Olist

Good Evening Jeseena Parveen!
Welcome to the Olist Business Insights & Executive Dashboard
Part of Elevvo Pathways Intership | Today is Oct 13, 2025

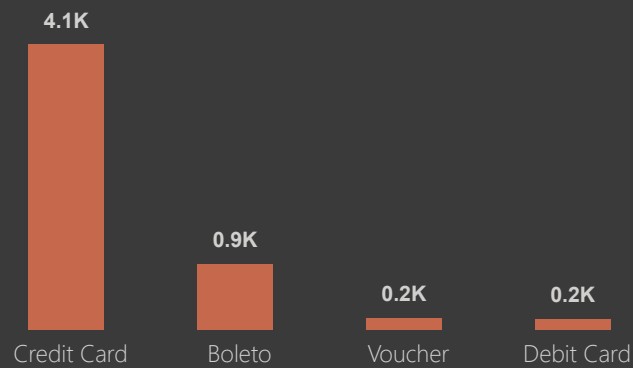| $15.84M	2.25M	96K	99K
Total Revenue	**Total Freight**	**Total Customers**	**Total Orders**

No.of Orders for Credit card

review_score ● 5

Credit Card	Boleto	Voucher	Debit Card
4.1K	0.9K	0.2K	0.2K

Avg. number of Shipping Days for Top 5 Products

Office Furniture	Fashion Shoes	Security And Services	Christmas Supplies	Home Comfort 2
20.17	15.24	15.00	14.94	14.00
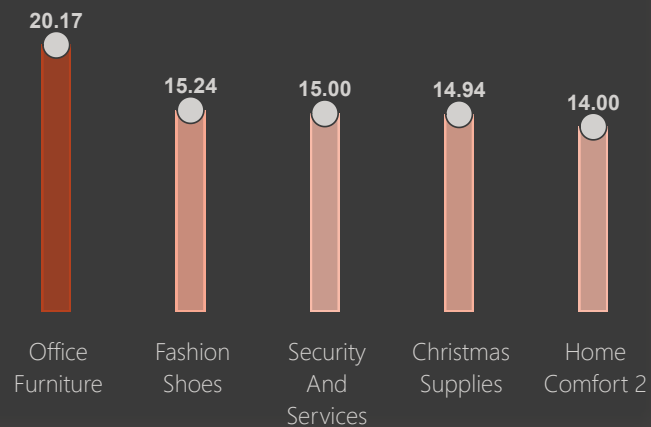
Total Revenue by Year and Month

