

E-commerce Insights: Unlocking Growth Opportunities for Olist

TOTAL REVENUE

16M

Total_Revenue Trends Over the Year(2016-2018)



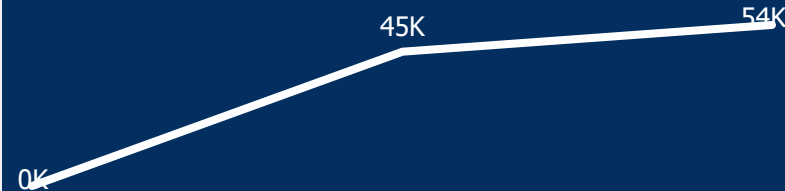
Total Revenue Trends for Past 4 Month



Total Order Sales

99K

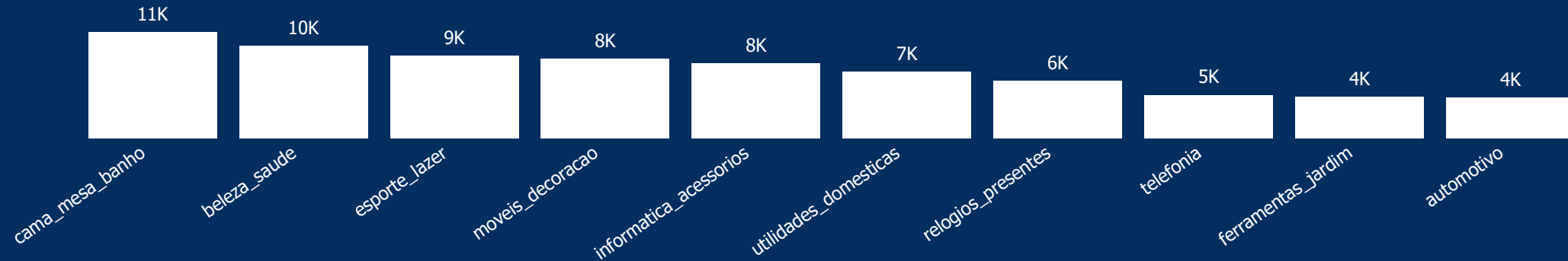
Order Trends Over The Year(2016 -2018)



Order_count Trends for Past 4 Months

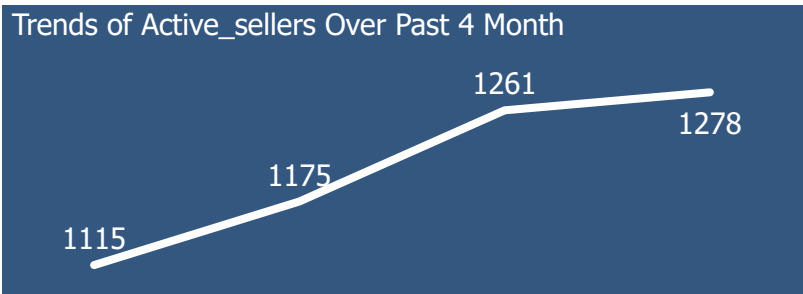
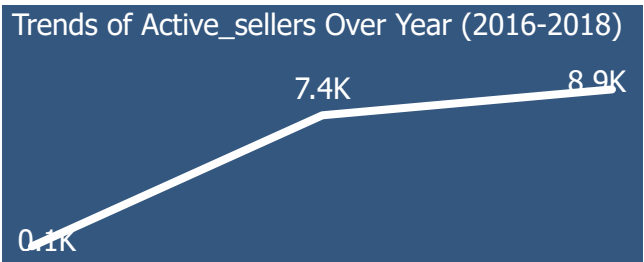


