



olist

4071

Counts of City

92K

Total Customers

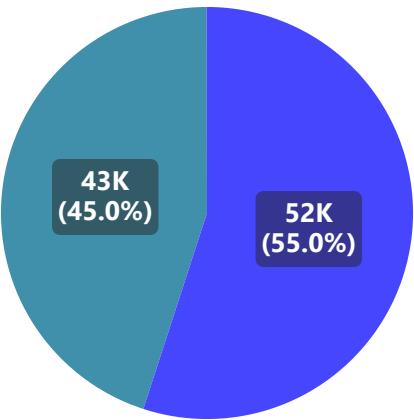
57.42

Five Stars Rate

95K

Total Orders

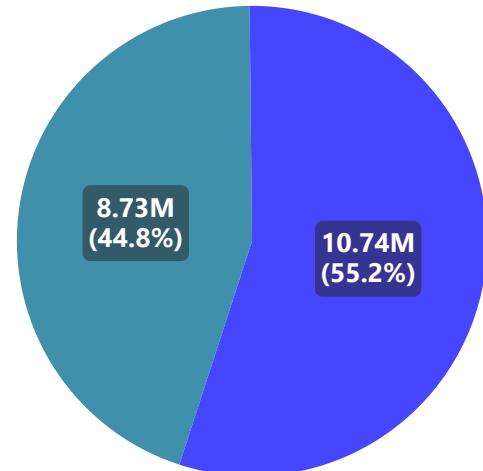
Year ● 2017 ● 2018



19.47M

Total Revenue

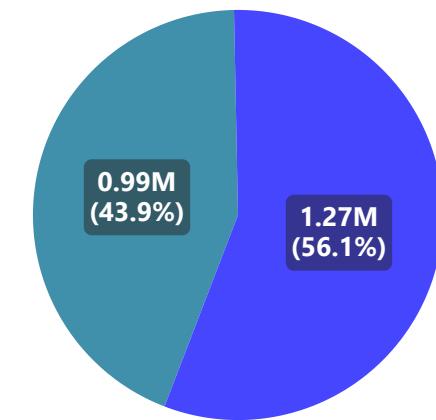
Year ● 2017 ● 2018



2.26M

Total Freight

Year ● 2017 ● 2018



Gross Merchandise Volume

Rate of Increase on 2018

5%

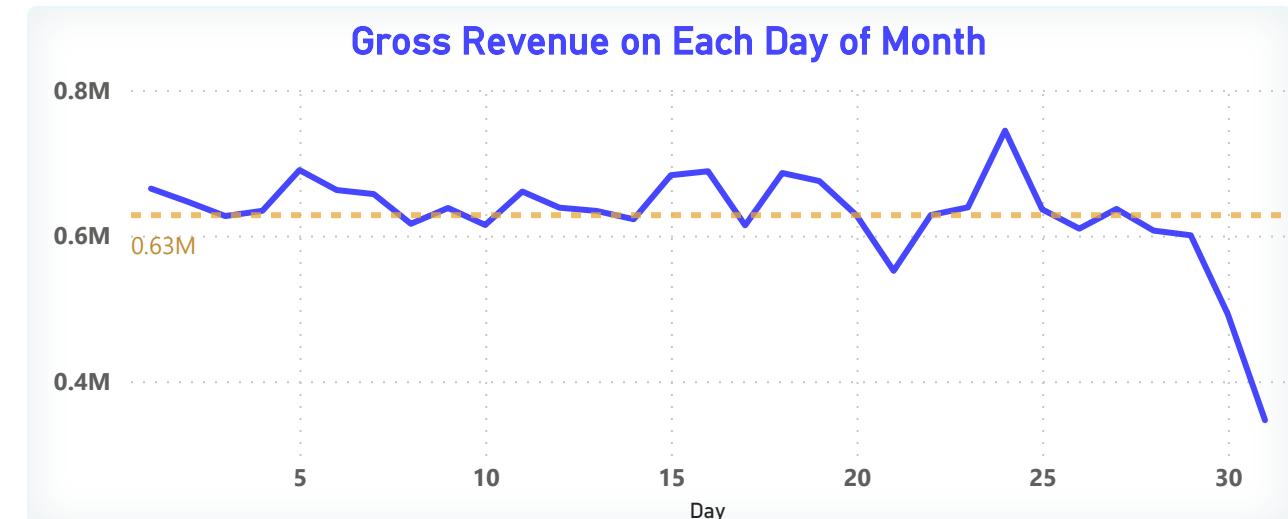
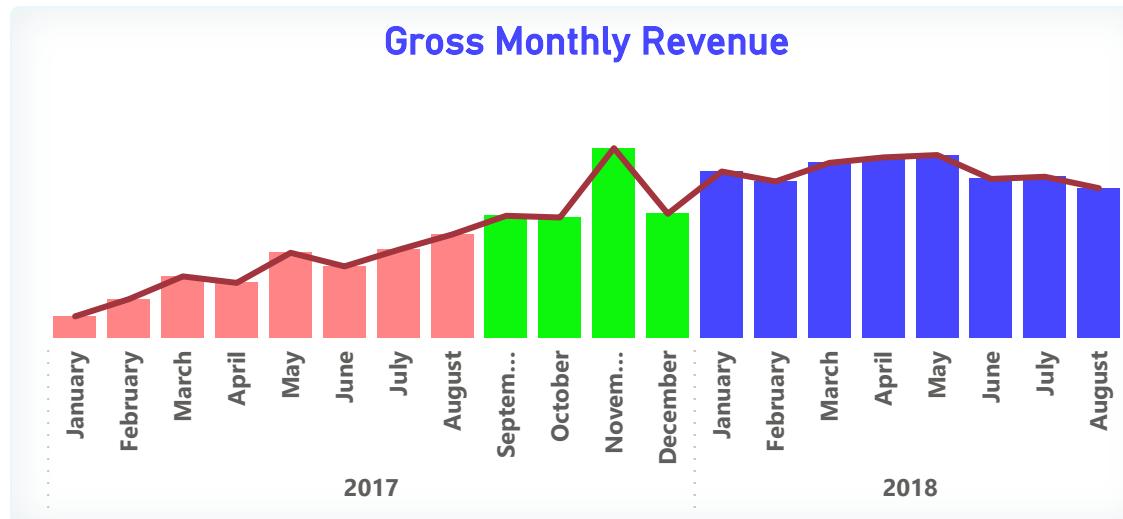
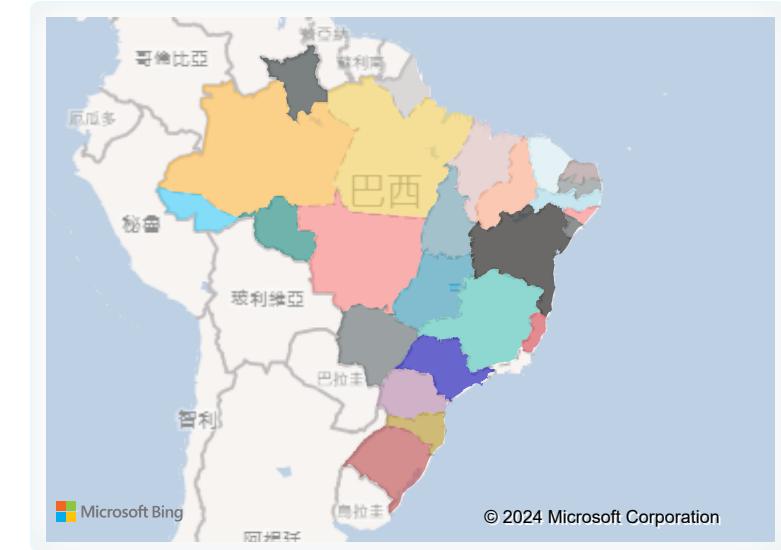
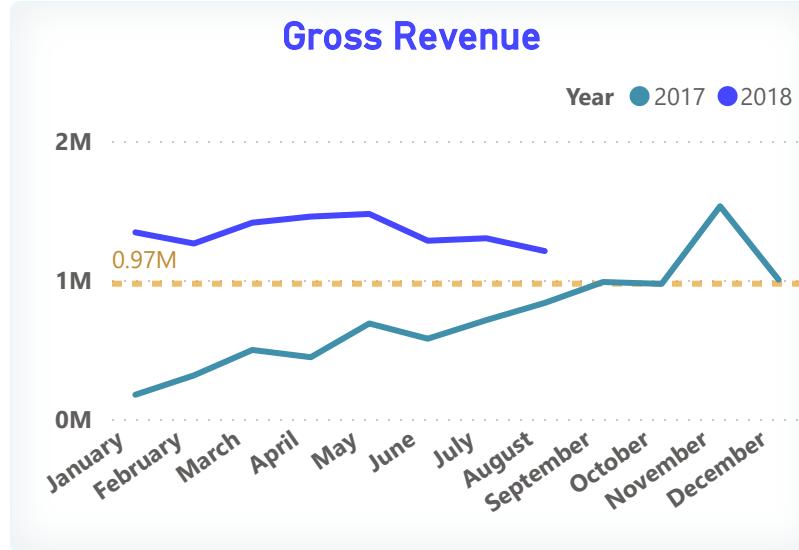
MG 2

