Olist

BUSINESS INSIGHTS & EXECUTIVE REPORT

Data Analytics Project

olist

Filters

Date of Order

15/09/2016   29/08/2018

Product Category

🔍 Search

- ☐ Select all
- ☐ agro_industry_and_commerce
- ☐ air_conditioning
- ☐ art
- ☐ arts_and_craftmanship
- ☐ audio
- ☐ auto
- ☐ baby
- ☐ bed_bath_table
- ☐ books_general_interest
- ☐ books_imported

Product Category

🔍 Search

- ☐ Select all
- ☐ abadia dos dourados
- ☐ abadiania
- ☐ abaete
- ☐ abaetetuba
- ☐ abaiara
- ☐ abaira
- ☐ abare
- ☐ abatia
- ☐ abdon batista
- ☐ abelardo luz

Revenue & Orders Overview

166
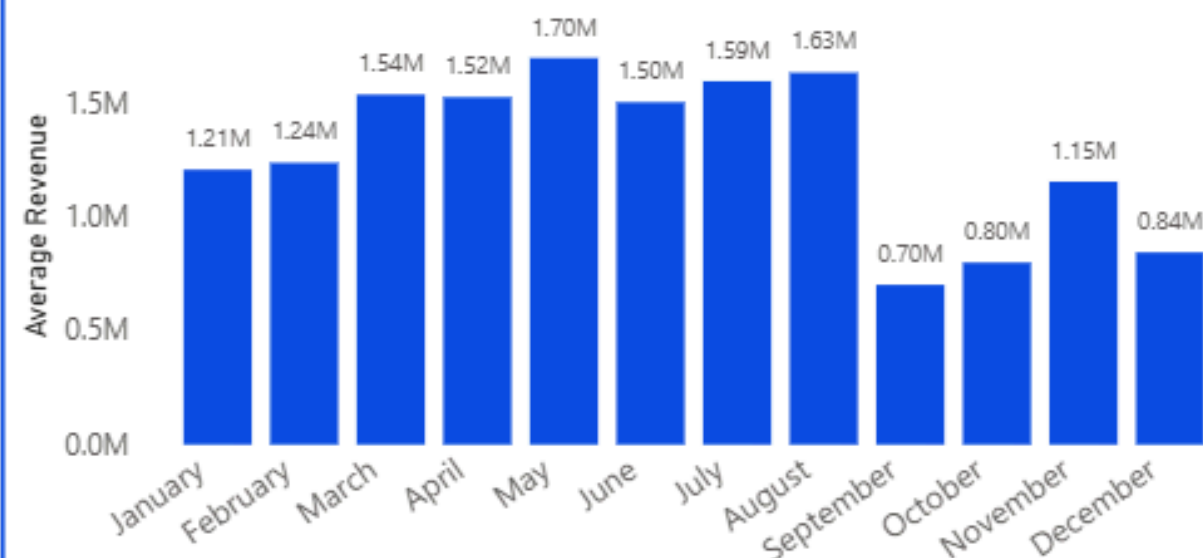Average Order Value

