

Olist E-commerce Customer Strategy: Key Insights & Recommendations

16.19M

Total Revenue

93.36K

Total Customers

96.48K

Total Orders

139.89

Average Order Value

173.40

Average CLTV

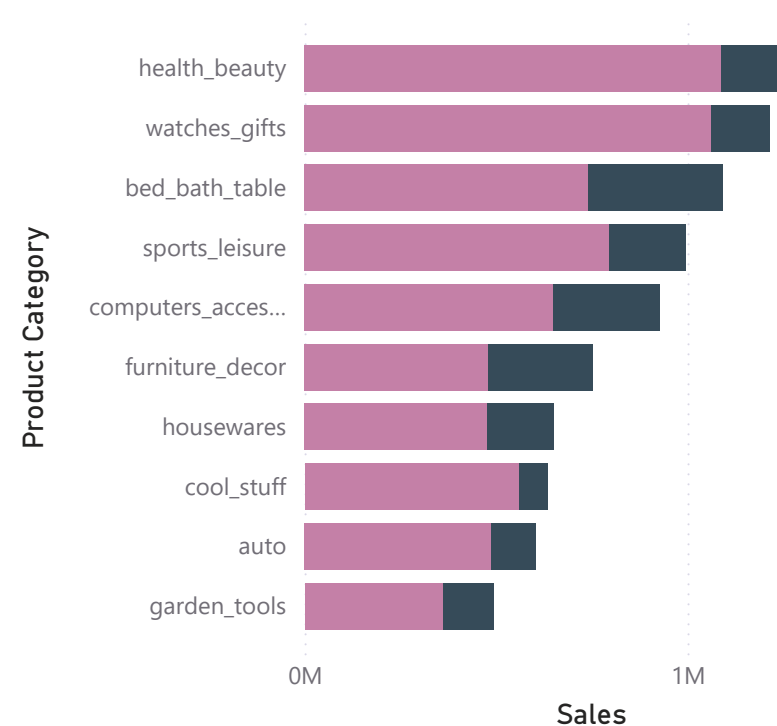
Orders over Time

customer_type ● One-time ● Repeat



Sales by Product Category

Customer Type ● One-time ● Repeat



Repeat Customer CLTV vs One-time CLTV

One-time

173.40

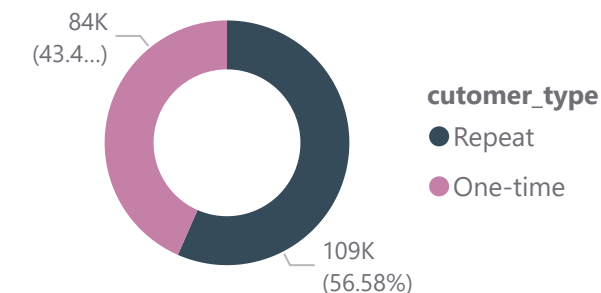
Average CLTV

Repeat

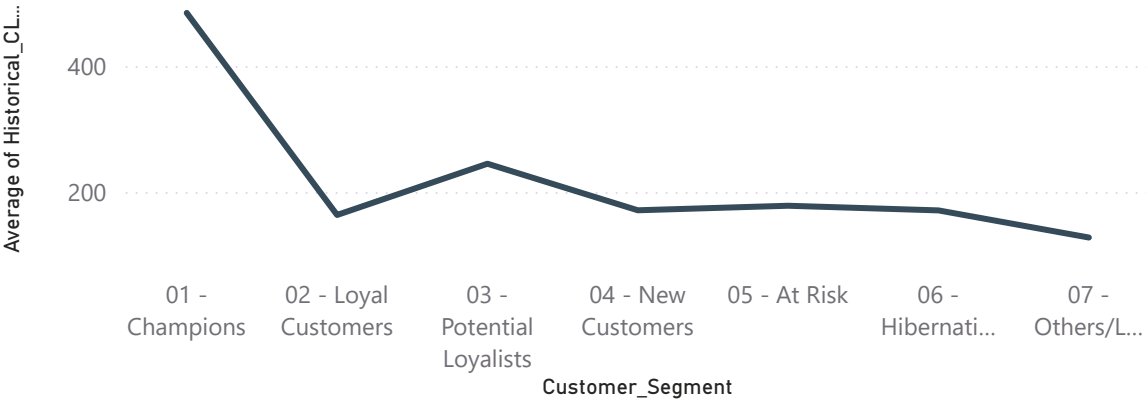
173.40

Average CLTV

One-time vs Repeat Buyers



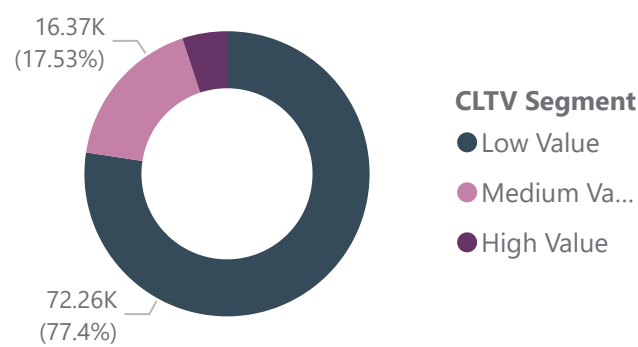
Average CLTV by Customer Segment



Average Monetary Value by Recency and Frequency Score

Score	1	2	3	4	5
1	170.59	172.98	159.15	173.68	168.24
2	166.93	172.68	159.60	168.07	170.96
3	164.97	175.40	157.21	174.40	171.48
4	169.10	167.11	157.42	172.34	167.12
5	200.07	193.32	184.48	196.78	201.14

