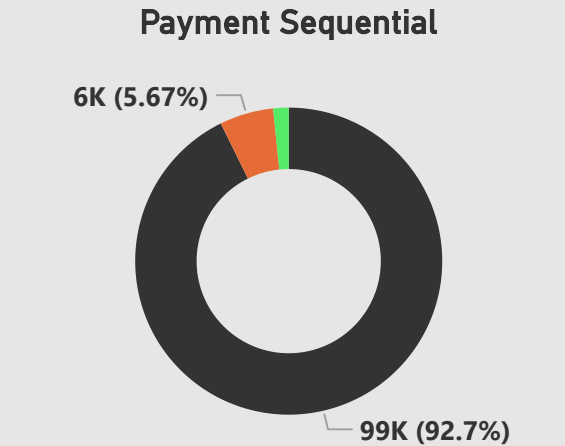
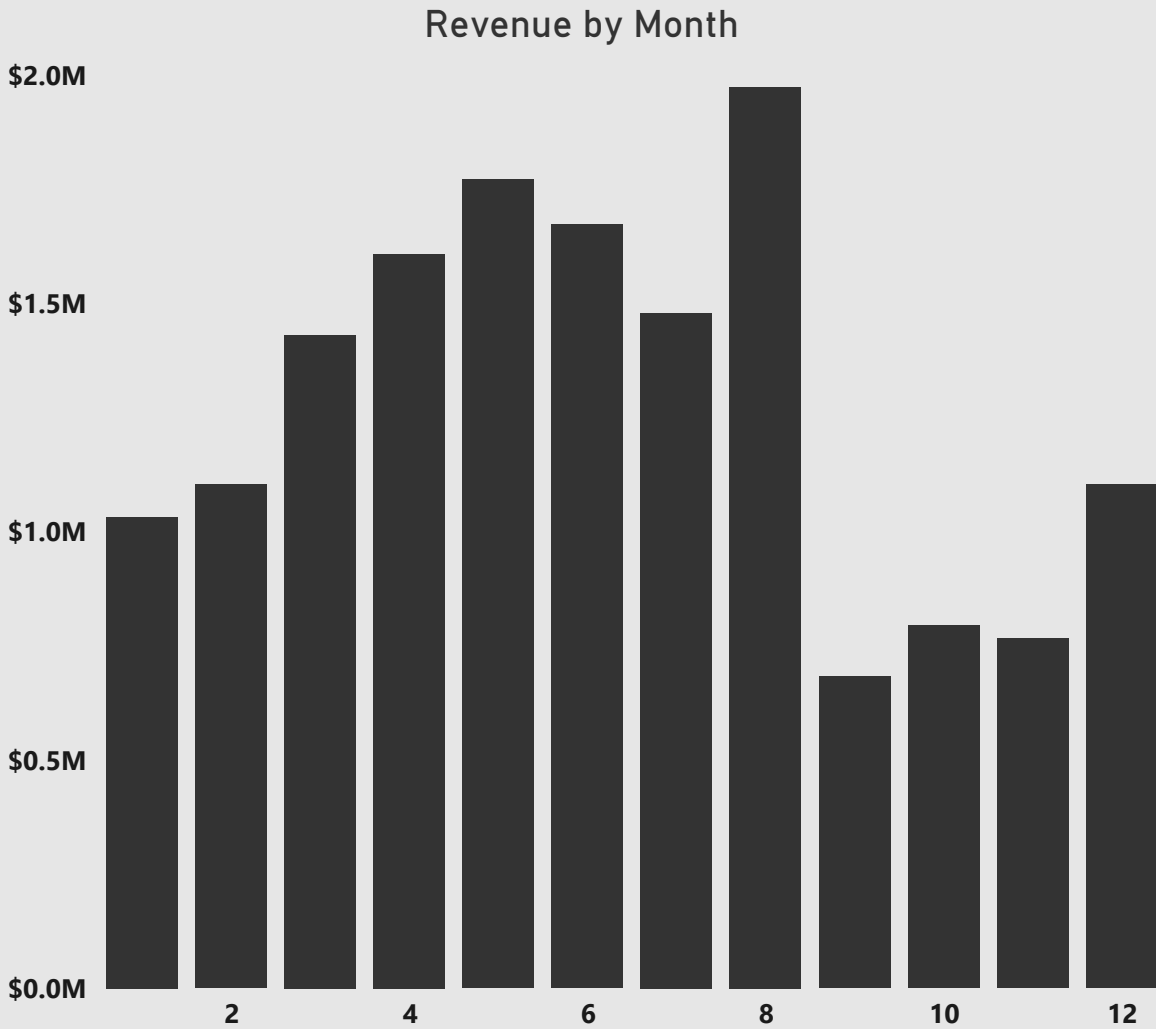
Total Products

