

OLIST E-commerce Data Analysis

Group: Byte Me

Members:

- Bijal
- Lina
- Rebecca
- Xue



E-commerce Analysis

OLIST

Total Sales
16.01M

Total Orders
99.44K

Total Sellers
3094

Total Cities
5995

Year:	2016	2017	2018
Quarter:	Qtr 1	Qtr 2	Qtr 3
Month:	January	February	March

Overview

Sales

Product

Delivery

Customer

geolocation_state

All

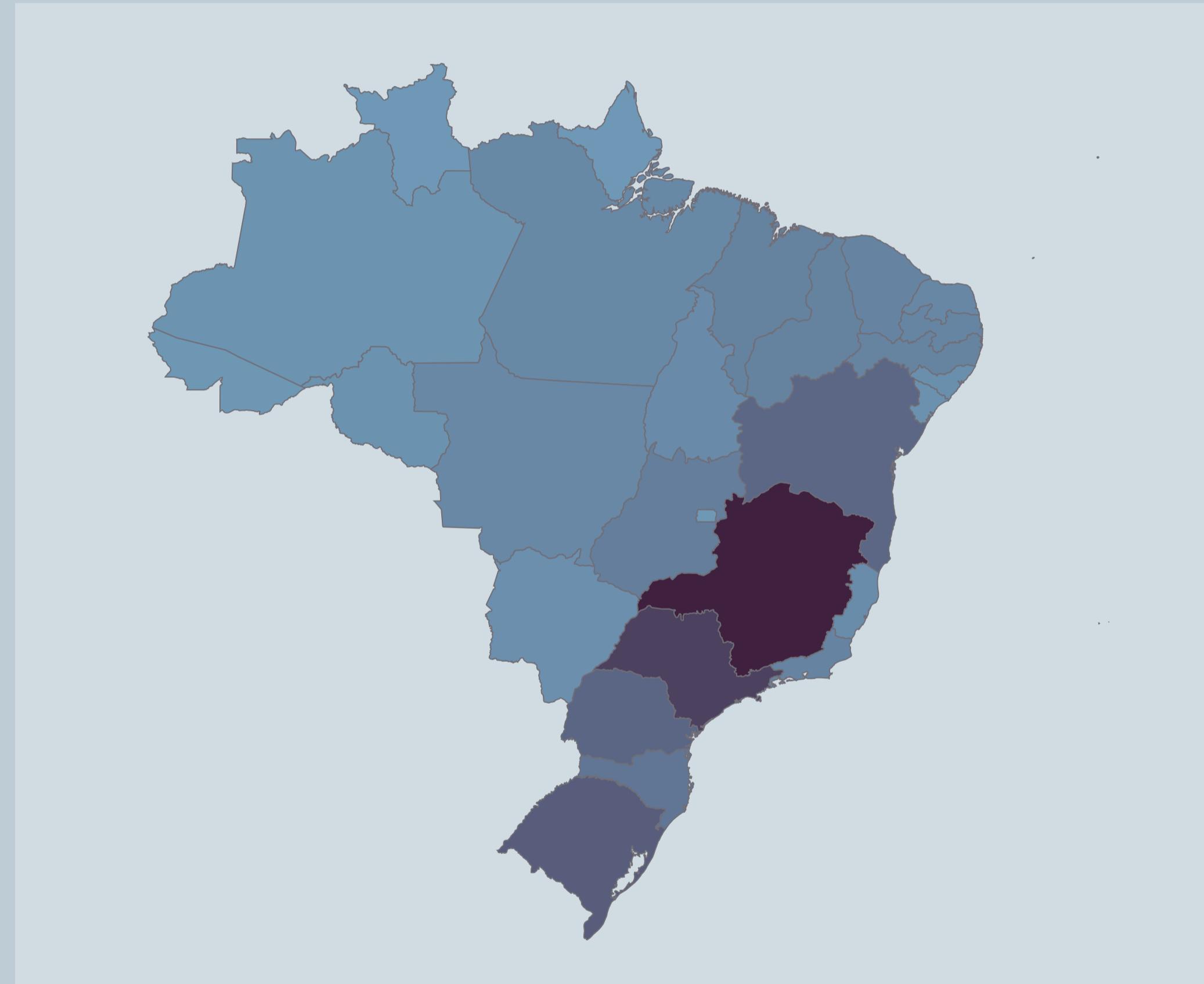
geolocation_city

All

product_category_name

All

Clear All Filters



