



Olist Overview

Sales Overview

Customer Overview

Product Overview

Delivery & Reviews



Olist

ONLINE SHOPPING



year

2016

2018



113K

Total Orders

4.02

Avg Review Score

33K

Total Products

99K

Total Customers

\$20.47M

Total Revenue

\$4.63M

Gross Profit

113K

Total Products Sold



Olist



Sales Dashboard

year

2016

2018

\$20M

Total Revenue

91%

On-Time Delivery %

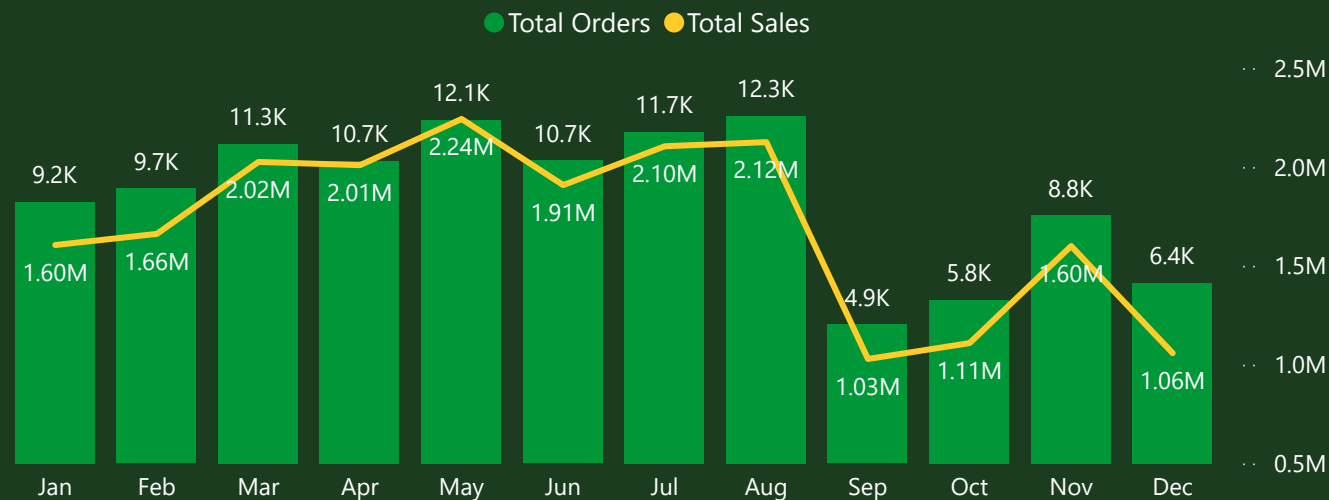
180.5

AOV

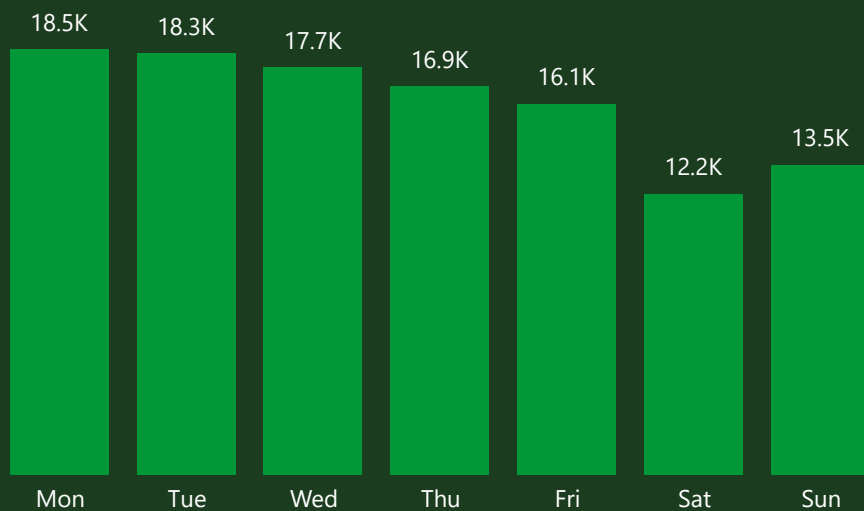
23%

Profit Margin %

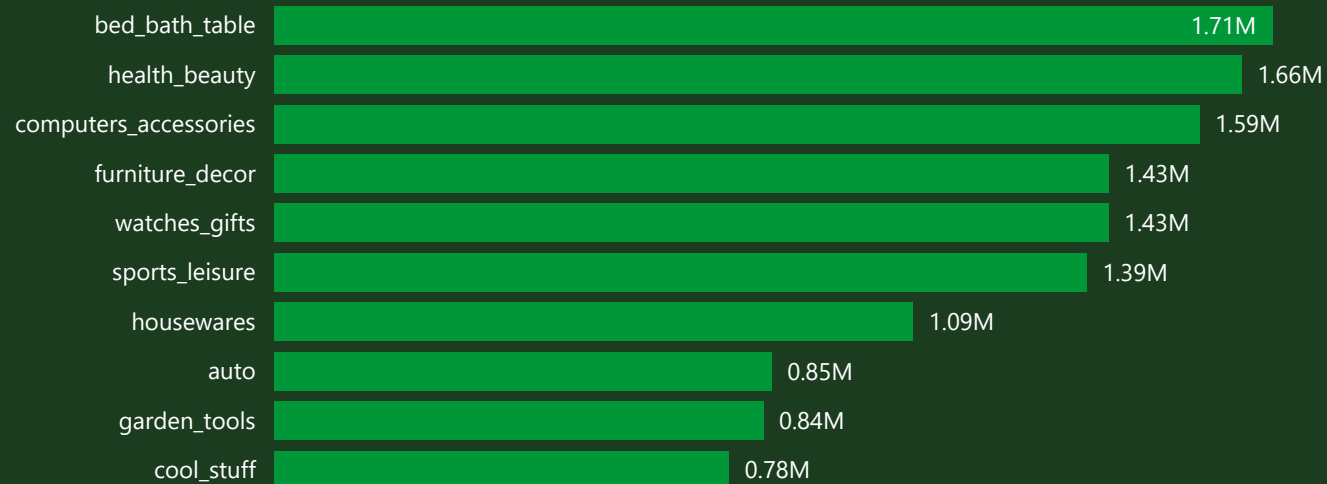
Total Orders and Total Sales by month_name



