Olist Store Sales Analysis

customer_state

All ⌄

Year ⌄

All ⌄

15.84M	16.01M	99K	99K	0.99
TotalOrderCost	**TotalRevenue**	**Total_no_of_orders**	**Total_no_of_customers**	**Profit margin Ratio**

order_id	Order Cost	Order Revenue ▾
03caa2c082116e1d31e67e9ae3700499	13,664.08	13,664.08
736e1922ae60d0d6a89247b851902527	7,274.88	7,274.88
0812eb902a67711a1cb742b3cdaa65ae	6,929.31	6,929.31
fefacc66af859508bf1a7934eab1e97f	6,922.21	6,922.21
f5136e38d1a14a4dbd87dff67da82701	6,726.66	6,726.66
2cc9089445046817a7539d90805e6e5a	6,081.54	6,081.54
a96610ab360d42a2e5335a3998b4718a	4,950.34	4,950.34
b4c4b76c642808cbe472a32b86cddc95	4,809.44	4,809.44
199af31afc78c699f0dbf71fb178d4d4	4,764.34	4,764.34
8dbc85d1447242f3b127dda390d56e19	4,681.78	4,681.78
426a9742b533fc6fed17d1fd6d143d7e	4,513.32	4,513.32
d2f270487125ddc41fd134c4003ad1d7	4,445.50	4,445.50
80dfedb6d17bf23539beeef3c768f4d7	4,194.76	4,194.76
68101694e5c5dc7330c91e1bbc36214f	4,175.26	4,175.26
b239ca7cd485940b31882363b52e6674	4,163.51	4,163.51
9a3966c23190dbdbaabed08e8429c006	4,042.74	4,042.74
9de73f3e6157169ad6c32b9f313c7dcb	4,034.44	4,034.44
Total	**15,843,553.24**	**16,008,872.12**

Total Cost by Product Category and Year

Year ● 2016 ● 2017 ● 2018
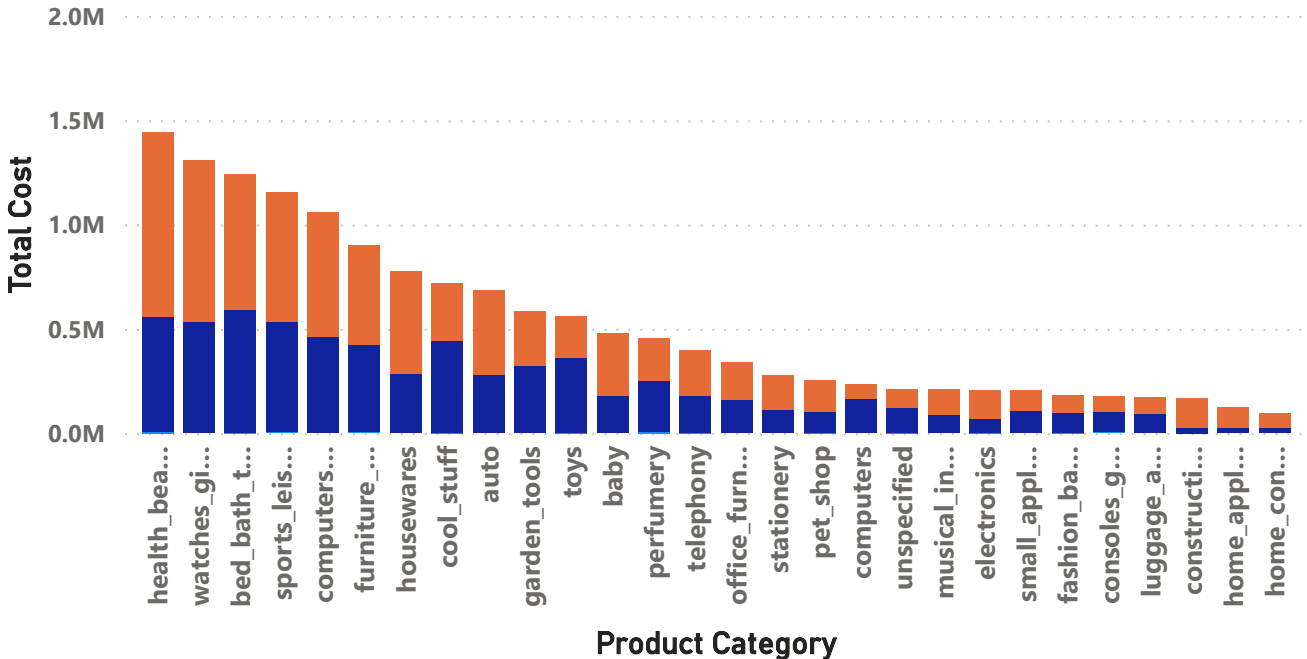
Product Category: health_bea..., watches_gi..., bed_bath_t..., sports_leis..., computers..., furniture_..., housewares, cool_stuff, auto, garden_tools, toys, baby, perfumery, telephony, office_furn..., stationery, pet_shop, computers, unspecified, musical_in..., electronics, small_appl..., fashion_ba..., consoles_g..., luggage_a..., constructi..., home_appl..., home_con...

