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Brazil E-Commerce
Dataset by olist store

Year
2017 | 2018

- Dashboard Overview
- category and state
- Delivery Performance
- Review_Score
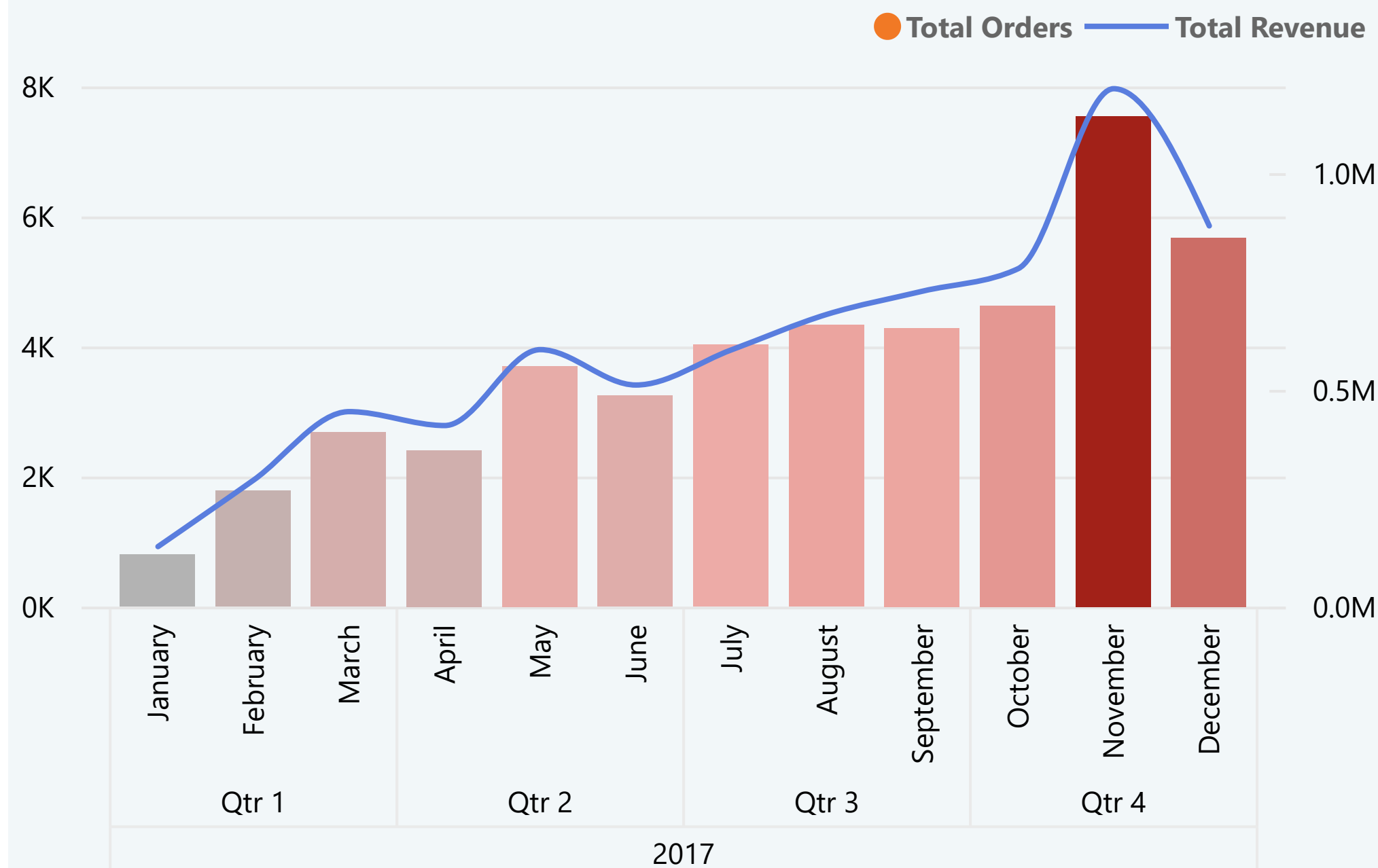- Freight Value
- customer
- customer_Seg

7.25M	43.71K	3095	45.10K
Total Sales	Total Customers	Total Sellers	Total Orders

Orders and Sales By Time

● Total Orders — Total Revenue

8K
6K
4K
2K
0K

1.0M
0.5M
0.0M

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

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

2017

Weekdays vs Weekend Orders
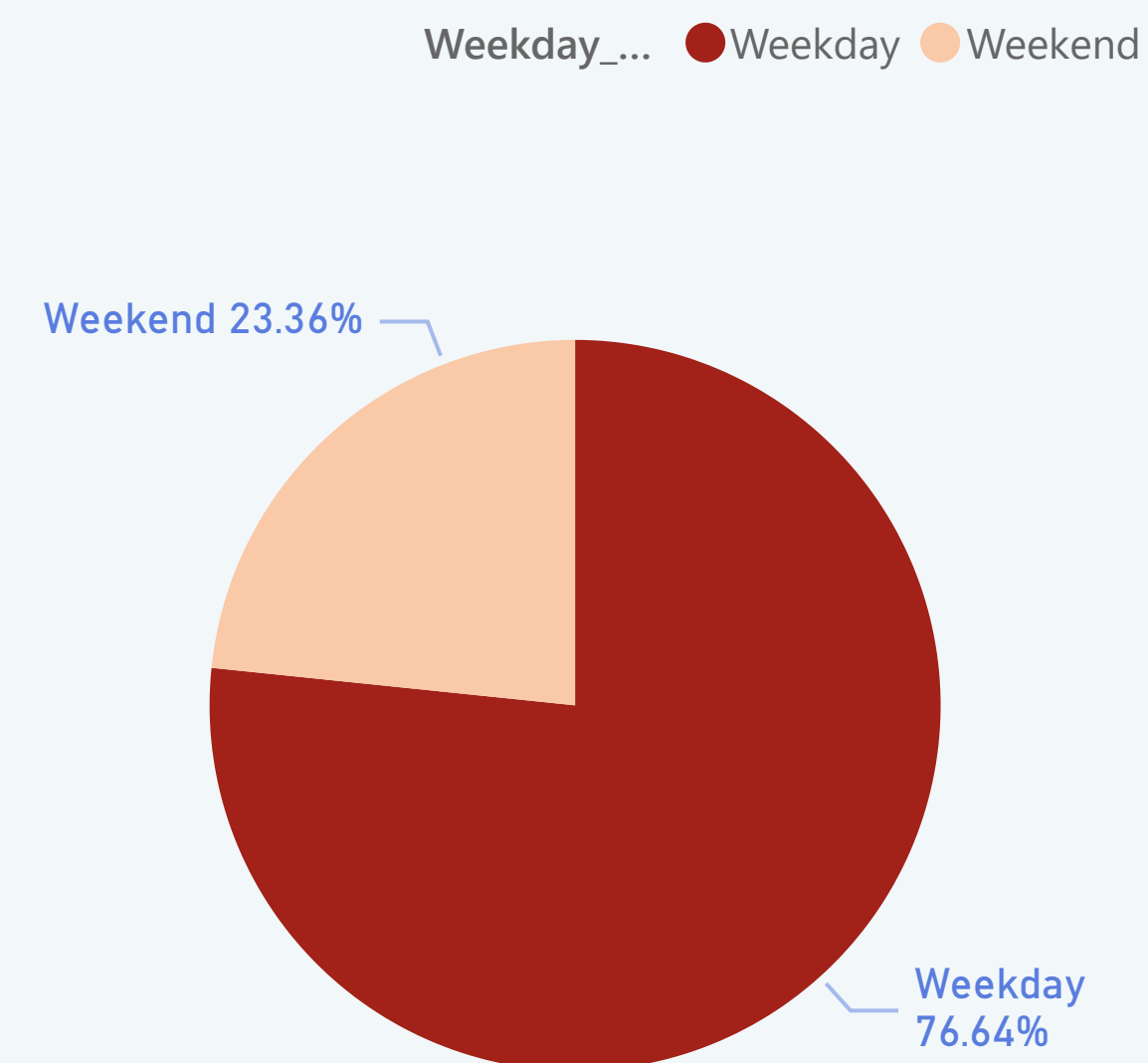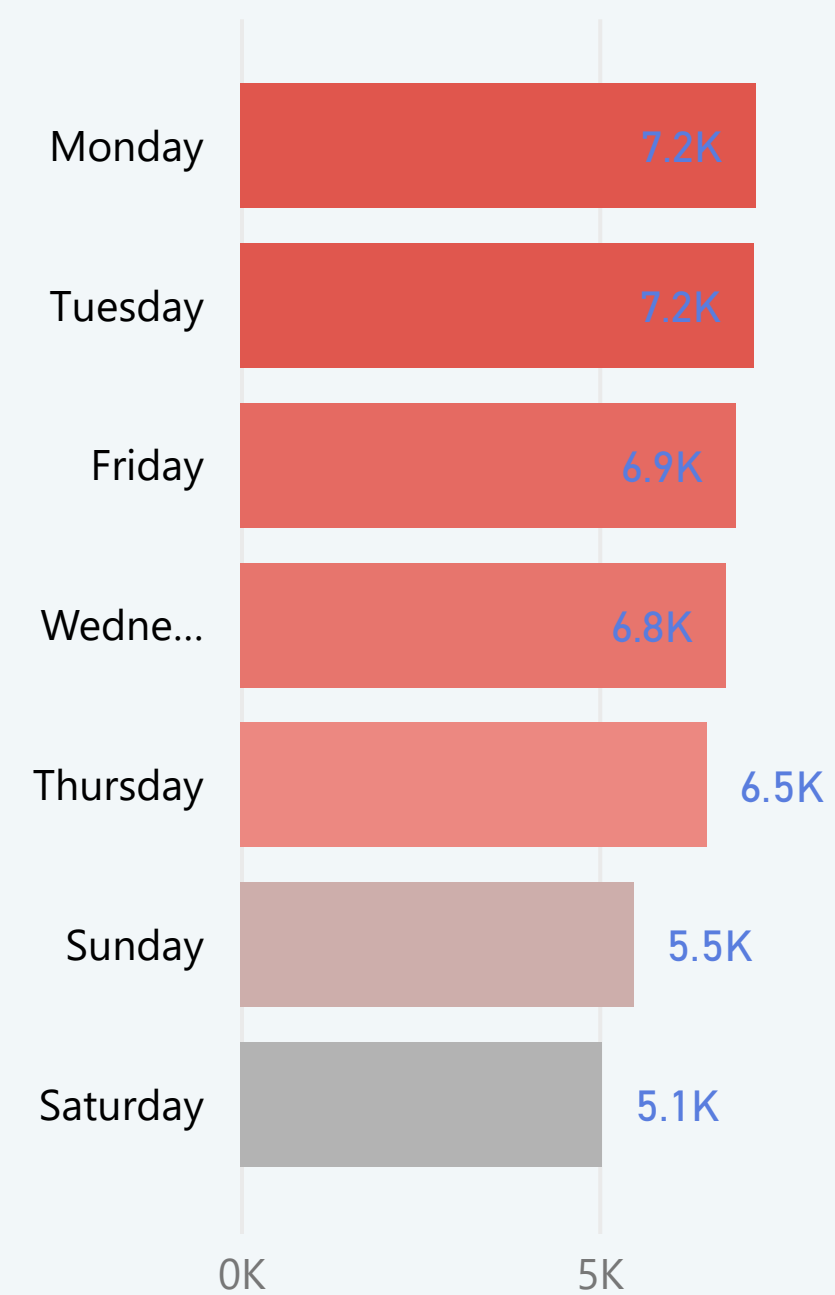
Weekday_... ● Weekday ● Weekend

