

Olist e-commerce Platform

Your virtual store to trade

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What is Olist?

Virtual universal store of marketplaces:

Olist gives you a place, reputation and visibility to trade.

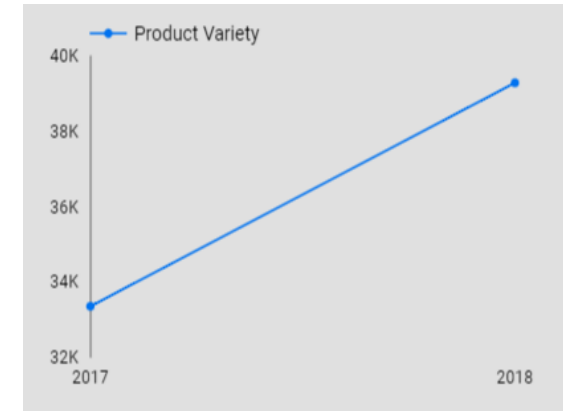
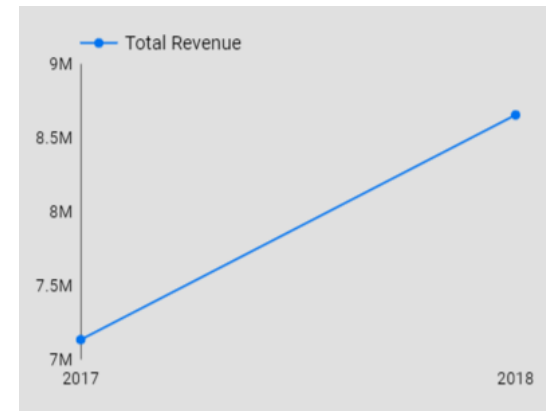
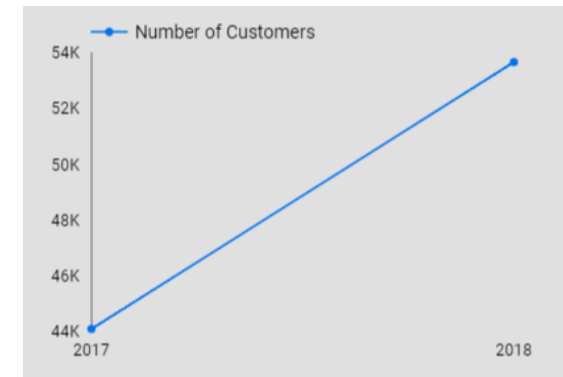
- Olist does not buy from you
- Olist does not sell anything to you
- Olist does not ship your products to customers

Olist's income: subscription, % from orders























Why to sell on Olist?

















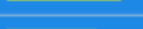



- Total orders growing fast: 45.1K in 2017 vs 54.6K in 2018.
- Total revenue growing fast: 7.4M in 2017 vs 8.8M in 2018.
- Product types for sale are increasing, so you can join it with any product you have: 34.4K in 2017 vs 40.2K in 2018.
- New customers using the platform is growing.



