

E-COMMERCE GMV ANALYSIS

Dataset Olist - Brazil

EXECUTIVE SUMMARY

summary

category

seller

customer & delivery

review & insight

GMV

15.84M

Total Orders

99K

Total Customers

96K

AOV

159.33

Delivery Success
Rate

97.02%

Filter: Year

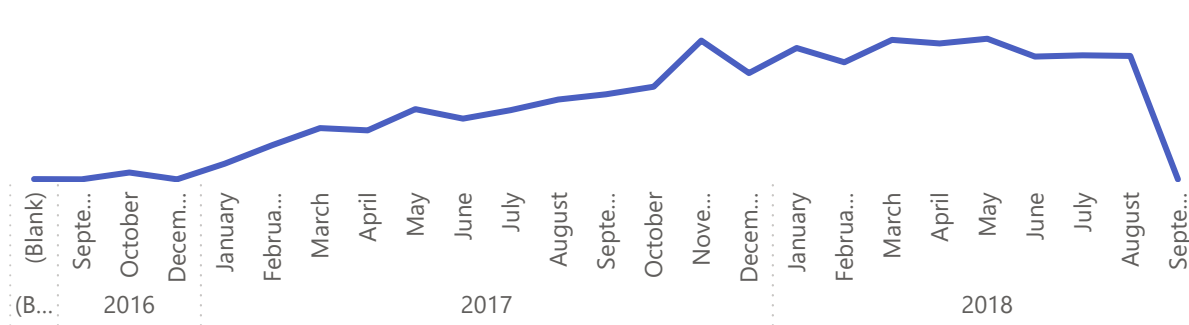
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2016

