

## Olist payment analysis

Turnover  
R\$ 13.41M

Order  
97.3K

Sold Item  
111.0K

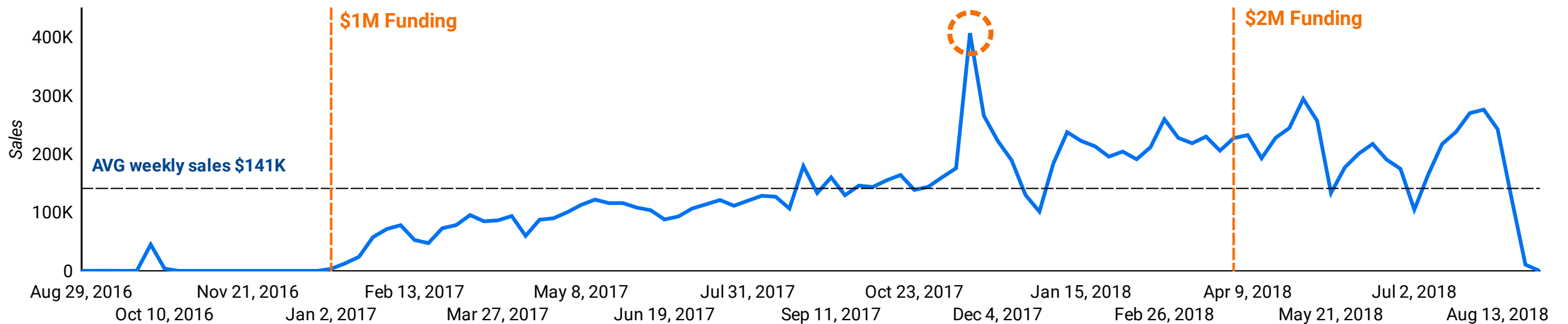
Products  
32.6K

