

Olist E-commerce Overview



99 тыс.

Total Orders

\$15,42 млн

Total GMV

97,02 %

Delivered Orders

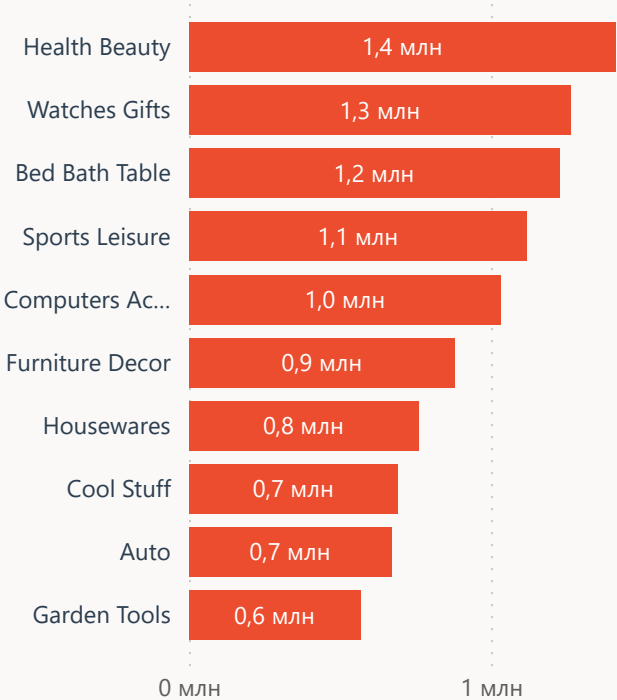
0,63 %

Canceled Orders

Top States by Delivered Orders



Top Categories



Order Volume



97% of orders were successfully delivered.
The average order value was **\$155**.
Customers most often purchased items from the Health & Beauty and Watches & Gifts categories.

