

Olist Sales Insights

Olist is the largest department store in Brazilian market places. It connects small businesses from all over Brazil to channels without hassle and with a single contract. Those merchants are able to sell their products through the Olist Store and ship them directly to the customers using Olist logistics partners. Olist experienced tremendous growth between 2017 and 2018. However, that growth rate is declining and management has decided to start an advertising campaign and needs to know where to advertise and which categories to target.



Year	Revenue	Order Count	Customer Count
2017	6,057,580	44139	42803
2018	7,332,018	53473	52280



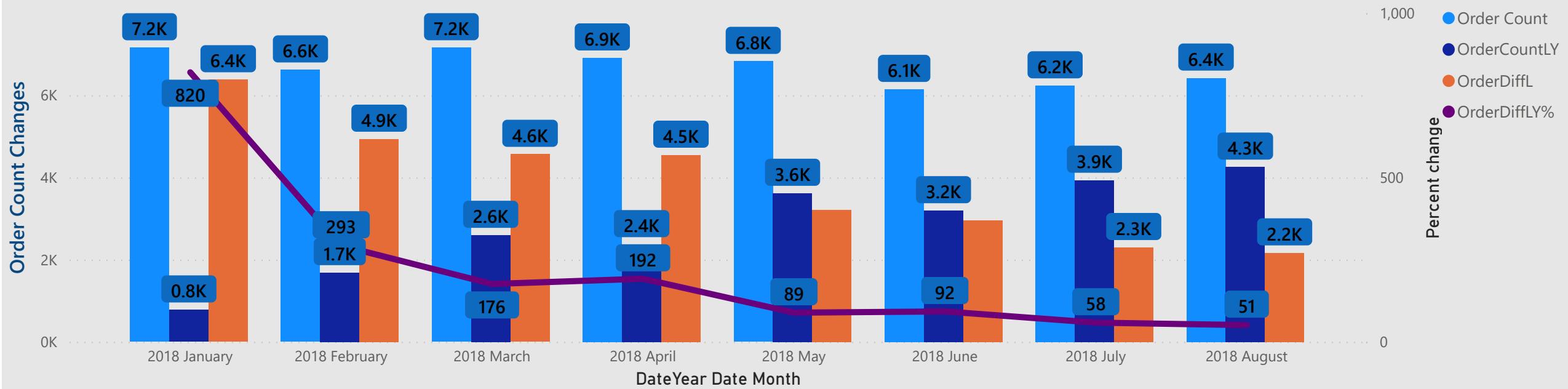
2018 Year over Year Revenue Change and Percent Change



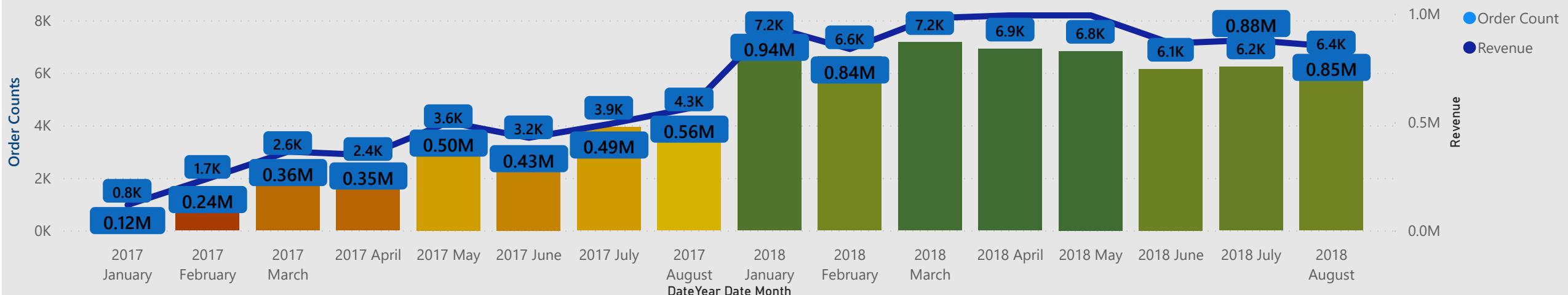
Growth Overview

These charts show that Olist is experiencing excellent growth, however, that growth is slowing.

