

# E-commerce Store Olist Case Study

Year

All

Month

All

Total No. of Orders

99,441

Total No. of Customers

96,096

Total No. of Categories

71

Total No. of Products

32,951

Total Prices Value

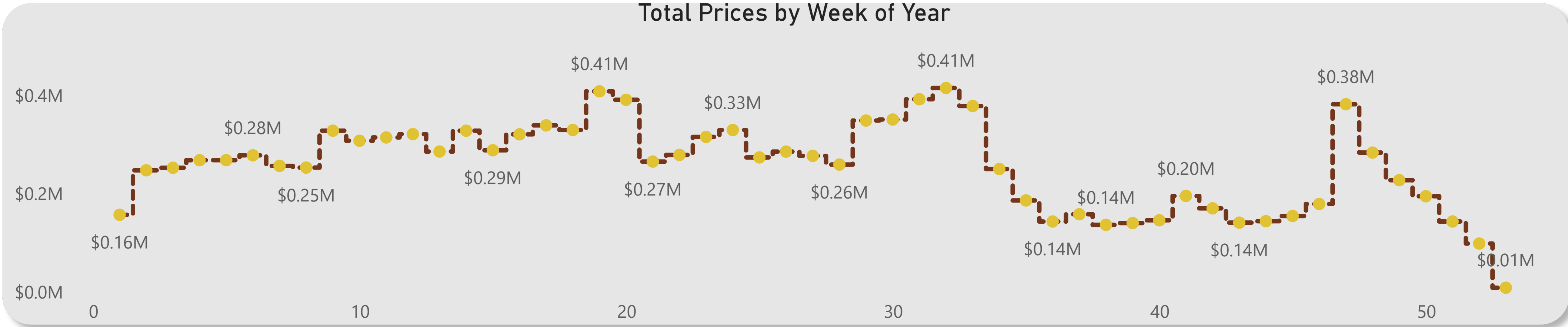
