



2016-2018 Performance Report



97K

Sum of Orders



12.27M

Sum of Sales



4.11

Average Review Rating

Product Sales and Revenue

Delivery Performance

Customer Reviews

Insights and Recommendations

Purchase Date

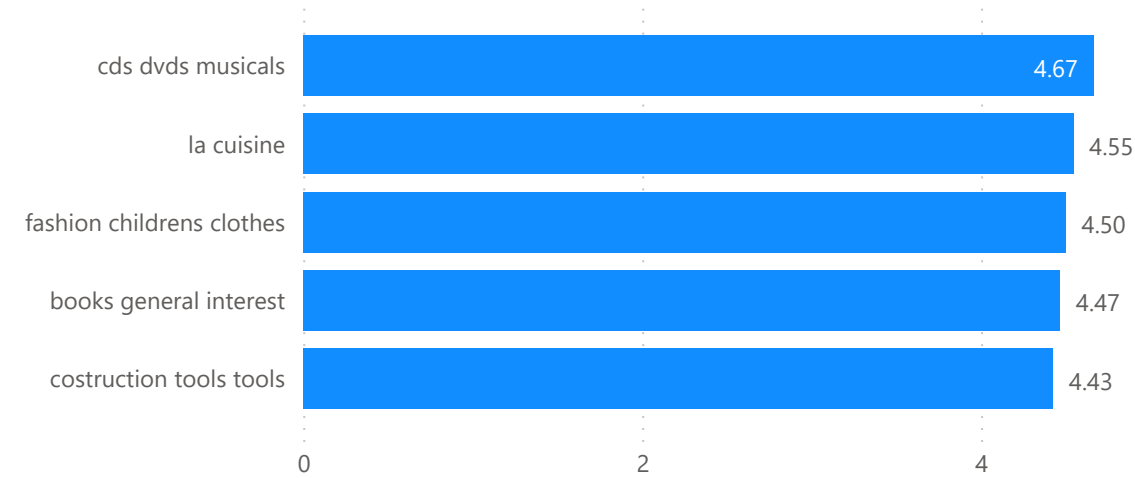