33.0K



Average Review Score

4.09



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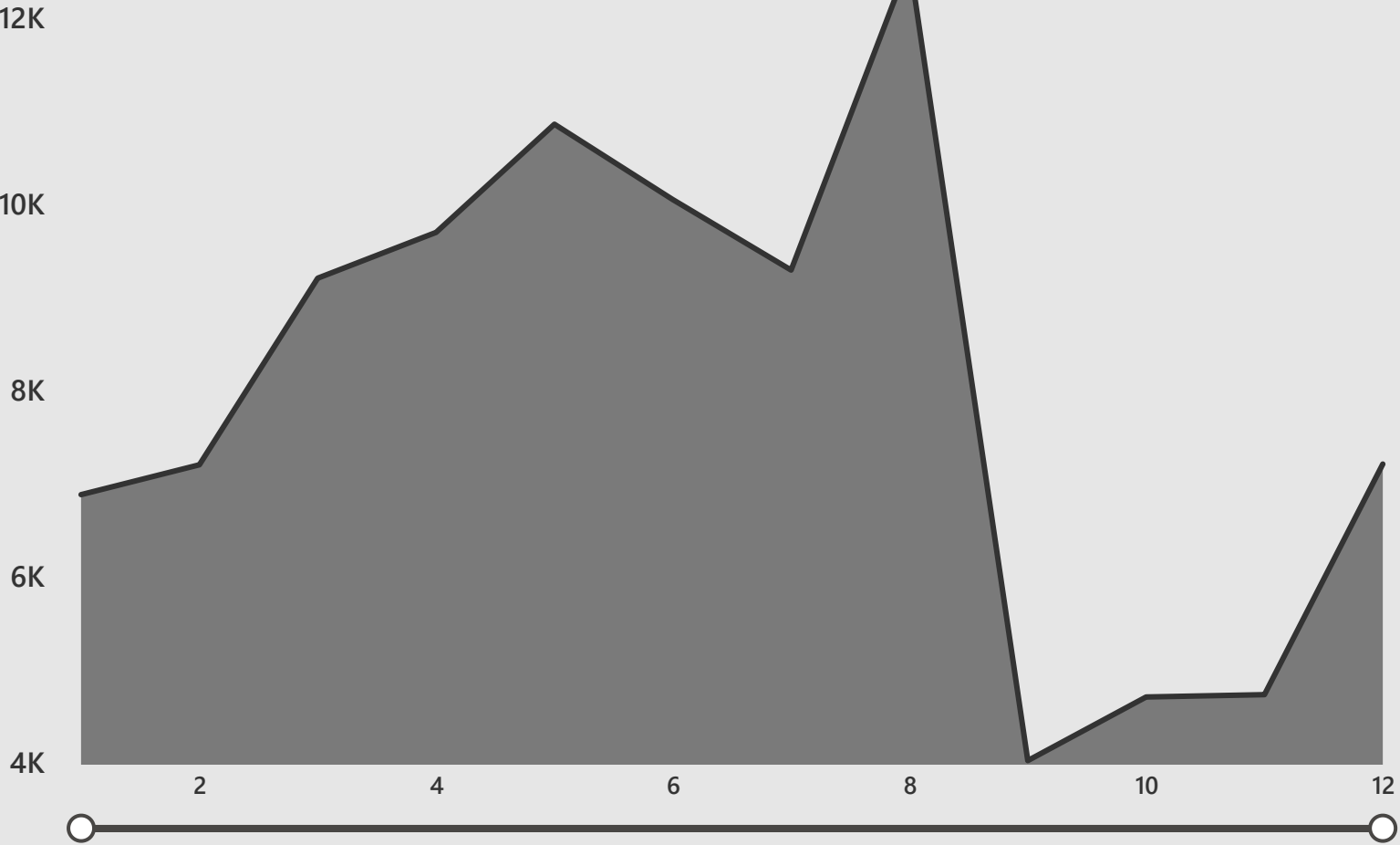
Payment Types



Brazil States



Customer Trending



Total Customers

99K

Average Revenue Per...

