



# Olist Store Sales Analysis

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Tech her up Program | 2024

Carerha

# Introduction

This analysis focuses on the sales data of the Olist store, a Brazilian e-commerce marketplace, covering the period from 2016 to 2018. we aim to identify key drivers of sales growth, understand customer purchasing behavior, and evaluate the performance of different product categories.

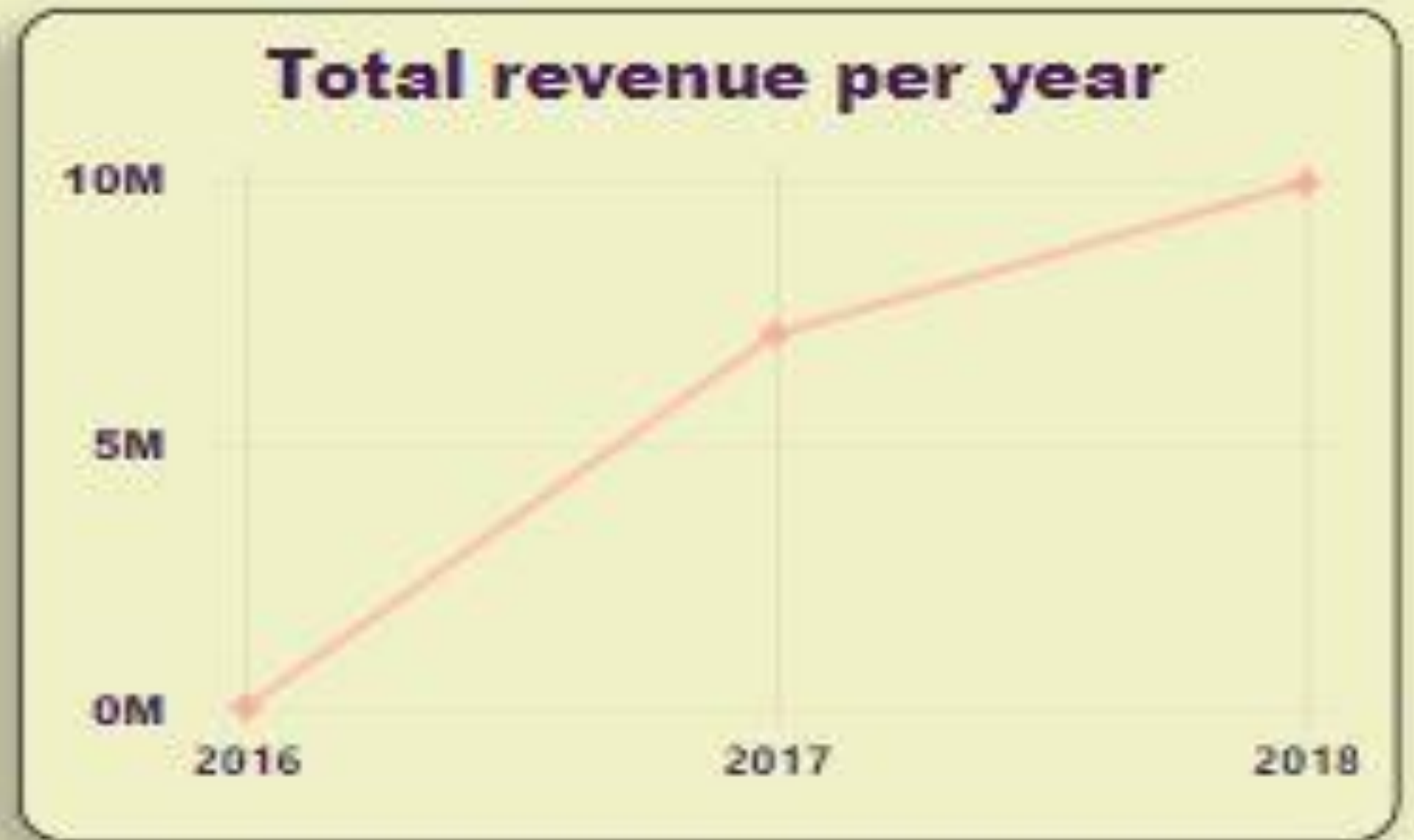
# Business Questions

- 1- How has total revenue growth progressed over the years (2016:2018) ?
- 2- What is the seasonal trend in monthly order volumes ?
- 3- What is the distribution of payment types among customers ?
- 4- Which state has the highest revenue for the olist store ?
- 5- What are the most popular product categories by revenue ?
- 6- Which month generate the highest revenue across years ?
- 7- Which product categories are the highest revenue for each year 2016,2017,2018 ?
- 8- What is the growth rate new customers over the years ?

