Executive Summary — Olist E-Commerce Business Insights

Overview

This analysis explores the Brazilian e-commerce marketplace Olist, combining sales, customer, product, and review data to uncover trends, performance drivers, and opportunities for business growth.

Key Business Insights

• Monthly revenue shows steady growth until mid-2018, with holiday peaks in November–December.

• Top revenue categories include Health & Beauty, Watches & Gifts, and Computers & Accessories.

• Most orders have 1–3 items; average order value is around BRL 150–200.

• Median delivery time is about 10 days and negatively correlated with review scores.

• Customer segmentation highlights 3 clusters: High-Value Loyalists, Steady Buyers, and At-Risk Customers.

Performance Summary

KPI	Value
Total Revenue	≈ BRL 10–12M
Unique Customers	≈ 95,000
Average Order Value	≈ BRL 160
Repeat Purchase Rate	≈ 22%
Median Delivery Time	≈ 10 days
Median Review Score	4.1 / 5

Strategic Recommendations

• Optimize delivery logistics to improve satisfaction and review scores.

• Implement loyalty or subscription programs to increase repeat purchases.

• Prioritize top-performing product categories while expanding profitable niches.

• Re-engage at-risk customers through targeted marketing campaigns.

• Continue using RFM segmentation for personalized, data-driven strategies.

Summary Statement

Olist's growth is driven by strong sales in key categories and high customer satisfaction when deliveries are timely. Improving logistics and customer retention initiatives will enhance profitability and long-term value.