9/15/2016



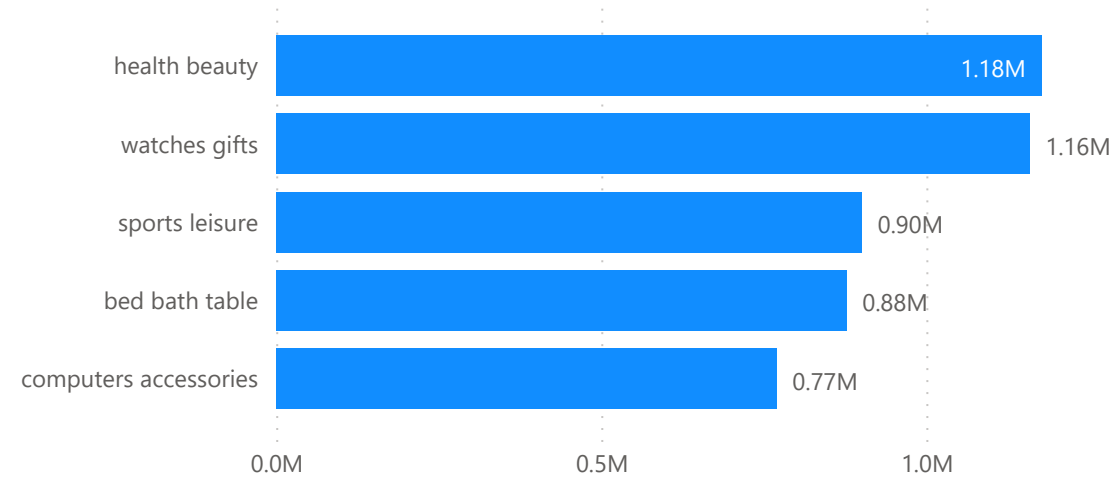
8/29/2018



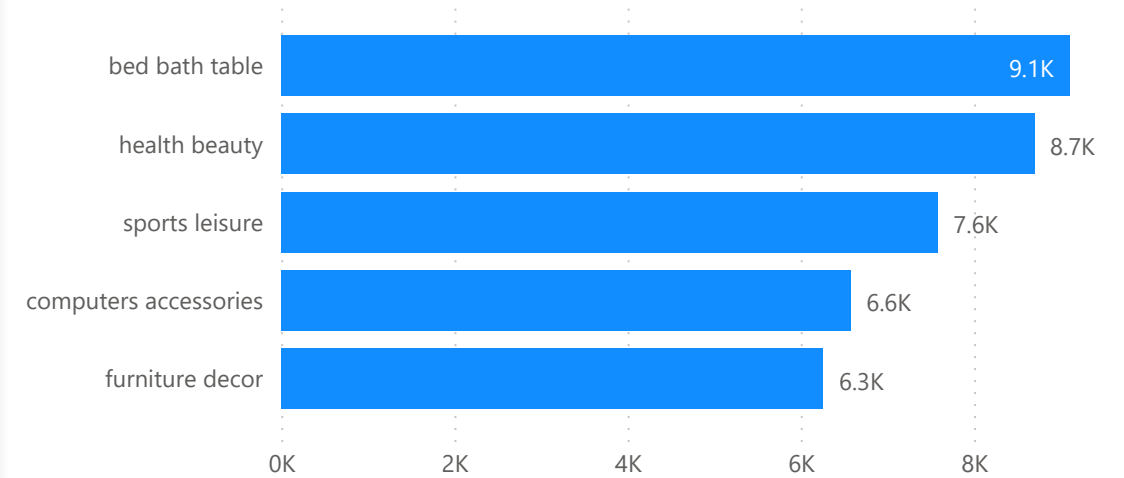
Top 5 Product Category(Reviews)



Top 5 Product Category(Sales)

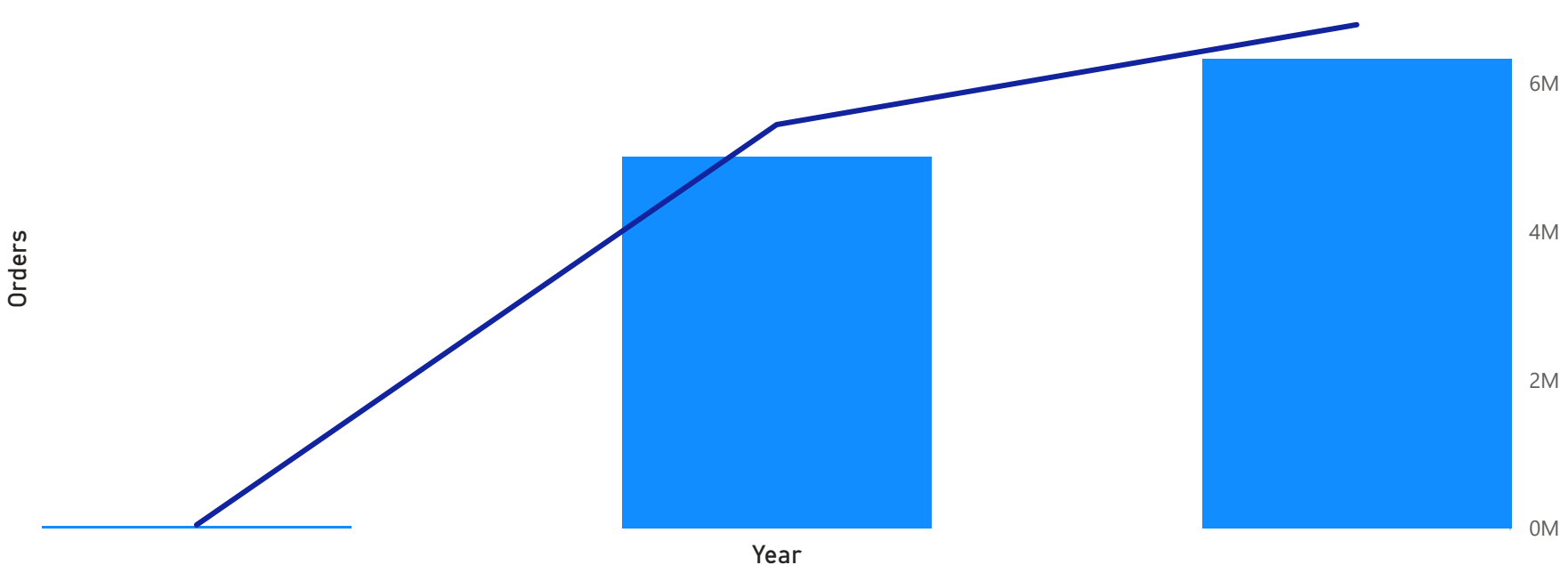


Top 5 Product Category(Order Count)



