

Olist payment analysis

Turnover
R\$ 13.41M

Order
97.3K

Sold Item
111.0K

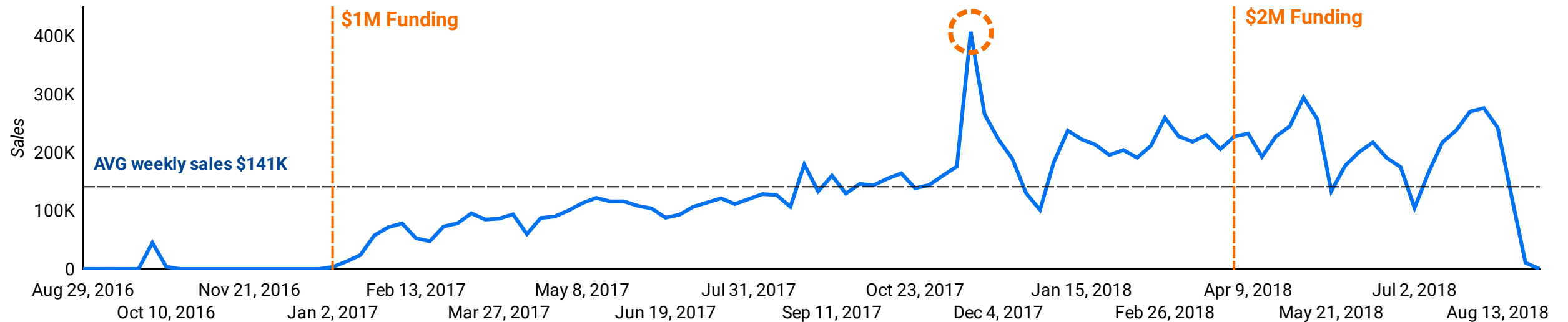
Products
32.6K

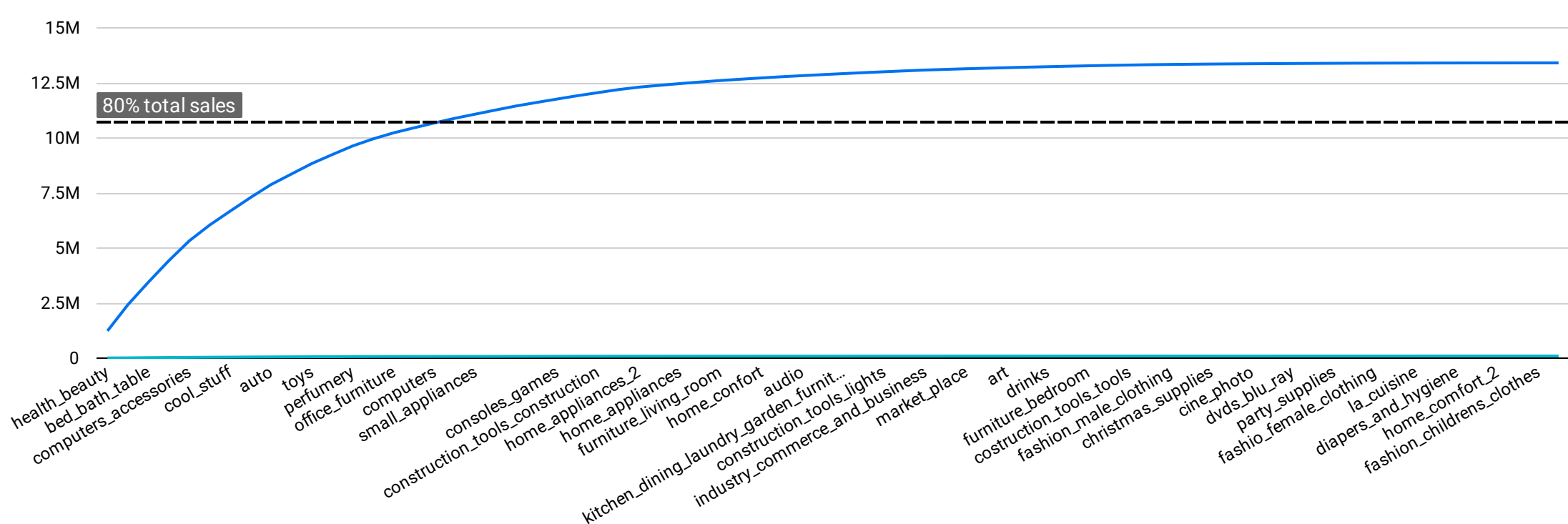
Customers
94.1K