Weekend 23.36%

Weekday 76.64%

Orders in Weeks

Monday	7.2K
Tuesday	7.2K
Friday	6.9K
Wedne...	6.8K
Thursday	6.5K
Sunday	5.5K
Saturday	5.1K

0K   5K

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3095
Total Sellers

71
Numbers of Category

23
Seller States

611
Seller Cities

TOP Sales by Category

Category	Sales
health_beauty	1441248
watches_gifts	1305542
bed_bath_table	1241682
sports_leisure	1156656
computers_access...	1059272
furniture_decor	902512
housewares	778398
cool_stuff	719330
auto	685384
garden_tools	584219

Average order value by Top 5 Sales Category

Category	Value
watches_gifts	201
health_beauty	130
computers_accessories	117
sports_leisure	114
bed_bath_table	93

Seller in different state and his income

seller_state	Count of seller_id	Sum of payment_value
SP	1849	13,449,755.09
PR	349	1,861,316.08
MG	244	1,571,008.90
RJ	171	1,101,492.65
SC	190	888,833.38
RS	129	562,981.58
BA	19	368,177.86
DF	30	137,899.29
PE	9	124,894.83
GO	40	112,290.09
ES	23	78,839.53
MA	1	52,159.22

Notes
We exclude those region which orders less than 1000.

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Different States Average Order Value and Numbers of Orders
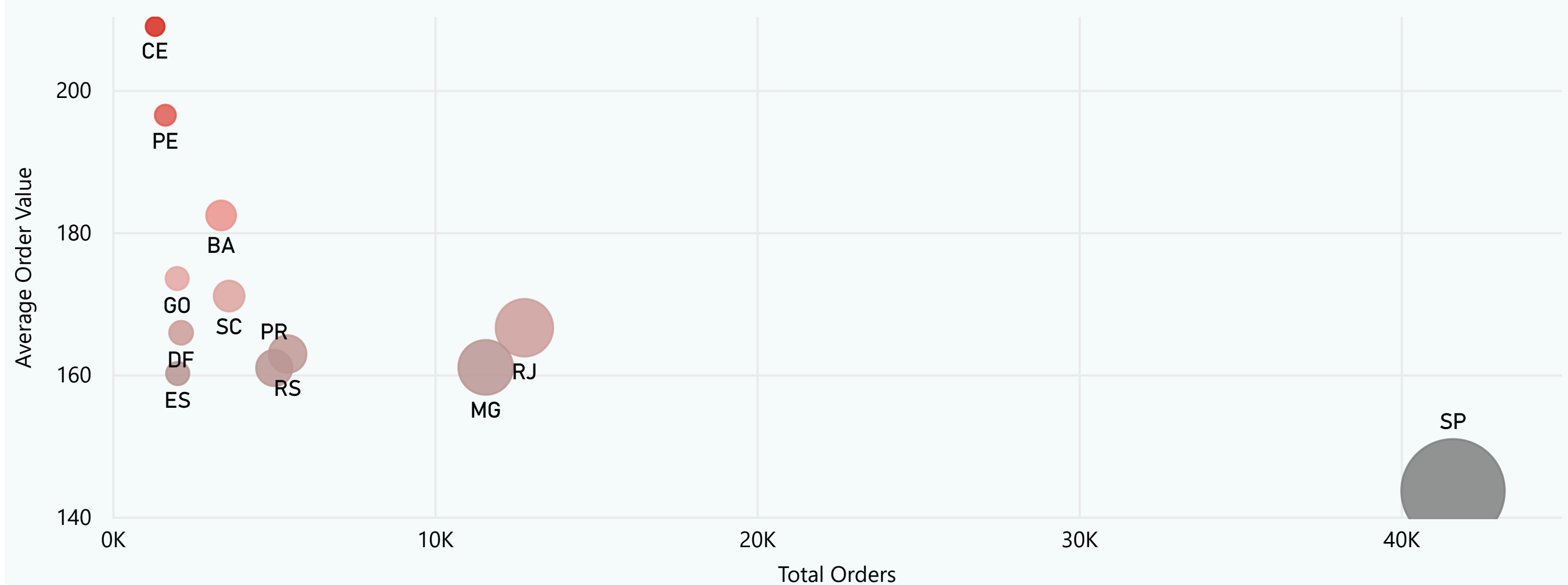
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- Dashboard Overview
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- **Delivery Performance**
- Review_Score
- Freight Value
- customer
- customer_Seg

Average of Deliver_Time by customer_state

customer_state	Average of Deliver_Time
SP	8.18
PR	11.37
MG	11.39
DF	12.39
SC	14.36
RS	14.53
GO	14.68
RJ	14.70
MS	14.90
ES	15.11
TO	16.51
MT	17.28
PE	17.71
BA	18.58
PI	18.76
RO	18.98
RN	19.07
PB	19.85
AC	19.91

Ontime VS Late Delivery
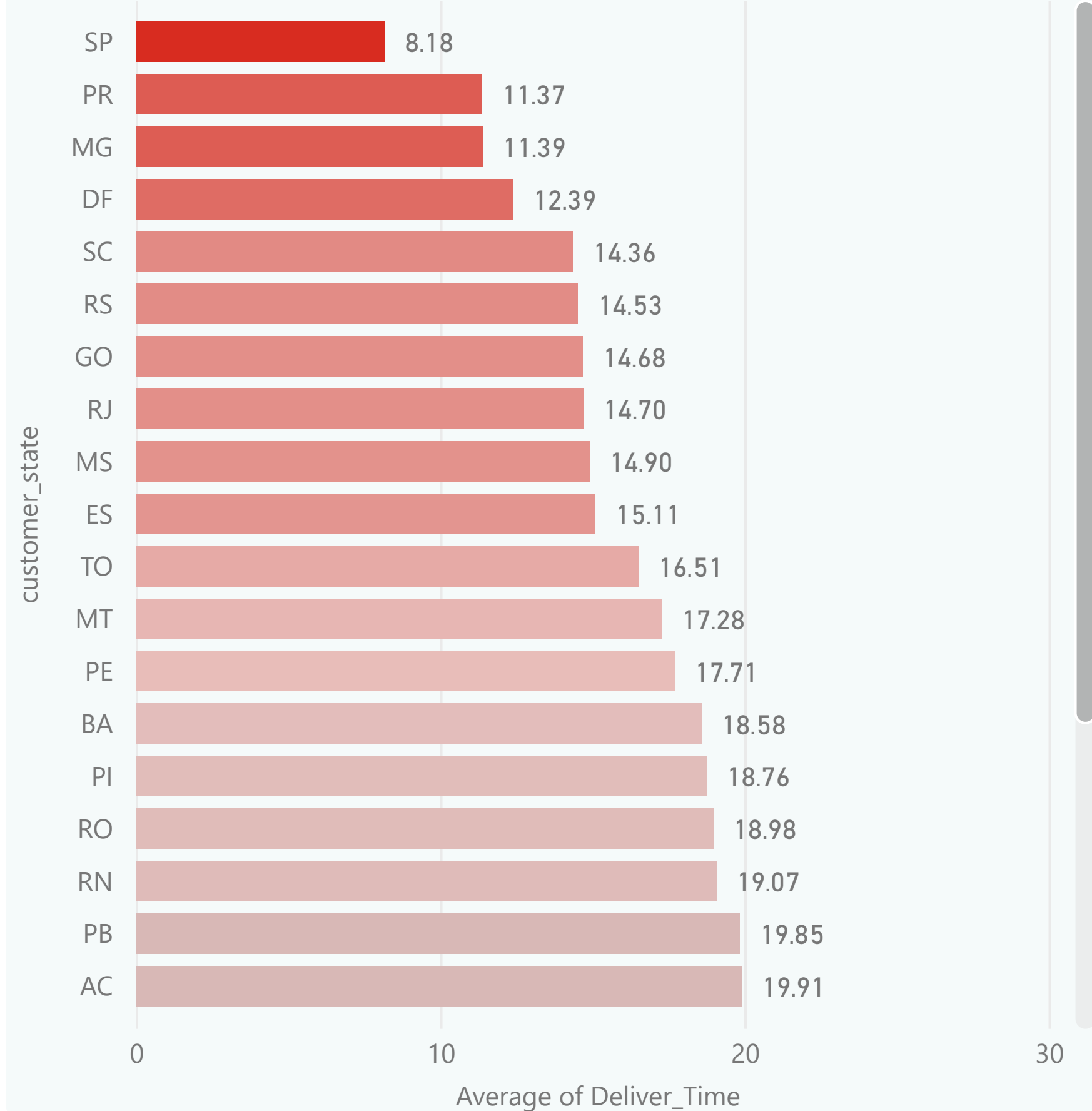
Late Delivery 7.66%