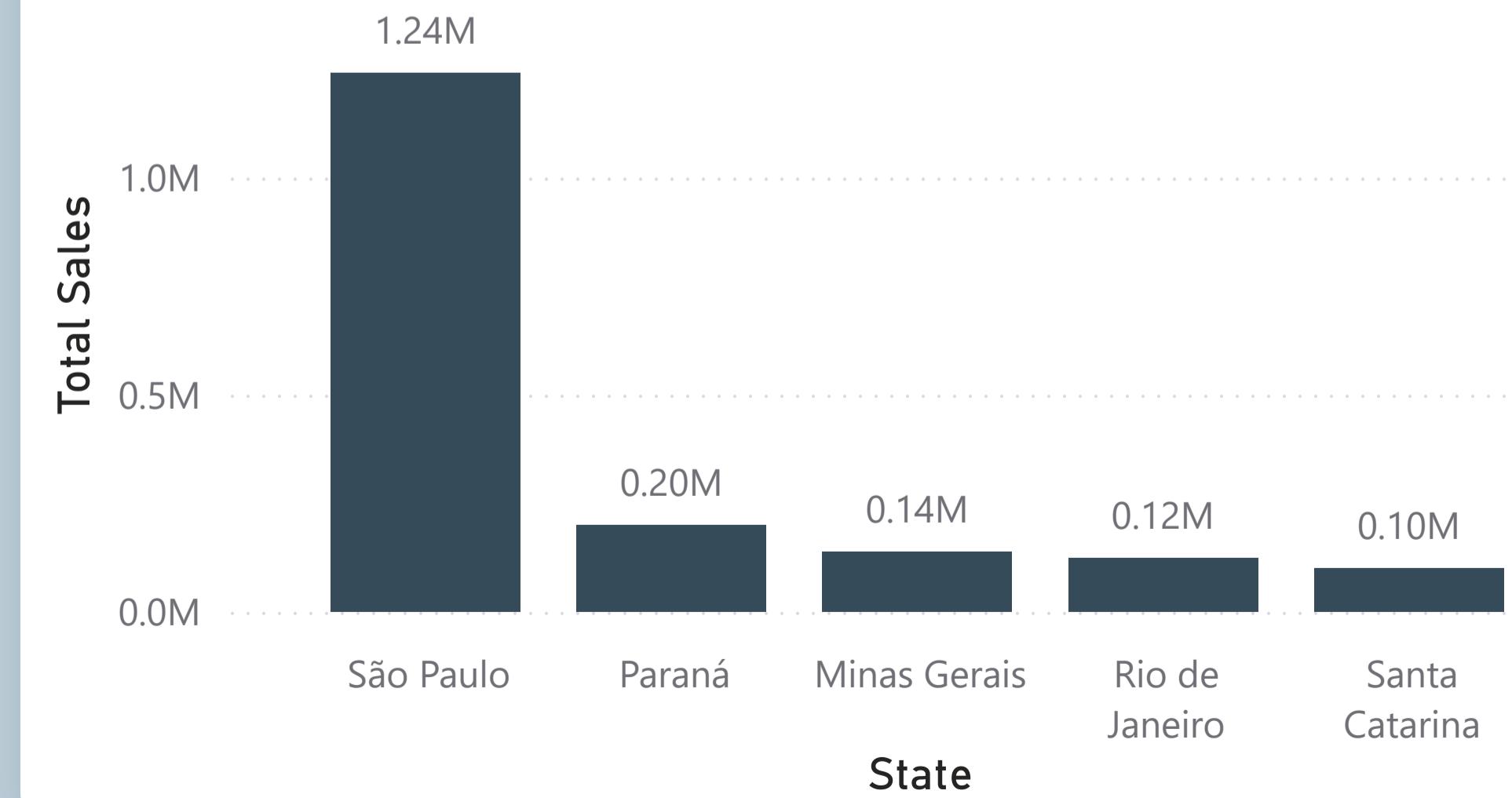
Order Date

04/09/2016

17/10/2018

State	Total Sales	Avg Sales	Avg Review	Avg Freight
São Paulo	1,240,491.01	295.07	4.03	23.12
Paraná	199,930.48	388.97	4.10	29.64
Minas Gerais	137,600.98	260.12	3.99	28.13
Rio de Janeiro	124,219.53	517.58	4.33	27.66
Santa Catarina	100,459.39	345.22	4.10	32.90
Rio Grande do Sul	90,478.84	415.04	4.18	32.89
Bahia	42,072.62	751.30	4.20	37.30
Goiás	19,469.19	341.56	4.33	28.14
Total	16,008,872.12	154.10	4.09	25.42