Year Over Year Order Count Change Month By Month



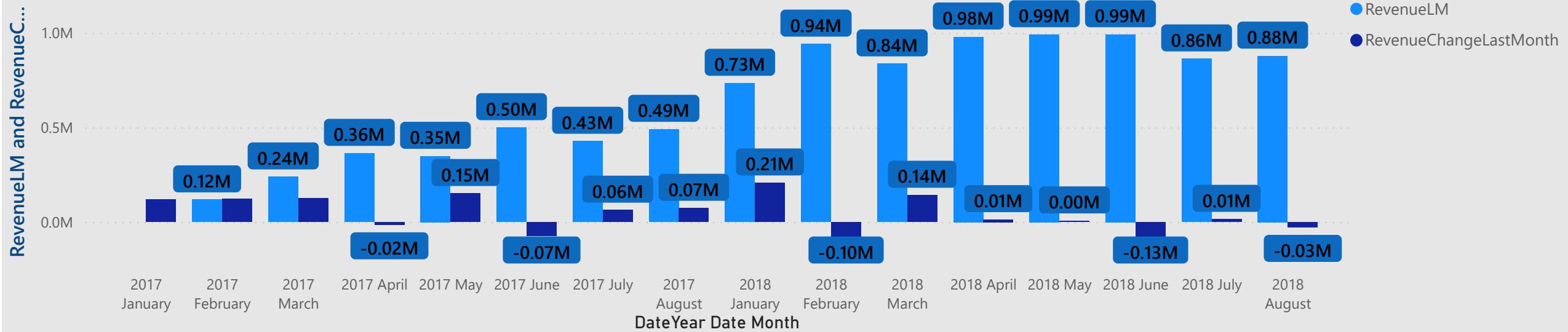
Order Count and Revenue by DateYear and Month



Growth Overview

We can see that sales increase are not consistent. The latter part of the year shows very small increase and even a decrease from the prior month.

Monthly Change In Revenue



Revenue and Revenue Change % By Month

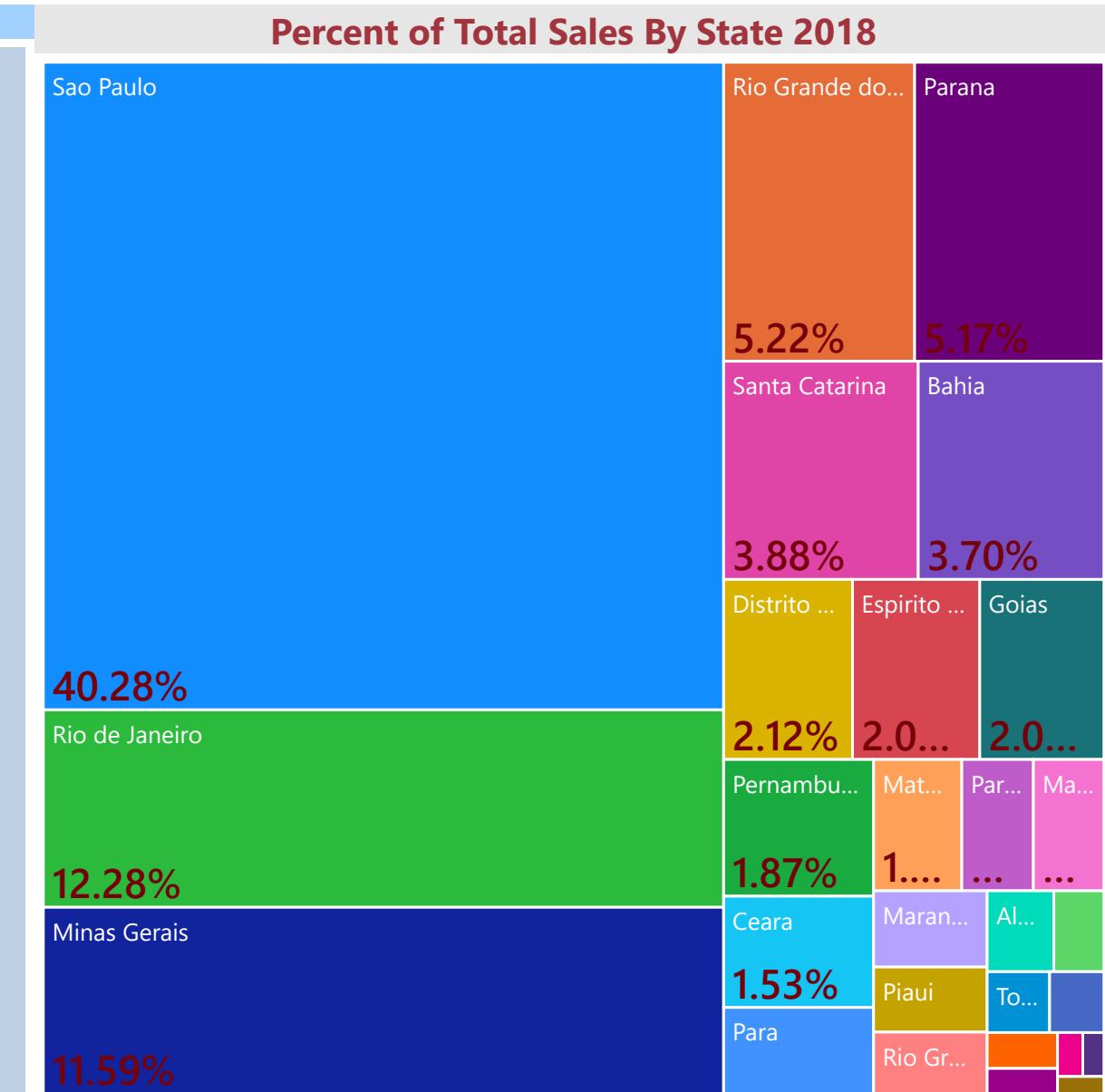


Where To Advertise?