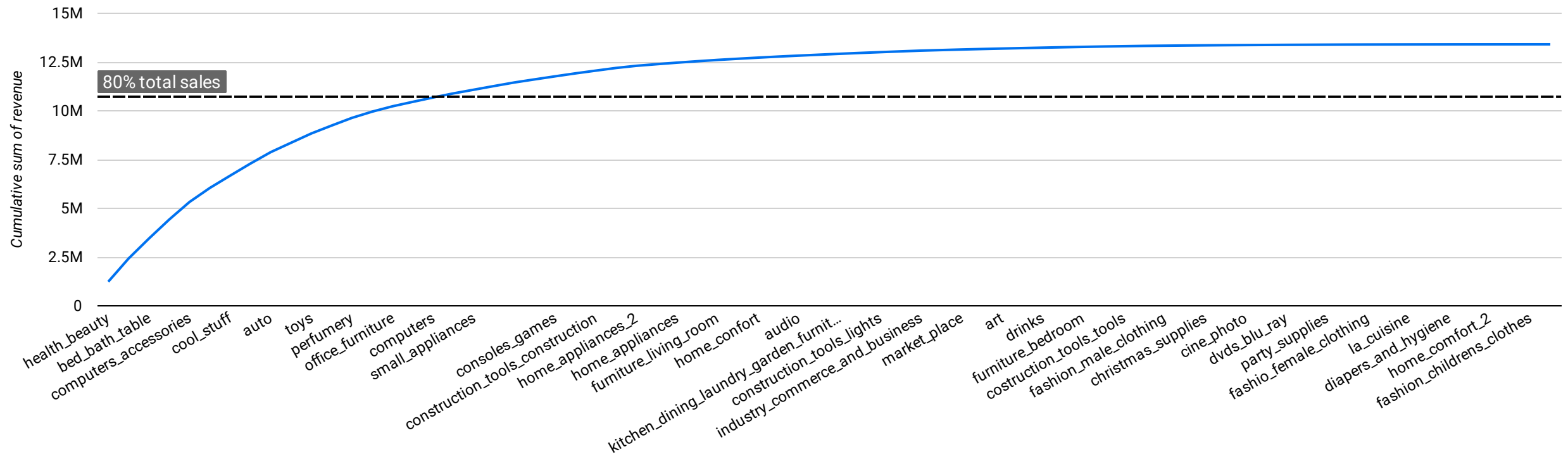
Customers  
94.1K

Sellers  
3.1K

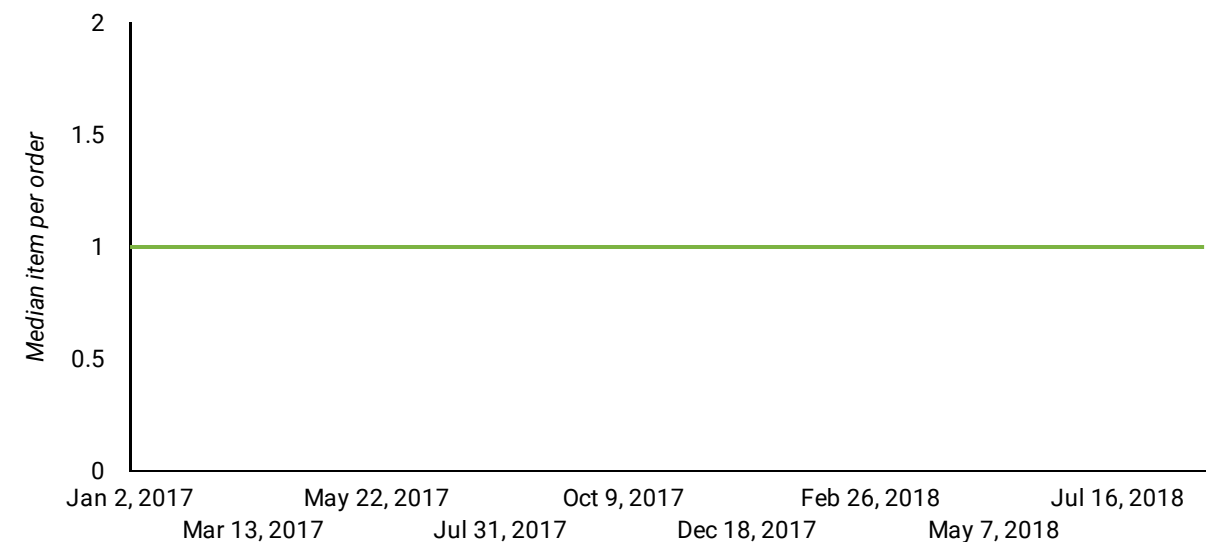
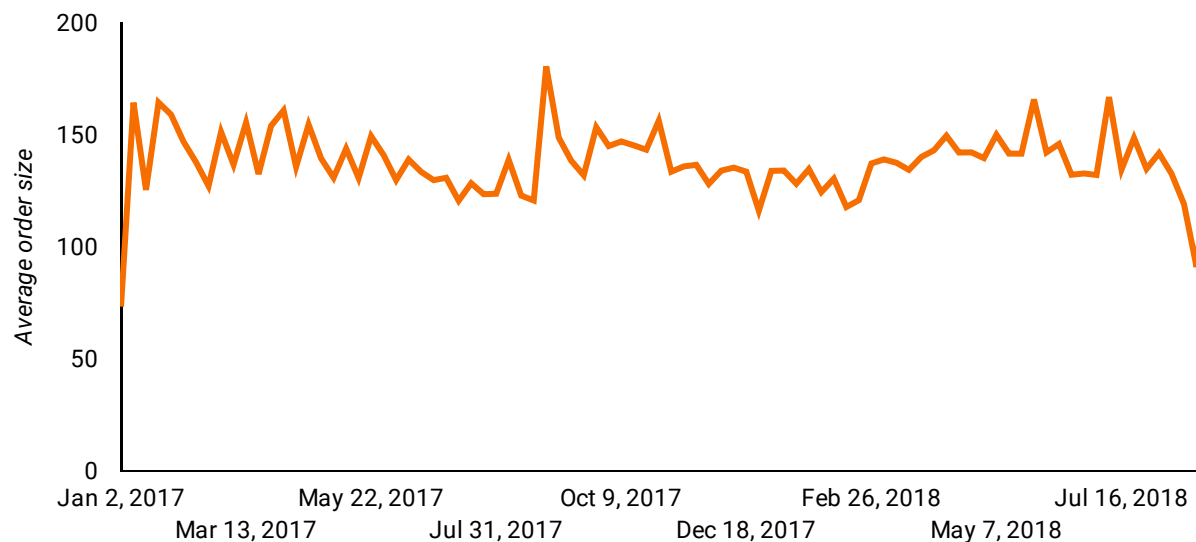
Cities  
4,091