Revenue & Payments



4,7

Average Number of Installments

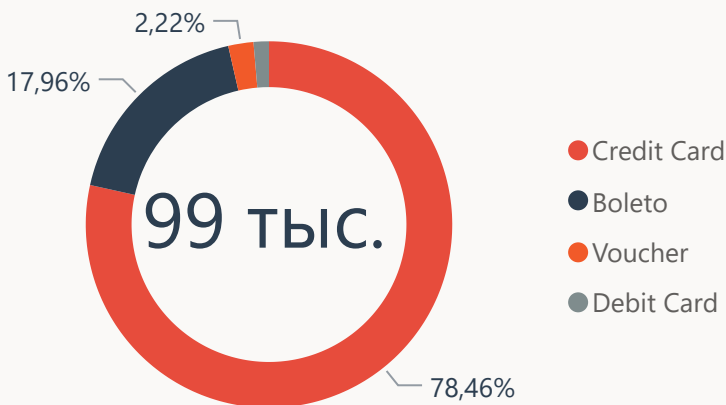
53 %

Installment Share

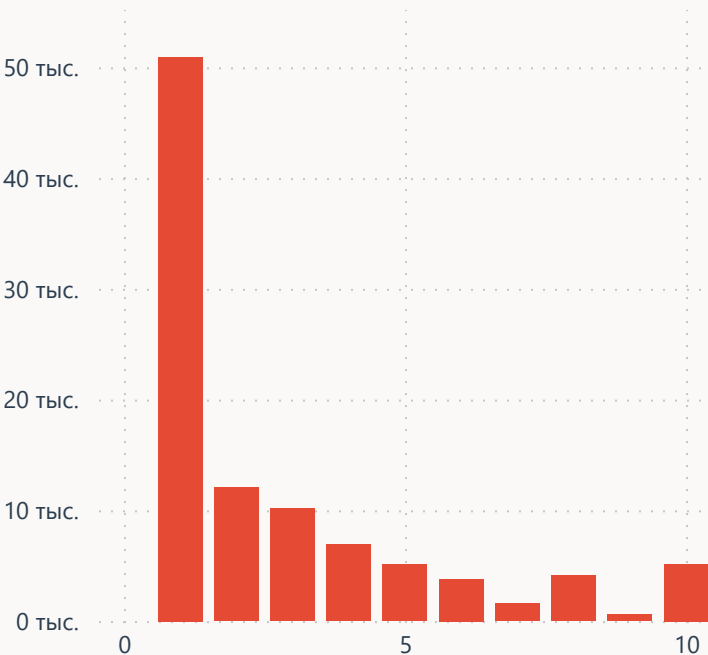
\$154,39

AOV

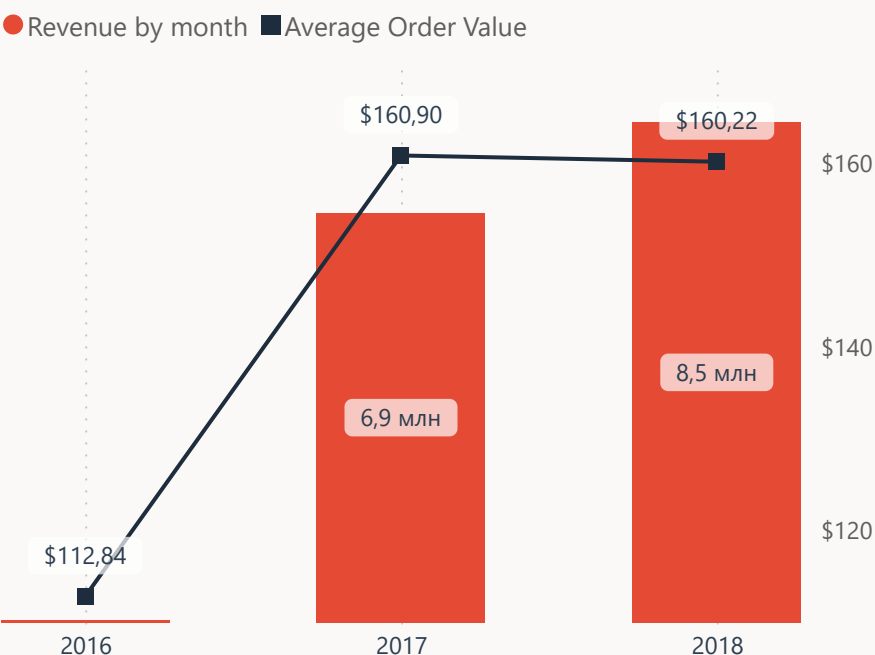
Revenue by Payment Method



Installment Distribution



Revenue and AOV Trends



The average number of payments for installment orders is 4.7. This means that customers typically choose installment plans of around 5 payments. This metric helps to understand customer preferences in payment methods.

Delivery & Geography



96 тыс.

Delivered Orders

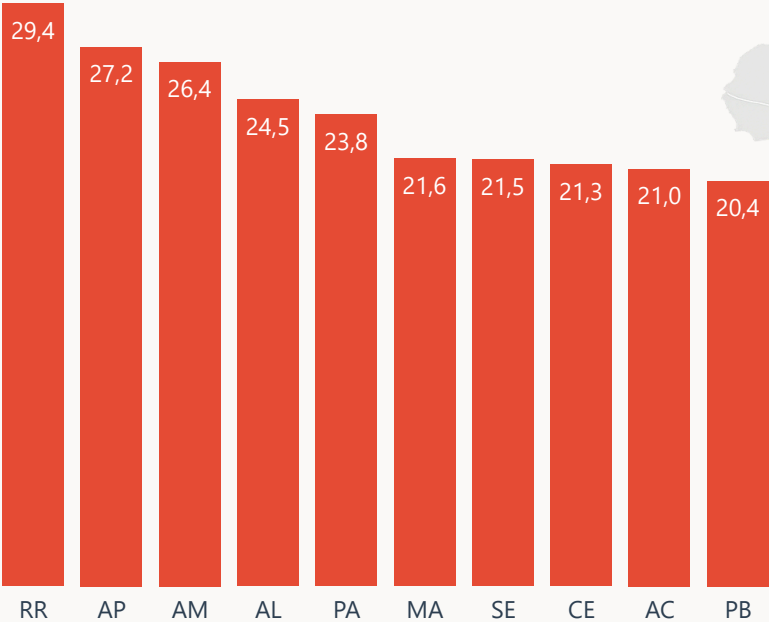
2016 – 2018

Data Period

14,3

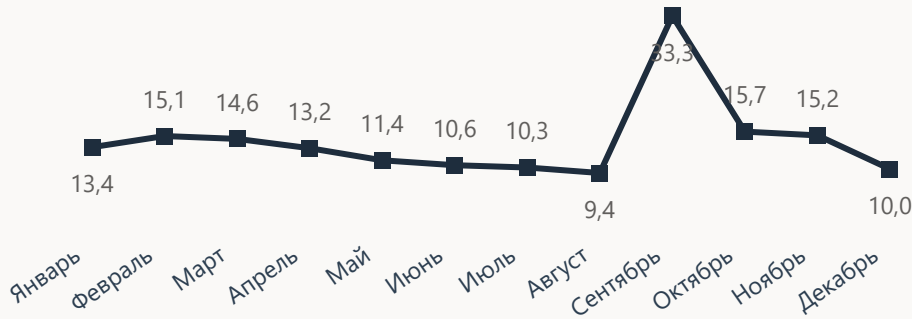
Avg Delivery Time (monthly avg)

