

olist Brazil Ecommerce Sales Dashboard:

Yearly & Quaterly

All

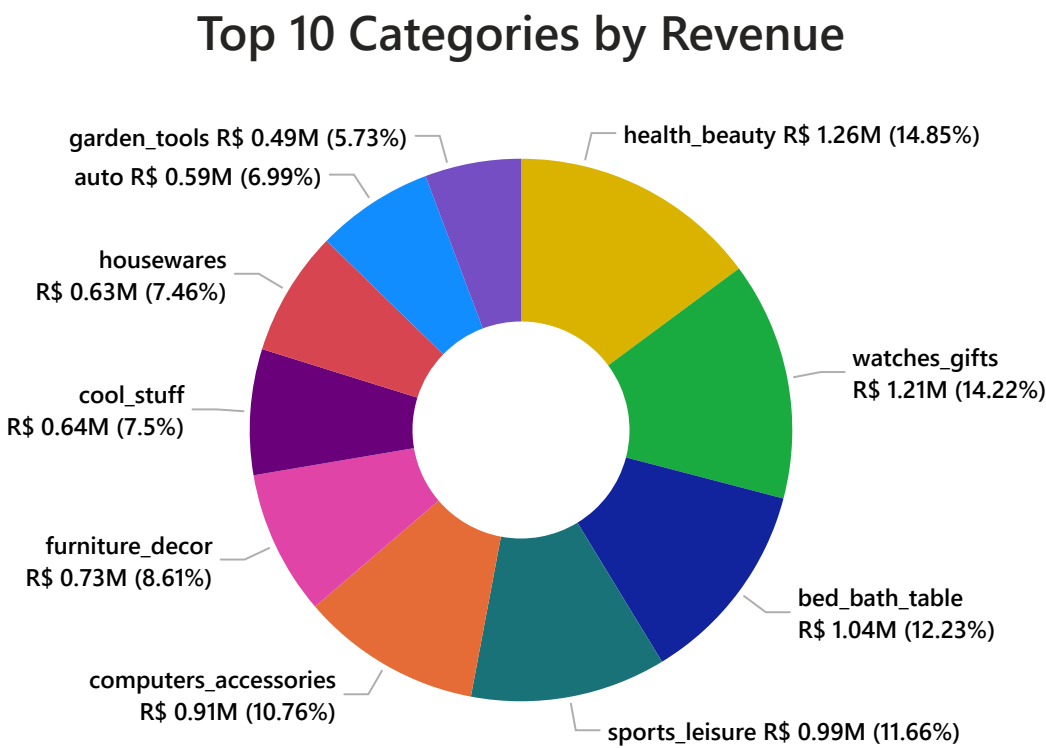
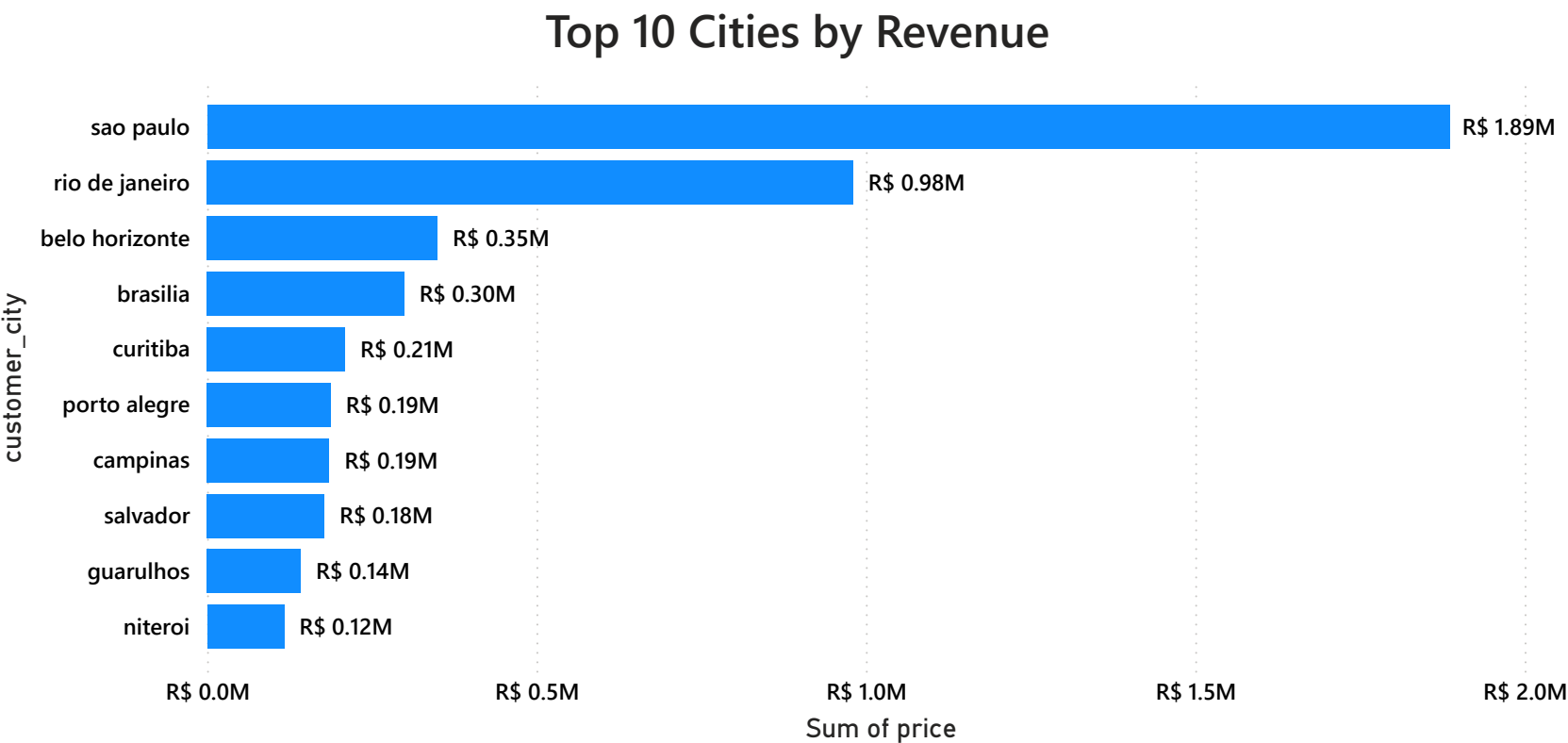
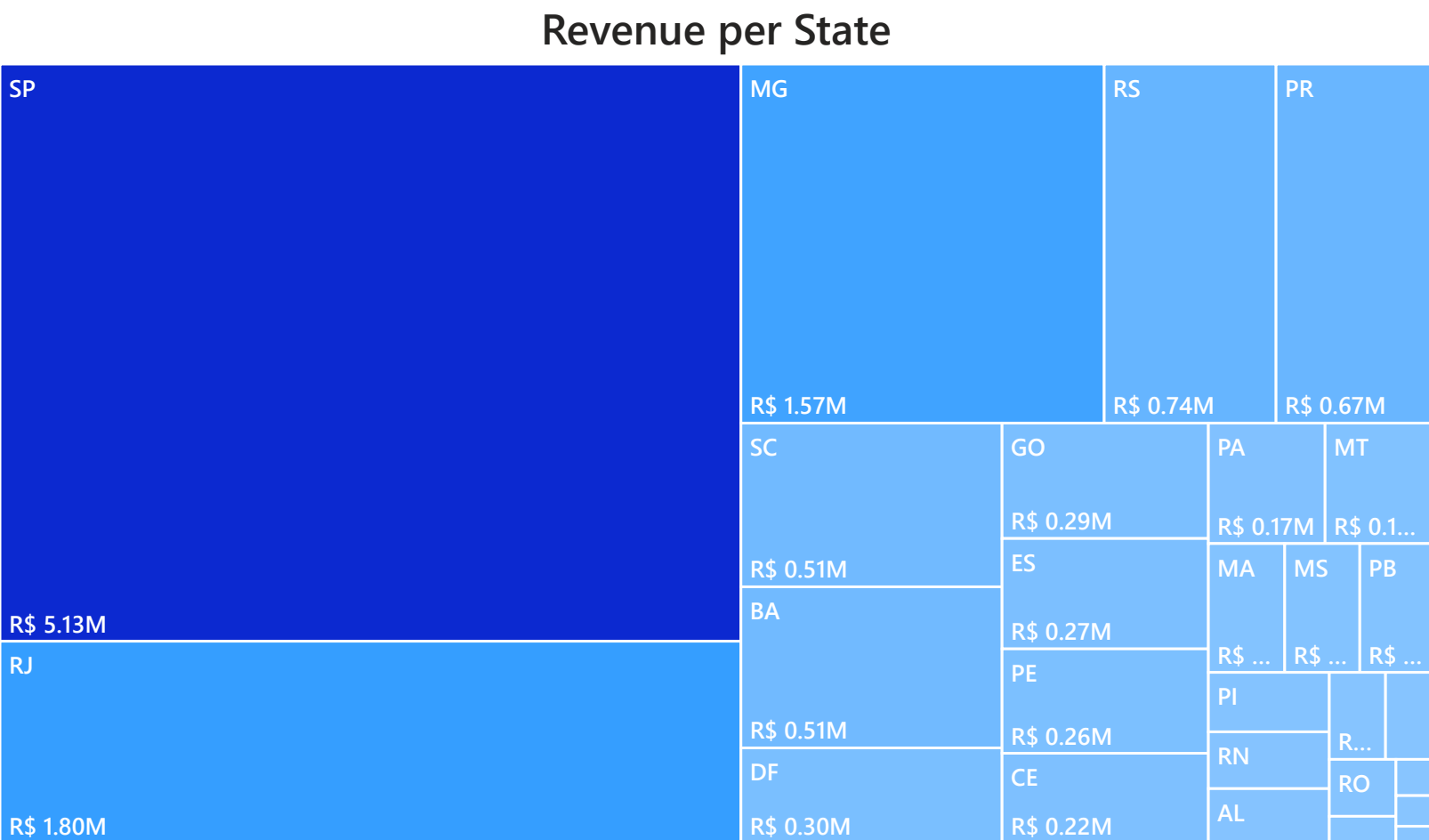
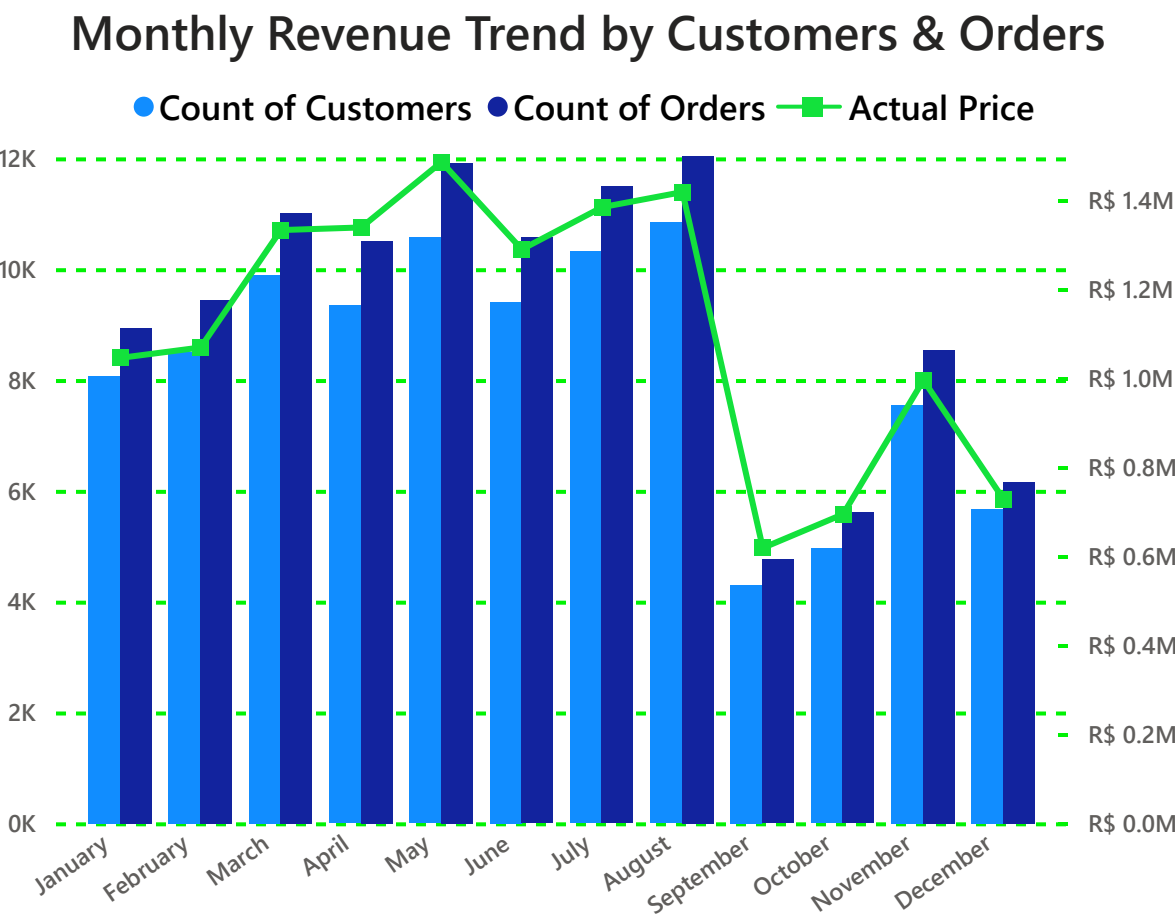
Actual Revenue
R\$ 13.41M