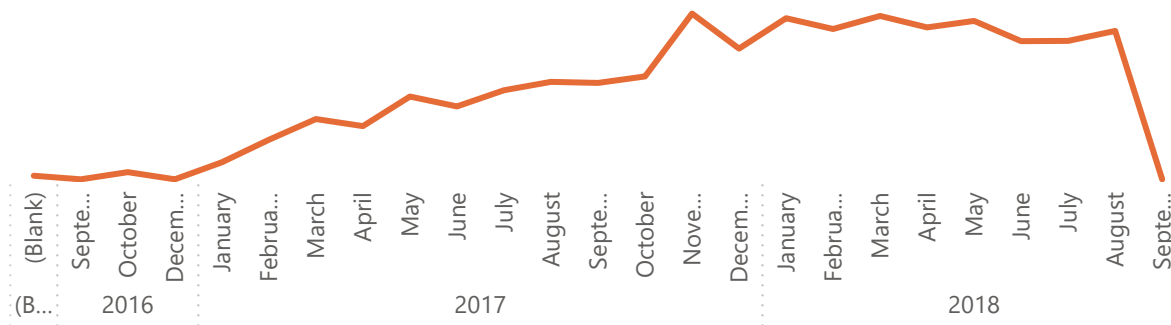
2017

2018

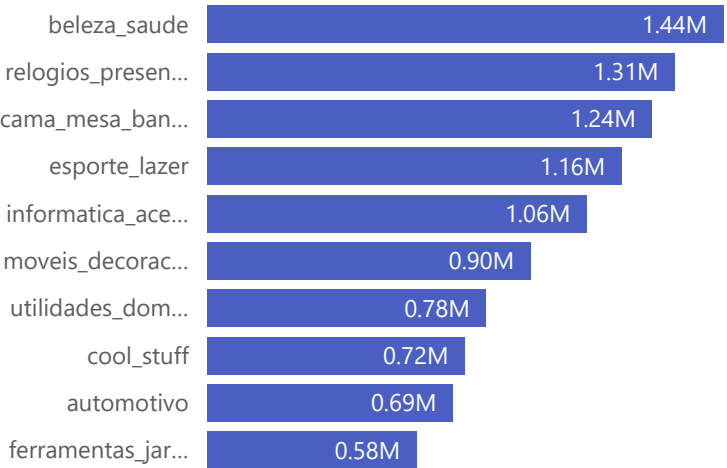
GMV Trend



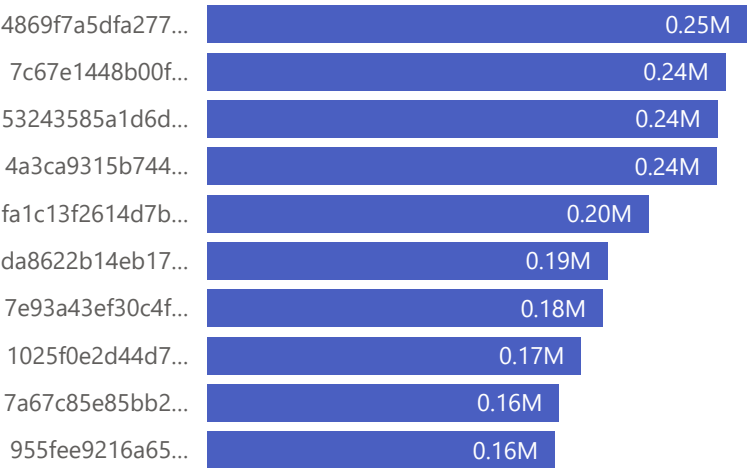
Total Orders Trend



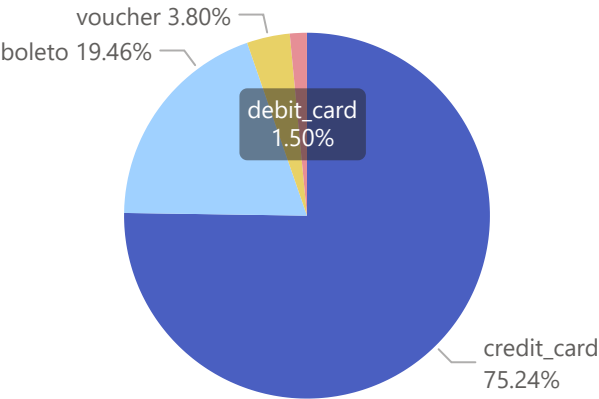
Top 10 Category by GMV



Top 10 Seller by GMV



Payment Method Distribution



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GMV
15.84M

Total Orders
99K

AOV
159.33

Avg Freight Cost
19.99

Year

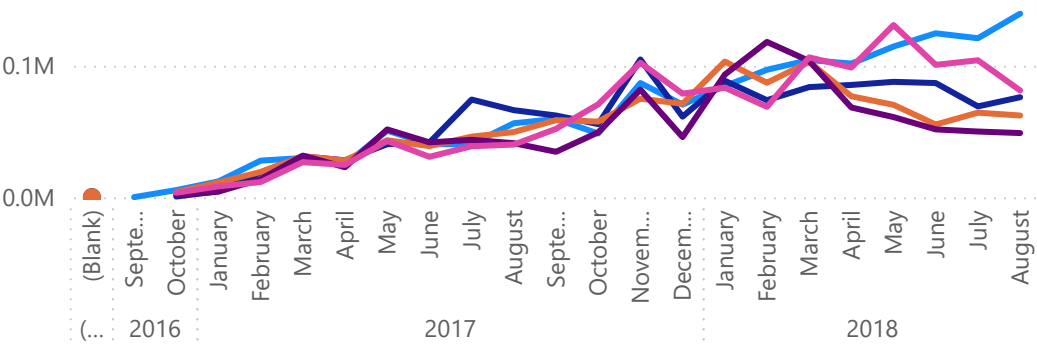
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2016

2017

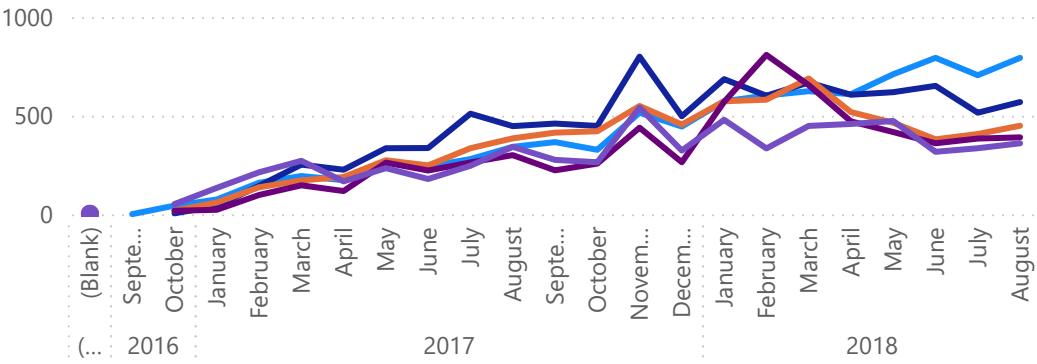
Preparing Q&A

GMV Trend by Top 5 Category



product_category_name ● beleza_sa... ● cama_me... ● esporte_l... ● informati... ● relorios_...

