



# OLIST E-COMMERCE ANALYSIS

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- Introduction
- Overview
- Sales
- Orders
- Geographic Analysis
- Orders Over Years
- Sales Over Years
- Product Sales Tree
- Help Page

(Navigation guide and report functionality explanations to maximize user experience).

- Conclusions

*Navigate through each section using the menu to explore detailed insights and interactive visualizations.*



## Who is Olist

**Olist Store** is the leading Brazilian e-commerce platform dedicated to sellers, founded with the mission to democratize e-commerce in South America's largest market.

### The Vision

Olist is not just a marketplace - it's a digital ecosystem that connects thousands of small and medium-sized sellers to diverse Brazilian markets, eliminating the geographic and technological barriers that often limit the growth of small businesses.

### Report Objectives

This interactive Power BI report is based on a public dataset containing sales data from 2016 to 2018. The goal is to provide clear and strategic insights into business performance, with a particular focus on:

- **Order trends over time**, filterable by order status and geographic region
- **Revenue evolution**, calculated monthly and compared to the previous year
- **Rating distribution**, to monitor perceived service and product quality
- **Geographic and product category analysis**

### What can you explore in the report?

- **Select a year and filter by order status and/or state** to explore **orders and revenue** on the Olist platform in Brazil from 2016 to 2018. You can navigate through different **types of analysis** using the buttons at the center:
  - Orders** → month-by-month comparison between current and previous year orders
  - Sales** → comparison of current revenue with the previous year
  - Orders YTD** → cumulative (Year-To-Date) trend of orders and revenue
  - Reviews** → examine the distribution of customer reviews
- View monthly **revenues**, compared to the **previous year's** and their percentage change
- Analyze **customer satisfaction** via ratings and compare performance by **product or Brazilian state**
- Explore each metric freely, with **dynamic and intuitive visualizations**

### Technical Approach

To ensure accuracy and performance, the data model was optimized according to **Business Intelligence best practices**:

- **Star Schema** with dedicated dimensions (Customers, Items, Products, Payments, Reviews)
- Reduce data volume through temporal filters and removal of unused columns with the help of **Power Query**
- **Calendar Table customized** for advanced temporal analysis
- **Curated UX** : navigation buttons, drill-through, interactive tooltips

Get ready to explore key insights from Olist Store's 2016–2018 journey in Brazilian e-commerce.



## Geographic Analysis



# Olist E-commerce Analytics

## Interactive Dashboard for Data Analysis

2016

2017

2018



## Monthly Order Performance

At 18, July had the highest Orders and was 350,00% higher than August, which had the lowest Orders at 4.

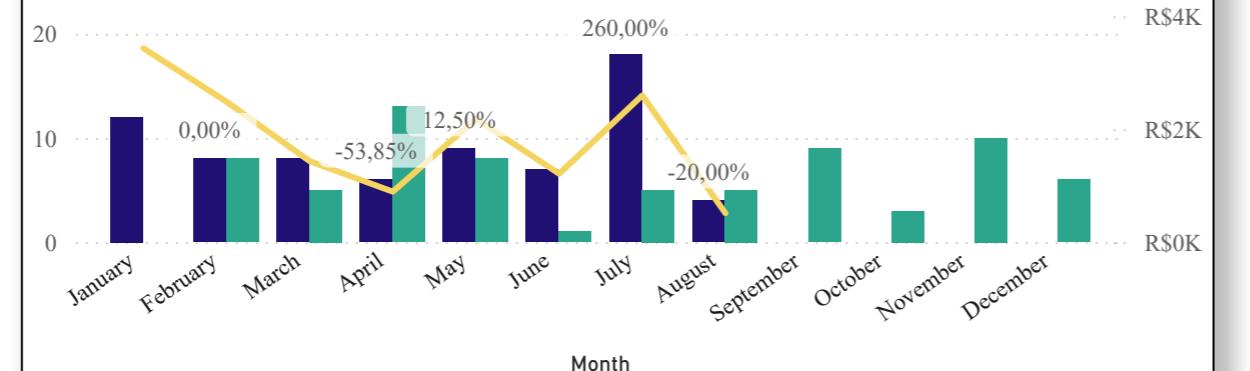
Orders and total Orders PY are positively correlated with each other.

