

OLIST E-COMMERCE STORE ANALYSIS



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OVERVIEW DASHBOARD

Date



Total Revenue

\$14.88M

Total Orders

84.7K

Total Customers

96.5K

Total Sellers

3.0K

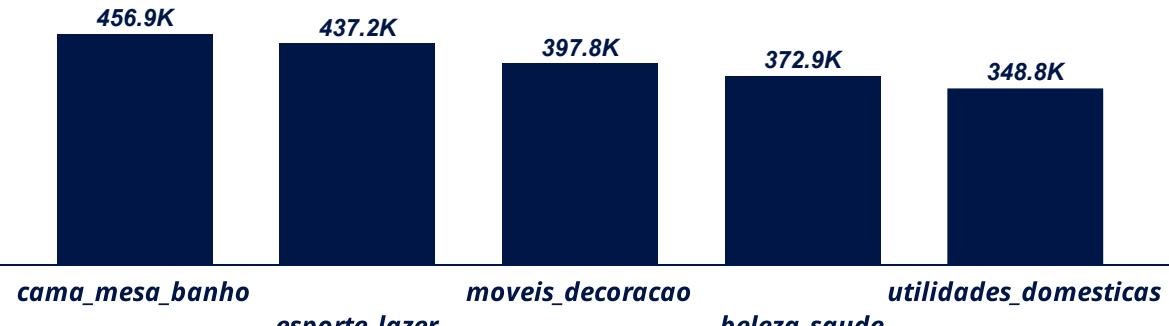
Avg. Order Value

175.7

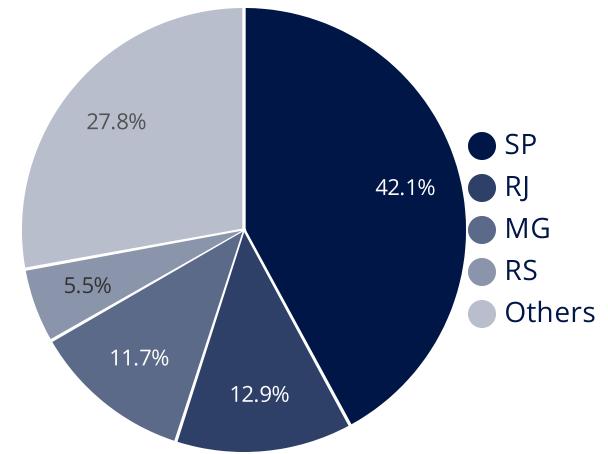
Delivery Time

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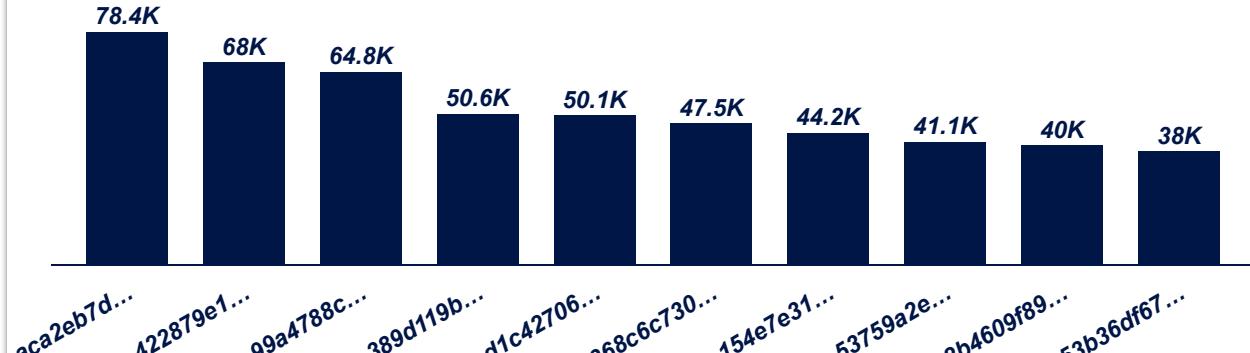
Top 5 Product Categories



