



2017

2018

Total Sales

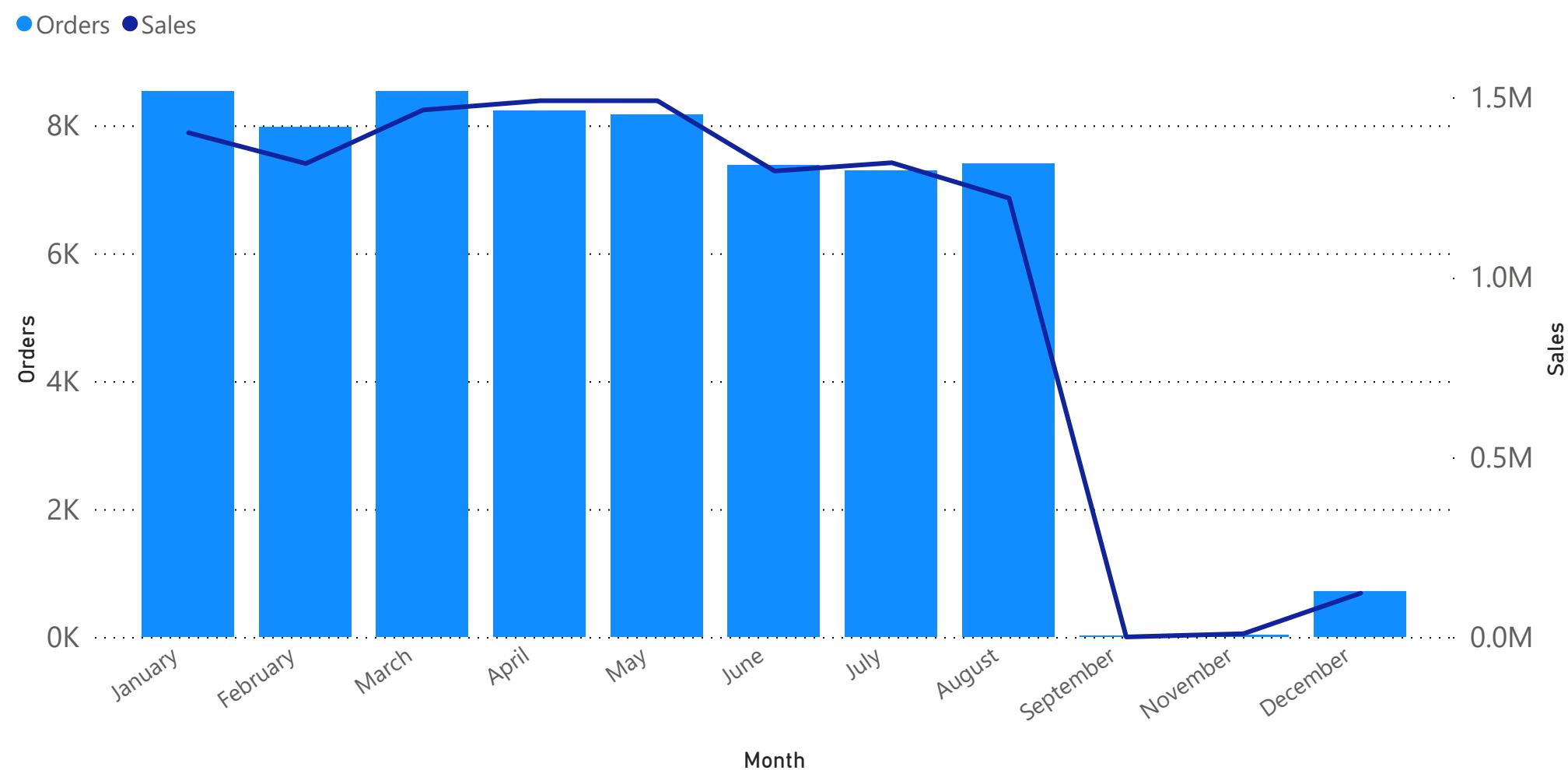
11.13M

Orders

64.26K

Average Order Values

173.19



2017

2018

olist

Total Sales

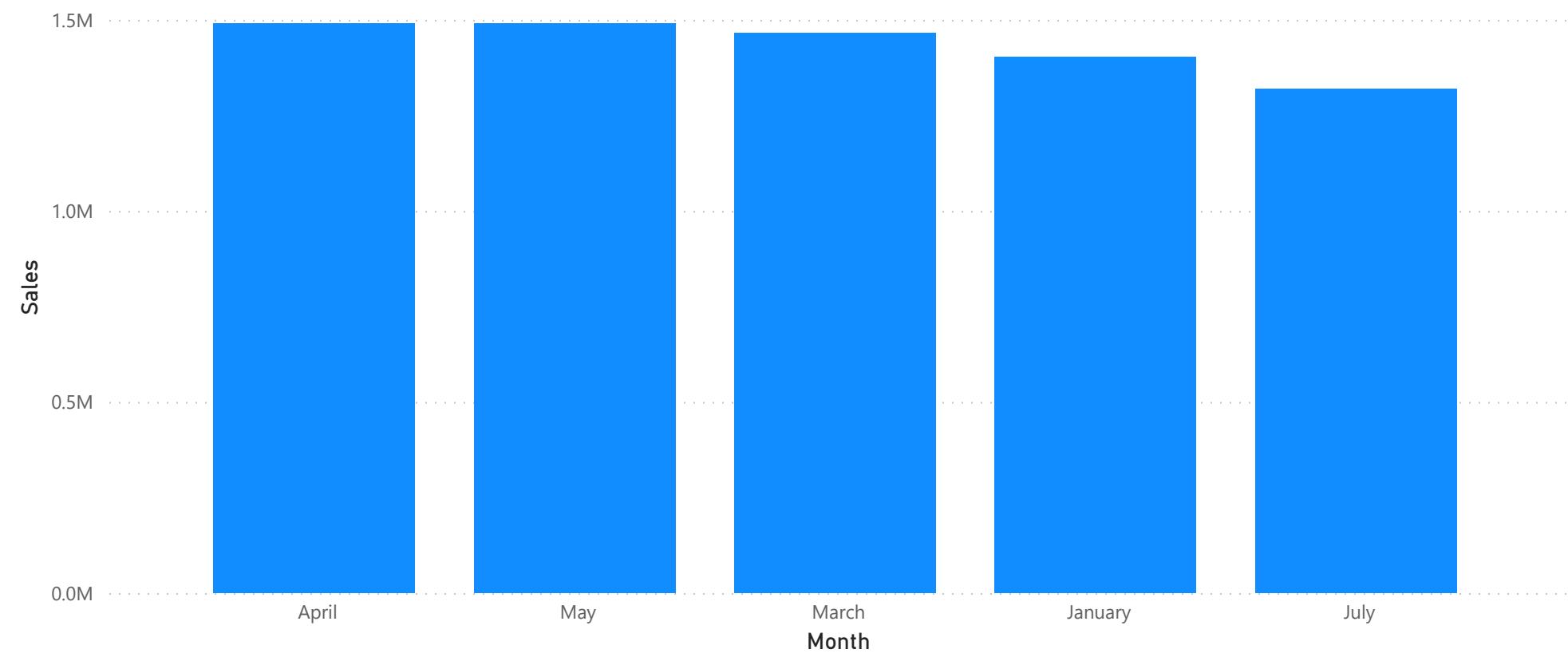
11.13M

Orders

64.26K

Average Order Values

173.19



2017

