



## Olist Vendor Performance Analysis & Recommendations

# Vendor Performance: Preparation of Data

**Gross Merchandise Value (GMV)** is used as a measure of the sales contribution made by each vendor.

$GMV = Price \times No. \text{ of Items sold (Found in fact\_order\_items)}$

## Other Performance Benchmarks:

Avg. no. of days to handover refers to the timeframe between order\_purchase\_timestamp and the order\_delivered\_carrier\_date.  
The average value per vendor is 3.67 days.

**Vendor Categories:** adding of vendor categories using the Median GMV (832.41) as the sales threshold and and Average Review Score (3.98) as the rating threshold.

High sales + high ratings → 1- Top vendors

High sales + low ratings → 2 - At risk vendors

Low sales + high ratings → 3- Growth potential vendors

Low sales + low ratings → 4 - Low priority vendors

	ABC seller_id	ABC seller_city	ABC seller_state	12F Total_GMV	123 Total_Orders_Count	12F Avg_Review_Score	123 Total_Reviews_Count	12F Avg_Days_to_Hand...	12F On_Time_Delivery_...	ABC Vendor_Category
1	6e2d3e2dc84fb30f6078...	Colombo	PR	219	1	1	1	NULL	0	4 - Low Priority Vendors
2	6601ee6383e7452be7...	Ribeirão Preto	SP	153.6	2	4	2	5.5	100	3 - Growth Potential Ve...
3	4ea2f12dbe91deead2c...	São Paulo	SP	210.2	6	4.8333	6	4.33	100	3 - Growth Potential Ve...
4	bc8c8d665ec4664d286...	São Paulo	SP	22.5	1	2	1	7	0	4 - Low Priority Vendors
5	abfb6046bbdf1028606...	Xanxerê	SC	2217.15	7	4.1429	7	2	85.71	1 - Top Vendors
6	13074f016982ff2bd6c5...	Bento Gonçalves	RS	2116	15	3.9333	15	4.33	66.67	2 - At Risk Vendors
7	014d9a685fd57276679...	Maringá	PR	729.88	12	3.8333	12	2.33	100	4 - Low Priority Vendors
8	7bb8fac2913a6064ec41...	Bauru	SP	109	1	5	1	1	100	3 - Growth Potential Ve...
9	51f108f62cb87d619181...	Cascavel	PR	303.73	3	4.3333	3	1	100	3 - Growth Potential Ve...
10	a45765f8afb1e594b22b...	São Paulo	SP	79.99	1	4	1	1	100	3 - Growth Potential Ve...
11	dc8798cbf453b7e0f987...	São Paulo	SP	2116	54	3.1111	54	8.15	74.07	2 - At Risk Vendors

# Vendor Performance Dashboard

## Vendor Performance Summary

**Platform Health Snapshot:** The platform operates with an **Overall Total Sales Value (GMV)** of \$13.8M, maintaining an **Average Review Score** of 3.98 and an **Overall On-Time Delivery Rate** of 85%.

**Strategic Priority:** The majority of high-impact sales are concentrated in the Top and At-Risk categories (97% of total GMV). Immediate focus must be on **stabilizing the At-Risk vendors**—especially the three high-GMV outliers—to mitigate critical churn risk and protect the **\$4.4M** in exposed GMV.

\* **Use the Filter** to isolate vendor groups and **monitor performance changes** after implementing recommended actions.

## Top 10 Vendors by Total GMV

seller_id	Avg_Review_Score	Total_GMV	Vendor_Category
4869f7a5dfa277a7dca6462dcf3b52b2	4.12	229,472.63	1 - Top Vendors
53243585a1d6dc2643021fd1853d8905	4.08	222,776.05	1 - Top Vendors
4a3ca9315b744ce9f8e9374361493884	3.81	208,051.52	2 - At Risk Vendors
fa1c13f2614d7b5c4749cbc52fecda94	4.34	194,042.03	1 - Top Vendors
7c67e1448b00fe969d365cea6b010ab	3.36	192,405.23	2 - At Risk Vendors
7e93a43ef30c4f03f38b393420bc753a	4.21	176,431.87	1 - Top Vendors
da8622b14eb17ae2831f4ac5b9dab84a	4.10	167,696.97	1 - Top Vendors
7a67c85e85bb2ce8582c35f2203ad736	4.24	143,485.41	1 - Top Vendors
1025f0e2d44d7041d6cf58b6550e0bfa	3.85	142,228.32	2 - At Risk Vendors
955fee9216a65b617aa5c0531780ce60	4.05	135,381.70	1 - Top Vendors