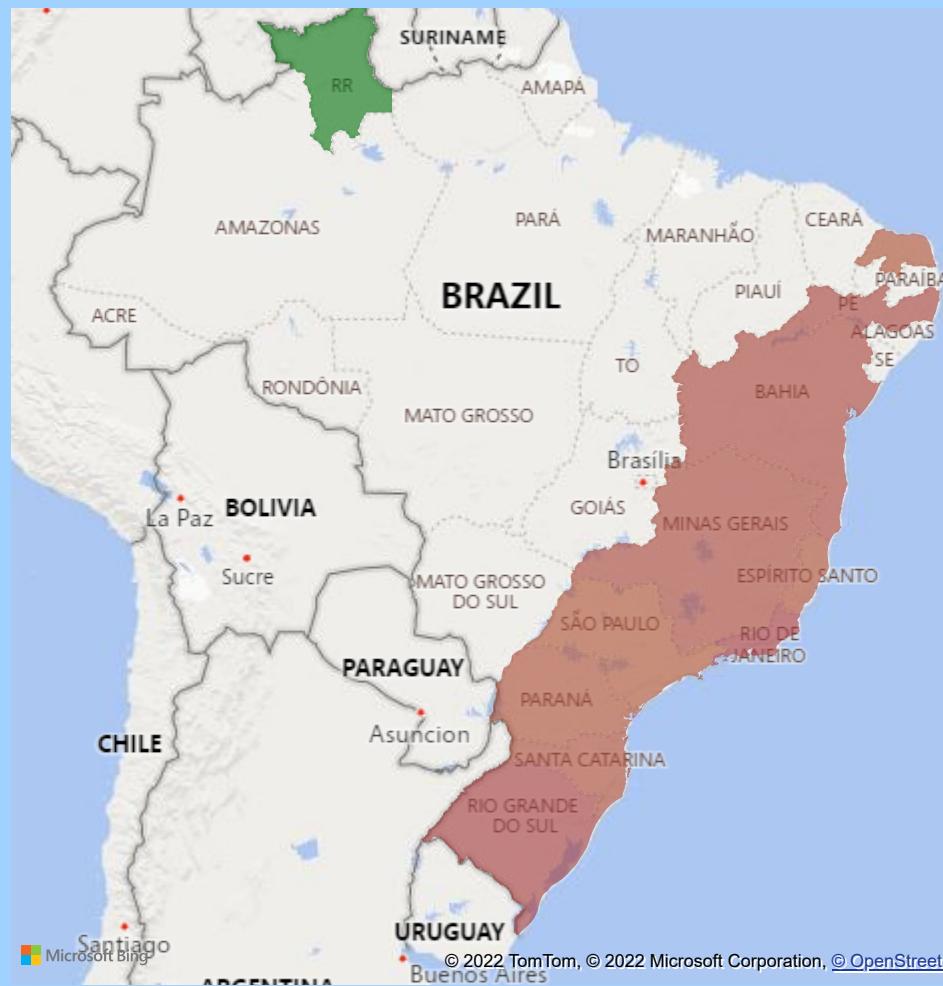
2018 Revenue By Location

Sales are concentrated on the east coast, with the southeast having the greatest concentration.