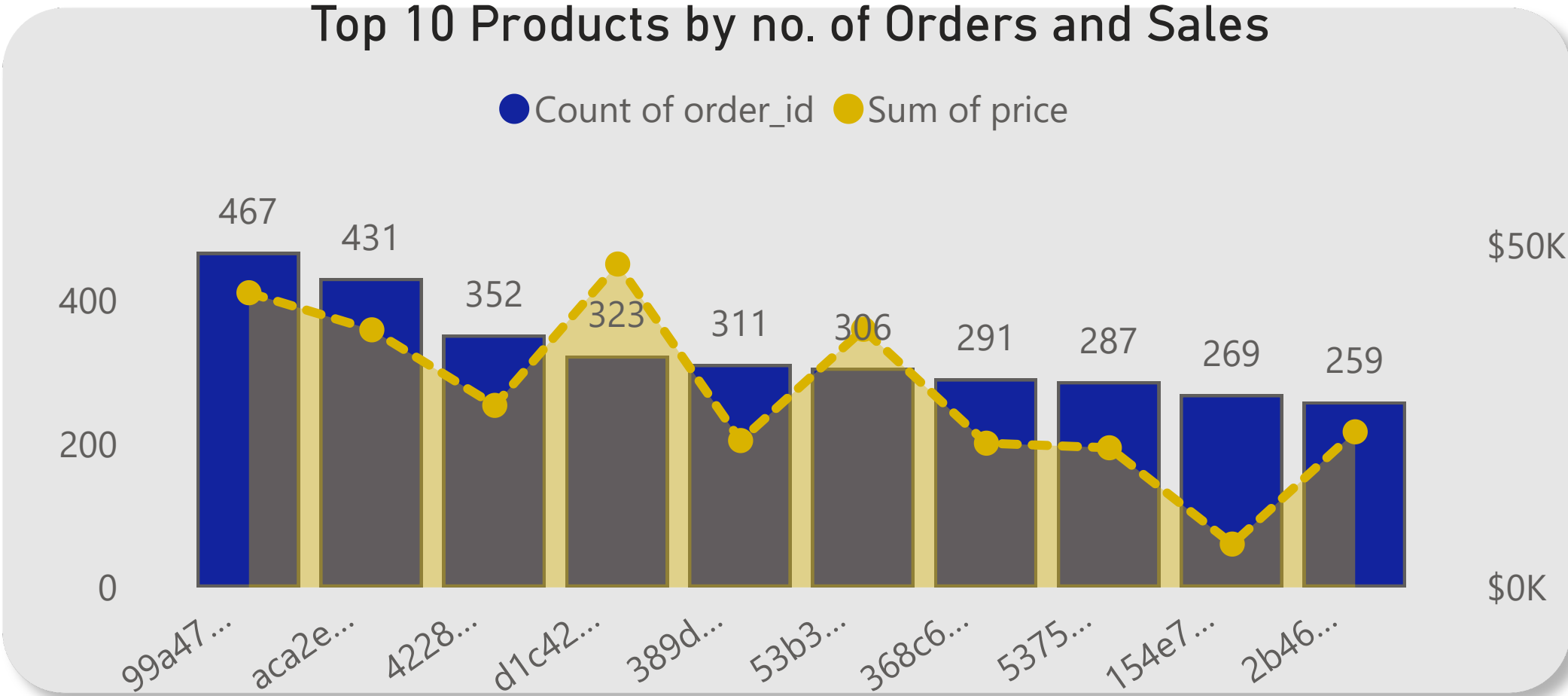
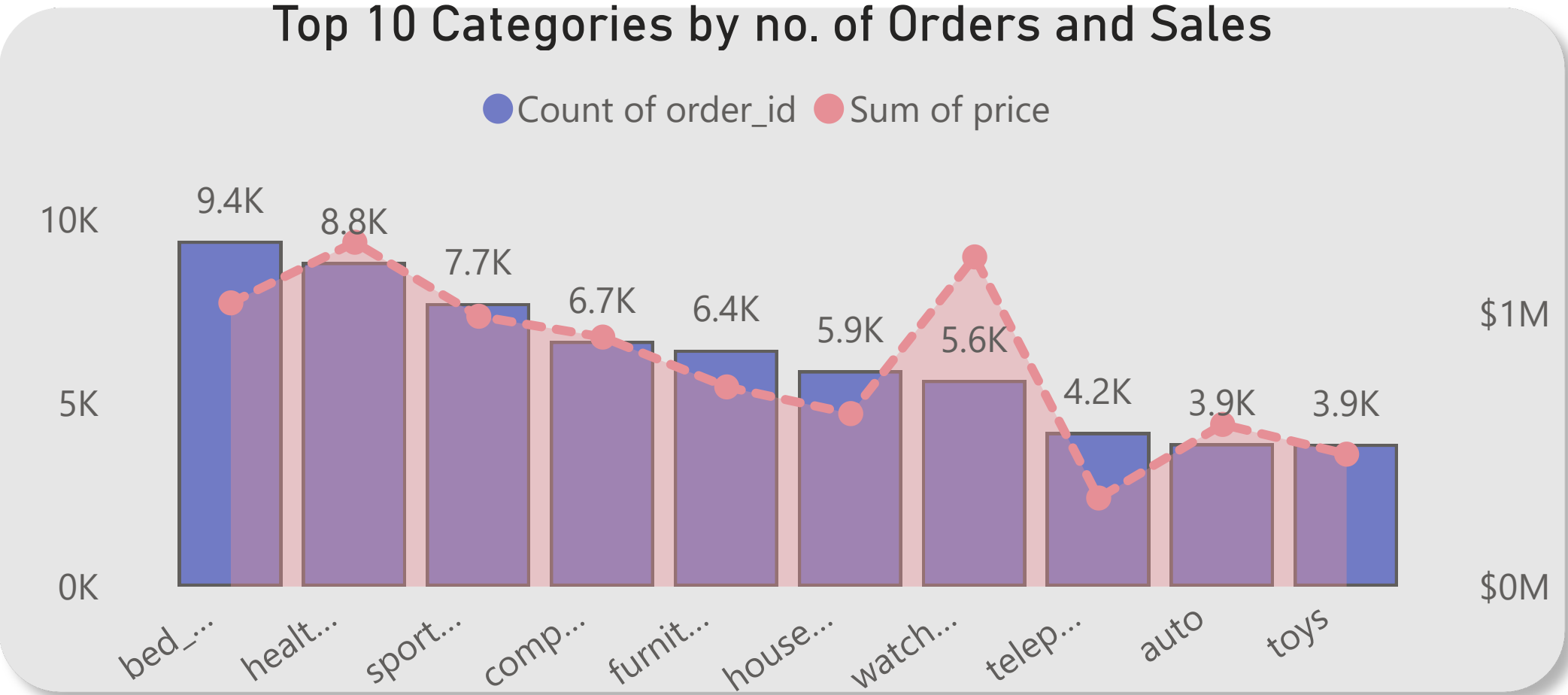
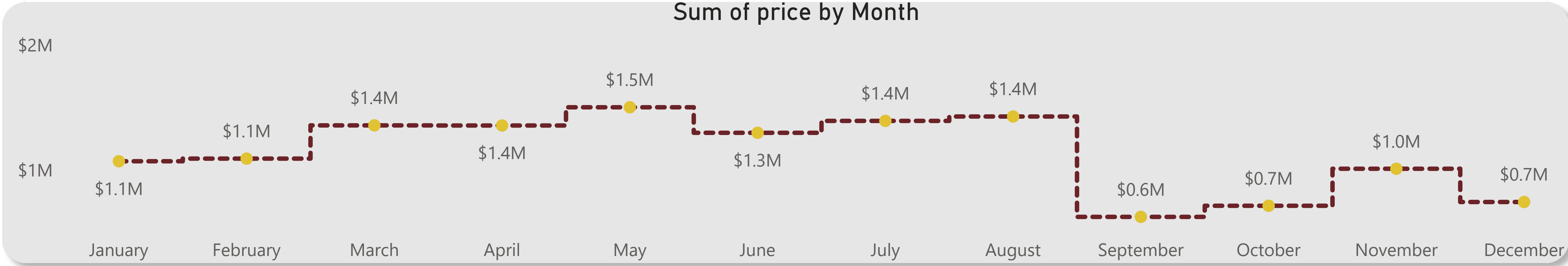
\$13,591,644