Sellers
3.1K

Cities
4,091

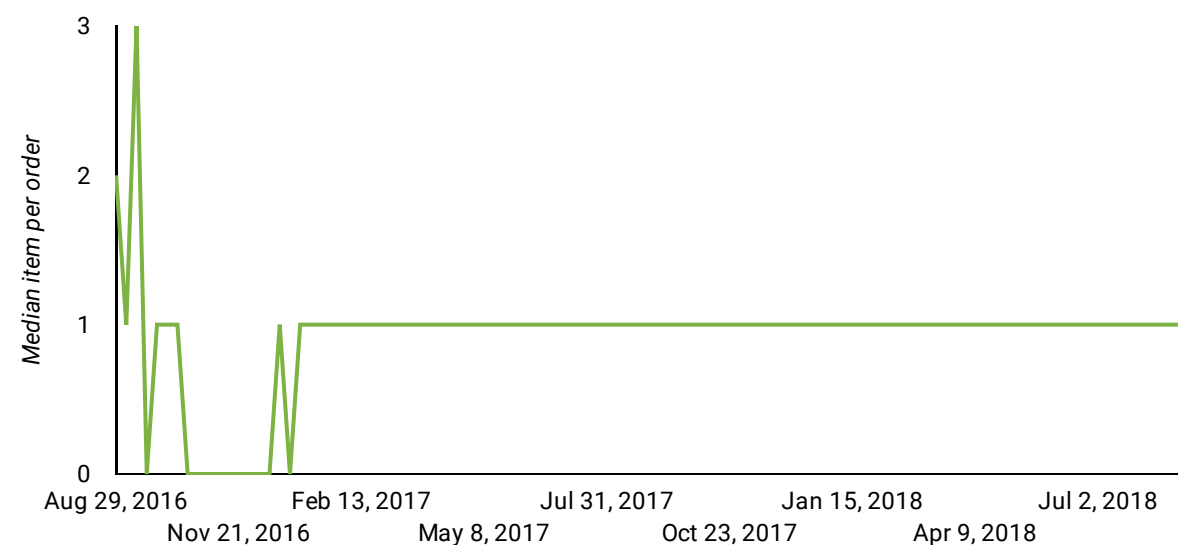
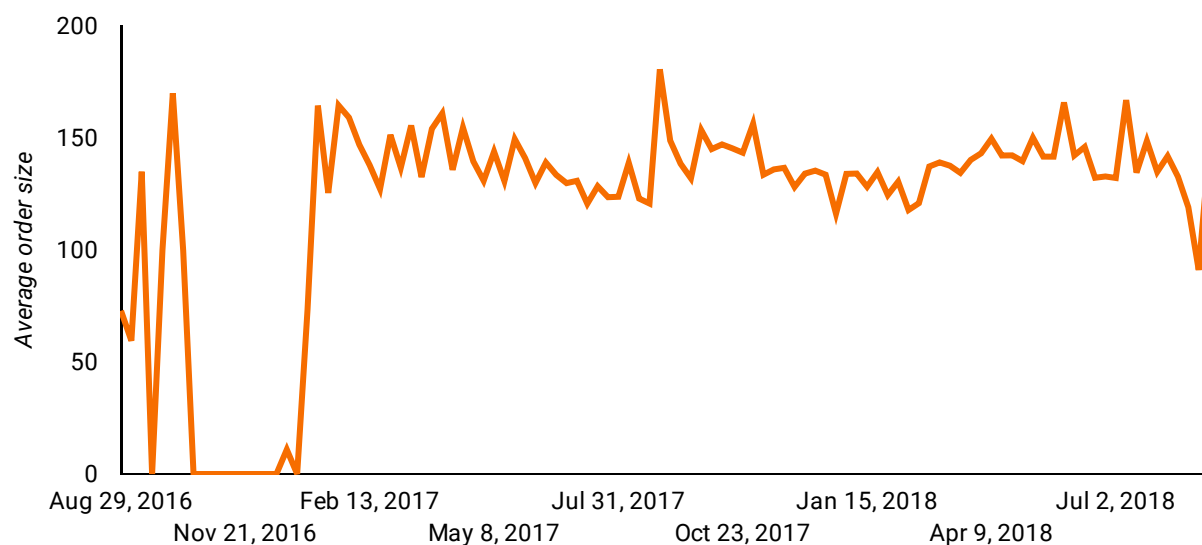
Weekly sale drops below average after hitting **407K R\$** at end of November 2017