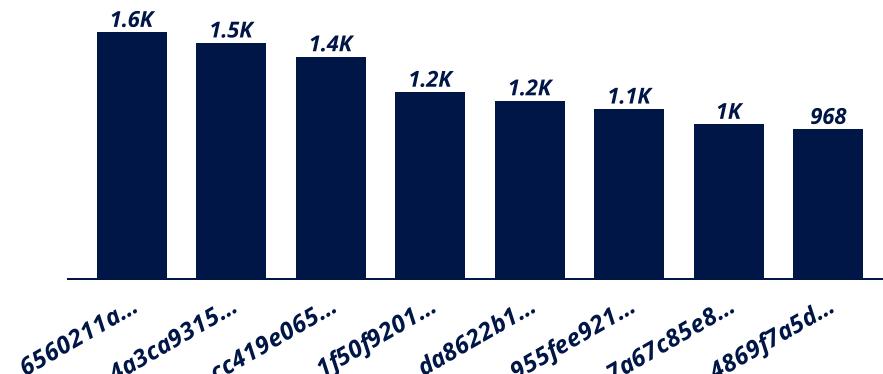
Customer Rating Analysis



Highest Selling Products



Seller Performance by Orders



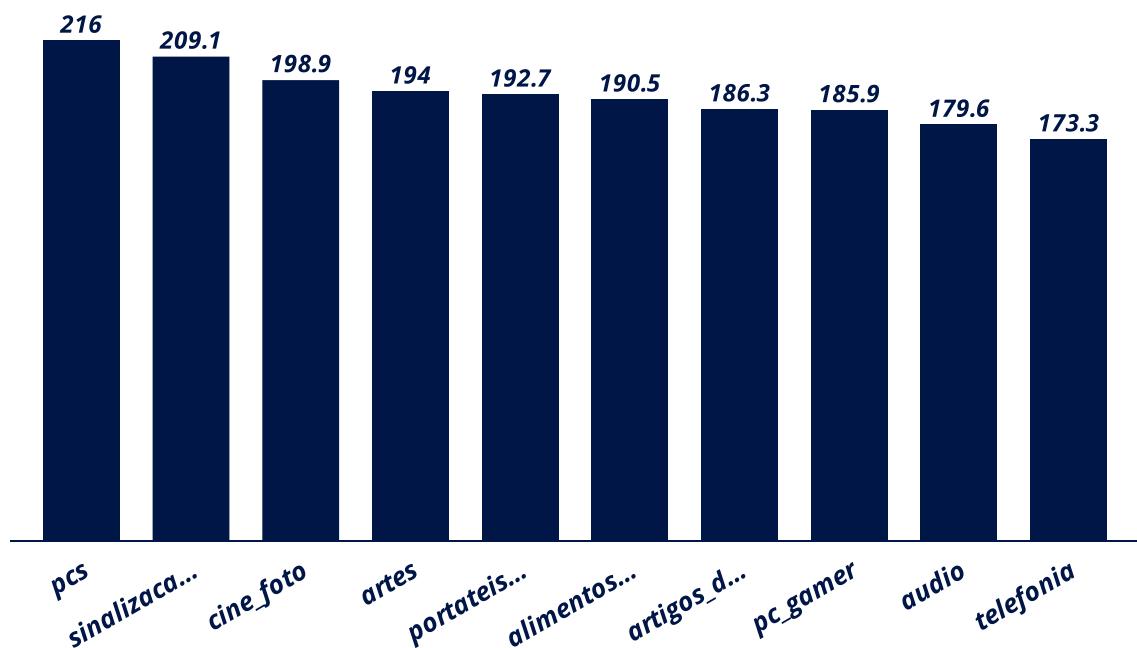


CATEGORY PERFORMANCE

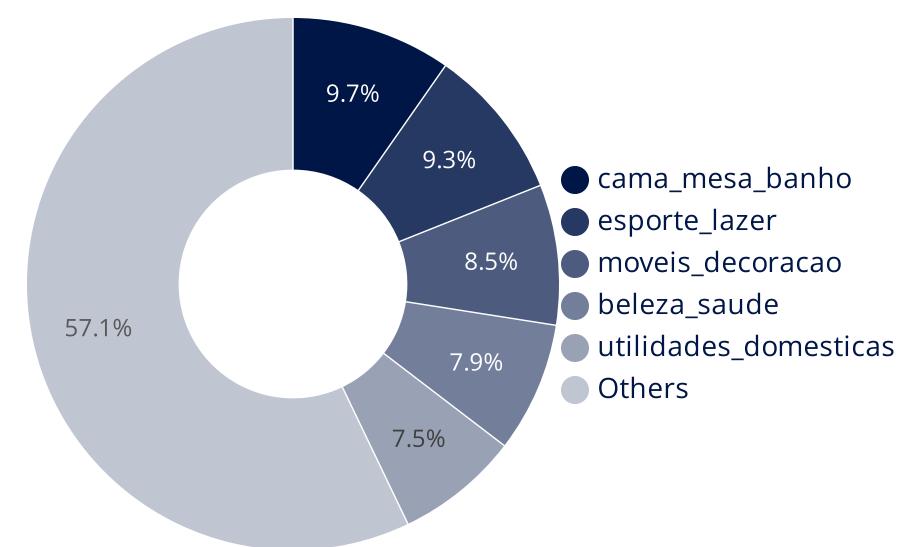
Date



Category Performance by Avg. Order Value



Order Distribution by Category



Category Performance Overview

Product Category	Status	Product Weight	Unit Sold	Revenue
1. utilidades_domesticas	delivered	6.7M	2.3K	283.8K
2. telefonia_fixa	delivered	76.4K	114	15.7K
3. telefonia	delivered	259.3K	1.1K	128.5K
4. tablets_impressao_imagem	delivered	3.3K	8	599.8