2018



Total Sales

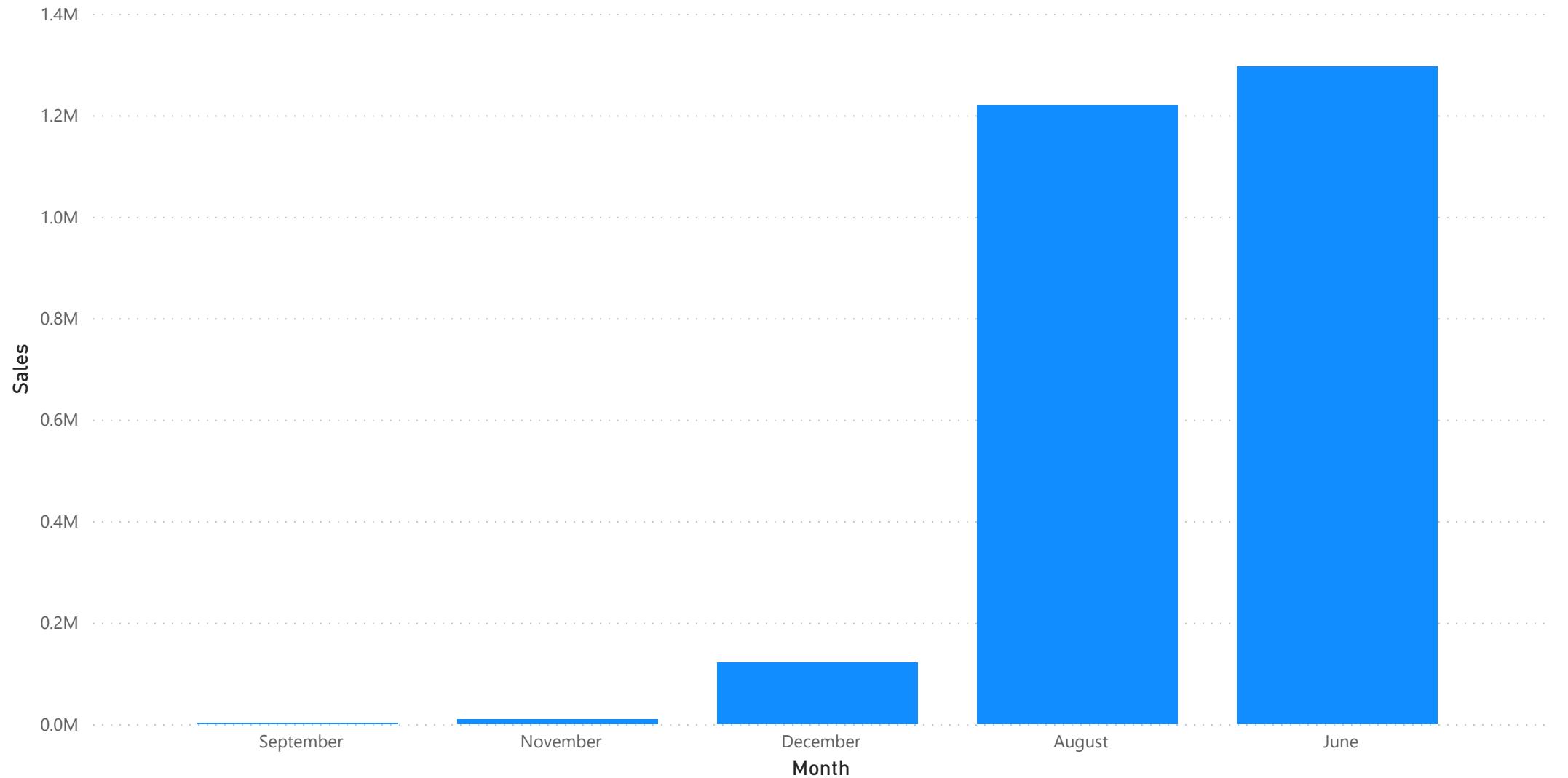
11.13M

Orders

64.26K

Average Order Values

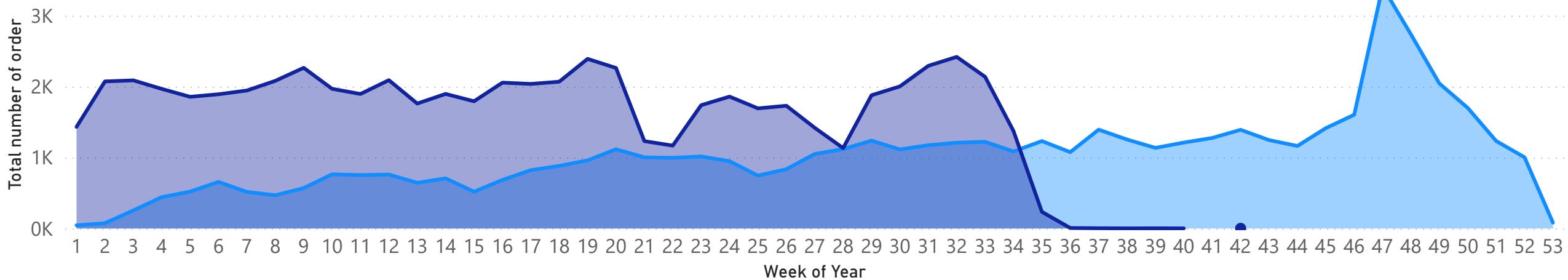
173.19





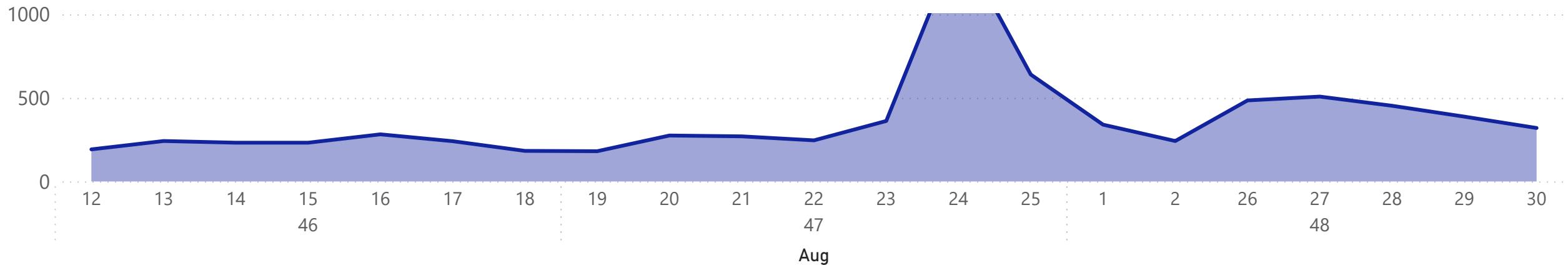
We received largest order during Black Friday in 2018 (Week 47)