Total Revenue
R\$ 16.01M

Freight Charges
R\$ 2.22M

Total Customers
99.44K

Total Orders
111.02K



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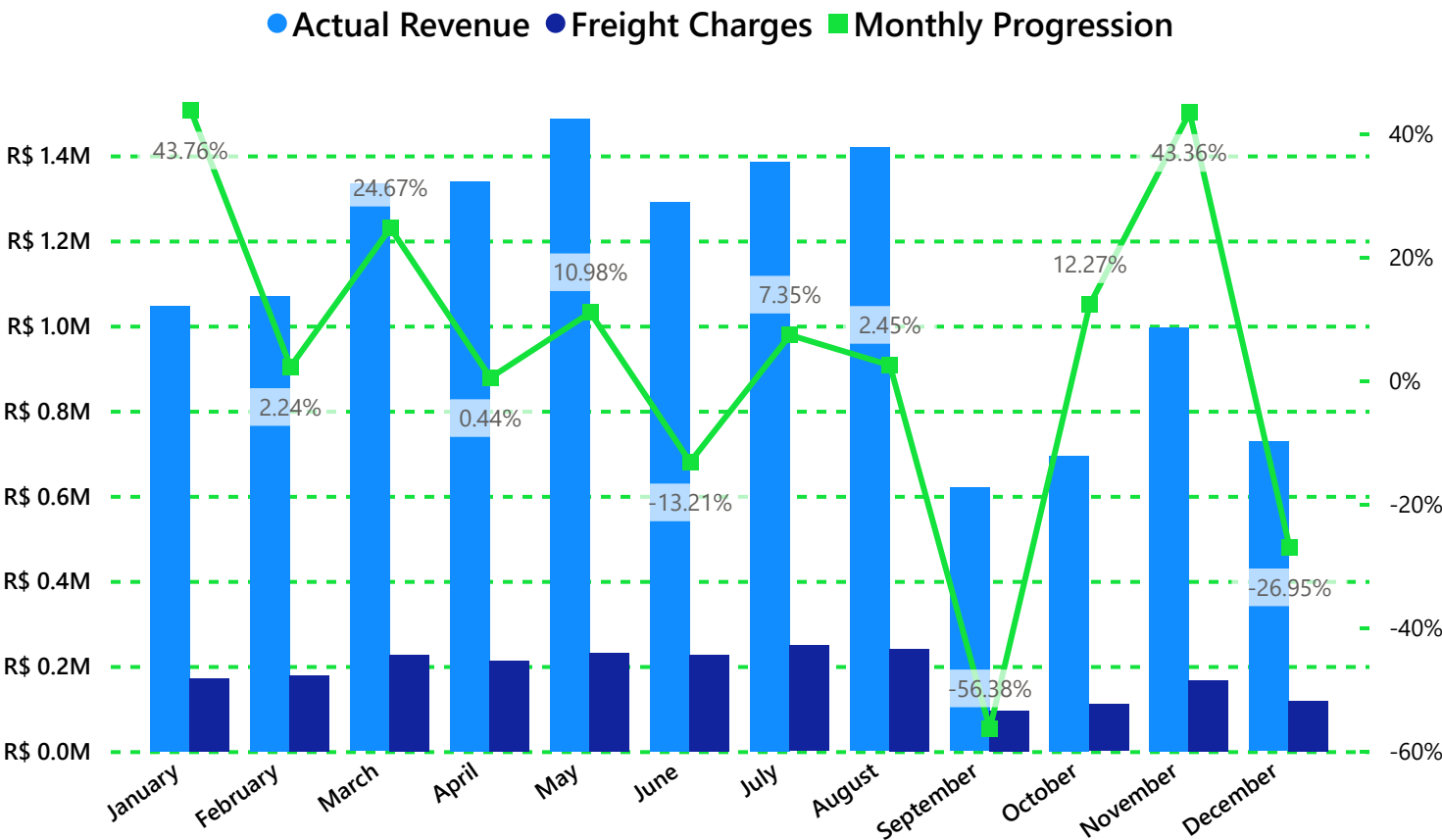
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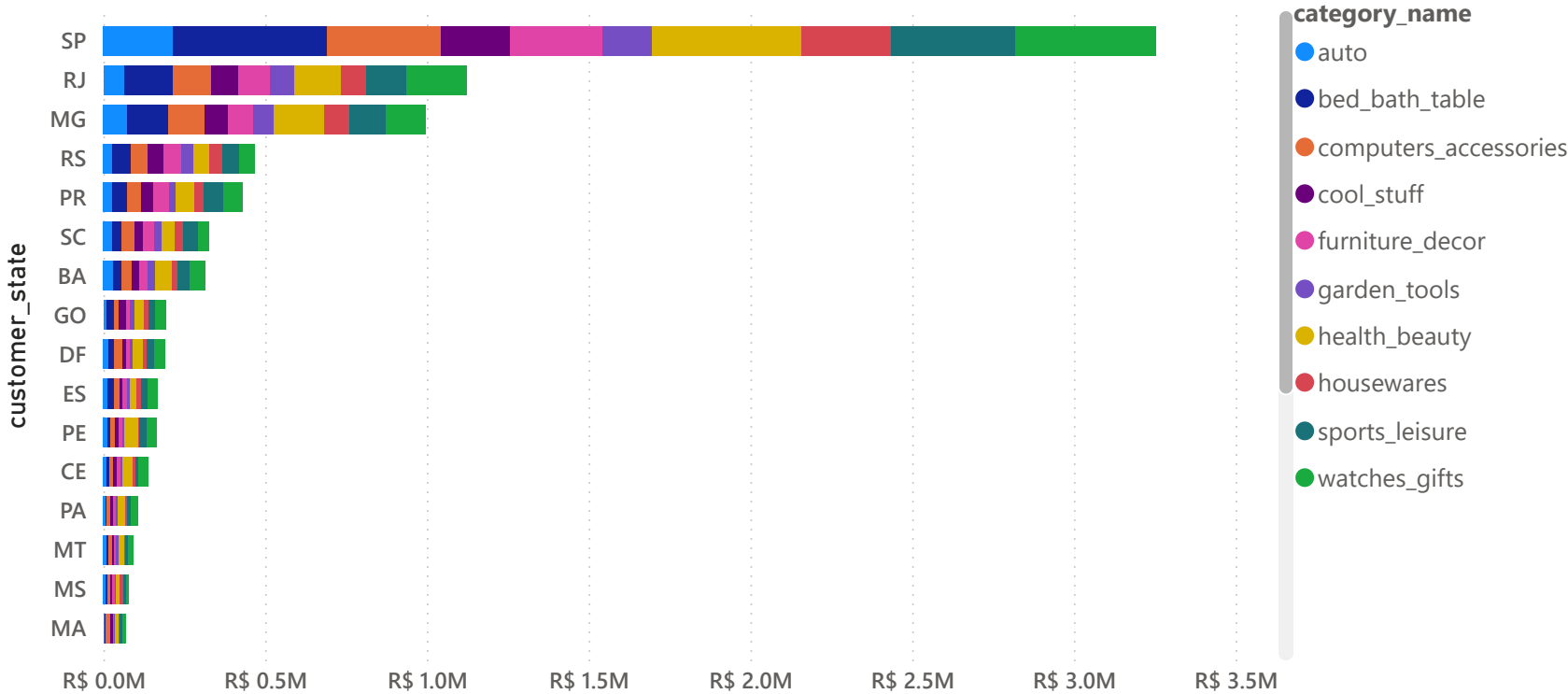
Monthly Revenue