2018 Revenue Change By State

Revenue Change by State Name

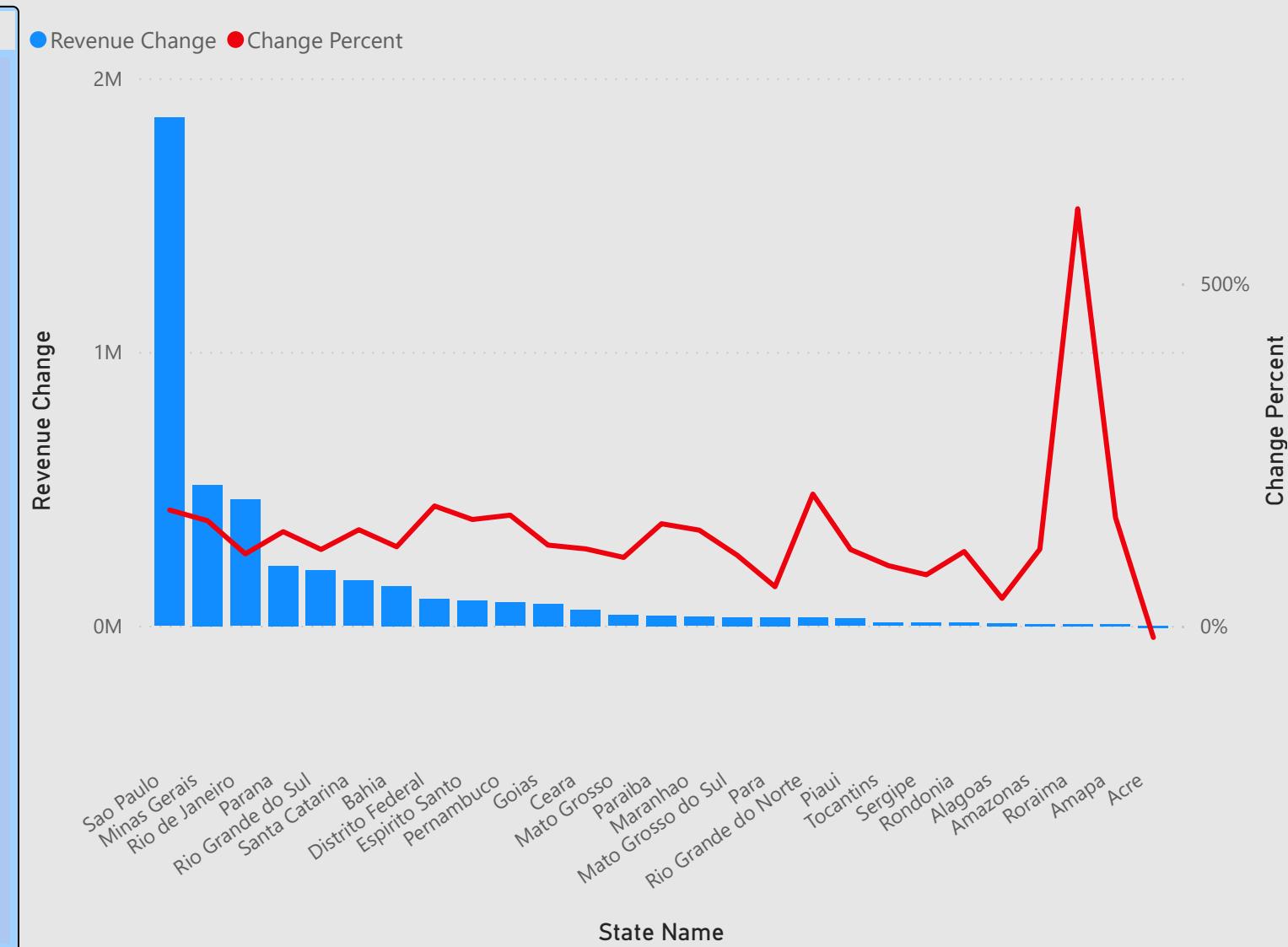
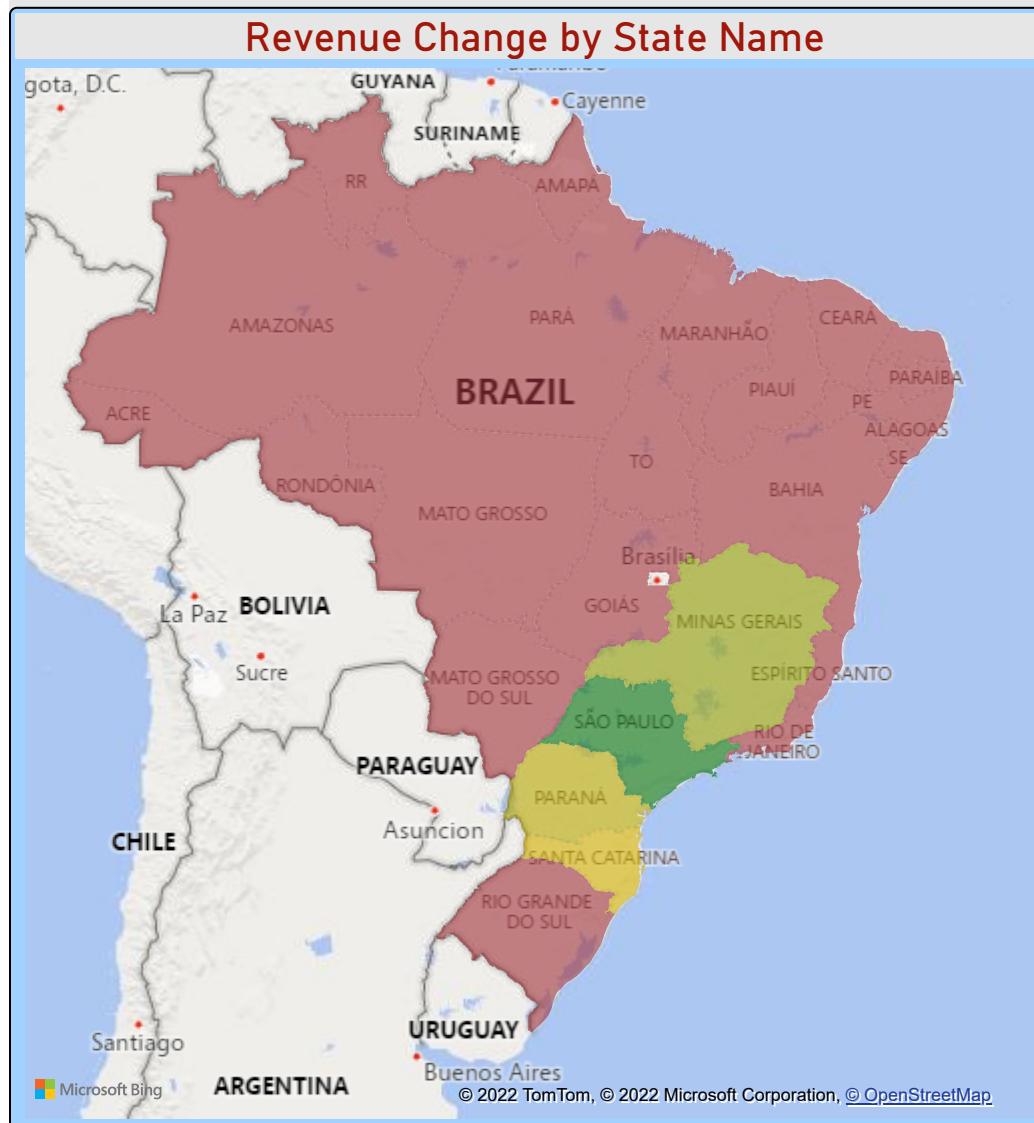