19.47M

Total Revenue

Fiscal Years

AI



GMV Detail

95K

Total Order

205.25

Average Revenue per Order

Year

All

Order Distribution of Month

Year ● 2017 ● 2018

5K

0K

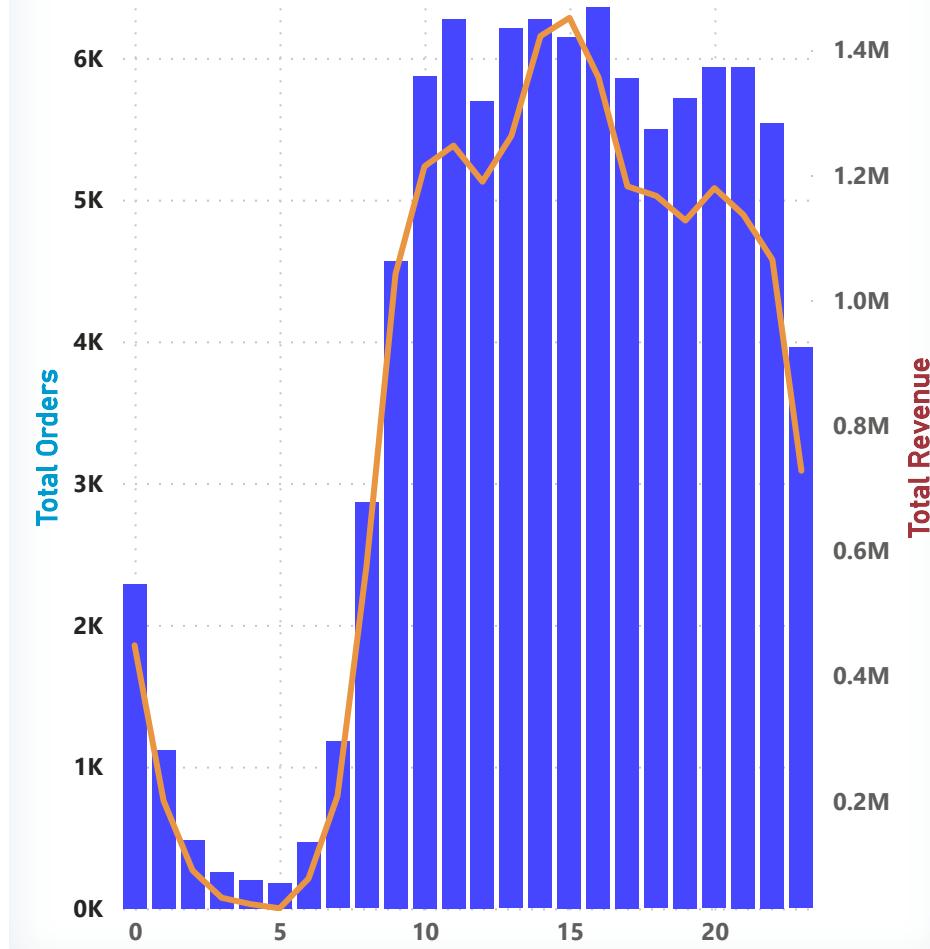


Revenue Distribution on Hour

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
15:00	236,865.83	213,624.75	200,922.93	219,606.71	304,646.93	143,454.65	131,628.27	1,450,750.07
14:00	229,397.72	243,429.28	256,466.20	185,236.54	202,306.86	148,119.66	156,729.45	1,421,685.71
16:00	225,550.26	228,103.07	213,997.38	211,445.53	230,666.90	126,516.71	119,431.34	1,355,711.19
13:00	187,364.05	218,688.57	186,957.28	211,461.64	200,369.59	131,526.40	126,208.64	1,262,576.17
11:00	200,029.89	201,704.82	200,134.45	186,513.36	224,240.05	118,513.30	115,564.20	1,246,700.07
10:00	190,001.28	211,915.57	199,445.27	191,715.39	181,493.72	137,533.74	101,397.44	1,213,502.41
12:00	197,599.56	182,914.89	181,129.87	185,709.63	171,480.83	141,254.86	128,911.28	1,189,000.92
17:00	188,168.40	197,483.12	187,901.83	168,891.45	158,412.19	143,392.66	137,348.00	1,181,597.65
20:00	198,840.90	191,607.85	158,748.99	178,306.26	127,883.15	148,101.49	175,284.47	1,178,773.11

Order and Revenue Distribution on Hour

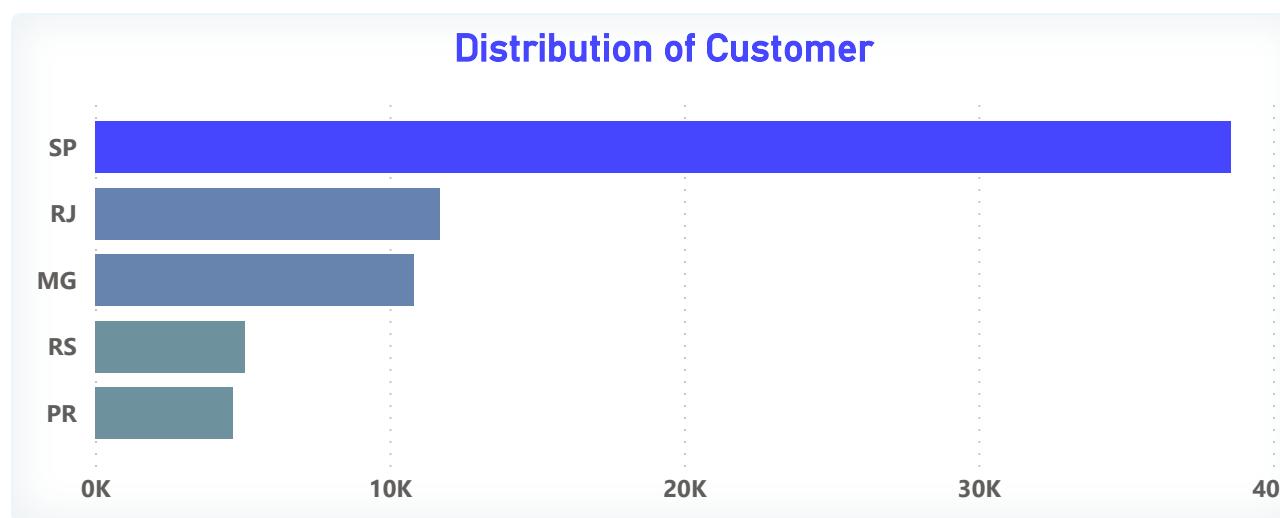
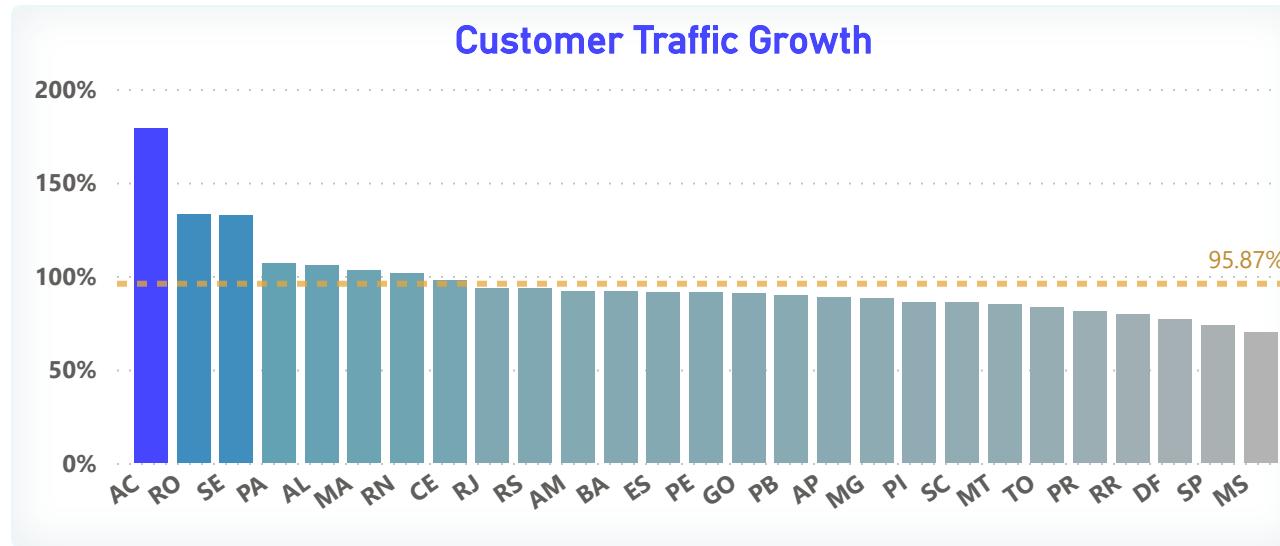
● Total Orders ● Total Revenue



