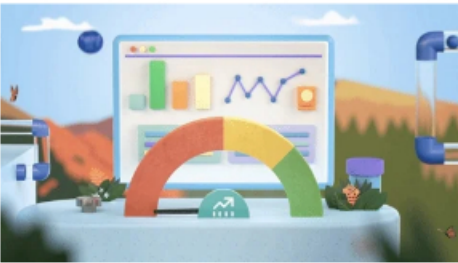


Olist E-commerce Performance

Date State Status



OLIST E-COMMERCE PERFORMANCE

olist

default view: 7 years ago

Key KPI

Total Revenue

R\$166.46

Sep 2018

↓ 99.98% vs. previous month
↓ 99.98% vs. Jul: R\$1,058,728.03

Total Orders

4

Oct 2018

↓ 75% vs. previous month: 16
↓ 99.94% vs. Aug: 6,512

Average Review

4.21

Aug 2018

↓ 1.83% vs. previous month: 4.29
↑ 0.3% vs. Jun: 4.2

96,096

Total Unique Customers

Sales Trends Over Time

Orders by Date

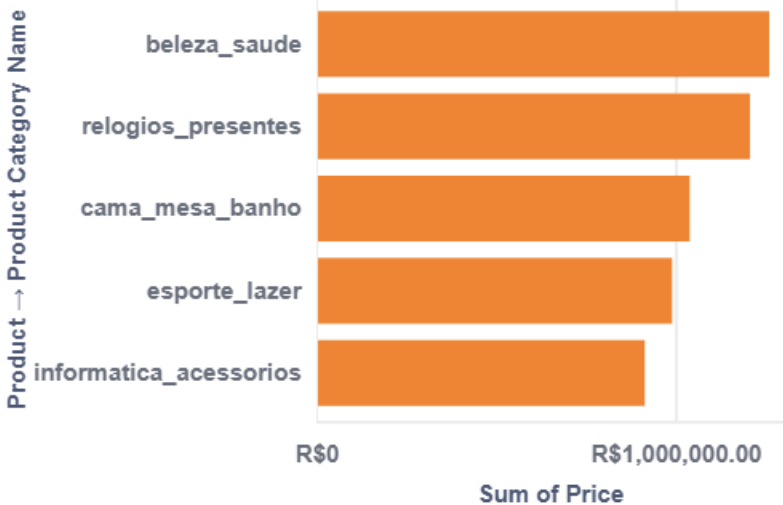


Revenue by Date



Product Insights

Product Categories by Sales



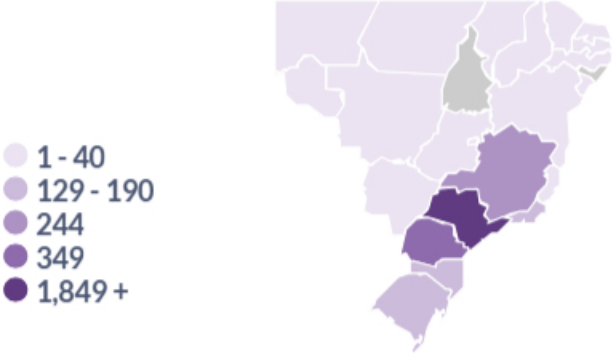
Average Review by Product Category

#	Product → Product Category Name	Average of Review Score
1	cds_dvds_musicais	4.64
2	fashion_roupa_infanto_juvenil	4.5
3	livros_interesse_geral	4.45
4	construcao_ferramentas_ferramentas	4.44
5	flores	4.42

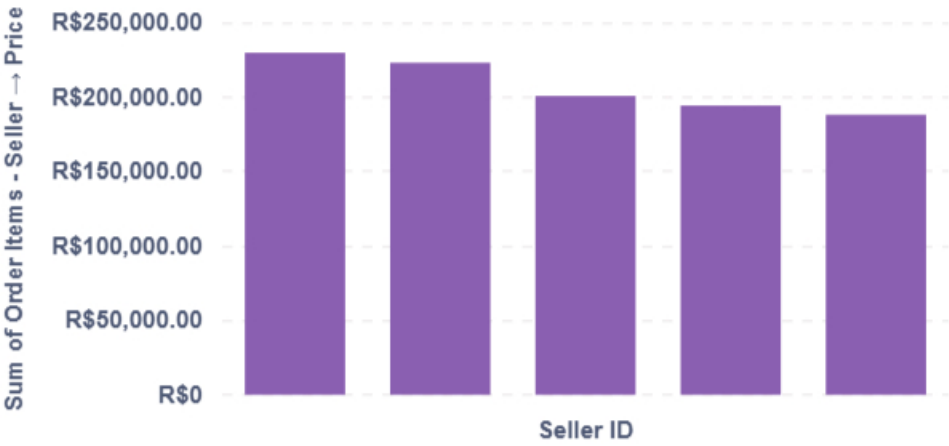
5 rows

Seller Performance

Top Sellers by State

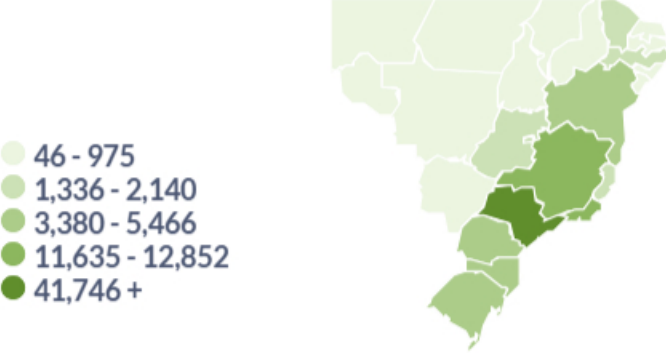


Top Sellers by Revenue



Customer Demographics

Customer Count by State



Customer Revenue by State

