

# Olist E-Commerce Analysis – One Pager Report

## Overview

This report analyzes the Olist e-commerce dataset to extract business insights. We processed multiple datasets including customers, orders, items, products, payments, and reviews. The objective is to highlight overall performance, customer behavior, and operational efficiency.

## Key Metrics

Total Revenue	13,591,643.70
Total Orders	99,441
Total Customers	99,441
Average Order Value	136.68

## Business Insights

- Revenue shows an increasing monthly trend, with seasonality visible in sales volume.
- The top revenue-generating categories include technology, furniture, and fashion-related items.
- Credit card is the most used payment method, highlighting customer trust in digital payments.
- Average review score is ~4.1, showing overall good customer satisfaction.
- Delivery time averages around 12 days, but delays occur for some orders.

## Customer RFM Analysis

RFM (Recency, Frequency, Monetary) analysis segments customers based on behavior:

- **Recency:** Days since last purchase (lower is better).
- **Frequency:** Number of orders per customer (higher is better).
- **Monetary:** Total spend per customer.

This helps identify loyal, high-value customers vs. inactive ones.