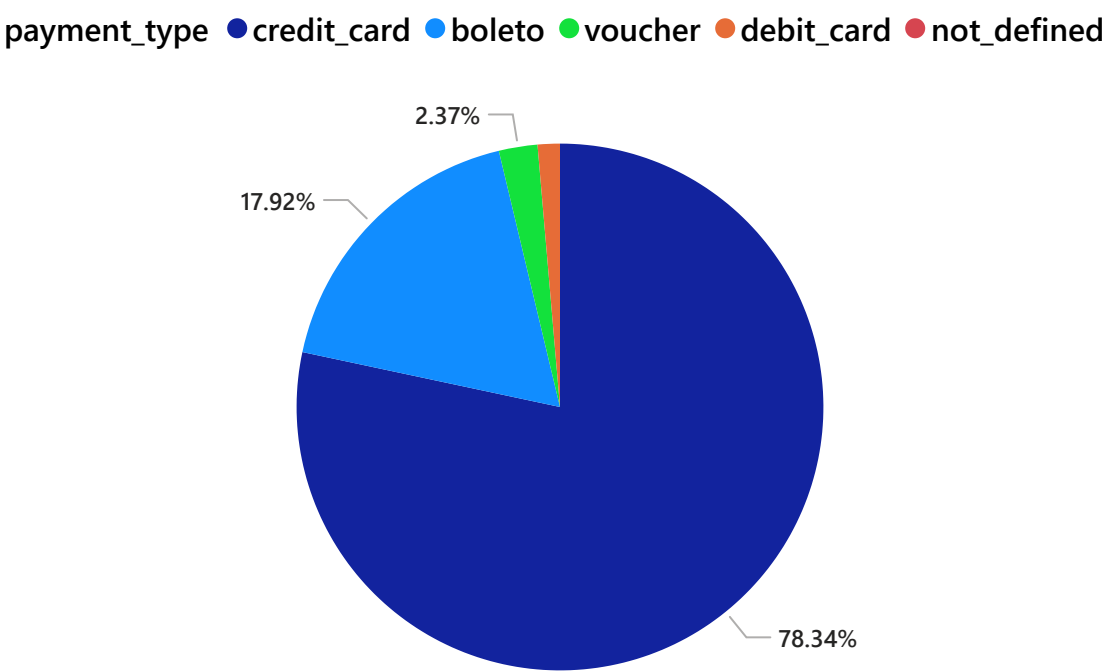
Monthly Revenue Progression

Month	Actual Revenue	% Actual Revenue	Freight Charges	% Freight Charges	Monthly Progression
January	R\$ 1,046,151.14	7.80%	R\$ 170,796.44	7.68%	43.76%
February	R\$ 1,069,558.89	7.98%	R\$ 178,614.10	8.03%	2.24%
March	R\$ 1,333,465.46	9.95%	R\$ 225,892.12	10.16%	24.67%
April	R\$ 1,339,381.25	9.99%	R\$ 212,639.37	9.56%	0.44%
May	R\$ 1,486,401.95	11.09%	R\$ 230,641.68	10.37%	10.98%
June	R\$ 1,290,118.00	9.62%	R\$ 226,067.88	10.17%	-13.21%
July	R\$ 1,384,953.01	10.33%	R\$ 248,064.02	11.16%	7.35%
August	R\$ 1,418,938.07	10.58%	R\$ 240,926.71	10.84%	2.45%
September	R\$ 618,909.91	4.62%	R\$ 94,796.63	4.26%	-56.38%
October	R\$ 694,860.72	5.18%	R\$ 110,459.67	4.97%	12.27%
November	R\$ 996,155.39	7.43%	R\$ 166,735.19	7.50%	43.36%
December	R\$ 727,700.15	5.43%	R\$ 117,662.59	5.29%	-26.95%
Total	R\$ 13,406,593.94	100.00%	R\$ 2,223,296.40	100.00%	-0.00%