5. sinalizacao_e_seguranca	delivered	273.4K	90	9.3K
6. seguros_e_servicos	delivered	1.6K	2	118.9
7. relogios_presentes	delivered	664.4K	1.3K	160.2K
8. portateis_cozinha_e_prepao	delivered	25.2K	10	870.6
9. portateis_casa_forno_e_cafe	delivered	94.6K	29	5.2K
10. pet_shop	delivered	2.1M	701	94K
11. perfumaria	delivered	453.4K	848	96K
12. pcs	delivered	239.9K	30	2.6K
13. pc_gamer	delivered	4.3K	3	458.7
14. papelaria	delivered	1.5M	817	96.4K
15. musica	delivered	32.8K	27	4.4K

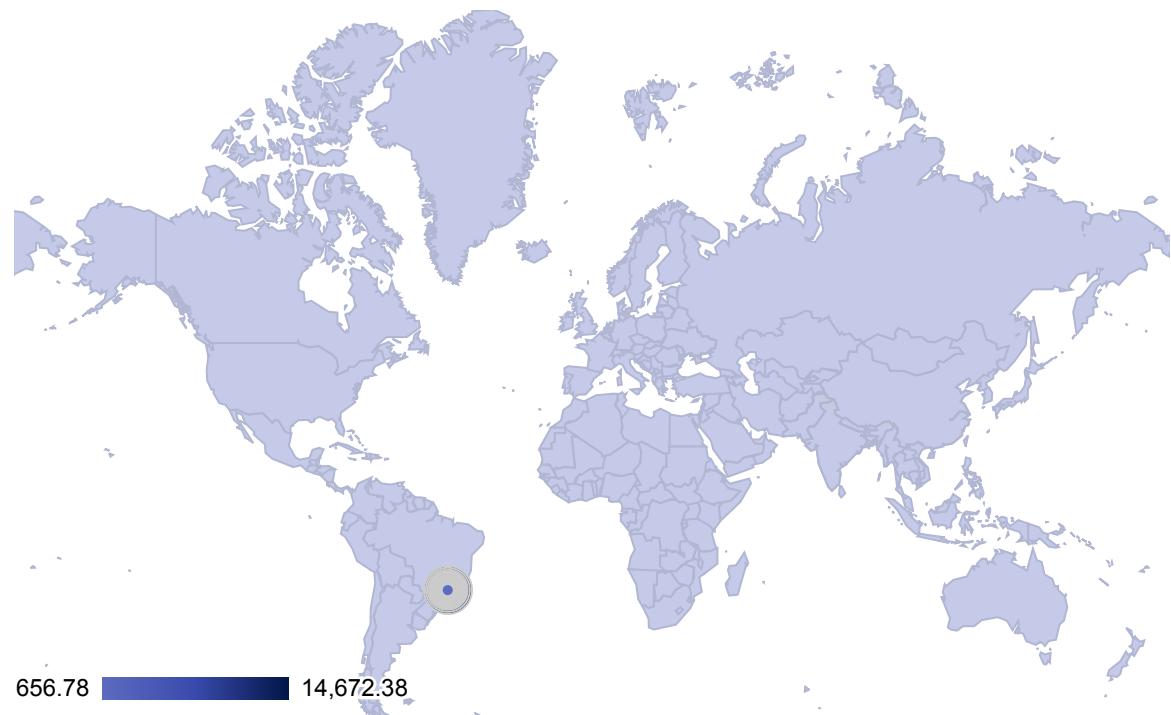
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Category Performance by Revenue