Top 10 Sales_volume by product category



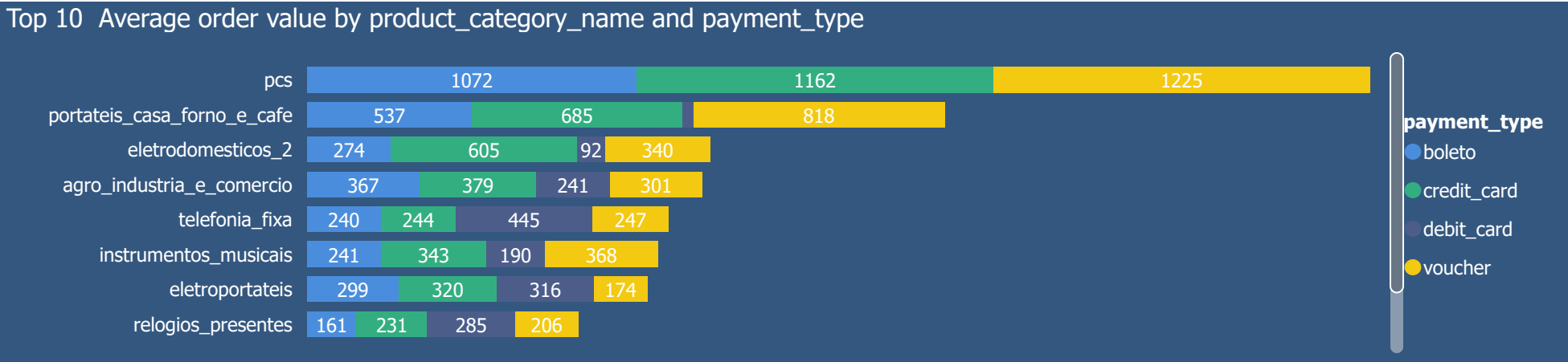
Total Active Sellers

16K



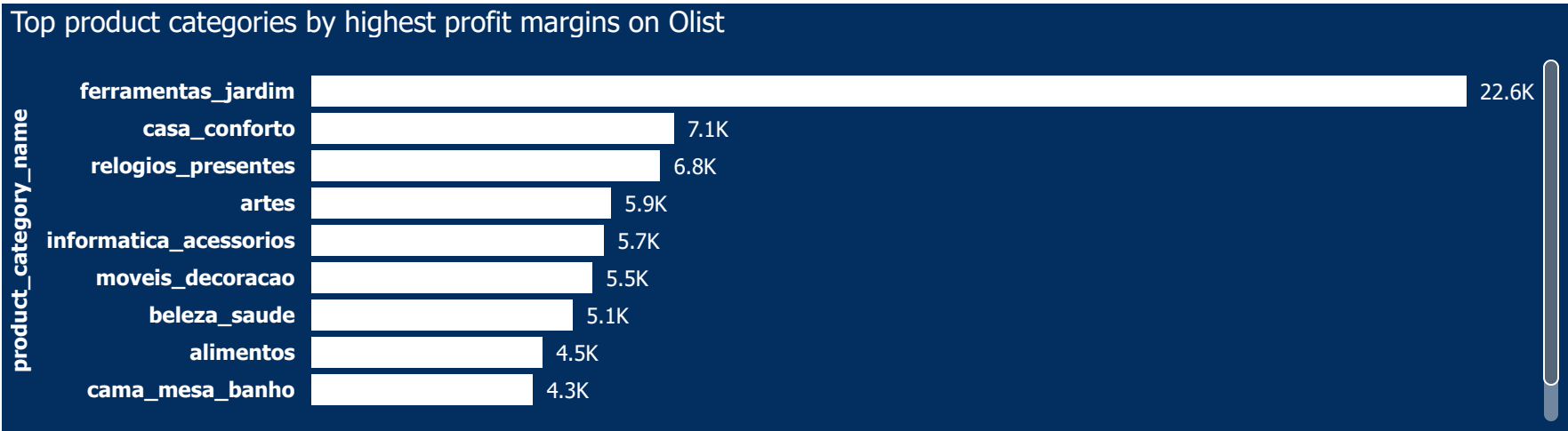
Average Order

154.09



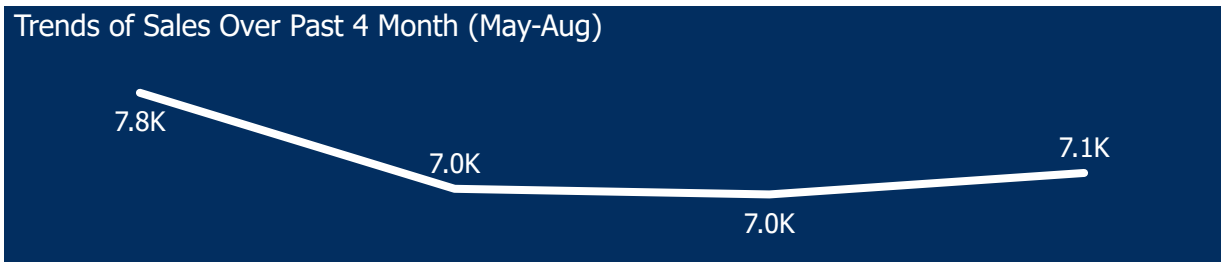