Total Sales by State



E-commerce Analysis OLIST

Overview

Sales

Product

Delivery

Customer

geolocation_state

All

geolocation_city

All

product_category_name

All

Clear All Filters

YoY % Growth
119.0%

Profit
15.86M

Avg. Order Value
160.99

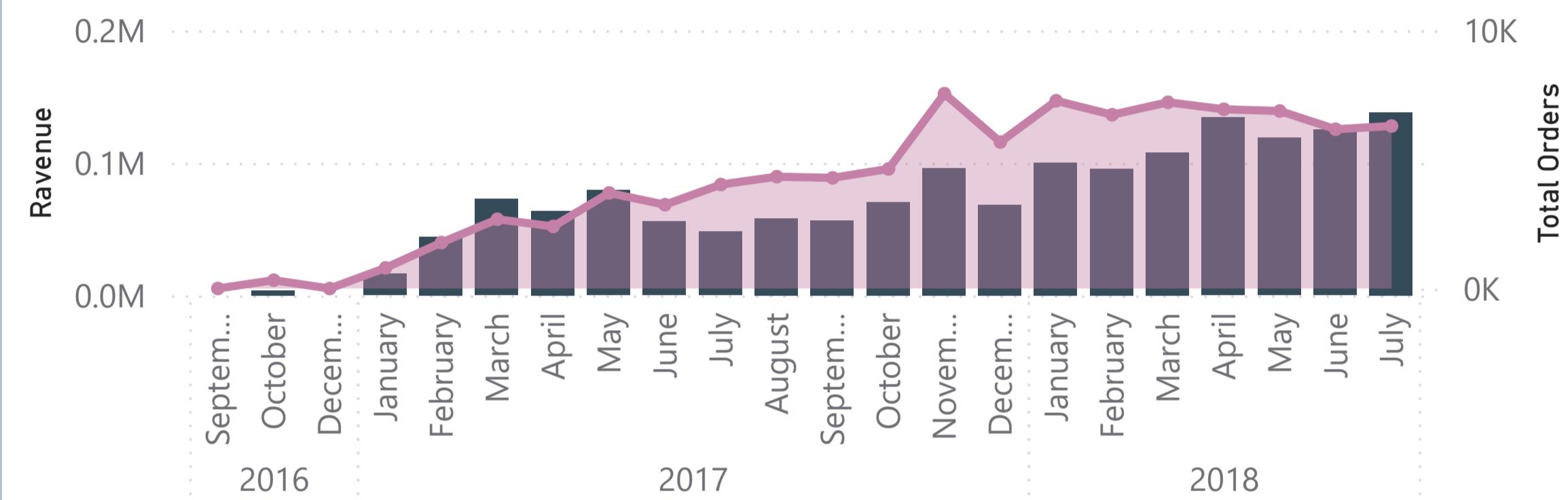
No. of Orders
99440

Avg. Daily Sales
14.6K

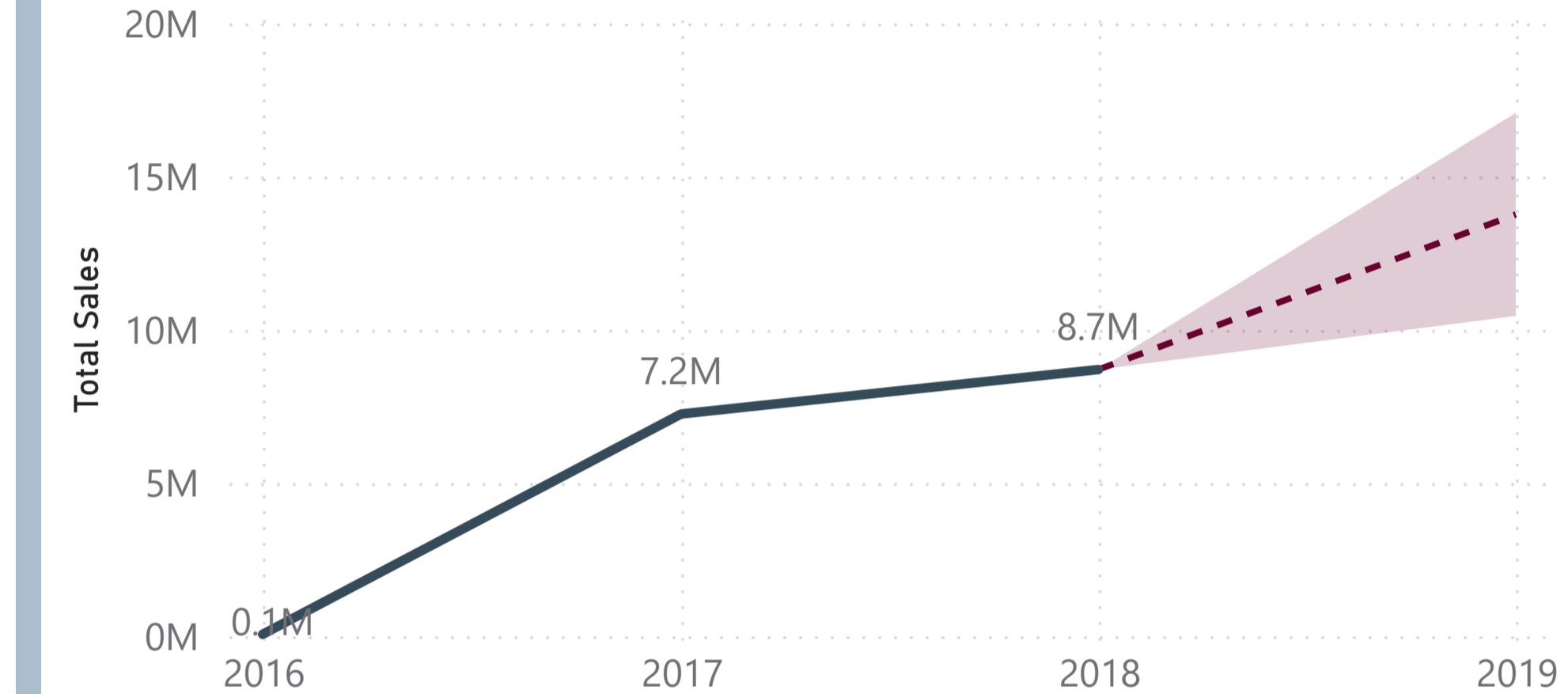
Hover here to reveal valuable insights

Revenue Over Time