## Bottom 10 Vendors by Total GMV

seller_id	Avg_Review_Score	Total_GMV	Vendor_Category
cf6f6bc4df3999b9c6440f124fb2f687	5.00	3.50	3 - Growth Potential Vendors
77128dec4bec4878c37ab7d6169d6f26	5.00	6.50	3 - Growth Potential Vendors
1fa2d3def6adfa70e58c276bb64fe5bb	1.00	6.90	4 - Low Priority Vendors
702835e4b785b67a084280efca355756	5.00	7.60	3 - Growth Potential Vendors
34ae7e746cd81b7f3b23253ea28bef39	1.00	8.00	4 - Low Priority Vendors
ad14615bdd492b01b0d97922e87cb87f	5.00	8.25	3 - Growth Potential Vendors
4965a7002cca77301c82d3f91b82e1a9	5.00	8.49	3 - Growth Potential Vendors
0f94588695d71662beec8d883ffacf09	5.00	9.00	3 - Growth Potential Vendors
c18309219e789960add0b2255ca4b091	5.00	9.90	3 - Growth Potential Vendors
95cca791657aabeff15a07eb152d7841	5.00	9.99	3 - Growth Potential Vendors

Overall Total Sales Value (GMV)

13.8M

Vendors Average Review Score

3.98

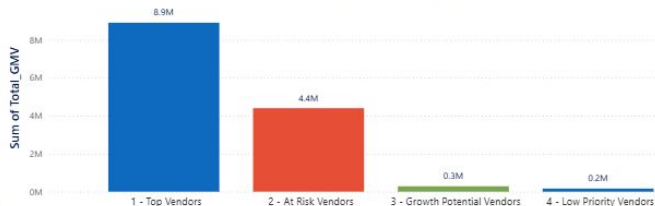
Overall Average On-Time Delivery Rate (%)

85

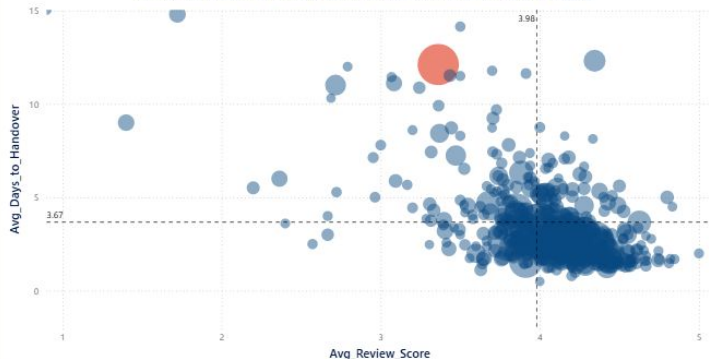
Vendor Category

- ☐ 1 - Top Vendors
- ☐ 2 - At Risk Vendors
- ☐ 3 - Growth Potential Vendors
- ☐ 4 - Low Priority Vendors

Total GMV by Vendor Category



Vendor Performance: Review Score vs. Days to Handover (GMV Impact)



