Customers:  
  
Facts:

* 99440 (99.44k) Customers are registered
* 96480(99.48k) Orders have been completed (successfully delivered to customers)
* Customers have bought 112650 (112.65k) items.
* Customers have published 99220 (99.22k) reviews.
* minimum order price is 0.
* average order price is 154.10 Brazilian real.
* maximum order price is 13660 (13.66k) Brazilian real.

Insights:

* Most customers are in São Paulo (41746 or 41.75k) (population: 44035304, sellers: 1859 or 59% of sellers) with the runners-up being Rio de Janeiro (12852) (population:16461173 sellers: 171 or 5%) and Minas Gerais (11635) (population: 20734097 sellers: 244 or 7%)
* The least number of customers are in Roraima (46) (population: 496936 sellers: 0)
* Only 13430 items purchased by customers did not have a review written for them this means only 12% of products purchased weren’t reviewed.
* All 9 orders that cost nothing were paid for with a voucher except for 3 where the exact payment method wasn’t recorded, this makes it safe to assume vouchers can enable customers to receive a complete order for free.
* Whenever a customer creates an order, they are given a new user\_id

Recommendation

* Communicate the user\_id issue to the tech team because I can’t be certain from looking at the data (maybe they require a different user\_id for each shop) but I don’t think this is the case because they also have a unique user id
* Look into supporting local sellers in places like Roraima to drive up customer numbers and revenue gain in that area

Reviews:

Facts:

* 99224 (99.22k) reviews created
* 5 star reviews are the most common (57328), followed by 4 star (19142) then 1 star (11424) then 3 (8179) and finally 2 star (3151)
* Reviews follow the same trends of customer stats per area (it looks like ill check more later today)

Insights:

* Of the reviews submitted 86% of them don’t have titles and 56% of them don’t have comments associated with them
* Customers can post reviews before a product has been received.
* Most reviews that had a written response are of a neutral sentiment (54%)

Recommendations:

* Require customers to have received their products before they can review them.
* Change the review process so it needs to have a comment attached to it (this will incentivize customers to buy good products and avoid bad products more)

Products:

Facts:

* 112.65k items sold
* 0.06 Brazilian reals cheapest item price
* 114.85 reals average price
* 6.74k max price
* 0.00 min freight value
* 19.99 average
* 409.68 max

Insights:

* Bed\_bath\_table best performing category
  + 11.12k items sold
  + 1.32 min price
  + 86.36 average price
  + 2.00k max price
  + 0.00 min freight value
  + 18.42 average freight value
  + 225.71 max freight value
* Security and services worst performing category
  + 100.00 min item price
  + 141.65 average price
  + 183.29 max price
  + 15.45 min freight
  + 20.61 average freight
  + 25.77 max freight
* Sao Paulo best performing area
  + 47.45k items sold
  + 0.06 min item price
  + 104.28 average item price
  + 6.50k max item price
  + 0.00 min freight
  + 15.15 average freight
  + 339.59 max freight
* Roraima worst performing area
  + 52 items sold
  + 13.62 min item price
  + 141.88 average item price
  + 949.90 max item price
  + 25.38 min freight price
  + 42.98 average freight price
  + 144.86 max freight price

Recommendations:

As explained previously looking into connecting with local sellers and adding them to the olist family could be wise not only for driving up customer numbers but as can been seen by the freight value difference between sao Paulo and Roraima when goods are coming from out of state they cost significantly more which could be contributing to why customers are less likely to shop via olist.

Sales:  
  
Fact:

* Company has a massive increase in orders placed during the Christmas season
* Missed its forecasted sales numbers consistently in Q3 and Q4 of 2018

Payment:

Facts:

* Olist has brought in 16.01 million Brazilian reals

Insights:

* Credit card is the most used payment type at 76795 (73%) and debit card is the least used at 1529 (1%)
* Most customers prefer to pay in a single instalment (52546 50%)