On_Time Delivery 92.34%
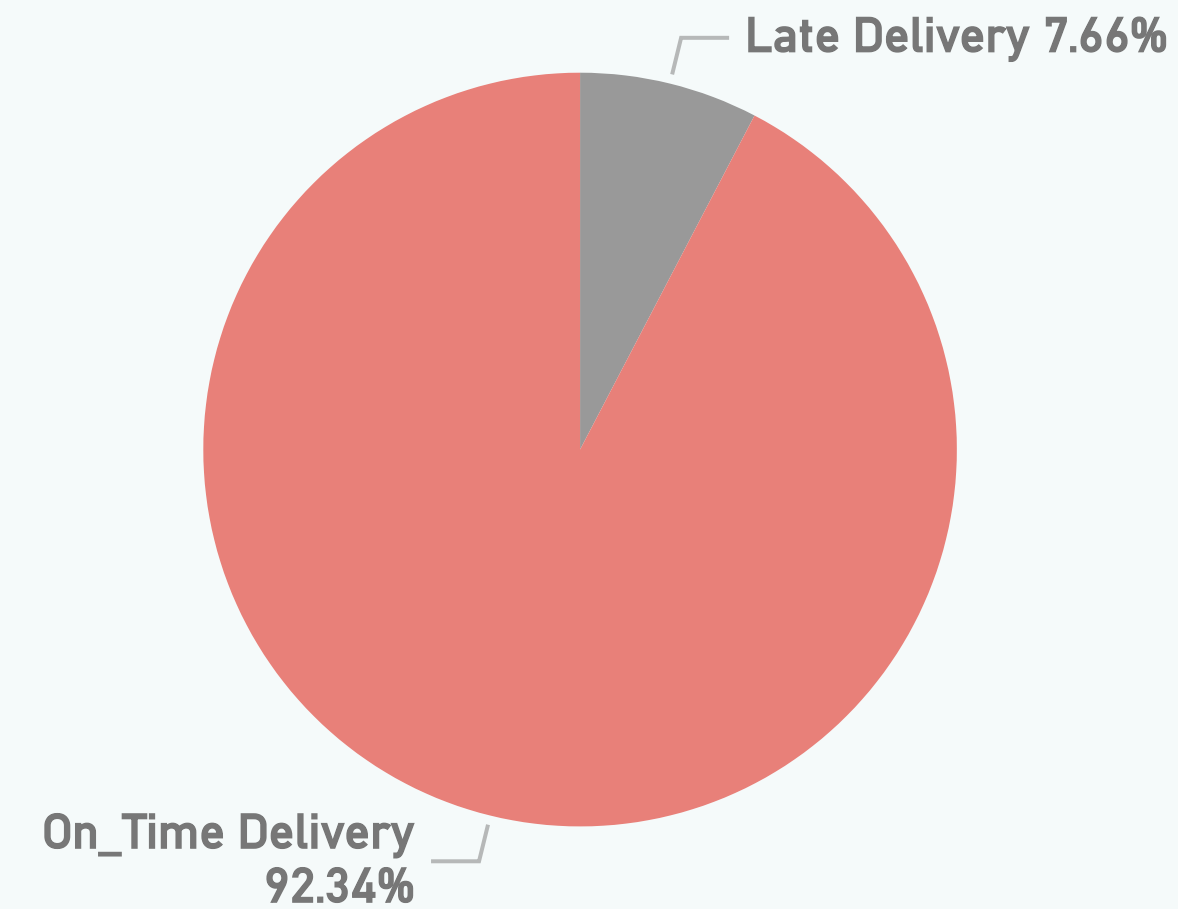
11.91
Average Delivery Days

23.98
Estimated Days of Delivery

9065
Total Late Delivery

Delivery Days Change of Time
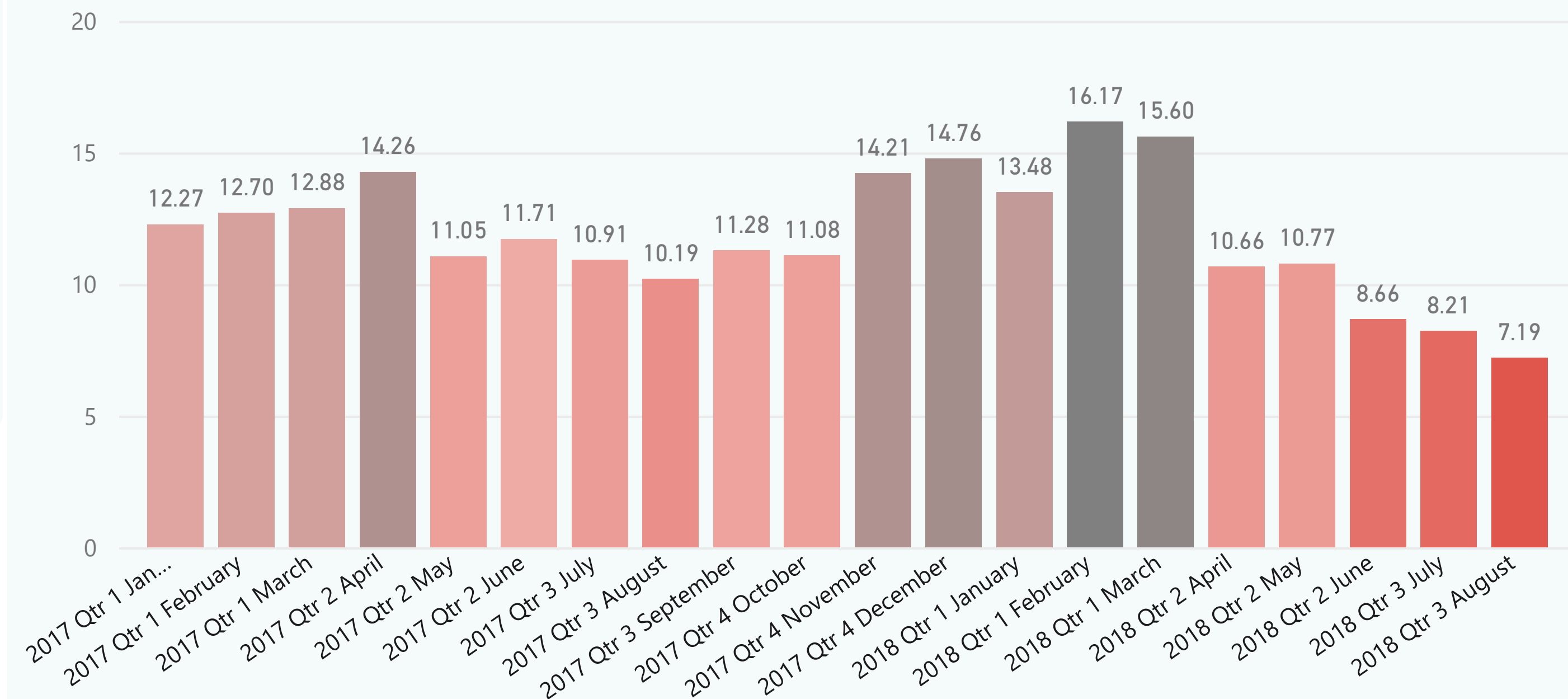
Period	Value
2017 Qtr 1 Jan...	12.27
2017 Qtr 1 February	12.70
2017 Qtr 1 March	12.88
2017 Qtr 2 April	14.26
2017 Qtr 2 May	11.05
2017 Qtr 2 June	11.71
2017 Qtr 3 July	10.91
2017 Qtr 3 August	10.19
2017 Qtr 3 September	11.28
2017 Qtr 4 October	11.08
2017 Qtr 4 November	14.21
2017 Qtr 4 December	14.76
2018 Qtr 1 January	13.48
2018 Qtr 1 February	16.17
2018 Qtr 1 March	15.60
2018 Qtr 2 April	10.66
2018 Qtr 2 May	10.77
2018 Qtr 2 June	8.66
2018 Qtr 3 July	8.21
2018 Qtr 3 August	7.19

