

Olist Backgrounds

1. Olist Revenue

Commission and shipping rules in the Olist Store

Understand how commissions work and who pays the freight - in a simple way and with examples to make it easier.

Shipping

Products under R\$79

→ Freight paid by the customer.

Products from R\$79

→ Free shipping to the customer.

→ The cost is divided between Olist and the shopkeeper.

Commission

The commission focuses only on the value of the item sold (does not include shipping or fixed rate).

Fixed rate

We charge R\$5 per item sold, in addition to the commission.

Shipping for products under R\$79

- Products below R\$79.00 the shipping is paid by the customer (final consumer).

Suppose the customer pays R\$30 or R\$40 for shipping.

💡 Regardless of the amount, the shopkeeper pays only a fixed fee of R\$5 per item sold.

Commission

The commission is charged only on the value of the product.

The percentage varies according to the contracted plan.

✅ This allows the shopkeeper to have more financial control over his costs and profits.

Start	Grow	Evolve	Enhance
For billing up to R\$ 81 thousand per year	Ideal for billing up to R\$ 360 thousand per year	Ideal for billing up to R\$ 3.6 million per year	Perfect for unlimited billing
R\$45,90/month	R\$109.90/month	R\$319,90/month	Look up and learn more
free trial 30 days	free trial 30 days	free trial 30 days	talk to an expert
1 user 12GB FILES 20MB Data	5 users 12GB FILES 100MB Data	10 users 12GB FILES 300MB Data	Flexible Under Size Under Size
Featured resources <ul style="list-style-type: none"> ✓ Registration of products and ads ✓ Order and inventory management ✓ Issuance of NF-e, NFC-e and NFS-e ✓ Integration with + 40 marketplaces ✓ Control of accounts payable and receivable ✓ Shipping up to 80% cheaper with Olist Shipping 	Features of the previous plan, more <ul style="list-style-type: none"> ✓ Multi-company ✓ Sales returns ✓ Cash flow report ✓ Issuance of bills and charges ✓ POS with cash opening and closing ✓ Automatic import of orders 	Features of the previous plan, more <ul style="list-style-type: none"> ✓ Price calculator ✓ Separation and shipment of orders ✓ Contribution margin report ✓ Income statement (DRE) ✓ Batch separation and packaging ✓ Shopping planning ✓ Automatic DANFE printing and shipping label ✓ Automatic import of unlimited orders and stock update 	Features of the previous plan, more <ul style="list-style-type: none"> ✓ Implementation advice* ✓ Support in up to 5 min* ✓ Account manager ✓ Exclusive telephone line ✓ Unlimited custom reports ✓ Higher limit of API requests ✓ Lots and validity ✓ Fiscal sped

Example:

The order_id = 00143d0f86d6fbd9f9b38ab440ac16f5 has 3 items (same product). Each item has the freight calculated accordingly to its measures and weight. To get the total freight value for each order you just have to sum.

The total order_item value is: $21.33 * 3 = 63.99$

The total freight value is: $15.10 * 3 = 45.30$

The total order value (product + freight) is: $45.30 + 63.99 = 109.29$

Please refer to the data schema:

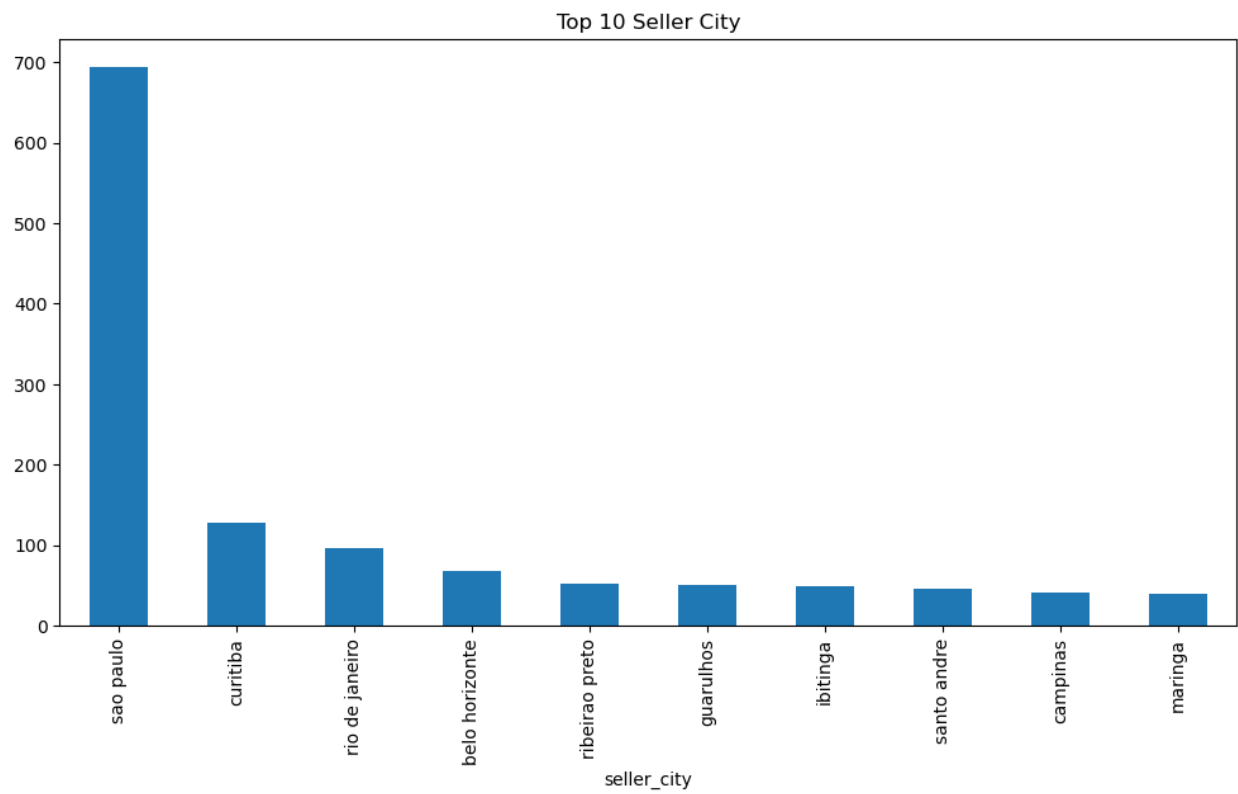
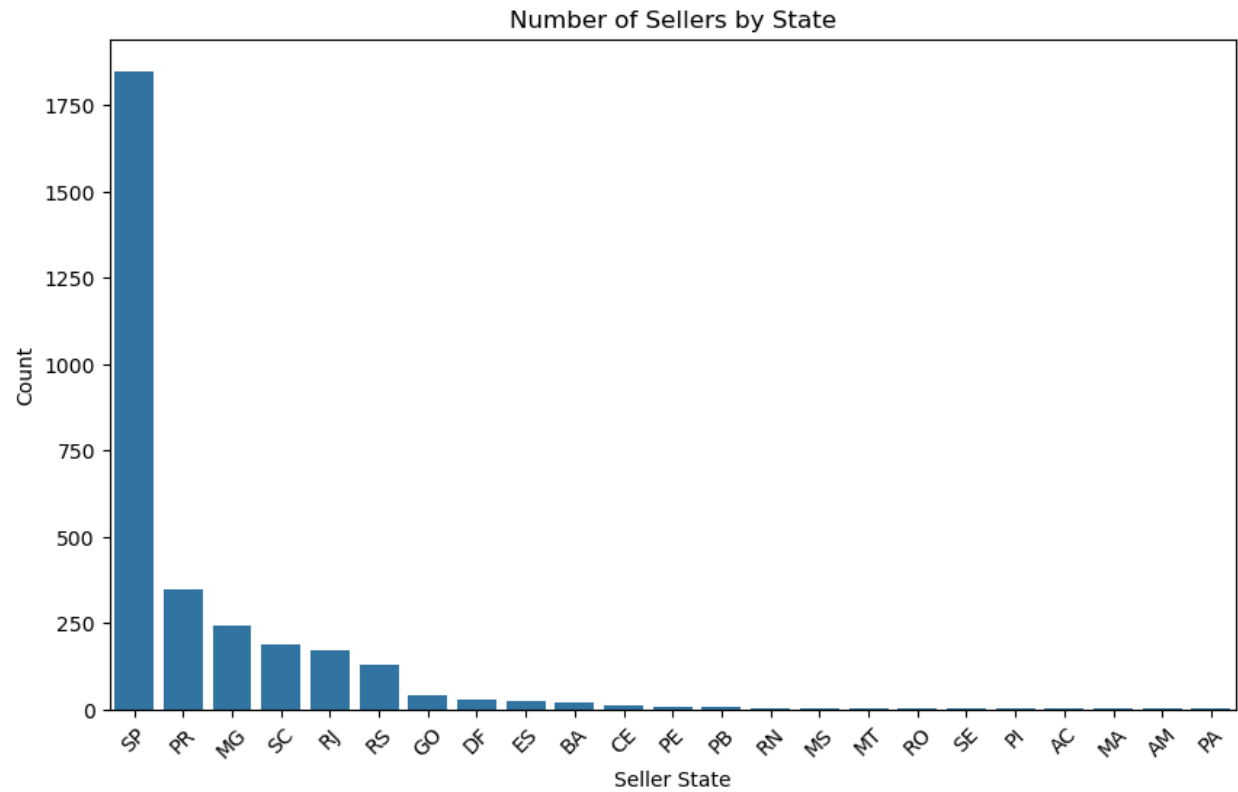
Olist commission = 21% of product value + R\$5