Total Orders Trend by Top 5 Category



product_category_name ● beleza_sa... ● cama_me... ● esporte_l... ● informati... ● moveis_d...

Category Overviews

Category	Total GMV	Total_Orders	AOV	Avg Freight Cost
beleza_saude	1,441,248.07	8836	163.11	18.88
relogios_presentes	1,305,541.61	5624	232.14	16.78
cama_mesa_banho	1,241,681.72	9417	131.86	18.42
esporte_lazer	1,156,656.48	7720	149.83	19.51
informatica_acessorios	1,059,272.40	6689	158.36	18.82
moveis_decoracao	902,511.79	6449	139.95	20.73
utilidades_domesticas	778,287.77	5884	132.28	20.00
Total	15,843,553.24	99441	159.33	19.99

Treemap Category GMV



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GMV

15.84M

Total Orders

99K

Total Sellers

3095

Active Sellers

3095

GMV per Seller

5.12K

Year

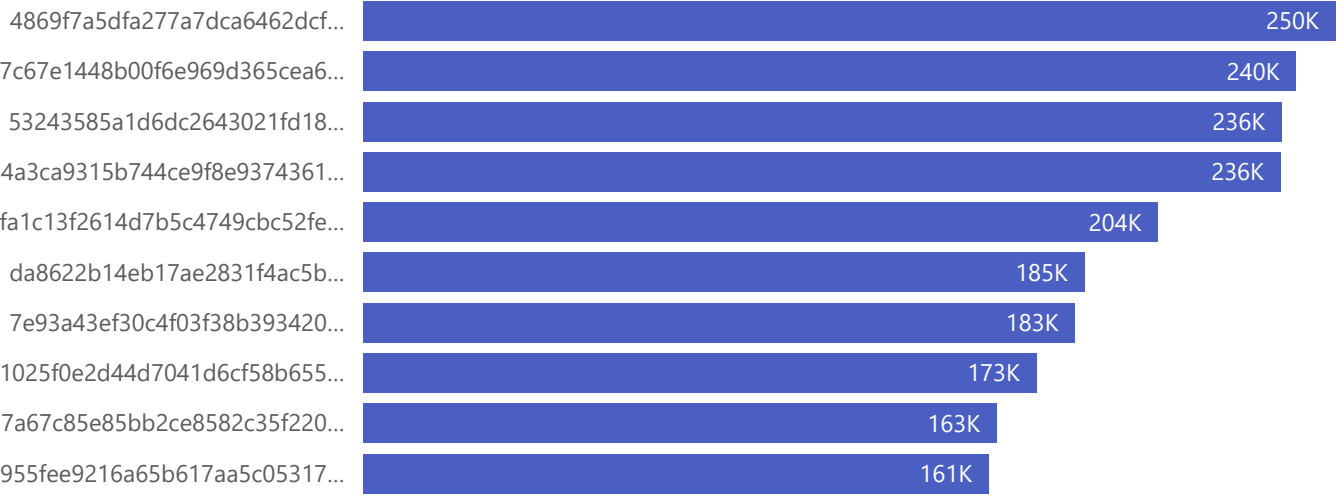
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2016