Total Freight Value

\$2,251,910

Total Payment Value

\$16,008,872



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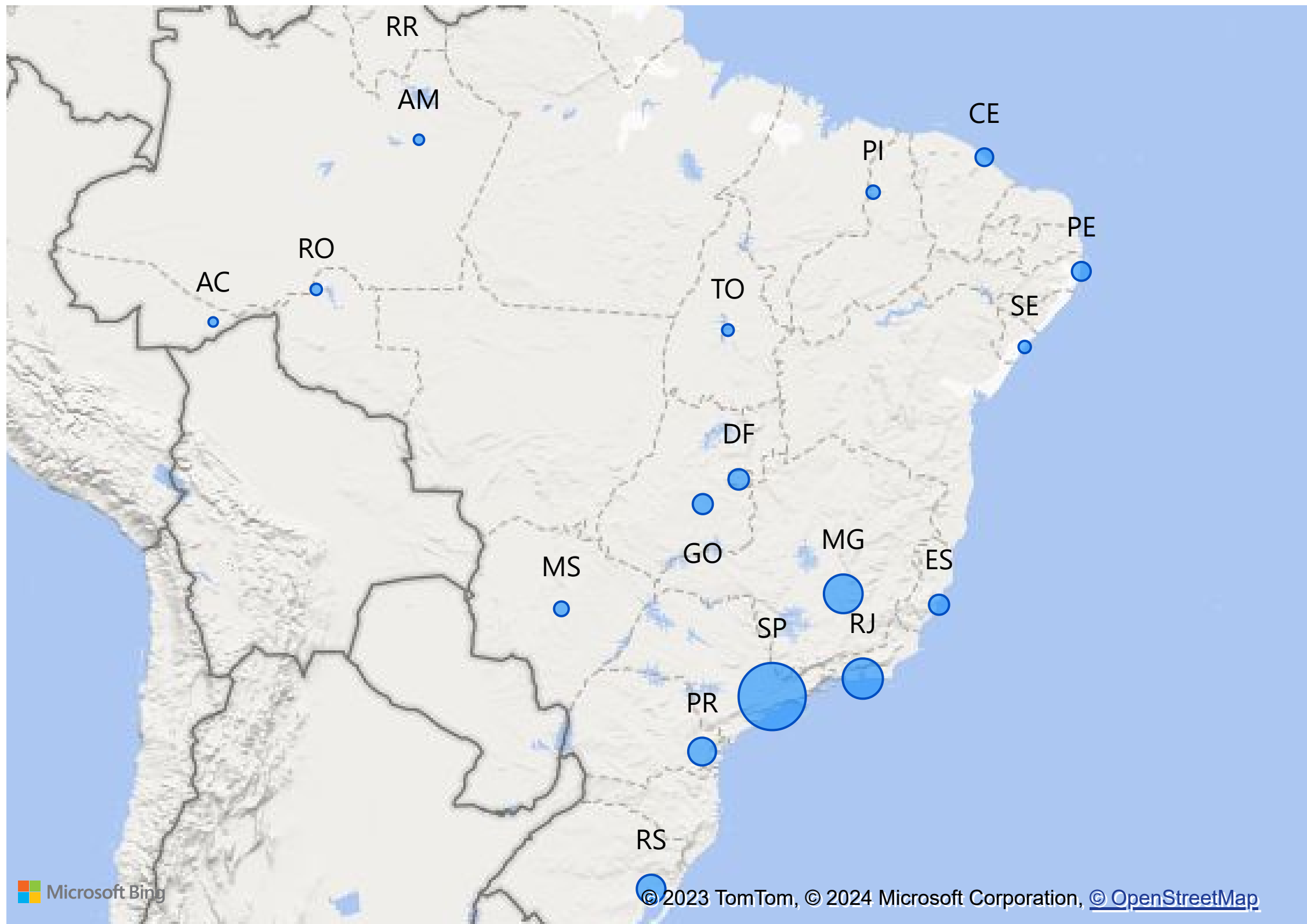
Prices & Trends

