

## OLIST E-COMMERCE DASHBOARD

KPI 1

KPI 2

KPI 3

KPI 4

KPI 5

**Orders****99.44K****Product****74****City****4119****Revenue****16.01M****Avg. Ship Days****12.50****Avg. Review Score****4.09****RESET**

Payment\_Type

All

Review\_Score

All

Customer\_City

All

Year

All

Product\_Category

All

Weekday VS Weekend

Count of order\_id

Average of payment\_value

weekend

22847

Count of Orders

43981

weekday

76594

Avg. Delivery days for Pet\_Shop

product\_category\_name

Average of Deliverydays

pet\_shop

11.31

Customer city by Avg. Payment-Values and Avg. Price

● Average of payment\_value ● Average of price

140

120

100

80

60

40

20

0

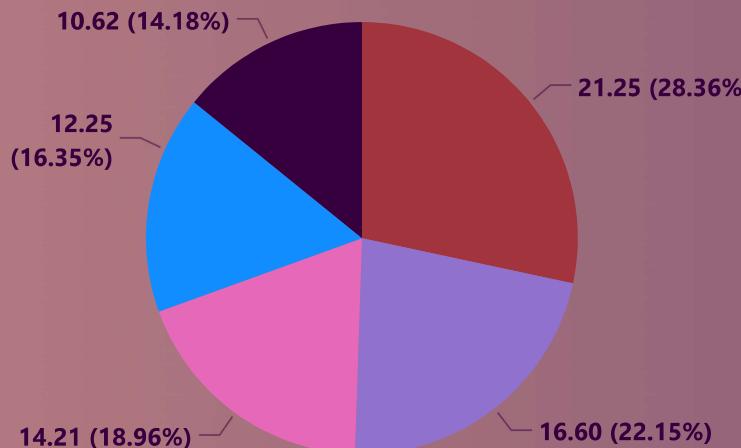
135.83

107.53

sao paulo

Average of Shipping days by review\_score

review\_score ● 1 ● 2 ● 3 ● 4 ● 5





# OLIST E-COMMERCE

## KPI 1- WEEKDAY VS WEEKEND

Revenue

16.01M

Price

13.59M

Freight Value

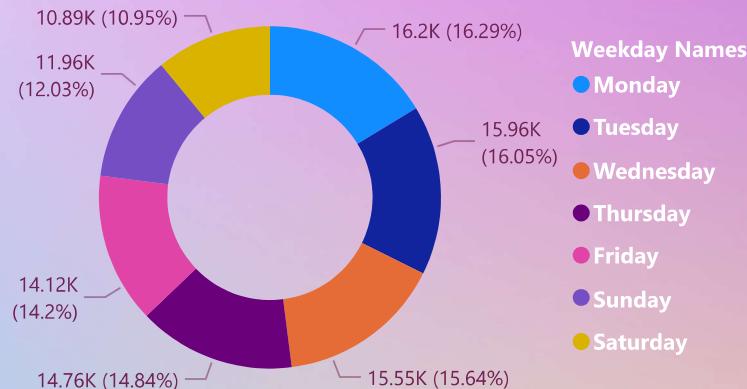
112.65K

Orders

99.44K

RESET

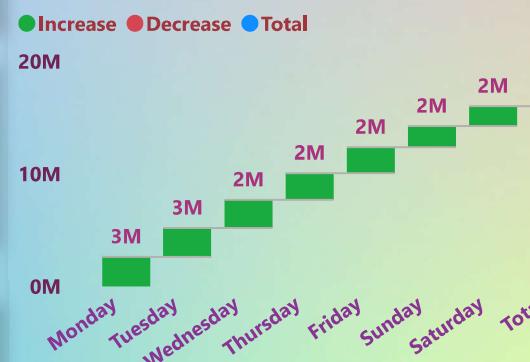
Count of Orders by Weekday Names



Count of Orders by Year



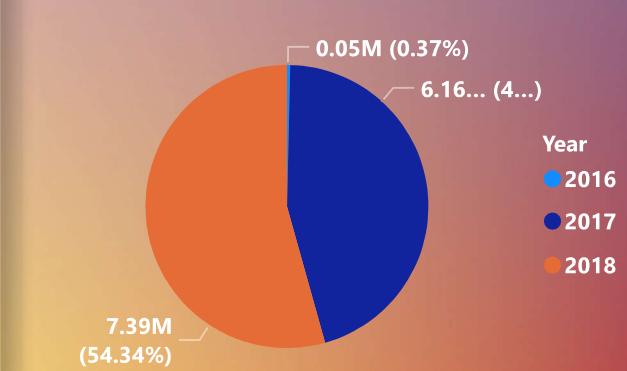