State

27

Total States



State	Customers	Average Rating	Contributions of Rating and Revenue	
			Proportion of Rating	Total Revenue
SP	38551	4.24	40.07%	7,296,278.15
RJ	11706	3.95	12.20%	2,647,373.15
MG	10814	4.18	11.22%	2,252,405.36
RS	5075	4.18	5.29%	1,089,234.65
PR	4684	4.23	4.85%	1,014,177.23
SC	3389	4.12	3.50%	753,870.99
BA	3117	3.91	3.23%	762,047.87
DF	1984	4.12	2.06%	416,540.41
ES	1909	4.05	1.98%	395,352.02
GO	1844	4.09	1.92%	481,873.33
PE	1528	4.07	1.58%	353,614.22
CE	1238	3.93	1.26%	325,339.62
PA	901	3.89	0.93%	243,428.03
MT	843	4.13	0.88%	250,050.55
MA	689	3.82	0.71%	189,033.14
MS	672	4.17	0.70%	161,972.15
PB	495	4.05	0.51%	174,060.55
PI	456	3.98	0.47%	132,562.53
RN	454	4.12	0.47%	112,973.82
AL	382	3.82	0.40%	107,658.03
SE	324	3.88	0.33%	85,125.36
TO	264	4.15	0.27%	70,255.49
RO	227	4.17	0.24%	64,281.72
AM	140	4.22	0.15%	33,225.72
AC	74	4.06	0.08%	24,763.15
AP	66	4.22	0.07%	21,521.71
RR	37	3.89	0.04%	10,930.04

Partner(Seller)