Fastest States by Delivery Time



The fastest deliveries were observed in RR, AP and AM states.
The average delivery time across the country was 14.3 days, with noticeable peaks in September.

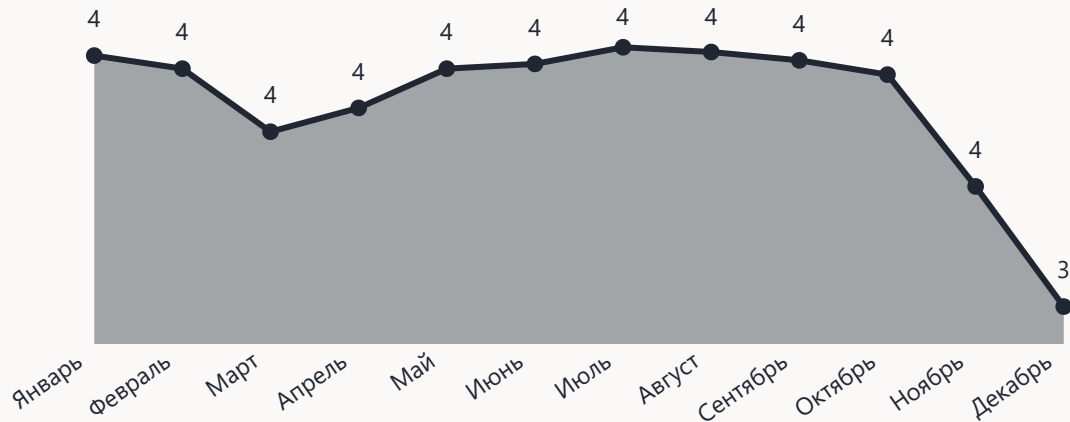
Delivery Time Trend



Customer Feedback



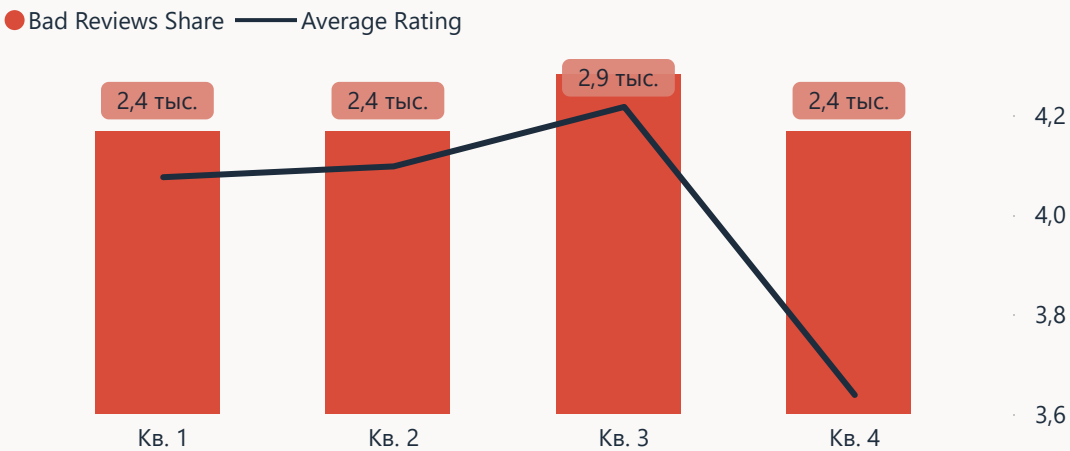
Average Rating by Month



Average Rating vs Target



Rating vs Bad Reviews Trend



The majority of reviews remain positive (83%). The average rating consistently stays at 4, which reflects a high level of customer satisfaction. However, a slight YoY decrease of 0.2% indicates a minor decline in customer sentiment that should be monitored.