$1.15M
$0.84M
$0.99M
$0.57M
$0.49M
$0.00M
$0.00M

Jan 2017   Jul 2017   Jan 2018   Jul 2018

Payment Statistics

Weekend 22.79%
Weekday 77.21%

Payment Types

Voucher 2.22%
Boleto 17.96%
Credit Card 78.47%
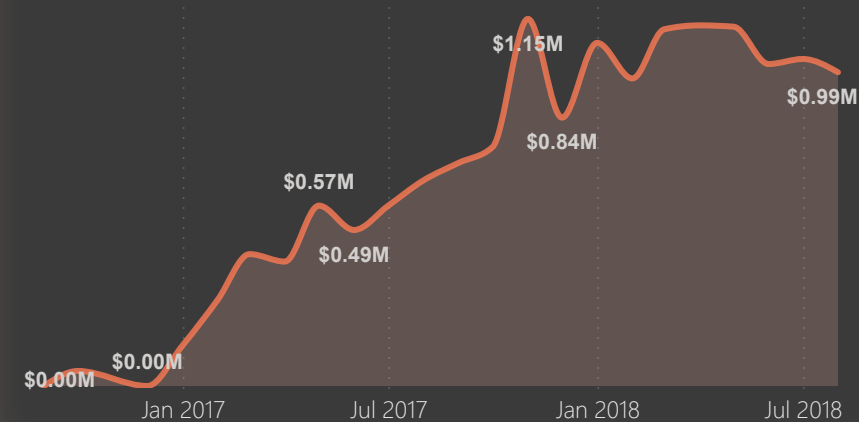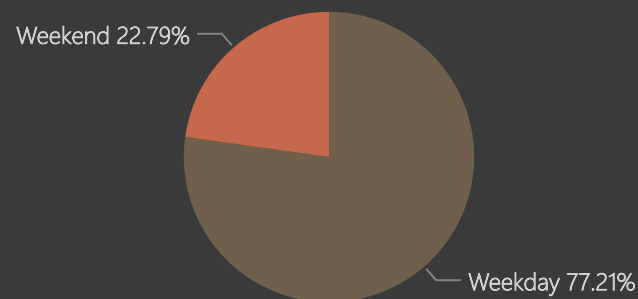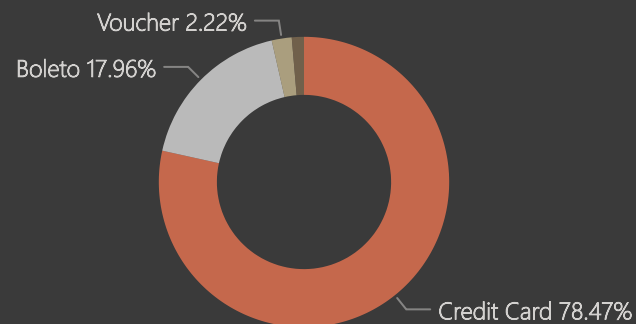
State-wise Orders & Revenue

State of Brazil	Total Orders	Total Customers	Total Revenue
SP	40611	40420	$5.79M
AC	23142	23085	$3.45M
RN	16406	16344	$2.38M
RJ	13082	13105	$2.19M
MG	11961	11861	$1.91M
PR	5776	5730	$0.93M
RS	5576	5510	$0.90M
SC	4323	4303	$0.72M
BA	3644	3668	$0.65M

Best Selling Product
Bed Bath Table

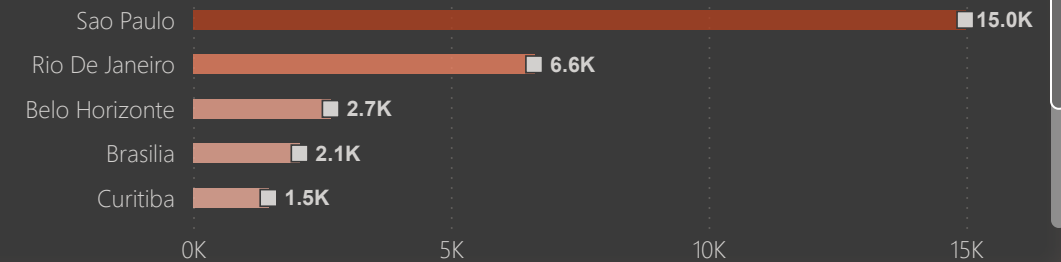| No. of Customer States	No. of Seller States	Total Sellers	Total Distinct Review
27	23	3094	9646

City with Highest customers
Sao Paulo

Product-wise Orders & Revenue

Product Category Name ▲	Total Orders	Total Customers	Average Customer Ratings
	1473	4341	3.82
Agro Industry And	182	3115	3.82
Air Conditioning	253	3183	3.82
Art	202	3135	3.82
Arts And Craftmanship	23	21	3.82
Audio	350	3285	3.82
Auto	3897	6699	3.82
Baby	2885	5715	3.82
Bed Bath Table	9417	11925	3.82
Books General Interest	512	3429	3.82
Books Imported	53	2989	3.82
Books Technical	260	3195	3.82
Cds Dvds Musicals	12	12	3.82
Christmas Supplies	128	3065	3.82
Cine Photo	65	3002	3.82
Computers	181	3115	3.82
Computers Accessories	6689	9332	3.82
Consoles Games	1062	3954	3.82
Construction Tools Construction	748	3669	3.82
Construction Tools Lights	244	3180	3.82
Construction Tools Safety	167	3098	3.82
Cool Stuff	3632	6481	3.82
Costruction Tools Garden	194	3125	3.82