Olist Store Sales Analysis

product_category
All

Year
All

TotalOrderCost and TotalRevenue by customer_state
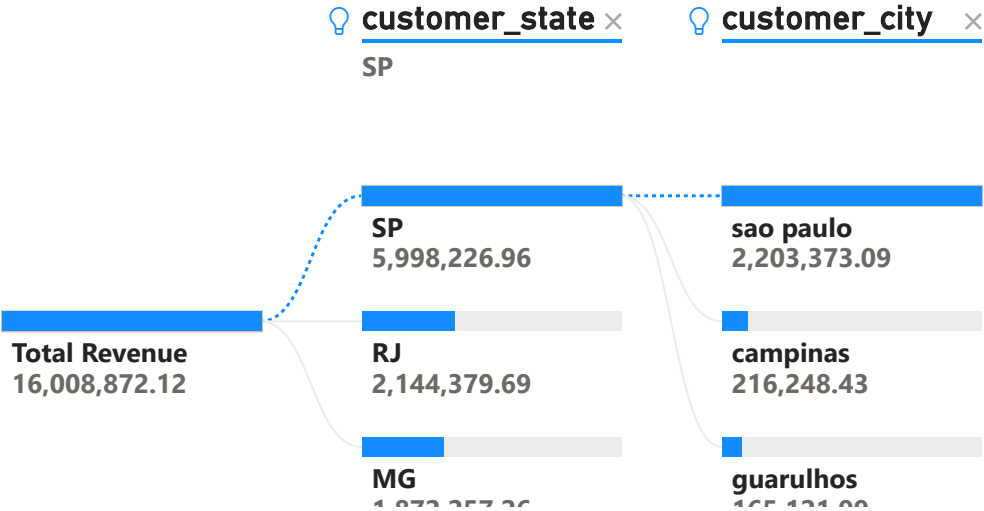
27
No_of_States

4119
No_of_Cities

154.10
Average Revenue

32951
No Of Products

Revenue Breakdown by Geography

💡 customer_state ✕   💡 customer_city ✕

SP

	SP 5,998,226.96	sao paulo 2,203,373.09
Total Revenue 16,008,872.12	RJ 2,144,379.69	campinas 216,248.43
	MG 1,872,257.26	guarulhos 165,121.00

Total_no_of_orders by 5 top cities

list Store Sales Analysis

Year
All

customer_state
All

product_category	Total Product Cost	Total no_of_Orders
health_beauty	1623814.80	9670
bed_bath_table	1446374.76	11115
watches_gifts	1406077.54	5991
sports_leisure	1325263.99	8641
computers_accessories	1206590.48	7827
furniture_decor	1075261.09	8334
housewares	924546.88	6964
cool_stuff	803369.05	3796
auto	778048.53	4235
Total	**18095462.78**	**112650**