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Dataset by olist store

98.45K
Total Reviews

Average Scores Of Reviews

4.01

1   5

Average order price and Average review scores by Time
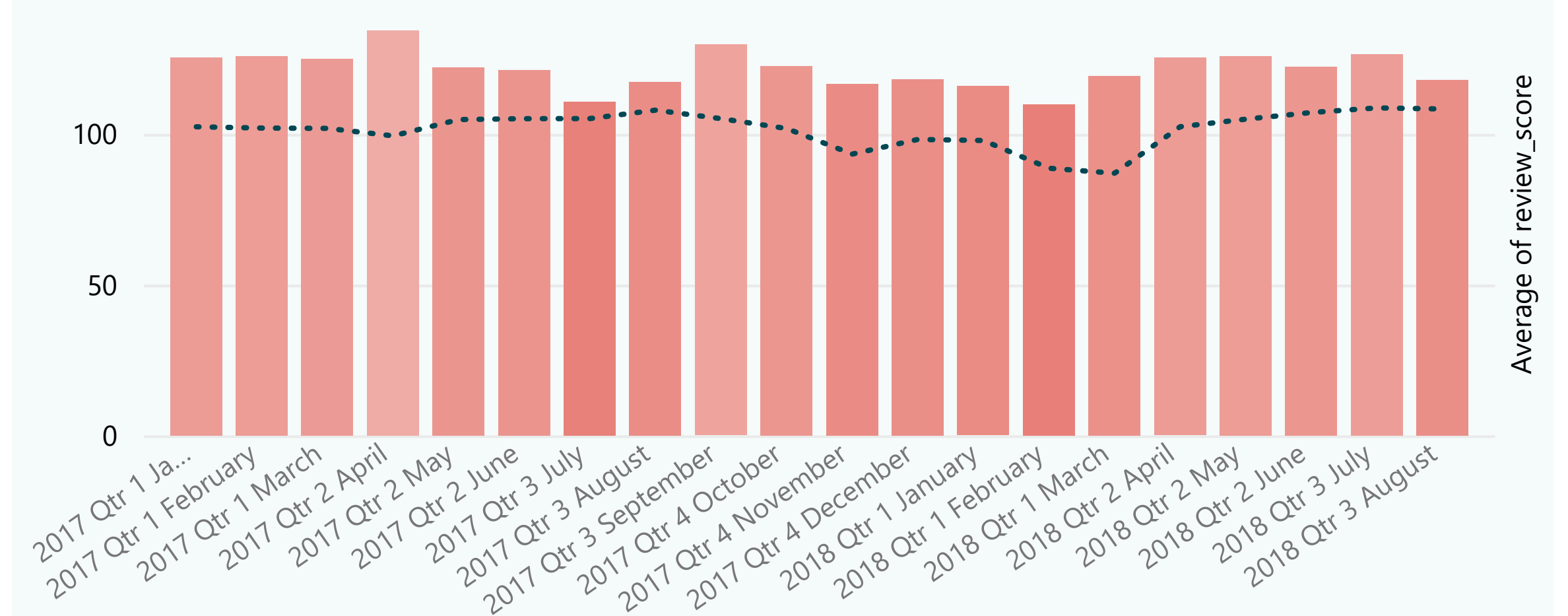
Rating Proportion

3.55%
8.42%
13.04%
18.89%
56.1%
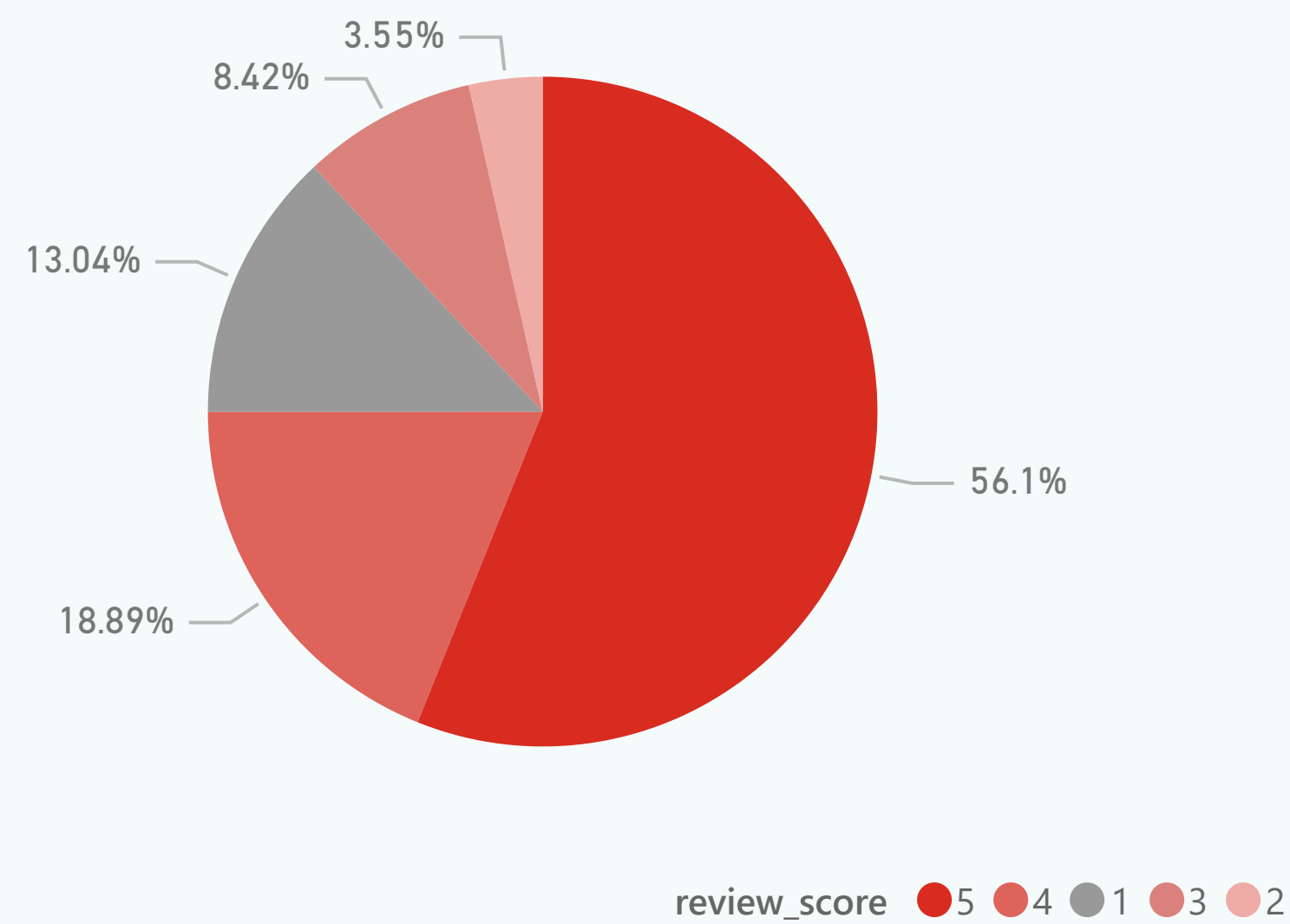
review_score ● 5 ● 4 ● 1 ● 3 ● 2

