

OLIST POWER BI SALES ANALYSIS

Product Distribution Analysis Across Brazilian States and Cities
A Power BI and SQL-Driven E-commerce Analysis

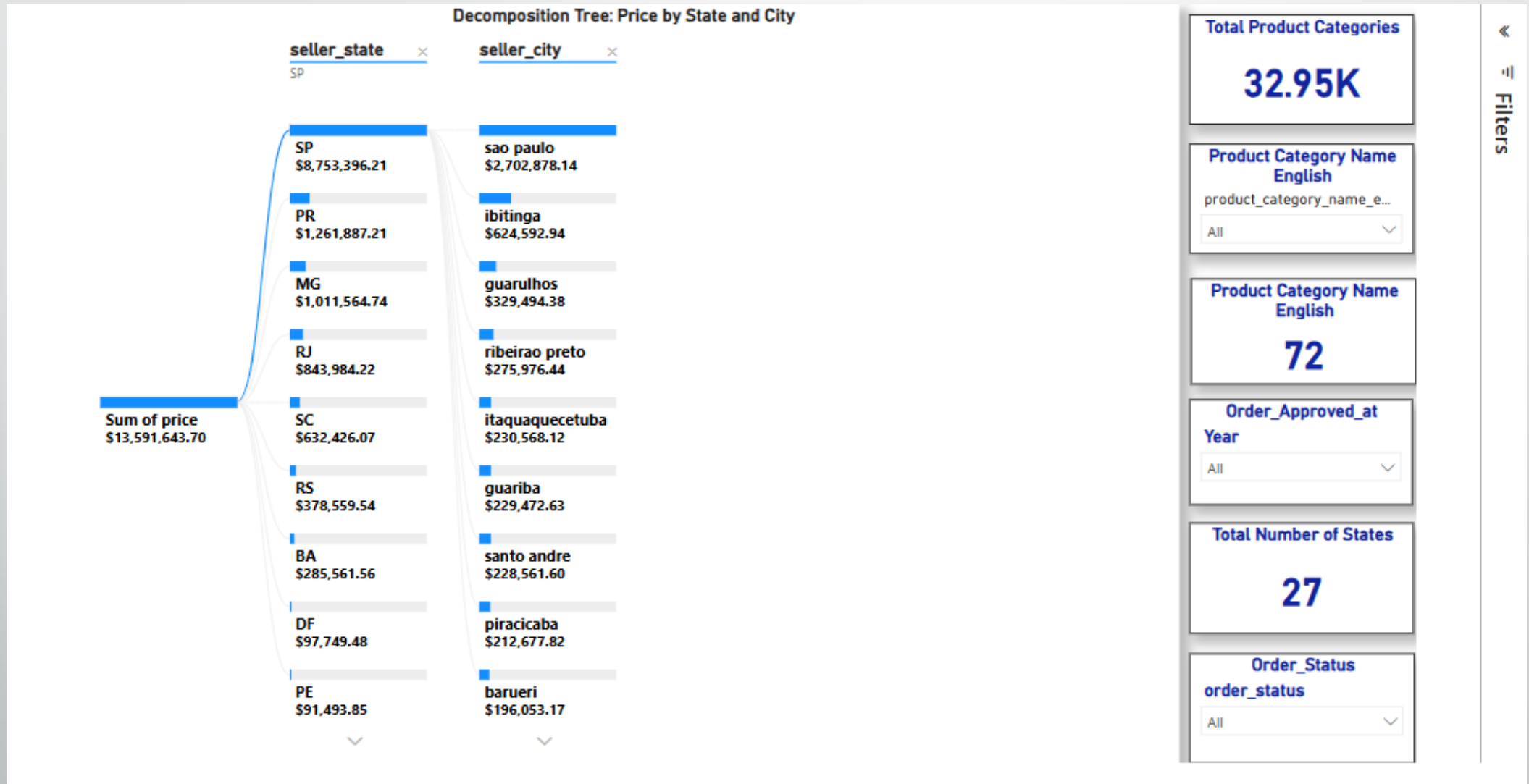
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olist



DECOMPOSITION TREE: PRICE BY STATE AND CITY

High sales concentrated in SP, PR, and MG. Low activity in AM and AC, More seller cities = higher total sales