Payment\_Value by Weekday Names



Count of Freight\_Value by Year



Sum of price by Year



# OLIST E-COMMERCE

## KPI 2- REVIEW SCORE & PAYMENT TYPE

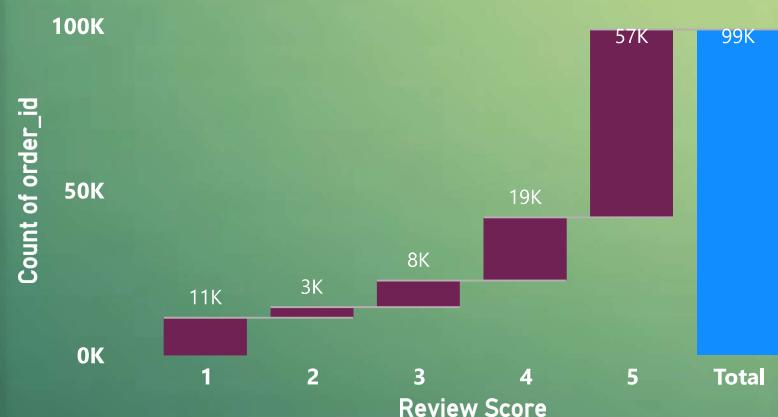
Year: All | Payment Type: All | Review Score: All | Product Category: All



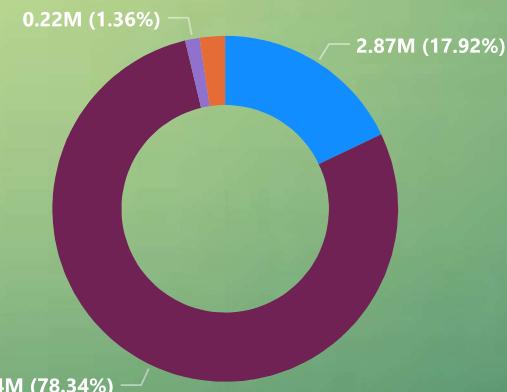
Orders	99.44K
Avg. Review score	4.09
Payment Type	5
Products	74
Avg. Pay. Value	154.10
Price	13.59M
RESET	

### Count of Orders by Review\_Score

● Increase ● Decrease ● Total



### Sum of Payment\_Value by Payment\_Type



payment\_type  
 ● boleto  
 ● credit\_card  
 ● debit\_card  
 ● not\_defined  
 ● voucher

### Count of Product and Count of Orders by Review\_Score

● Count of product\_category\_name ● Count of order\_id



### Count of Orders by Payment\_Type

payment\_type ● boleto ● credit\_card ● debit\_card ● not\_defined ● voucher



payment\_type  
 ● boleto  
 ● credit\_card  
 ● debit\_card  
 ● not\_defined  
 ● voucher

# OLIST E-COMMERCE

## KPI 3- PRODUCTS

<b>Orders</b>	99.44K
<b>Products</b>	74
<b>Revenue</b>	16.01M
<b>Avg. Ship Days</b>	12.50
<b>City</b>	4119
<b>Avg. Review Score</b>	4.09

