



OLIST E-COMMERCE ANALYSIS



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**

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

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



Geographic Analysis



Olist E-commerce Analytics

Interactive Dashboard for Data Analysis

2016

2017

2018

**Monthly Order Performance**

At 10.843, August had the highest Orders and was 151,87% higher than September, which had the lowest Orders at 4.305.

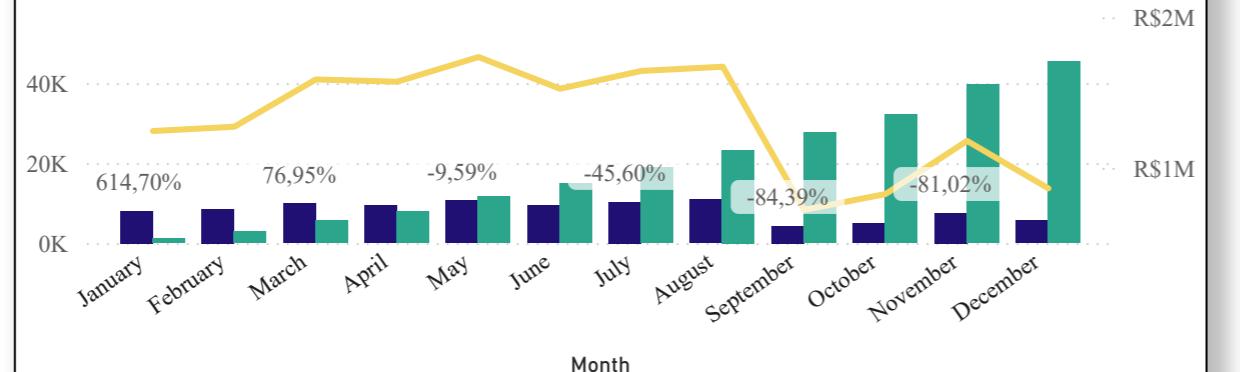
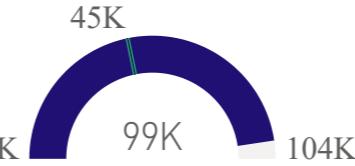
Orders and total Oders PY are negatively correlated with each other.

August accounted for 10,90% of Orders.

Across all 12 Month, Orders ranged from

Orders, Orders PY and Sales by Month

Legend: ● Orders ● Orders PY ● Sales

**Orders****Sales****Orders and Sales YTD****Orders and Orders PY****120.05%****Orders Grow Rate****State**

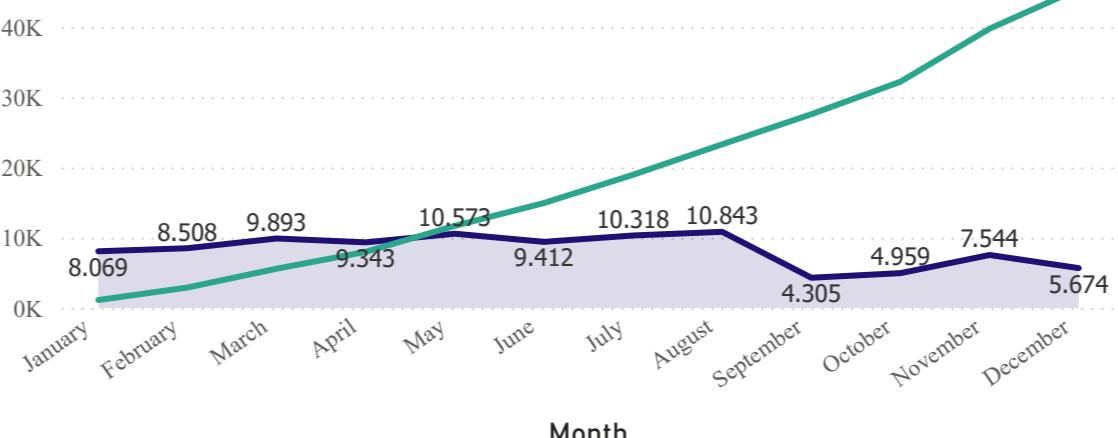
Order status

Clear all slicers**Monthly Order Performance vs Previous Year**

Month	Orders	Orders PY	Orders PY %
January	8.069	1.129	614,70%
February	8.508	2.909	192,47%
March	9.893	5.591	76,95%
April	9.343	7.995	16,86%
May	10.573	11.695	-9,59%
June	9.412	14.940	-37,00%
July	10.318	18.966	-45,60%
August	10.843	23.297	-53,46%
September	4.305	27.582	-84,39%
October	4.959	32.213	-84,61%
November	7.544	39.757	-81,02%
December	5.674	45.430	-87,51%