2017

2018

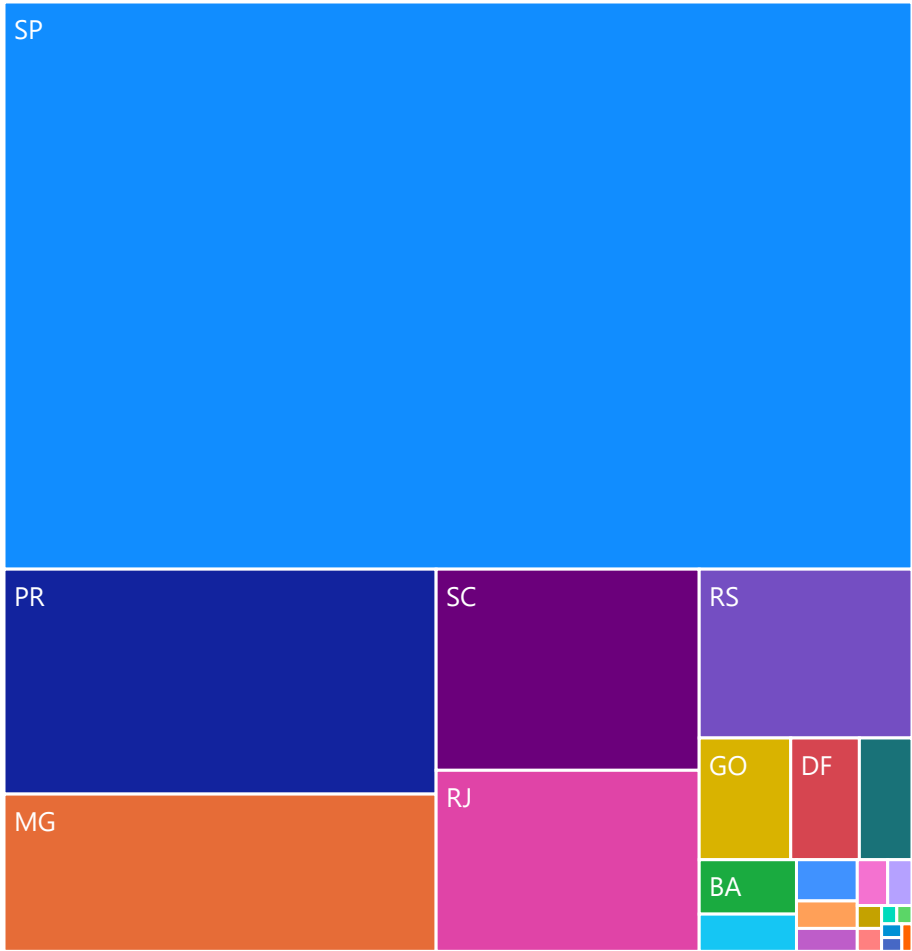
Top 10 Seller by GMV



Seller Overviews

Seller ID	Total GMV	Total_Orders	AOV	Avg Freight Cost
4869f7a5dfa277a7dca6462dcf3b52b2	249,640.70	1132	220.53	17.45
7c67e1448b00f6e969d365cea6b010ab	239,536.44	982	243.93	37.84
53243585a1d6dc2643021fd1853d8905	235,856.68	358	658.82	31.90
4a3ca9315b744ce9f8e9374361493884	235,539.96	1806	130.42	17.65
Total	15,843,553.24	99441	159.33	19.99

Treemap Seller City



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CUSTOMER & DELIVERY PERFORMANCE