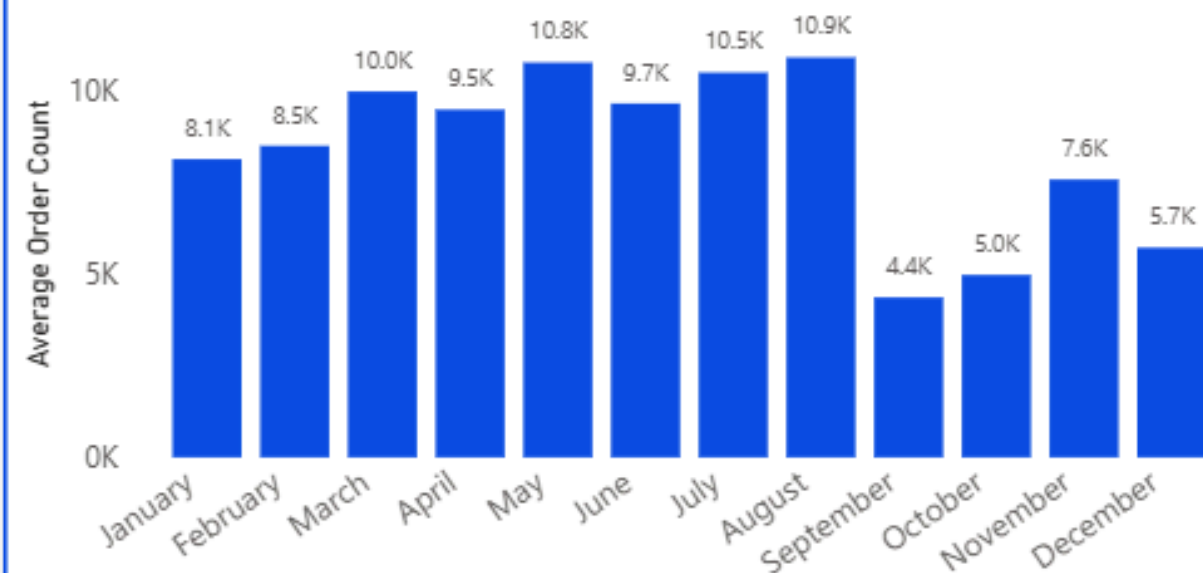**16M**
Total Revenue

20
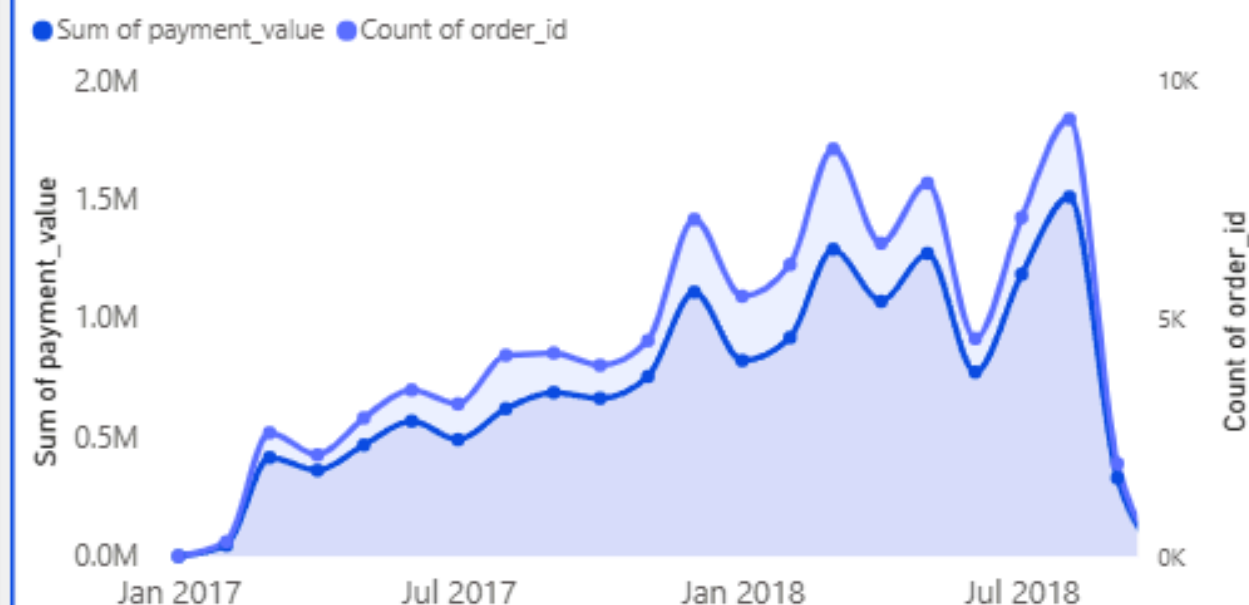Average Order Freight

99.4K
Total Orders

Revenue Annually Trend

Average Revenue — January 1.21M, February 1.24M, March 1.54M, April 1.52M, May 1.70M, June 1.50M, July 1.59M, August 1.63M, September 0.70M, October 0.80M, November 1.15M, December 0.84M

Order Purchases Annually Trend

Average Order Count — January 8.1K, February 8.5K, March 10.0K, April 9.5K, May 10.8K, June 9.7K, July 10.5K, August 10.9K, September 4.4K, October 5.0K, November 7.6K, December 5.7K