Cities & Payment

Cities & Payment

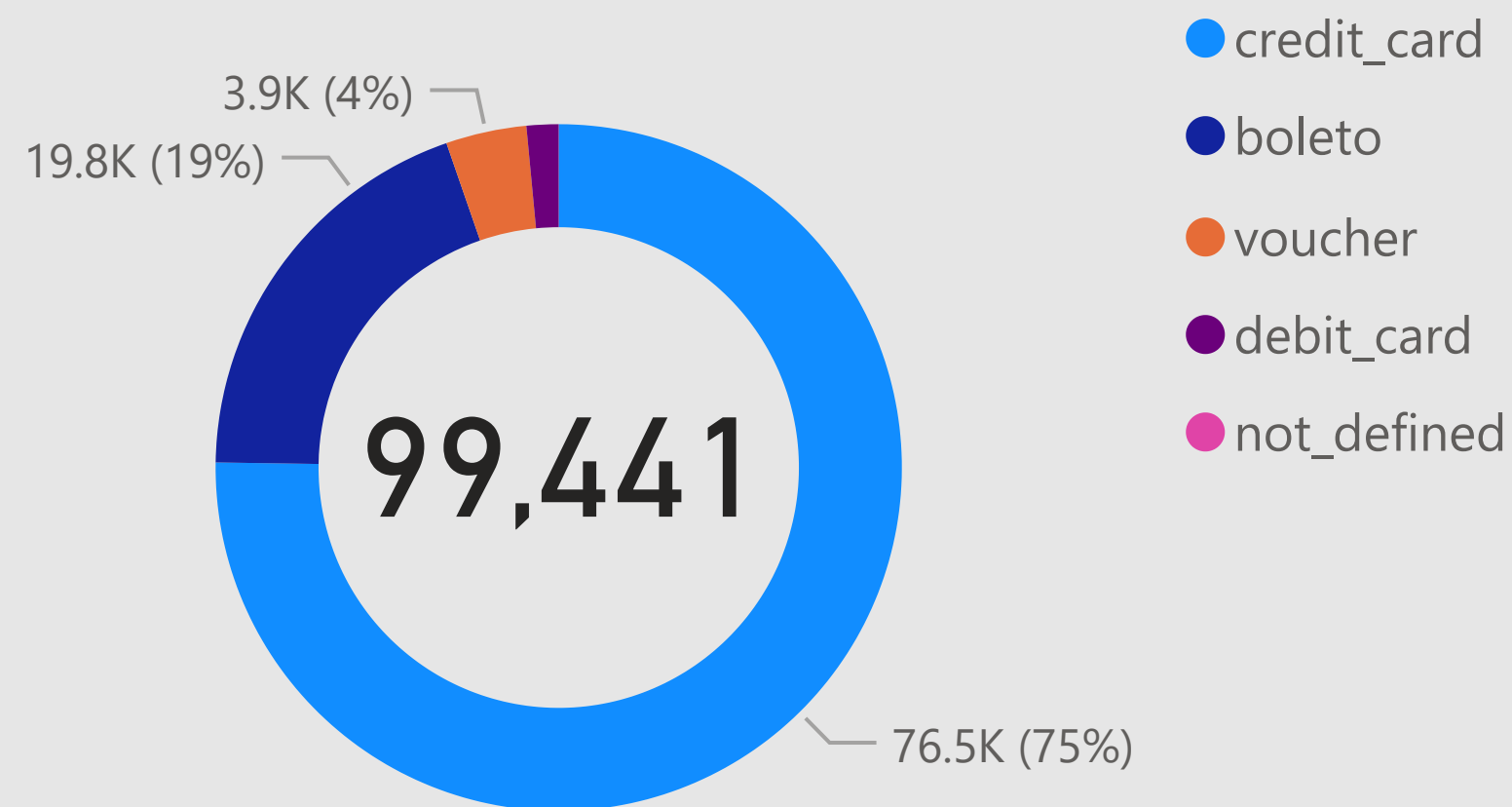
Orders & Status

Shipping & Reviews

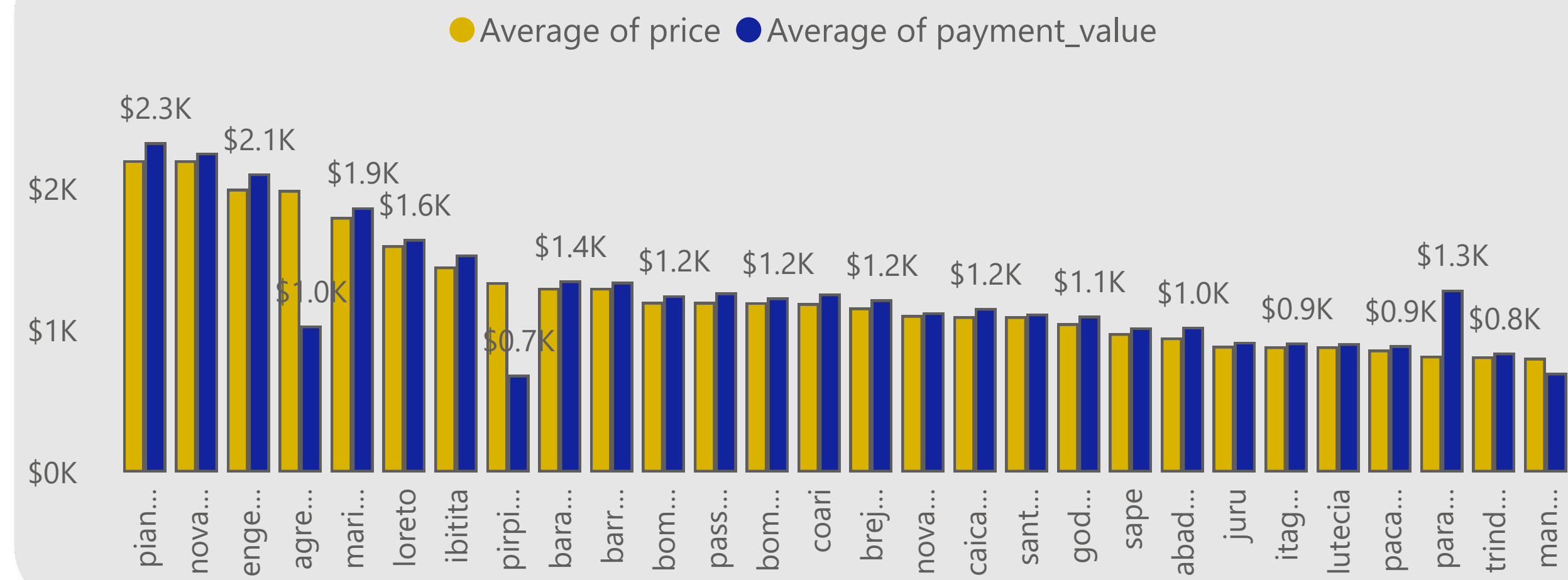


Year	Month	Total customers	Active customers	New Customers	old customer
2016	September	4	4	0	4
2016	October	321	324	3	318
2016	December	1	1	0	1
2017	January	765	800	35	730
2017	February	1,755	1,780	25	1,730
2017	March	2,642	2,682	40	2,602
2017	April	2,372	2,404	32	2,340
2017	May	3,625	3,700	75	3,550
2017	June	3,180	3,245	65	3,115
2017	July	3,947	4,026	79	3,868