State Name	RevenueLastYear	Revenue	Revenue Change	Change Percent
Roraima	877.15	6,222	5,344.94	609.35%
Rio Grande do Norte	15,999.68	46,797	30,796.87	192.48%
Distrito Federal	56,554.59	155,605	99,050.84	175.14%
Sao Paulo	1,097,005.95	2,952,973	1,855,967.15	169.18%
Pernambuco	52,512.42	137,434	84,921.19	161.72%
Espirito Santo	60,123.34	153,555	93,431.51	155.40%
Minas Gerais	335,045.81	849,612	514,566.29	153.58%
Santa Catarina	118,388.11	284,615	166,226.71	140.41%
Parana	159,632.88	379,330	219,697.30	137.63%
Bahia	125,977.14	271,575	145,597.38	115.57%
Rio Grande do Sul	180,889.84	382,733	201,843.41	111.58%
Rio de Janeiro	438,888.99	900,321	461,432.06	105.14%

This shows the top ten growth in both amount and percent. It shows that the states along the cost provide both. Roraima in the north has outstanding percentage growth, however, it has a very low sales amount. Olist should target any marketing campaign in the costal states.

2017 - 2018 Revenue Change By State

The top 3 states, San Paulo, Minas Gerais, and Rio de Janeiro, account for ~63% of sales.
Any planned marketing campaigns should focus on these areas .