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





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



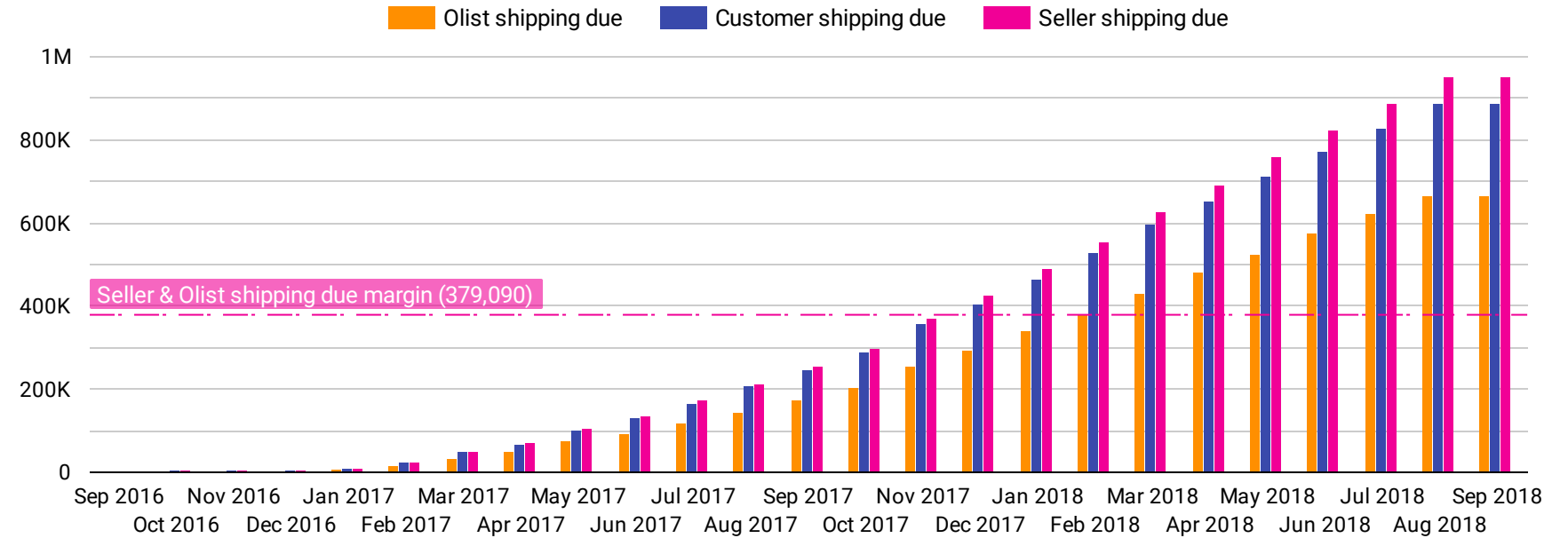
## Shipping costs:

< \$79

Paid by customer +  
\$5 fixed fee paid by  
seller to Olist

>= \$79

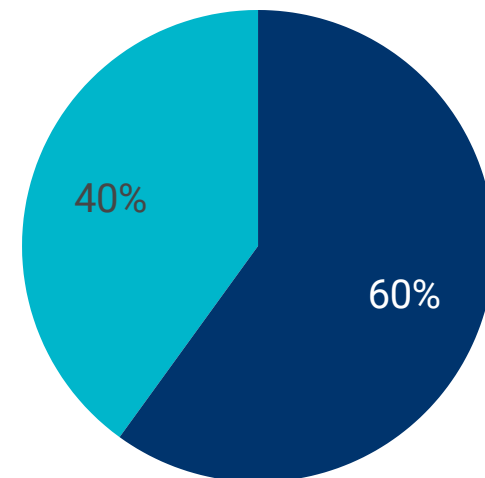
Paid by customer +  
\$5 fixed fee paid by  
seller to Olist



- Sellers' fixed fee amounts up to **43% of Olist's shipping costs**.

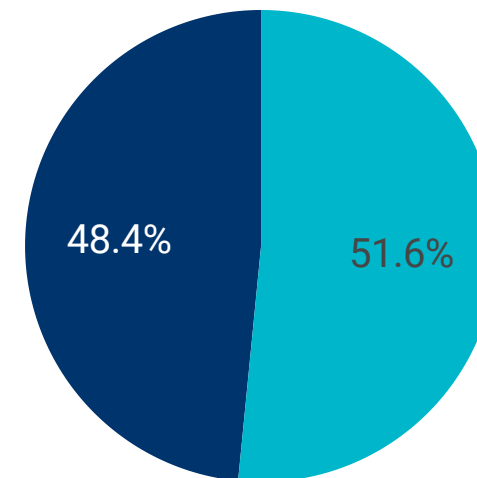
- Olist pays **28.5 % of the total shipping cost** for the products with free shipping.