**RESET**



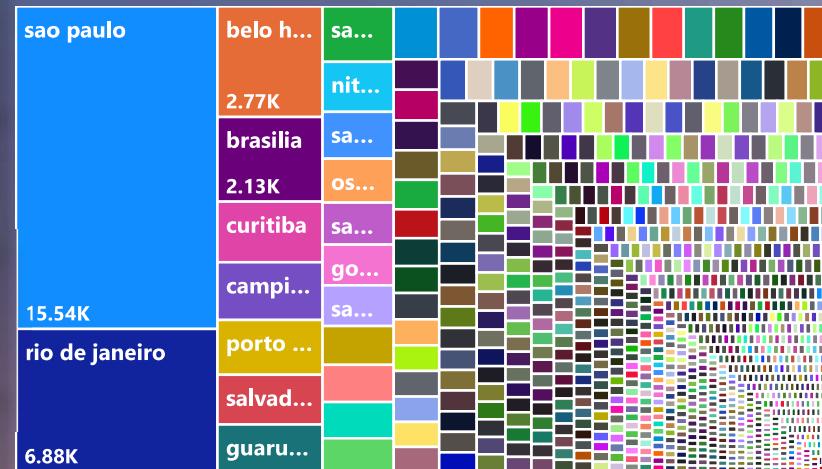
# OLIST E-COMMERCE

## KPI 4- PRICE & PAYMENT\_VALUES

<b>Orders</b>	<b>99.44K</b>
<b>Products</b>	<b>74</b>
<b>Avg. Pay. Value</b>	<b>154.10</b>
<b>City</b>	<b>4119</b>
<b>Avg. Price</b>	<b>120.65</b>
<b>Avg. Del. Days</b>	<b>12.50</b>

**RESET**

### Count of Orders by Customer\_City



### Average of Deliverydays by Customer\_City



Year

All

City

All

Product\_Catego...

All



### Average of Payment\_Value and Average of Price by Customer\_City

● Average of payment\_value ● Average of price



### Sum of Payment\_Value and Sum of Price by Year and Quarter

● Sum of payment\_value ● Sum of price





# OLIST E-COMMERCE

## KPI 5- SHIPPING DAYS VS REVIEW SCORE

Average of Review\_Score



6535  
Delivered\_late

14K  
Seller\_late

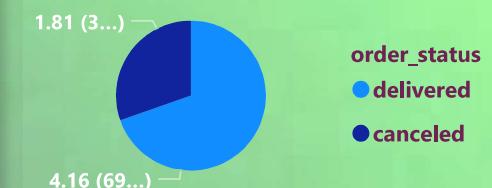
Orders

99.44K

Avg. Ship Days

12.50

Average of Review\_Score by Order\_Status



### Shipping Cost Analysis

payment\_type

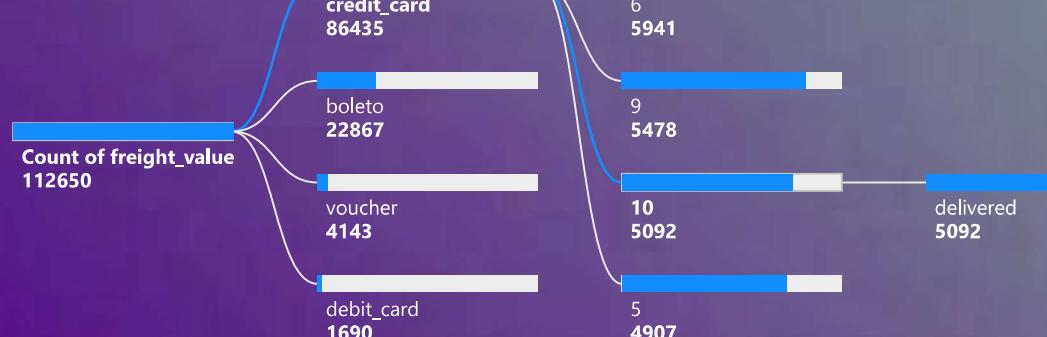
credit\_card

Deliverydays

10

order\_status

Count of freight\_value  
112650



Key influencers Top segments

What influences review\_score to ?

When...

....the average of review\_score decreases by

Average of Deliverydays is 22 - 29

0.56

Average of Deliverydays is more than 29

1.89

Average of Deliverydays is 0 or less

2.45

Sort by: Impact Count

← review\_score is more likely to decrease when Average of Deliverydays is 22 - 29 than otherwise (on average).