Top 10 Sales per State & Category



Payment Method by Revenue



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All

Top 10 Monthly Revenue Trend by State & Category

customer_state	auto	bed_bath_table	computers_accessories	cool_stuff	furniture_decor	garden_tools	health_beauty	housewares	sports_leisure	watches_gifts	Total
SP	R\$ 214,277.27	R\$ 478,284.52	R\$ 350,747.88	R\$ 213,186.89	R\$ 286,708.02	R\$ 153,180.74	R\$ 462,305.22	R\$ 275,378.63	R\$ 386,357.01	R\$ 435,009.92	R\$ 3,255,436.10
RJ	R\$ 65,838.10	R\$ 148,035.23	R\$ 120,289.45	R\$ 83,909.95	R\$ 98,427.86	R\$ 73,505.37	R\$ 145,298.62	R\$ 77,675.57	R\$ 125,148.04	R\$ 185,379.65	R\$ 1,123,507.84
MG	R\$ 72,851.08	R\$ 129,643.98	R\$ 111,069.74	R\$ 72,778.48	R\$ 78,999.74	R\$ 60,649.22	R\$ 157,558.30	R\$ 78,073.72	R\$ 112,719.19	R\$ 123,759.23	R\$ 998,102.68
RS	R\$ 26,333.12	R\$ 60,270.74	R\$ 52,757.73	R\$ 46,676.34	R\$ 54,813.58	R\$ 36,678.70	R\$ 51,327.72	R\$ 38,994.63	R\$ 53,788.32	R\$ 48,152.53	R\$ 469,793.41
PR	R\$ 28,134.02	R\$ 45,598.47	R\$ 44,127.09	R\$ 37,539.12	R\$ 49,484.89	R\$ 20,681.03	R\$ 54,949.36	R\$ 31,221.60	R\$ 58,630.20	R\$ 59,967.04	R\$ 430,332.82
SC	R\$ 27,531.28	R\$ 31,148.52	R\$ 37,757.13	R\$ 28,498.80	R\$ 32,335.34	R\$ 23,779.34	R\$ 39,760.16	R\$ 27,047.49	R\$ 44,116.90	R\$ 33,419.33	R\$ 325,394.29
BA	R\$ 29,762.50	R\$ 25,794.99	R\$ 33,589.91	R\$ 23,780.04	R\$ 23,425.96	R\$ 24,228.51	R\$ 51,367.91	R\$ 17,035.77	R\$ 38,644.61	R\$ 48,885.59	R\$ 316,515.79
GO	R\$ 11,360.75	R\$ 22,645.31	R\$ 13,856.23	R\$ 22,528.09	R\$ 12,554.88	R\$ 15,153.47	R\$ 28,312.30	R\$ 14,836.10	R\$ 19,547.25	R\$ 33,257.72	R\$ 194,052.10
DF	R\$ 17,389.04	R\$ 16,390.51	R\$ 25,029.33	R\$ 12,413.29	R\$ 12,080.71	R\$ 9,247.14	R\$ 29,862.82	R\$ 12,988.35	R\$ 22,846.17	R\$ 32,730.37	R\$ 190,977.73
ES	R\$ 12,145.66	R\$ 22,678.65	R\$ 14,840.67	R\$ 10,909.83	R\$ 12,912.72	R\$ 10,732.53	R\$ 20,214.49	R\$ 12,091.62	R\$ 20,113.19	R\$ 29,461.00	R\$ 166,100.36
PE	R\$ 12,339.95	R\$ 9,443.32	R\$ 12,982.91	R\$ 14,245.52	R\$ 9,593.28	R\$ 7,213.53	R\$ 41,604.78	R\$ 5,380.52	R\$ 20,364.51	R\$ 31,049.78	R\$ 164,218.10
CE	R\$ 11,985.50	R\$ 7,020.79	R\$ 12,504.75	R\$ 12,235.40	R\$ 9,216.04	R\$ 6,135.84	R\$ 32,419.18	R\$ 7,643.31	R\$ 10,551.62	R\$ 29,285.24	R\$ 138,997.67
PA	R\$ 7,870.47	R\$ 3,506.54	R\$ 11,694.09	R\$ 7,467.00	R\$ 9,121.44	R\$ 5,718.42	R\$ 23,755.83	R\$ 4,660.21	R\$ 12,733.25	R\$ 22,559.82	R\$ 109,087.07
MT	R\$ 10,507.41	R\$ 7,125.58	R\$ 8,873.15	R\$ 7,408.52	R\$ 6,568.94	R\$ 8,850.13	R\$ 15,301.79	R\$ 3,640.50	R\$ 9,433.02	R\$ 15,006.91	R\$ 92,715.95
MS	R\$ 7,142.65	R\$ 5,746.71	R\$ 9,878.79	R\$ 6,163.88	R\$ 5,819.66	R\$ 5,095.07	R\$ 11,289.57	R\$ 10,861.74	R\$ 9,177.09	R\$ 6,251.90	R\$ 77,427.06
MA	R\$ 5,291.16	R\$ 3,964.63	R\$ 12,581.43	R\$ 7,560.38	R\$ 4,570.36	R\$ 2,175.47	R\$ 12,747.18	R\$ 2,384.76	R\$ 8,568.87	R\$ 9,904.99	R\$ 69,749.23
PB	R\$ 4,141.27	R\$ 3,494.59	R\$ 7,218.07	R\$ 5,458.16	R\$ 4,441.71	R\$ 5,590.01	R\$ 16,286.98	R\$ 2,443.70	R\$ 4,998.52	R\$ 13,388.88	R\$ 67,461.89
PI	R\$ 10,134.68	R\$ 3,777.75	R\$ 5,276.15	R\$ 3,490.87	R\$ 1,515.42	R\$ 3,732.85	R\$ 10,290.19	R\$ 2,506.09	R\$ 5,675.69	R\$ 7,736.18	R\$ 54,135.87
AL	R\$ 4,578.54	R\$ 2,023.04	R\$ 7,714.36	R\$ 2,500.94	R\$ 3,713.29	R\$ 1,648.08	R\$ 12,780.26	R\$ 1,020.36	R\$ 3,747.68	R\$ 11,683.27	R\$ 51,409.82
RN	R\$ 4,222.61	R\$ 3,311.44	R\$ 2,801.27	R\$ 3,800.28	R\$ 3,241.48	R\$ 2,871.31	R\$ 13,886.47	R\$ 1,882.55	R\$ 4,101.37	R\$ 10,160.42	R\$ 50,279.20
SE	R\$ 2,373.88	R\$ 1,812.17	R\$ 4,052.90	R\$ 5,686.67	R\$ 4,231.39	R\$ 3,568.13	R\$ 8,883.66	R\$ 1,267.48	R\$ 3,116.92	R\$ 2,896.00	R\$ 37,889.20
TO	R\$ 2,418.84	R\$ 1,010.83	R\$ 4,360.97	R\$ 3,429.41	R\$ 2,047.09	R\$ 1,206.30	R\$ 4,798.99	R\$ 1,275.75	R\$ 5,144.32	R\$ 5,446.89	R\$ 31,139.39
RO	R\$ 1,389.16	R\$ 1,732.27	R\$ 2,081.57	R\$ 2,440.14	R\$ 1,545.18	R\$ 555.40	R\$ 7,085.76	R\$ 525.97	R\$ 3,321.88	R\$ 4,553.27	R\$ 25,230.60
AM	R\$ 723.90	R\$ 681.20	R\$ 1,960.74	R\$ 638.88	R\$ 215.28	R\$ 1,980.88	R\$ 2,776.03	R\$ 408.69	R\$ 1,362.60	R\$ 1,811.35	R\$ 12,559.55
AC	R\$ 540.98	R\$ 567.70	R\$ 1,290.48	R\$ 99.99	R\$ 1,316.44	R\$ 629.00	R\$ 1,386.58	R\$ 513.06	R\$ 1,677.46	R\$ 1,389.60	R\$ 9,411.29
AP	R\$ 1,216.39	R\$ 669.50	R\$ 2,149.52	R\$ 314.00	R\$ 270.80	R\$ 239.99	R\$ 1,380.58	R\$ 490.49	R\$ 812.69	R\$ 1,639.80	R\$ 9,183.76
Total	R\$ 592,720.11	R\$ 1,036,988.68	R\$ 911,954.32	R\$ 635,290.85	R\$ 729,762.49	R\$ 485,256.46	R\$ 1,258,681.34	R\$ 632,248.66	R\$ 988,048.97	R\$ 1,205,005.68	R\$ 8,475,957.56

olist Brazil Ecommerce Customer Dashboard

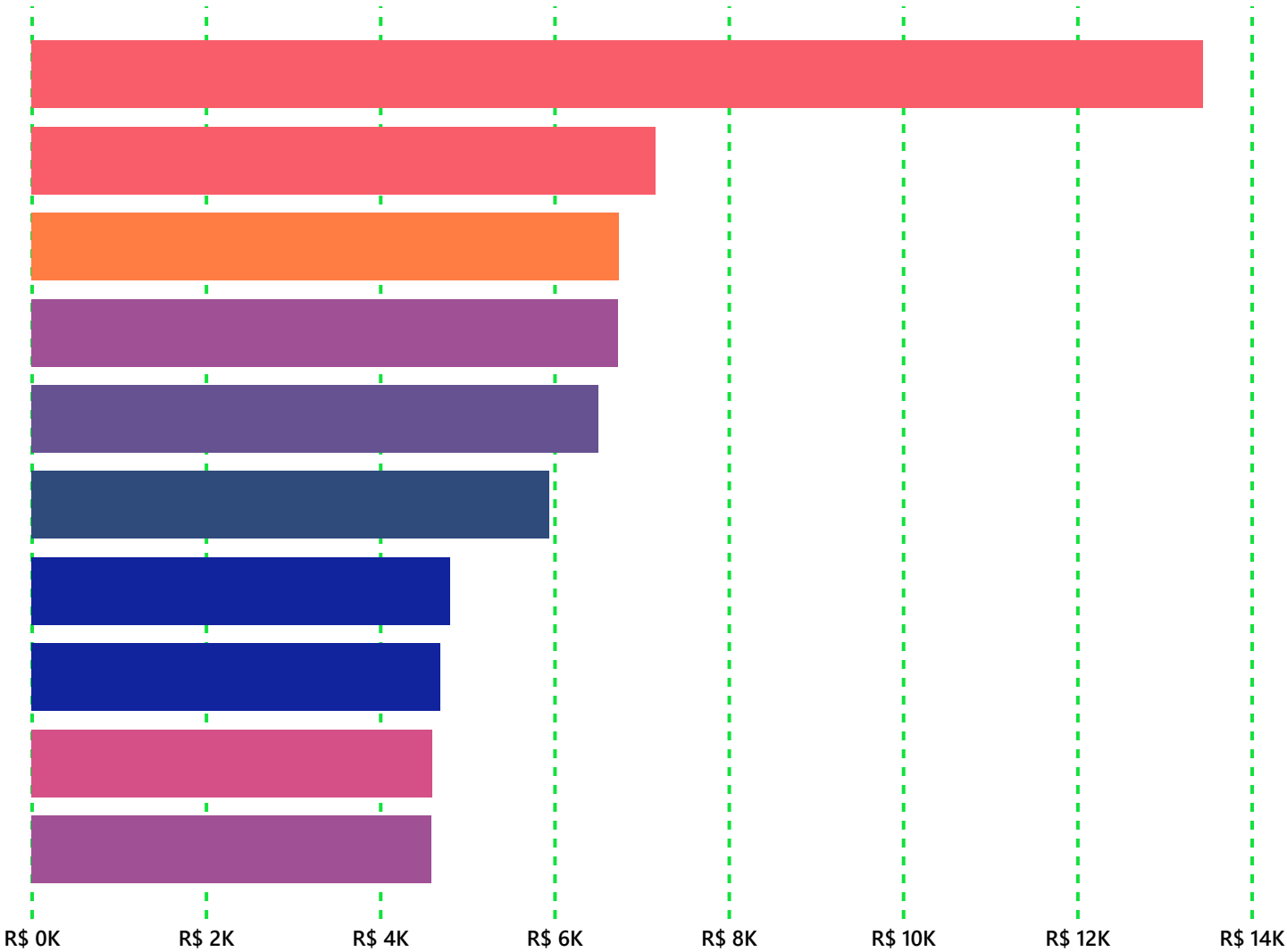
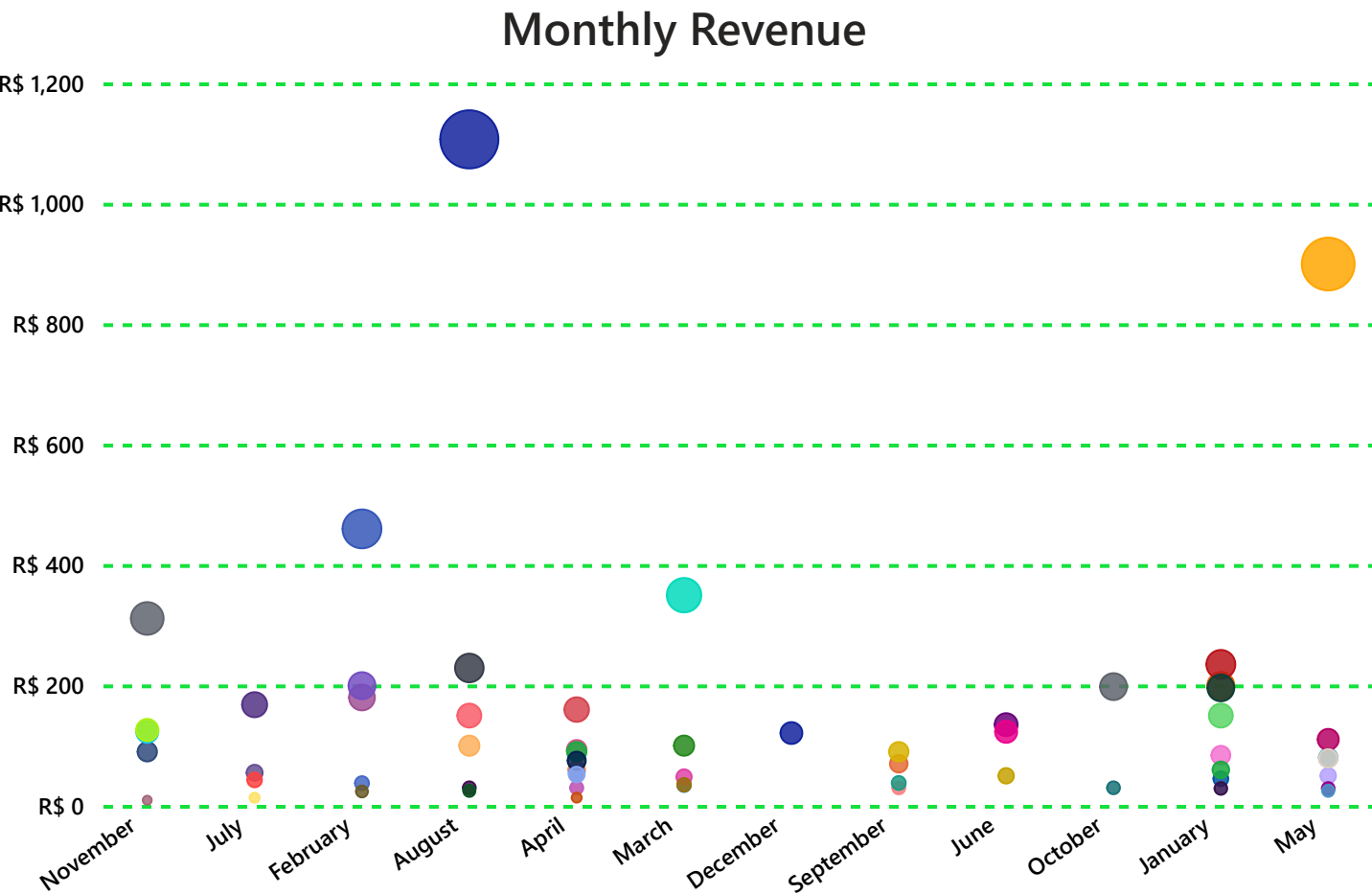
Yearly & Quaterly