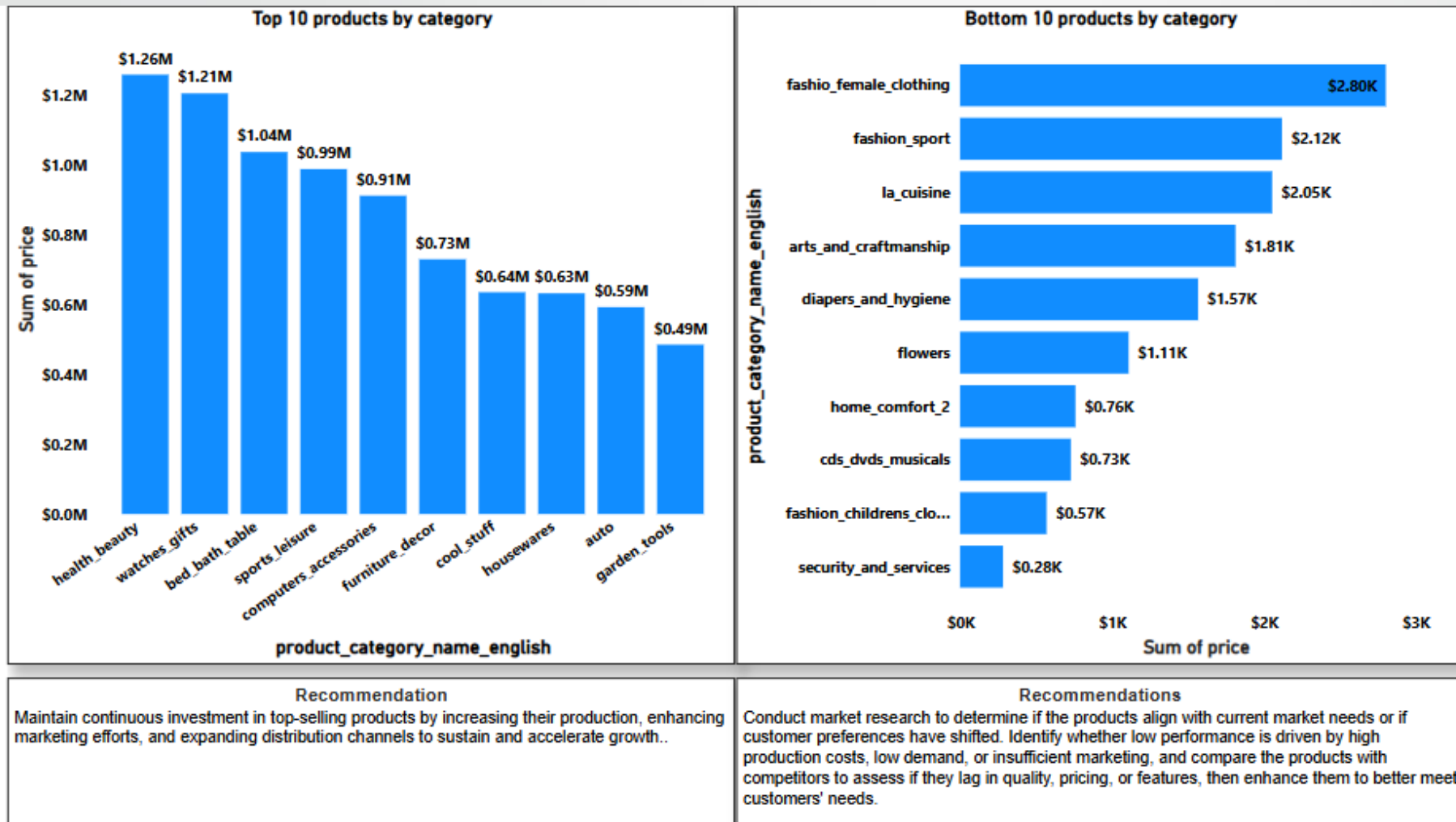


Recommendations:

Prioritize the production and distribution of products in top performing cities to maximize profit. Create market structures in states with less cities to expand sales. Tailor marketing campaigns to resonate with purchasing power and consumption patterns of residents in these cities.