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Total Customers

96K

Total Order per Customer

99K

Customer_LTV

166.04

AOV Customers

164.87

Delivery Success Rate

97.02%

OnTime Delivery Rate

96.30%

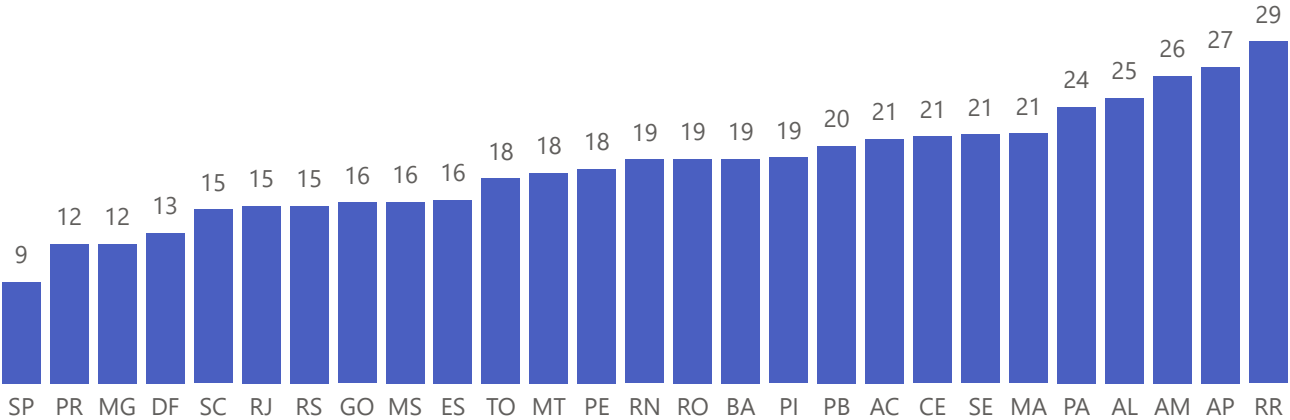
Avg Delivery Days

12.50

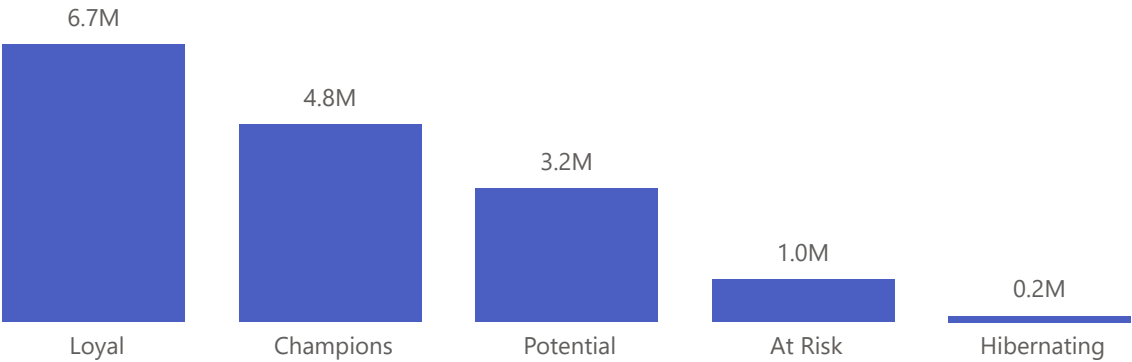
Avg Freight Cost

19.99

Delivery Performance by Customer State



GMV Share per Segment



Year

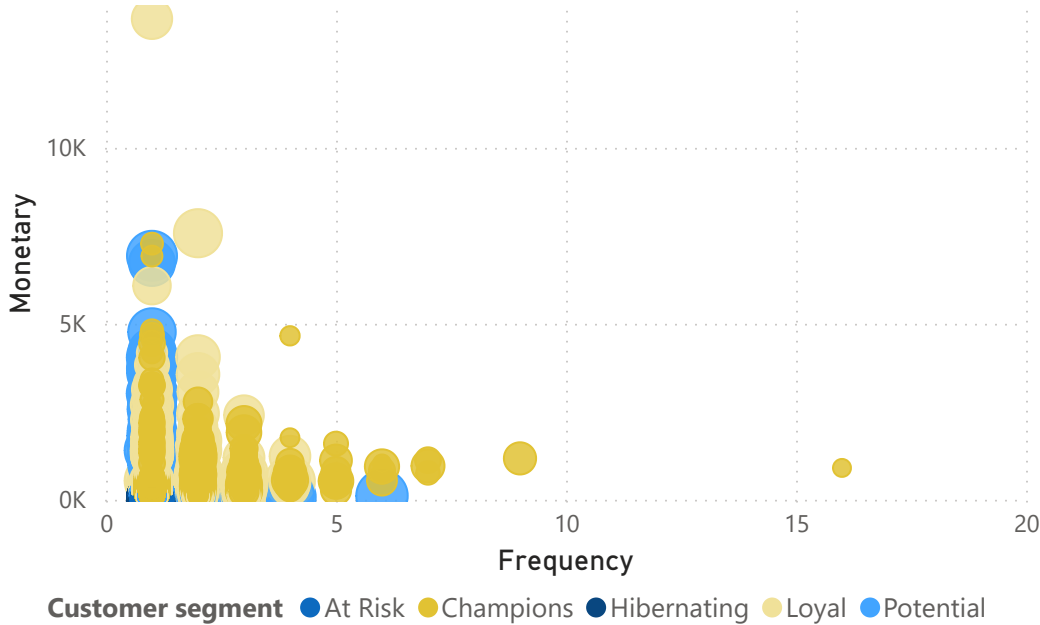
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2016