Total Customers by Top 10 Cities

City	Customers
Sao Paulo	15.0K
Rio De Janeiro	6.6K
Belo Horizonte	2.7K
Brasilia	2.1K
Curitiba	1.5K

Best selling Product Categories

100%

Category	Value
Bed Bath Table	9K
Health Beauty	9K
Sports Leisure	8K
Computers Accessories	7K
Furniture Decor	6K
Housewares	6K
Watches Gifts	6K
Telephony	4K
Auto	4K
Toys	4K

41.3%
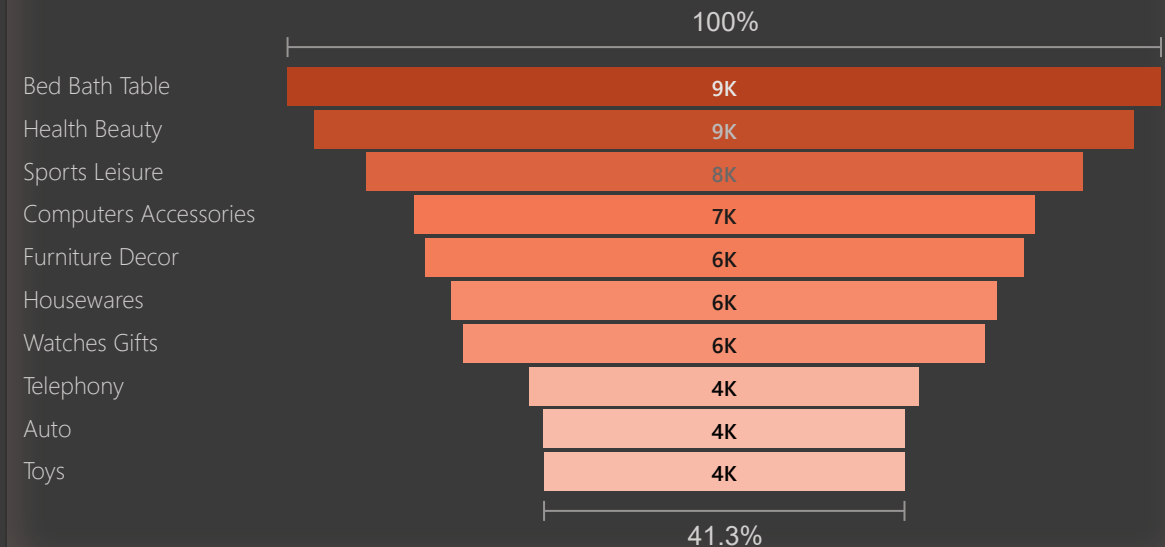
State of Brazil

All

Product Category

All

Total Customers by State

Night

AP
RR
AM
PA
MA
PI
CE
RN
PB
AC
RO
AL
TO
BA
PE
MT
SE
DF
MG
ES
MS
GO
SP
RJ
PR
SC
RS

Microsoft Azure
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Total Revenue by State