# Total revenue over the years

3

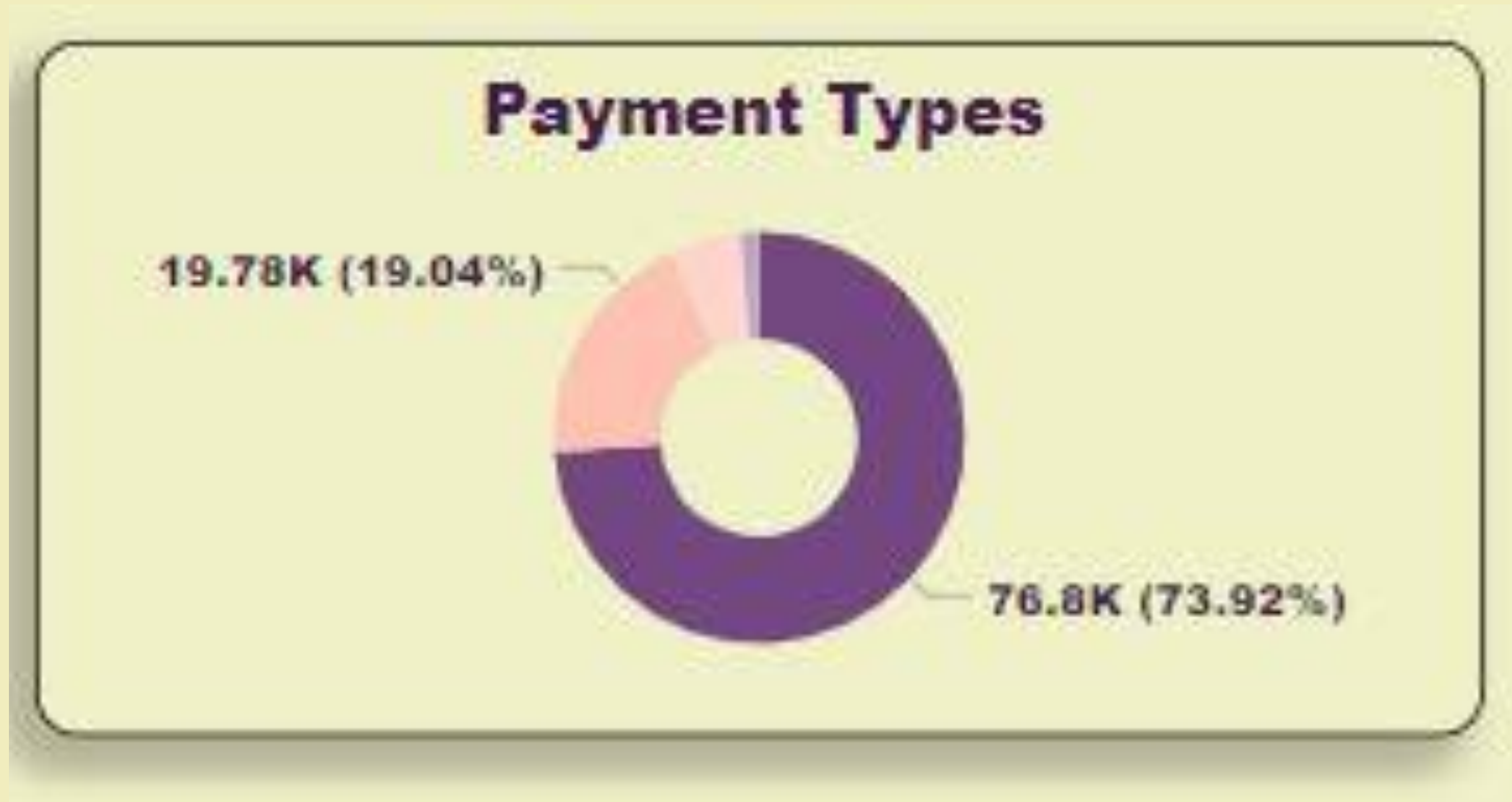
First we can see that total revenue was low in 2016, then it increased in 2017 become 7,082,613.81\$, until 2018 become in the highest value in this three years 9,934,964.69 \$. And the growth rate between 2017 vs 2018 is 40.27 %.