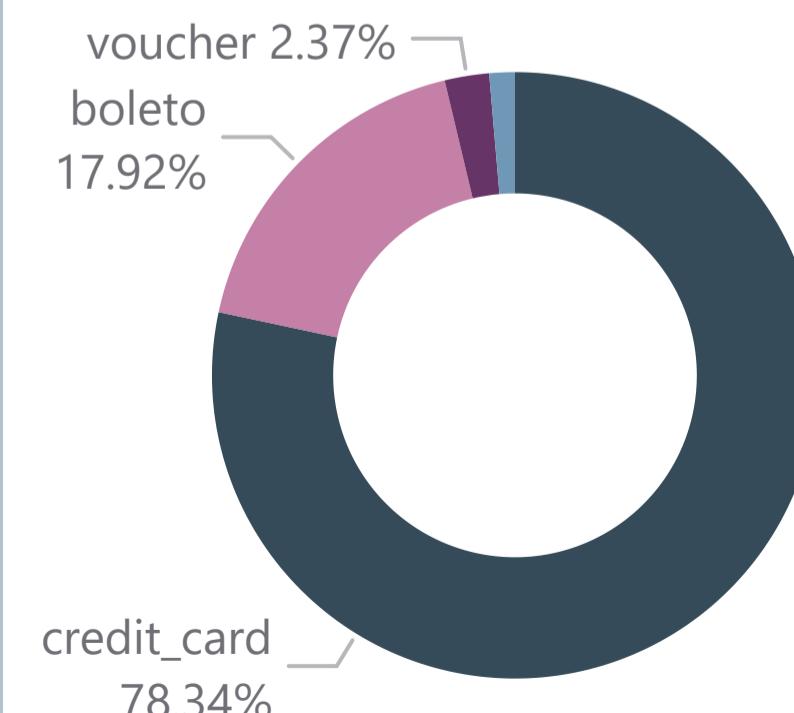
● Revenue by Item ● Total Orders



Sales Forecast

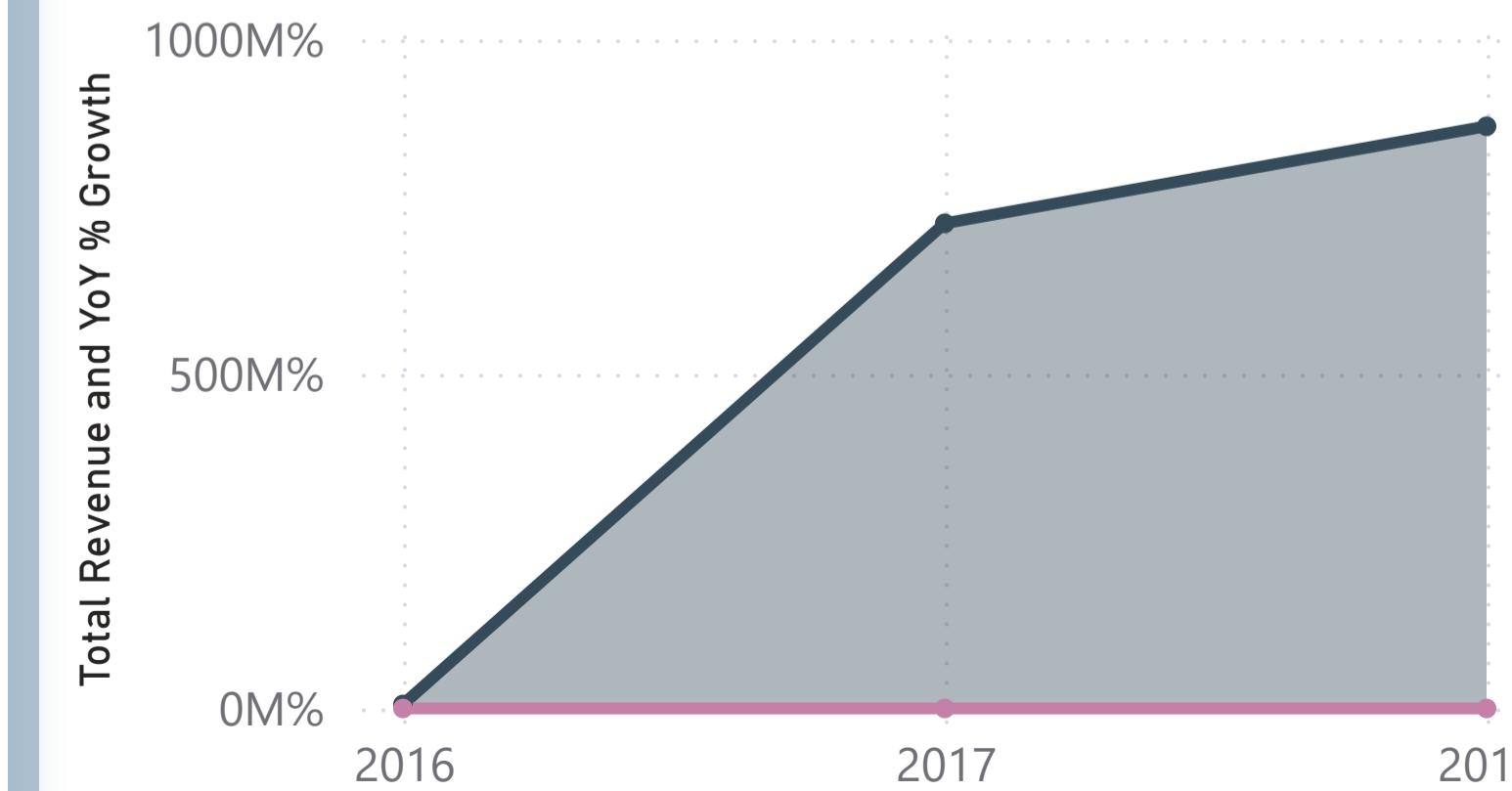


Payment Type

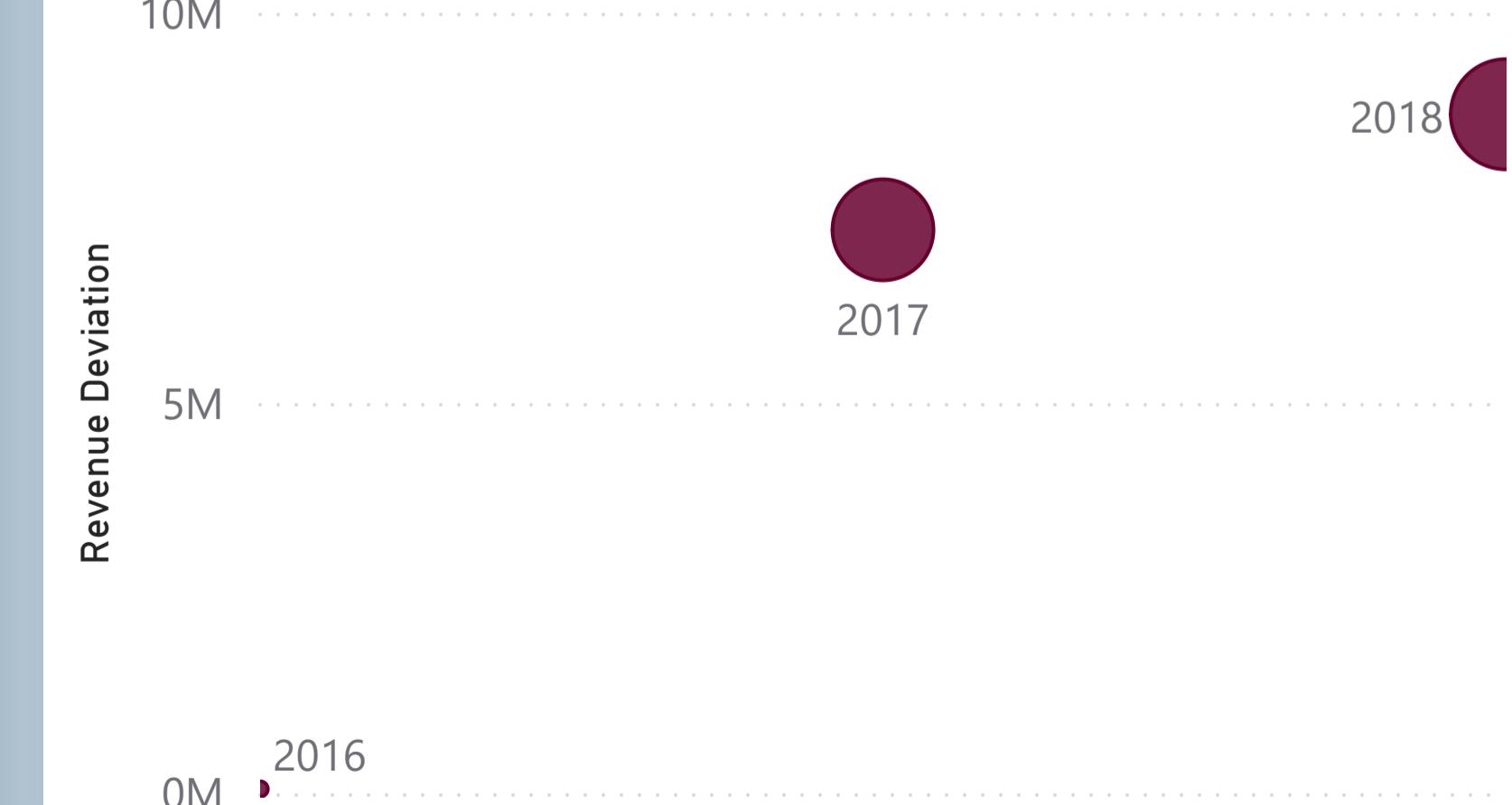


Total Revenue and YoY % Growth by Year

● Total Revenue ● YoY % Growth



Revenue Deviation and Outlier Magnitude by Year



E-commerce Analysis

OLIST

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[Product Overview](#)

[Product Dimensions](#)

