olist

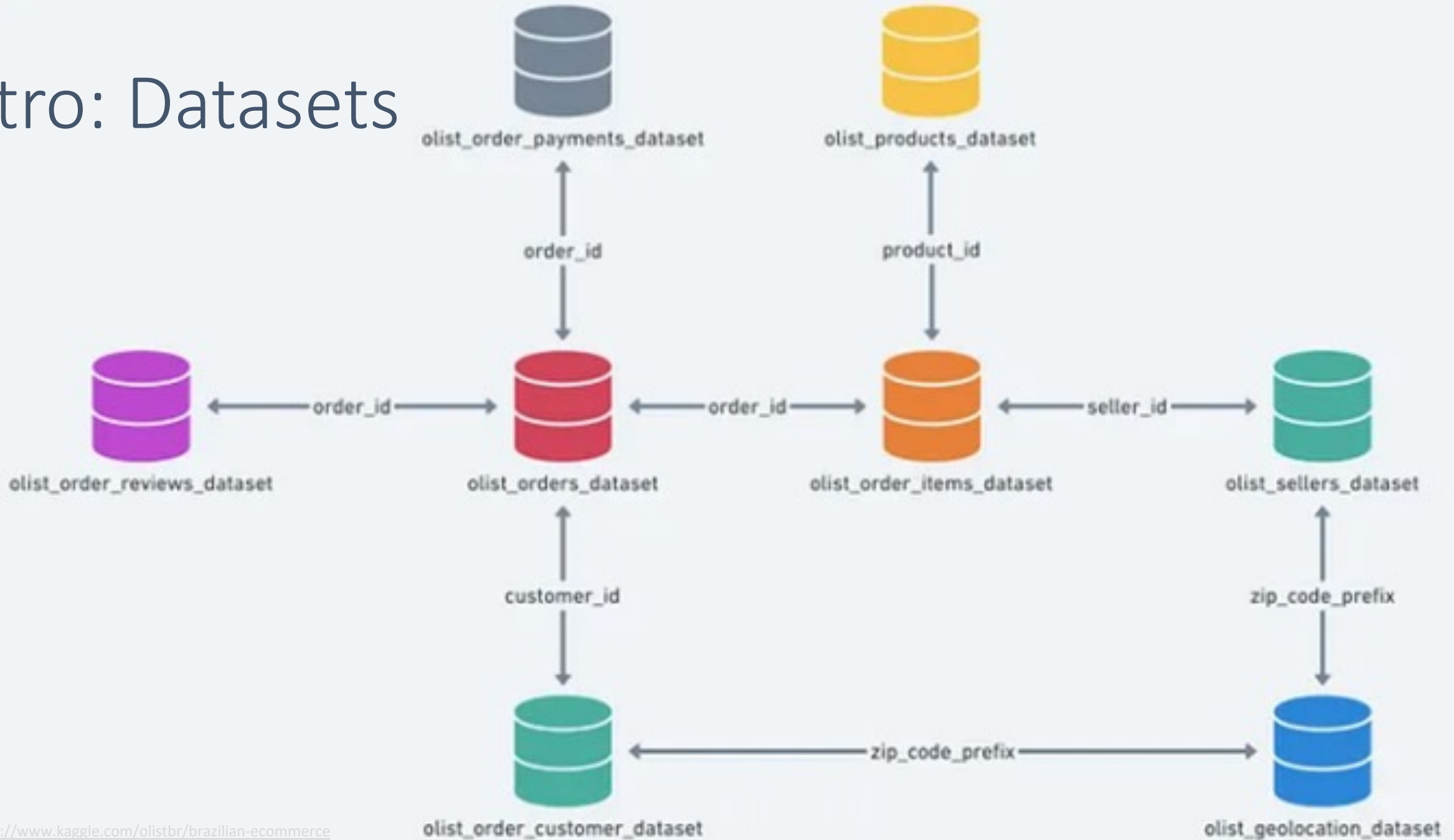# Analysis of Brazilian E-Commerce Datasets -- Olist