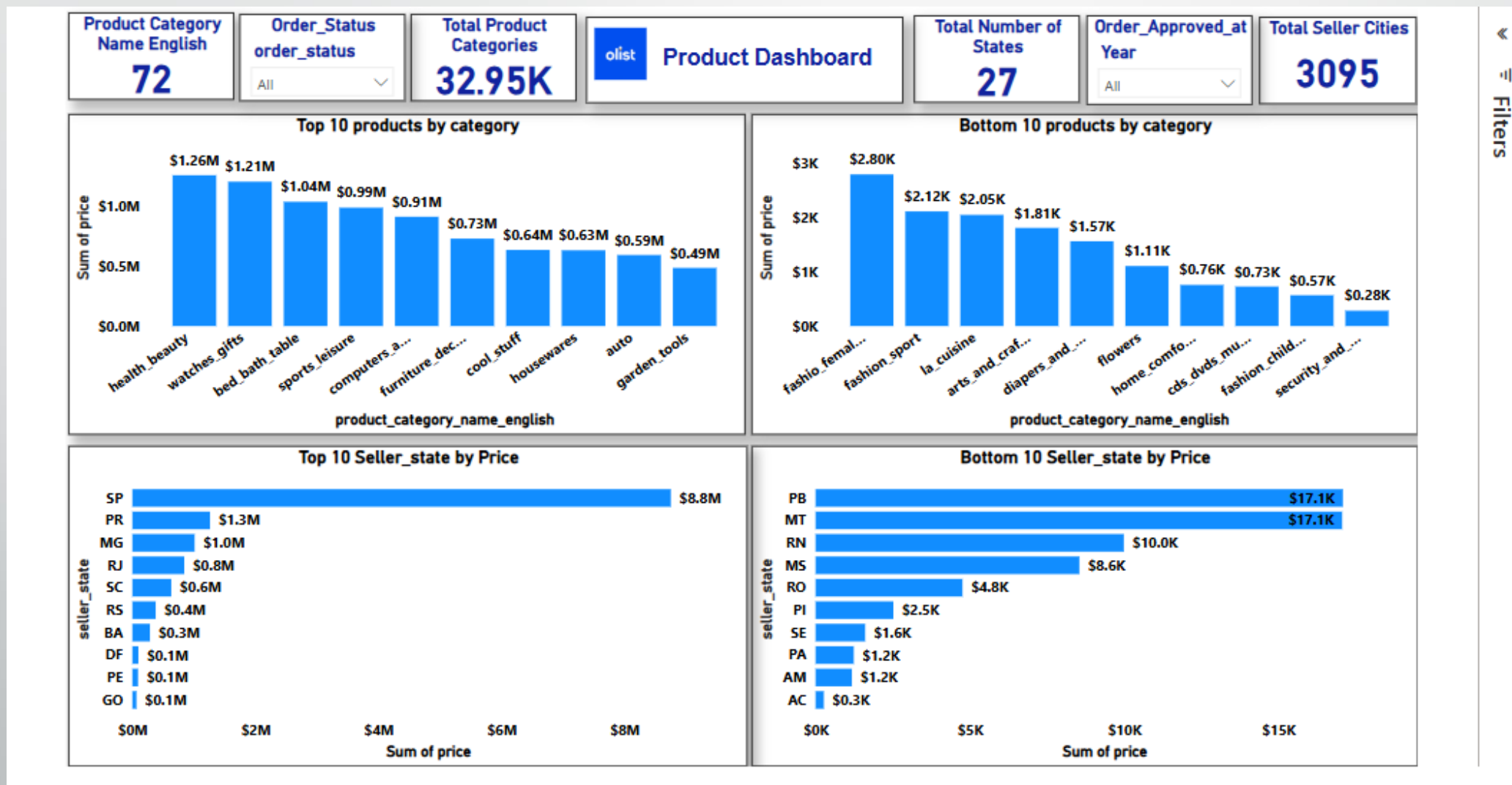
TOP AND BOTTOM PRODUCT CATEGORY

Top: Health & Beauty, Watches | Bottom: CDs/DVDs, Security and services



OLIST PRODUCT CATEGORY SALES DASHBOARD

High sales concentrated in SP, PR, and MG. Low activity in AM and AC



Conclusion

- **Power BI + SQL analysis of the Olist E-commerce dataset** reveals how product category performance and geographic distribution shape Brazil's online retail landscape.
- **Sales are concentrated** in a few regions — especially São Paulo (SP), which drives over 60% of total revenue.
- **Top-selling categories** (Health & Beauty, Watches, Home Decor) show strong demand and growth potential.
- **Underperforming regions** (e.g., Amazonas, Acre) have fewer sellers and logistical limitations.
- **Obsolete or niche categories** (e.g., CDs/DVDs) show minimal traction across states.

Recommendations

1. Scale Top Performers

Invest more in high-demand categories (beauty, health, home) through better logistics and marketing.

2. Audit Low Performers

Investigate underperforming categories to understand if issues are due to poor visibility, product relevance, or regional fit.

3. Expand Seller Presence in Low-Sales Regions

Encourage more seller activity in states like Amazonas (AM) and Acre (AC) to unlock new customer bases.

4. Tailor Regional Strategies

Align product offerings and promotions with cultural and economic factors in each region.

5. Track Consumer Trends

Monitor evolving buyer behaviour to keep the product catalog fresh and aligned with demand.