Year ● 2017 ● 2018



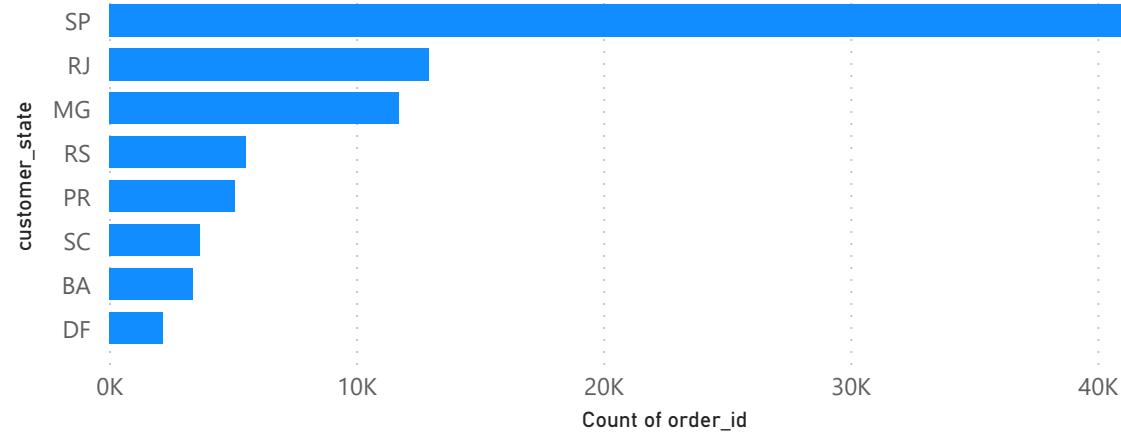
Black Friday Effect on 24 Nov 2017

Year ● 2017

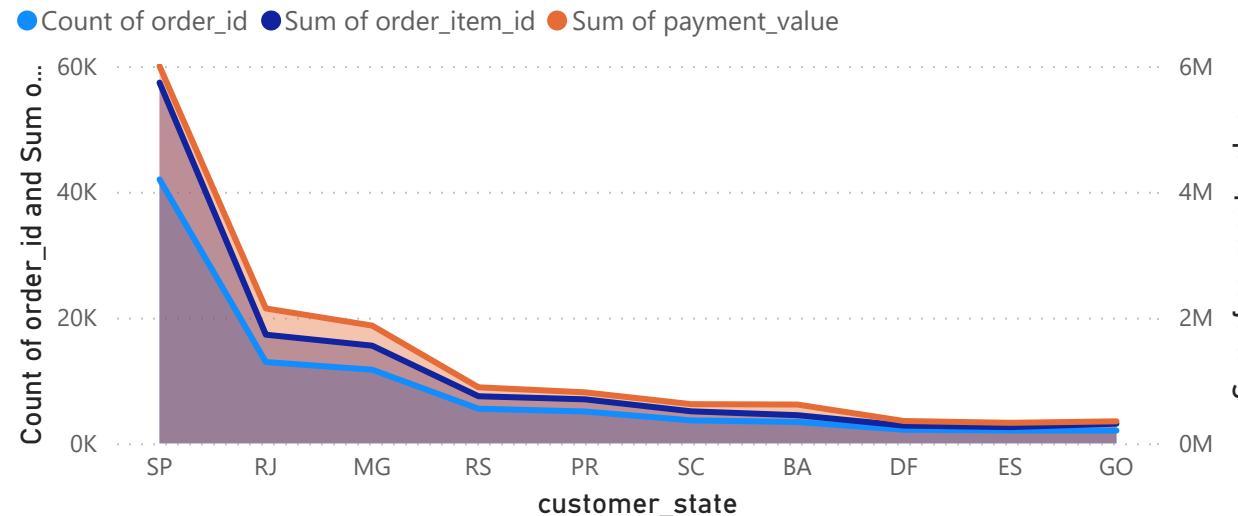




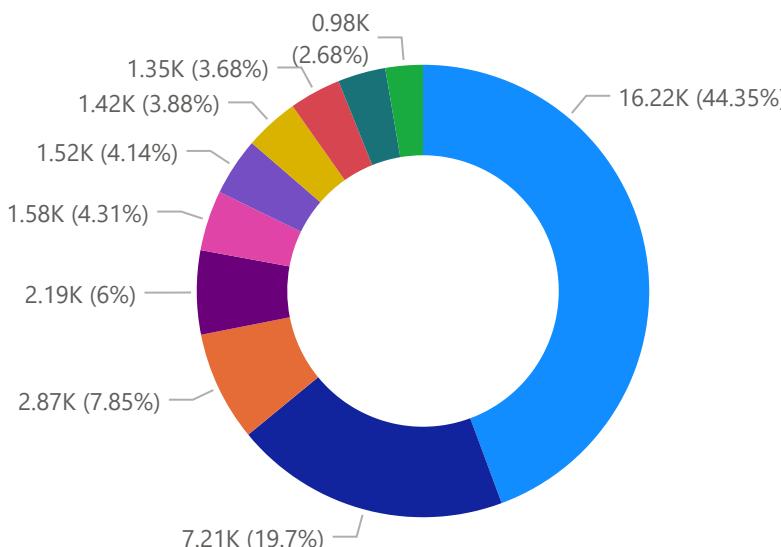
Top 10 Orders by Regions



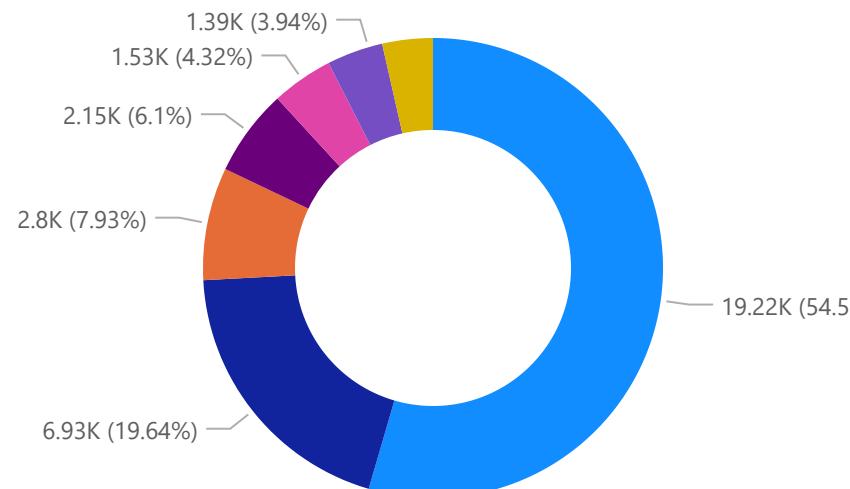
