

OLIST STORE ANALYSIS

KPI 1

KPI 2

KPI 3

KPI 4

KPI 5



Total Order

99.441

Total Customers

96.096

Total Freight Value

2M

Total Profit

2.42M

Total Profit

3095

Total Product

74

payment_type

All

customer_city

All

order_status

All

Year

All

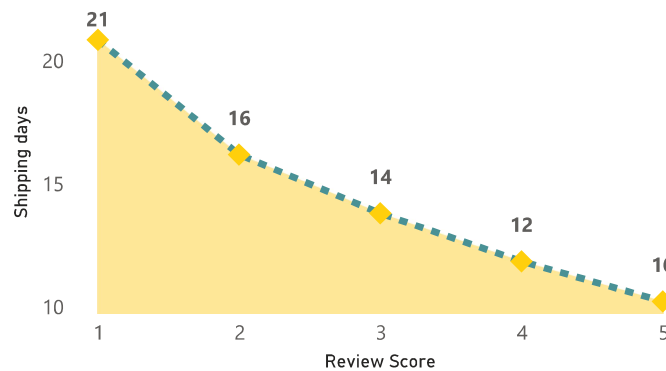
review_score

All

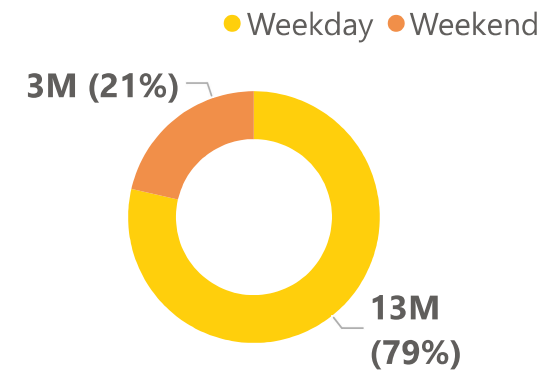
Average Review Score



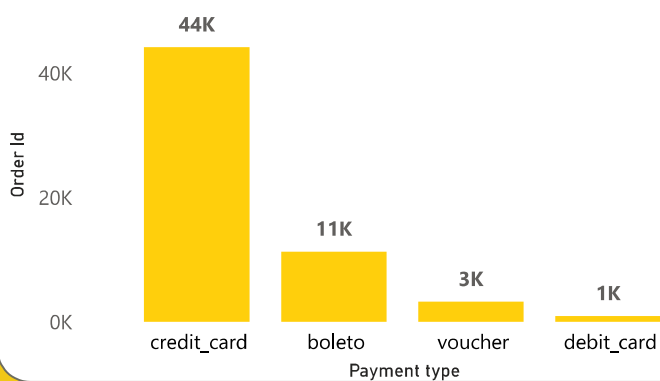
Shipping Days Vs Review Score



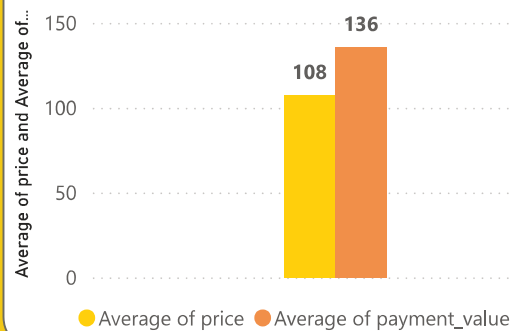
Weekday Vs Weekend wise Payment Status



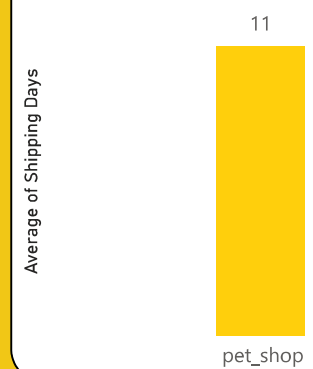
Number of Orders by Payment Type Review Score 5