Orders and Revenues by Year

Orders Sum of Sales



Product Categories





Delivery Performance



616.71

Order Approval(Min)



2.70

Seller to Courier(Day)



9.28

Delivery Courier to Customer(Day)

Product Sales and Revenue

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Purchase Date

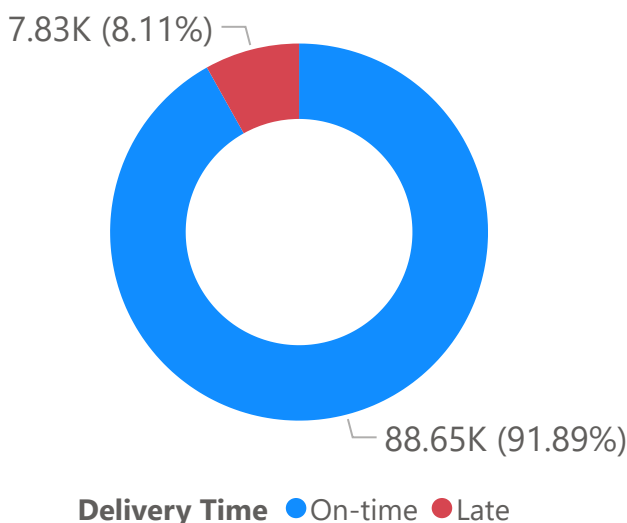
9/15/2016



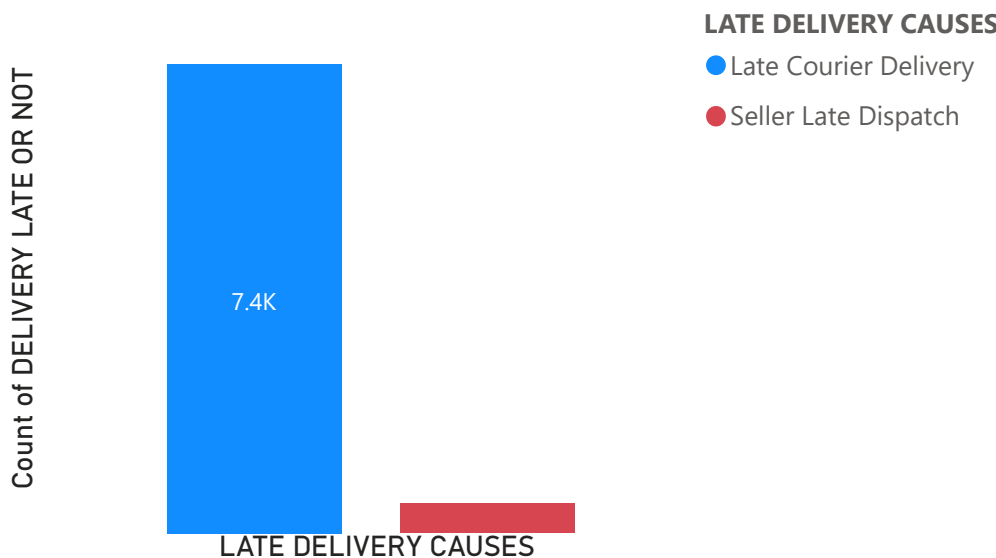
8/29/2018



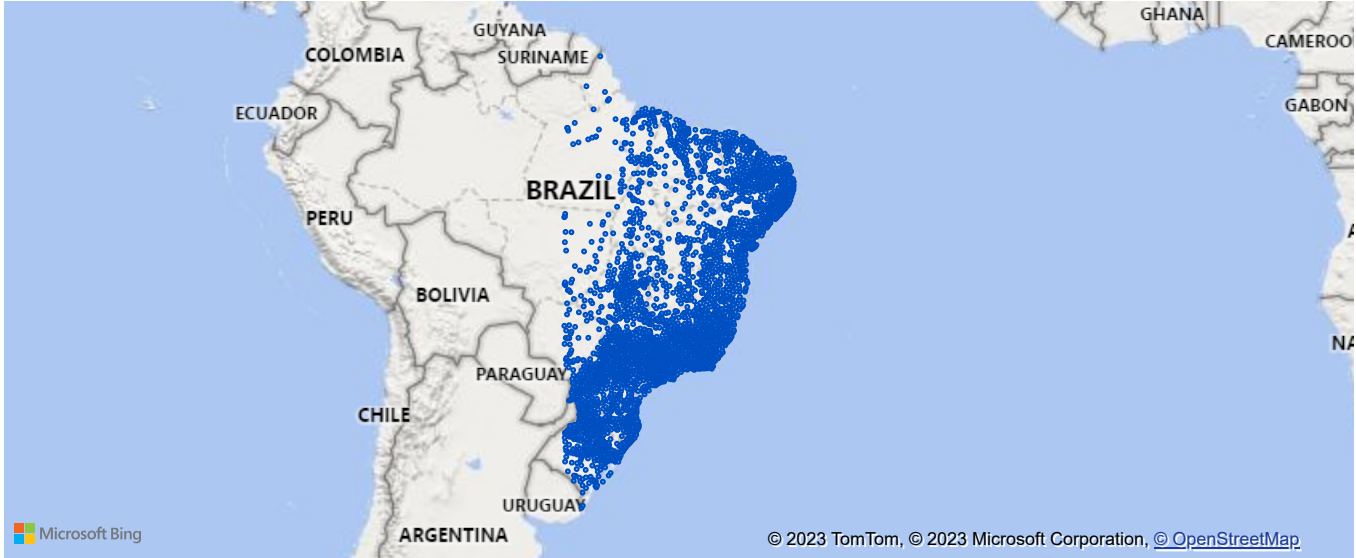
% Orders Delivered Late



Late Delivery Causes



Customer Locations



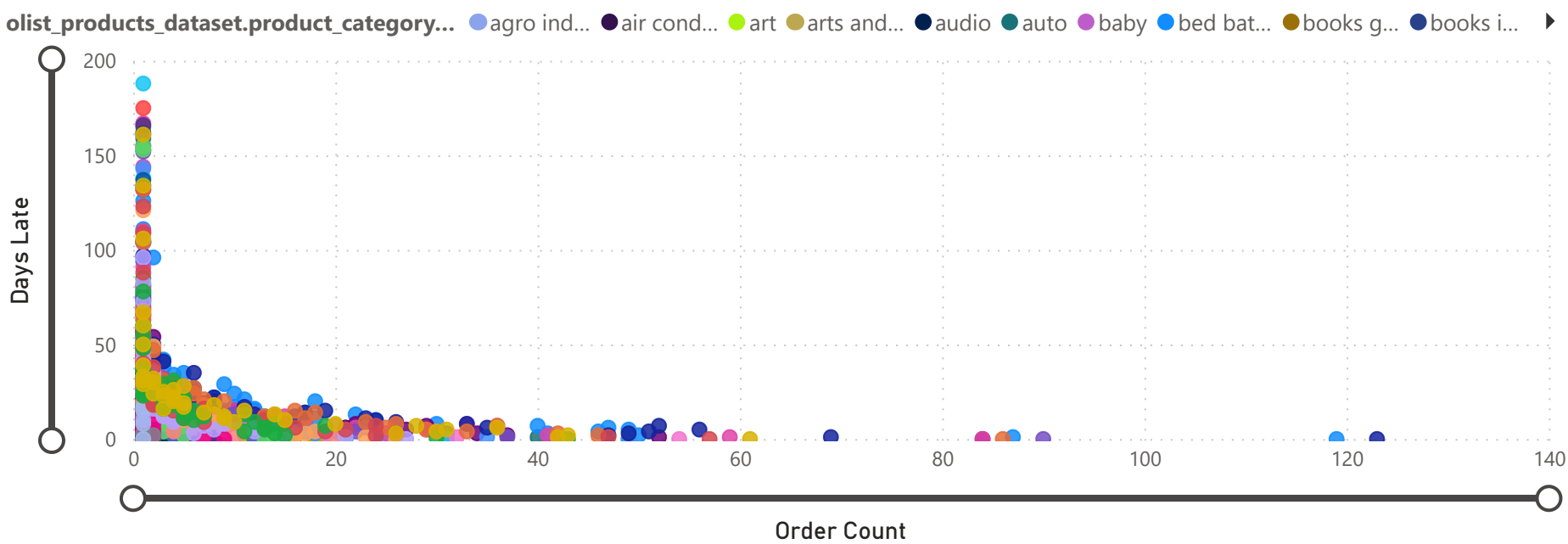
Orders Delivered Late

Order ID	Product Category	Days Late
1b3190b2dfa9d789e1f14c05b647a14a	cool stuff	188
47b40429ed8cce3aee9199792275433f	home construction	175
2fe324febf907e3ea3f2aa9650869fa5	furniture decor	167
285ab9426d6982034523a855f55a885e	musical instruments	166
440d0d17af552815d15a9e41abe49359	consoles games	165
c27815f7e3dd0b926b58552628481575	home appliances 2	162
d24e8541128cea179a11a65176e0a96f	housewares	161
0f4519c5f1c541ddec9f21b3bdd533a	watches gifts	161
2d7561026d542c8dbd8f0daeaf67a43	auto	159
6e82dcfb5eada6283dba34f164e636f5	computers accessories	155
2fb597c2f772eca01b1f5c561bf6cc7b	office furniture	155
ed8e9faf1b75f43ee027103957135663	auto	153

Late Delivery Days(Buckets)

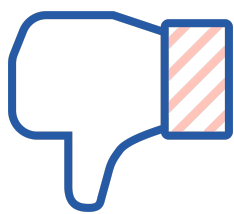
Bucket	Count
120+	26
1-30	7481
31-60	266
61-90	32
91-120	21
Total	7826