Average of Delivery_Time by review_score
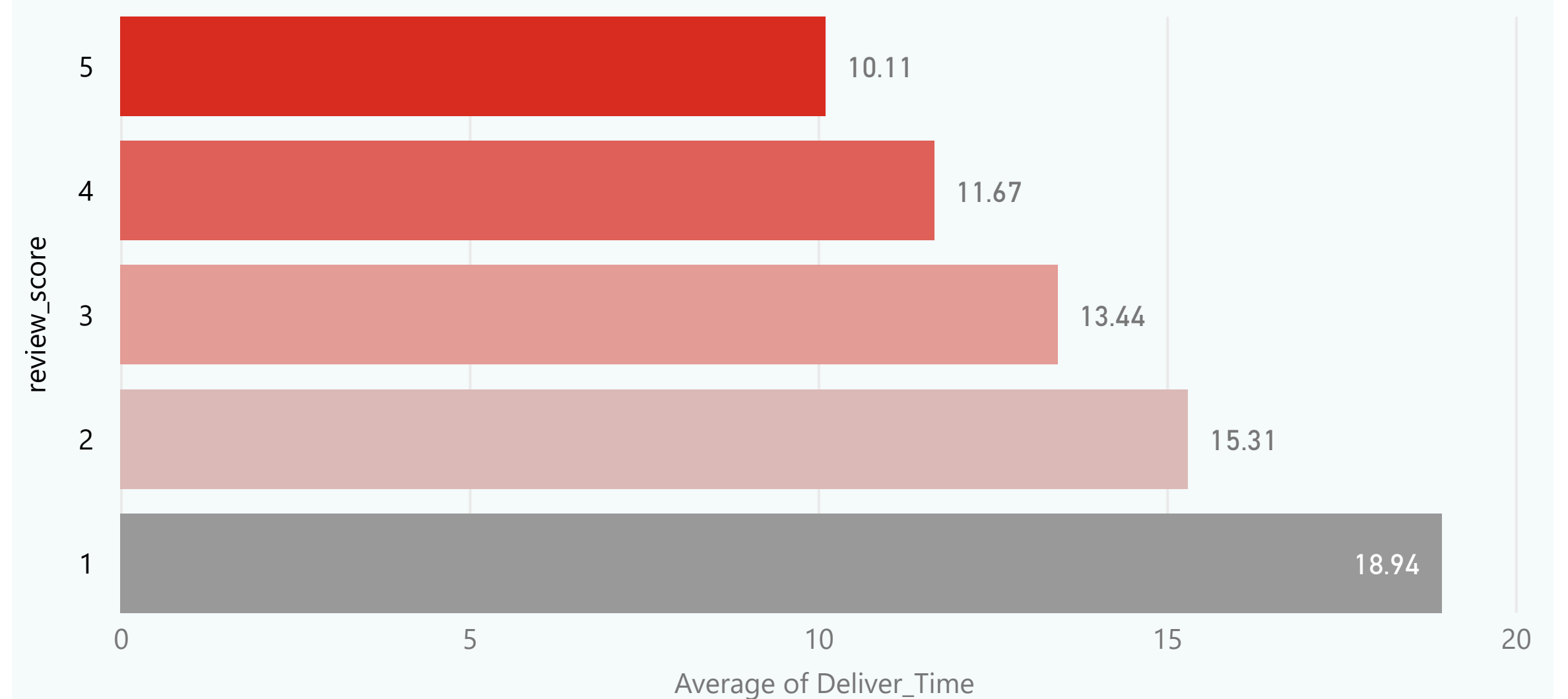
review_score	Average of Deliver_Time
5	10.11
4	11.67
3	13.44
2	15.31
1	18.94

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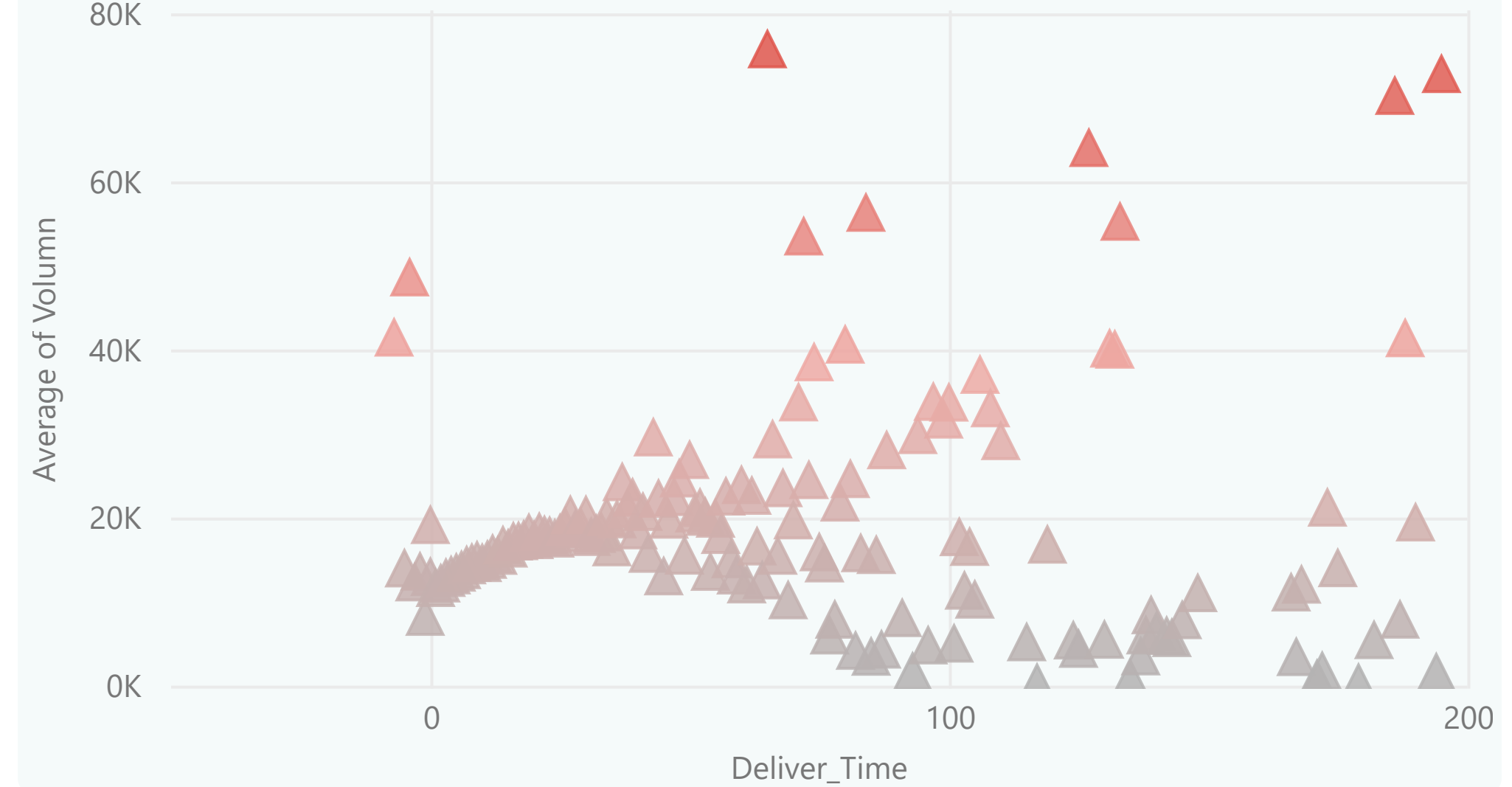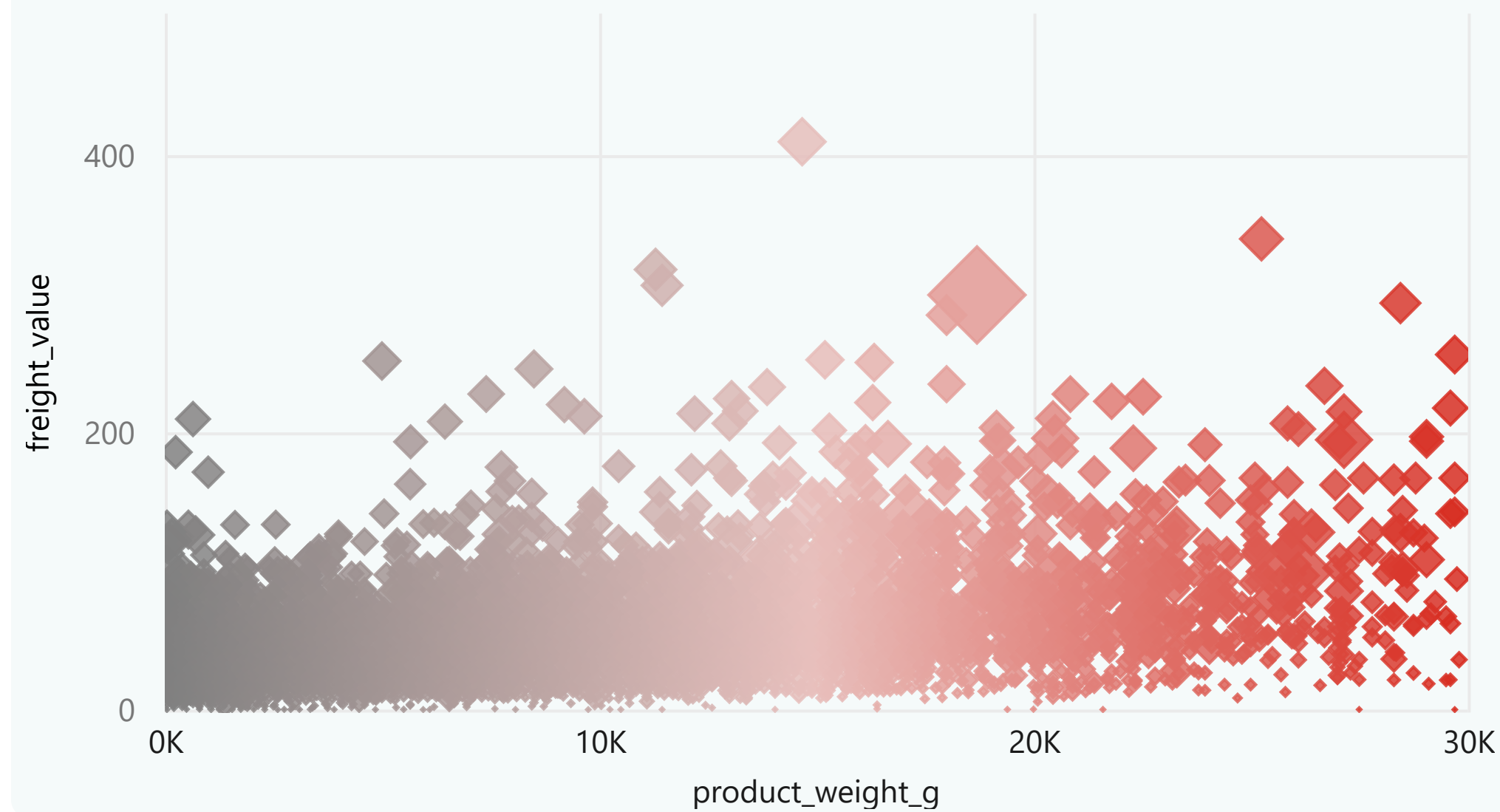- **Freight Value**
- customer
- customer_Seg