Olist subscription = Starts from R\$45.90

Olist total revenue from sellers = at least $R\$45.90 + [\text{num_of_item_sold}] * 21\% + [\text{num_of_item_sold}] * R\5

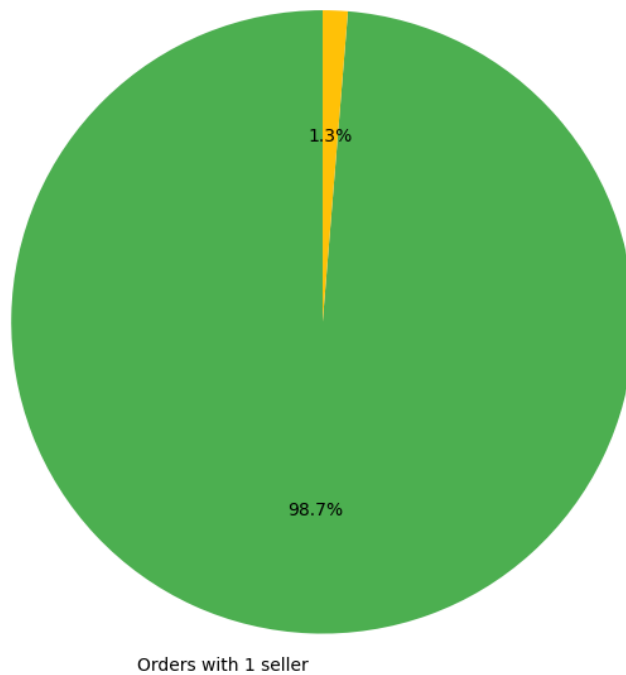
Assumptions: All sellers are subscribed to the R\$45.90/month plan, and the commission is 21%. All shipping fees are paid by the customer (no free shipping).

Olist Sellers



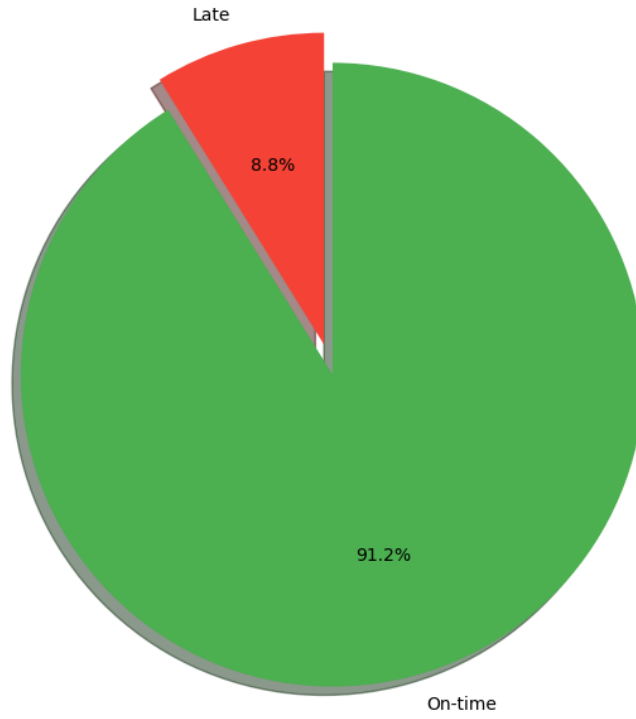
Sellers are concentrated in certain areas of Brazil, which could lead to problems in deliveries.

