

Olist Sales Insights

Olist is the largest department store in Brazilian marketplaces. 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.



Revenue By Location

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

Revenue by State

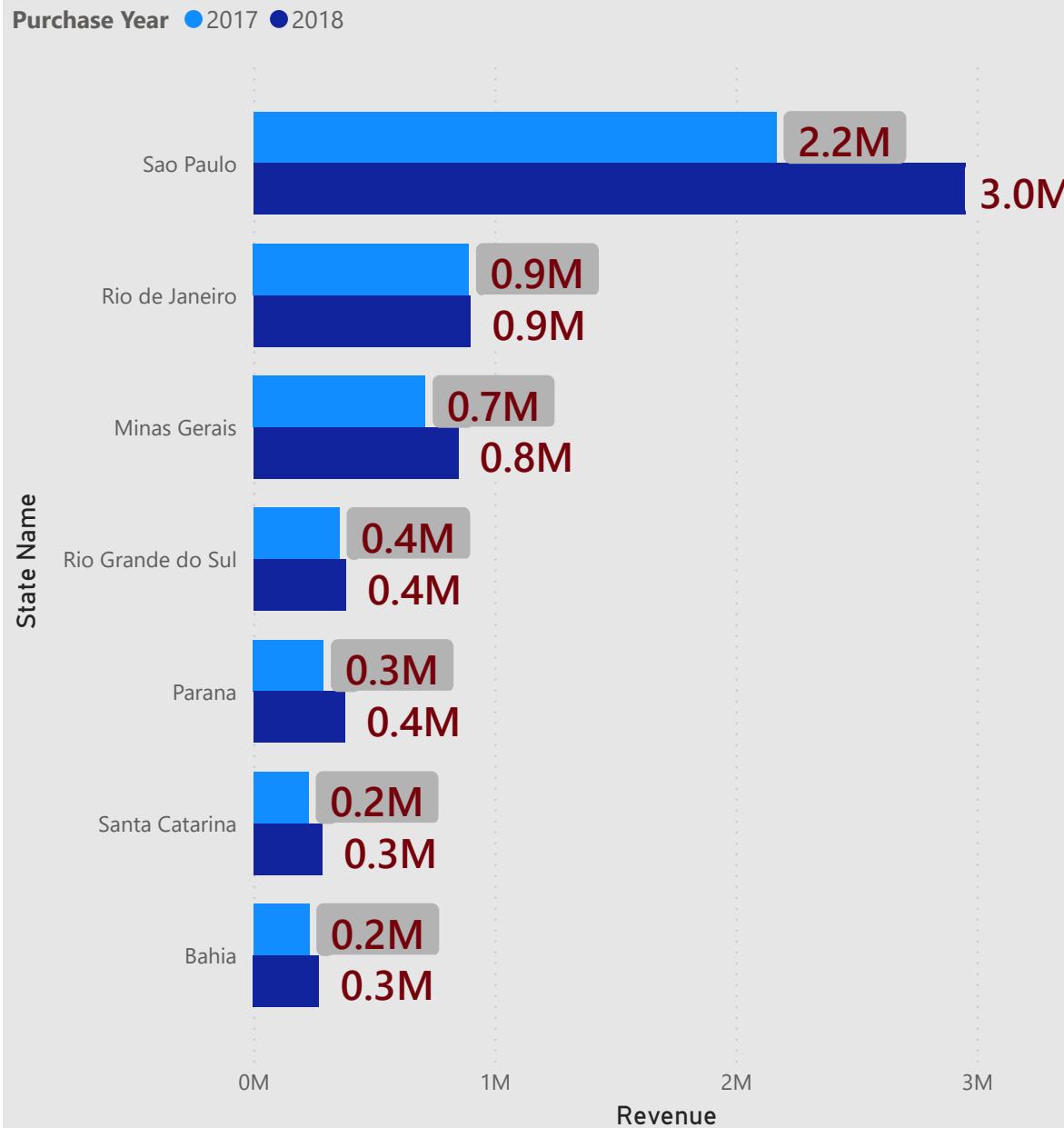


Revenue by Location 2018

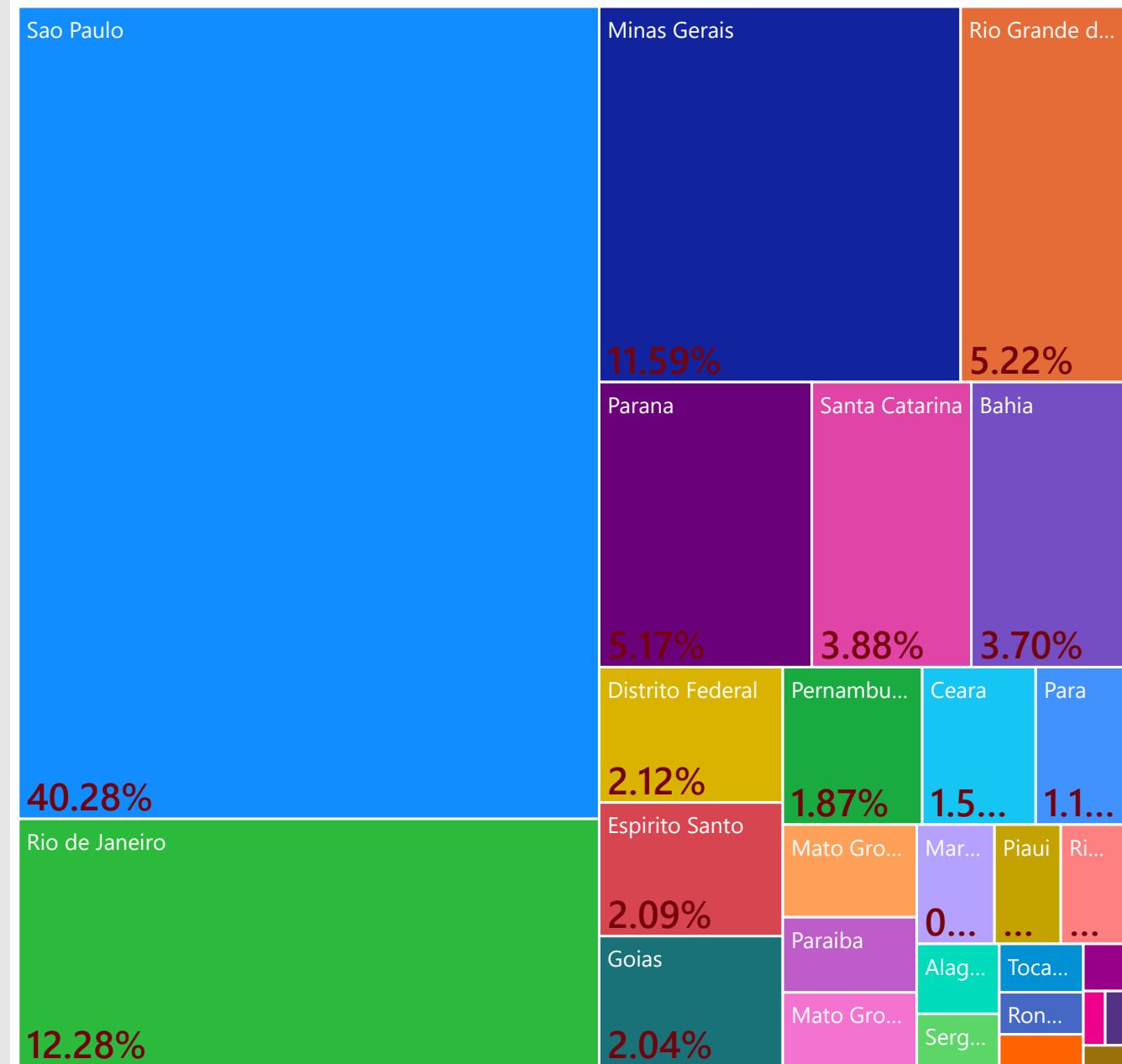