Average Price and Payment Value from Sao Paulo City Customer's

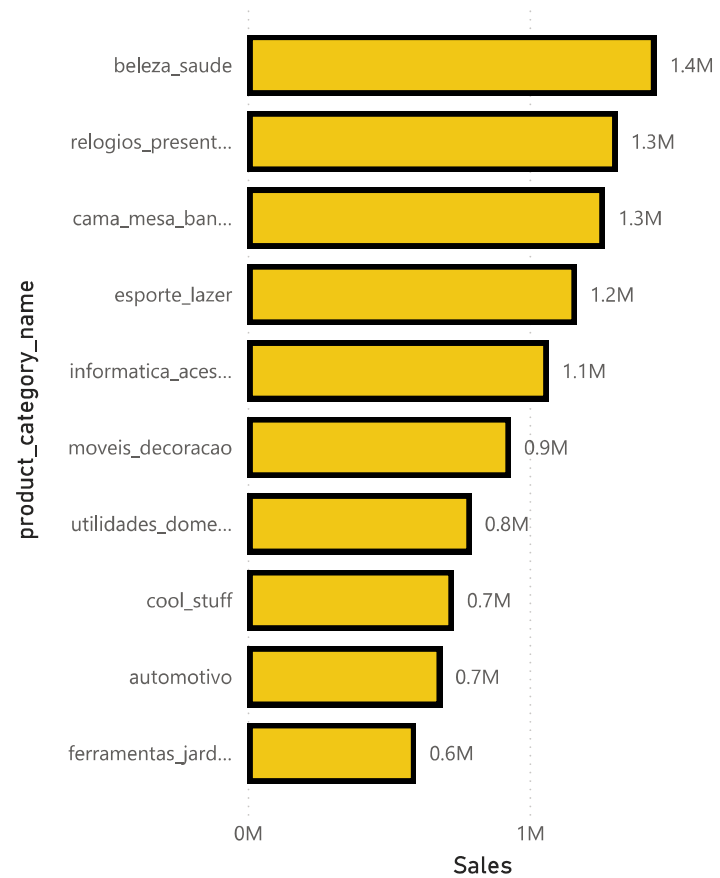


Average No of Days for Pet Shop

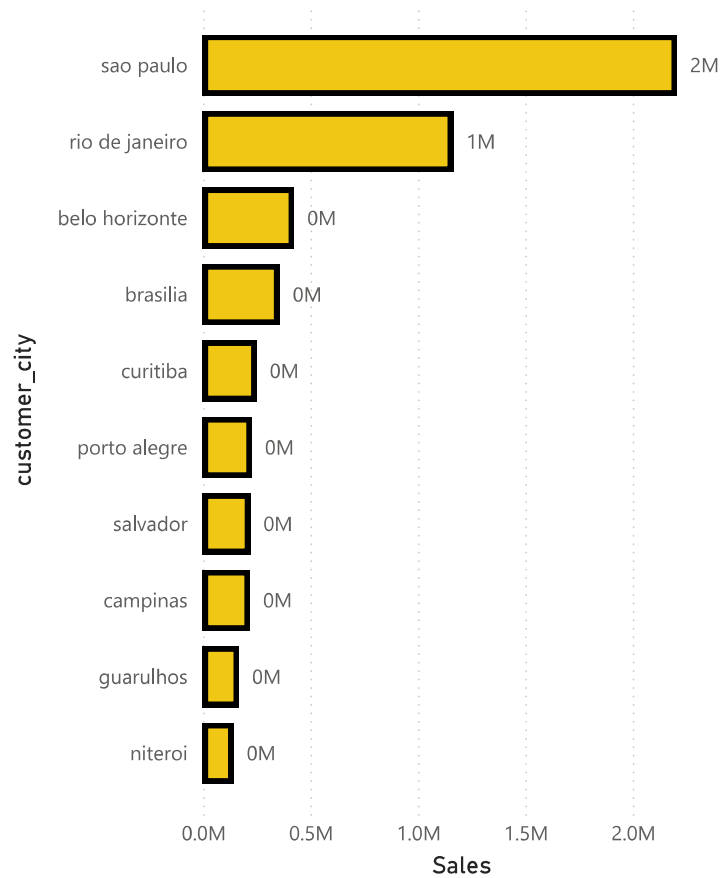




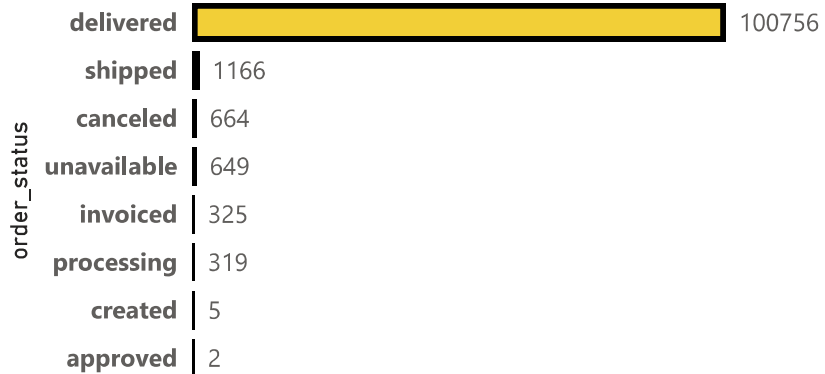
Top 10 Product By Sale



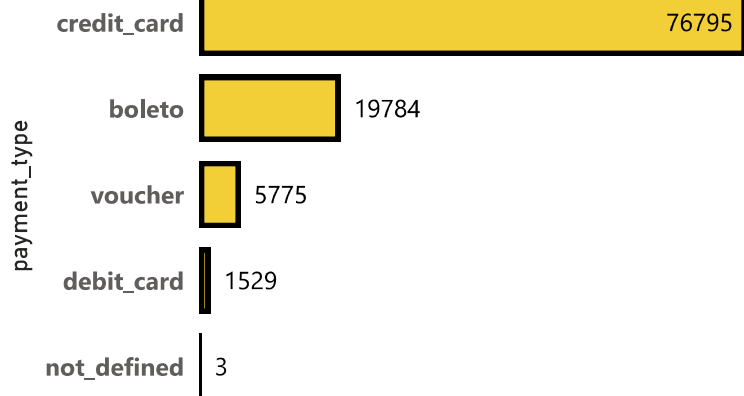
Top 10 City By Sale



Total Order by Order Status



Total Order by Payment Type