RR
AM
AP
PA
MA
RN
AC
RO
CE
PE
MT
BA
DF
AL
PB
SE
GO
SP
RJ
MS
PR
ES
RS
MG
SC

Microsoft Azure
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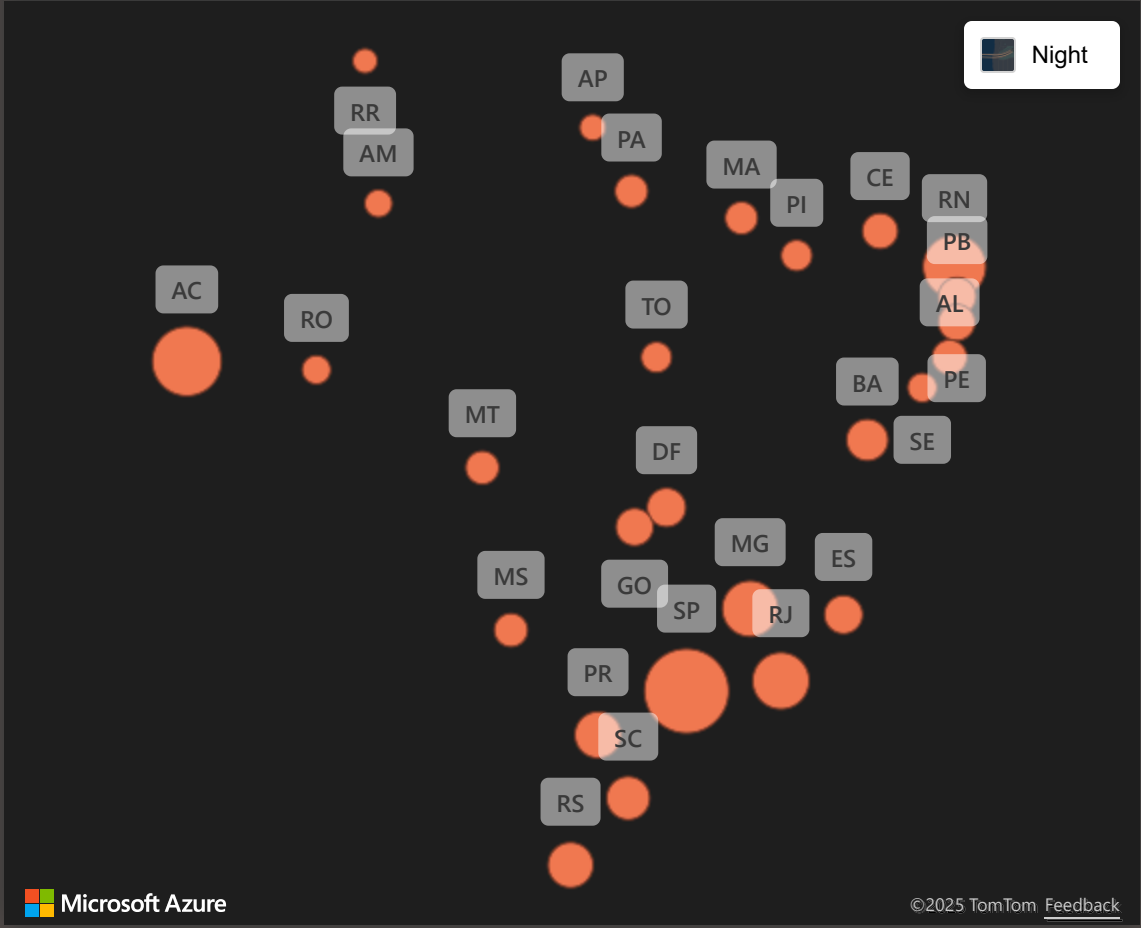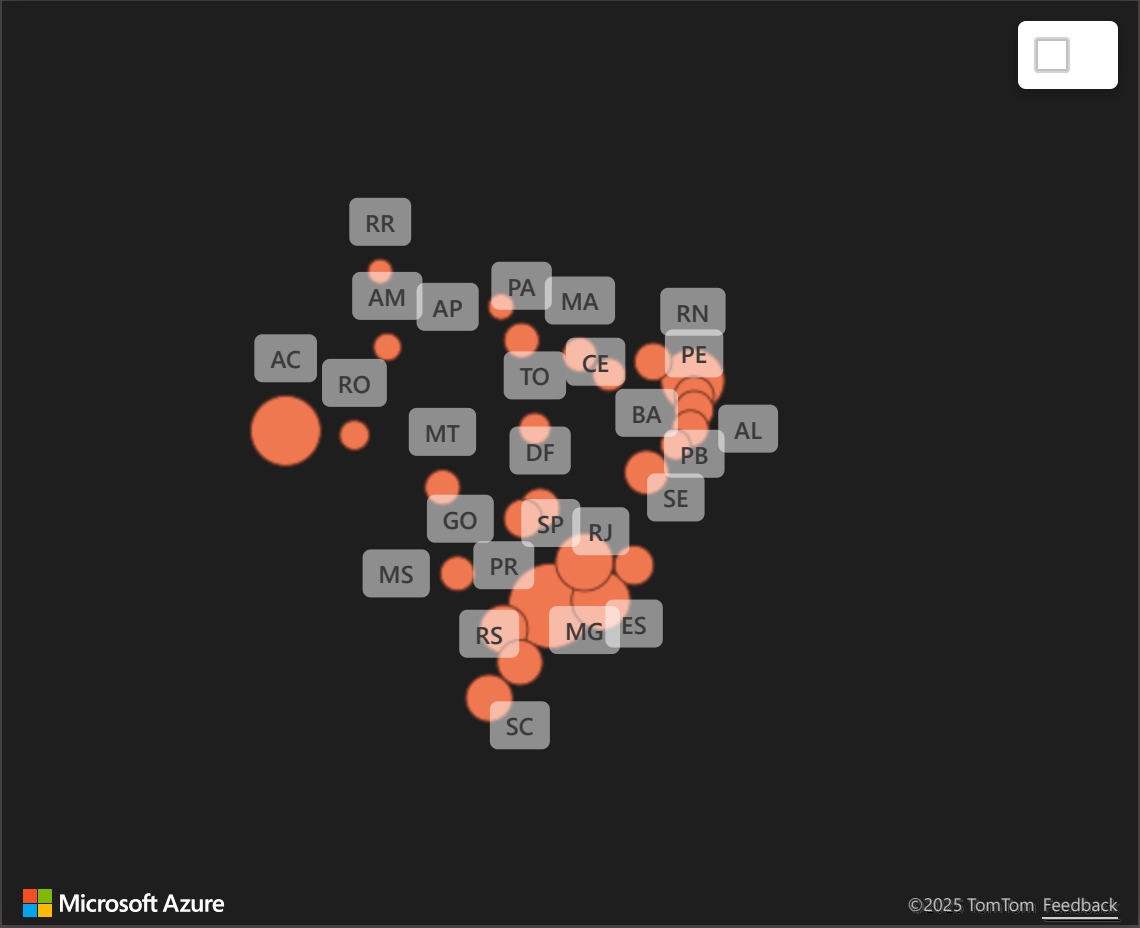
Report