Mengyue Fan

Intro: company

Olist: Brazilian E-commerce Marketplace Solution

• Provides e-commerce solutions to retailers

• Includes software, marketplace contracts, and reputation sharing
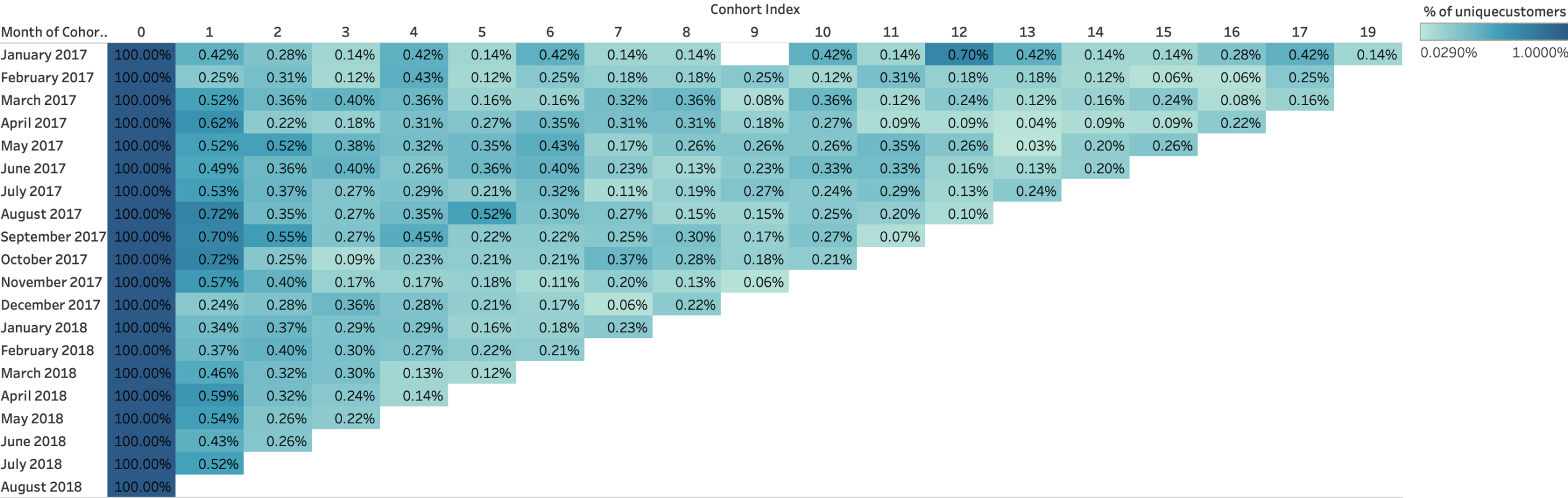
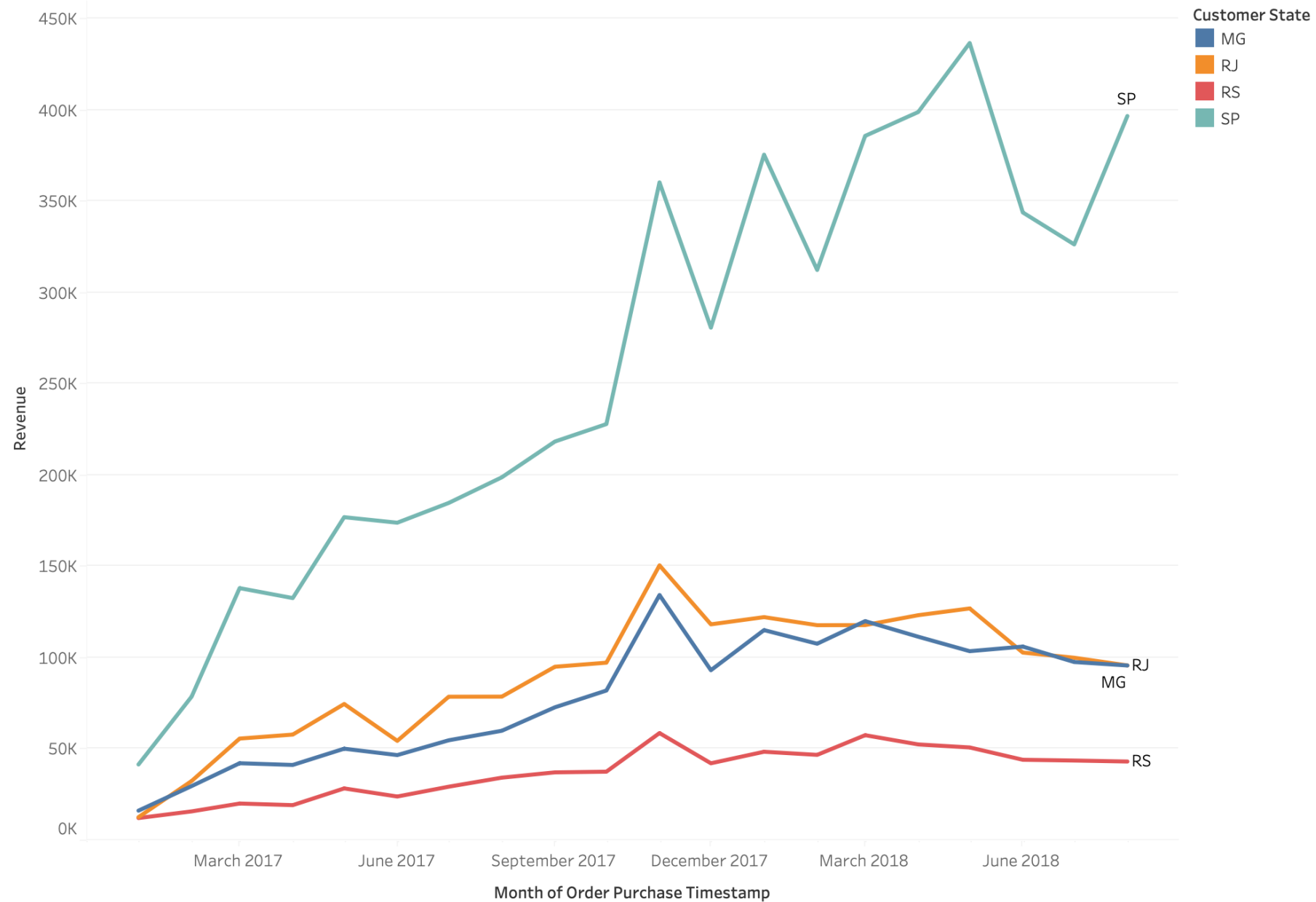• Utilizes SaaS technology since 2015