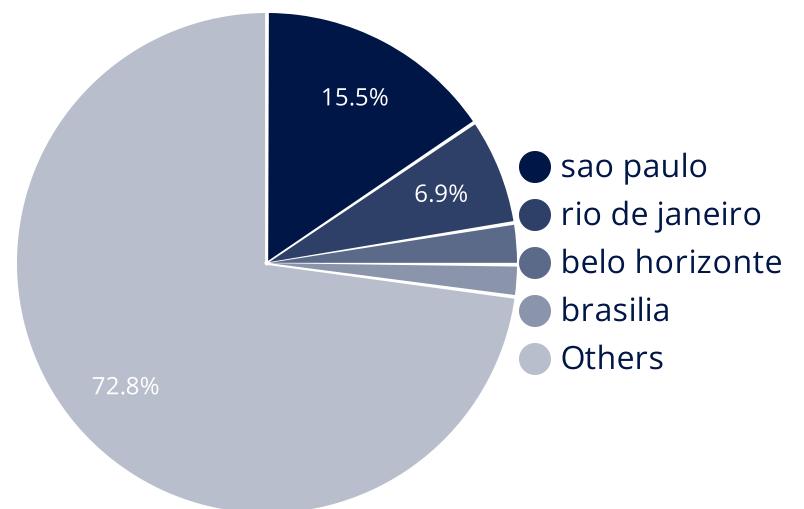




Sales by State



Top 5 Cities by Payment Value

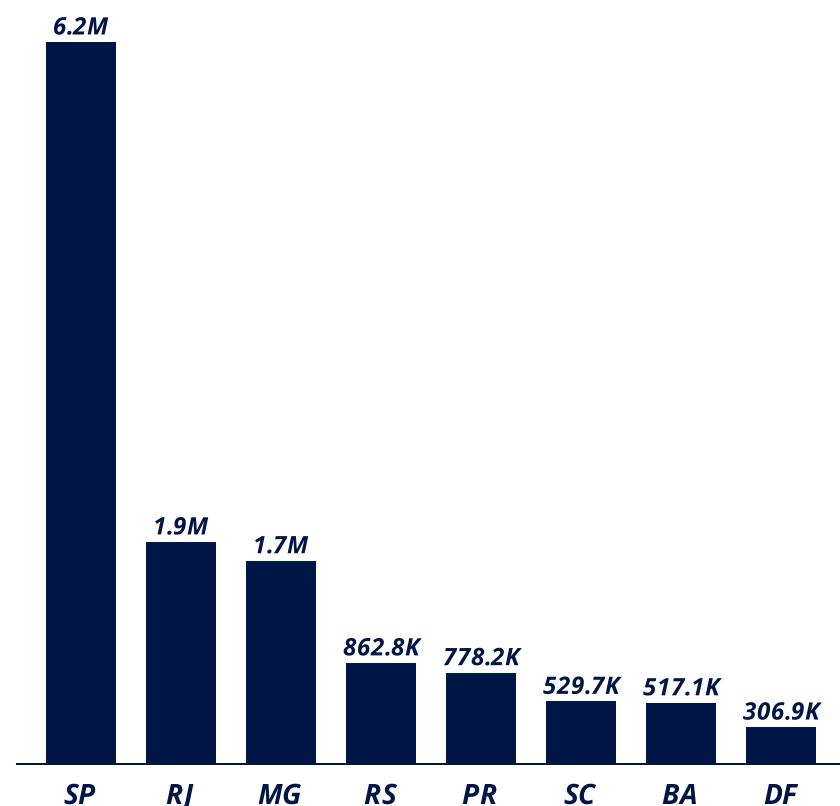


Olist E-Commerce Geographical Analysis Table

City	State	Total Customers	Total Orders	Payment
1. sao paulo	SP	15.1K	14.7K	2.3M
2. rio de janeiro	RJ	6.7K	6.6K	1M
3. belo horizonte	MG	2.7K	2.7K	397.3K
4. brasilia	DF	2.1K	2.1K	305.7K
5. curitiba	PR	1.5K	1.5K	240.2K
6. porto alegre	RS	1.3K	1.3K	222K
7. campinas	SP	1.4K	1.4K	210.8K
8. salvador	BA	1.2K	1.2K	196.5K
9. guarulhos	SP	1.2K	1.2K	177.7K
1. sao bernardo...	SP	913	912	141.7K
1. niteroi	RJ	820	820	129.4K
1. santo andre	SP	770	768	113.9K
1. osasco	SP	721	720	111.9K
1. sao jose dos c...	SP	670	670	109.9K
1. goiania	GO	673	673	99.8K