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:

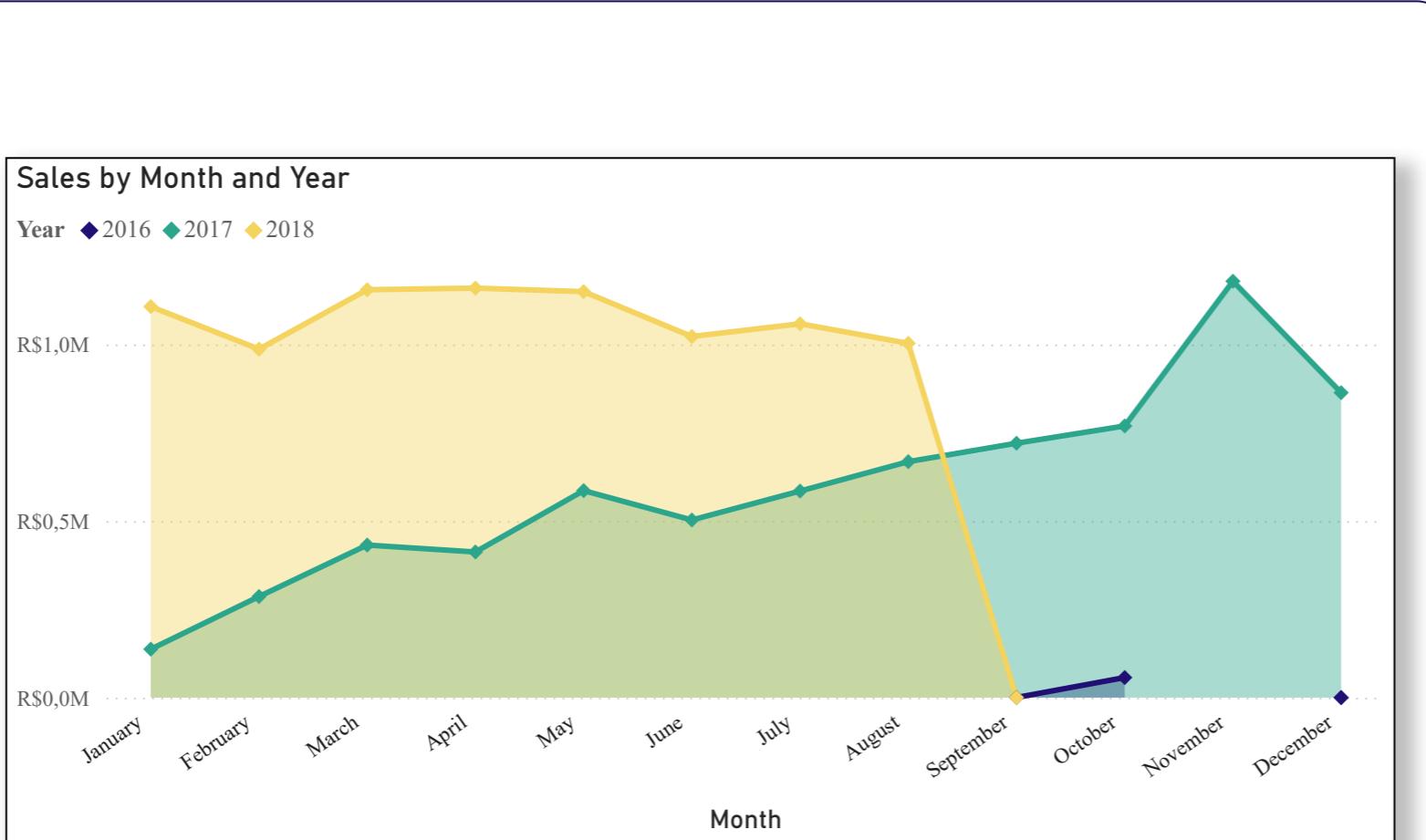
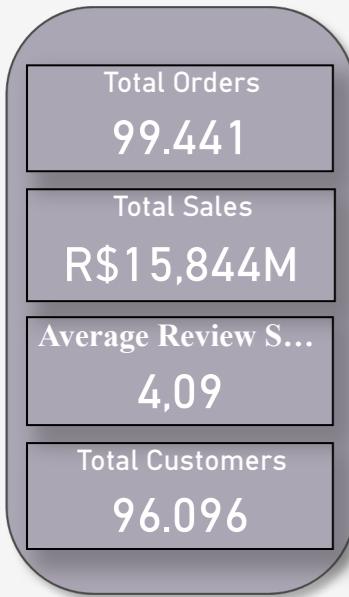
- **2018 vs 2017:** Massive percentage increases (up to 808% in January)