Intro: Datasets

Cohort Analysis

Cohort Analysis Percentage

Conhort Index

% of uniquecustomers

0.0290%　　1.0000%

Month of Cohor..	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	19
January 2017	100.00%	0.42%	0.28%	0.14%	0.42%	0.14%	0.42%	0.14%	0.14%		0.42%	0.14%	0.70%	0.42%	0.14%	0.14%	0.28%	0.42%	0.14%
February 2017	100.00%	0.25%	0.31%	0.12%	0.43%	0.12%	0.25%	0.18%	0.18%	0.25%	0.12%	0.31%	0.18%	0.18%	0.12%	0.06%	0.06%	0.25%	
March 2017	100.00%	0.52%	0.36%	0.40%	0.36%	0.16%	0.16%	0.32%	0.36%	0.08%	0.36%	0.12%	0.24%	0.12%	0.16%	0.24%	0.08%	0.16%	
April 2017	100.00%	0.62%	0.22%	0.18%	0.31%	0.27%	0.35%	0.31%	0.31%	0.18%	0.27%	0.09%	0.09%	0.04%	0.09%	0.09%	0.22%		
May 2017	100.00%	0.52%	0.52%	0.38%	0.32%	0.35%	0.43%	0.17%	0.26%	0.26%	0.26%	0.35%	0.26%	0.03%	0.20%	0.26%			
June 2017	100.00%	0.49%	0.36%	0.40%	0.26%	0.36%	0.40%	0.23%	0.13%	0.23%	0.33%	0.33%	0.16%	0.13%	0.20%				
July 2017	100.00%	0.53%	0.37%	0.27%	0.29%	0.21%	0.32%	0.11%	0.19%	0.27%	0.24%	0.29%	0.13%	0.24%					
August 2017	100.00%	0.72%	0.35%	0.27%	0.35%	0.52%	0.30%	0.27%	0.15%	0.15%	0.25%	0.20%	0.10%						
September 2017	100.00%	0.70%	0.55%	0.27%	0.45%	0.22%	0.22%	0.25%	0.30%	0.17%	0.27%	0.07%							
October 2017	100.00%	0.72%	0.25%	0.09%	0.23%	0.21%	0.21%	0.37%	0.28%	0.18%	0.21%								
November 2017	100.00%	0.57%	0.40%	0.17%	0.17%	0.18%	0.11%	0.20%	0.13%	0.06%									
December 2017	100.00%	0.24%	0.28%	0.36%	0.28%	0.21%	0.17%	0.06%	0.22%										
January 2018	100.00%	0.34%	0.37%	0.29%	0.29%	0.16%	0.18%	0.23%											
February 2018	100.00%	0.37%	0.40%	0.30%	0.27%	0.22%	0.21%												
March 2018	100.00%	0.46%	0.32%	0.30%	0.13%	0.12%													
April 2018	100.00%	0.59%	0.32%	0.24%	0.14%														
May 2018	100.00%	0.54%	0.26%	0.22%															
June 2018	100.00%	0.43%	0.26%																
July 2018	100.00%	0.52%																	
August 2018	100.00%																		

% of uniquecustomers (color) broken down by Conhort Index vs. Cohort Timestamp Month. The data is filtered on Cohort Timestamp Month, which includes everything. The view is filtered on Cohort Timestamp Month, which excludes September 2016, October 2016 and December 2016.

Revenue Trend by State

The trend of sum of Revenue for Order Purchase Timestamp Month. Color shows details about Customer State. The marks are labeled by Customer State. The data is filtered on Order Purchase Timestamp Month, which excludes September 2016, October 2016, December 2016 and September 2018. The view is filtered on Customer State, which keeps MG, RJ, RS and SP.