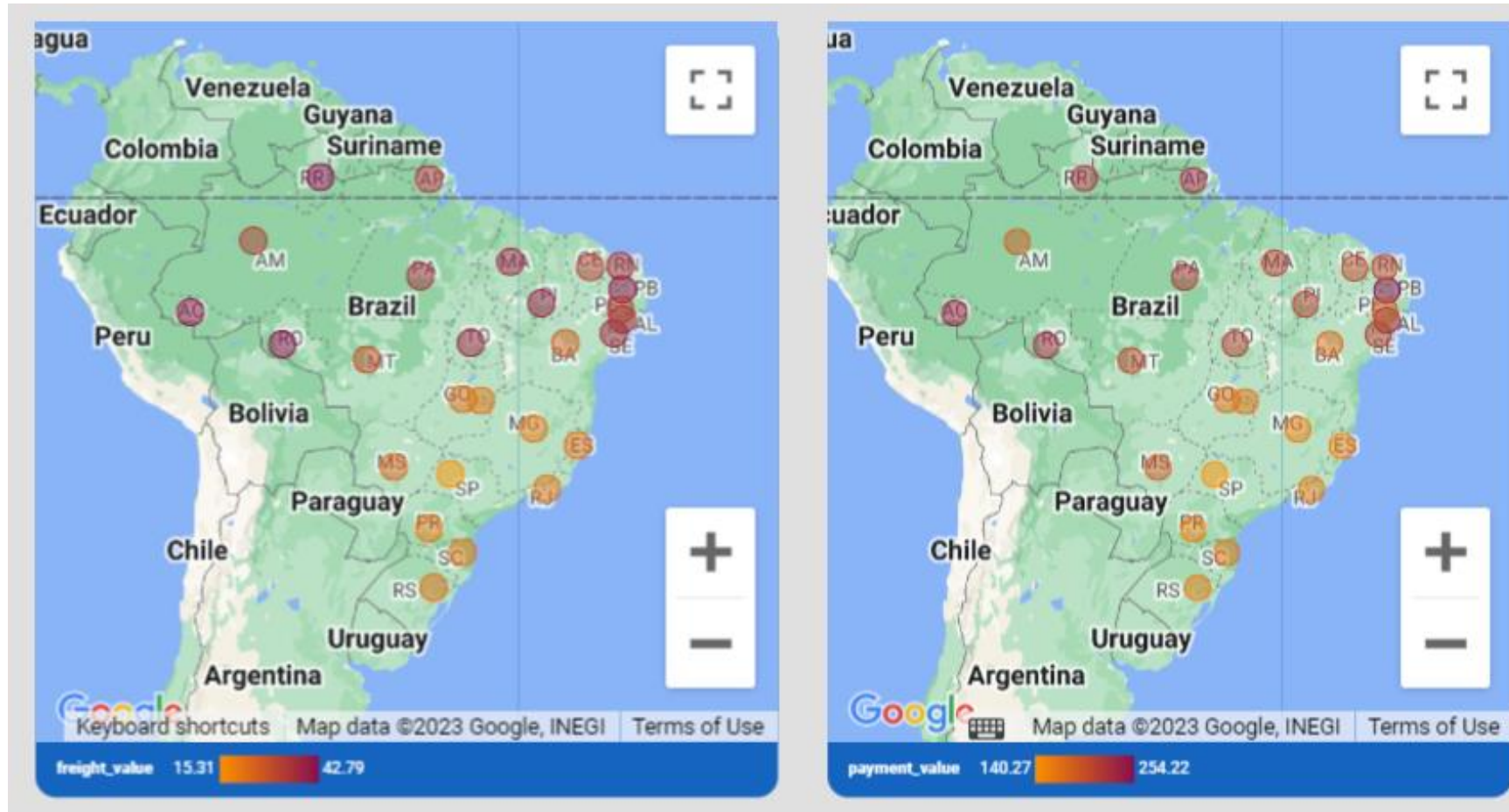
Top seller categories: 2017 vs 2018

- As more expensive product categories are moving to the top, we can assume that customer trust in the platform is growing.

	Product Category	Total Revenue ▾	Total Sold
1.	bed_bath_table	636.4K 	6.9K 
2.	health_beauty	574K 	4.4K 
3.	sports_leisure	558.1K 	4.9K 
4.	watches_gifts	547.5K 	2.6K 
5.	computers_acces...	478.7K 	4.1K 
6.	cool_stuff	462.7K 	2.6K 
7.	furniture_decor	441.4K 	6.1K 
8.	toys	363.5K 	2.9K 
9.	garden_tools	351.5K 	3.5K 
10.	housewares	303.5K 	4K 

	Product Category	Total Revenue ▾	Total Sold
1.	health_beauty	899.4K 	6.9K 
2.	watches_gifts	798.5K 	4.2K 
3.	bed_bath_table	676.6K 	7.7K 
4.	sports_leisure	634.8K 	5.3K 
5.	computers_acces...	617.8K 	6.1K 
6.	housewares	513K 	5.5K 
7.	furniture_decor	497.2K 	5.9K 
8.	auto	417.6K 	2.9K 
9.	baby	317.2K 	2.1K 
10.	cool_stuff	278.9K 	1.6K 

Where the opportunity lies?





Where the opportunity lies?

- As a seller, you might consider operating in the north to capture the unconquered territories. Most of the top sellers are located in Sao Paulo state.
- Entering the market in the north will allow you to beat them in delivery timing and shipment costs.
- Northern customers buy mostly valuable items at present, probably due to delivery costs. Locating the warehouse in the north would allow to attract the customers who buys less expensive items.

GDP

- Sao Paulo is the richest and most populated state which explains why most of the purchases and sales occur. However, a few states in the north-west like Amazonas and Mato Grosso are wealthy too. They are worth paying attention.

Brazil's wealth map

GDP per capita compared by state