# The seasonal trend

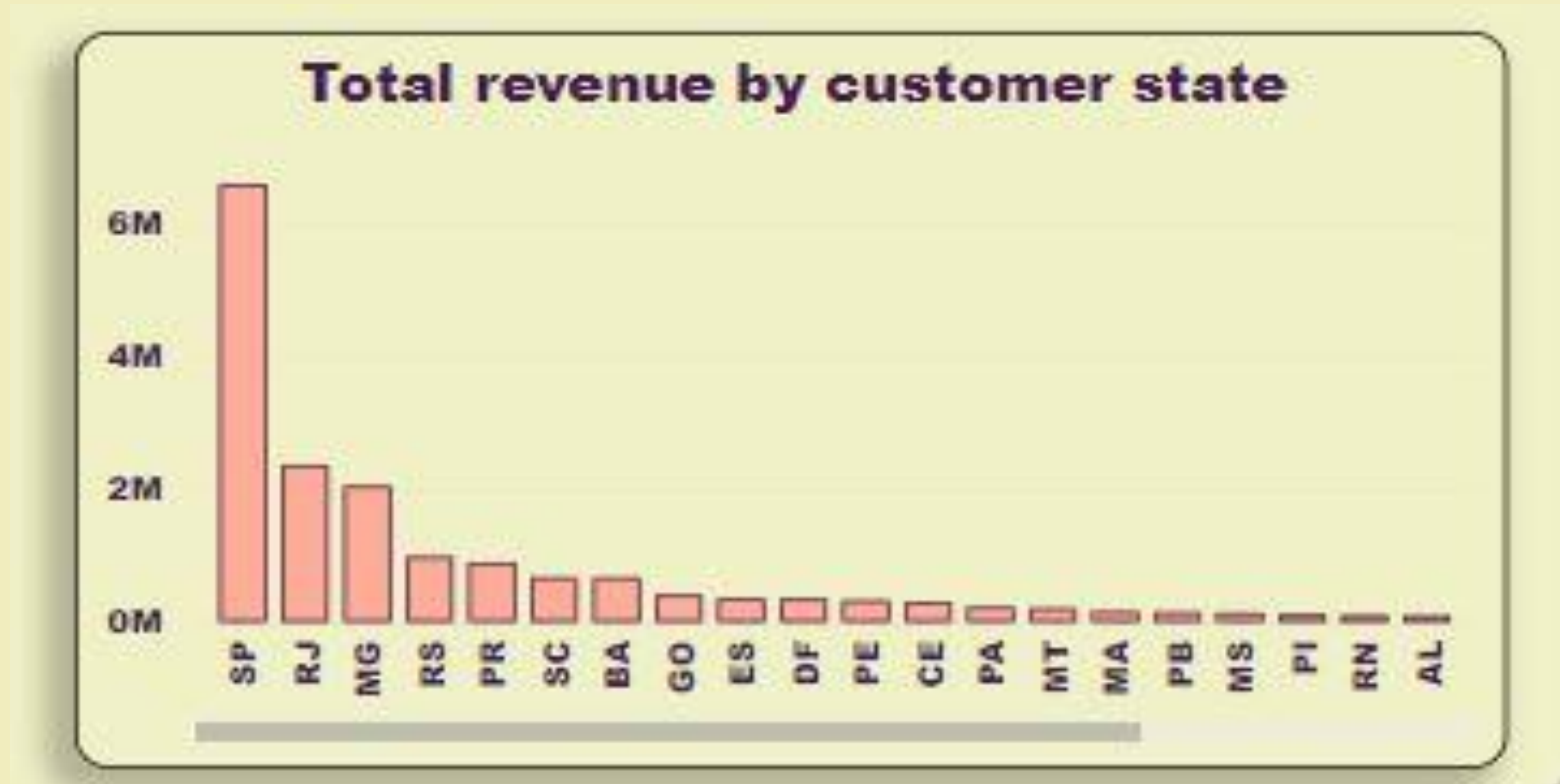


# The distribution of payment types





# The highest revenue state



# the most popular product categories

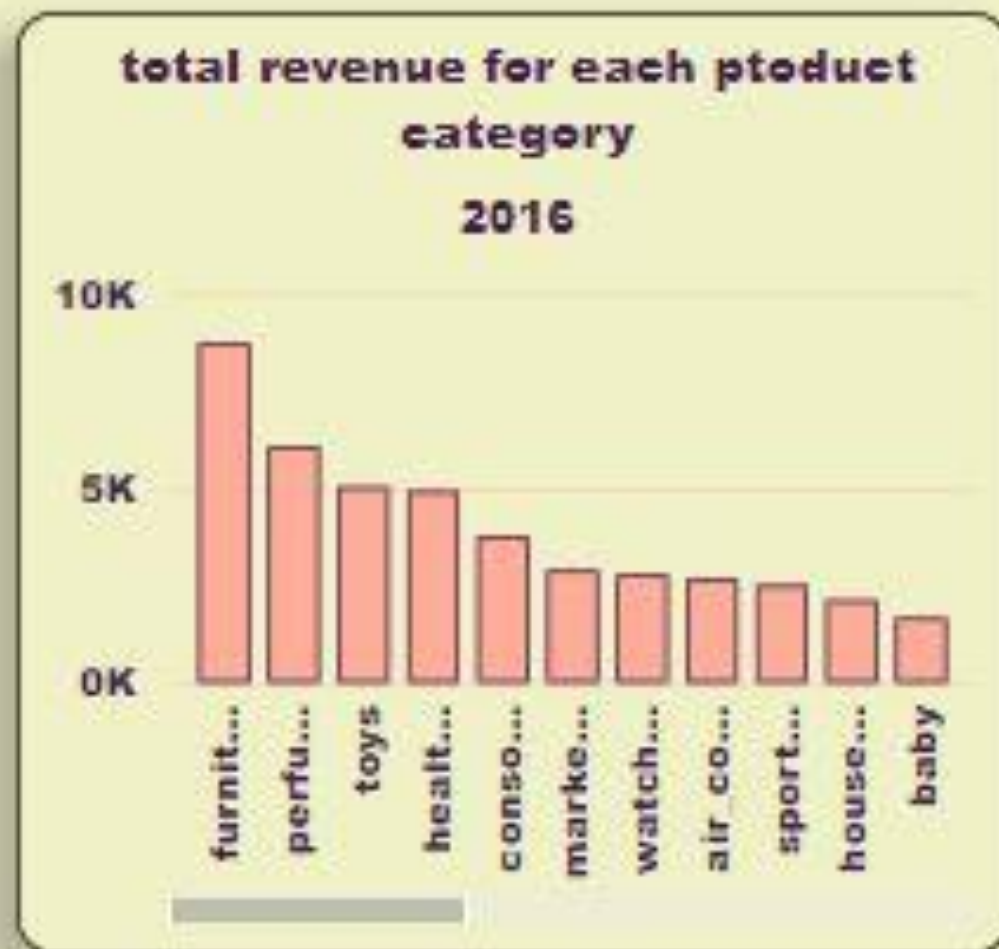
Product category name English	Sum of Revenue
health_beauty	1,550,390.76
bed_bath_table	1,476,978.29
watches_gifts	1,368,921.82
computers_accessories	1,318,344.53
sports_leisure	1,273,378.77
furniture_decor	1,161,268.62
housewares	933,752.79
auto	768,215.83
cool_stuff	749,070.87
garden_tools	708,452.94
Total	18,058,265.33