Top 10 Orders with Payment Value



Orders Distribution of Customer Cities



Orders Distribution of Customer States



2017

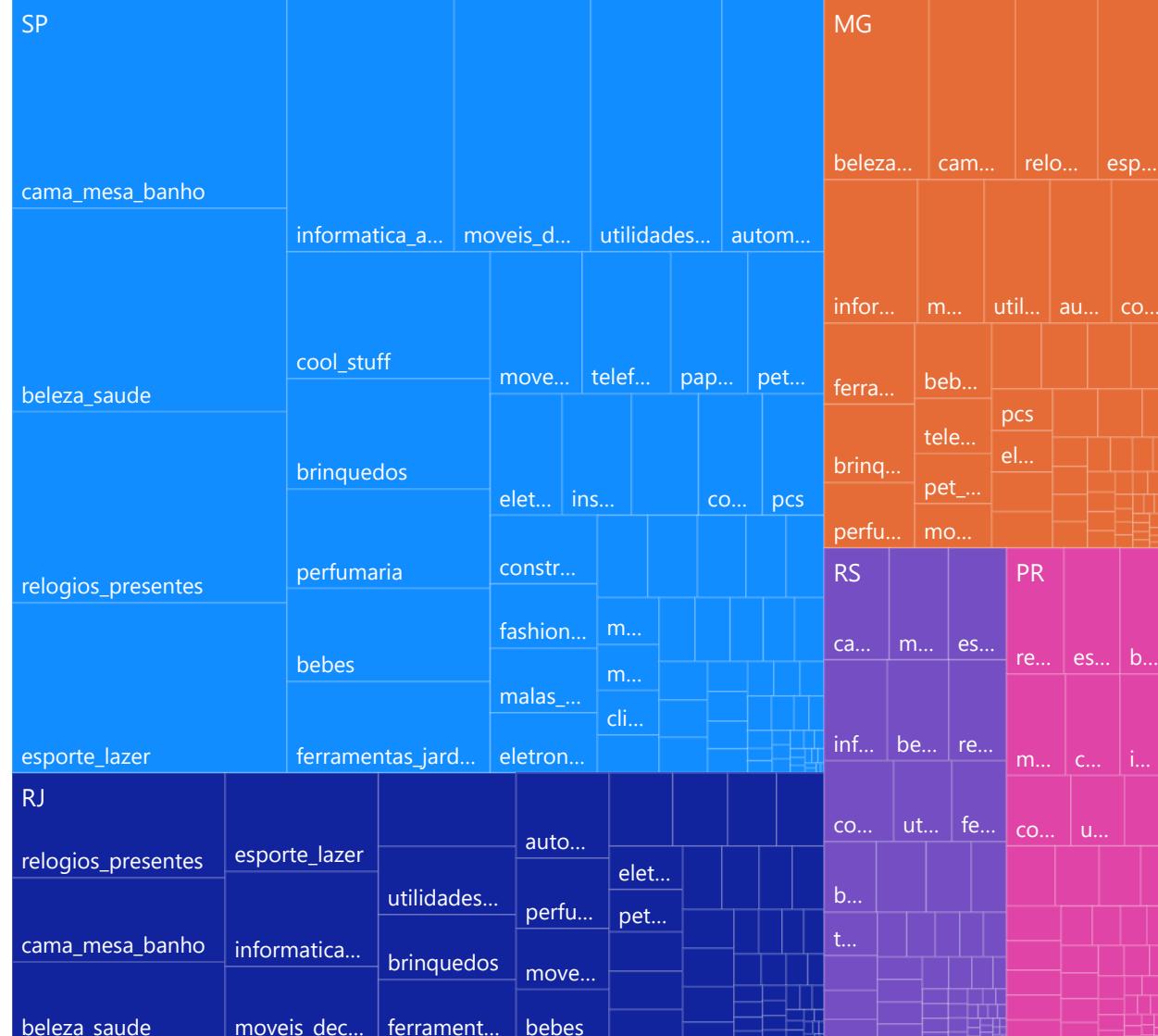
2018

2017

2018

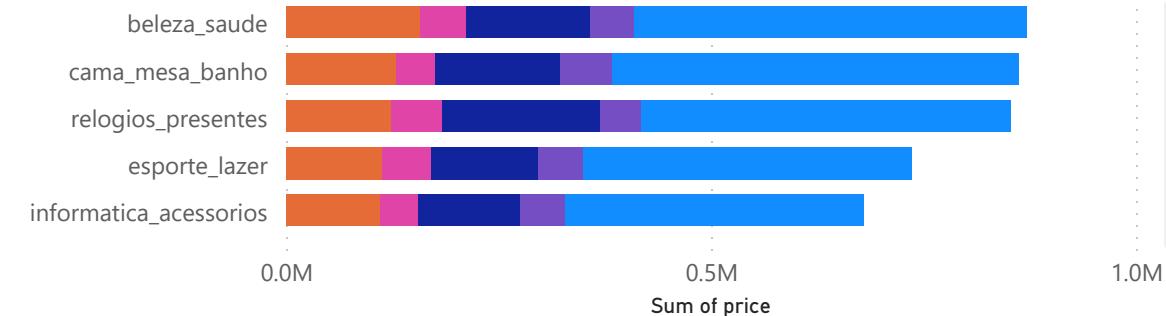


Top 5 Regions with Price by Category

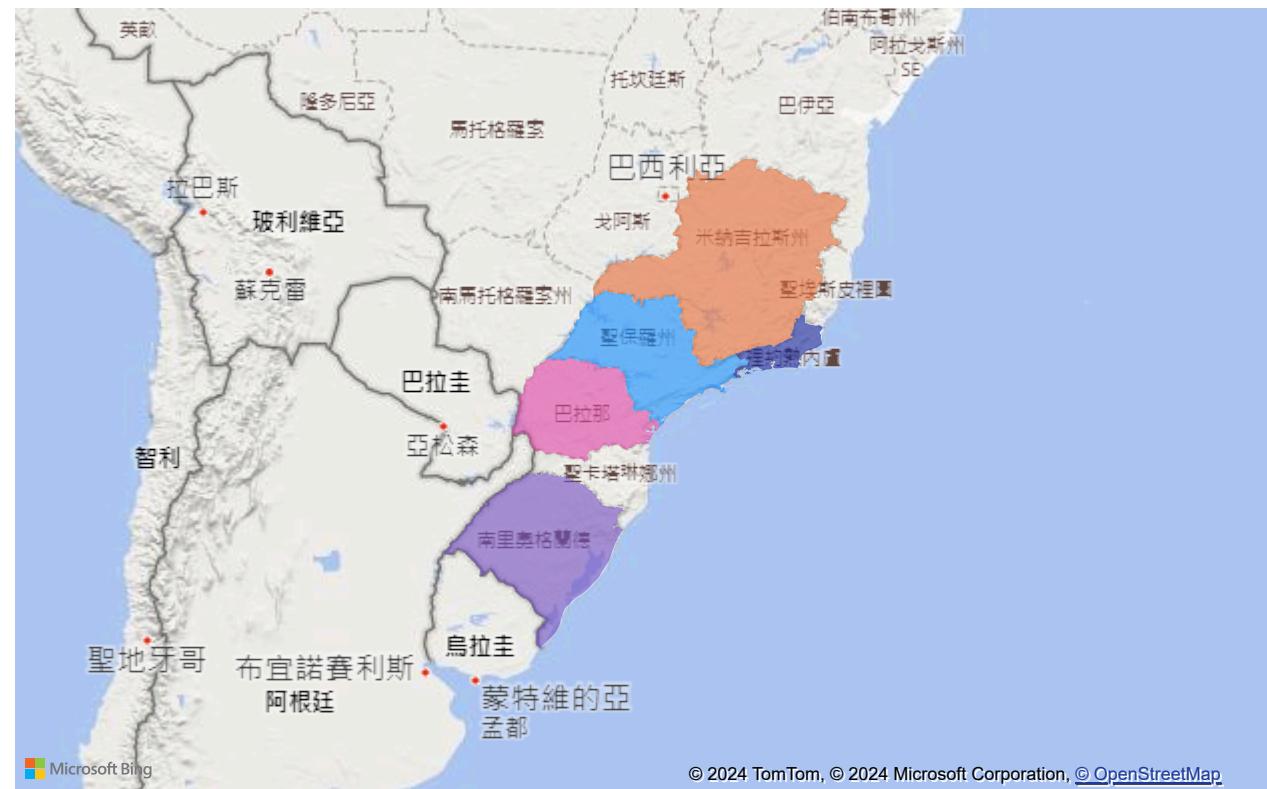