July accounted for 25,00% of Orders.

Across all 12 Month, Orders ranged from 4 to

## Orders, Orders PY and Sales by Month

Legend: ● Orders ● Orders PY ● Sales



## Orders and Orders PY



14,94%  
Orders Grow Rate

Orders

Sales

Orders and Sales YTD

Reviews

State

Amazonas

Order status

delivered

Clear all slicers



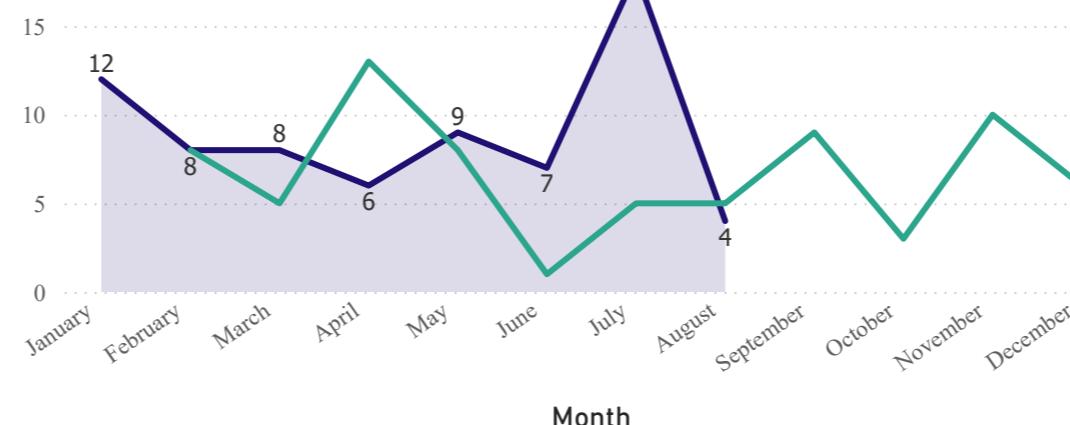
## Monthly Order Performance vs Previous Year

Month Orders Orders PY Orders PY %

Month	Orders	Orders PY	Orders PY %
January	12		
February	8	8	0,00%
March	8	5	60,00%
April	6	13	-53,85%
May	9	8	12,50%
June	7	1	600,00%
July	18	5	260,00%
August	4	5	-20,00%
September	9	13	-100,00%
October	3	1	-100,00%
November	10	10	-100,00%
December	6	6	-100,00%

## Orders Performance Over Time

Legend: ● Orders ● Orders PY



### The Orders Journey: From Startup to Maturity (2016-2018)

**The Explosive Growth Era (2016-2017)**  
The e-commerce platform's story begins with remarkable momentum. From the early foundation in 2016 with just 329 orders, it experienced an extraordinary transformation, reaching peaks of over 7,500 orders in November 2017 - a testament to the growing market presence and customer trust building.

**The Maturity Transition (2018)**  
2018 tells a different but equally important chapter. With 54,011 orders and a more consistent monthly performance ranging from 4,000 to 7,200 orders, the platform evolved from explosive growth to sustainable, mature operations. This shift reflects market stabilization and operational excellence.