Another Perspective on Sales Distribution

Revenue by State and Purchase Year



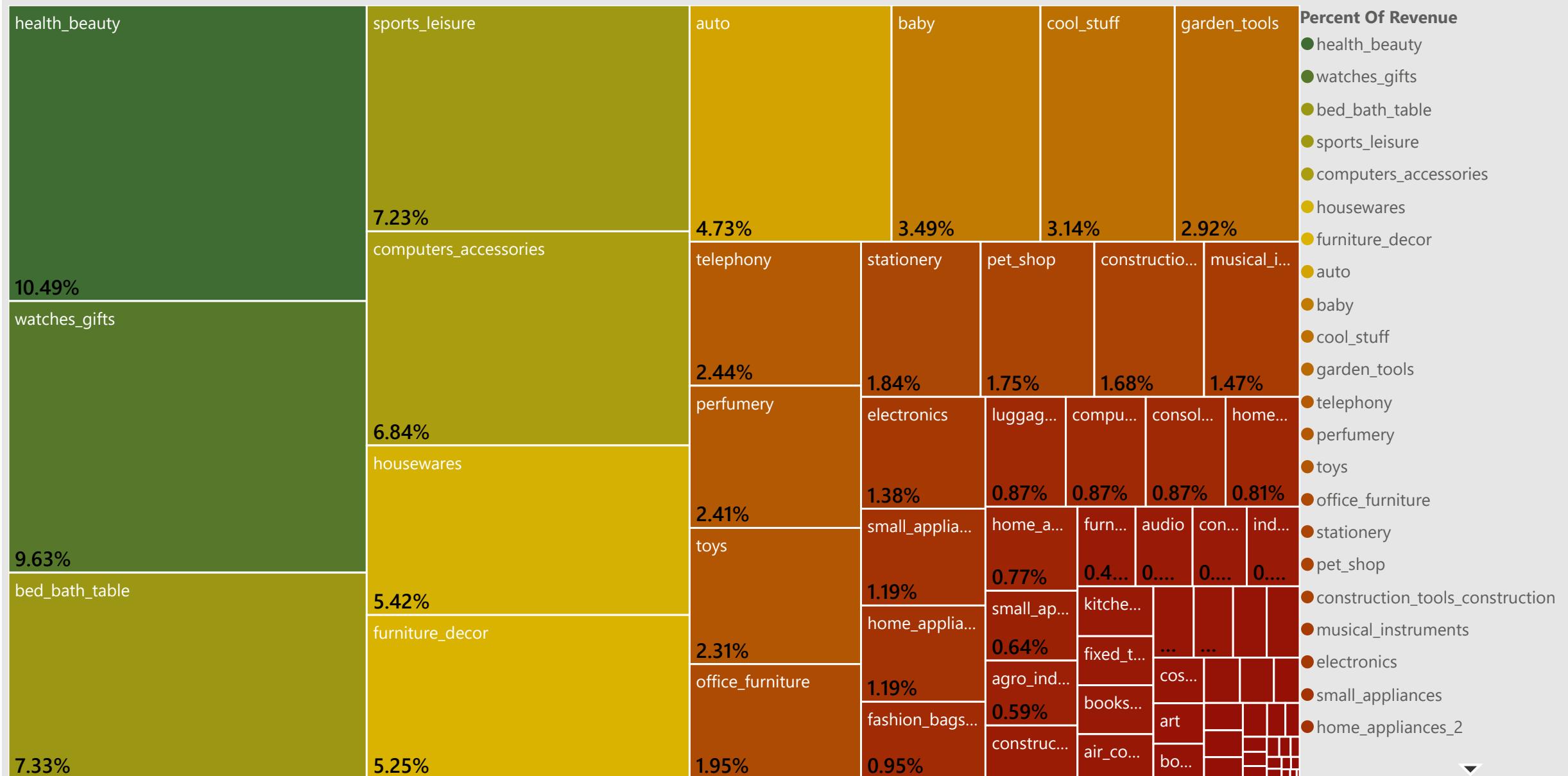
Percent of Total Sales By State¹⁸



Revenue By Category 2018