Top 5 Regions with Price by Category

customer_state ● MG ● PR ● RJ ● RS ● SP



Top 5 Regions with Price by Category



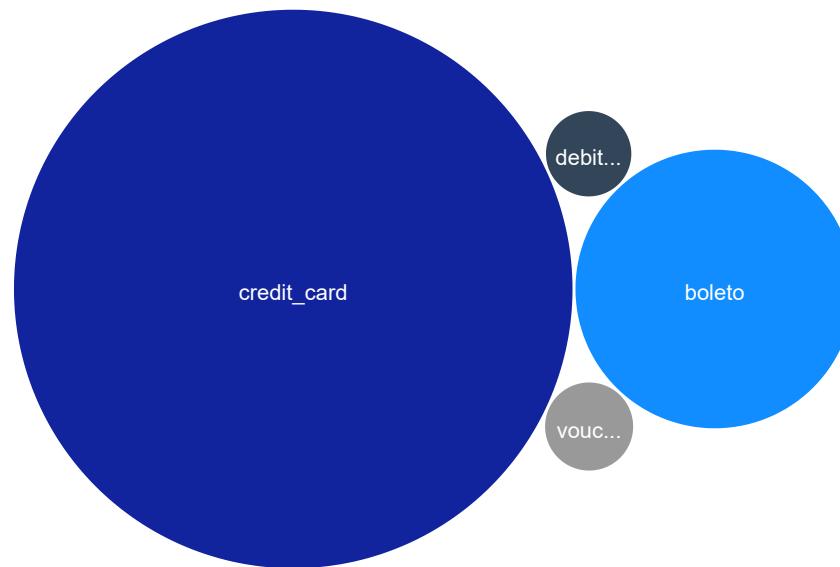
2017

2018



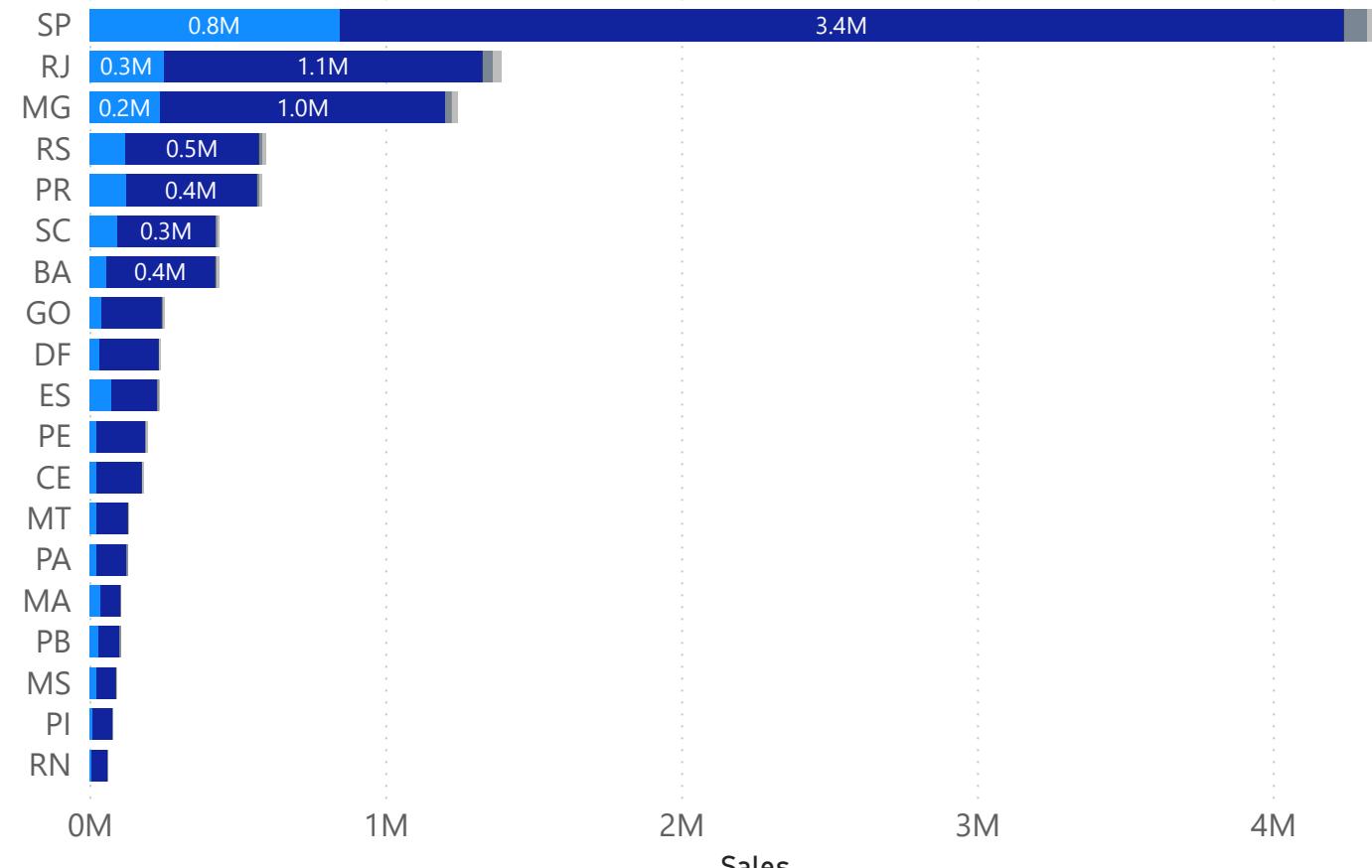
~75% of our customer paid by credit card