All

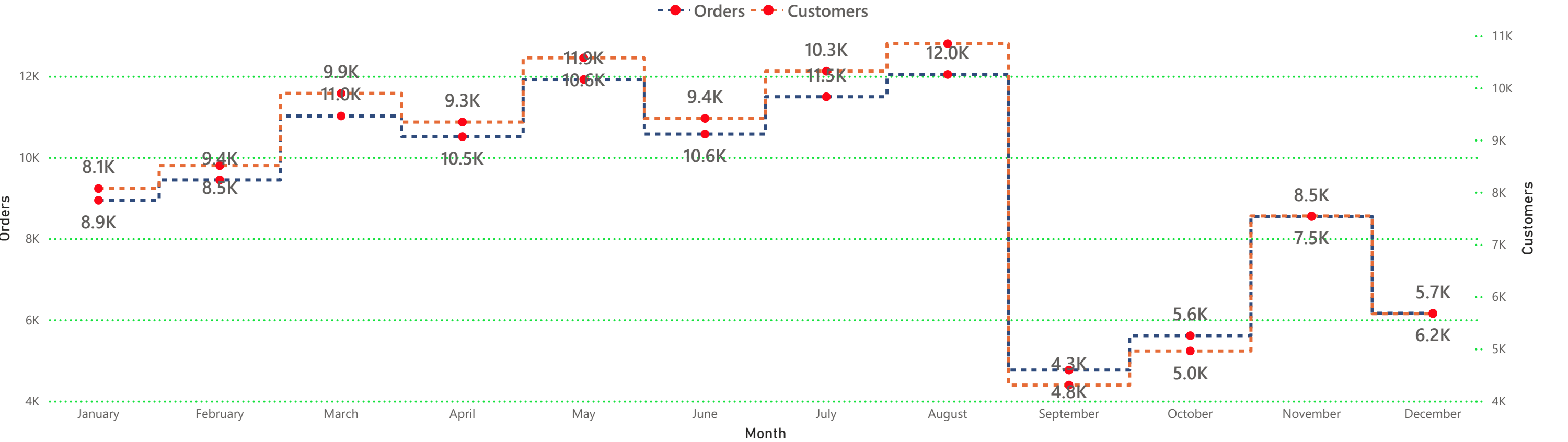
Average Sells per Customer
R\$134.82

Total Customers
99.44K

Top 10 Revenue per Customer per Category



Customers & Orders per Month



olist Brazil Ecommerce Category Dashboard

Yearly & Quaterly

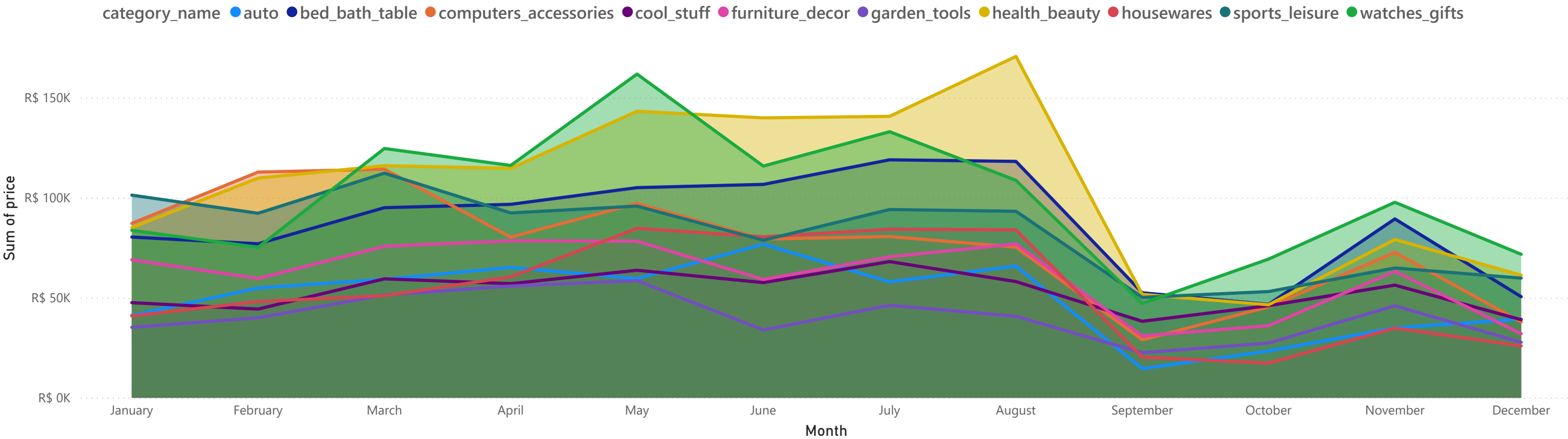
Unique Categories
71

Categories

All

All

Monthly Revenue per Category



Categories Sold per State

customer_state	agro_industry_and_commerce	air_conditioning	art	arts_and_craftmanship	audio	auto	baby	bed_bath_table	books_general_interest	books_imported	books_technical	cds_dvds_musicals	christmas_supplies	cine_pho
AC						4	3	4	2				1	
AL	1	1			5	22	7	20	2					
AM		1	1		1	6	5	8	1					
AP	1		2			3		6						
BA	5	6	10		14	158	97	263	15	1	10		10	
CE	6	2			5	59	31	83	7		4		2	
DF		3	6	1	16	110	69	209	18		5		8	
ES	2	6	1		14	87	62	225	11		14		2	
GO	7	7	4		7	99	54	235	15		3		3	
MA	1	1			3	39	27	36	3	1	3	1	1	
Total	212	297	209	24	364	4235	3065	11115	553	60	267	14	153	