Late Delivery by Product Category





Customer Review Ratings



13.77K

Count of REVIEW SCORE

Product Sales and Revenue

Delivery Performance

Customer Reviews

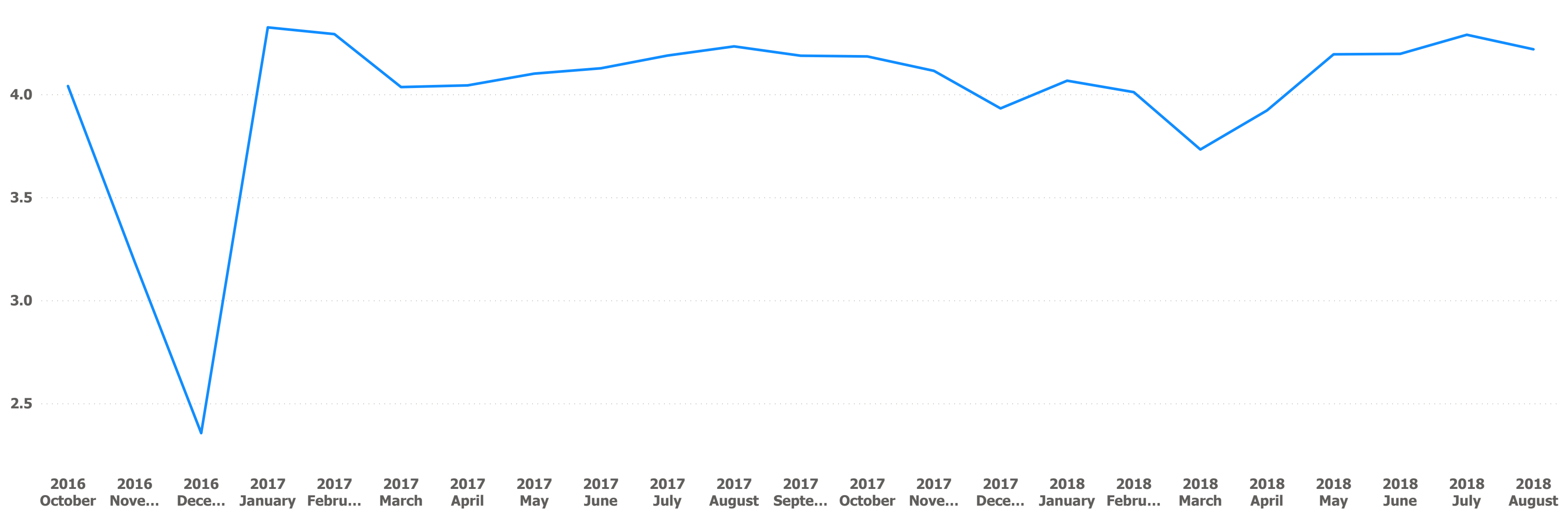
Insights and Recommendations

Purchase Date

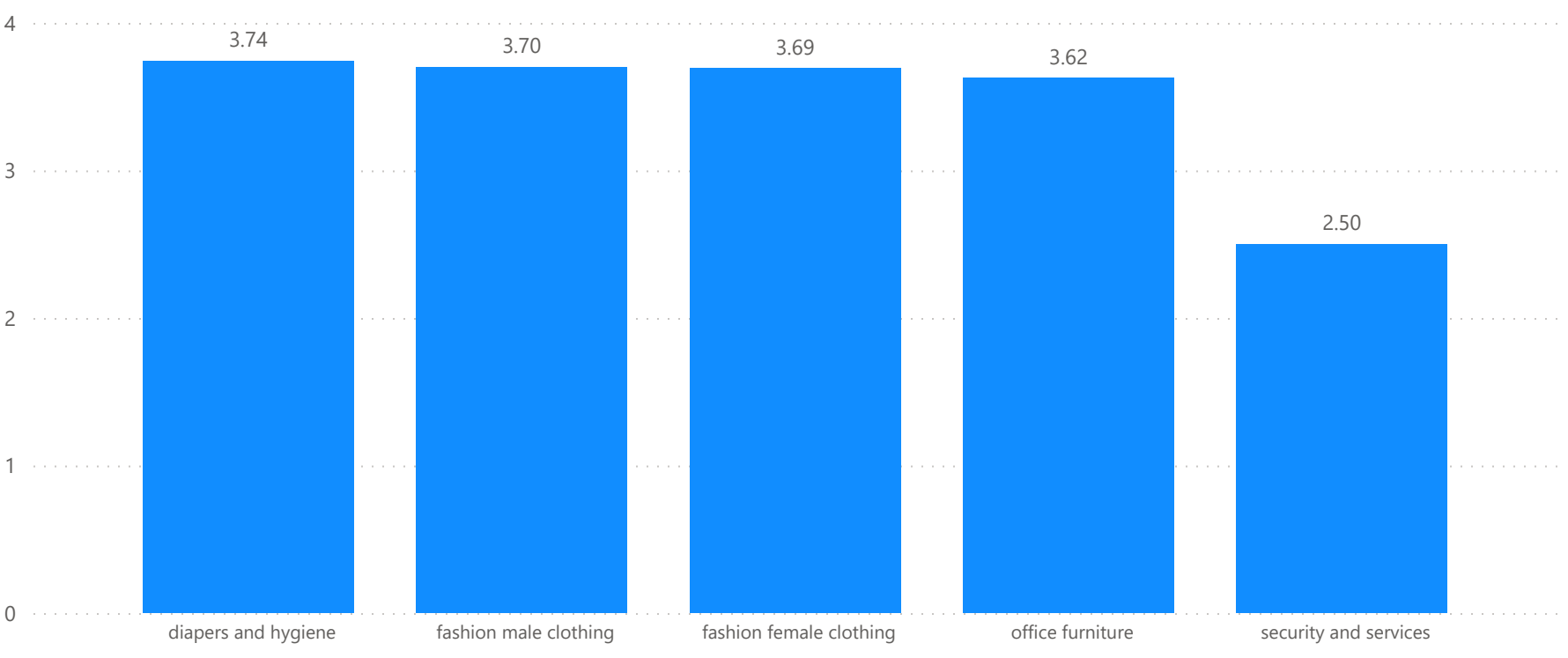
9/15/2016

8/29/2018

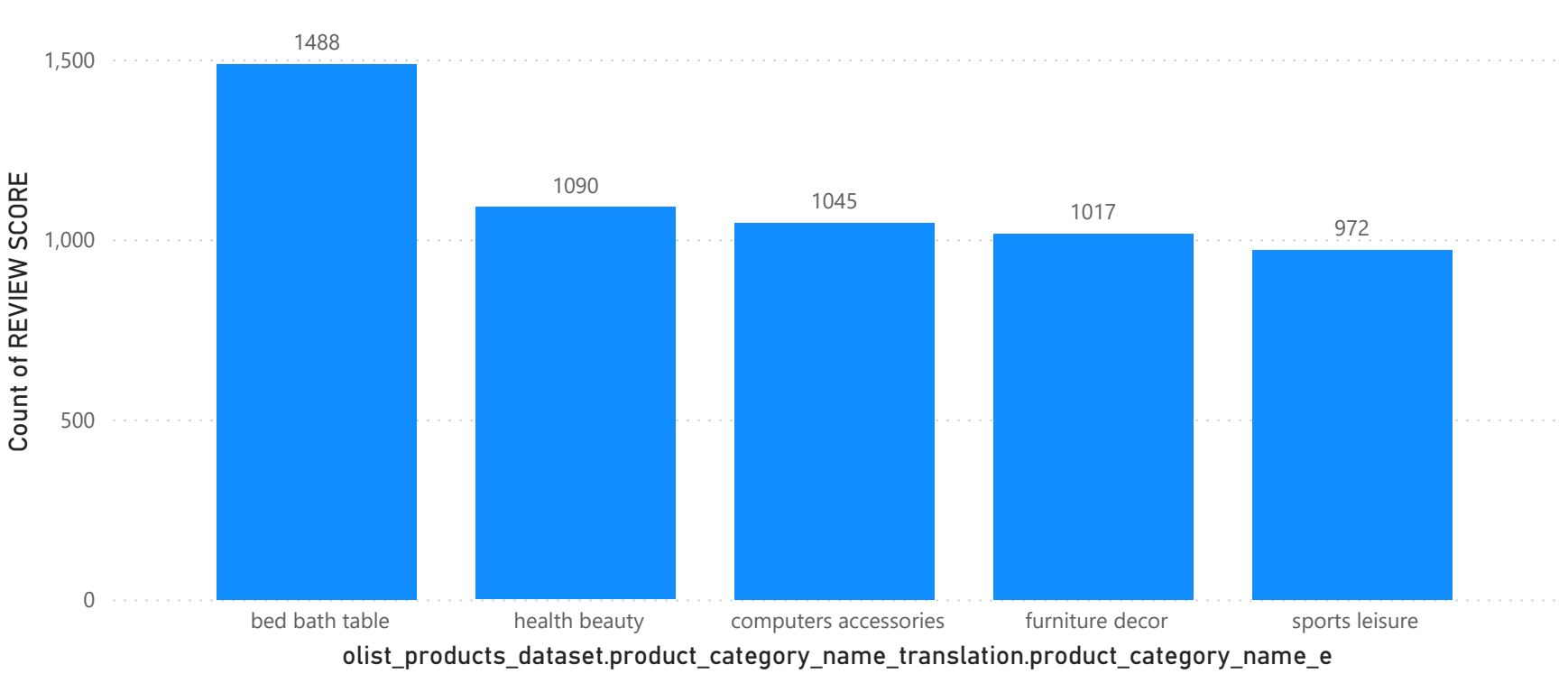
Avg. Review Score Trend



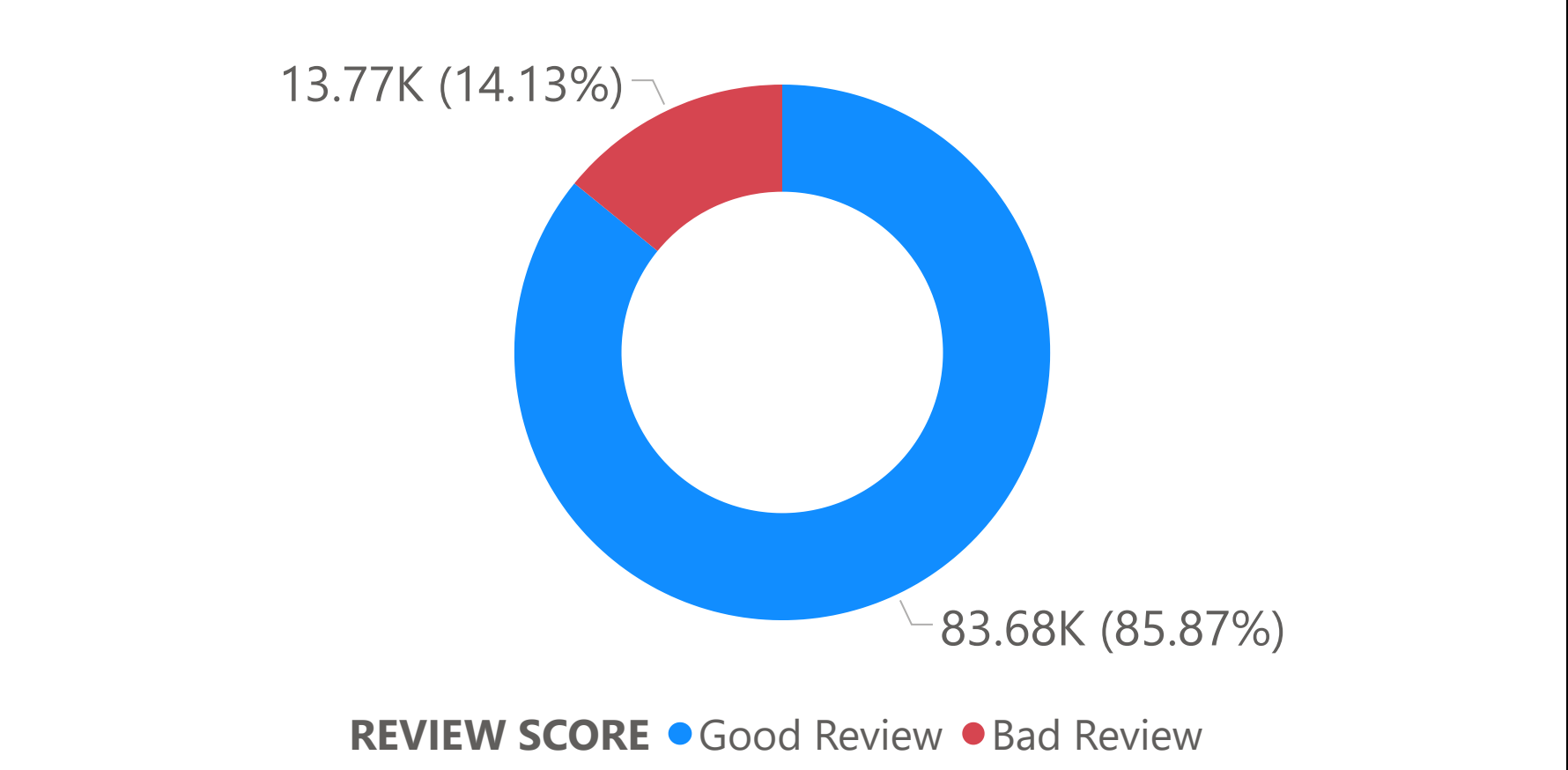
Product Categories(Bottom 5 by Review Rating)



Product Categories(Highest Number of Bad Reviews)



Review Scores