2017	August	4,246	4,331	85	4,161
2017	September	4,212	4,285	73	4,139
2017	October	4,561	4,631	70	4,491
2017	November	7,430	7,544	114	7,316
2017	December	5,603	5,673	70	5,533
2018	January	7,166	7,269	103	7,063
2018	February	6,569	6,728	159	6,410
2018	March	7,115	7,211	96	7,019
2018	April	6,882	6,939	57	6,825

Orders by payment type



Average price & payment by city



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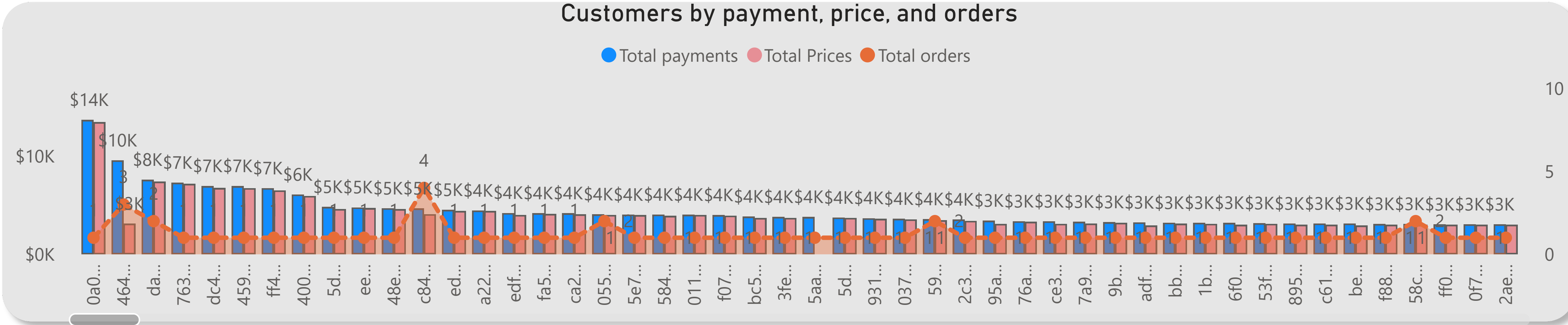
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