## Seasonal Evolution Across Years

The seasonal patterns reveal fascinating insights:

- **2016:** Limited data showing October peak (324 orders)
- **2017:** Classic e-commerce seasonality with November dominating (7,544 orders)
- **2018:** Flattened seasonality with January leading (7,269 orders), showing year-round strength

## Growth Rate Transformation

The year-over-year comparison reveals a strategic evolution:

- **2018 vs 2017:** Massive percentage increases (up to 808% in January)

## Geographic Analysis



## Olist E-commerce Analytics

## Sales View Over Years



Total Orders  
**99.441**

Total Sales  
**R\$15,844M**

Average Review S...  
**4,09**

Total Customers  
**96.096**

## Sales by Month and Year

Year ◆ 2016 ♦ 2017 ♦ 2018

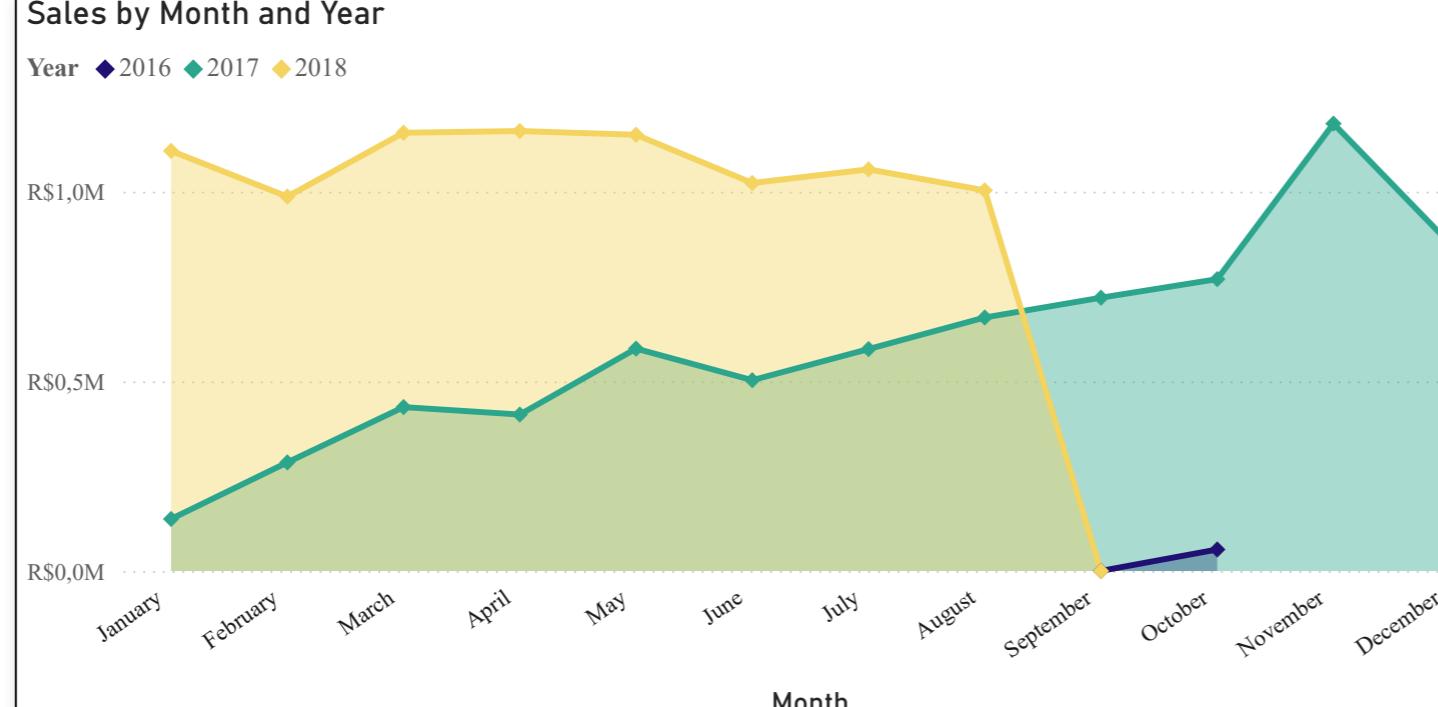
R\$1,0M

R\$0,5M

R\$0,0M

January February March April May June July August September October November December

Month



## Three Years of Commercial Evolution

## 2016 – The Foundation Phase

In 2016, Olist took its first steps in Brazil's e-commerce landscape. Sales activity was minimal, totaling just **R\$57,183** across a few isolated months. Monthly figures ranged from **R\$354** in **September** to a short-lived peak of **R\$6,808** in **October**, followed by a sharp drop to just **R\$19** in **December**. This reflects an experimental stage where the company was likely laying its operational foundation, testing its model, and gradually building a base of sellers and buyers.