States with Most Sales

Revenue & Order Purchases over Time

● Sum of payment_value   ● Count of order_id

Products Analysis

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Revenue & Orders Overview

Products Analysis

Customer Analysis

Summary & Recommendations

32.95K	12	71	3.1K
Number of Products	Average Delivery Time (Days)	Number of Categories	Count of Sellers

Top 15 Product Categories by Review Score

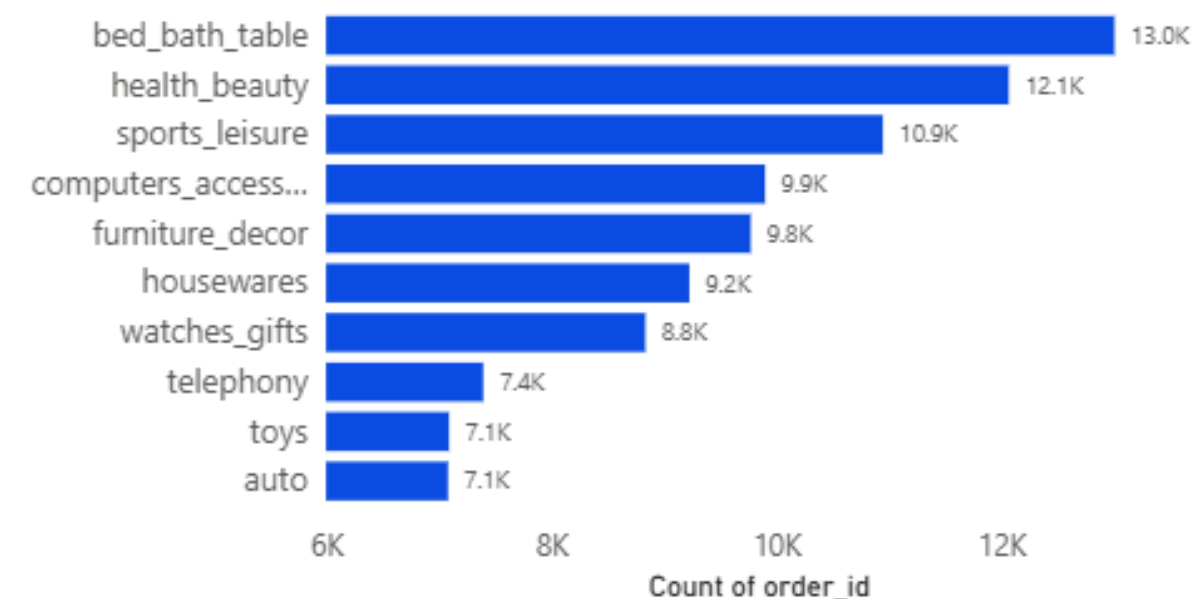Average of review_score

4.67, 4.43, 4.39, 4.25, 4.21, 4.17, 4.16, 3.83, 3.62, 3.55, 3.47, 3.39, 3.38, 3.34, 3.31