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Top 08 States by Payment Value



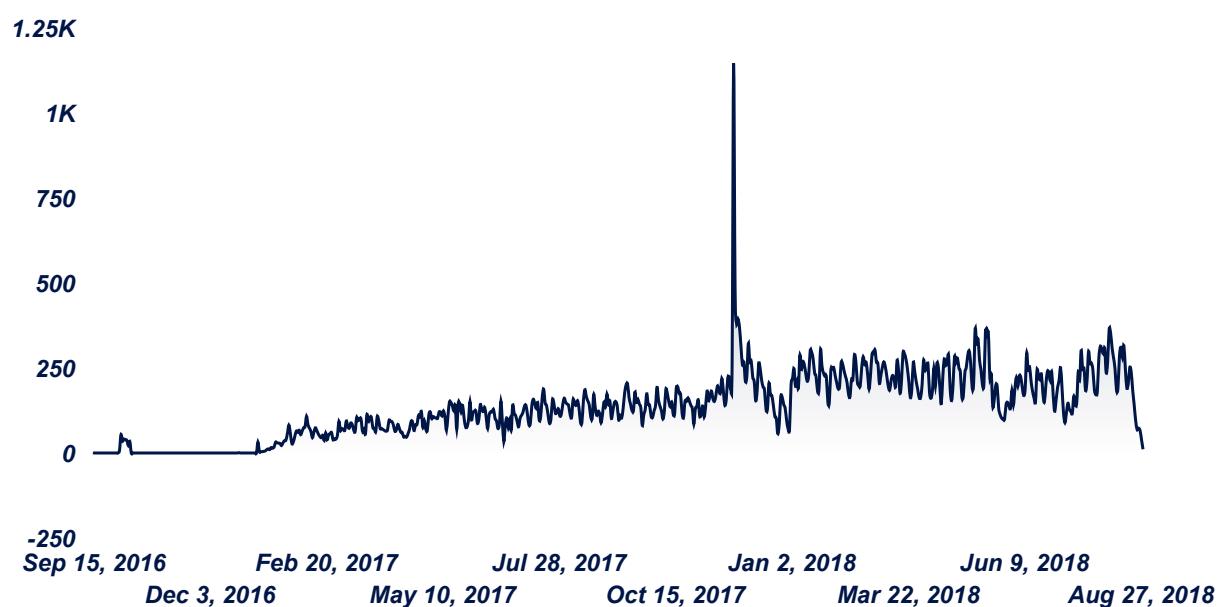


CUSTOMER BEHAVIOR

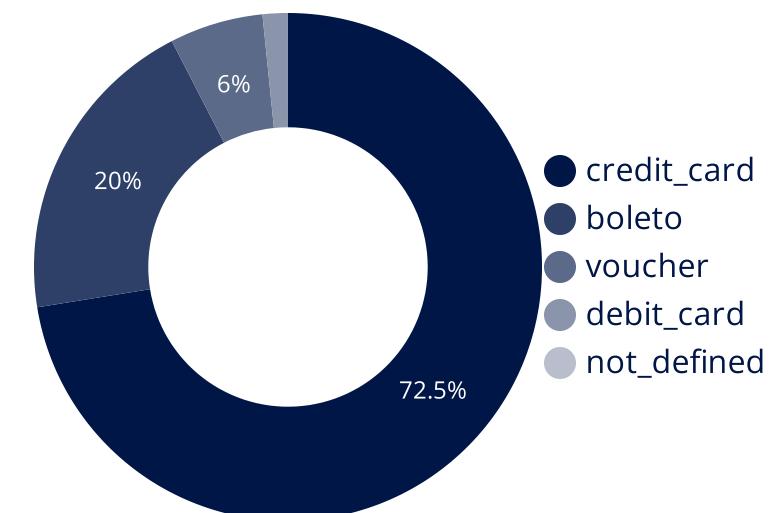
Date



Customer Orders Over Time



Customer Orders by Payment Type

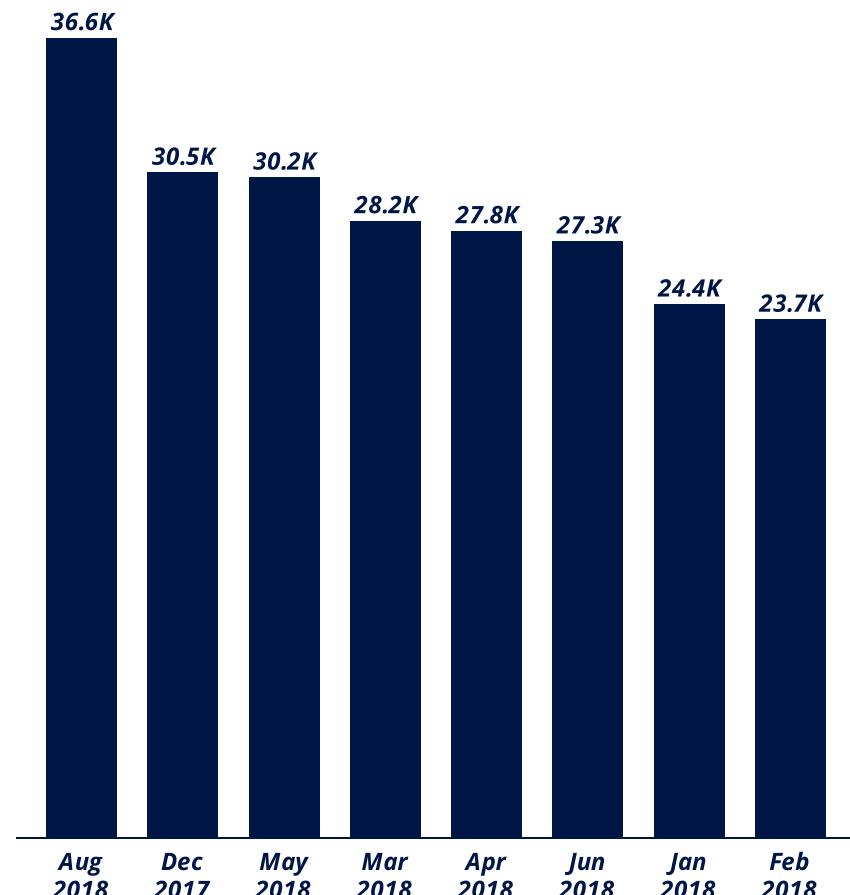


Olist E-Commerce Customer Behavior Table

Product Category	Total Customers	Total Orders	Payment	Review Scores
1. cama_mesa_banho	2.9K	2.9K	456.9K	12K
2. esporte_lazer	2.8K	2.8K	437.2K	11.5K
3. moveis_decoracao	2.6K	2.5K	397.8K	10.5K
4. beleza_saude	2.4K	2.4K	372.9K	9.6K
5. utilidades_domesticas	2.3K	2.2K	348.8K	9.3K
6. automotivo	1.8K	1.8K	279.2K	7.5K
7. informatica_acessorios	1.6K	1.6K	237.8K	6.5K
8. brinquedos	1.4K	1.4K	210K	5.7K
9. relogios_presentes	1.3K	1.3K	191.9K	5.3K
10. telefonia	1.1K	1.1K	187.8K	4.6K
11. bebes	890	887	134.9K	3.6K
12. perfumaria	848	842	128.4K	3.5K
13. fashion_bolsas_e_ac...	827	826	137K	3.3K
14. papelaria	817	816	117.8K	3.4K
15. cool_stuff	761	758	115.1K	3.1K
16. esportes_e_lazer	761	760	114.9K	2.9K

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Customer Satisfaction Trends