Share by **shipping cost**



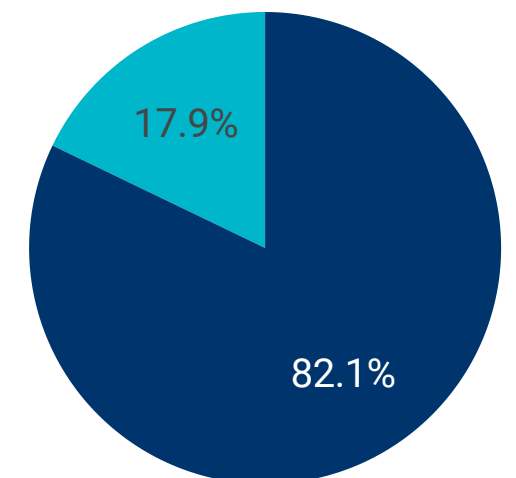
● Free shipping ● Shipping by customer

Share by **order count**



● Shipping by customer ● Free shipping

Share by **total revenue**



● Free shipping ● Shipping by customer

### Order processing steps

Purchase

Purchase approval

Handover to courier

Delivery

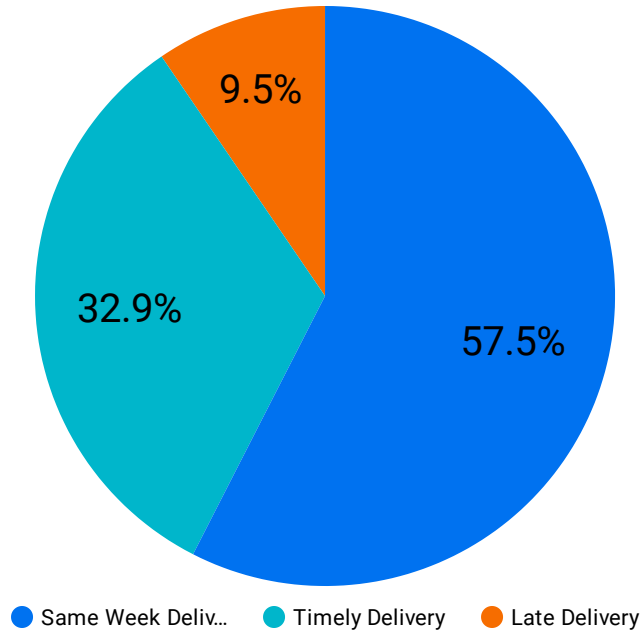
**Timely handover** : Under 4 days  
**Late handover** : More than 4 days

**Timely delivery** : 7-18 days  
**Late delivery** : more than 18 days

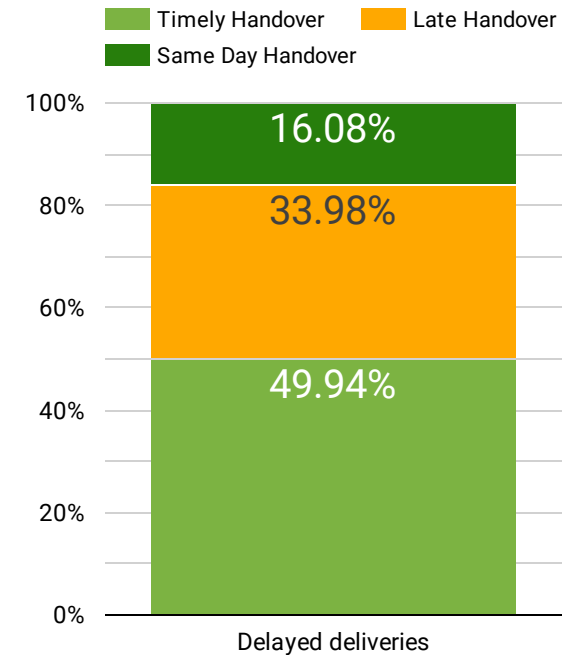
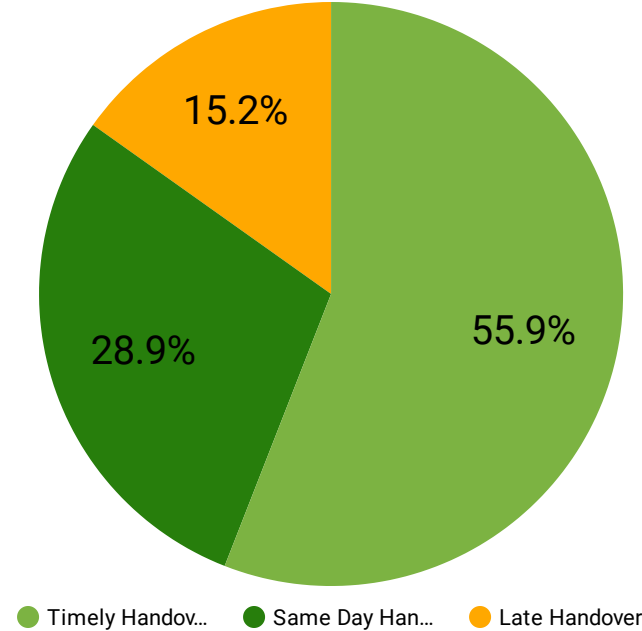
- **34% of delayed deliveries** are caused by **late handovers**. Latency measures and monetary punishments could prevent such cases.