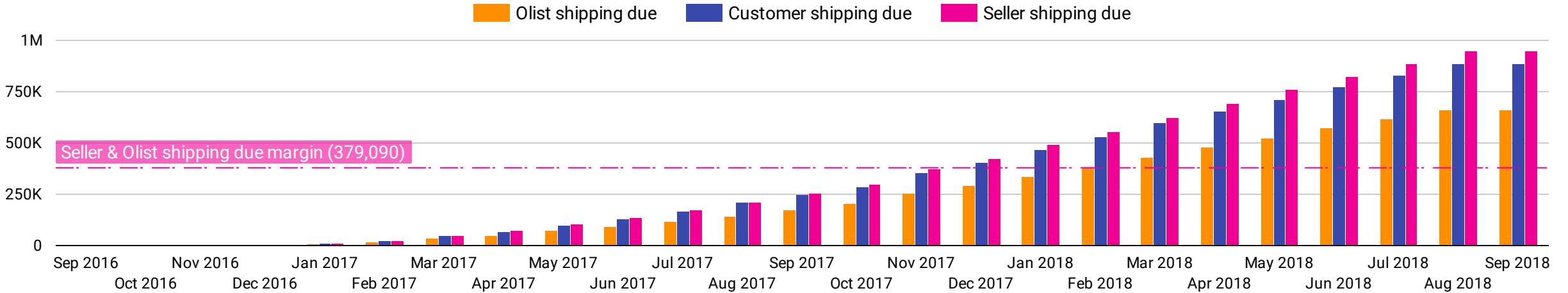


18 categories make up 80% of the total sales. Top ones are health & beauty, watches & gifts and bed bath & tables. Suprisingly, a lot of fashion categories like shoes and bags fall under this limit.

Average order value ranges between **116 & 166 R\$**, with orders usually containing **one** item.