Revenue Trends: The company has demonstrated steady growth over three years, reaching its highest revenue in November 2017. However, a dip in August–September 2018 suggests the need for closer investigation.

Customer Insights: Engagement levels are strong, with 96K distinct customers and an impressive average satisfaction rating of 4.09.

Seller Ecosystem: A broad base of **3,094 sellers** across Brazil supports product variety and market reach.

Category Performance: *Bed Bath and Table* leads in total orders, while *Health Beauty* and *Watches Gift* generate the most revenue.

Regional Highlights: *São Paulo*, *Minas Gerais*, and *Paraná* drive the majority of sales and revenue, underscoring key regional markets.

Order Behavior: About **60% of purchases occur on weekdays**, reflecting stronger midweek buying activity.

Customer Distribution: *São Paulo* accounts for the highest customer volume, followed by *Rio de Janeiro* and *Belo Horizonte*.

Payment Preferences: Credit cards remain the dominant payment method, with *Boleto* and *Vouchers* serving as important alternatives.

Recommendations

Investigate Dips: Examine the Aug–Sep 2018 revenue drop to prevent future declines.

Boost Weak Categories: Reinforce low-performing segments through targeted campaigns.

Encourage Reviews: Increase customer feedback to build trust and credibility.

Expand Reach: Enter untapped regions to grow market presence.

Weekend Focus: Launch weekend offers to capture off-peak demand.

Empower Sellers: Support all sellers to raise marketplace performance.

Enhance Payments: Add more payment options for greater convenience.

Localize Marketing: Tailor campaigns to regional preferences.