

Olist Store Analysis Dashboard

Weekday vs Wee...

WEEKDAY

WEEKEND

payment_type

boleto

credit_card

debit_card

not_defined

voucher

Review score

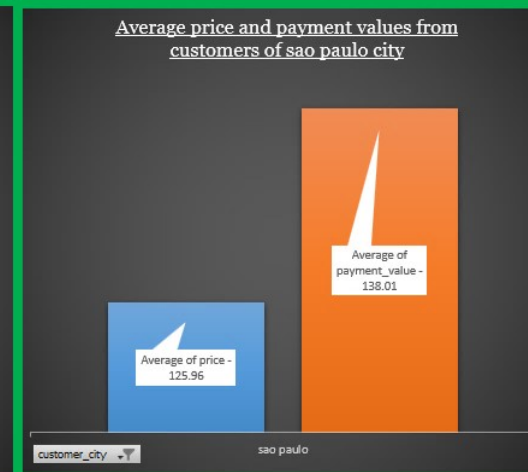
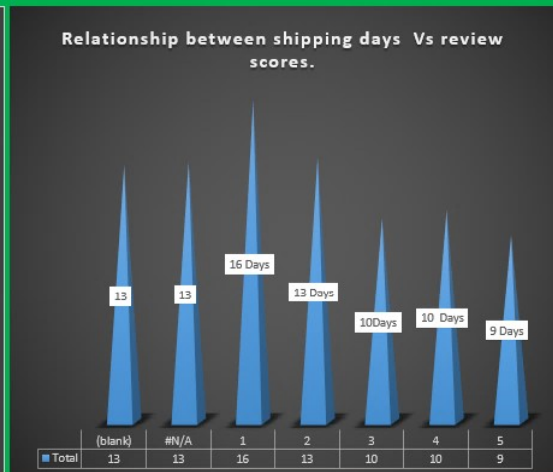
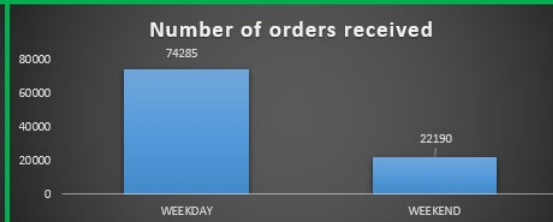
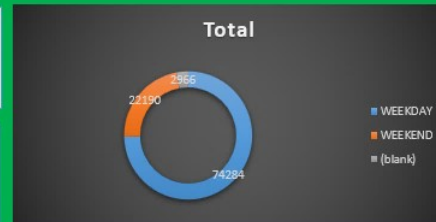
1

2

3

4

5



Analysis on KPI's

- ❖ To increase the weekend sales we can release any special offers on the weekends or Tuesdays. Which helps to generate more revenue.
- ❖ If we want to increase sales, we can have a certain amount of discounts or no-cost EMI's on card payments.
- ❖ We can work on faster delivery of the product moveis_escritorio by taking additional delivery measures.
- ❖ To increase sales on other cities we can work on faster delivery and easy payment modes and product wise offers.
- ❖ Minimizing the shipping days would lead to more positive reviews. Consecutively customer satisfaction will be met which leads to more business.