

Customer Analysis

Average Spend per Customer by Region

\$166

Total Unique Customers

43K

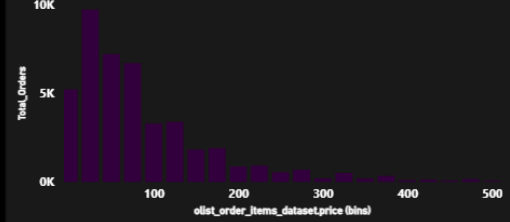
Average freight cost

\$19.4

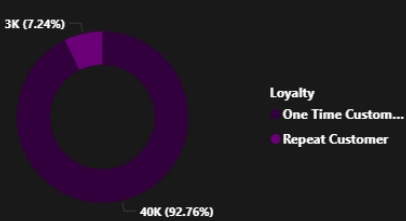
Customers location



Total Orders by olist_order_items_dataset.price (bins)



Repeat vs. One-Time Customers (Loyalty)



Average Spend Per Customer In Each State



Seller Analysis

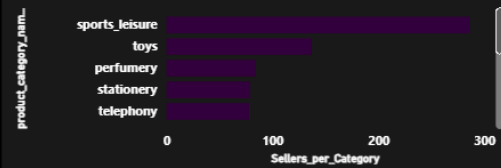
Total Unique Seller

1.78K

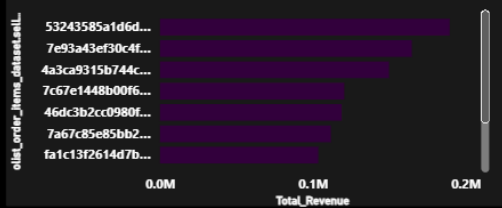
Active Seller

3.095K

Sellers per Category



Top Sellers (Revenue)



Retention and Performance Over Time



Top Sellers (Order Count)



Sellers Location



Business Performance

Customer Analysis

Product Analysis

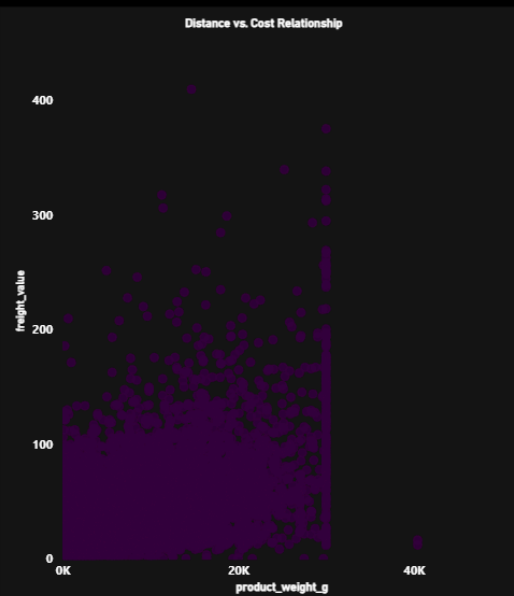
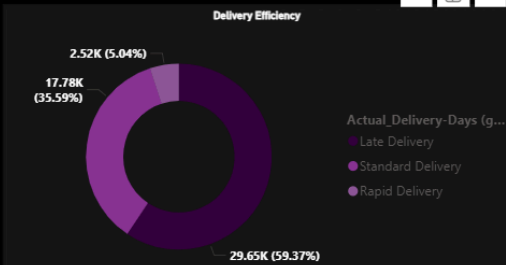
Sales Analysis

Operational Metrics

2016

2017

2018



Total Items Sold

51K

Freight Ratio

16.05%

Delivery Efficiency

40.63%

Business Performance

Customer Analysis

Product Analysis

Sales Analysis

Operational Metrics

2016

2017

2018