## 2017 – Steady and Strategic Growth

2017 marked Olist's first significant leap forward. Sales rose steadily from **R\$137K** in **January** to nearly **R\$1.2 million** in **November**, closing the year with a total of **R\$7.1 million**. The monthly growth suggests increasing market trust and a stronger vendor ecosystem. This was likely the result of a **controlled expansion strategy**, where the platform focused on scaling while ensuring operational consistency. The upward trend is clearly visible in the chart, month after month.

## 2018 – A Breakthrough with an Abrupt Pause

By 2018, Olist had fully entered a phase of maturity and consolidation. Sales remained consistently **above R\$1 million per month**, with peaks exceeding **R\$1.15 million** between **March and May**. The company was hitting its stride, and the business model appeared solid and scalable.

However, in **September**, the data suddenly stops. This unexplained absence creates a noticeable gap in the line chart. The abrupt cutoff could be due to:

- technical issues in data logging,
- a temporary operational slowdown,
- or simply **incomplete or missing data** that wasn't captured at the time of reporting.

## Geographic Analysis



# Olist E-commerce Analytics

## Orders View



2016

2017

2018

Total Orders  
**99.441**

Total Sales  
**R\$15,844M**

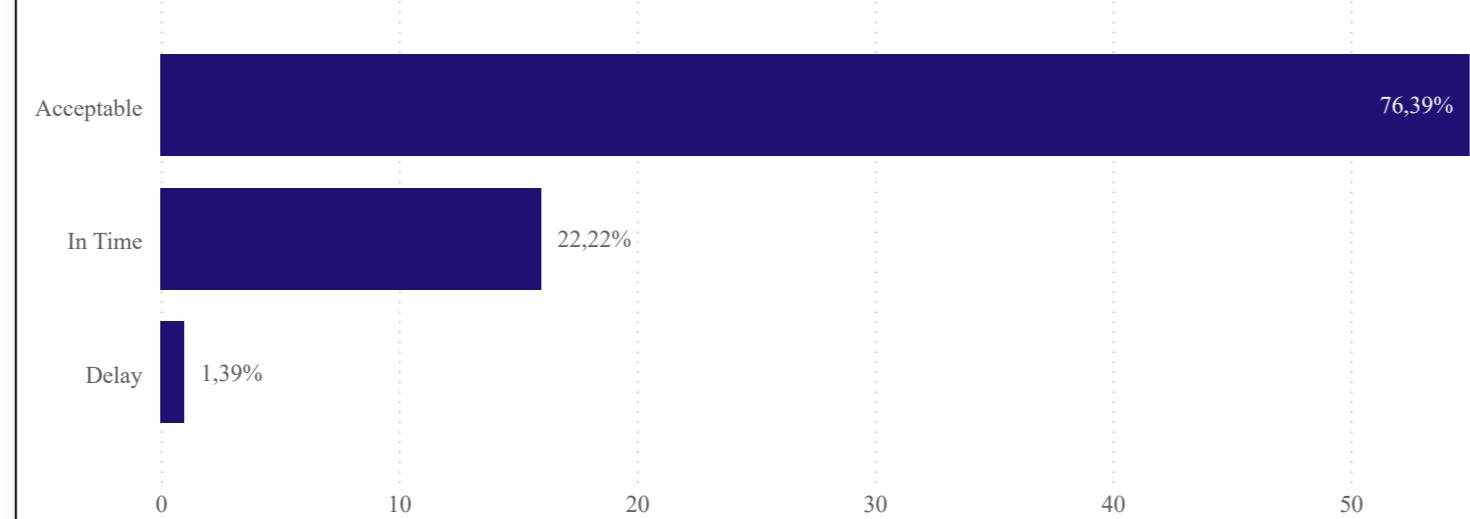
Average Review S...  
**4,09**

Total Customers  
**96.096**

## Olist Order Performance Summary

order_id	Date	order_delivered_customer_date	Sum of DaysPassed	DeliveryRange	Location
00ef7ed06a55243f3e6a9d373a89eb14	venerdì 12 gennaio 2018	giovedì 15 febbraio 2018	34	Acceptable	Manaus, Amazonas
02f4dd90ba0feb8ec394cac05862d2b5	martedì 29 maggio 2018	martedì 26 giugno 2018	28	Acceptable	Humaitá, Amazonas