olist Brazil Ecommerce Order Dashboard

Yearly & Quaterly

All

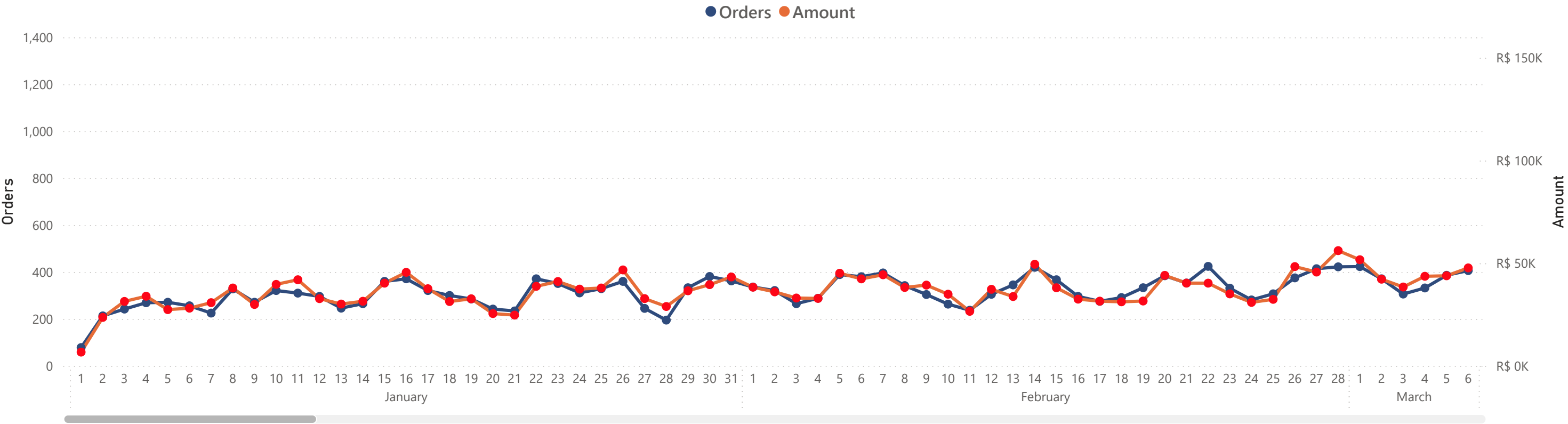
Average Order Value
120.76

Total Orders
111.02K

Order Details

order_id	Year	Month	Day	customer_state	customer_city	category_name	seller_id	seller_state	seller_city	Sum of price
021d08e4057e5b6414c8d2f69f4f72a0	2016	October	7	MG	ouro preto	auto	ffff564a4f9085cd26170f4732393726	SP	campinas	R\$ 51.50
03128233e78ed8ade6738f2043f4cf8d	2016	October	4	RJ	bacaxa	health_beauty	c7dcd301ecfe5ab7f778ac172cf74be7	MG	belo horizonte	R\$ 57.90
03ffce741877a000ca0fb3520673d4c4	2016	October	5	PE	igarassu	sports_leisure	76d5af76d0271110f9af36c92573f765	SP	sao paulo	R\$ 649.00
04bc36cd51141e11c2cbbd188b6e47ca	2016	October	8	SP	campinas	computers_accessories	8c16d1f32a54d92897cc437244442e1b	SC	blumenau	R\$ 43.89
063b573b88fc80e516aba87df524f809	2016	October	7	SP	itu	health_beauty	ecccfa2bb93b34a3bf033cc5d1dc69	PR	curitiba	R\$ 69.90
06d7e8a85f5cfef576c5303ed7d7f2e5	2016	October	7	MG	coromandel	cool_stuff	c9a06ece156bb057372c68718ec8909b	DF	brasilgia	R\$ 49.00
0891b66cbcc48cf64f31ae9cae3d08d8	2016	October	9	PR	siqueira campos	furniture_decor	710e3548e02bc1d2831dfc4f1b5b14d4	PR	rolandia	R\$ 299.99
08edff712f0cd04883215bdb5b0d7c7f	2016	October	8	SP	campinas	garden_tools	e5a38146df062edaf55c38afa99e42dc	SP	sao paulo	R\$ 69.99
0a5d7e24850c68bf00d39bd62a9a45ee	2016	October	9	RJ	macae	sports_leisure	aaed1309374718fdd995ee4c58c9dfcd	SC	timbo	R\$ 62.90
0c22166d9f7e5761e397affa5af438c7	2016	October	9	CE	fortaleza	health_beauty	b17b679f4f5ce2e03ce6968c62648246	SP	ribeirao preto	R\$ 90.00
0ec61157a488963fe217233f74c52760	2016	October	9	SP	sao paulo	bed_bath_table	c43d924a0f1688ee9fae0efcd6f539d4	RJ	rio de janeiro	R\$ 29.90
Total										R\$ 8,475,957.56