TotalRevenue by 3 Top Customers
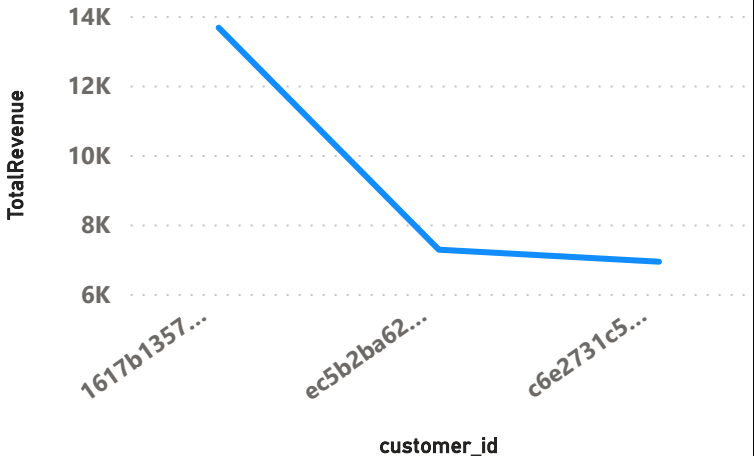
5
NO_of_Payment_types

32951
No_Of_Products

order_status	Count of Orders	Total Cost
approved	2	241.08
created	5	
processing	301	69,394.11
invoiced	314	68,988.75
unavailable	609	2,140.49
canceled	625	105,885.72
shipped	1107	177,129.34
delivered	96478	15,419,773.75
Total	**99441**	**15,843,553.24**

Count of Payment_Type

payment_type
- credit_card
- boleto
- voucher
- debit_card
- not_defined

5.56% | 0% | 19.04% | 73.92%
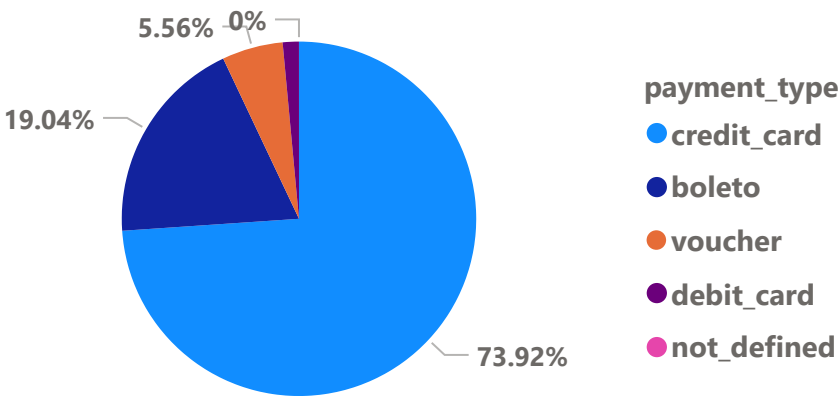
TotalOrderCost and Count of orders by 3 Top Sellers
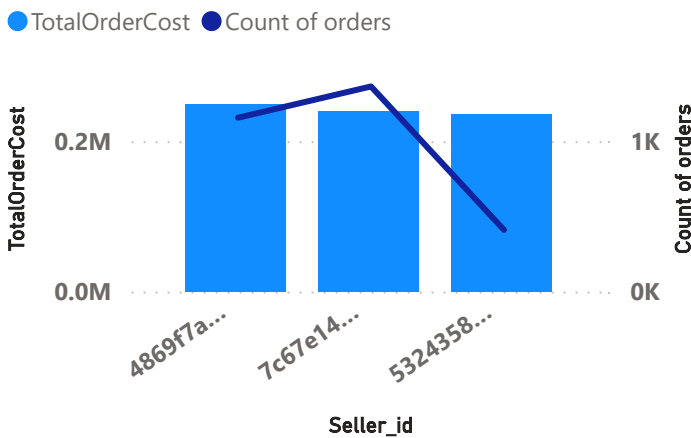
Olist Store Sales Analysis