\$160.99



Total Cities

4.119K

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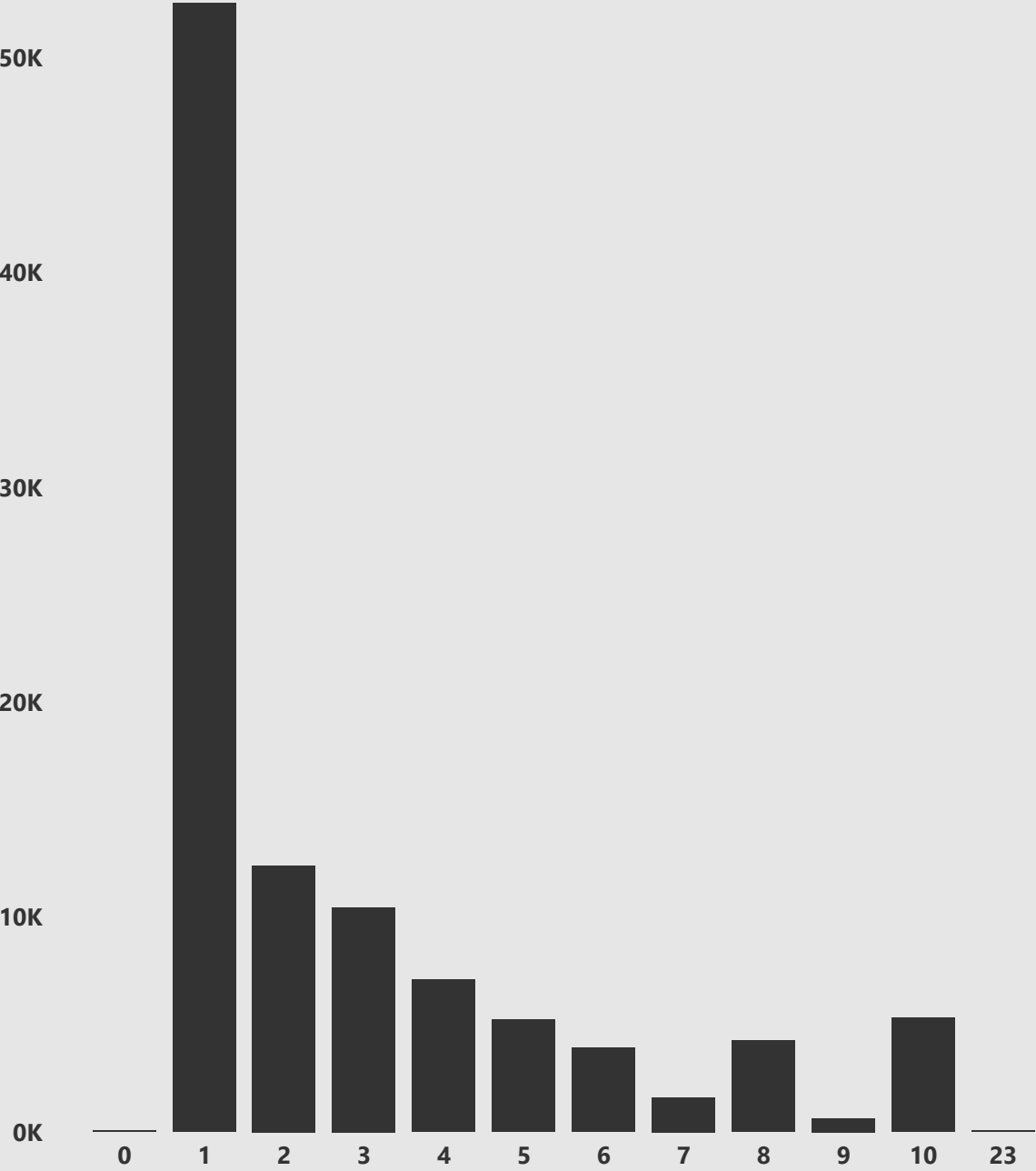
Month