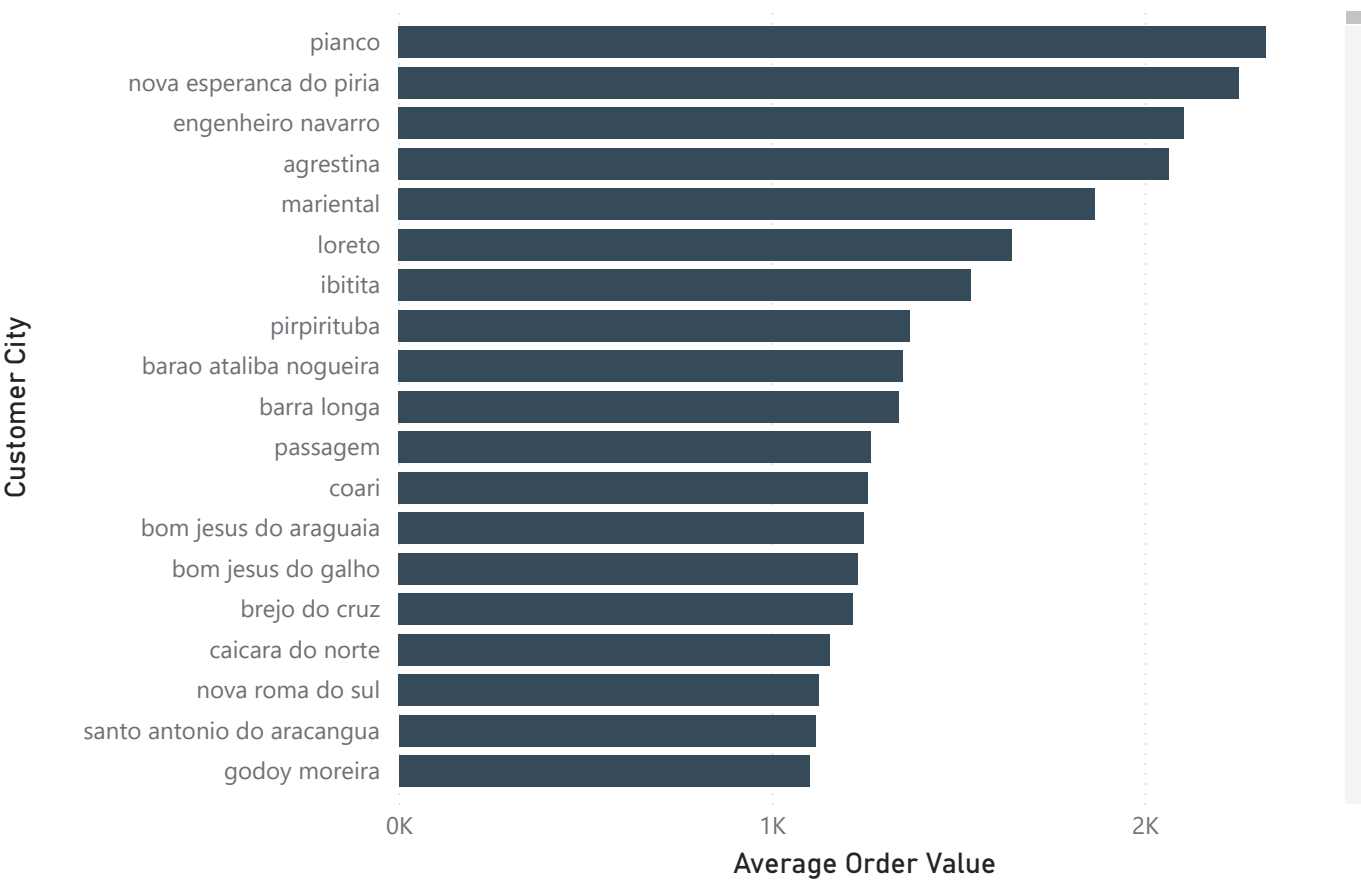
Total Unique Customers by CLTV Segment



RFM Segment Distribution

Customer_Segment	Average of Recency	Average of Frequency	Average of Monetary
01 - Champions	46.80	1.47	484.23
02 - Loyal Customers	93.29	1.07	163.53
03 - Potential Loyalists	169.77	1.06	244.88
04 - New Customers	91.19	1.00	170.98
05 - At Risk	394.66	1.05	178.18
06 - Hibernating	395.51	1.00	170.78
07 - Others/Lost	159.05	1.00	127.73
Total	237.94	1.03	173.40

Average Order Value by Customer City



Total Revenue by CLTV Segment