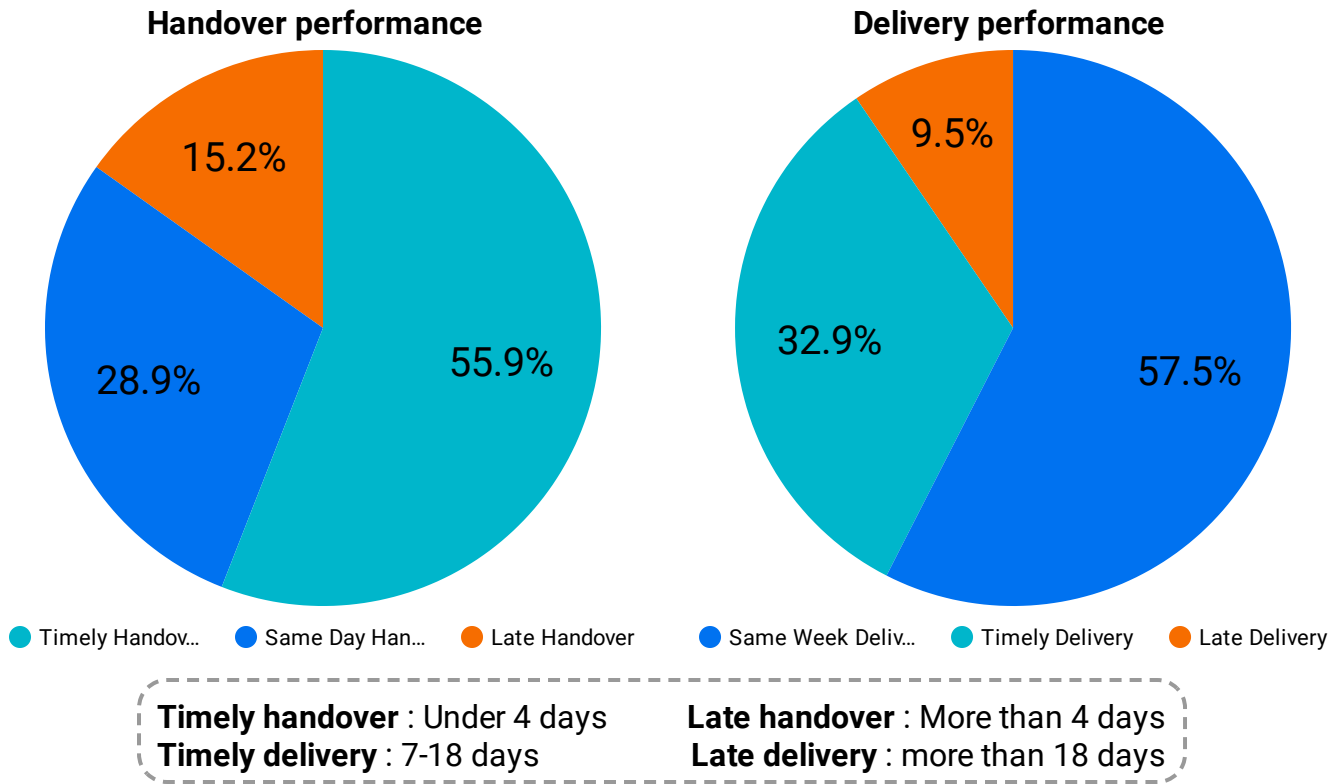


Sellers pay a fix rate of **5 R\$** to Olist for each item sold under 79 R\$ (Shipping paid by customer). This amount makes up **43%** of Olist shipping costs for items with free shipping.