Distribution of Orders: Single Seller vs Multiple Sellers



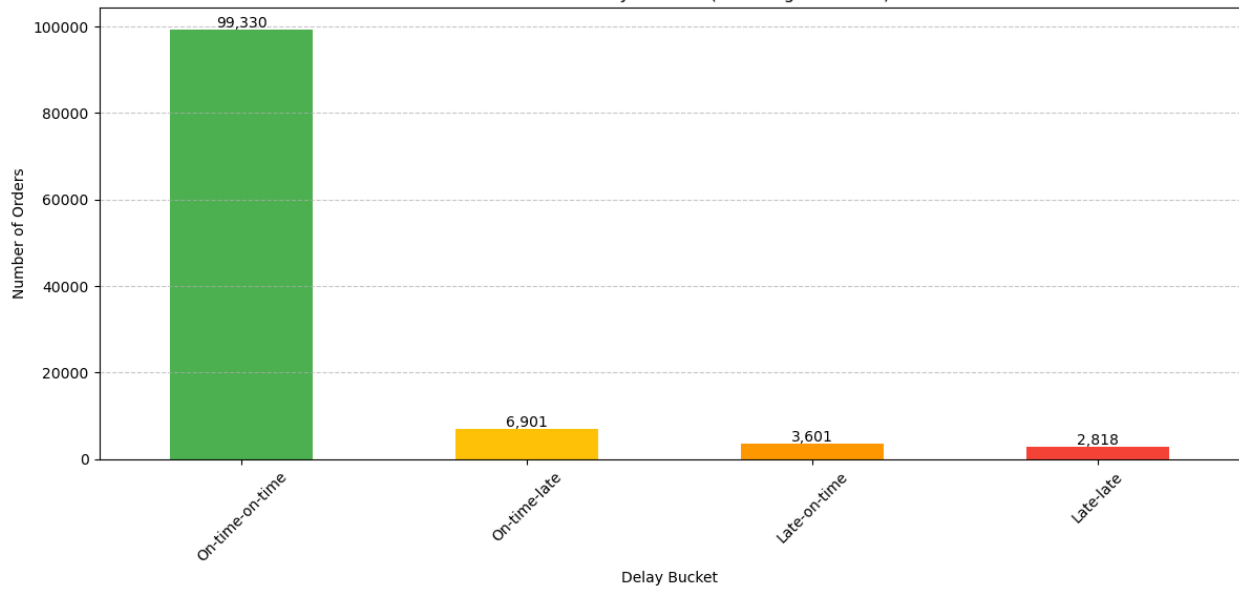
Orders with 1 seller: 97388 (98.70%)
Orders with multiple sellers: 1278 (1.30%)

Order Delivery Performance

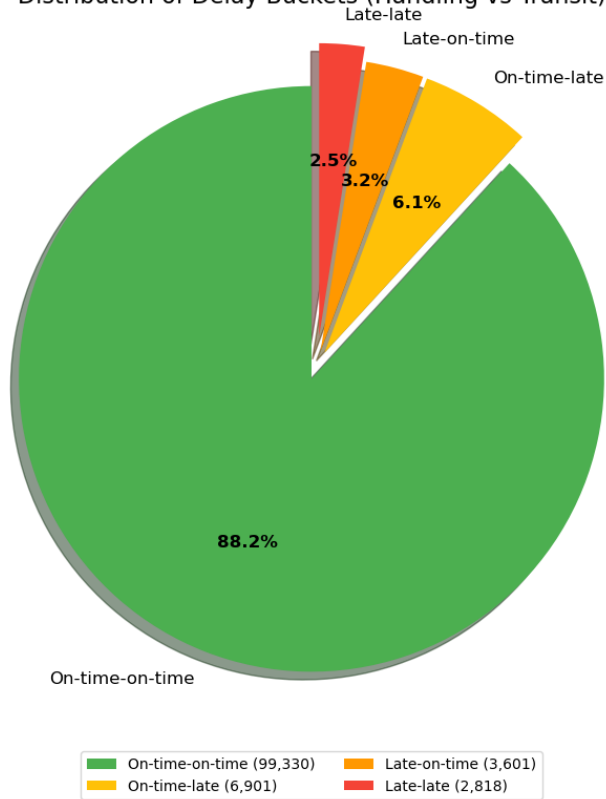


On-time (89,941 orders)
Late (8,725 orders)

Distribution of Delay Buckets (Handling vs Transit)



Distribution of Delay Buckets (Handling vs Transit)



Late-late means the seller is late at dropping the items off to Olist, which made the delivery to customer late (potential seller's fault for late delivery).

On-time-late means the seller handed the items to Olist on time, but the delivery is still late (Olist's logistic team fault for late delivery, not seller).