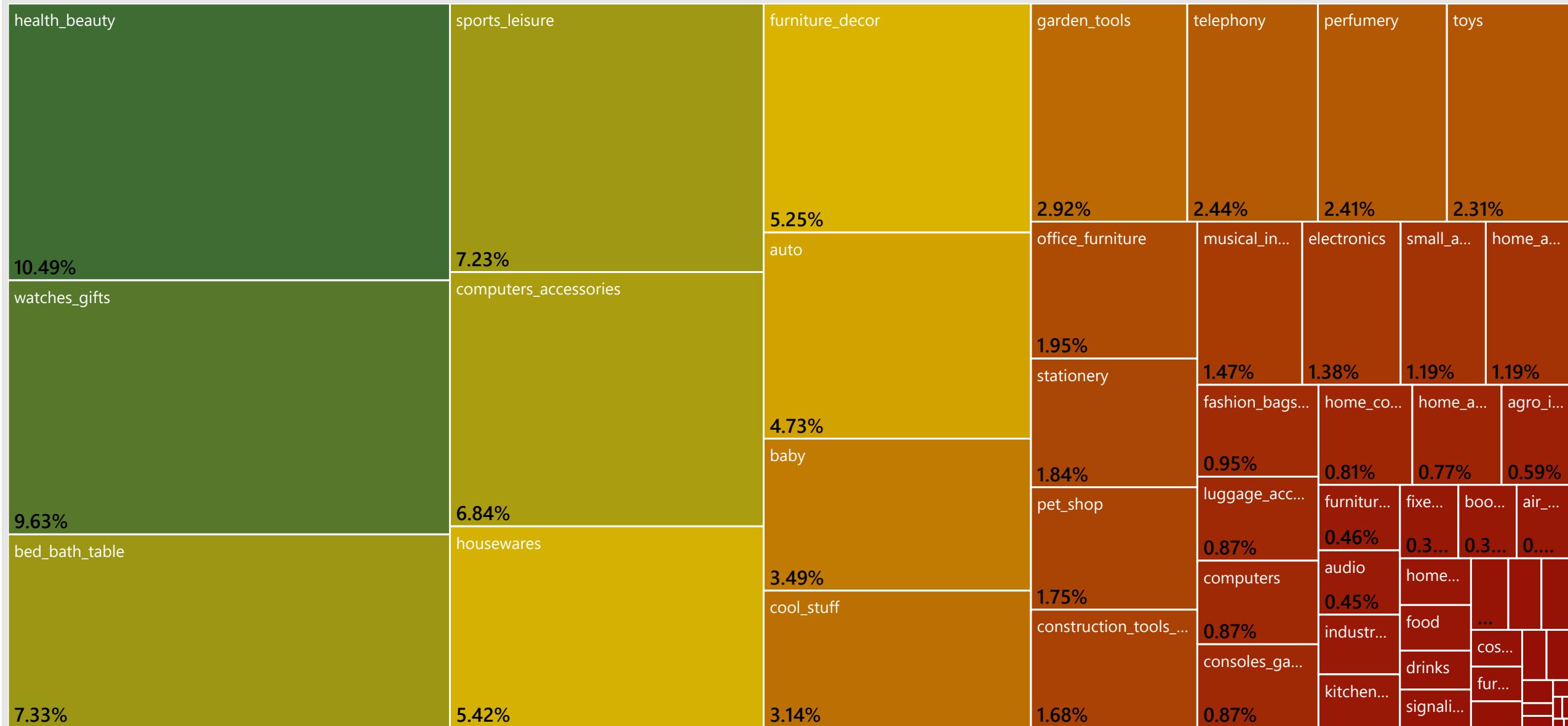
Which Categories?



Revenue By Category 2018

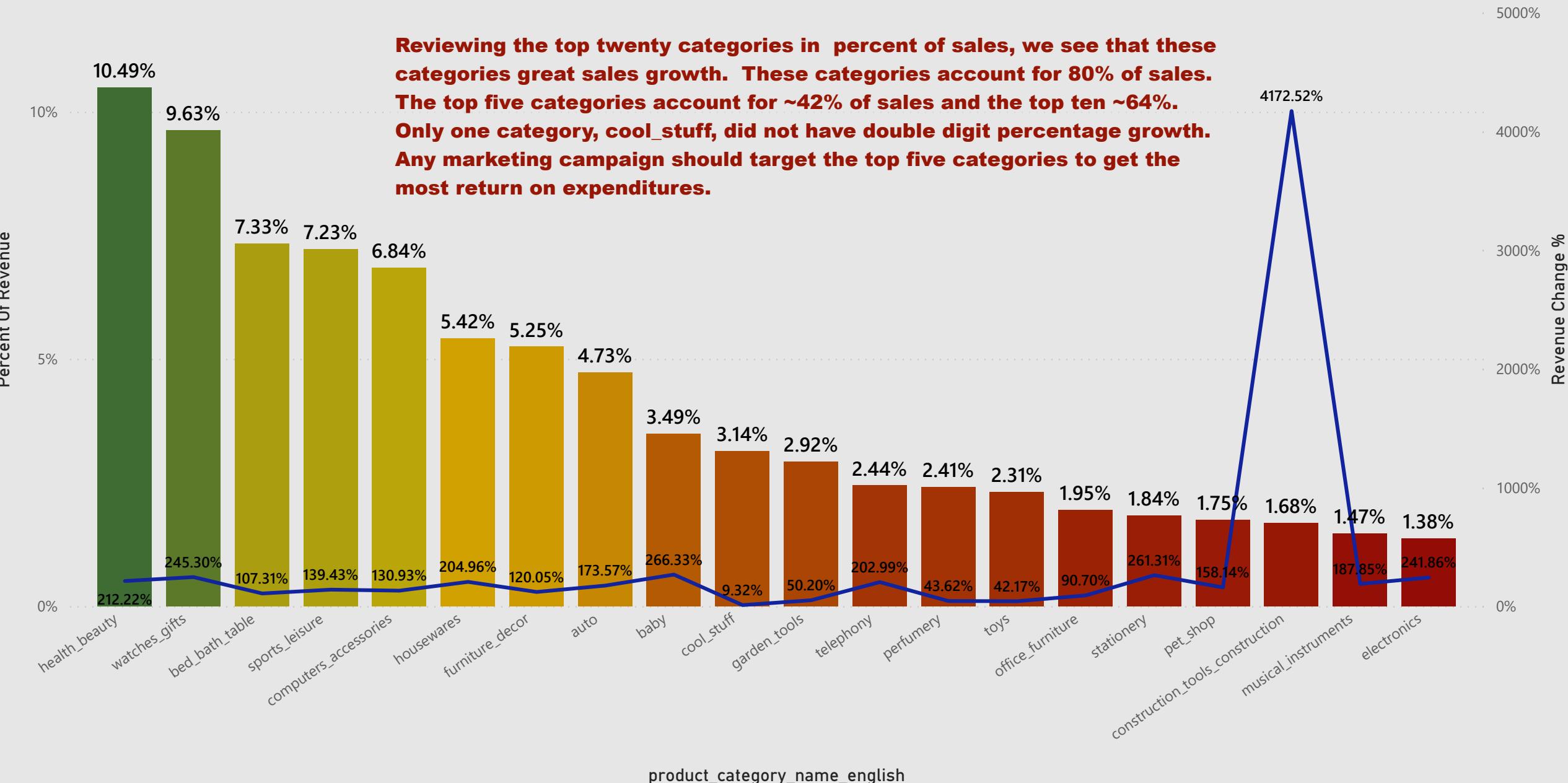
Olist's products are divided into 74 categories, however, sales are concentrated in the top 5 categories.