All

Year

All

Payment Installments



Response Rate

2.80%



Average Freight Value

\$19.99



Average Order Value

\$154.10

Review Score

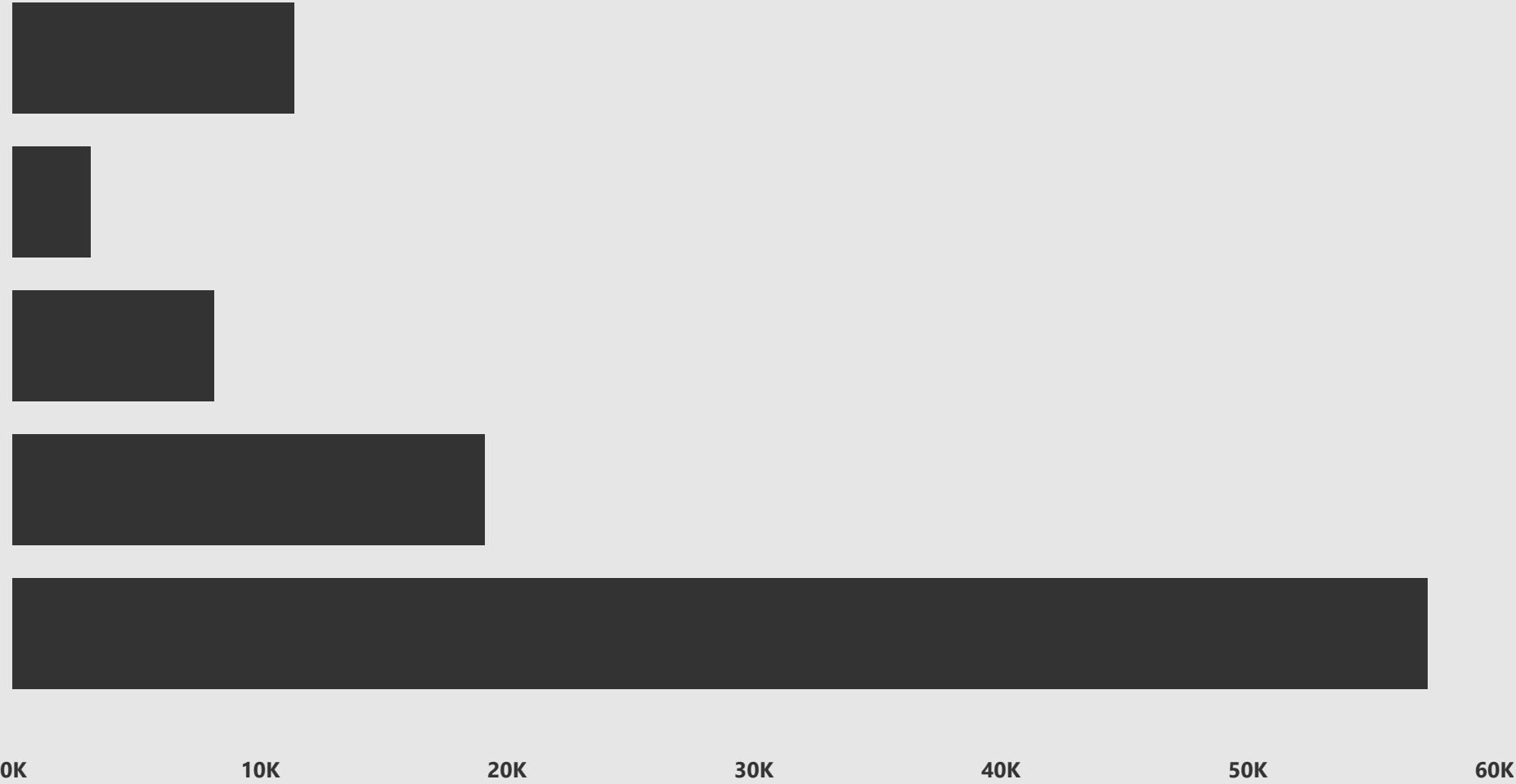
1

2

3

4

5



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Total Sellers

3.1K



Average Review Score

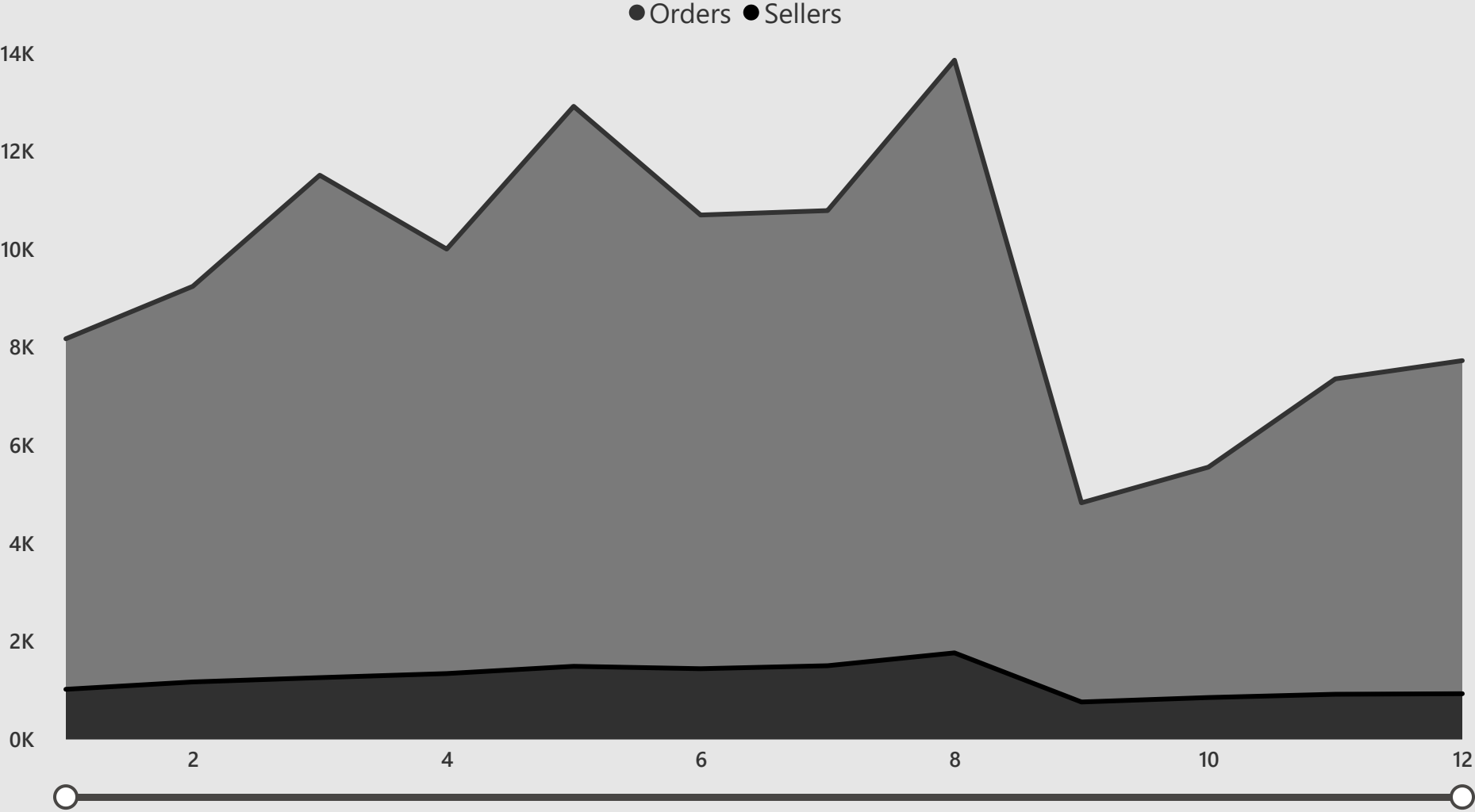
4.09



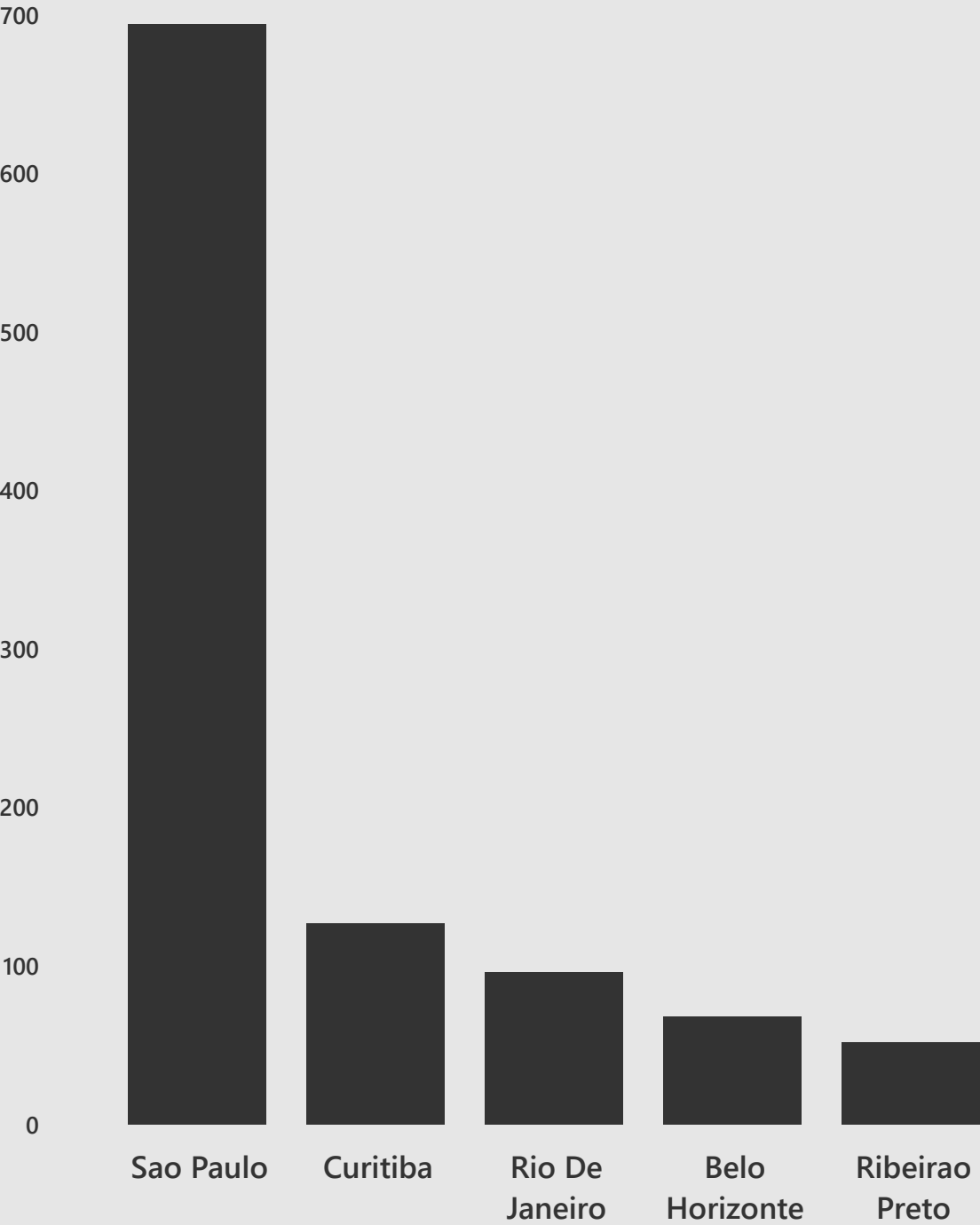
Total Cities

611

The Relation Between Number of Sellers and Number of Orders



Top 5 Cities in Number of Sellers



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Category Name	Total Products	Total Orders	Average Price	Total Revenue
Bed Bath Table	3029	9417	\$93.30	\$1,036,988.68