- **80% of the products** weight less than **4Kg** and cost less than **\$250**. Everything more than this threshold is prone to late deliveries

### Delivery performance

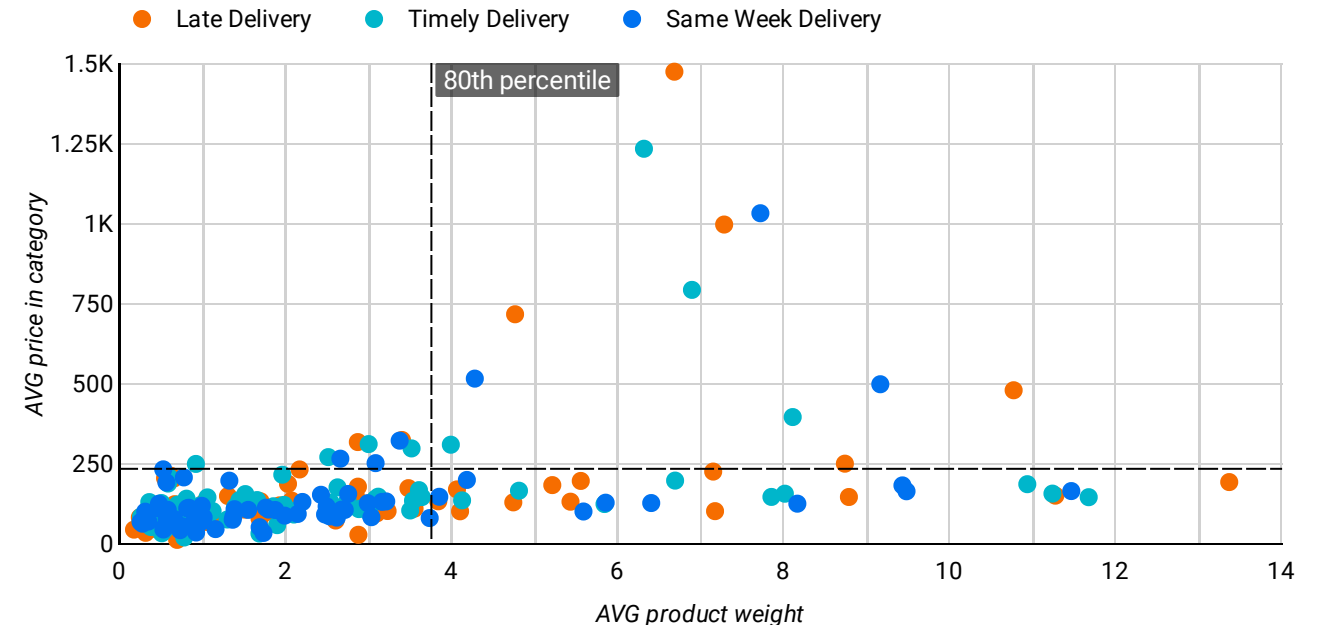


### Handover performance



- **A third of the deliveries** are done in the same week of the purchase. There is a good potential to promote this as an option for an extra shipping fee.

- There could be an option to extend estimated delivery time for products that don't fit under these limits for a fixed fee per item.



- The most popular option for financing the purchase is to pay for it in **10 months**.
- **15.5%** of total payments are in 9 or more installments.
- A **6.5%** increase in the interest rate for payments with 9 or more installments, leads to **1% increase in total revenue**.
- **October** is the best window for increasing the interest rates.