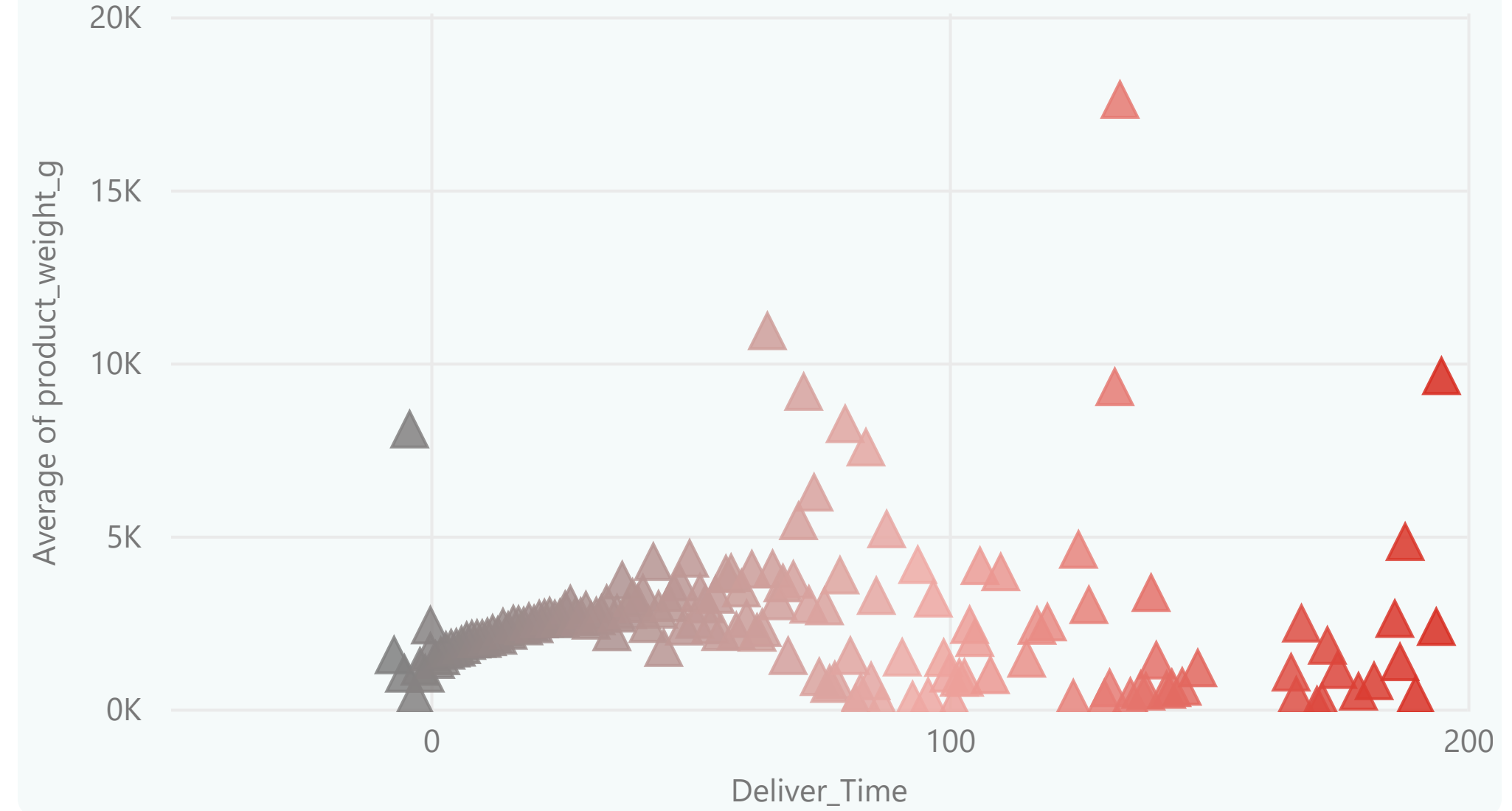**Relationship between Volumn and freight value**
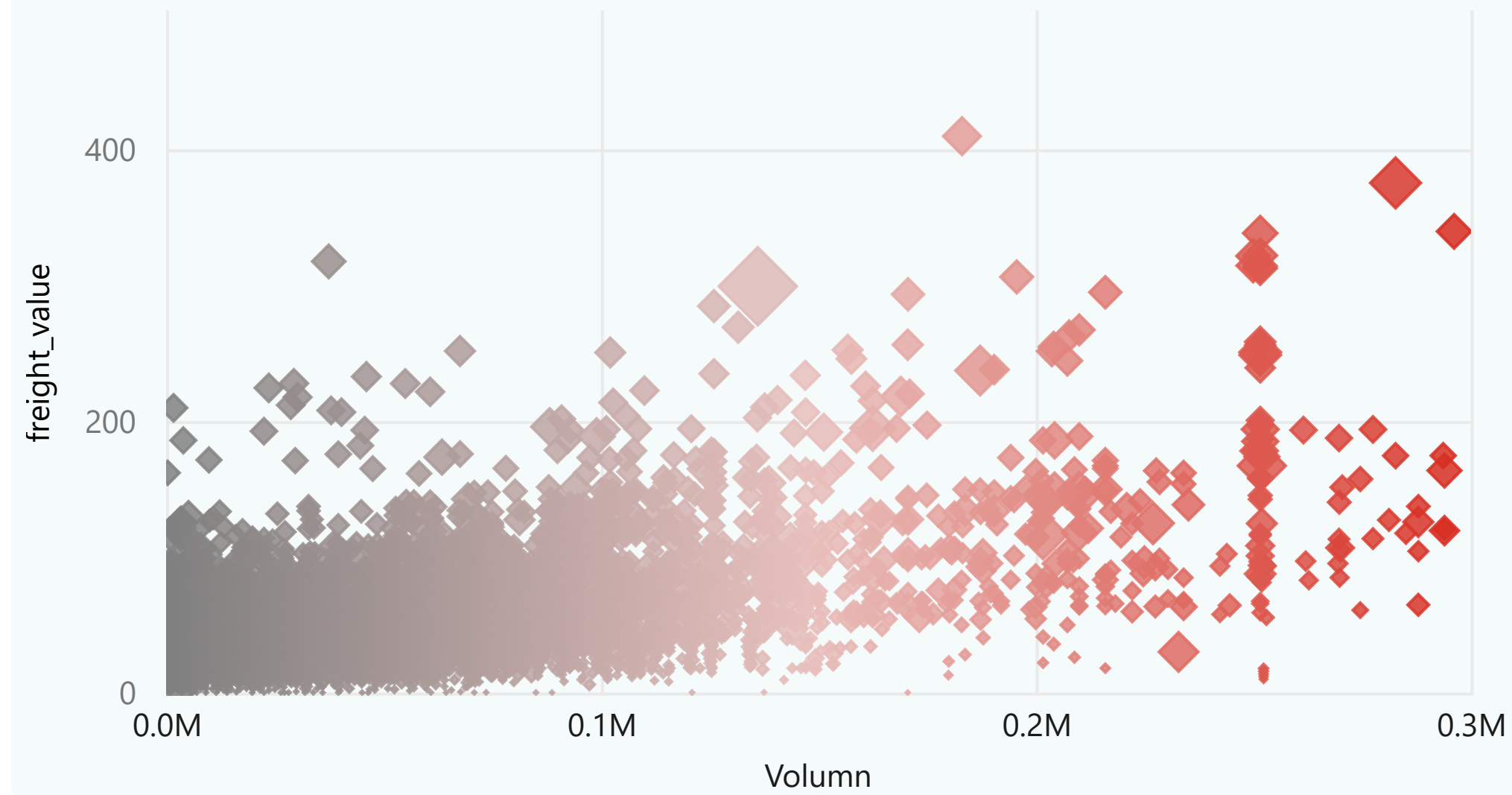
Relationship between Volumn and Deliver_Time