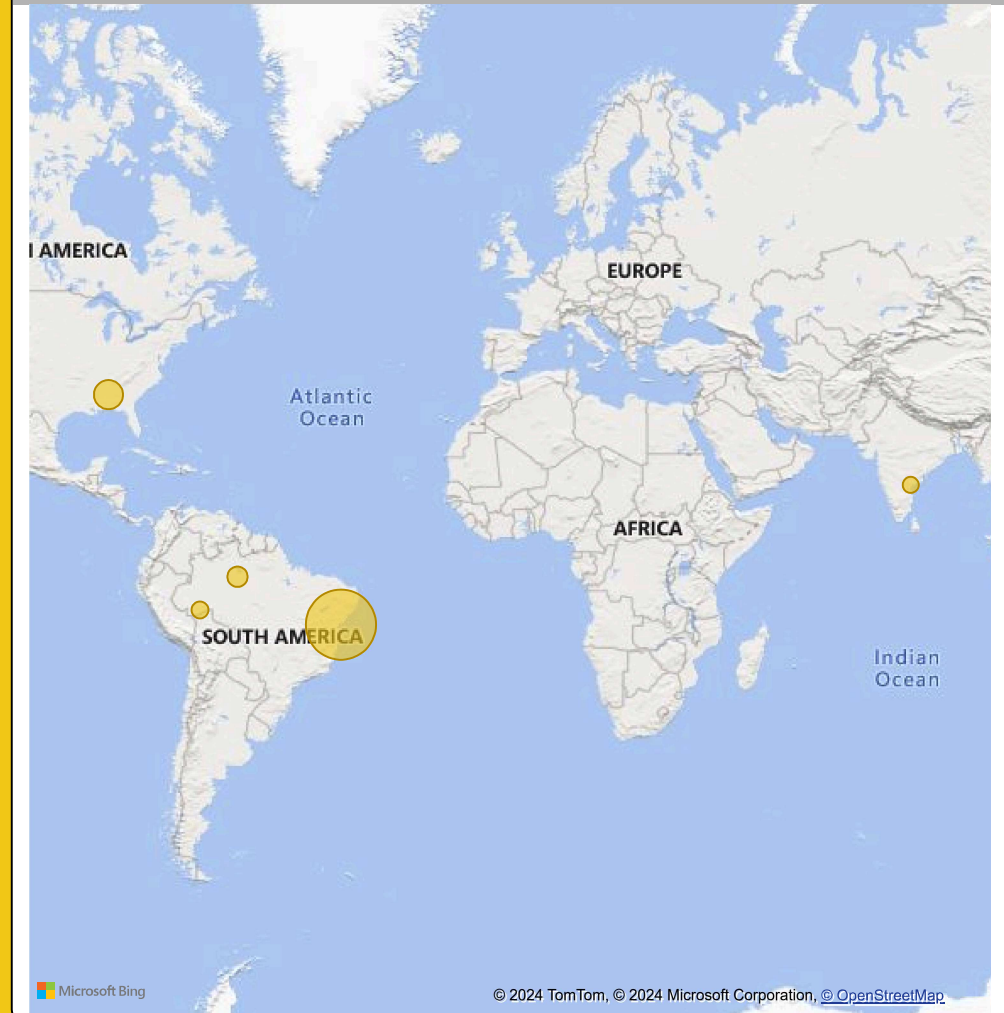
Product Category	Total Sale	Total Order	Avg. Review Score
cama_mesa_banho	12,65,918.38	9417	3.97
beleza_saude	14,48,729.73	8835	4.18
esporte_lazer	11,66,060.50	7720	4.17
informatica_acessorios	10,66,263.82	6689	4.03
moveis_decoracao	9,32,339.78	6449	4.01
utilidades_domesticas	7,93,238.51	5884	4.14
relogios_presentes	13,10,893.45	5624	4.07
telefonica	3,98,760.08	4199	4.00
automotivo	6,88,628.01	3897	4.09
brinquedos	5,66,925.14	3886	4.19
cool_stuff	7,29,806.15	3632	4.17
ferramentas_jardim	5,96,759.43	3518	4.13
perfumaria	4,56,956.17	3162	4.20
bebes	4,91,207.02	2885	4.04
eletronicos	2,11,061.47	2550	4.10
papelaria	2,81,098.93	2311	4.24
fashion_bolsas_e_acessorios	1,85,359.30	1864	4.19
Total	1,60,08,872.12	99440	4.09