3095

Partner

73

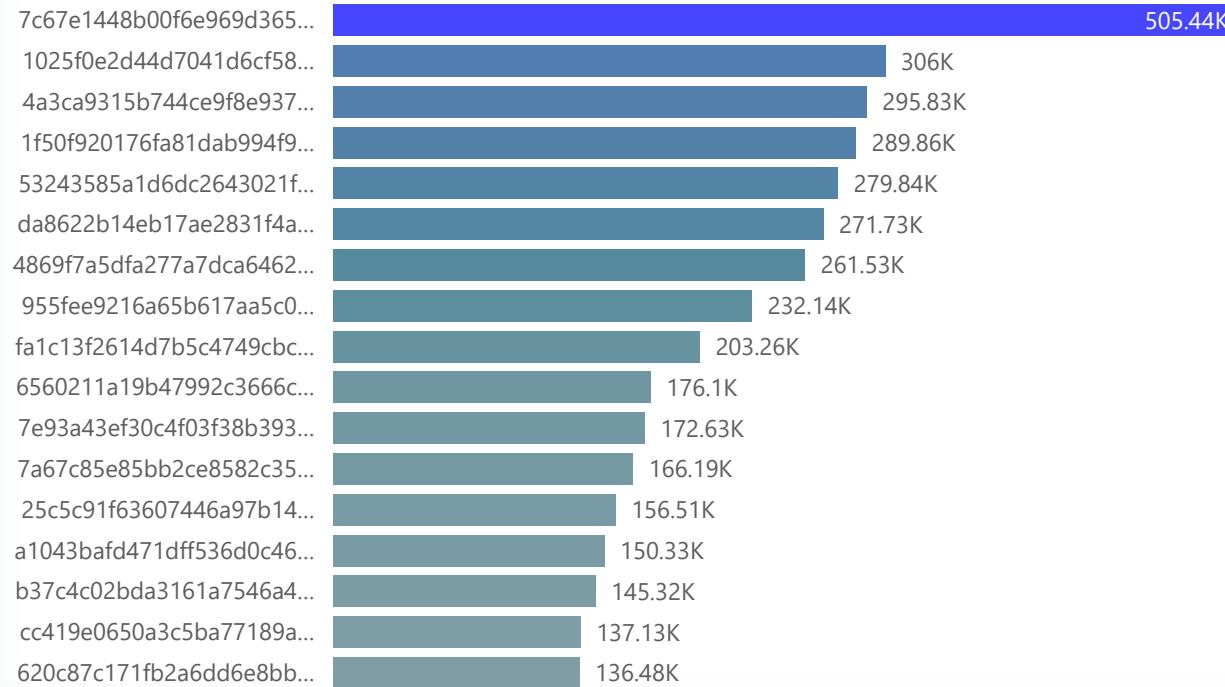
Category

ALL

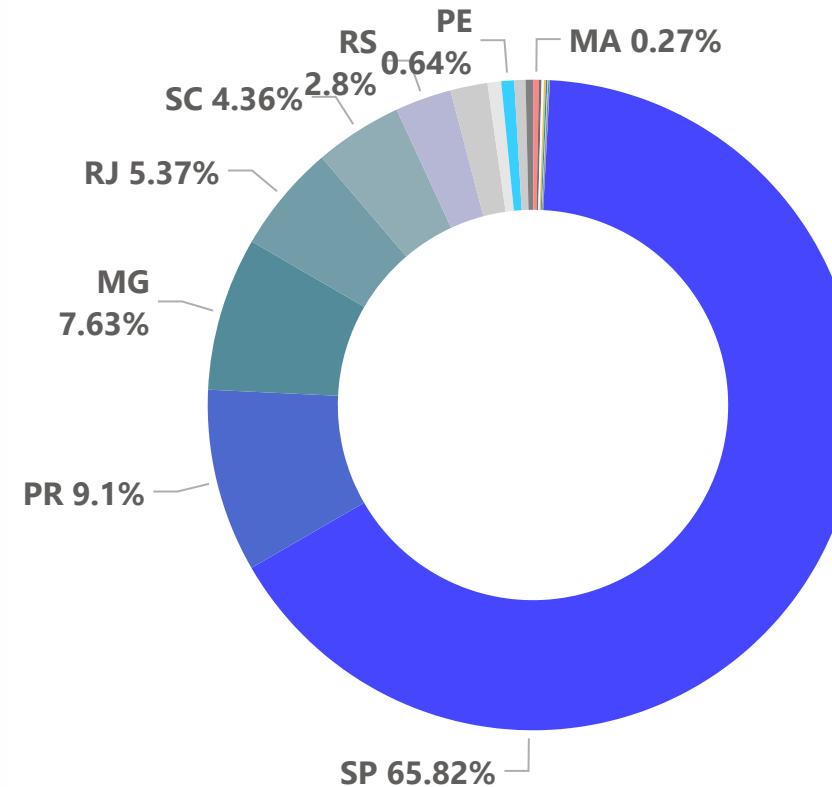
Top 5

Bottom 5

Total Revenue of Seller



Contribution of Sellers by State



Year



All



Product

113K

Total Product Sales

95K

Total Order

ALL

Top 5

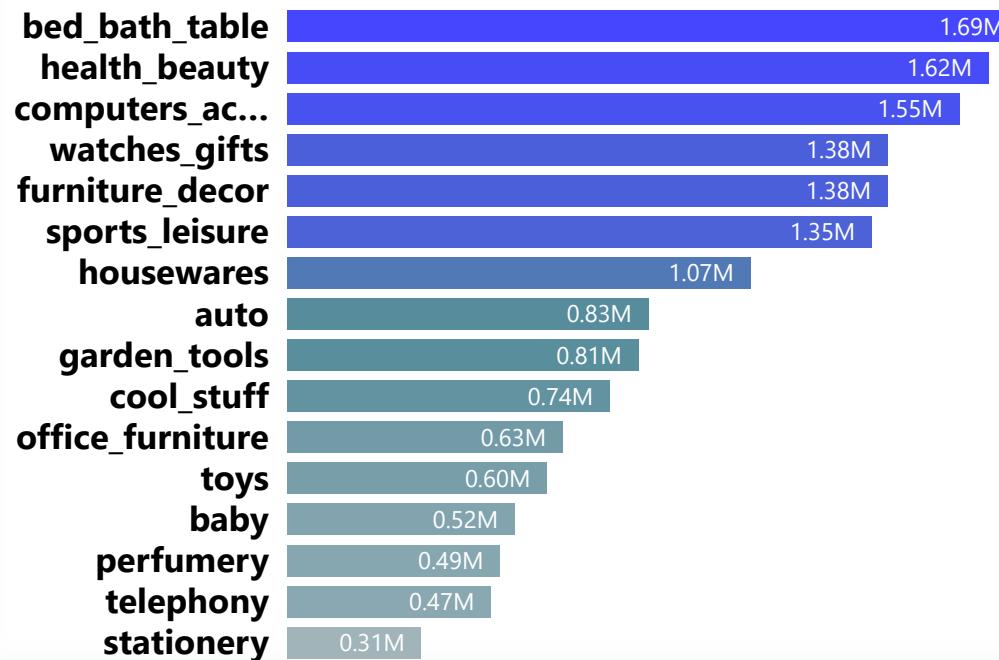
Bottom 5

ALL

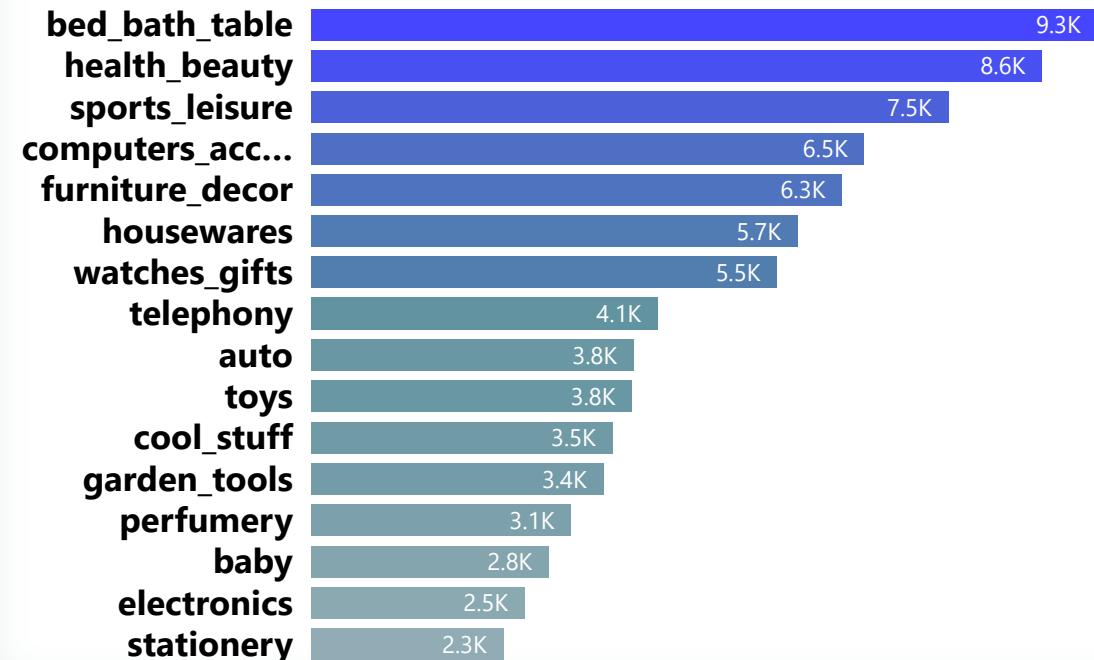
Top 5

Bottom 5

Total Revenue in Category



Total Orders in Category



Customer

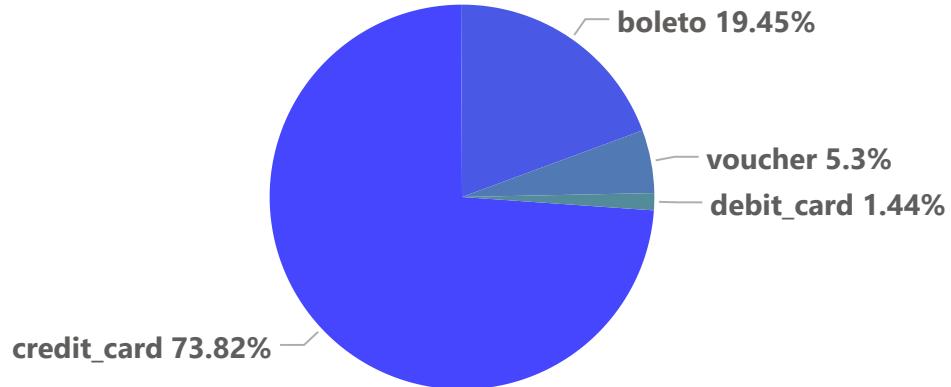
92K

Total Customers

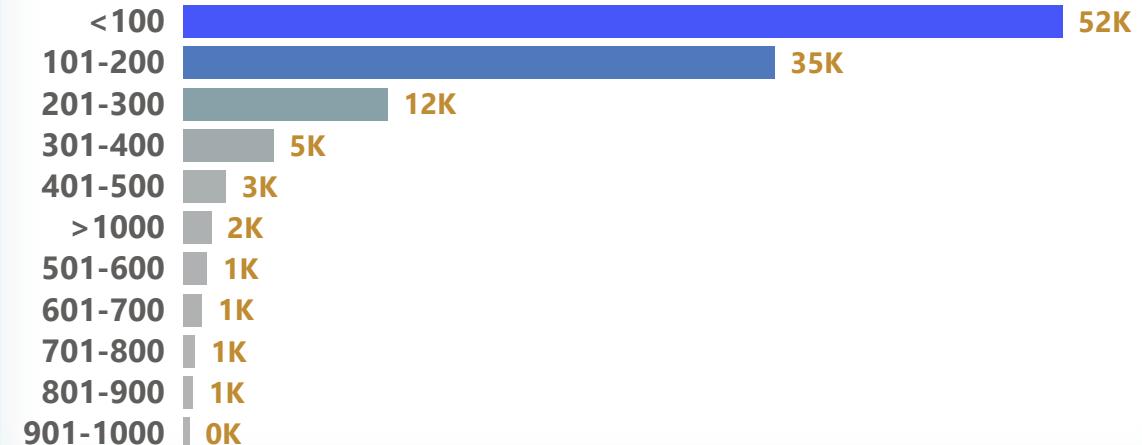
4071

City

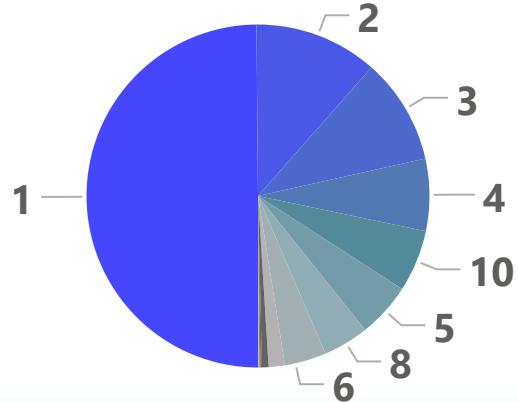
Payment Type



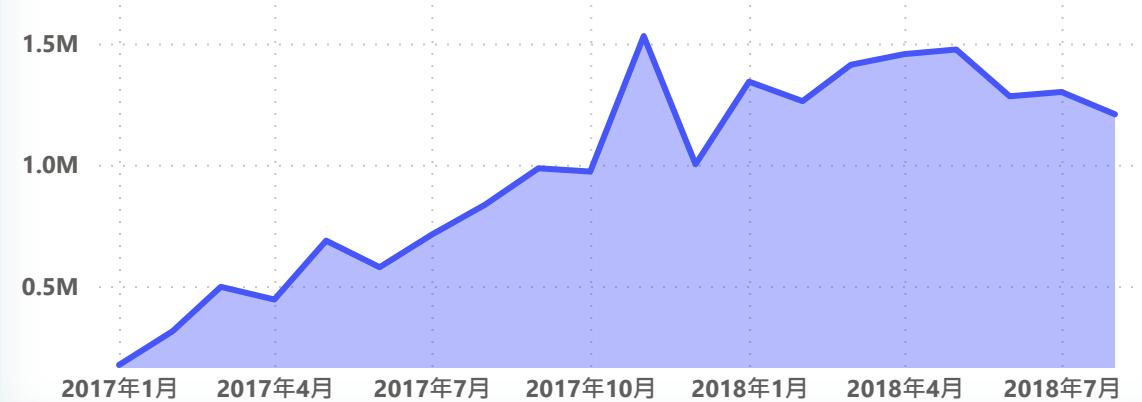
Distribution of Different Range of Amount