2017

2018

RFM Segment Quadrant



E-COMMERCE GMV ANALYSIS

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REVIEW & INSIGHT

Avg Review Score

4.09

Total Reviews

99K

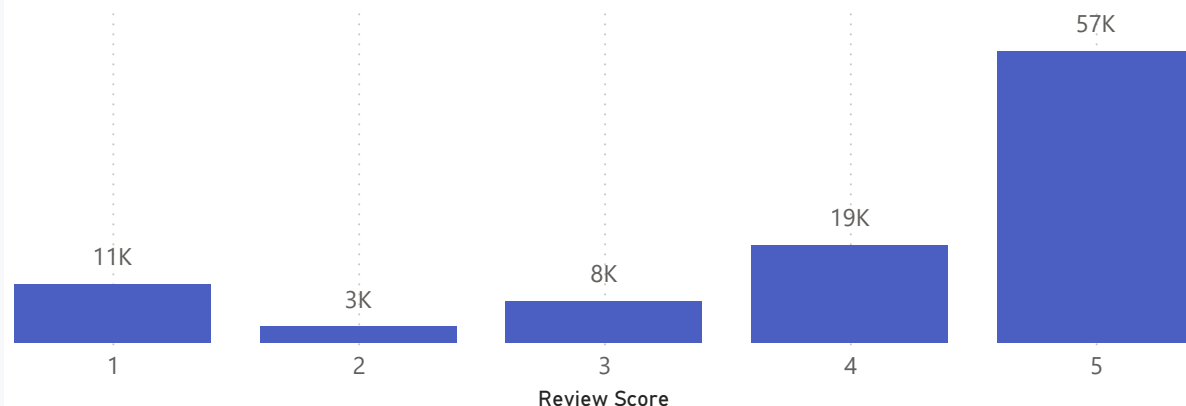
Positive Review Rate

77.07%

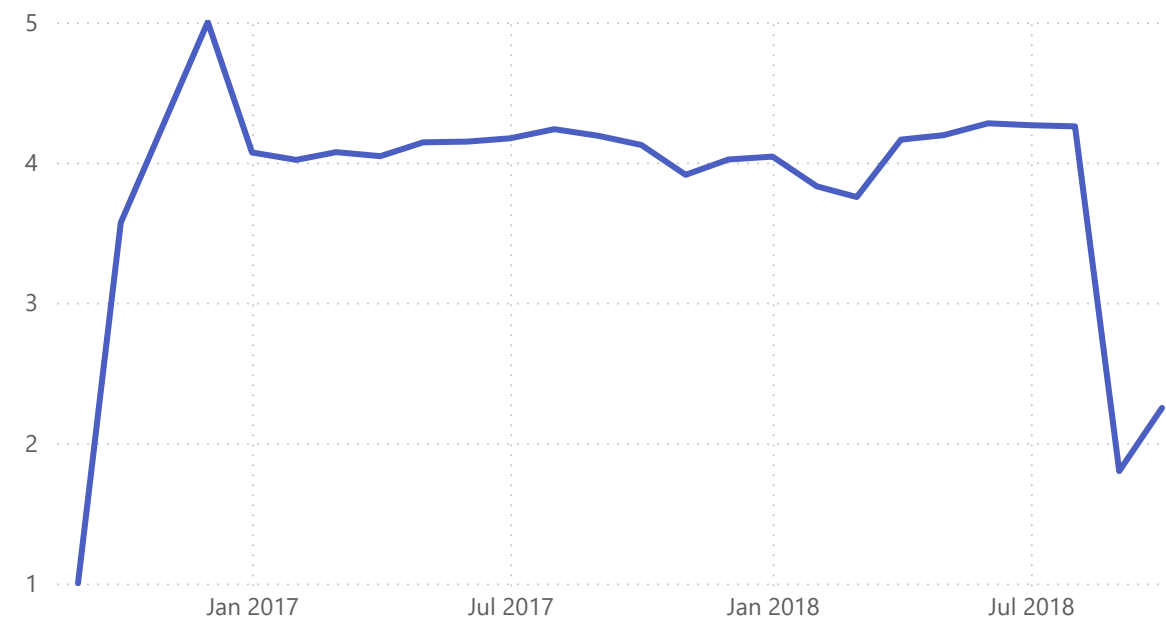
Negative Review Rate

14.69%

Reviews Distribution



Avg Review Score Trend



Overall Insight:

1. GMV naik stabil
2. Category beleza_saude adalah growth driver utama: gmv tertinggi dan total orders tertinggi juga Dengan AOV 163 menunjukkan category ini juga sehat dan menguntungkan (AOV total 159)
3. Marketplace tidak bergantung pada big brand, karena terdapat 3095 total sellers dan top 10 sellers menyumbang sekitar 14% GMV
4. Delivery Performance di Brazil beragam, tetapi di beberapa daerah performance delivery days lebih dari 23 hari, yaitu: PA, AL, AM, AP, RR
5. Operasional logistik sangat efisien, karena delivery success rate (97,02%) dan On-Time Delivery (96,30%) sangat tinggi
6. Dari RFM QUadrant, banyak customer di cluster Potensial & Loyal, sementara Champions tidak terlalu besar, sehingga strategi retensi bisa fokus mengubah Potensial dan Loyal menjadi Champions
7. Review Score tinggi, tetapi negatif review rate juga cukup tinggi (15%). Distribusi menunjukkan rating 1 sebanyak 11K dari total 99K reviews