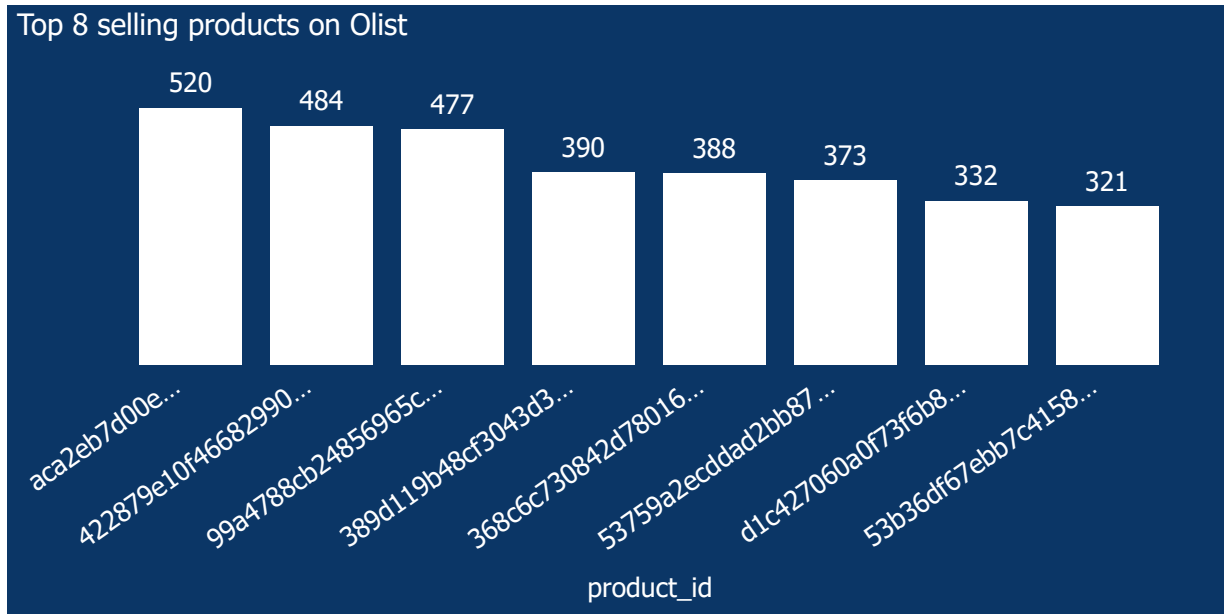
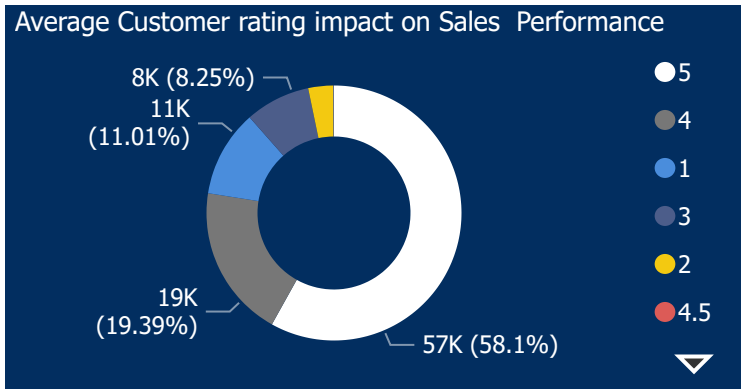
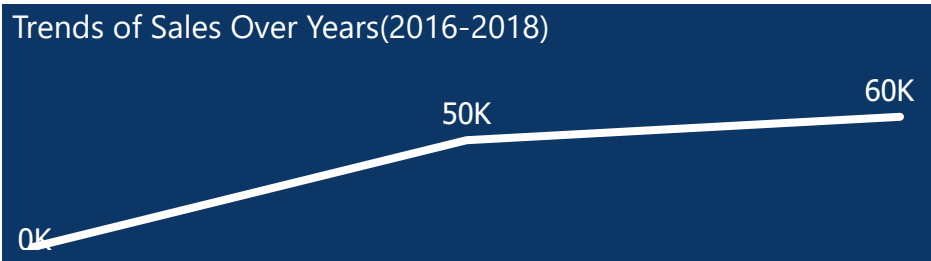
Average Rating

4.03



Average Cancellation Rate

2.35



customer reviews and ratings affect sales and product performance on Olist