0323ff12c1df8a359930ac6b84a32653	venerdì 11 maggio 2018	venerdì 1 giugno 2018	21	Acceptable	Manaus, Amazonas
049ac54eda25ad838a76c65dcfd27c9a	giovedì 26 luglio 2018	venerdì 17 agosto 2018	22	Acceptable	Manaus, Amazonas
0c83ca3fc3a83bd059a1834a8ffeb917	domenica 28 gennaio 2018	sabato 3 marzo 2018	34	Acceptable	Manaus, Amazonas
1205025dd1d1757c82bc1f437bcc39c5	domenica 25 febbraio 2018	mercoledì 7 marzo 2018	10	In Time	Manaus, Amazonas
13fe5b8b3ad46c558f0c53939589776b	sabato 14 luglio 2018	mercoledì 1 agosto 2018	18	In Time	Humaitá, Amazonas
17b64a39e956f1ff14d42a2f76a37305	venerdì 19 gennaio 2018	giovedì 8 febbraio 2018	20	In Time	Manaus, Amazonas
1915364b68b7df0c42012aadca4bed47	giovedì 15 febbraio 2018	mercoledì 28 marzo 2018	41	Acceptable	Manaus, Amazonas
1ae8a88bf94d02224f932e18297baa64	lunedì 19 febbraio 2018	martedì 20 marzo 2018	29	Acceptable	Manaus, Amazonas
<b>Total</b>			<b>1953</b>		

## Delivery Timeliness Distribution



## State

Amazonas

## Order status

delivered

Clear all slicers

### Three Years of Commercial Evolution

A closer look at delivery performance highlights a **83.80% success rate for on-time deliveries**, proving Olist's logistics network to be effective. Minimal percentages of "Acceptable" (12.58%) and "Delay" (0.64%) cases reaffirm its ability to meet expected delivery timelines. The "No Data" (2.98%) segment represents instances where shipment details were unavailable, allowing room for optimization in tracking transparency.

This analysis illustrates Olist's strong foothold in the e-commerce market, marked by operational excellence, high customer engagement, and a relentless pursuit of improving delivery accuracy. As the company moves forward, sustaining this momentum will be crucial for further expansion and customer loyalty.