Relationship between weight and freight value

Relationship between Weight and Deliver_Time

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96.10K
Total Customers

1.03
Average Purchase Frequency

Payment Type

voucher 5.35%

boleto 19.45%

credit_card 73.76%

payment_type
- credit_card
- boleto
- voucher
- debit_card

Monthly Growth of Customer

Year
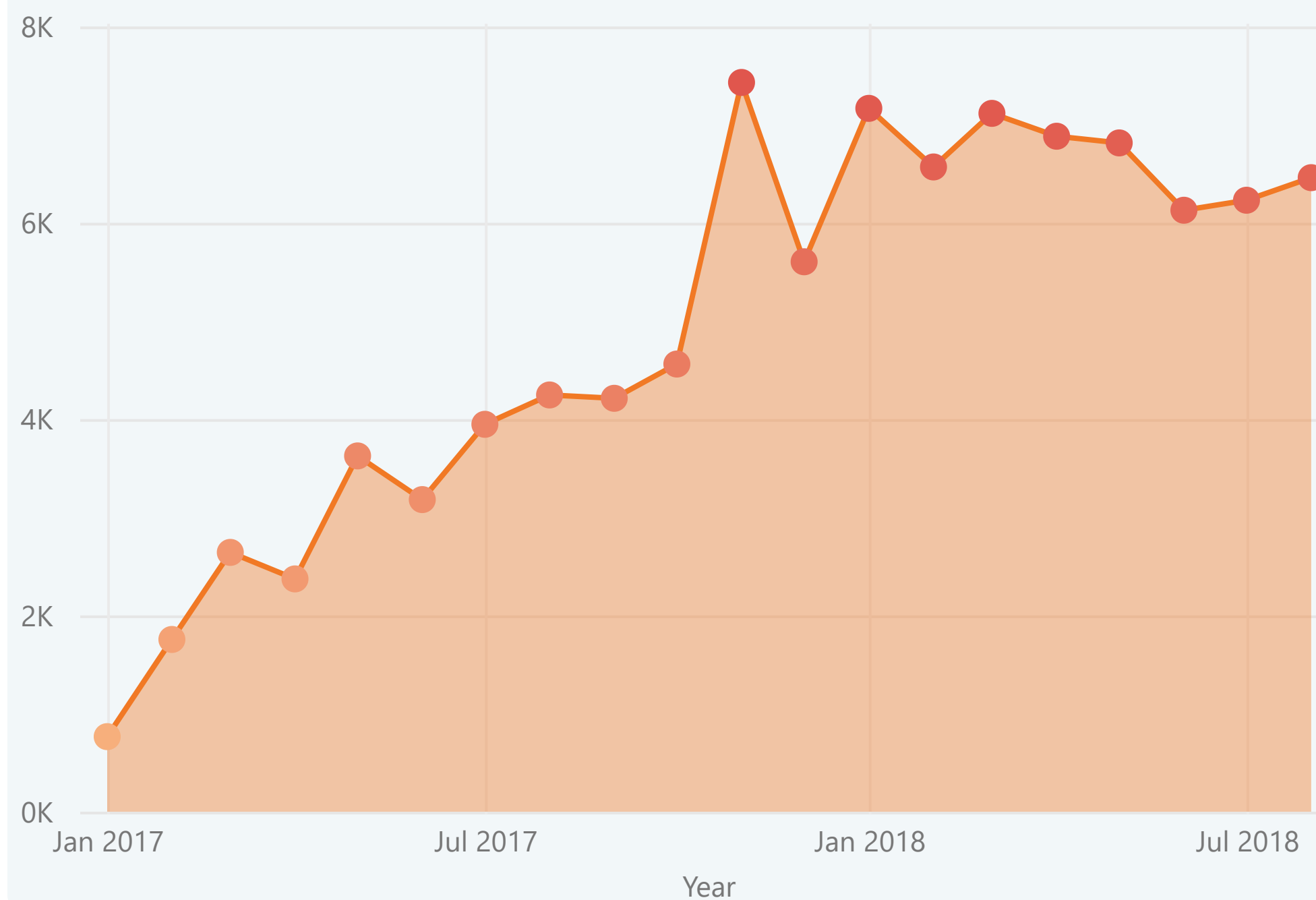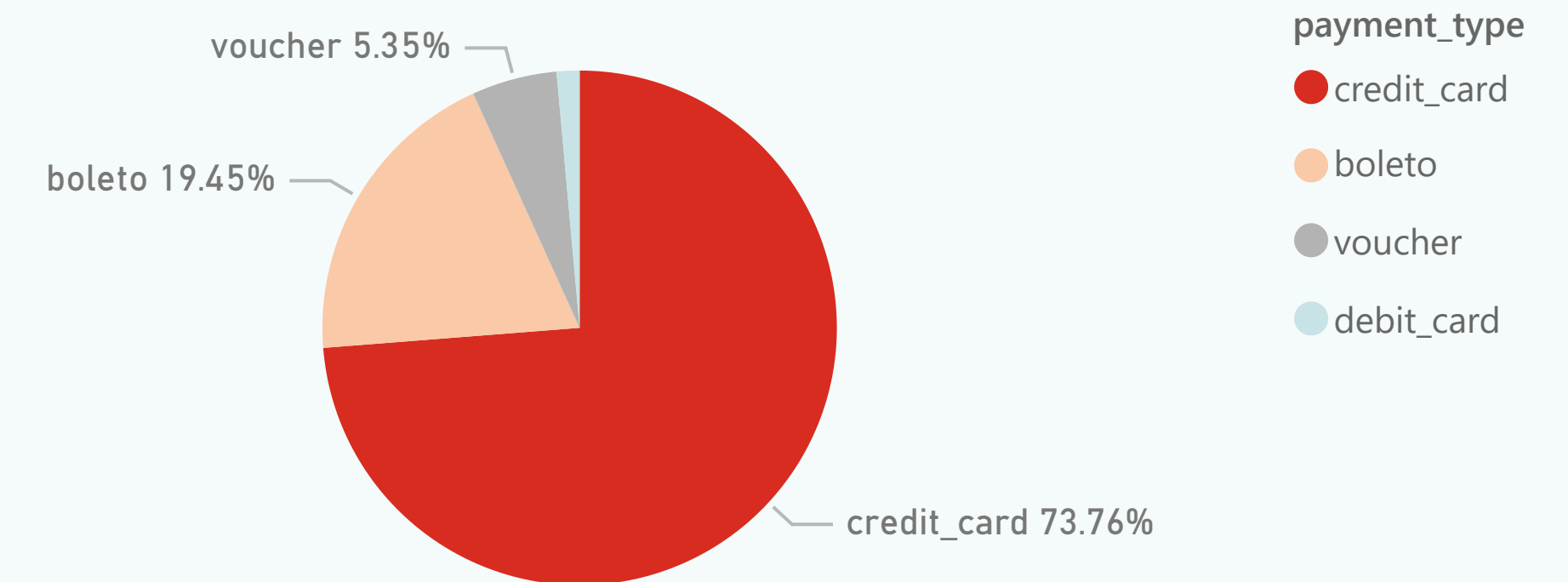
Total Orders by Different Price Group
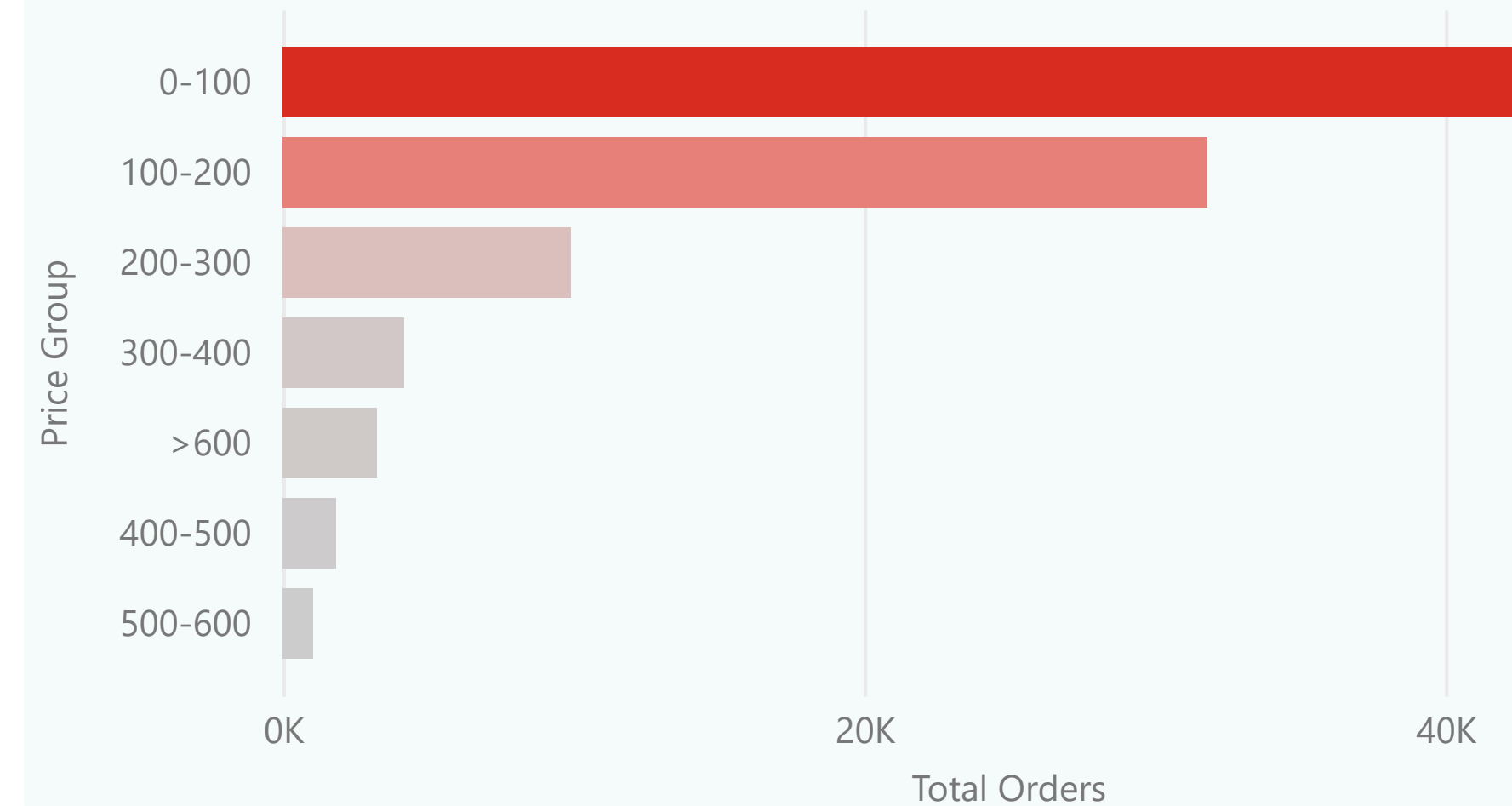
Price Group: 0-100, 100-200, 200-300, 300-400, >600, 400-500, 500-600

Total Orders

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4119	1.03
Customer Cities	Average Purchase Frequency

Distribution of Cusotmer State

master_state ● SP ● RJ ● MG ● RS ● PR ● SC ● BA ● DF ● ES ● GO ● PE ● CE ● PA ● MT ▶

SP	MG	RS
	11.25K	5.28K

PR	SC	BA
4.88K	3.53K	3.28K

DF	PE	
2.07K	1.60K	0....