cds_dvds_m..., costruction_to..., flowers, la_cuisine, music, arts_and_craft..., tablets_printin..., home_comfort_2, health_beauty, sports_leisure, bed_bath_table, housewares, computers_acc..., furniture_decor, watches_gifts
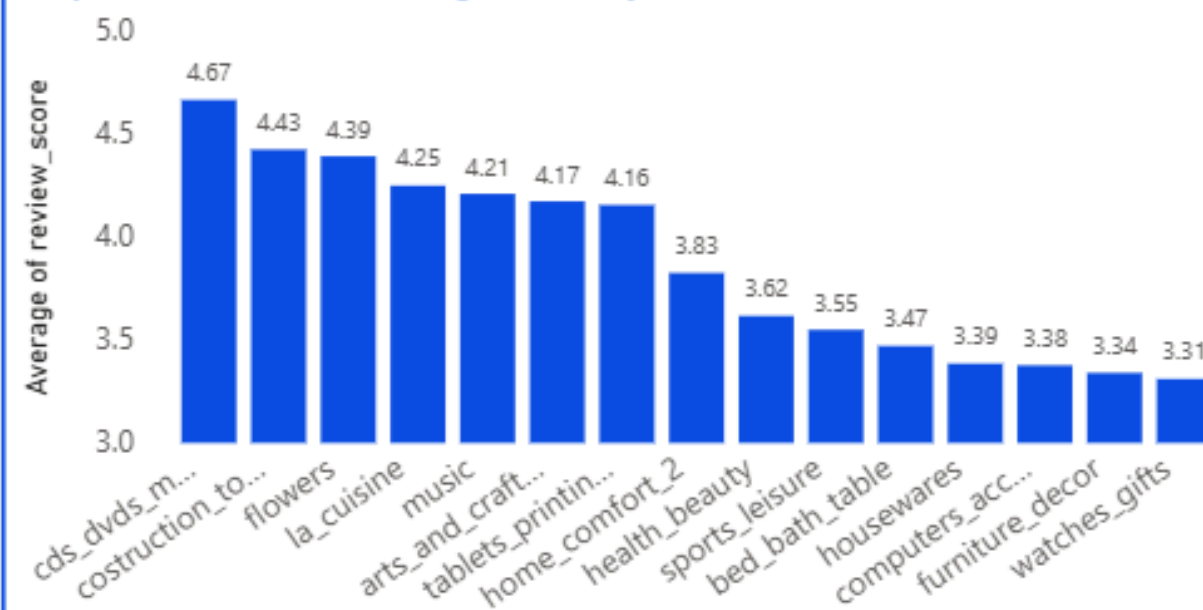
Sellers by State

Top 10 Product Categories by Revenue

	Sum of payment_value
health_beauty	2.01M
watches_gifts	1.86M
bed_bath_table	1.84M
sports_leisure	1.72M
computers_access...	1.63M
furniture_decor	1.50M
housewares	1.36M
cool_stuff	1.29M
auto	1.26M
garden_tools	1.17M

Top 10 Most Selling Product Categories

	Count of order_id
bed_bath_table	13.0K
health_beauty	12.1K
sports_leisure	10.9K
computers_access...	9.9K
furniture_decor	9.8K
housewares	9.2K
watches_gifts	8.8K
telephony	7.4K
toys	7.1K
auto	7.1K

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- Revenue & Orders Overview
- Products Analysis
- Customer Analysis
- Summary & Recommendations

Summary

Business Performance Overview:
-Between **January 2017 and September 2018**, the platform generated **$16 million in total revenue** across **99,4K orders**, with an **average order value of $166** and an **average freight cost of $20**.
-Sales activity shows a clear **upward trend**, peaking in **August 2018**, while performance typically dips between **September and December**.
-The **São Paulo region** leads in both order volume and revenue contribution, highlighting it as the company's most important market.

Product and Seller Insights
-The **highest-selling categories** were *tables, health & beauty,* and *sports & leisure*, while the **top revenue drivers** were *health & beauty, watches & gifts,* and *bed, bath & tables*.
-Customer satisfaction was strongest in *CDs & DVDs, construction tools,* and *flowers*, reflecting potential for product diversification in these categories.
-The marketplace includes over **3,100 sellers**, most of whom operate from **São Paulo**, showing a high seller concentration in one region.

Customer Insights
-The company served **96,460 customers**, with about **3.36% identified as repeat buyers**.
-The **average customer rating** across all orders was **4.1**, indicating generally strong satisfaction.
-Average **shipping time was 9.3 days**, and **order frequency peaked on Mondays**, suggesting weekday-driven shopping habits.
-A majority of purchases were completed with **single-month installments**, signaling a preference for upfront or short-term payments.

Recommendations

Boost Seasonal Performance:
-Introduce marketing campaigns and limited-time offers from **September to December** to stabilize sales during low-performing months.

Leverage São Paulo's Dominance:
-Deepen logistics and marketing investments in São Paulo while exploring emerging markets in nearby states to reduce over-reliance on a single region.

Focus on Profitable Categories:
-Prioritize *health & beauty* and *bed, bath & tables* for inventory expansion, while analyzing pricing and promotion strategies for *high-selling but lower-margin* items like *sports & leisure*.

Enhance Customer Retention:
-With only **3.36% repeat buyers**, develop **loyalty programs**, **personalized recommendations**, and **post-purchase engagement campaigns** to improve retention.

Optimize Delivery Efficiency:
-Reduce average shipping time below 9 days by improving fulfillment processes or partnering with faster logistics providers.