Top 5 States by Customer

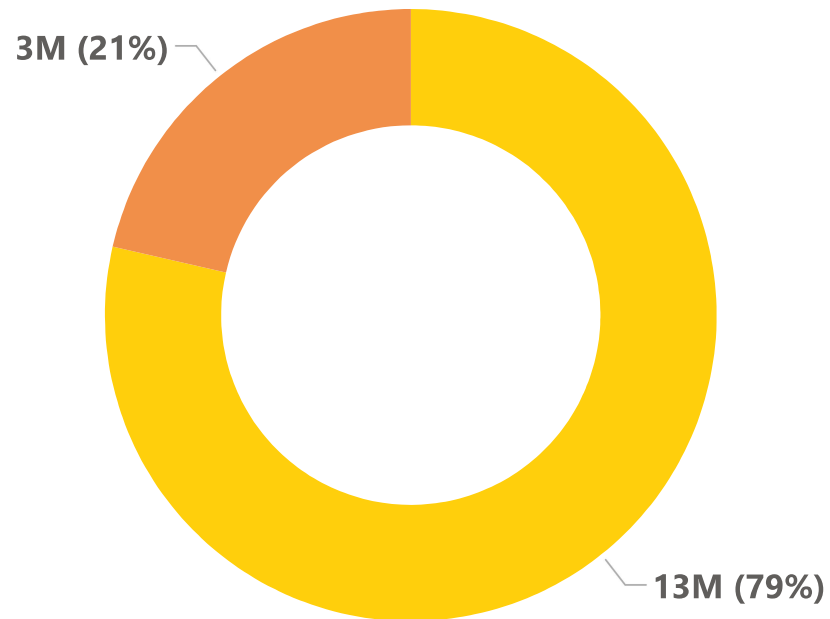


Bottom 5 States by Customer



Weekday Vs Weekend wise Payment Status

● Weekday ● Weekend



KPI Observation

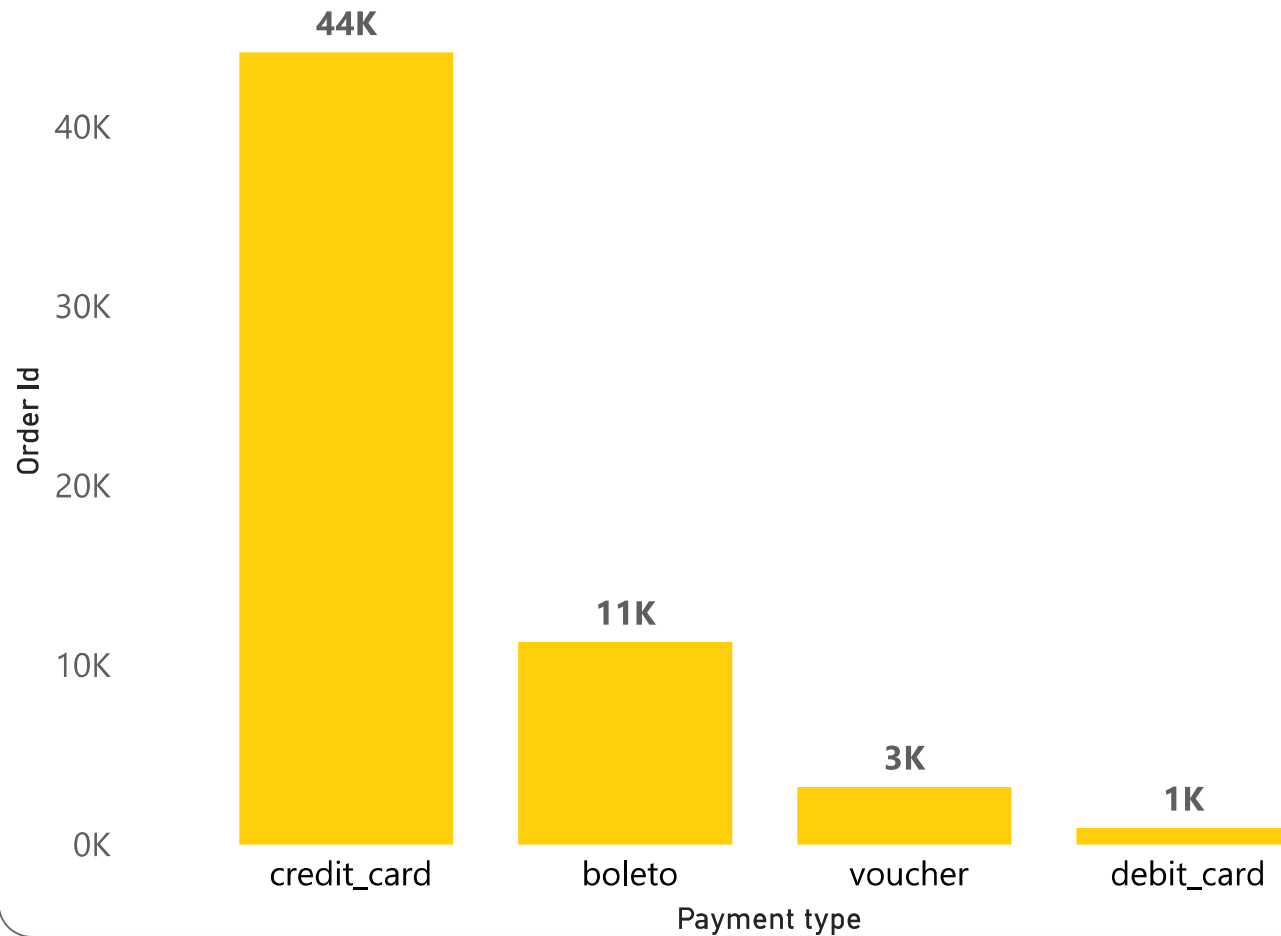
The analysis of payment statistics based on Weekday vs Weekend provides an understanding of the buying behavior of customers. This KPI answers questions like, which day of the week has the highest sales?