Revenue By Category



Revenue By Category 2018

Revenue By Category

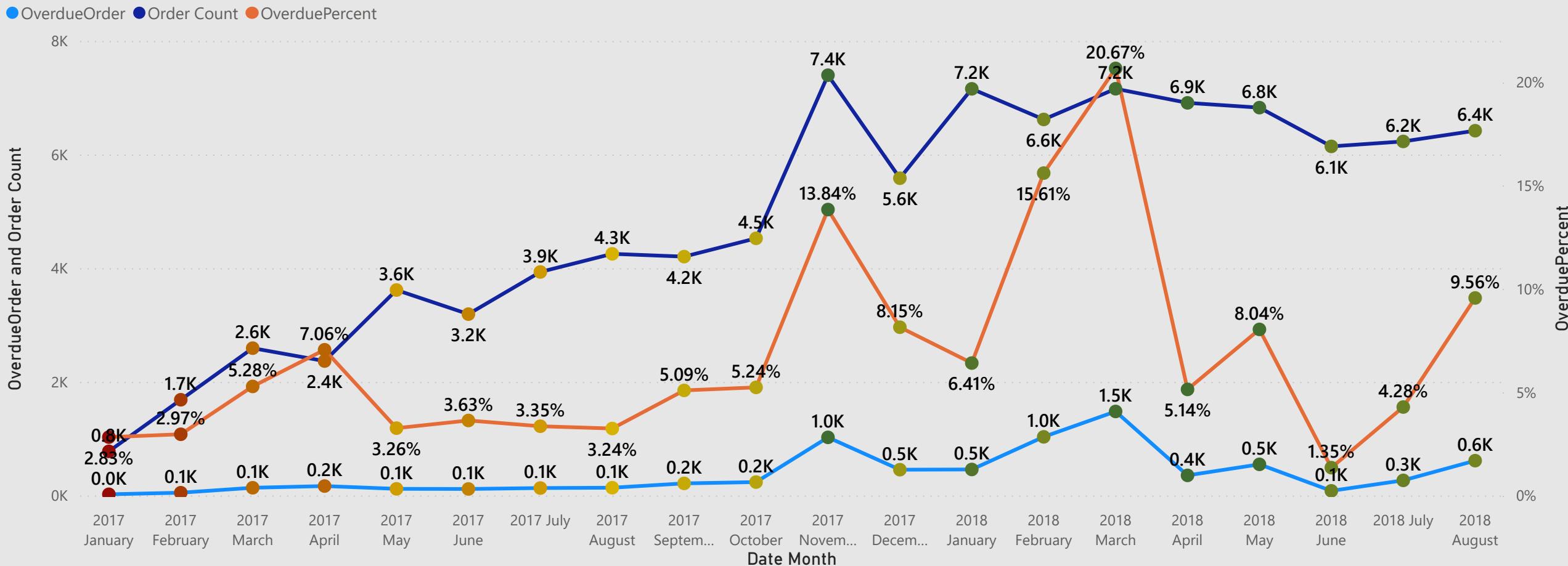


What to Watch - Overdue Orders

Year	OverdueOrder	Order Count	OverduePercent
2017	2810	44139	6.37%
2018	4840	53473	9.05%
Total	7650	97612	7.84%

The percentage of Overdue orders is increasing. Most of 2017 has an overdue percentage rate of less than 6%. There were several spikes with the high being ~14%. 2018 had huge a spike in March of nearly 21% and the average was ~9%, which is nearly a 50% increase from 2017. This could lead to customer dissatisfaction, and lower sales.