Product Category by Avg Review Score(Low to High)

olist_products_dataset.product_category_name_translation.product_category_name_e	Average of olist_order_reviews_dataset.review_score
security and services	2.50
office furniture	3.62
fashion female clothing	3.69
fashion male clothing	3.70
diapers and hygiene	3.74
furniture mattress and upholstery	3.83
audio	3.84
construction tools safety	3.89
home confort	3.90
fixed telephony	3.90
home comfort 2	3.90
	3.93
fashion underwear beach	3.94
bed bath table	3.99
party supplies	4.00
telephony	4.01
Total	4.11



Product Sales and Revenue	Delivery Performance	Customer Reviews	Insights and Recommendations
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Looking at the delivery performance tab, it is easily identifiable that most of the late deliveries are due to courier issues. This is due to low average order approval time (approximately 10 hrs), and a fast time it takes for the seller to pass the order to the courier. It is possible that the courier is doing its shipping on a set date every few days in a month and not on a daily basis hence the delay. A solution that is easily available will be changing courier services that better match the requirements of the company. Or if the company is handling the courier services as well, then regular schedule of shipments must be changed to match the needs of the company.

As for the customer review of the products, the product ratings are rather stable aside from the security and services product category which is considered an outlier at an average rating of 2.5. Perhaps the company could notify the seller about this issue as to provide losses to both parties in case disputes are raised.