Payment Installment



Consumption



Rating

4.07

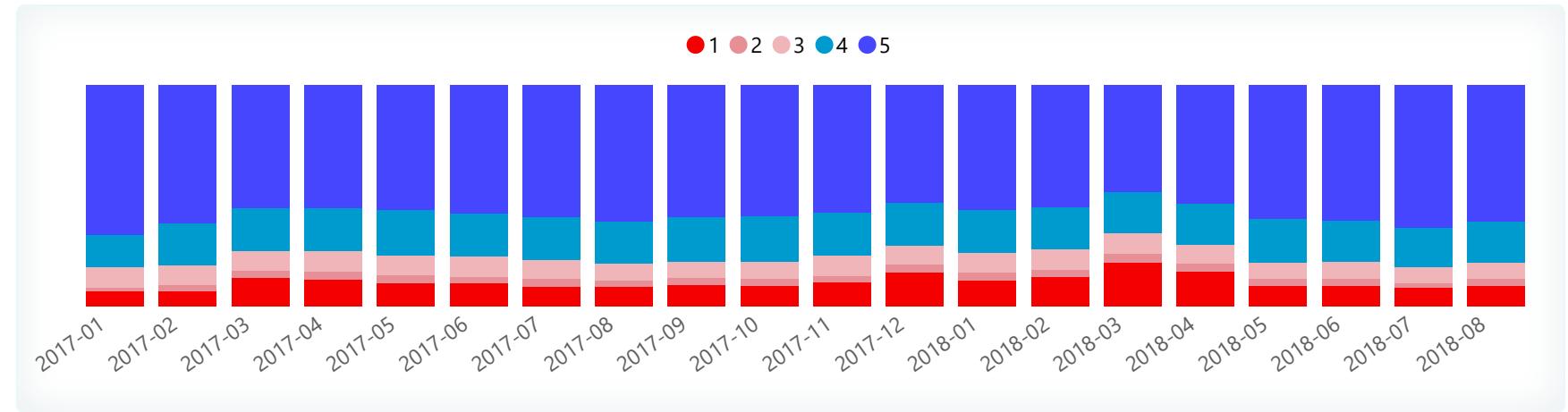
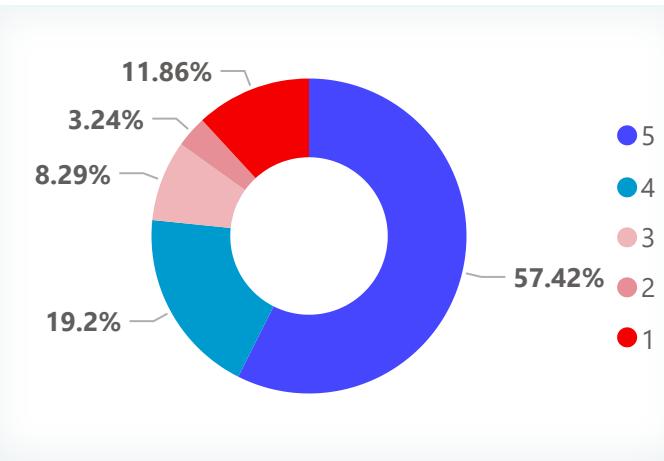
Average Rating

100000

Total Feedback

Year

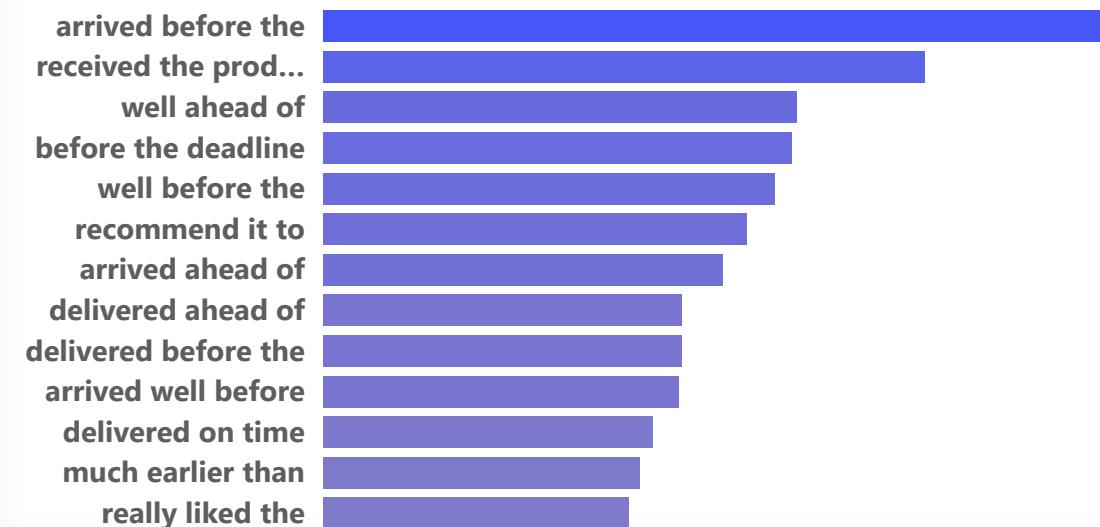
All



Average Rating in Category (Top 10)

health_beauty	housewares	computers_...	telephony
4.22	4.18		
toys	auto	4.07	4.04
4.22	4.14	furniture_d...	bed_bath_t...
sports_leisure	watches_gifts	4.04	3.98
4.22	4.11		

Common Words in 5-Stars Rating



Low Rating

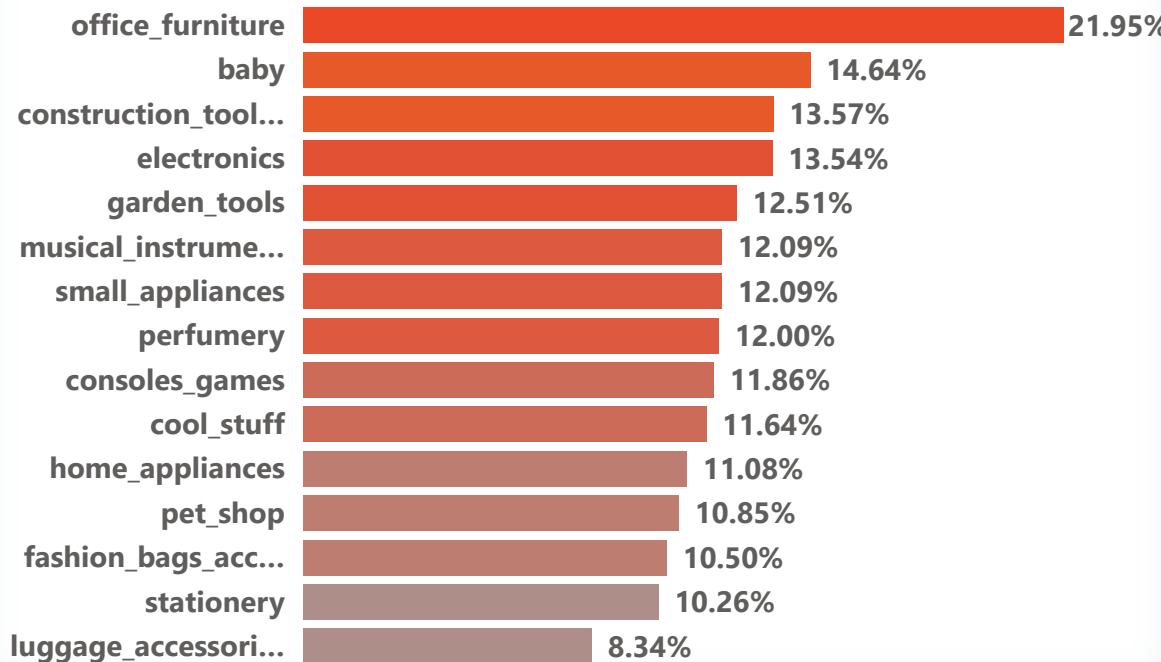
15093

Low Rating(rating<=3)