How many customers prefer to pay through online modes?

The analysis of this KPI can help Olist to improve their weekend sales and plan promotions accordingly.

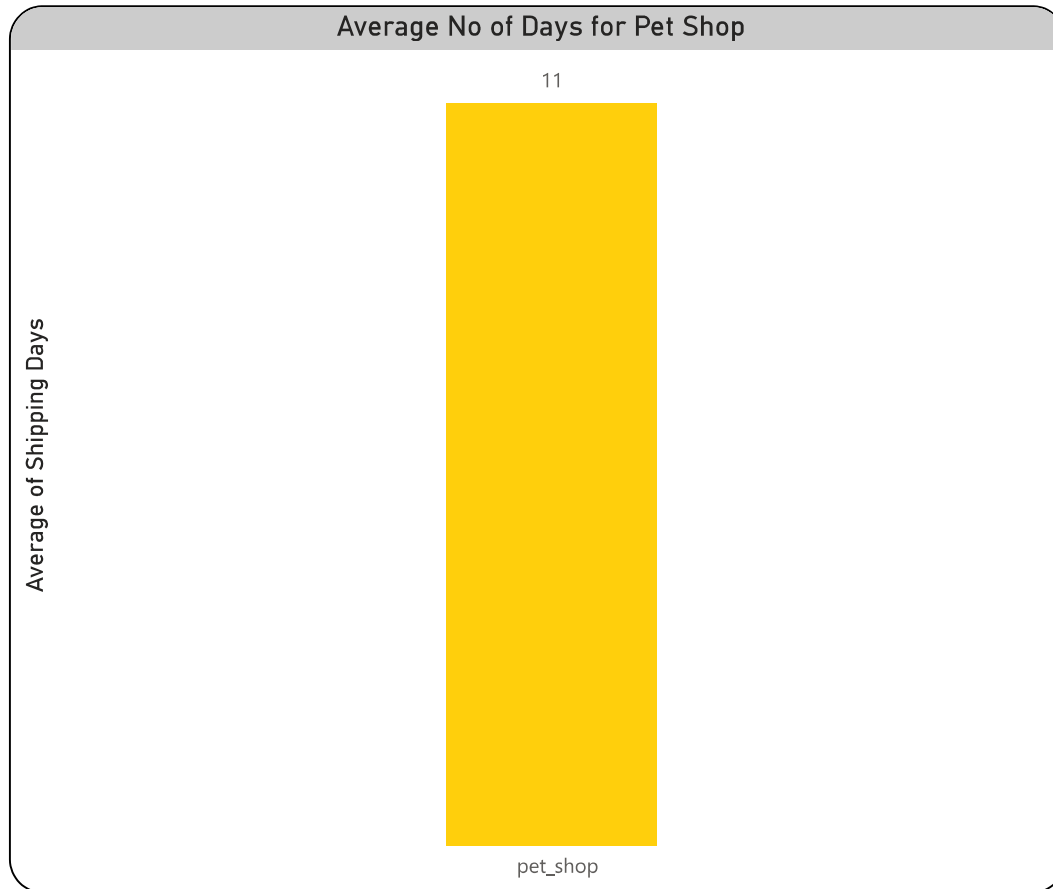


Number of Orders by Payment Type Review Score 5



KPI Observation

According to the analysis of Number of Orders by Payment Type, credit cards were used to place the bulk of orders (44K), which is much greater than any other payment method. Boleto follows with 11K orders, demonstrating that many customers still prefer this alternate payment method. This suggests that credit card payments are the most popular way among clients, and credit card usage is connected with greater customer satisfaction levels