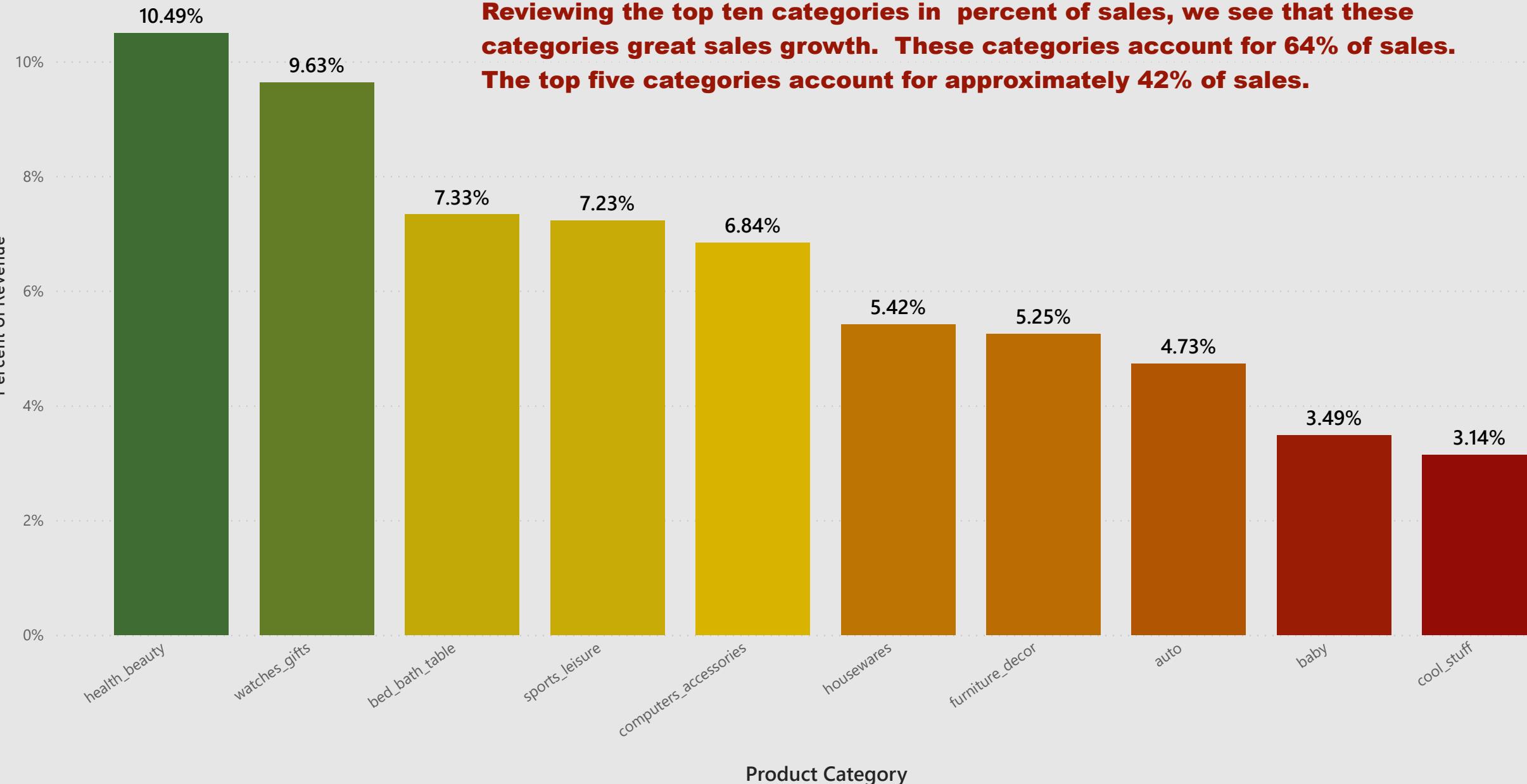
This chart shows that Olist's sales are concentrated in ten categories. The other categories have less than 3% of sales.