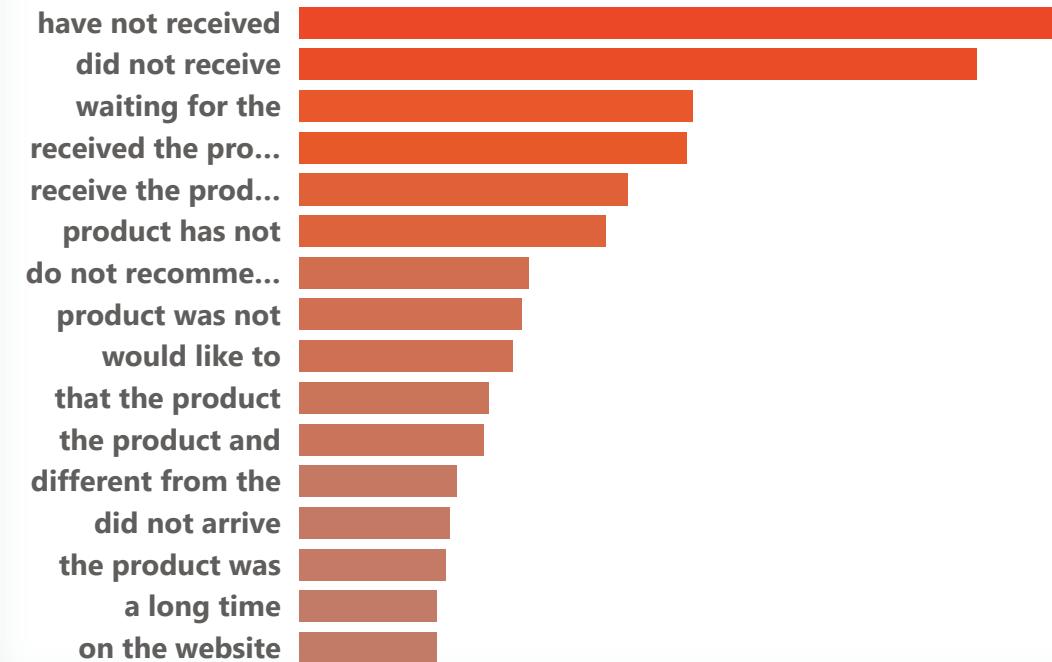
15.09%

Proportion of Low Rating

Proportion of Low Rating in Category



Common Words in 1-Star Rating



Delivery

10.39

Average Process Hour

2.71

Average Day to Carrier

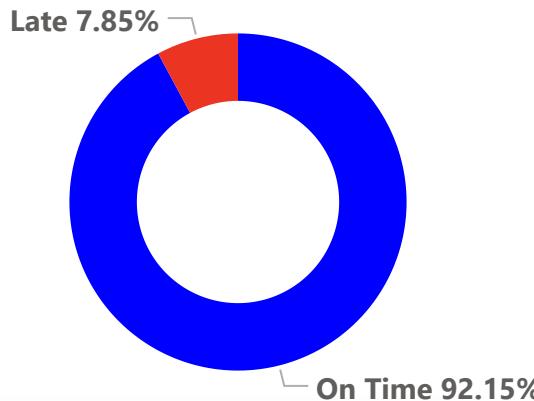
12.40

Average Day for Delivery

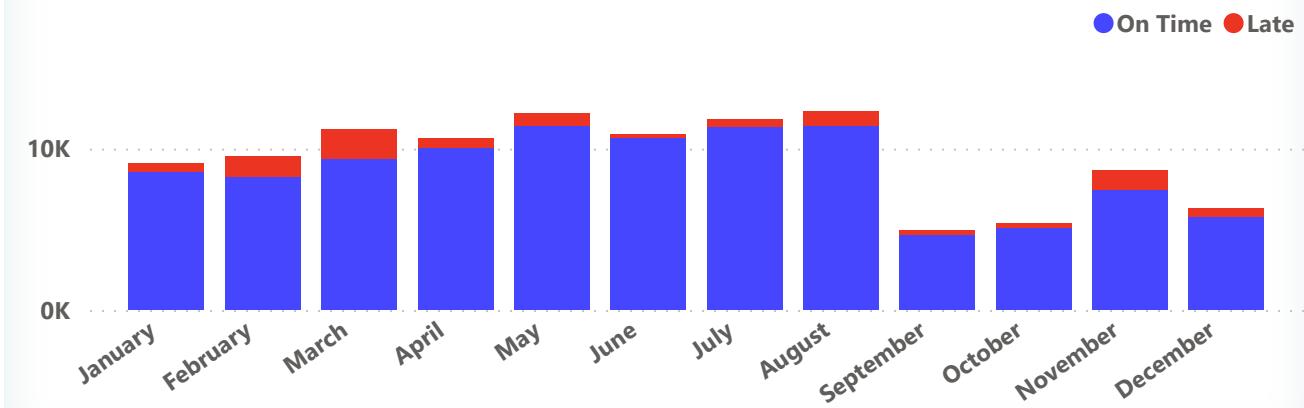
8873

Late Delivery

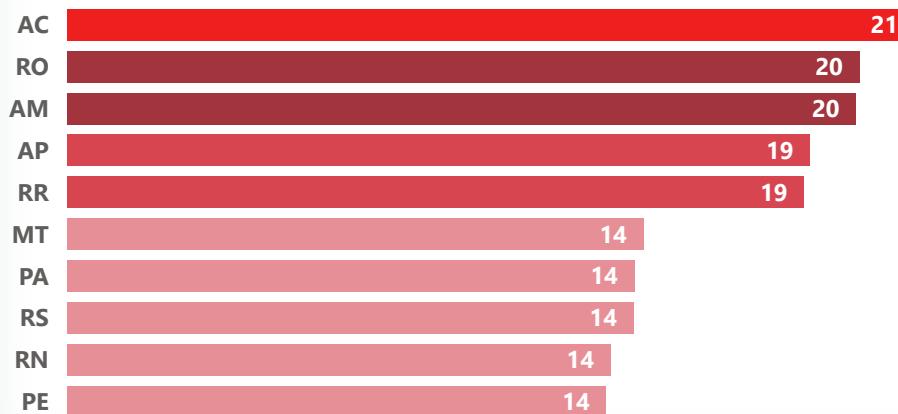
Delivery Status



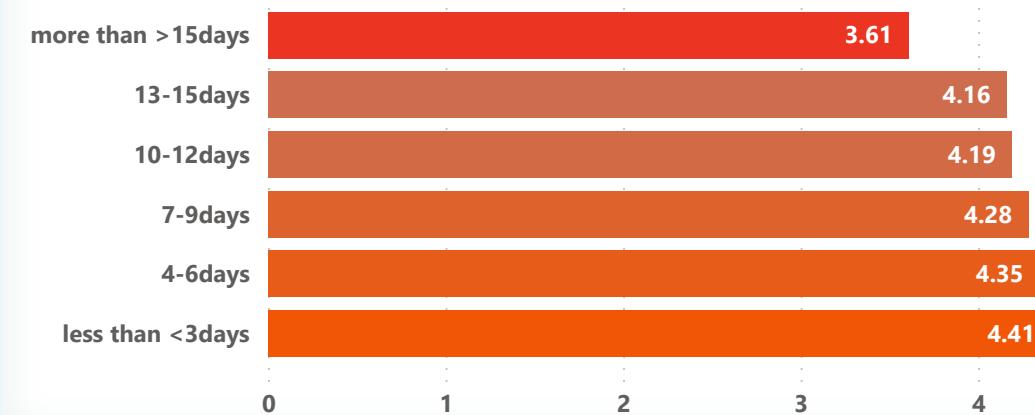
Delivery Status Proportion



Average Days on Delivery for State



Correlation Between Average Rating and Shipping Time



Freight

0.01

Lowest Freight

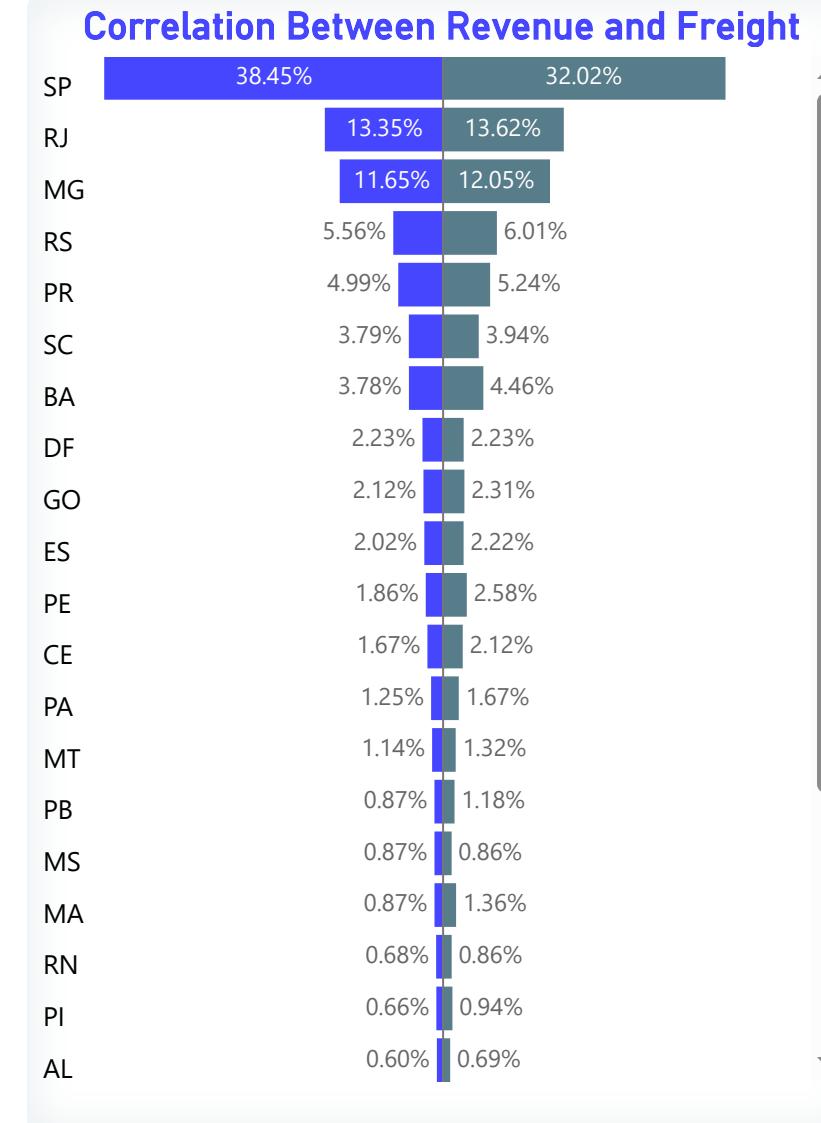