Orders & Revenue Amount per Day



olist Brazil Ecommerce Geography Dashboard

Yearly & Quaterly

All

Orders per Customer

1.12

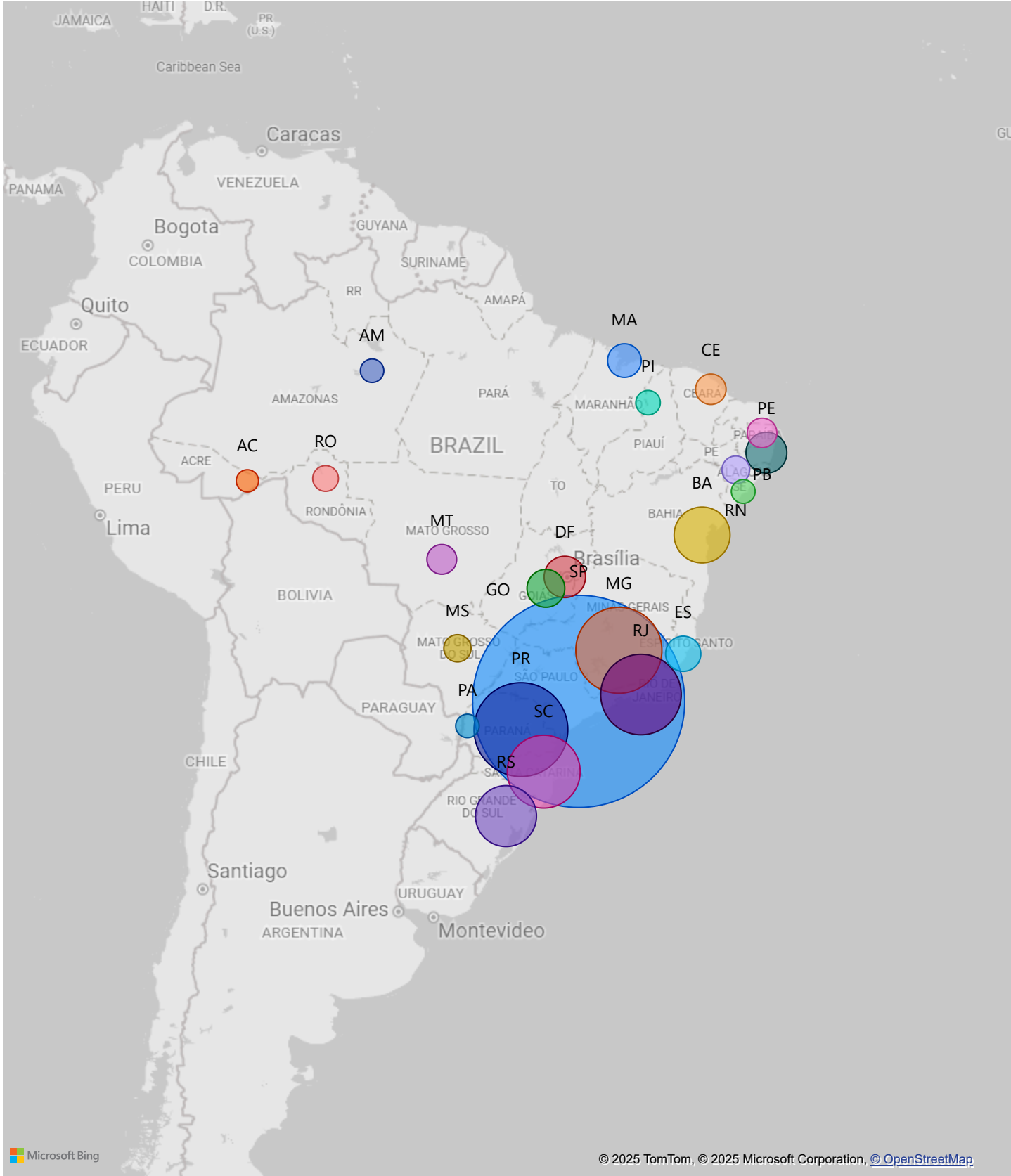
Seller States

23

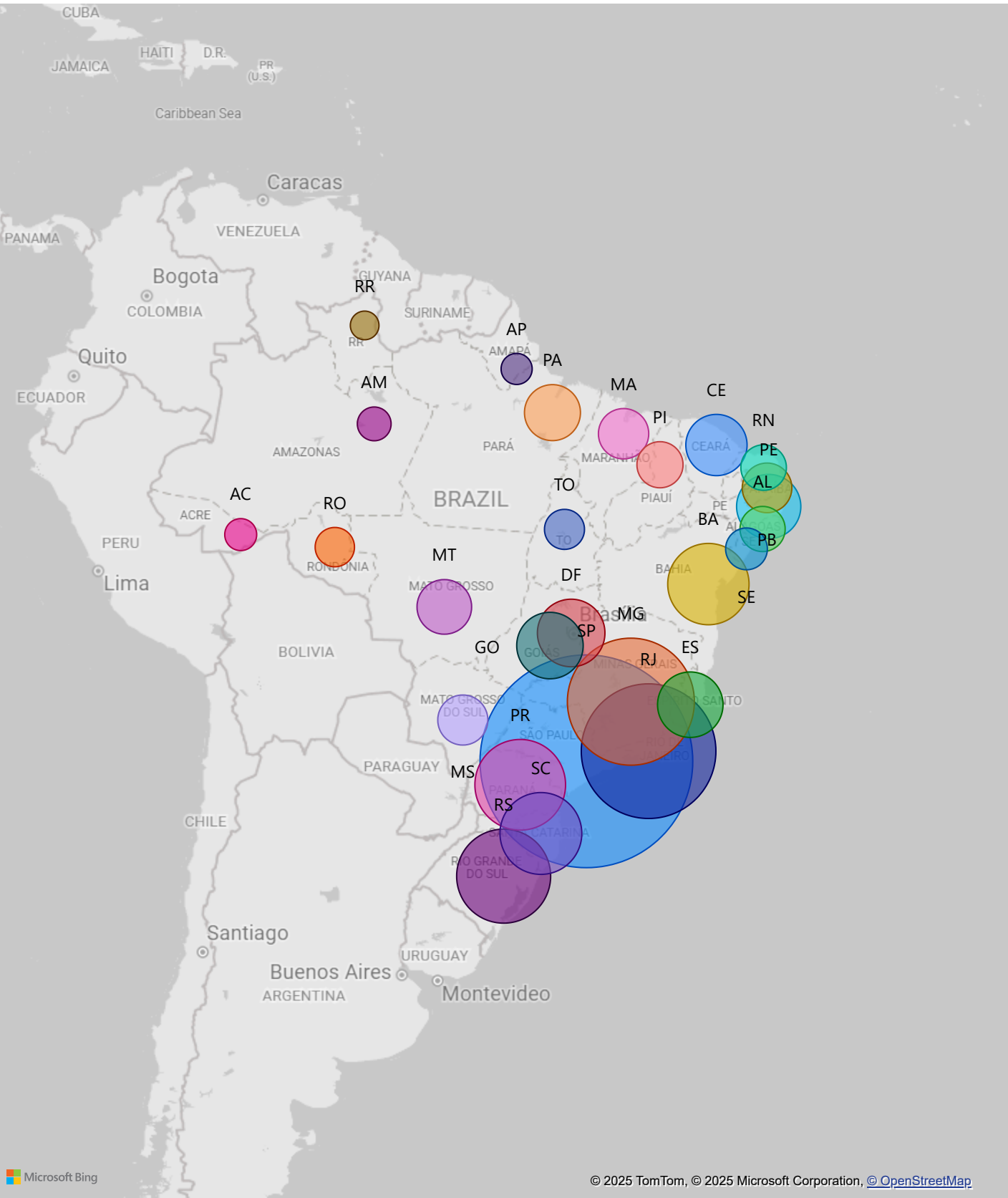
Customer States

27

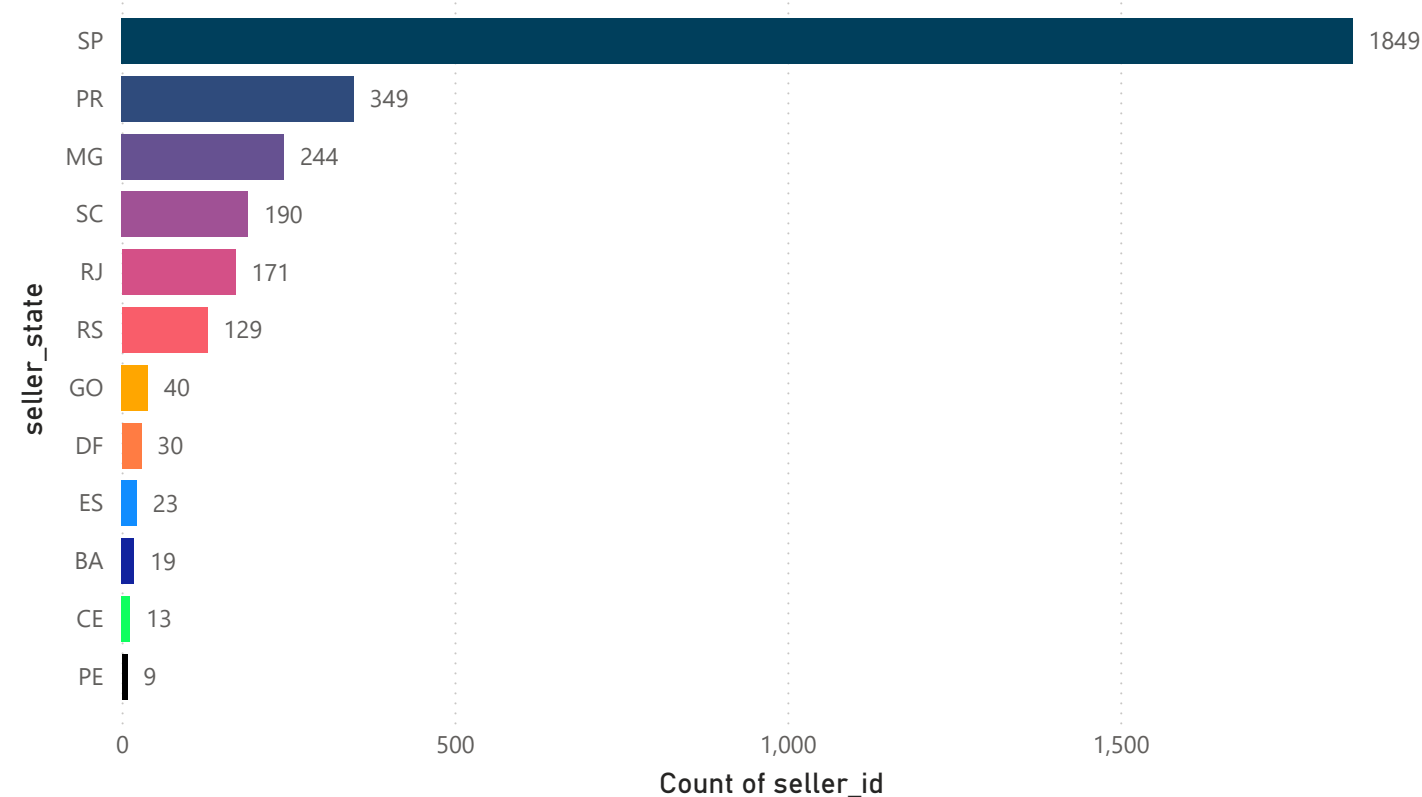
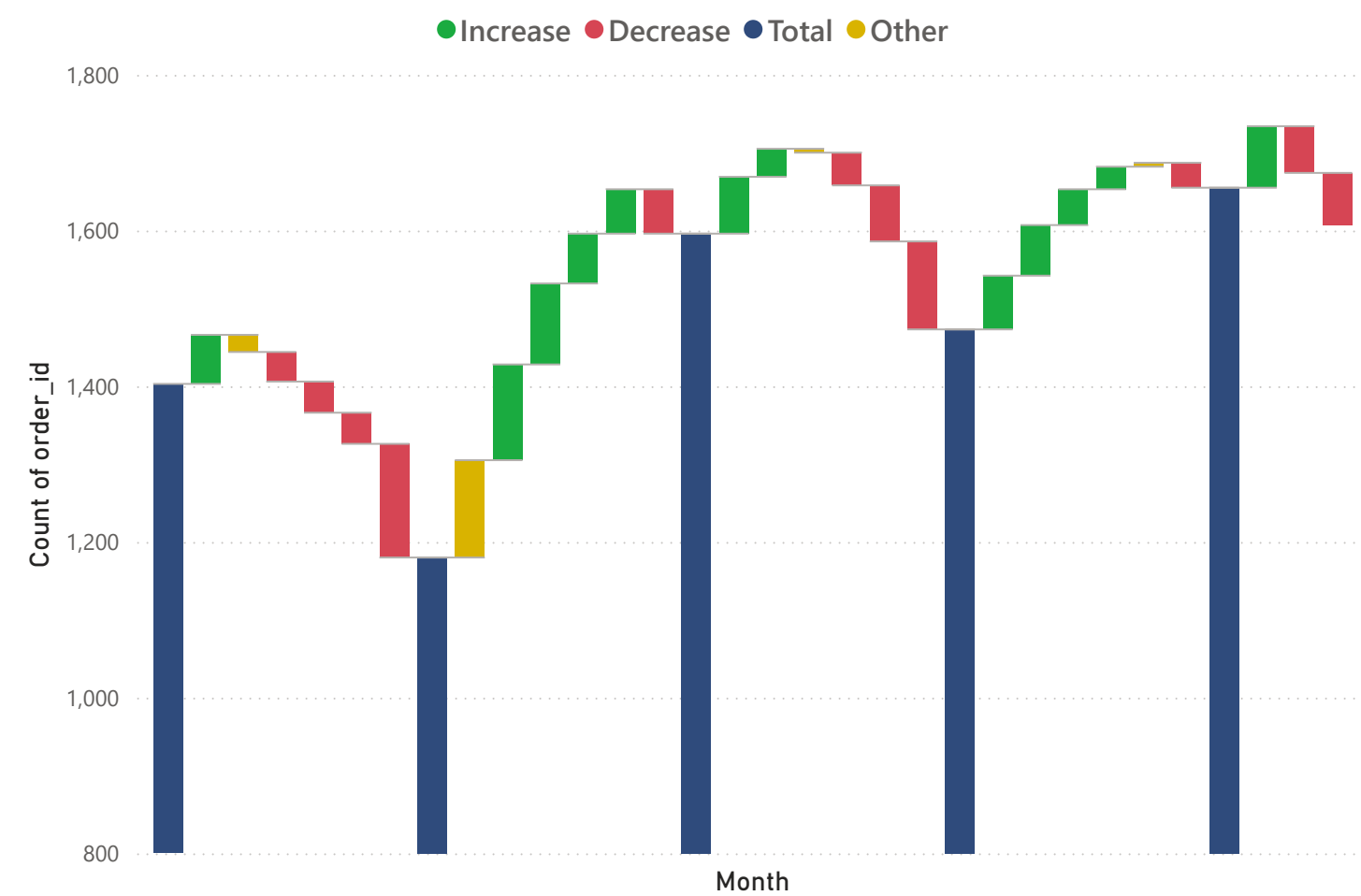
Seller Revenue Pattern