40.30K

RJ	ES	CE	PB
12.38K	1.96K	1.31K	PI
	GO	PA	RN
	1.95K		
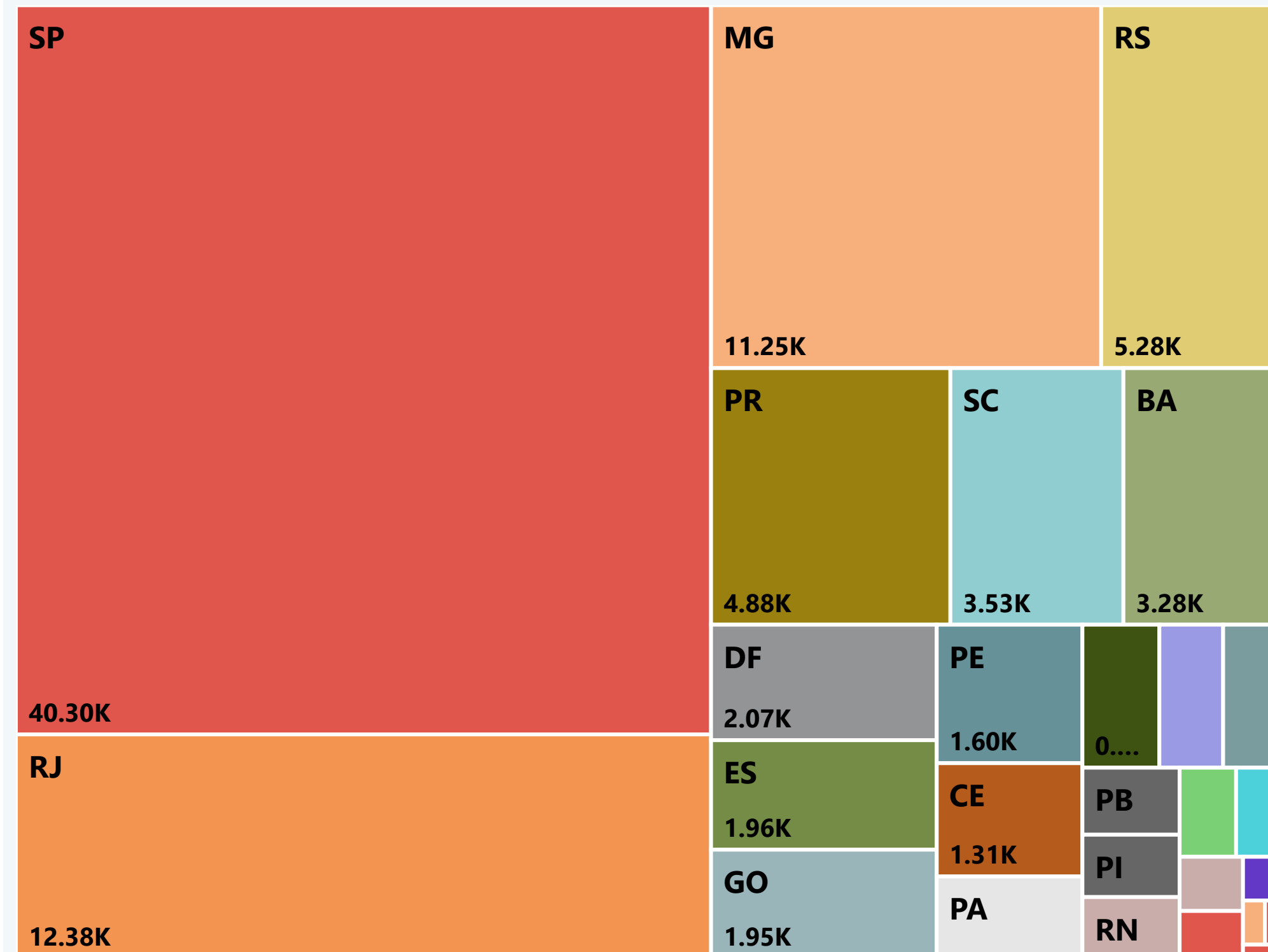
Customer Purchase Frequency

2 2.86%

1 96.88%

Frequency
● 1
● 2
● 3
● 4
● 5
● 6
● 7
● 9
● 17
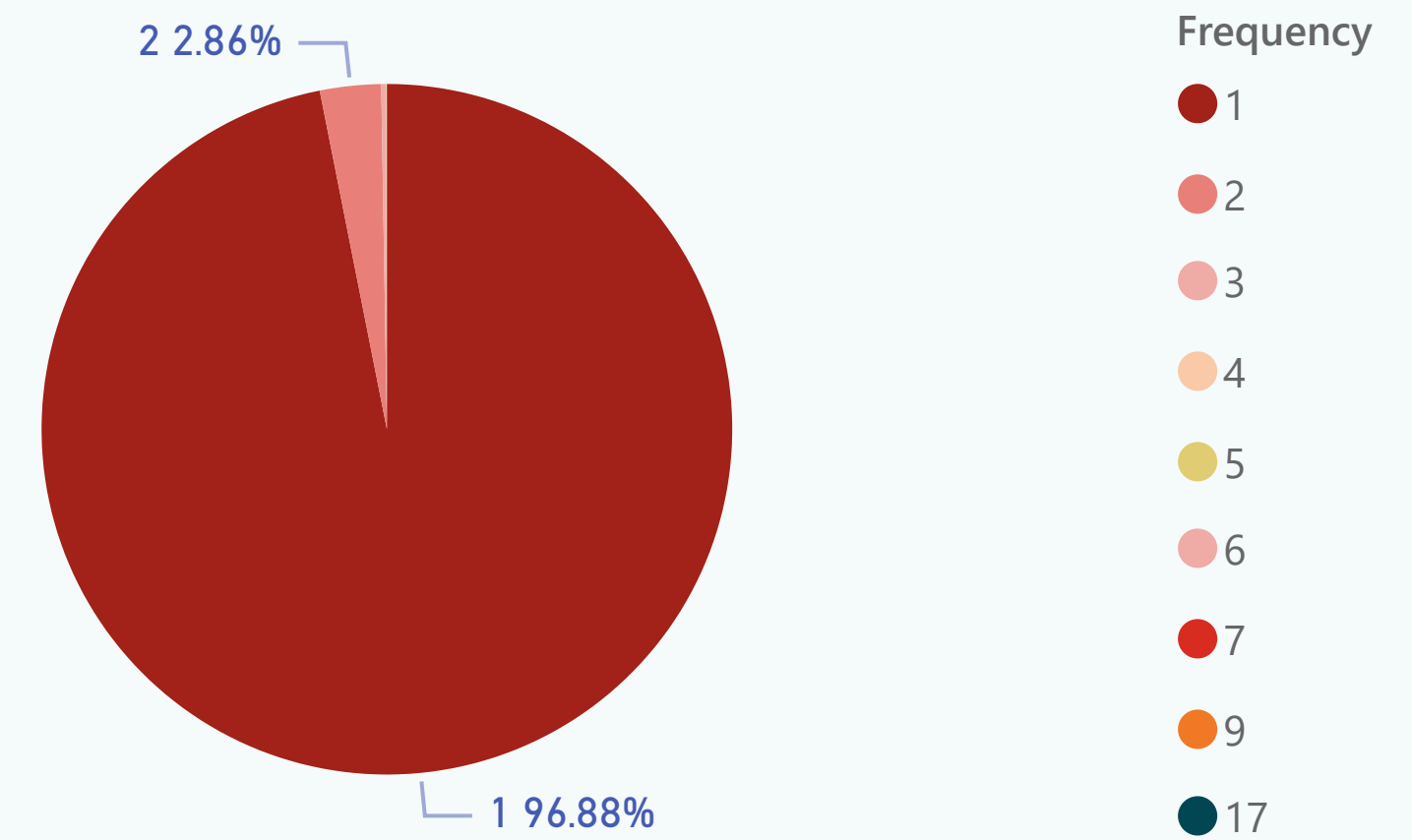
Customer RFM Segmentation

Lost Customer
19.34%

Top Value
0.58%

Low Value
48.15%

Medium Value
29.14%

master_Customer_segment
● Low Value
● Medium Value
● Lost Customer
● High Value
● Top Value