409.68

Highest Freight

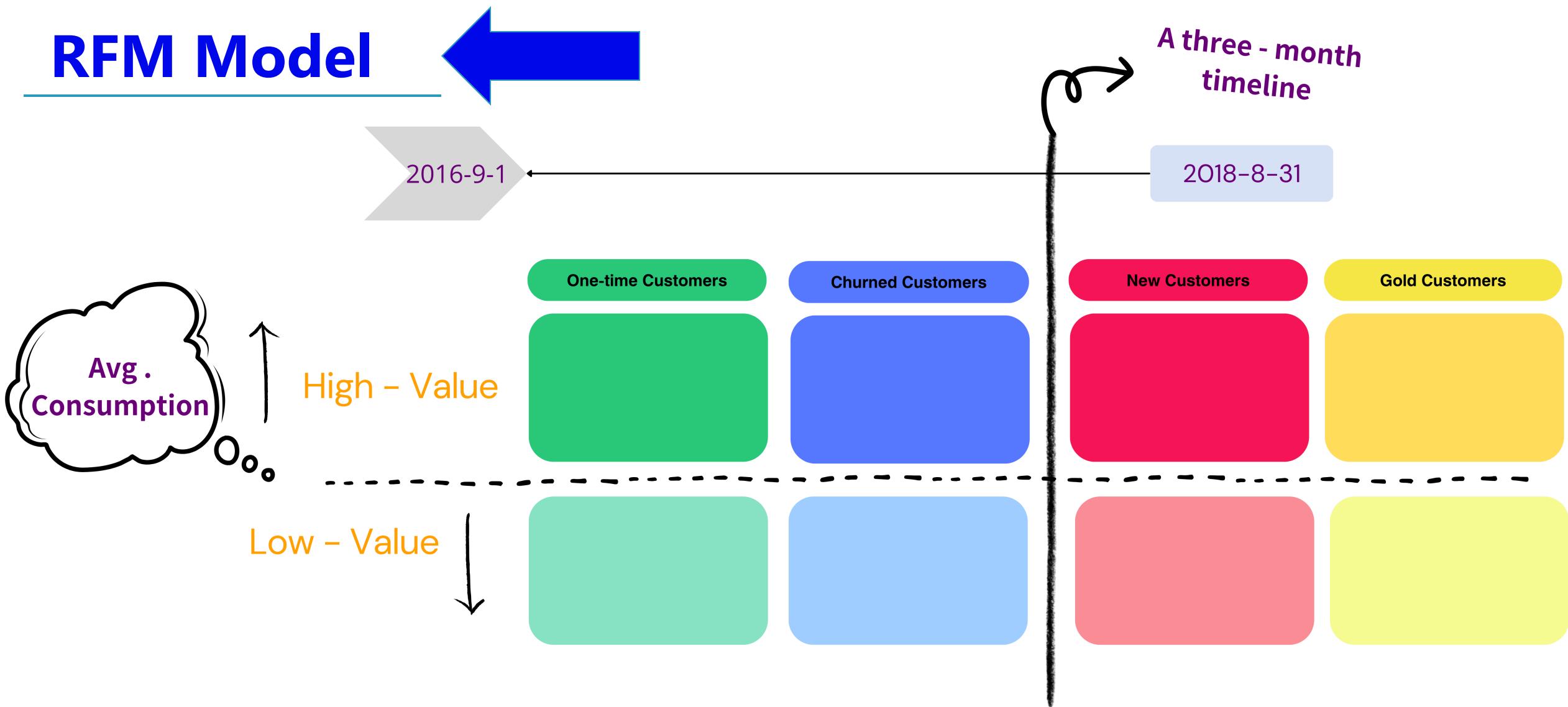
20.03

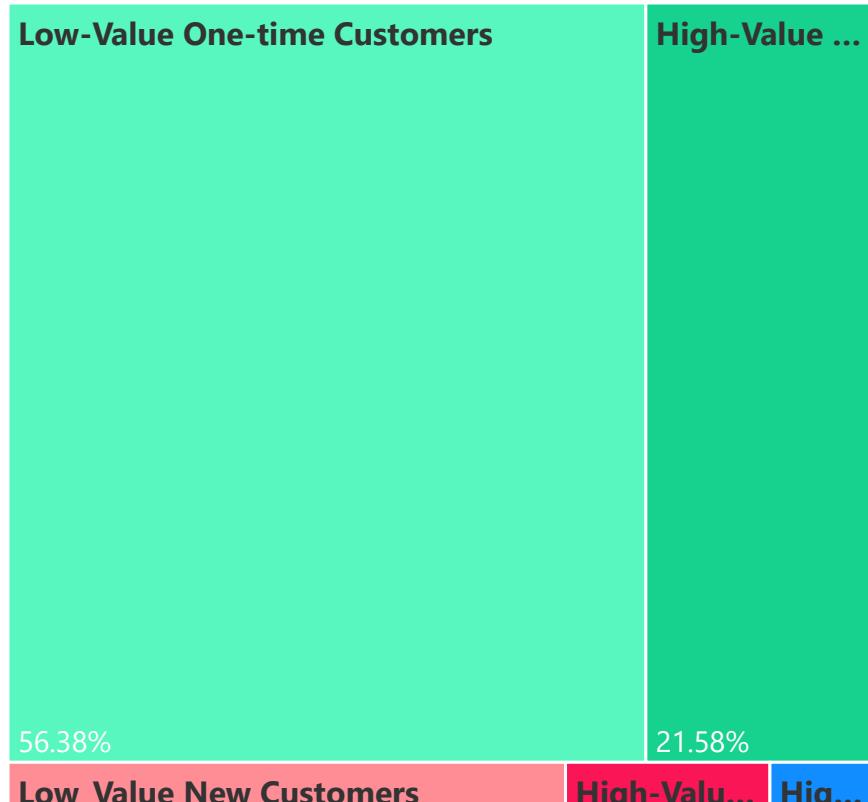
Average Freight

Customer State	Average Freight	Average Order Amount
PB	43.76	192.91
AL	35.85	185.84
AC	40.21	184.14
RN	35.43	167.85
RO	41.26	167.01
TO	40.09	165.45
PI	39.25	163.50
AP	34.24	163.31
PA	35.45	159.87
RR	44.11	157.48
CE	32.50	153.91
SE	36.78	152.53
MA	38.64	147.42
MT	28.00	145.05
MS	23.48	142.62
PE	32.52	140.66
BA	26.21	133.11
AM	33.00	132.14
DF	21.17	127.39
GO	22.62	124.75
RJ	21.13	124.25
SC	21.52	124.05
RS	21.70	120.45
ES	21.97	120.34
MG	20.68	120.02
PR	20.59	117.78
SP	15.19	109.48