Customer Revenue Pattern



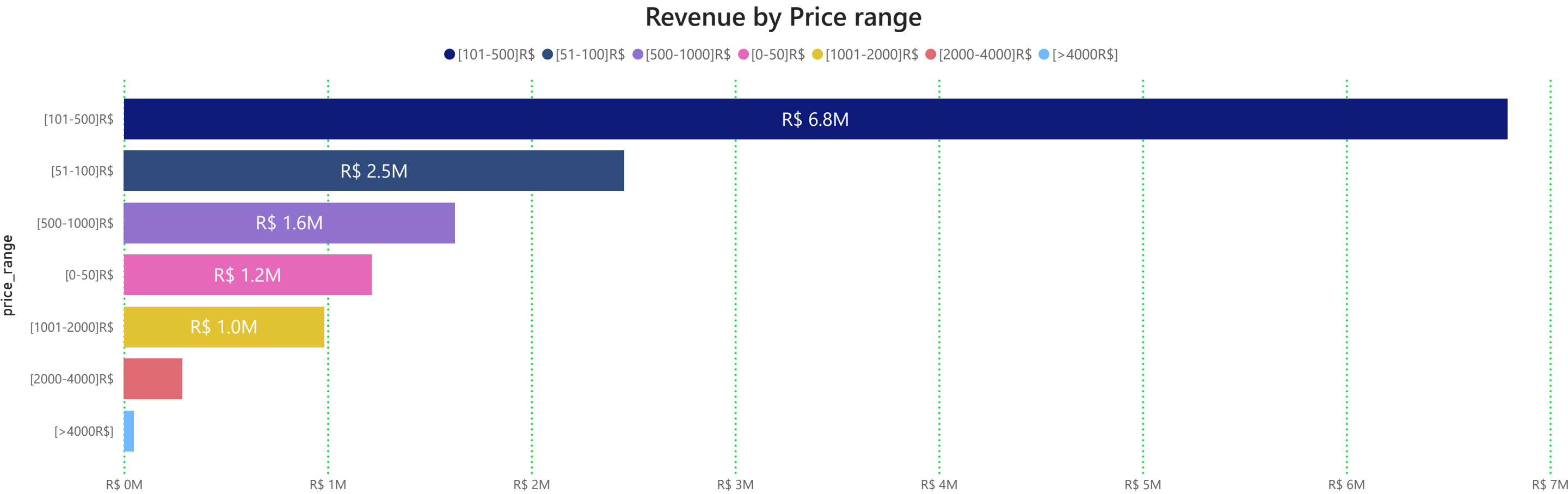
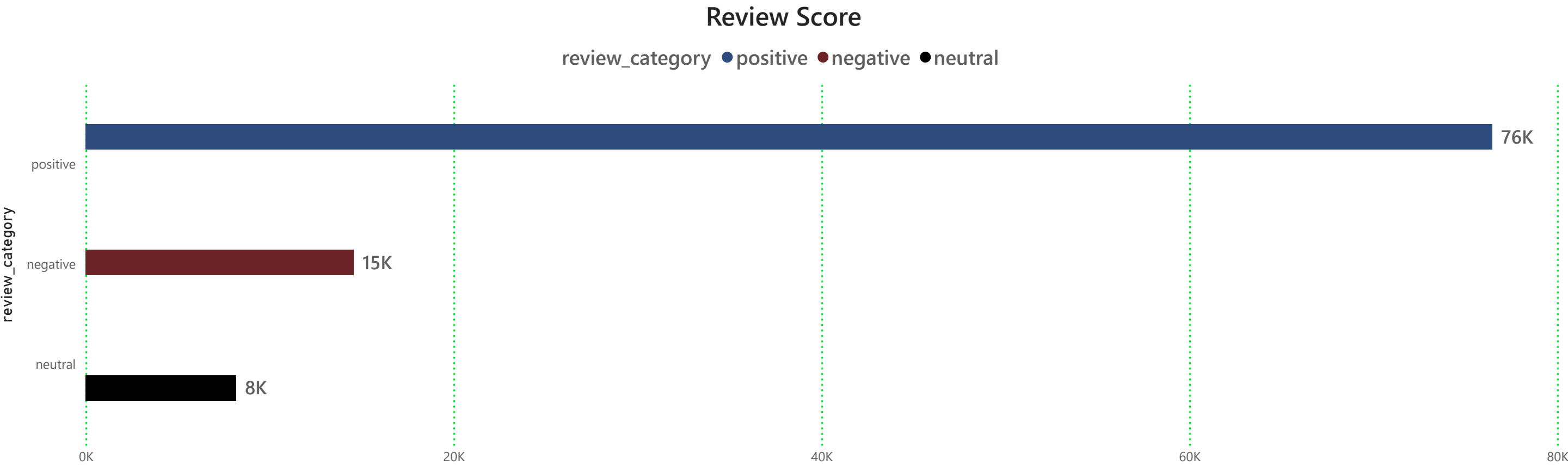
All



olist Brazil Ecommerce Review & Price Category

Yearly & Quaterly

All



olist Brazil Ecommerce Shipment Dashboard

Yearly & Quaterly

All

Estimated Delivery Time Days
20

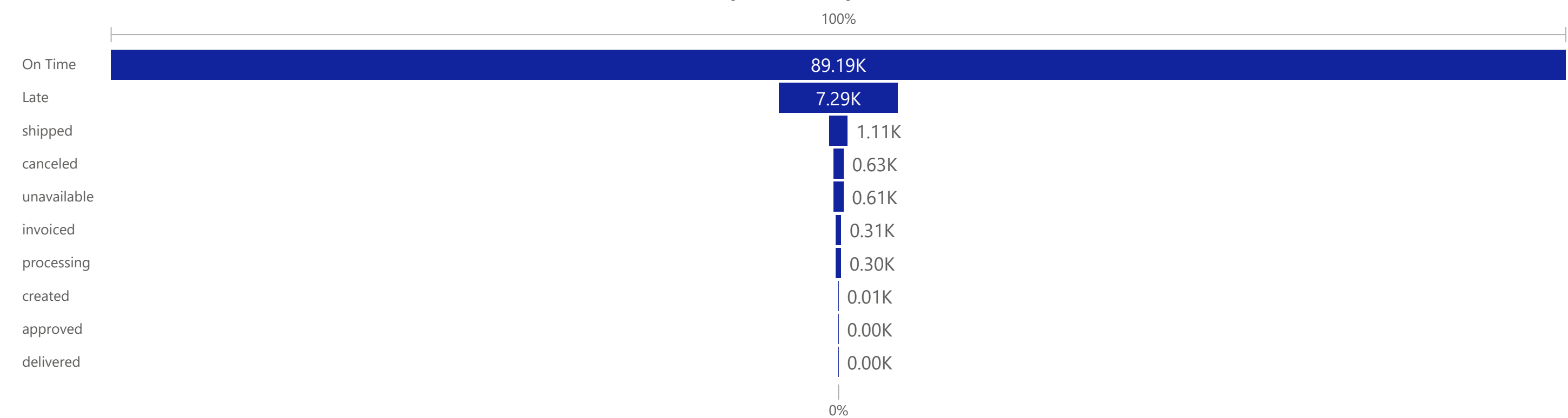
Actual Delivery Time Days
7

Order Approval time Hours
10.42

Weekday

Weekend

Delivery Status by Orders



Delivery Status per State

customer_state	approved	canceled	created	delivered	invoiced	Late	On Time	processing	shipped	unavailable	Total
AC						3	77		1		81
AL		1			2	91	306	3	9	1	413
AM						6	139		2	1	148
AP						3	64	1			68
BA		16			9	433	2823	11	68	20	3380
CE		7			1	188	1091	5	38	6	1336
DF		7	1		3	139	1941	7	30	12	2140
ES		9			4	234	1761	2	17	6	2033
Total	2	625	5	2	314	7285	89191	301	1107	609	99441