Total Orders by day_name



Total Revenue by product_category_name_english





Olist



Customer Dashboard

99K

Total Customers

10%

Repeat Customer Rate %

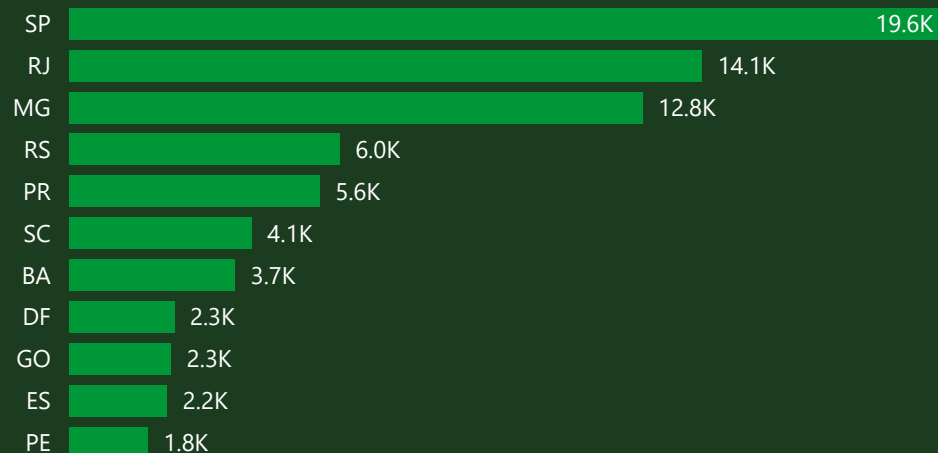
3095

Total Sellers

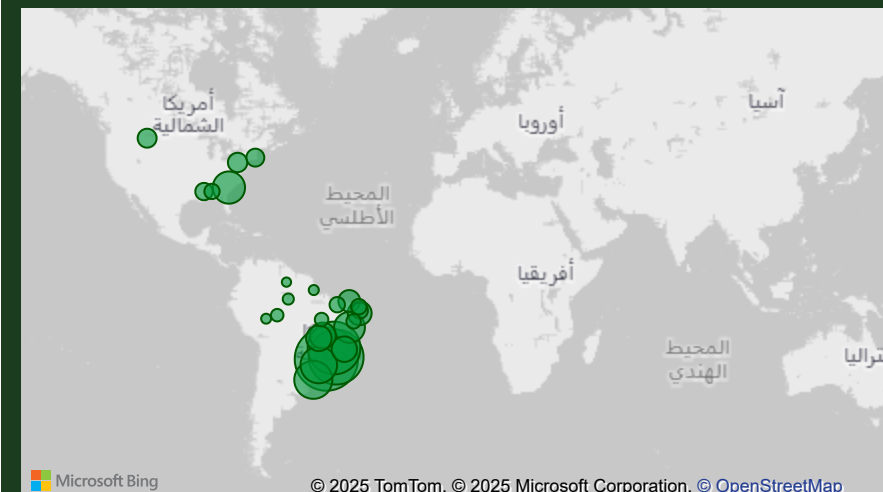
\$6.6K

Avg Revenue per Seller

Orders by Customer State



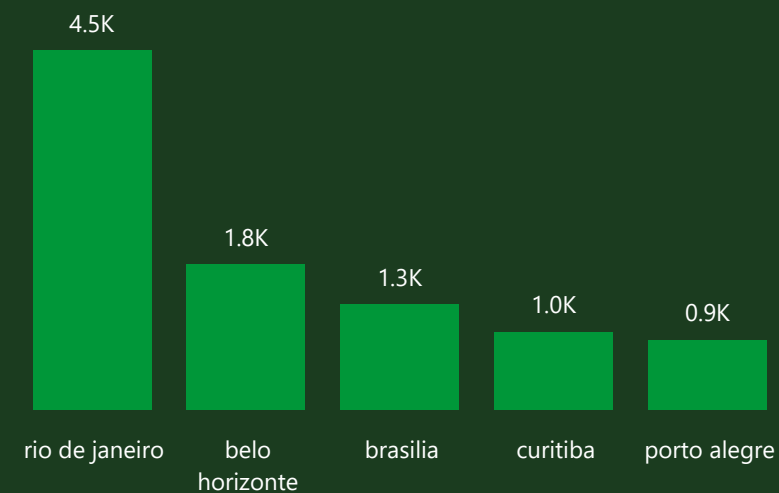
Total Customers by State



Revenue by Seller State