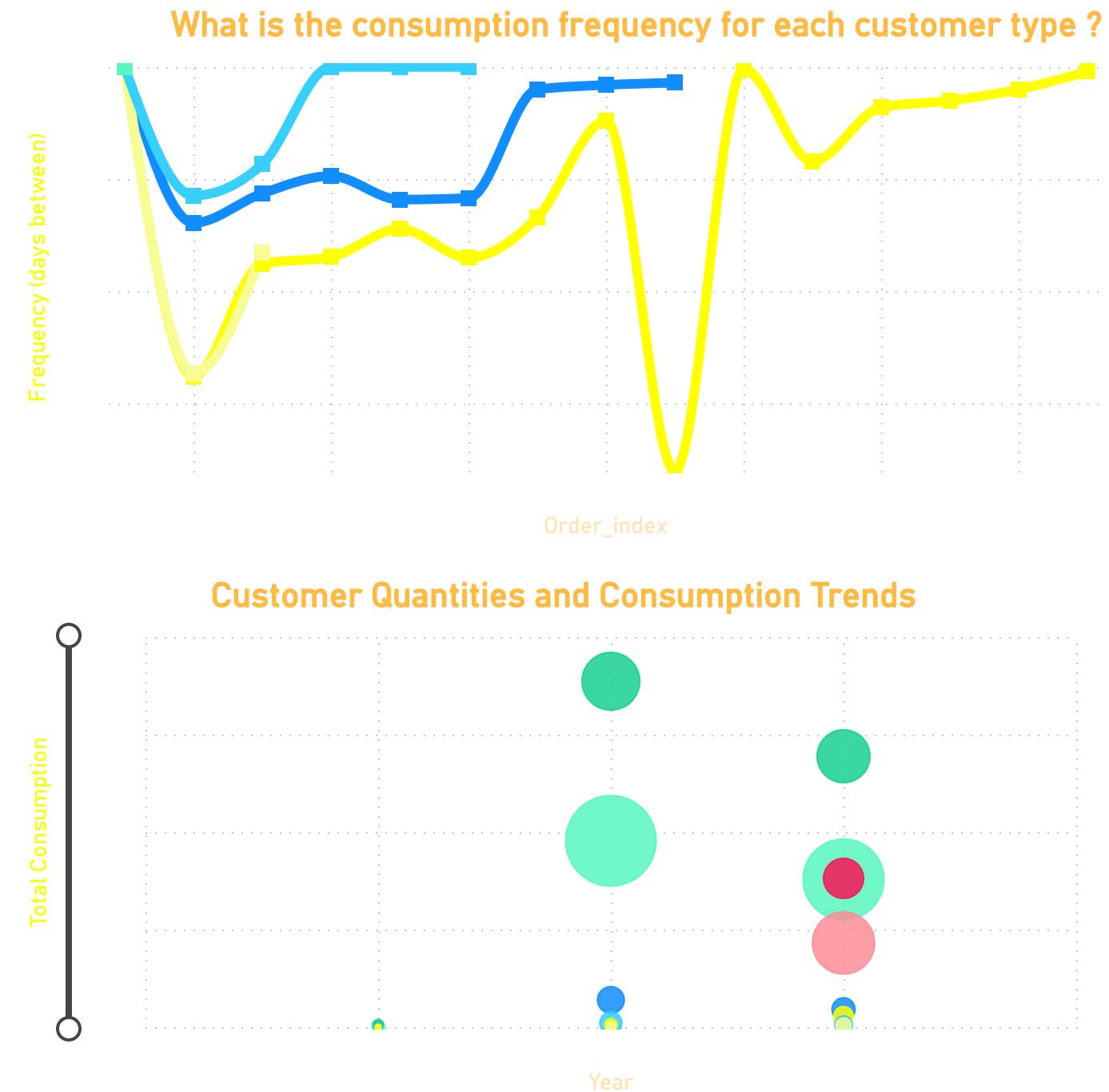


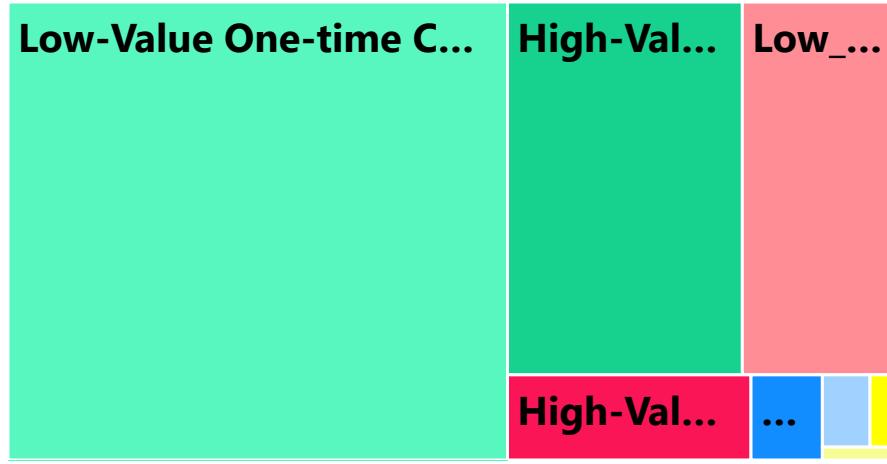
RFM Model





- ▶
- ▶
- ▶

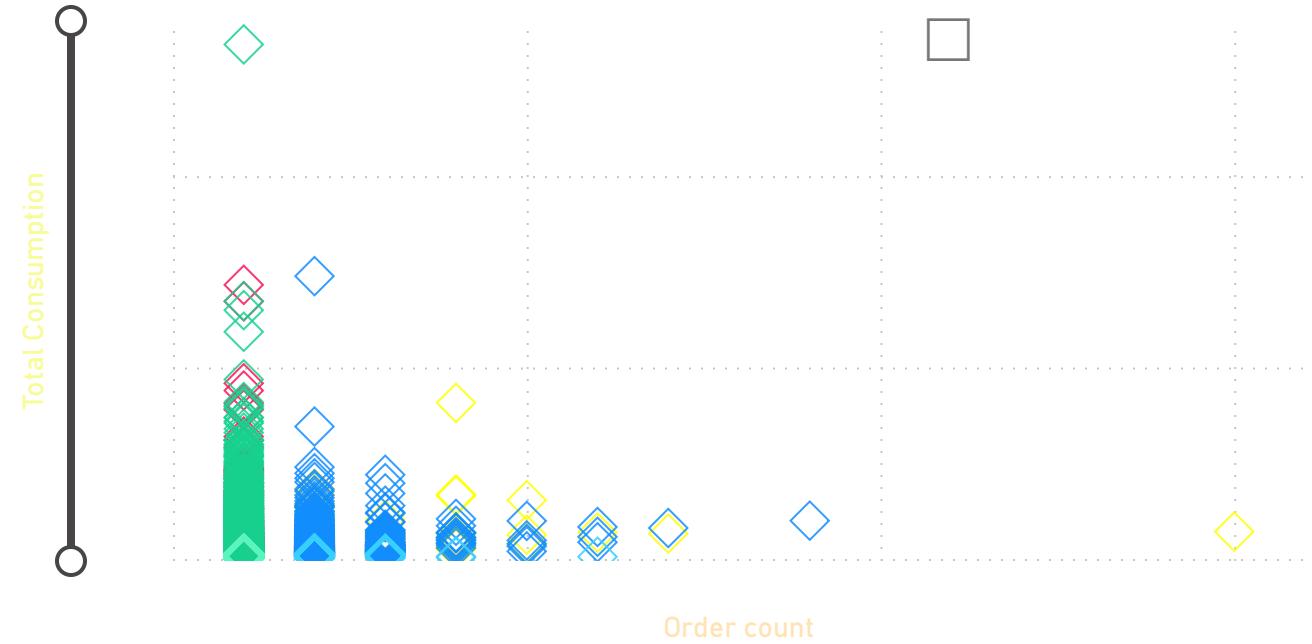




What are the customers' product preferences ?

High_Value Gold Customers	High-Value New Customers	Low_Value Gold Customers	Low-Value Churned Customers
High-Value Churned Customers	High-Value One-time Customers	Low_Value New Customers	Low-Value One-time Customers

Customer/Order Distribution



bed bath table

health beauty

sports leisure

furniture decor

computers accessories

What made our customer unsatisfied?

** Base on rating **
1-2 stars consider as unsatisfied
3 stars consider as neutral
4-5 stars consider as satisfied

Year

2016

2018

2017



Key influencers Top segments

What influences Customer Satisfaction to be Unsatisfied



?

When...

Delivery is Late or on Time
is Late

...the likelihood of
Customer Satisfaction being
Unsatisfied increases by

4.14x

Month is March

1.84x

Customer State is AM

1.83x

Sum of Payment Value is
more than 217.57

1.67x

Customer State is PA

1.65x

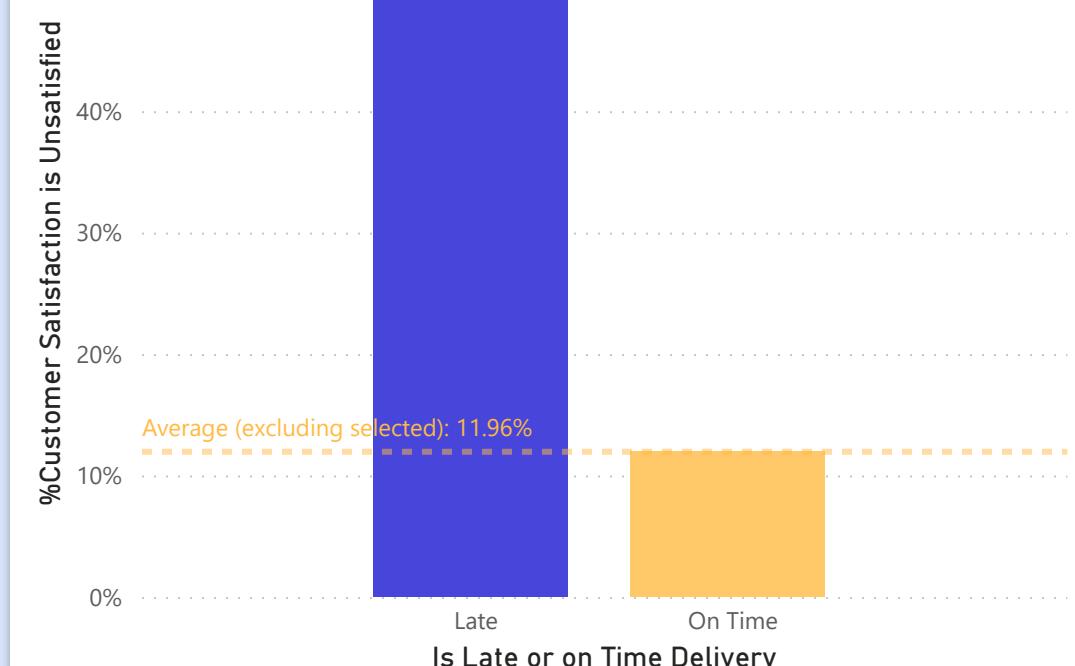
Customer State is AL

1.53x

Sort by: Impact Count

Sort by: Impact Count

← Customer Satisfaction is more likely to be Unsatisfied when Delivery is Late or on Time is Late than otherwise (on average).



Only show values that are influencers

**** Base on rating ****
1-2 stars consider as unsatisfied
3 stars consider as neutral
4-5 stars consider as satisfied