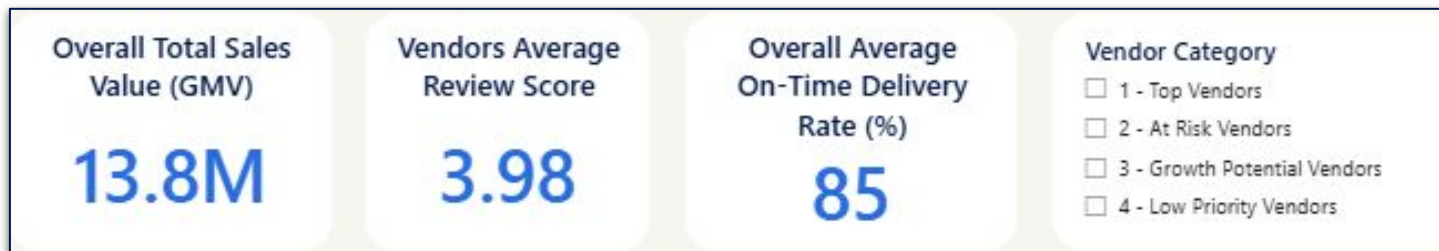
## Cards: Defining the Benchmarks - Vendor Performance at a Glance

**Executive Summary:** Platform performance is currently anchored by \$13.76M in GMV, an Avg. Review Score of 3.98, and 85% On-Time Delivery.

**Performance Benchmarks:** 3.98 and 85% serve as the current standards for product quality and operational efficiency.

**Vendor Category Filter Power:** This key feature allows stakeholders to instantly isolate and track the performance of specific vendor segments.

**Targeted Risk Monitoring:** The filter's main purpose is to enable deep-dive analysis on the At-Risk Vendors to monitor their stabilization progress across all metrics.



# Table Visuals: GMV Risk Spotlight - The Top 10 Vendor Vulnerabilities

**GMV Risk is Concentrated:** 3 of the Top 10 GMV vendors are At-Risk, collectively contributing over **\$582,000**.

**Root Cause of At-Risk:** These high-value vendors have concerningly low average review scores (as low as **3.36**), indicating immediate churn risk.

**Targeted Action:** Prioritize a high-touch intervention on these 3 vendors to stabilize sales and safeguard GMV.

**Growth Potential Reality:** The Growth Potential category is extremely nascent; their GMV impact is currently negligible (Avg. <\$10).

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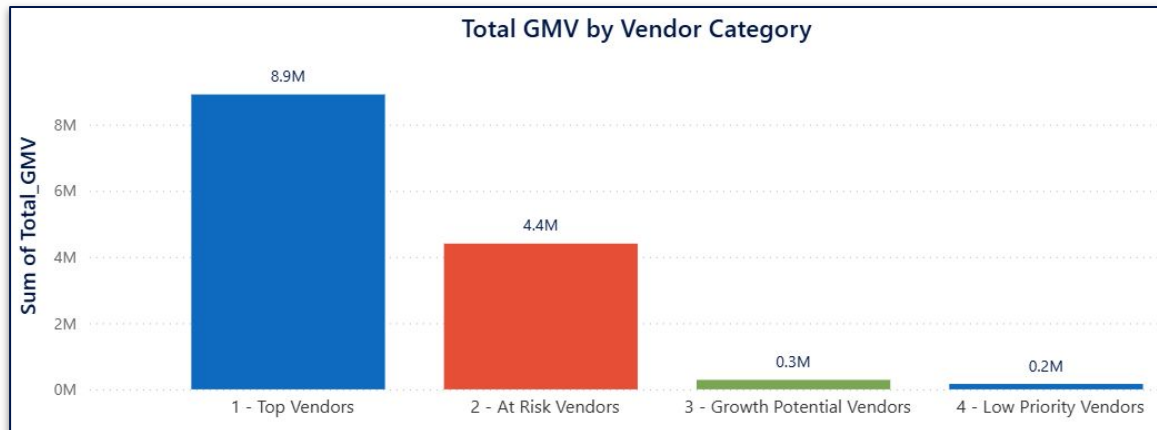
## Bar Chart: GMV Priority Mapping - The \$4.4M At-Risk Imperative

**GMV Concentration:** Top and At-Risk vendors drive 97% of the total GMV (\$13.3M out of \$13.67M).

**The Risk Factor:** The At-Risk category contributes a critical \$4.4M in sales, making them a high-priority financial vulnerability.