# Olist E-commerce Analytics

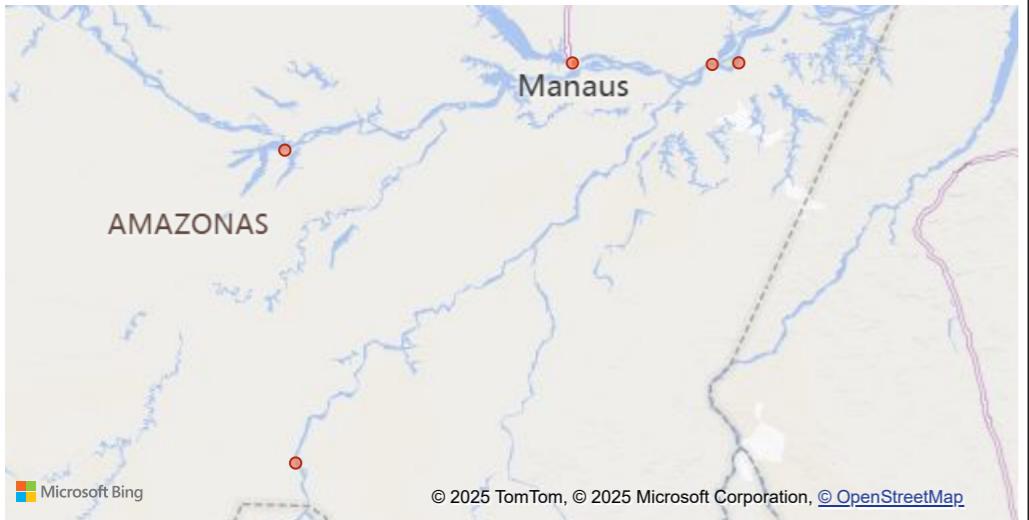
## Geographic Analysis

2016

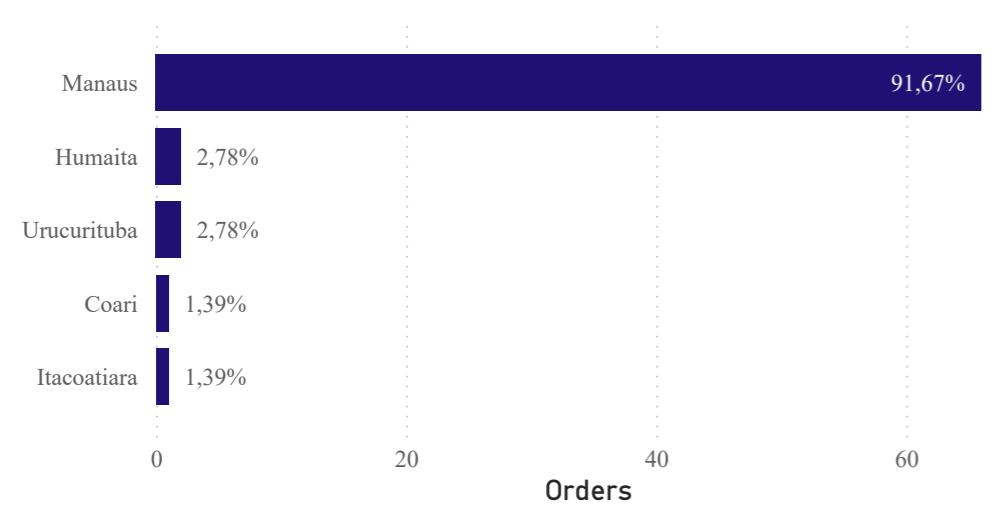
2017

2018

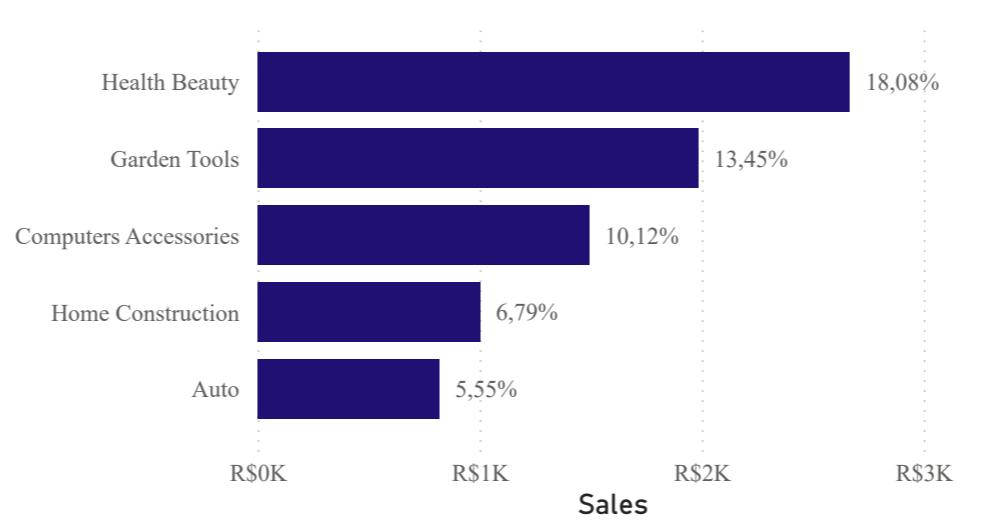
### Location



### Top Locations by Orders



### Top 10 Categories by Sales



### Order status

delivered

### State

Amazonas



### Sales by Month and Year



Clear all slicers

### The Geographic Analysis: Brazil's E-commerce Expansion Story (2016-2018)

#### The Regional Dominance Foundation (2016)

The journey begins with clear market leadership concentrated in Brazil's economic powerhouses. São Paulo and Rio de Janeiro established early dominance, with Rio accounting 38 orders, followed by São Paulo and Belo Horizonte. The initial footprint showed strategic focus on Brazil's most populous and economically active regions.

#### The Market Diversification Era (2017-2018)

A fascinating shift occurred as the platform evolved from Rio-centric to São Paulo-dominated operations. By 2017-2018, São Paulo emerged as the undisputed leader, capturing 44.20% of orders respectively, while Rio's share normalized to more sustainable levels around 12.17%.

#### Product Category Evolution Across Years

The geographic expansion coincided with dramatic category shifts:

- **2016:** Furniture Decor led the charge, followed by Perfumery and Health Beauty
- **2017-2018:** Health Beauty surged to the top, with Bed Bath Table and Sports Leisure gaining prominence
- **Strategic Pivot:** From home-focused to lifestyle and wellness categories

#### Geographic Performance Transformation

- **2016:** São Paulo state dominance (34.95% market share) with Rio de Janeiro city leading urban concentration (11.55%)
- **2017:** São Paulo maintains state leadership (41.98%) with balanced regional distribution across major cities
- **2018:** São Paulo supremacy at state level



## *Monthly Trend: Orders – YoY Comparison*

Select a year to explore monthly trends in orders.

Compare performance with the previous year and monitor the month-over-month percentage change.

Use the central buttons to toggle between orders, sales, reviews and year-to-date (YTD) values.



## *Monthly Trend: Sales YoY Comparison*

Select a year to explore monthly trends in sales.

Compare performance with the previous year and monitor the month-over-month percentage change.