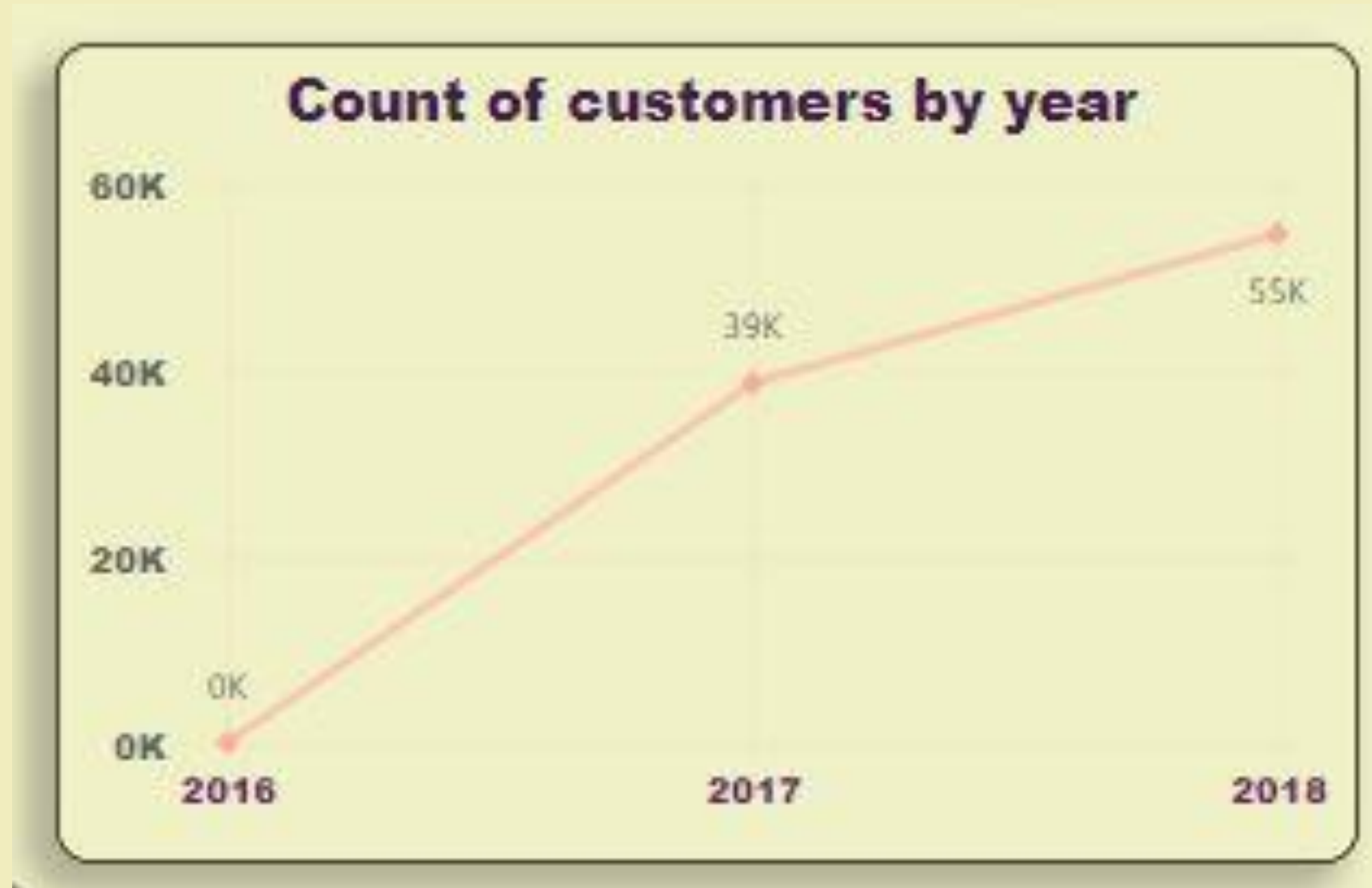
the highest revenue month over  
the years



# The highest product category revenue



# The new customers growth rate



# Insights

- 1- the total revenue increased over the years until it become 9,934,964.69\$ in 2018.
- 2- the seasonal trend is in august because the count of orders increase in this month.
- 3- the most payment type used is credit card that we can see it about 74% of payment types distribution.
- 4- the state which has the highest revenue is Sao Paulo with 6,579,921.5\$.
- 5- the most popular product categories are health & beauty and bed & bath & table and watches gifts.
- 6- in 2016 the furniture décor category was the highest revenue, in 2017 the bed-bath-table category was the highest, in 2018 the health & beauty category was the highest.

# RECOMMENDATION

- 1- Target marketing efforts in top-performing states like São Paulo and Rio de Janeiro to boost sales further.
- 2- Increase stock and promotions for popular categories like health & beauty, bed & bath, and watches to meet demand.
- 3- Encourage customers to try other payment methods by offering small discounts or promotions
- 4- Stock up and prepare for high-demand months to avoid running out of popular items during peak seasons.
- 5- Use discounts for new customers or referral rewards to attract more people, and consider loyalty rewards to keep current customers returning.



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# THANK YOU

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