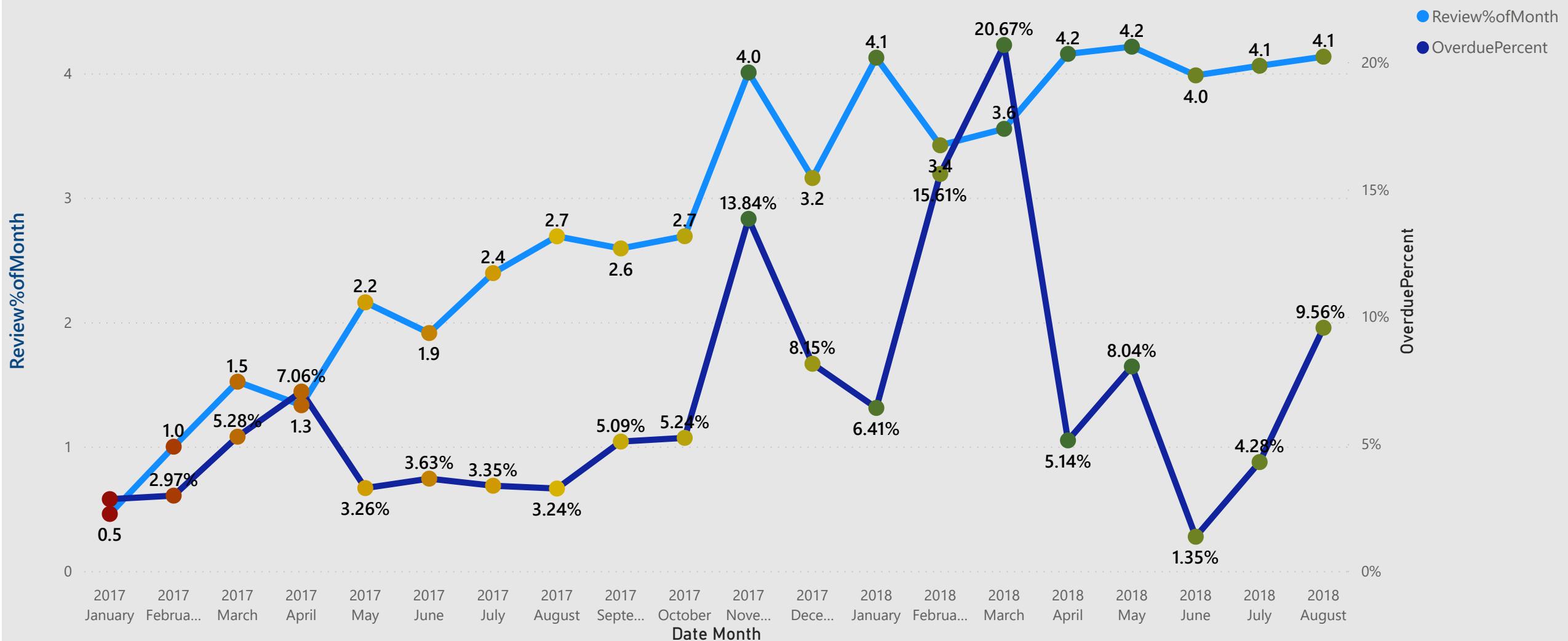
OverdueOrder, Order Count and OverduePercent by Year and Month



Review Scores

This chart shows that there was a dip in score 5 ratings as the percentage of overdue orders increased. Even though there is currently no correlation between these variables, it only stands to reason the overdue orders will make customers less satisfied.

Overdue percent and Score 5 % by Month



CONCLUSIONS

Any advertising campaign should focus on the southeastern states: Sao Paulo, Rio de Janeiro, Minas Gerais, Rio Grande do Sul, and Parana. These states accounted for approximately 75% of sales in 2018. Olist should also concentrate on the top five categories: health_beauty, watches_gifts, bed_bath_table, sports_leisure, and computers_accessories. These categories accounted for approximately 42% of sales. If the next five categories; housewares, furniture_decor, auto, baby, and cool_stuff were added, then approximately 60% of sales would be covered.

Olist should also keep an eye on the overdue orders, as they will lead to a loss in customer satisfaction.