Payment Method



AKVELON

payment_type ● boleto ● credit_card ● debit_card ● voucher



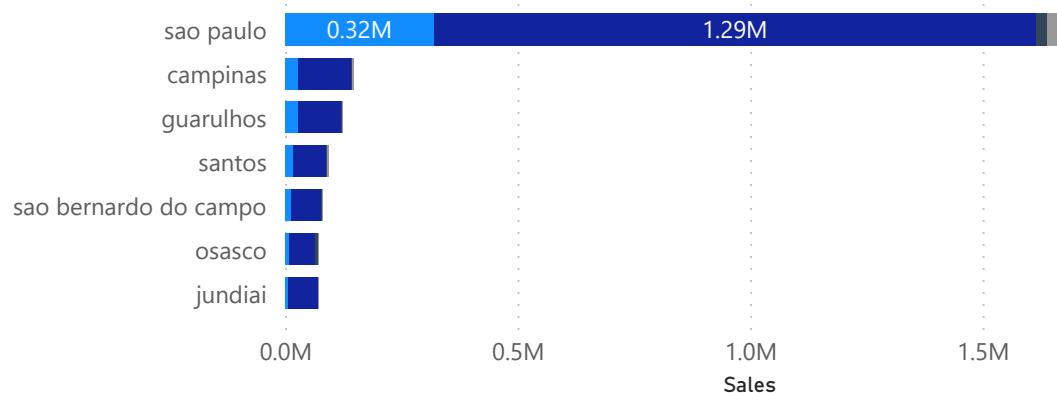
2017

2018



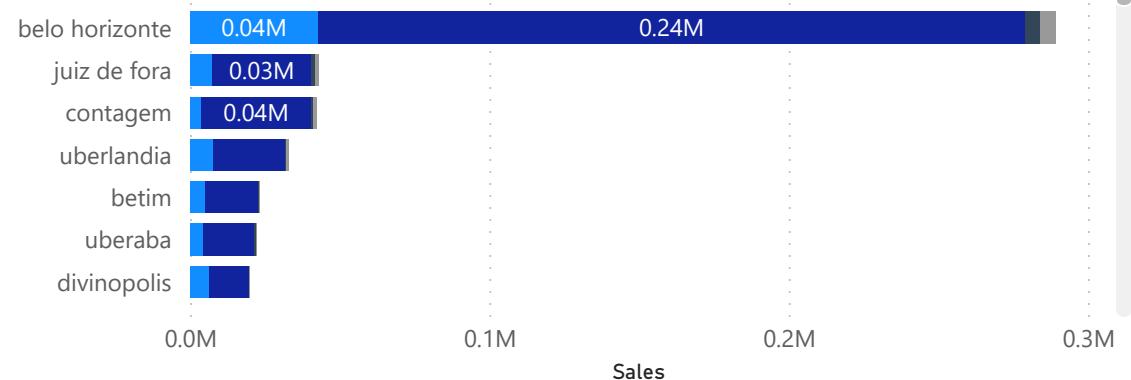
SP

payment_type ● boleto ● credit_card ● debit_card ● voucher



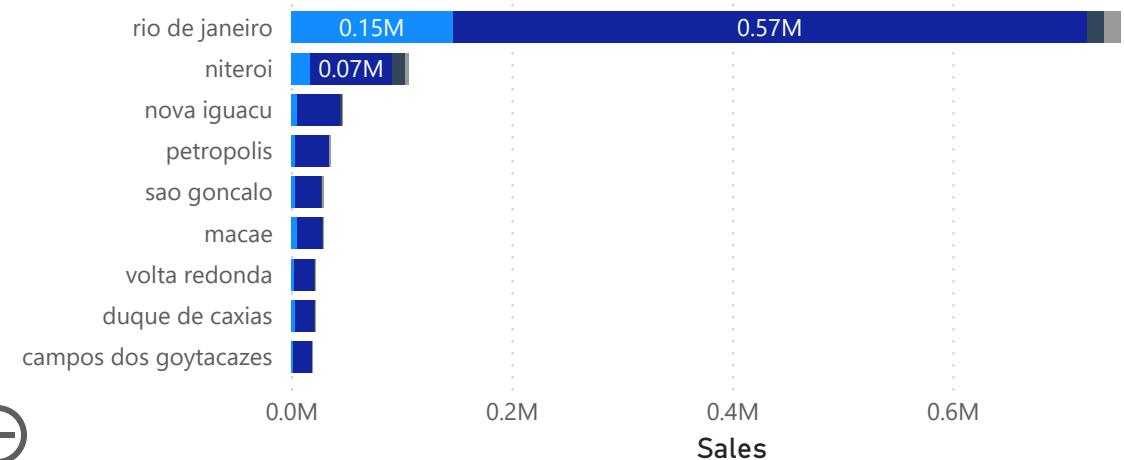
MG

payment_type ● boleto ● credit_card ● debit_card ● voucher



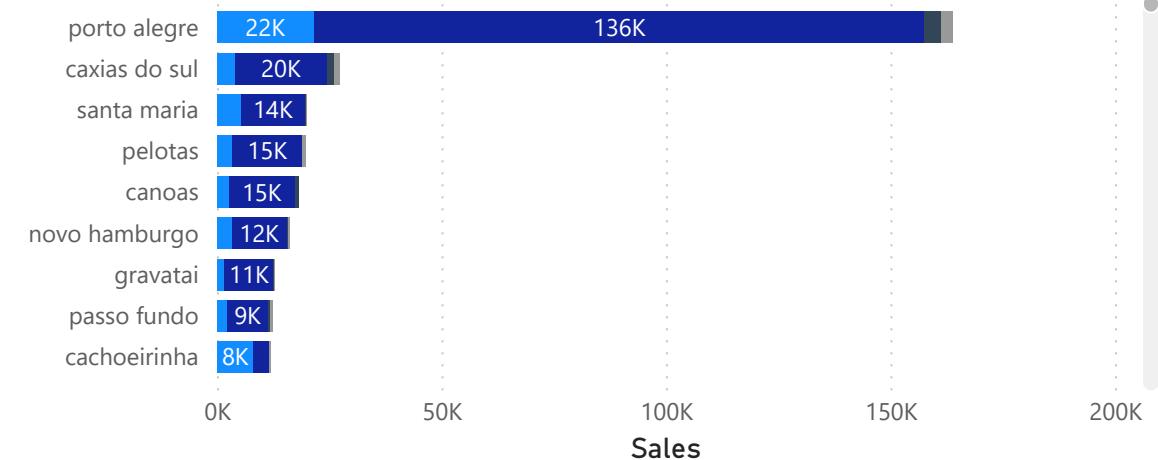
RJ

payment_type ● boleto ● credit_card ● debit_card ● voucher



RS

payment_type ● boleto ● credit_card ● debit_card ● voucher

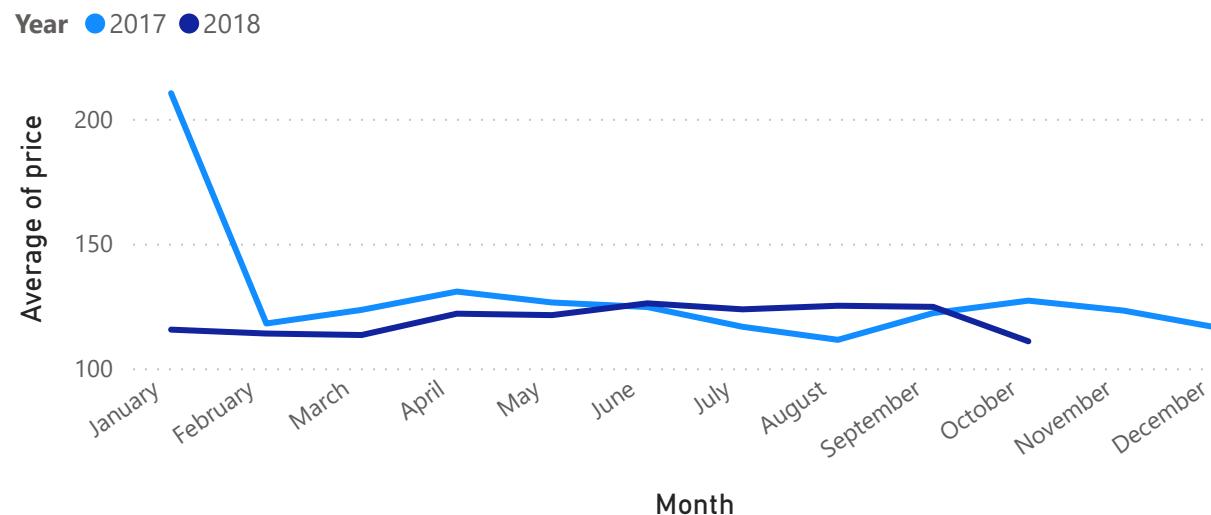




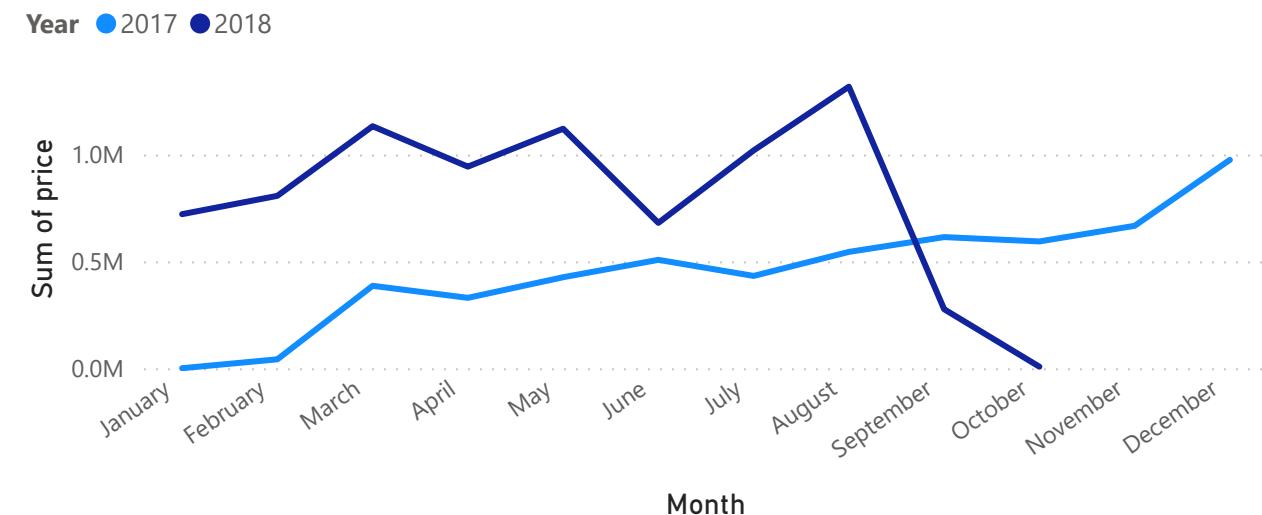
2017

2018

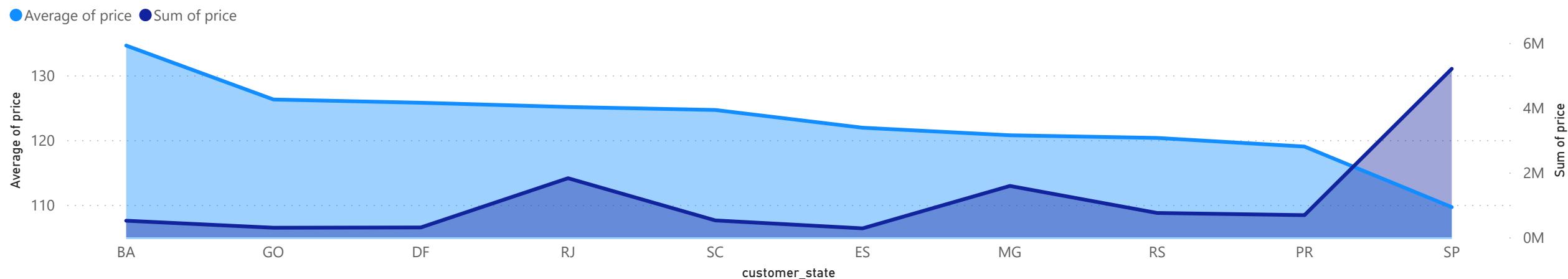
Average of price by Month and Year



Sum of price by Month and Year

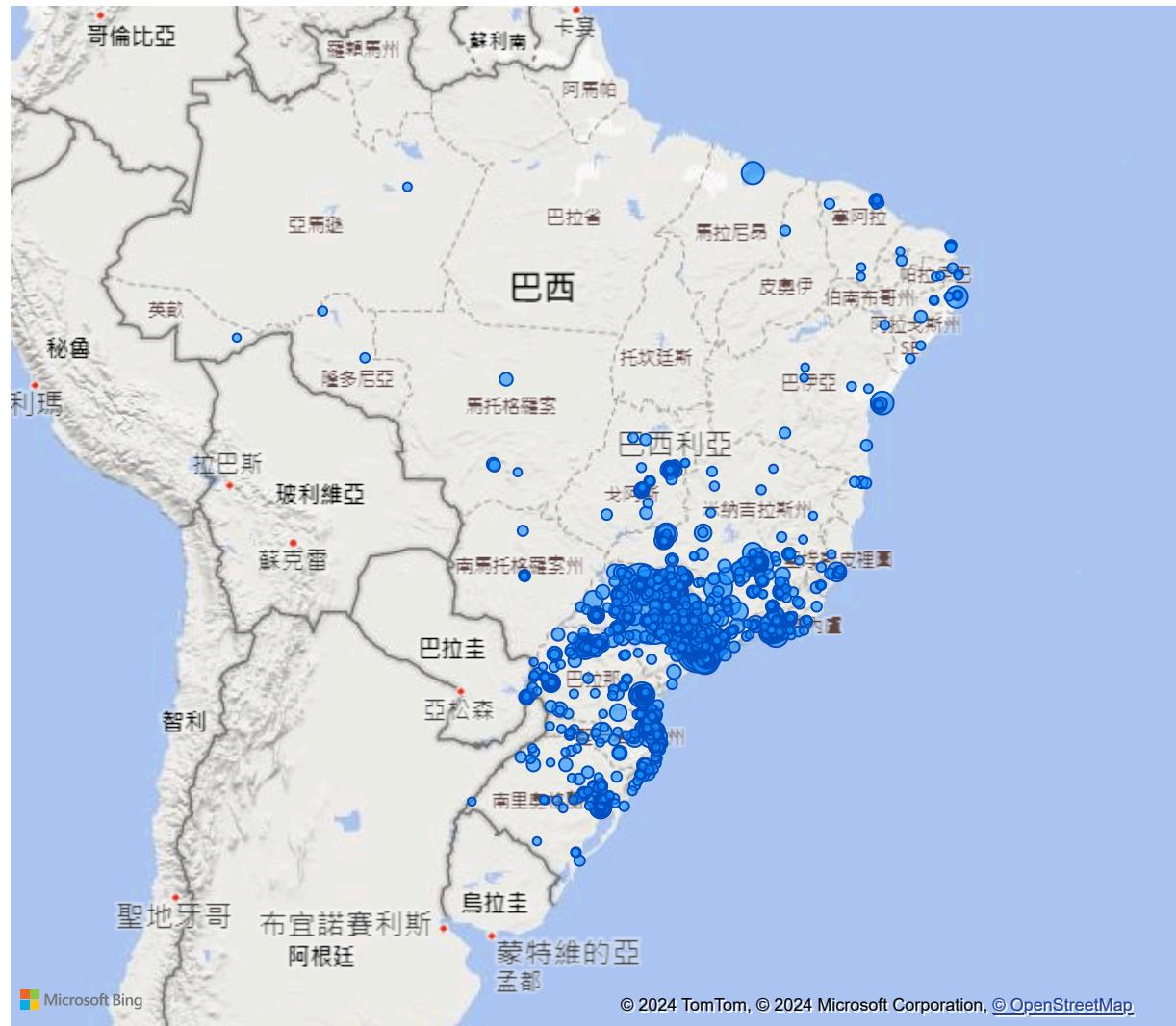


Average of price and Sum of price by customer_state



olist