Health Beauty	2444	8836	\$130.16	\$1,258,681.34
Sports Leisure	2867	7720	\$114.34	\$988,048.97
Computers Accessories	1639	6689	\$116.51	\$911,954.32
Furniture Decor	2657	6449	\$87.56	\$729,762.49
Housewares	2335	5884	\$90.79	\$632,248.66
Watches Gifts	1329	5624	\$201.14	\$1,205,005.68
Telephony	1134	4199	\$71.21	\$323,667.53
Auto	1900	3897	\$139.96	\$592,720.11
Toys	1411	3886	\$117.55	\$483,946.60
Cool Stuff	789	3632	\$167.36	\$635,290.85
Garden Tools	753	3518	\$111.63	\$485,256.46
Perfumery	868	3162	\$116.74	\$399,124.87
Baby	919	2885	\$134.34	\$411,764.89
Electronics	517	2550	\$57.91	\$160,246.74
Stationery	849	2311	\$91.75	\$230,943.23
Fashion Bags Accessories	849	1864	\$75.25	\$152,823.54
Pet Shop	719	1710	\$110.07	\$214,315.41
	623	1473	\$113.74	\$185,049.76
Office Furniture	309	1273	\$162.01	\$273,960.70
Consoles Games	317	1062	\$138.49	\$157,465.22
Luggage Accessories	349	1034	\$128.60	\$140,429.98
Home Appliances	370	764	\$103.98	\$80,171.53
Construction Tools Construction	400	748	\$155.73	\$144,677.59
Small Appliances	231	630	\$280.78	\$190,648.58
Musical Instruments	289	628	\$281.62	\$191,498.88
Books General Interest	216	512	\$84.73	\$46,856.88



Total Products

33.0K



Total Categories

72



Average Product Price

\$120.65

The Relation Between Freight Value and Product Weight in Grams