Product_Category
All

customer_state
All

TotalOrderCost and TotalRevenue by Year

● TotalOrderCost ● TotalRevenue

TotalRevenue by Year

Year ● 2016 ● 2017 ● 2018
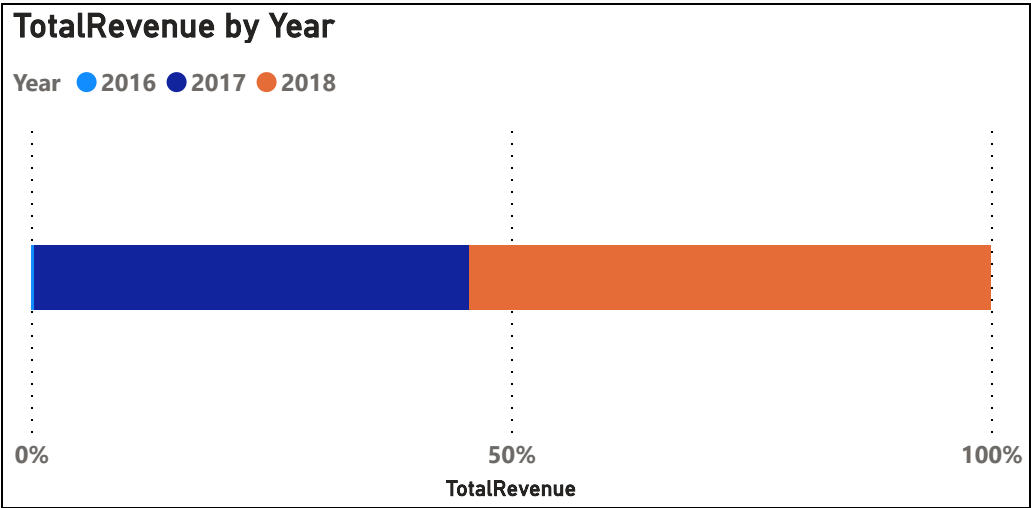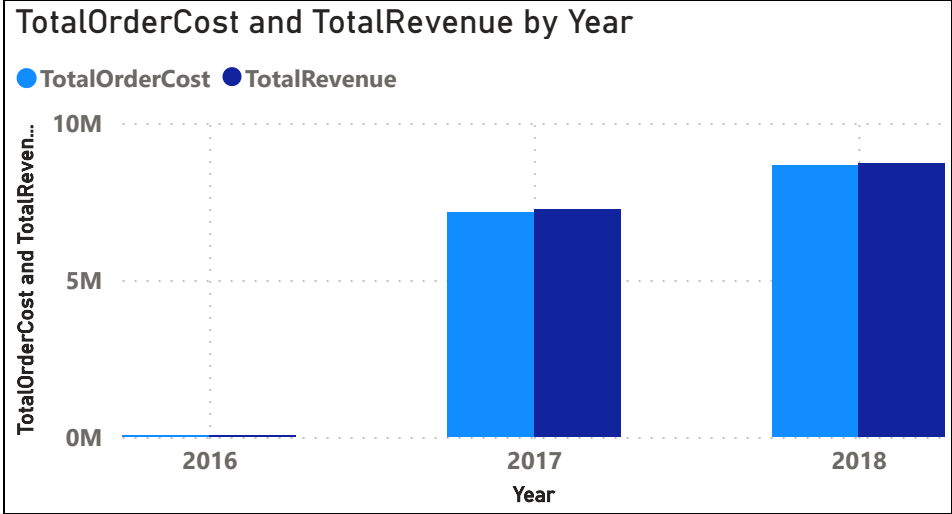
589.67
Revenue QTD

8,699,763.05
Revenue YTD

1.19
Revenue YoY%

Revenue YTD and Revenue YoY% by Year

● Increase ● Decrease ● Total

TotalRevenue and TotalOrderCost by Month

● TotalRevenue ● TotalOrderCost