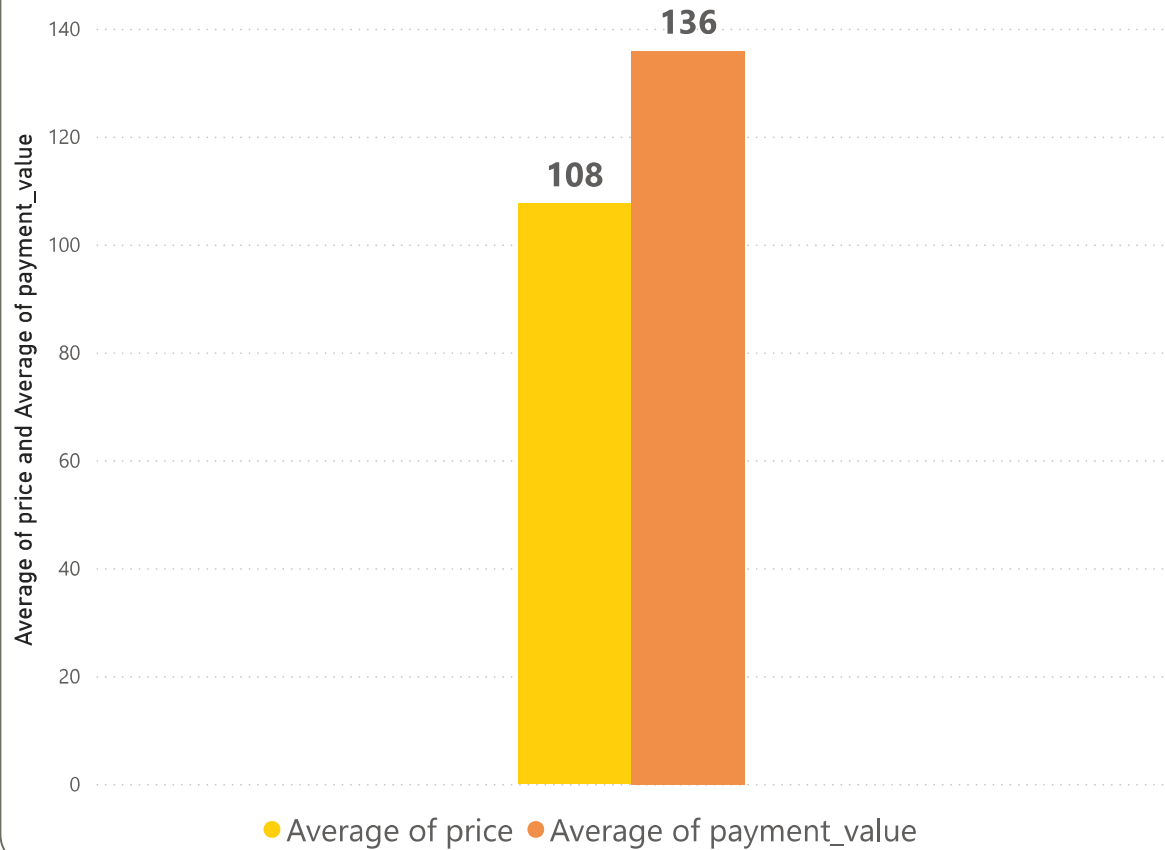


KPI Observation

Average Shipping Days for Pet Shop illustrates the 11-day average delivery time for products in the Pet Shop category. Average Shipping Days that indicates how long it takes customers to get their items after ordering. which suggests that customers are waiting more than a week and a half to receive their purchases. Shipping time is a key factor in customer satisfaction. Extended shipping times can lead to customer dissatisfaction, negative reviews. Shipping time is a key factor in customer satisfaction