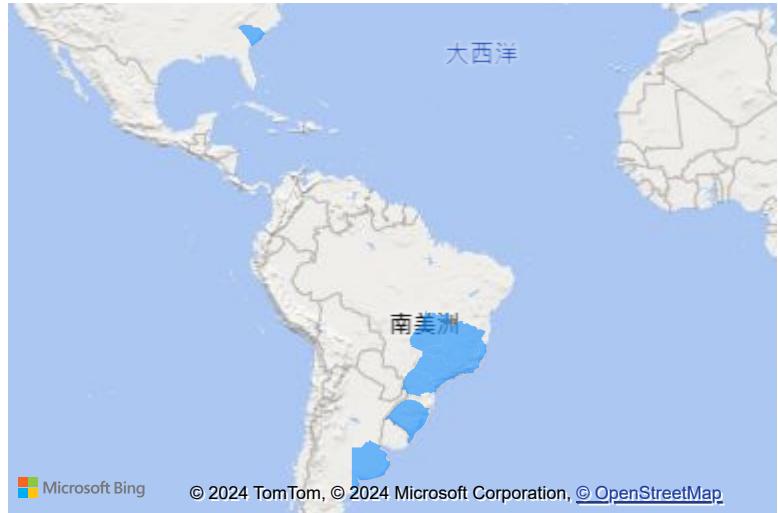
Seller Distribution



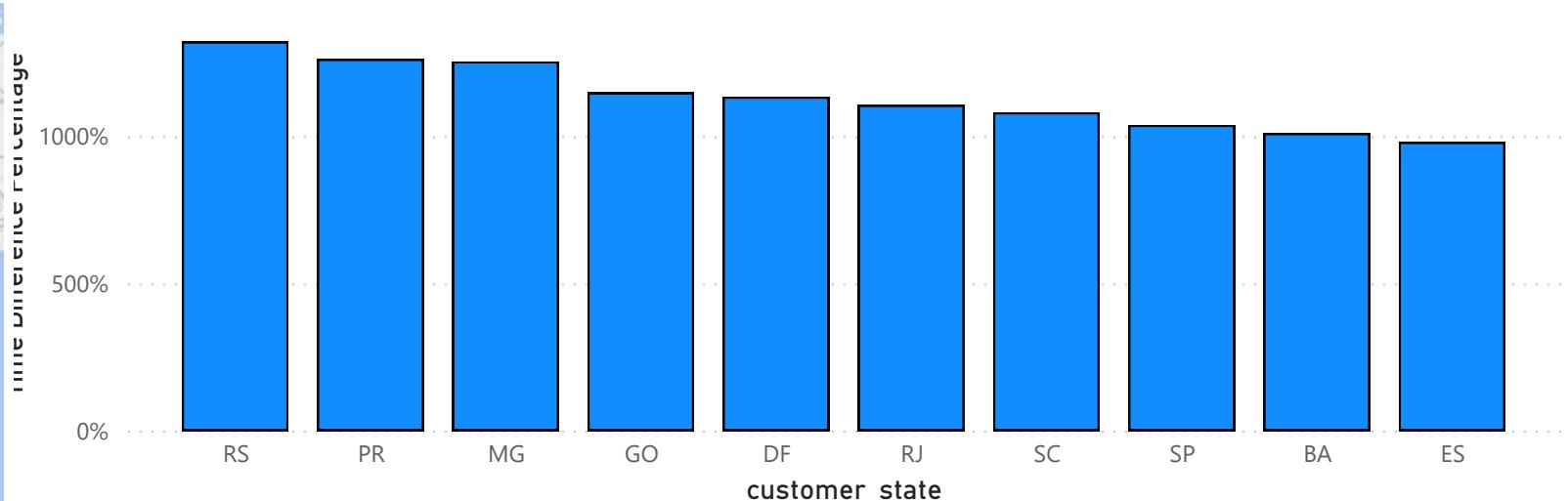
Customer Distribution



Top 10 Customer States Time Difference %



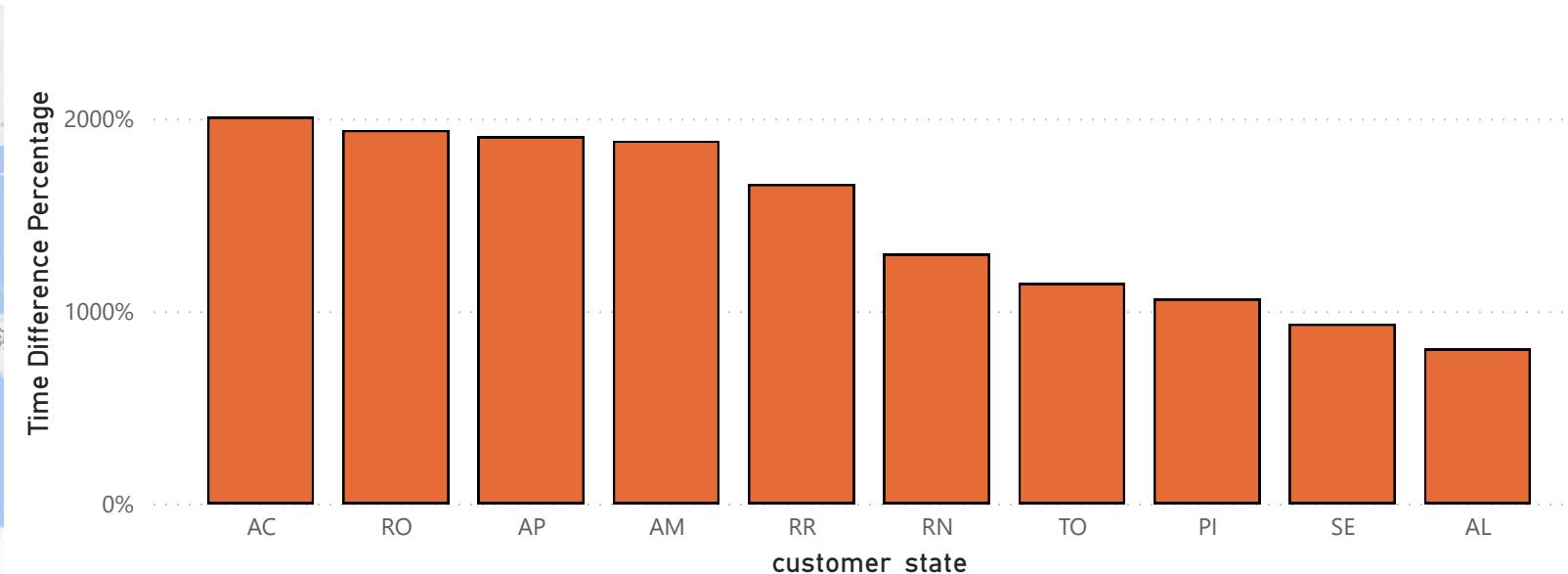
Top 10 Customer States Time Difference Percentage



Bottom 10 Customer States Time Difference %



Bottom 10 Customer States Time Difference Percentage



Total Delivery

115.73K

Average Shipping Day

11.05

Delivery On Time

False

7.84%

True

92.16%



Average Review Score



Review Socre

- 1
- 2
- 3
- 4
- 5

Year	Month	Day	Year	Month	Day	order_id	shipping_time
2017	January	5	2017	January	11	ec7a019261fce44180373d45b442d78f	20
2017	January	5	2017	January	12	e1fe072ef14b519af1f0a8ed997c1301	33
2017	January	5	2017	January	13	9021fdebb45ac827a6033d6969d5c2e3	24
2017	January	5	2017	January	13	f2dd5f15184c73c0d45c02941c7c23d1	40
2017	January	5	2017	January	16	09f58c00f941827ab206de7796785e44	27
2017	January	5	2017	January	16	0bda8164c1a12b6a388ebec8559ee287	27
2017	January	5	2017	January	16	17fed53ba6dfef9b594ee2268642e2aa	27
2017	January	5	2017	January	16	1b694ef5b28d3e949a4f0ffeb2c9fcfd6	27
2017	January	5	2017	January	16	34bf4feda1e203af64692d97c6950c39	15
2017	January	5	2017	January	16	38bcb524e1c38c2c1b60600a80fc8999	27
2017	January	5	2017	January	16	3ce4038922670fead496aeae61a8a393	27
2017	January	5	2017	January	16	40599d3d28b75746952ded75566637b9	27
2017	January	5	2017	January	16	43d29c6fc78c31c80080d85e5260a9fb	15
2017	January	5	2017	January	16	5965b589a33443dd1f820eb7df39762a	15
2017	January	5	2017	January	16	7004296aa0256632eaddc171edaf727f	15
2017	January	5	2017	January	16	747996a66f5aa711deb8ae58f5ae46a0	27
2017	January	5	2017	January	16	7a18a504c1a4b32d883e68de2e1a7db0	27