Total Customers by City





Olist



Products Dashboard

113K

Total Products Sold

621

Revenue per Product

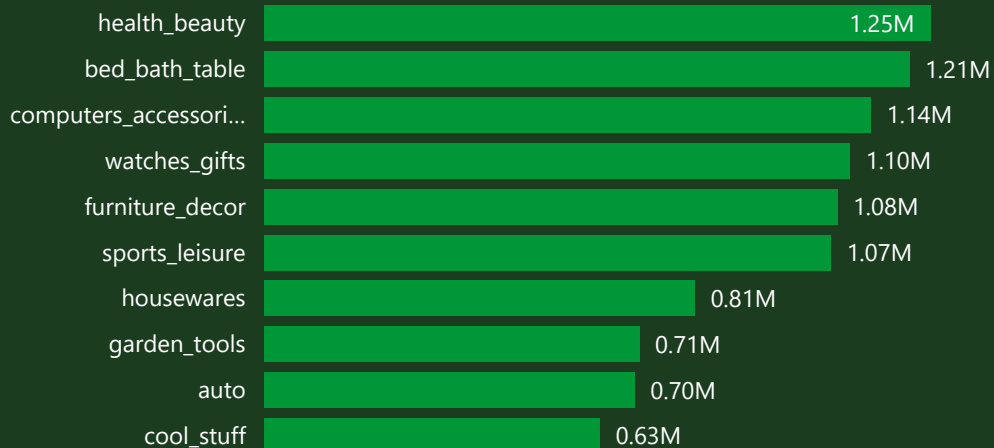
3.07

Avg Installments

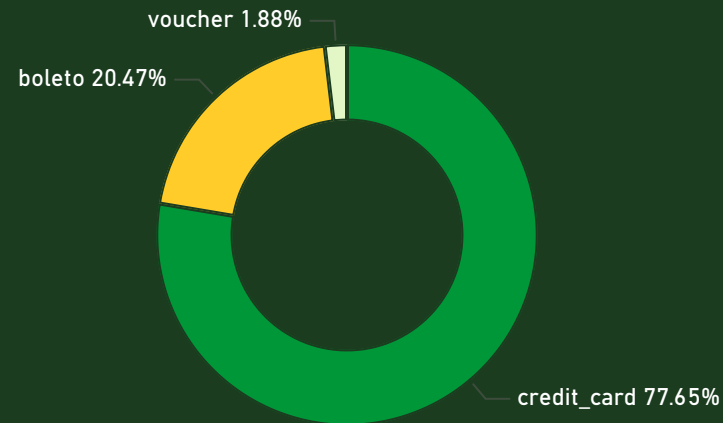
54%

Orders with Installments %

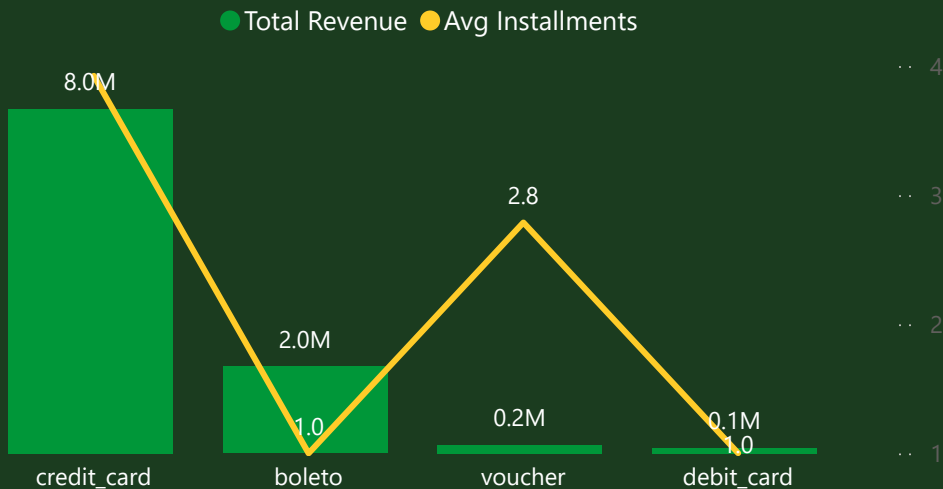
Top 10 Products by Revenue



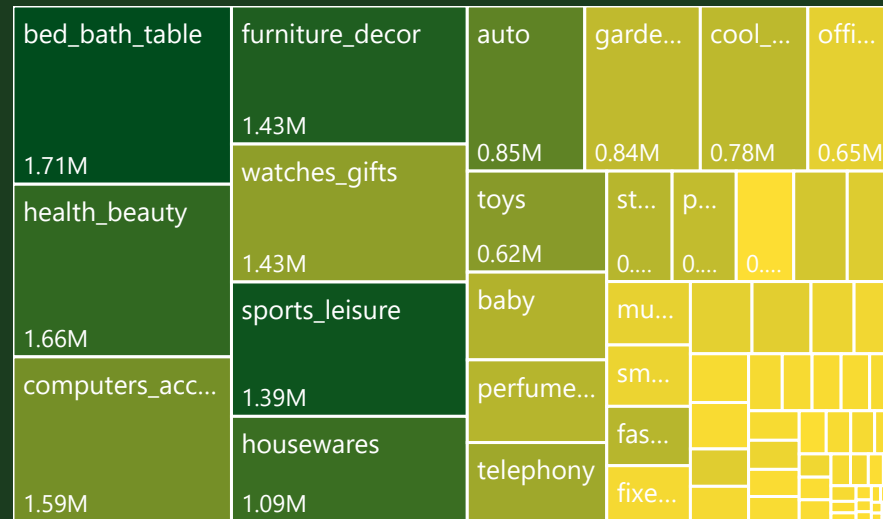
Payment Methods Distribution