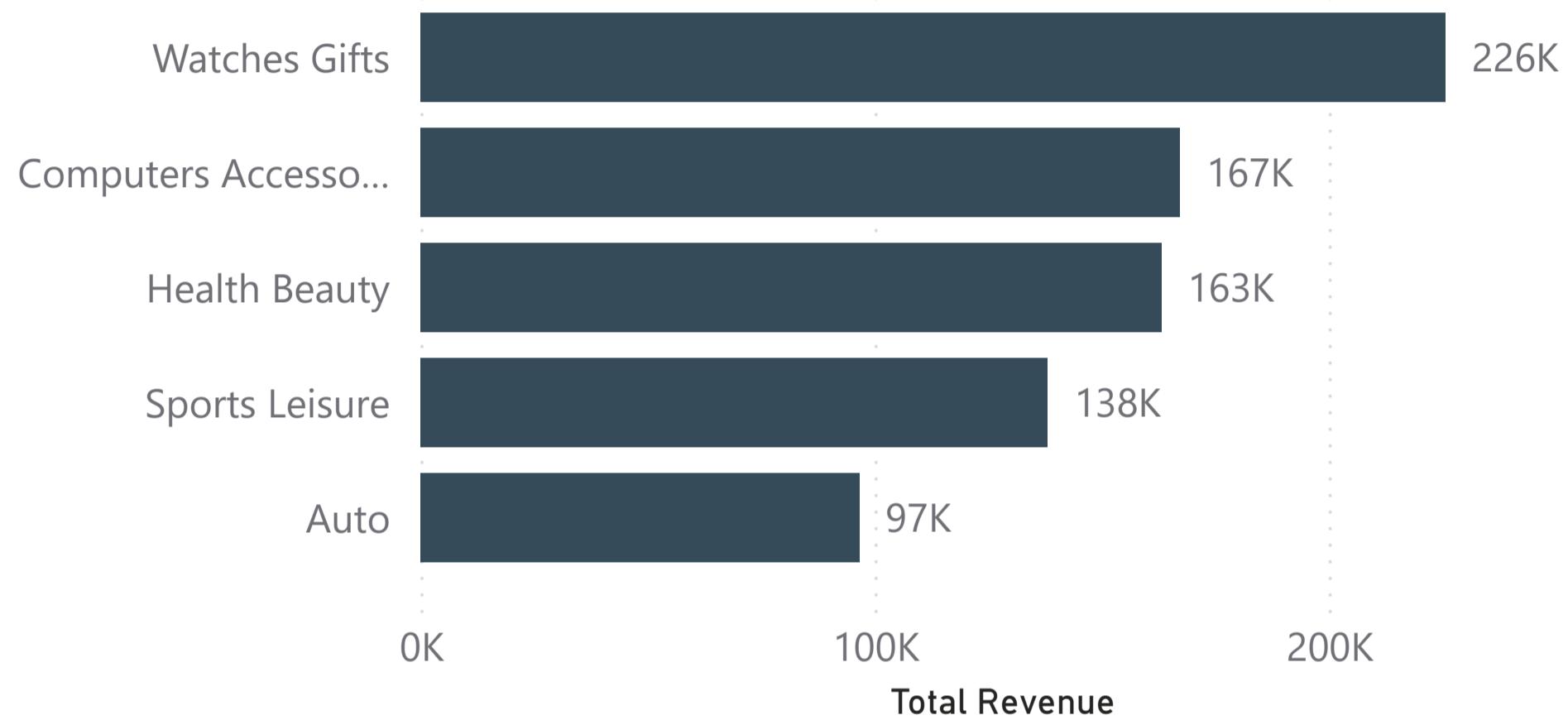
Total Category
72

Average Review Score
4.09

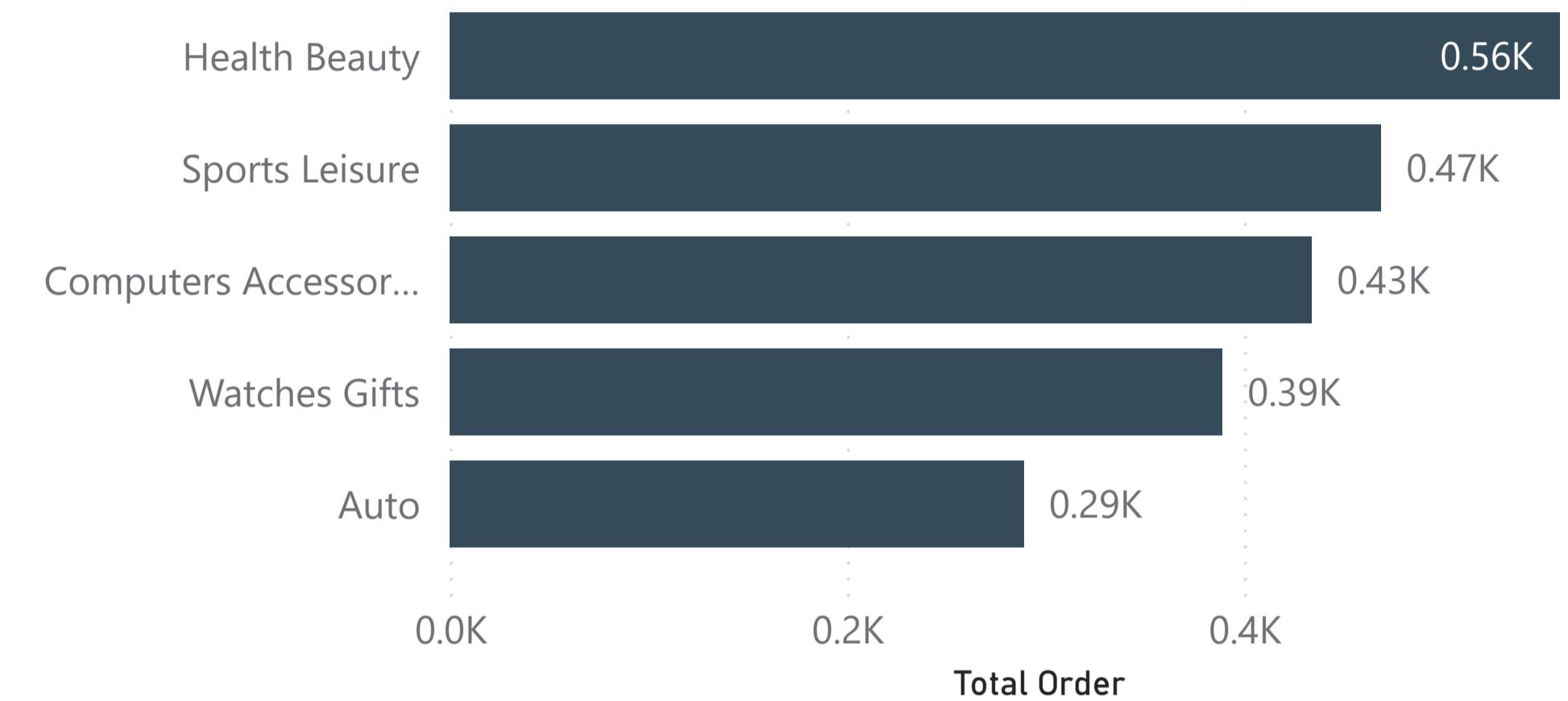
Hover here to reveal valuable insights