Geographic Analysis



Olist E-commerce Analytics

Sales View Over Years



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

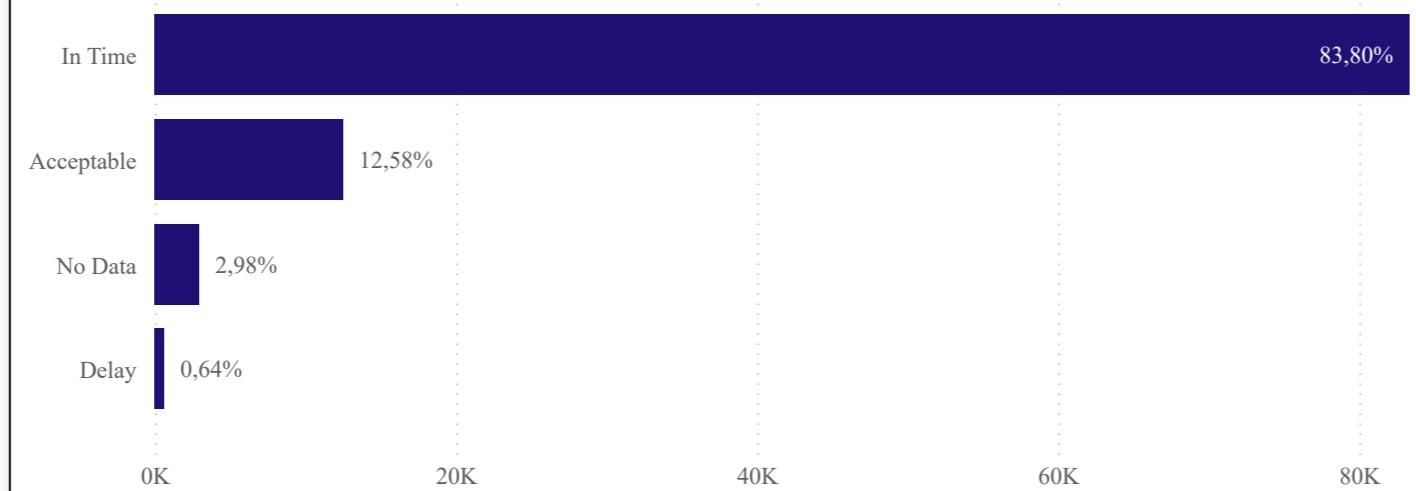
Average Review S...
4,09

Total Customers
96.096

Olist Order Performance Summary

order_id	Date	order_delivered_customer_date	Sum of DaysPassed	DeliveryRange	Location
00010242fe8c5a6d1ba2dd792cb16214	mercoledì 13 settembre 2017	mercoledì 20 settembre 2017	7	In Time	Campos Dos Goytacazes, Rio de Janeiro, Brazil
00018f77f2f0320c557190d7a144bdd3	mercoledì 26 aprile 2017	venerdì 12 maggio 2017	16	In Time	Santa Fe Do Sul, Rio Grande do Sul, Brazil
000229ec398224cf6ca0657da4fc703e	domenica 14 gennaio 2018	lunedì 22 gennaio 2018	8	In Time	Para De Minas, Minas Gerais, Brazil
00024acbcdf0a6daa1e931b038114c75	mercoledì 8 agosto 2018	martedì 14 agosto 2018	6	In Time	Atibaia, São Paulo, Brazil
00042b26cf59d7ce69dfabb4e55b4fd9	sabato 4 febbraio 2017	mercoledì 1 marzo 2017	25	Acceptable	Varzea Paulista, São Paulo, Brazil
00048cc3ae777c65dbb7d2a0634bc1ea	lunedì 15 maggio 2017	lunedì 22 maggio 2017	7	In Time	Uberaba, Minas Gerais, Brazil
00054e8431b9d7675808bcb819fb4a32	domenica 10 dicembre 2017	lunedì 18 dicembre 2017	8	In Time	Guararapes, São Paulo, Brazil
000576fe39319847cbb9d288c5617fa6	mercoledì 4 luglio 2018	lunedì 9 luglio 2018	5	In Time	Praia Grande, São Paulo, Brazil
0005a1a1728c9d785b8e2b08b904576c	lunedì 19 marzo 2018	giovedì 29 marzo 2018	10	In Time	Santos, São Paulo, Brazil
0005f50442cb953dcd1d21e1fb923495	lunedì 2 luglio 2018	mercoledì 4 luglio 2018	2	In Time	Jandira, São Paulo, Brazil
Total			1205693		