Revenue By Category



Revenue By Category 2018

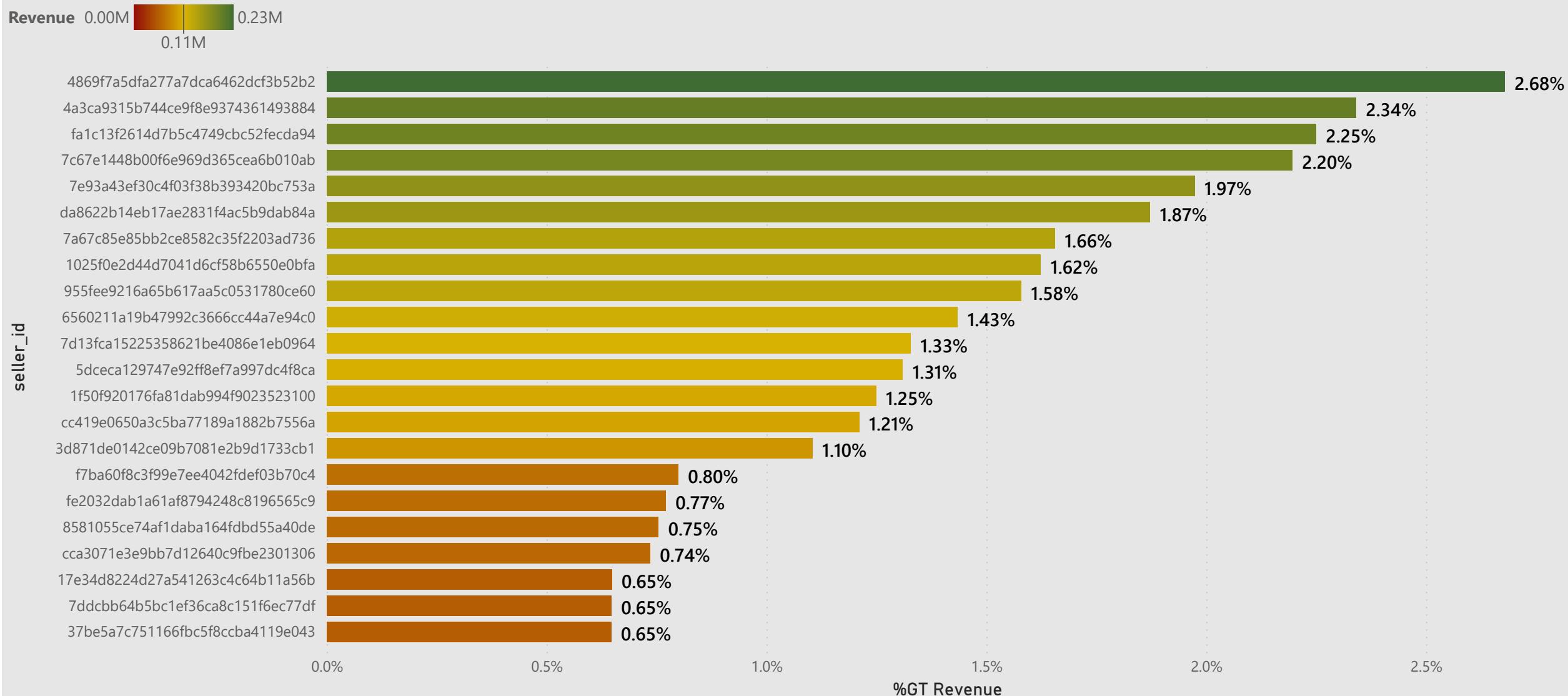
Revenue By Category



Sales By Seller 2018

Sales are disbursed over a large number of sellers. No single vendor plays a major role in sales. The top seller accounts for less than 3% of total sales.