Average Price and Payment Value from Sao Paulo City Customer's

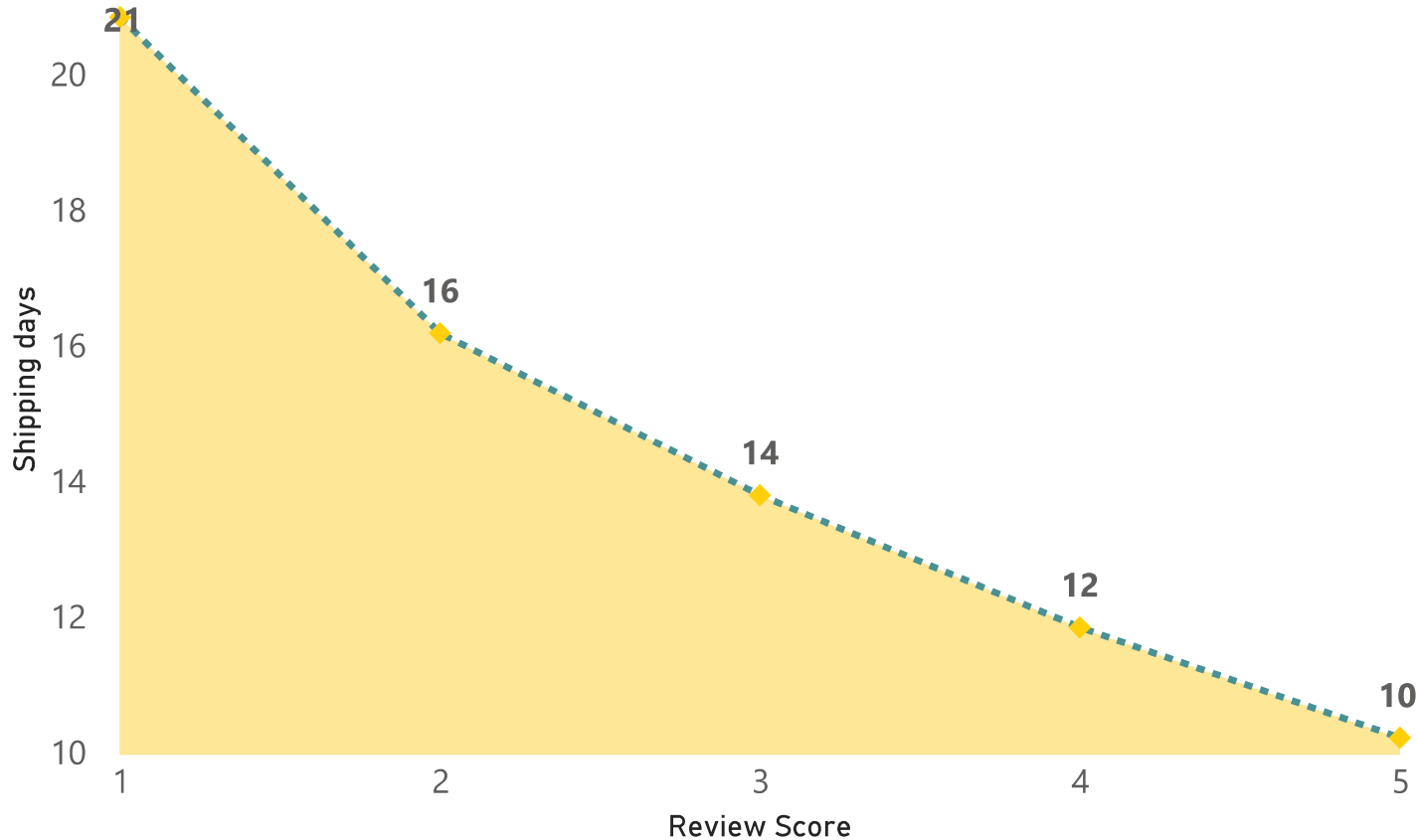


KPI Observation

Customers from Sao Paulo have a higher purchasing power compared to customers from other regions. This could suggest that Sao Paulo residents are willing to spend more per transaction, which may be reflective of the city's economic standing, higher income levels, or consumer preferences for products.



Shipping Days Vs Review Score



KPI Observation

The average shipping days for products with a review of 1,2 stars are significantly higher than the average shipping days for products with reviews of , 3, 4, and 5 stars. The company should focus on improving its shipping times for products with a review of 1 and 2 star. This could be done by working with its shipping partners to speed up delivery times