Delivery Timeliness Distribution



State

Order status

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

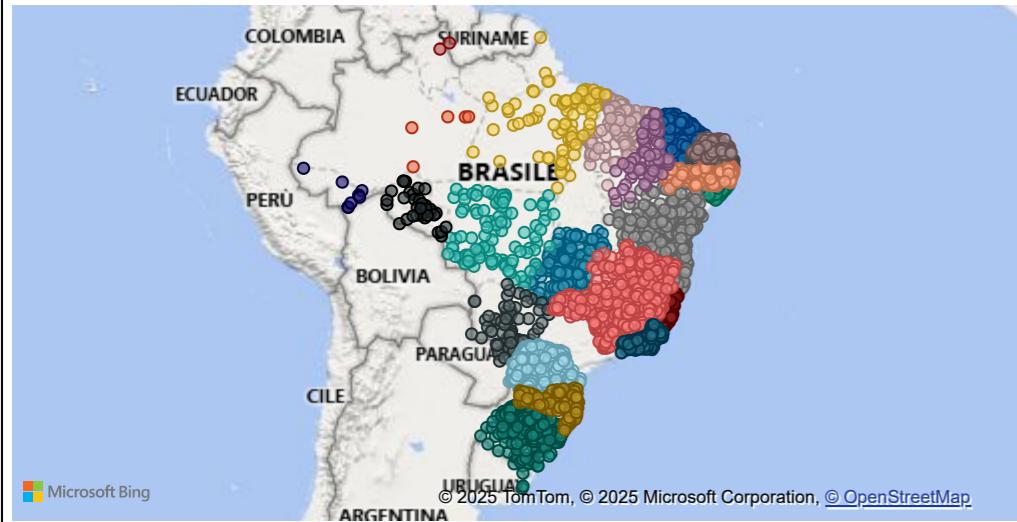
Geographic Analysis

2016

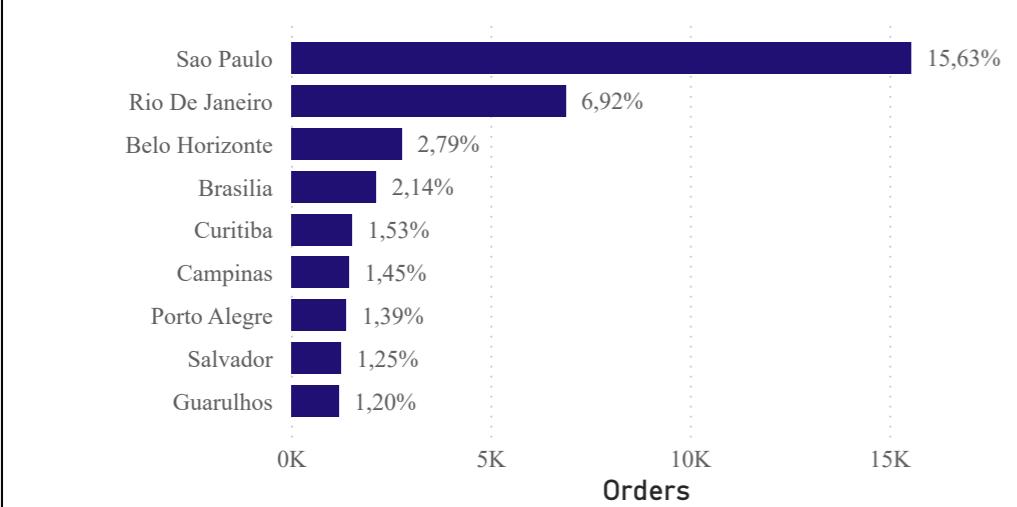
2017

2018

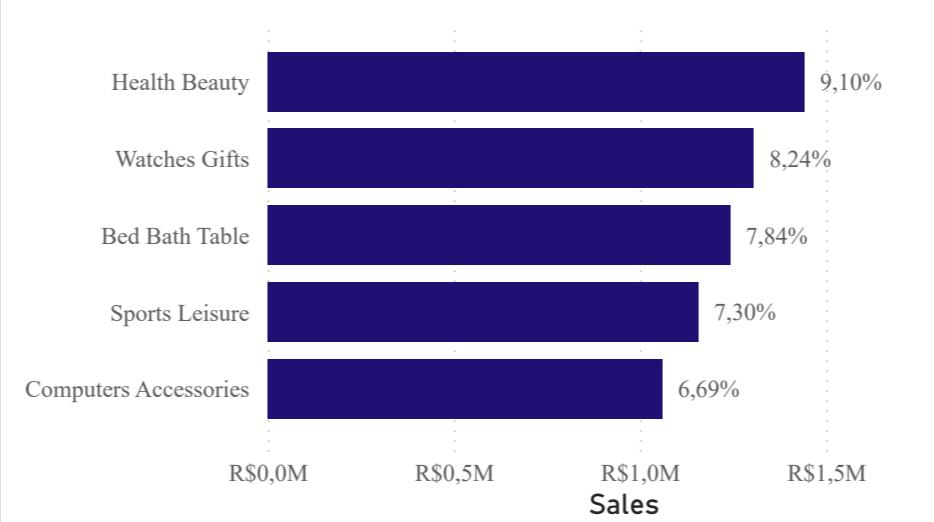
Location



Top Locations by Orders



Top 10 Categories by Sales



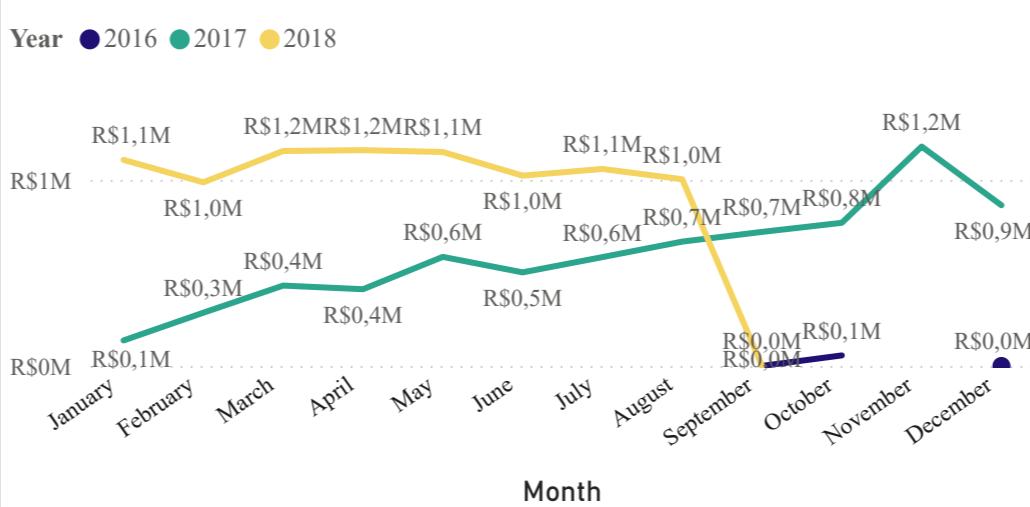
Order status

State

Clear all slicers



Sales by Month and Year