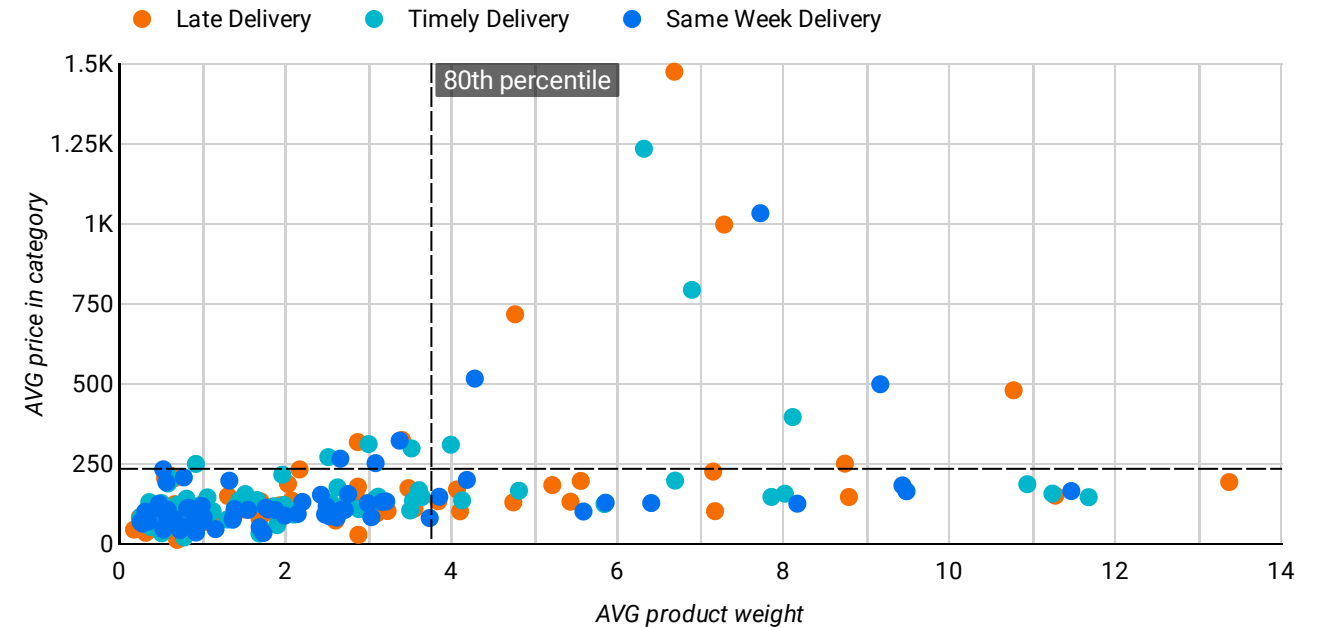
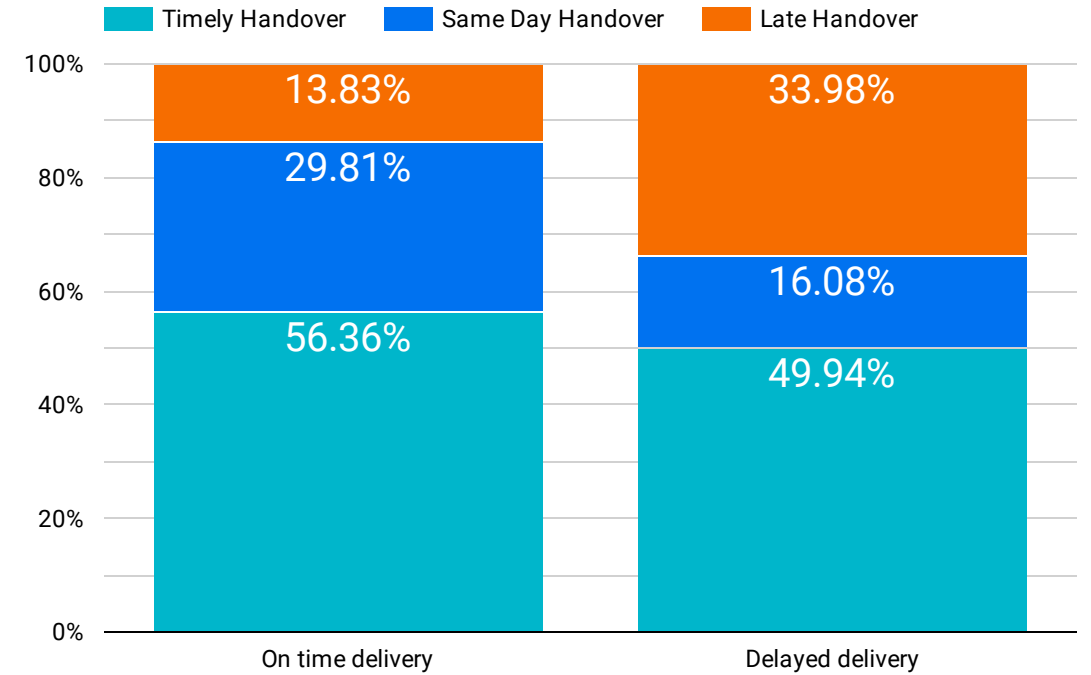
Items with free shipping (≥ 79 R\$) make up **82% of the revenue** while having **60% of the total freight cost**. Keeping in mind that half the shipping cost and the fix rate is paid by the seller, Olist has only paid **28.5 % of the total freight cost** for the products with free shipping.





Late handovers are causing **34%** of delayed deliveries. This could be regulated through measured punishments for sellers with high rates of latency. On the other hand, same week deliveries could be promoted for certain categories of product for a certain extra shipping fee, since they already make up 58% of the total deliveries. This amount could be deducted from sellers' shipping share if they handover the product on the same day or the next.

Looking at the bottom chart, it is visible that 80% of the products have an average weight of less than 4Kg and a price of under 250R\$ and anything beyond these amounts are more prone to late deliveries. These products could be a good target for "same week delivery" promotion. Seller could be charged a certain fee for products that weight more than 4 Kg in order to extend their estimated delivery time.



Customers can opt to pay in installments for up to 24 months (not on all products). However, the majority of payments are done in 10 installments and less. Surprisingly, **10 installments** is a more popular option than others (except for 1 time payment) making up **13.9%** of all the payments. Considering this fact, the 9th month could be the major step for increasing the interest rate on monthly payments. A **6.5%** increase on interest rate for payments in 9 installments and more, could bring **1% increase in total revenue**.
October is the month with lowest number of one-time payments. It could be a good time to promote payment in installments and introduce the increase in interest rate.