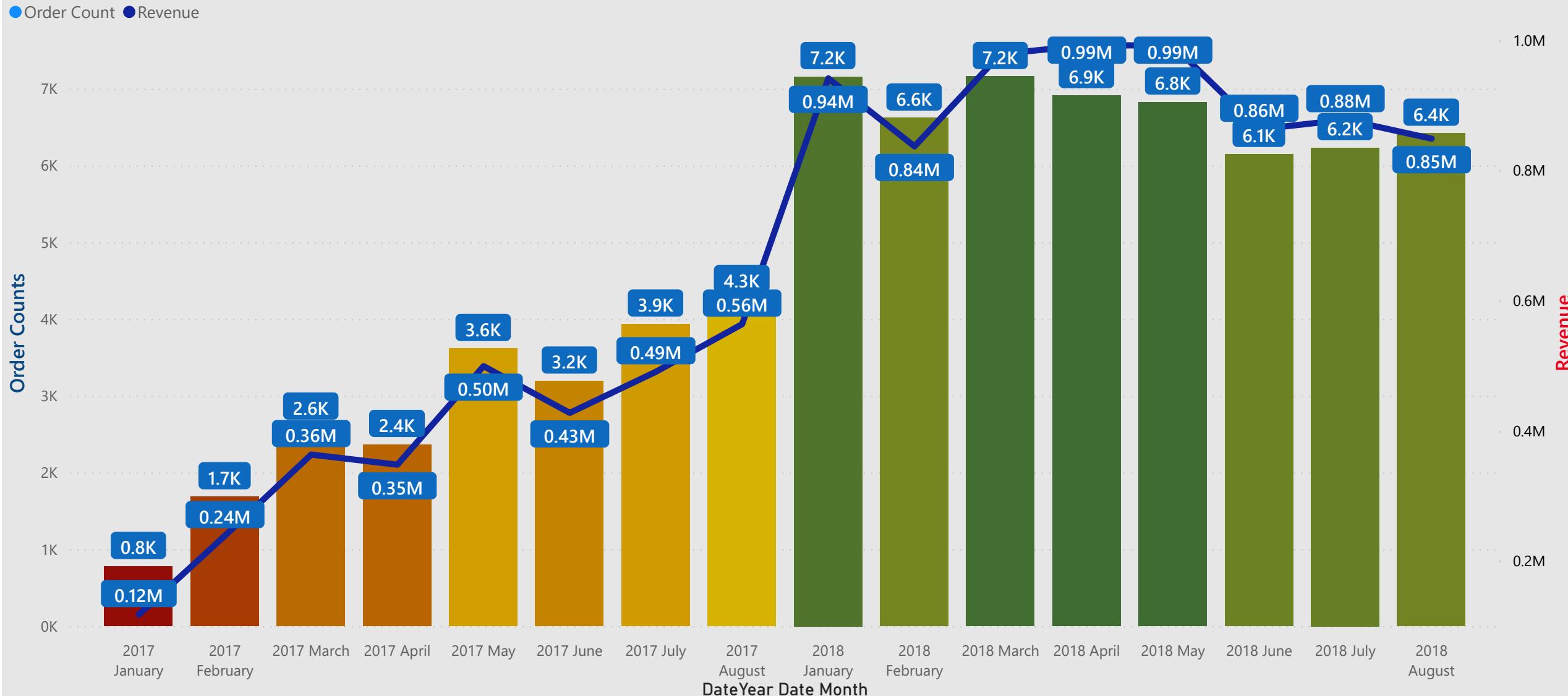
Percent Sales By Seller



Growth Overview

Olist is experiencing excellent growth. Order counts and revenue are both increasing.

Order Count and Revenue by DateYear and Month



Year over Year Growth

Olist had phenomenal sales growth in the beginning of the year. The percent has slowed as the monthly values have increased. However it was still 51% in August 2018.