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

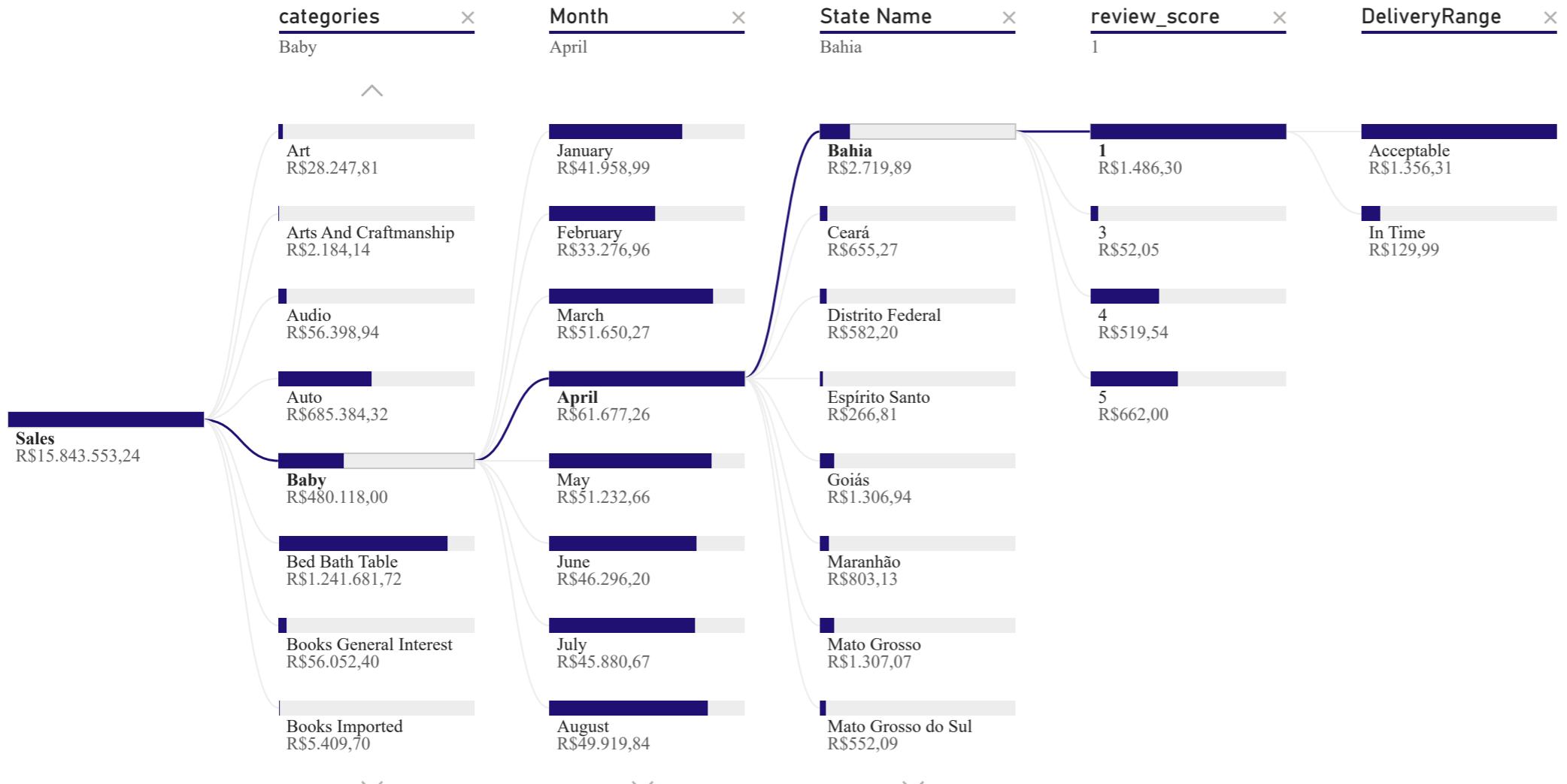
Interactive Dashboard for Data Analysis

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Sales Distribution Tree



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

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

Data Structure

Tables Used:

- **Customers** (from olist_customers_dataset)
- **Items** (from olist_order_items_dataset)
- **Payments** (from olist_order_payments_dataset)
- **Reviews** (from olist_order_reviews_dataset)
- **Orders** (from olist_orders_dataset)
- **Products** (from olist_products_dataset)

Excluded/Transformed Tables:

- olist_geolocation_dataset – data cleaned in Power Query
- olist_sellers_dataset – not included



❖ 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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