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Sales

R\$15,84M

Sales PY

R\$7,20M

Sales PY %

120,05%



Geographic Analysis



# Olist E-commerce Analytics

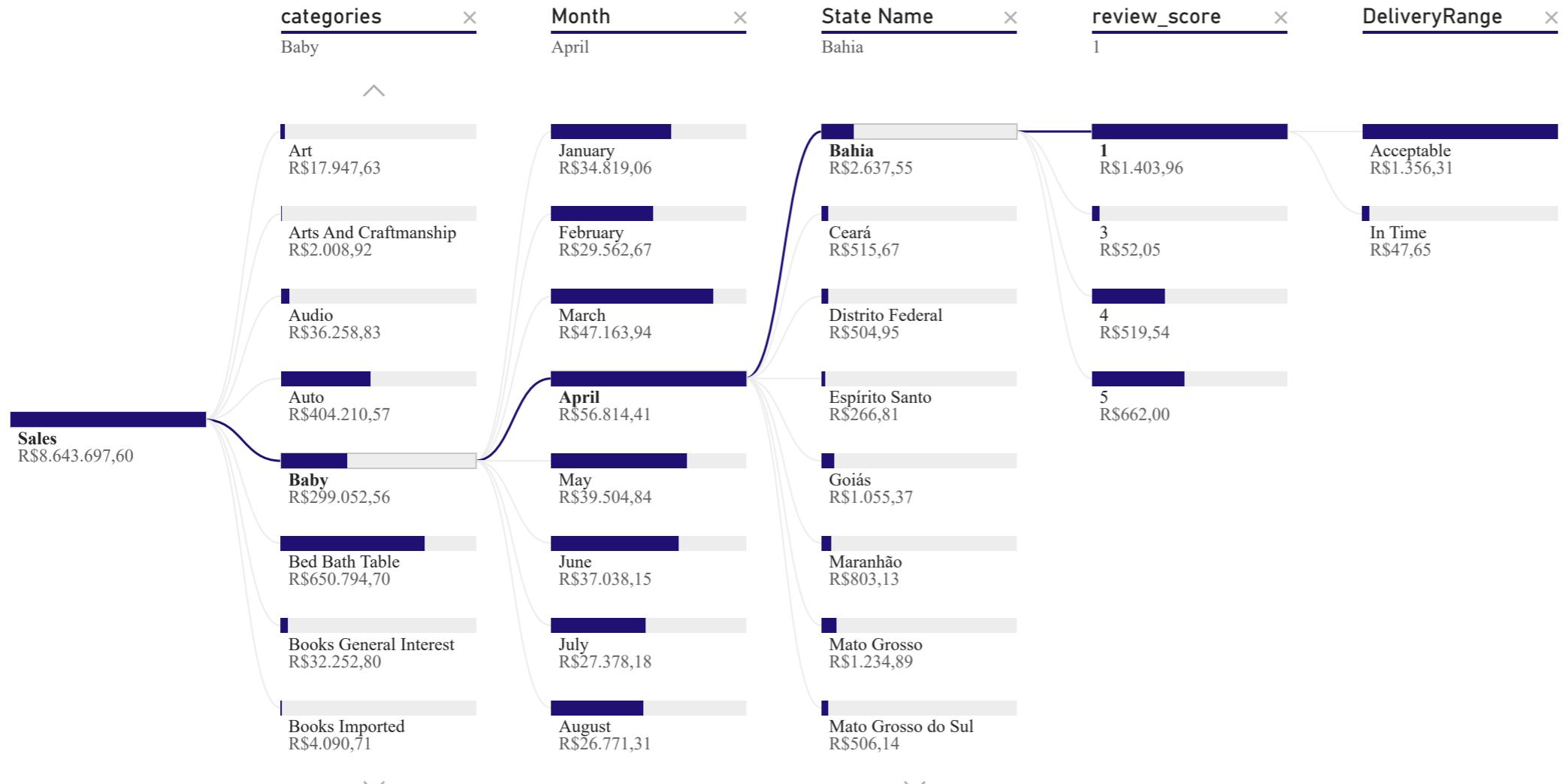
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2016

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2018

### Sales Distribution Tree



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## Welcome to the Olist Interactive Report (2016–2018)

This report allows you to explore **orders and sales** on the Olist platform in Brazil from 2016 to 2018. In the Overview Dashboard, you can navigate through different **types of analysis** using the buttons at the center:

- **Orders** → month-by-month comparison between current and previous year orders
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### Navigation Instructions

#### Geographic Analysis

- Click the "Geographic Analysis" button (top-left corner) to access detailed geographical breakdown of sales and orders by Brazilian states and regions

#### Help & Information

- Click the information icon (i) (bottom-right corner) to access this help page and additional dashboard documentation

#### Analysis Descriptions

- Right panel contains detailed narrative analysis explaining key insights and trends for each time period (2016-2018)

#### Auto-Generated Insights

- Bottom-left corner displays dynamic narrative summaries with key findings and correlations automatically generated based on your current data selection

#### Overview Dashboard

- Click the black house icon to return to the main Overview page with comprehensive KPIs, trends, and performance summaries

### Tips for Best Experience:



## ❖ Conclusions

The analysis revealed a clear evolutionary path: after an initial growth phase (*Foundation*), we observed a substantial expansion (*Expansion*), followed by a steady consolidation of key metrics (*Maturity*).

The data confirms that total sales (R\$) and average order value (AOV) increased as expected, with a strategic peak during the middle months.

The number of orders remained steady yet solid, and category-level segmentation uncovered areas with high growth potential. These insights support informed operational decisions and lay a strong foundation for future investments.

**Thank you for exploring the Olist E-commerce Analytics Report!**

by Alexandra B.

**olist**





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