Revenue, Last Year and Change by Month



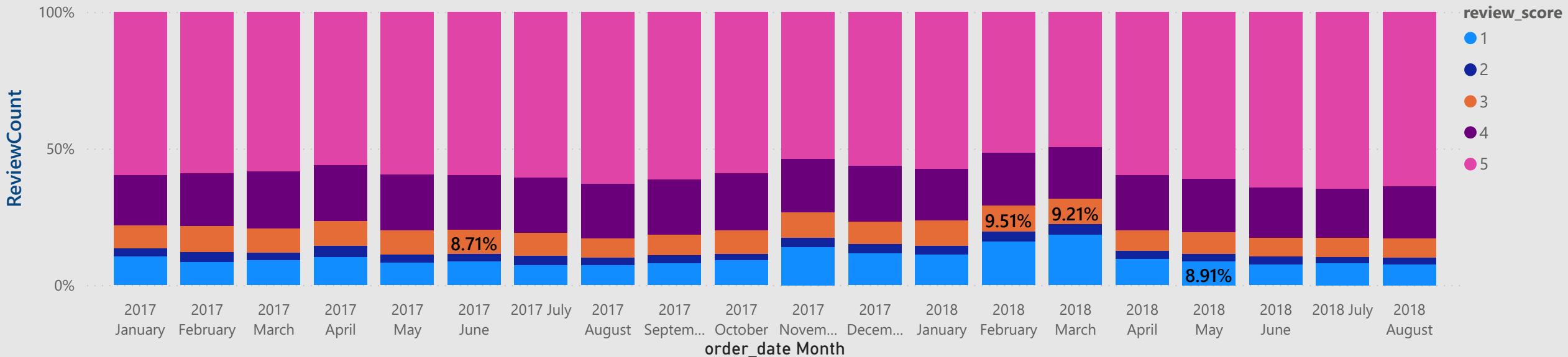
2018 Year over Year Revenue Change and Percent Change



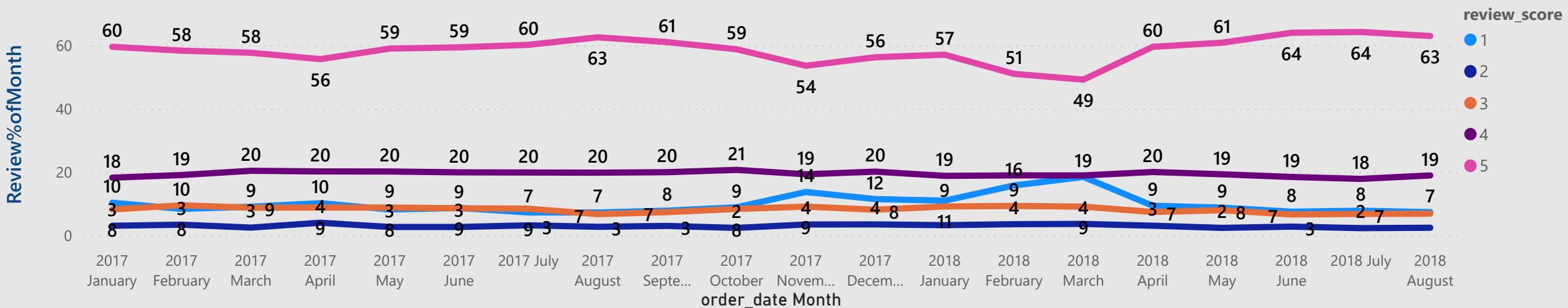
Review Scores

Olist has great review ratings, the top score (5) represented about 60% for most months and another 20% were rated at 4. Usually less than 10% were rated as a 1 on a monthly basis.

Review Score Count By Month



Review Score % By Month



Olist Sales Insights

Olist is an outstanding company. It has tremendous sales growth and is satisfying its customers. Its sales are concentrated near the Atlantic coast. Olist sellit products in 71 categories, however, over 60% of the sales are in the top ten categories.