Total Revenue and Avg Installments by payment_type



Revenue by Product Category





Olist



Delivery & Reviews

91%

On-Time Delivery %

56%

5 Star Reviews %

17%

Bad Reviews %

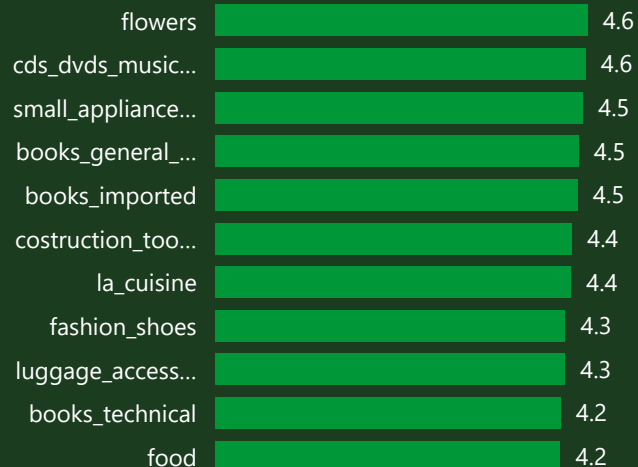
12.41

Avg Shipping Days

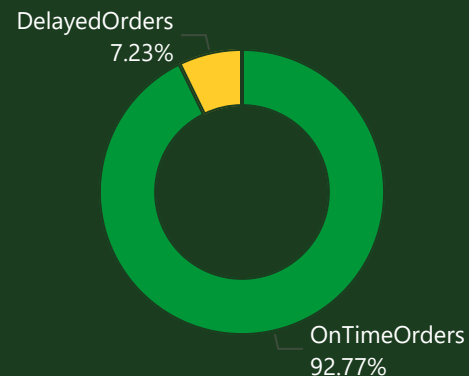
-12.03

Avg Delivery Delay

Avg Review Score by Category



On-Time vs Delayed Deliveries



Delivery Delay Trend



Review Trend over Time