**Strategic Imperative:** The At-Risk segment's GMV is 14.6× larger than the combined Growth Potential and Low Priority groups, demanding a **stabilization-first strategy**.

**Minimal Growth Impact:** The Growth Potential category is currently too small (\$0.3M) to significantly offset the loss risk from the At-Risk category



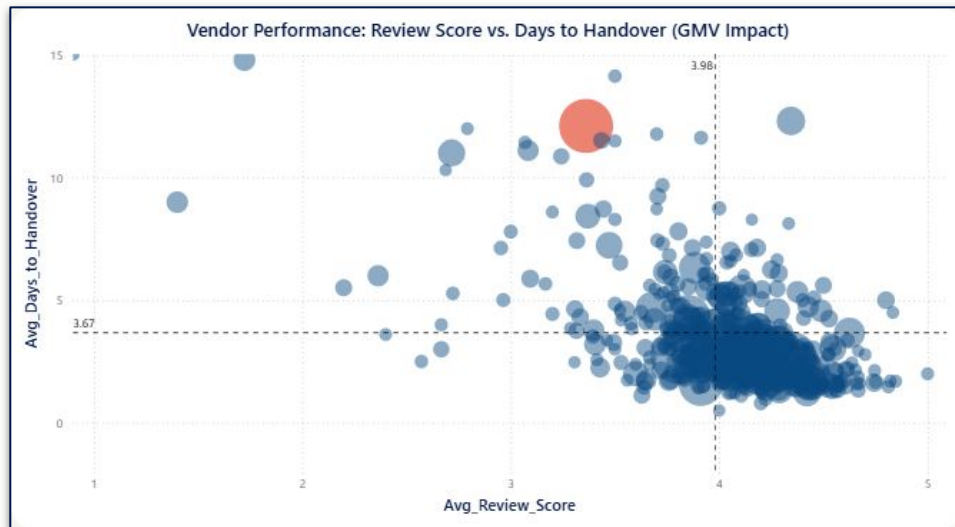
# Scatter Plot: Diagnosing Key Vendor Performance Drivers

**80/20 Vendor Focus (Pareto Principle):** Analysis is concentrated on the **542 vendors (17.5%)** who drive **80% of total GMV**, ensuring we prioritize high-impact actions.

**Performance Benchmark:** Top performers successfully balance **high review scores ( $\geq 3.98$ )** with **efficient delivery ( $\leq 3.67$  days to handover)**.

**Strategic Opportunity:** Identified GMV-significant outliers with **good reviews but slow delivery**. Improving their handover speed will unlock immediate, low-risk revenue growth.

**Key Insight Visualization:** The scatter plot visually links **customer satisfaction (Review Score)** and **operational efficiency (Days to Handover)** to **financial impact (GMV size)**.



# Recommendations - Vendor Performance

1. The platform should prioritize a targeted program for high-GMV vendors with good reviews but slower-than-average delivery, as improving their handover time offers the **highest immediate GMV acceleration opportunity**.
2. Given the At-Risk category's substantial GMV contribution (32% of the top two segments), the immediate strategic focus must be on **risk mitigation and stabilization** for this group rather than aggressive growth investment in the smaller categories.
3. Furthermore, we recommend creating a **vendor performance ranking system** that highlights the **top 10 vendors** per product category. This system will serve to **promote high-performing vendors** (e.g., *Top Tier*) and provide crucial transparency, helping customers avoid purchases from **lower-performing** or *At-Risk* vendors.
4. **Incentivize consistently on-time sellers** by introducing a **performance badging system** or offering exclusive platform benefits. This strategy uses data to reward reliable delivery and fulfillment, which helps improve overall customer satisfaction and reduce operational friction.
5. **Provide growth opportunities** by leveraging performance data to **boost the visibility of high-rated but low-sales vendors**. This targeted promotion helps diversify the platform's top offerings, encourages quality growth among smaller sellers, and provides customers with a wider selection of trusted vendors.