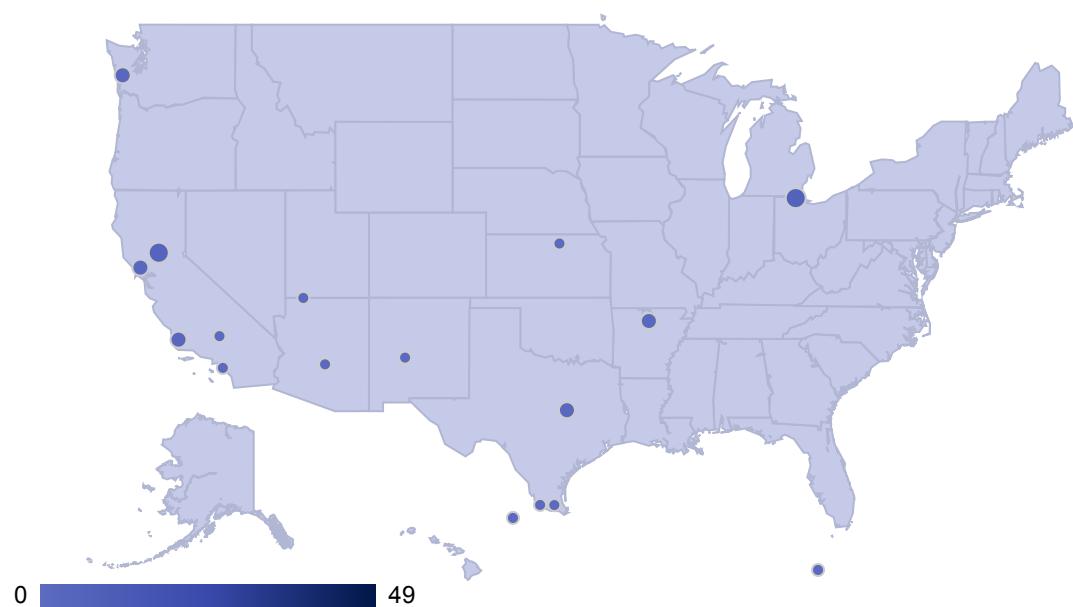


SELLER PERFORMANCE

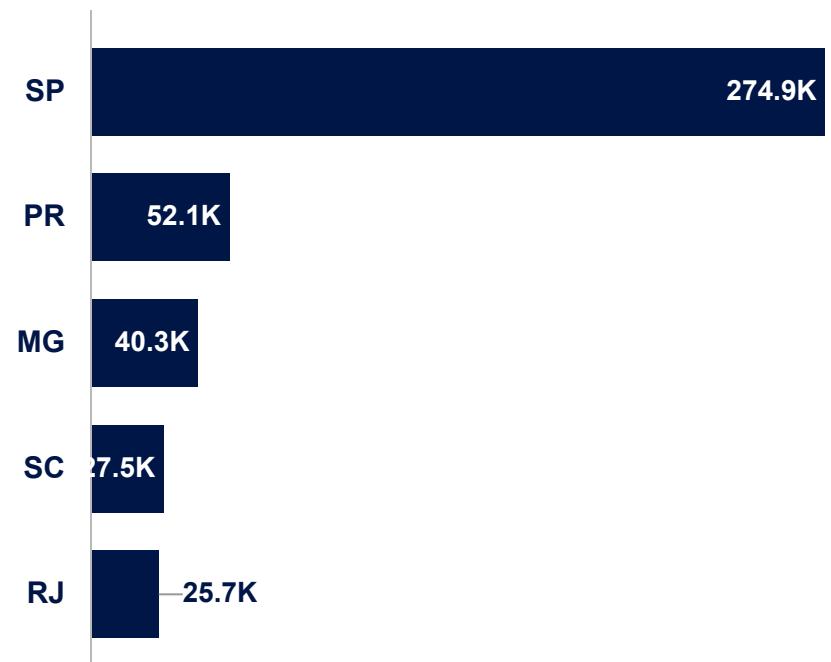
Date



Seller City by Category



Top 5 Seller State by Revenue



Olist E-Commerce Seller Performance Table

Product Category	Payment Type	Payment Value	Price
1. cama_mesa_banho	credit_card	367.3K	261.4K
2. esporte_lazer	credit_card	350.1K	253.2K
3. moveis_decoracao	credit_card	311.9K	218.8K
4. beleza_saude	credit_card	290.2K	211K
5. utilidades_domesticas	credit_card	277.8K	209.4K
6. automotivo	credit_card	222.7K	163.8K
7. informatica_acessorios	credit_card	186K	143.5K
8. relogios_presentes	credit_card	156.7K	120.4K
9. brinquedos	credit_card	170.9K	119.2K
10. telefonia	credit_card	151K	98.7K
11. bebes	credit_card	103.9K	81.4K
12. fashion_bolsas_e_acess...	credit_card	108.2K	73.1K
13. papelaria	credit_card	91.3K	72.1K
14. perfumaria	credit_card	97.4K	70.8K
15. esporte_lazer	boleto	70.1K	67.8K
16. beleza_saude	boleto	69.7K	67.3K
17. pet_shop	credit_card	81.3K	65.1K

Avg. Order Value by Seller State