Year:	2016	2017	2018
Quarter:	Qtr 1	Qtr 2	Qtr 3
Month:	January	February	March
	April	May	>

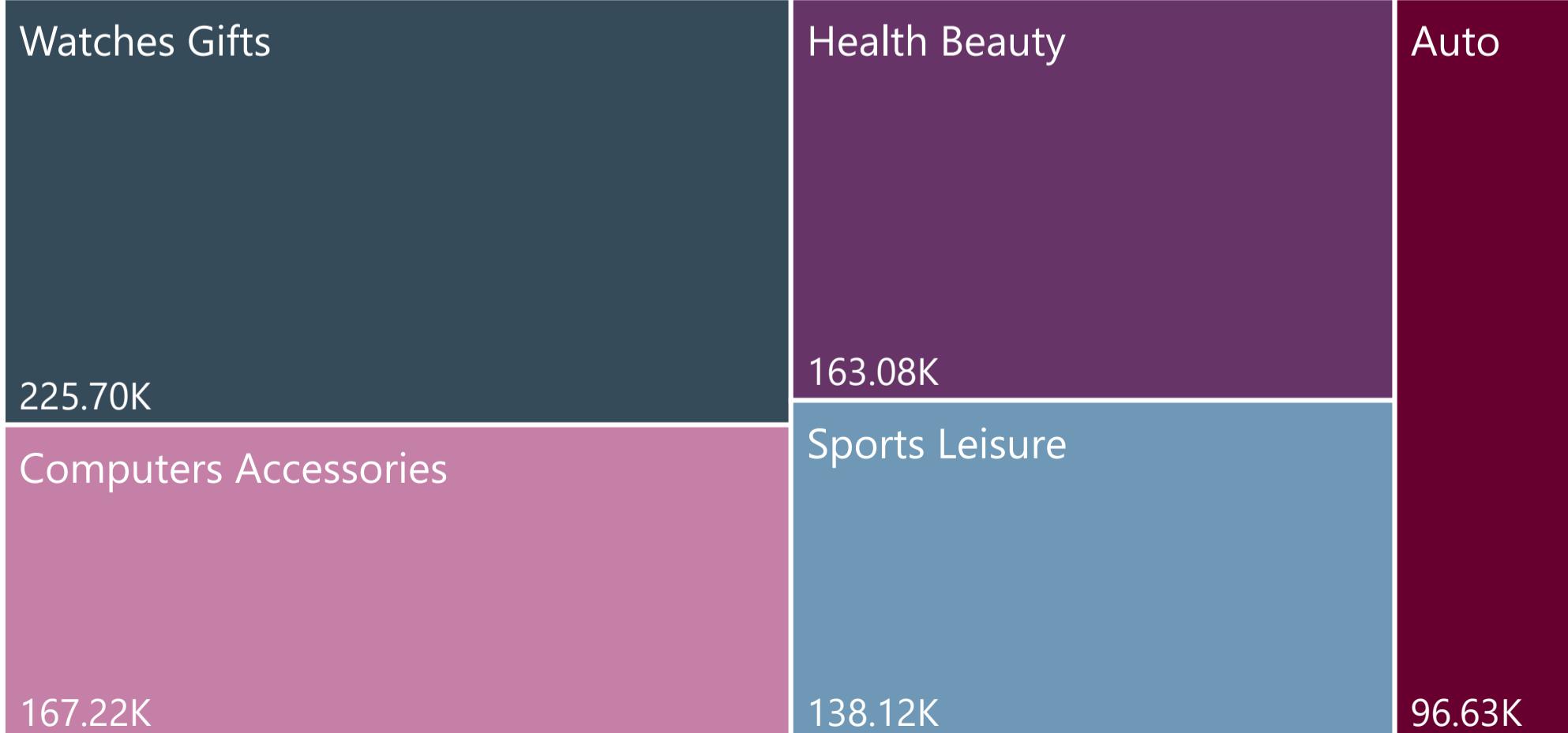
Top 5 Product Categories by Revenue



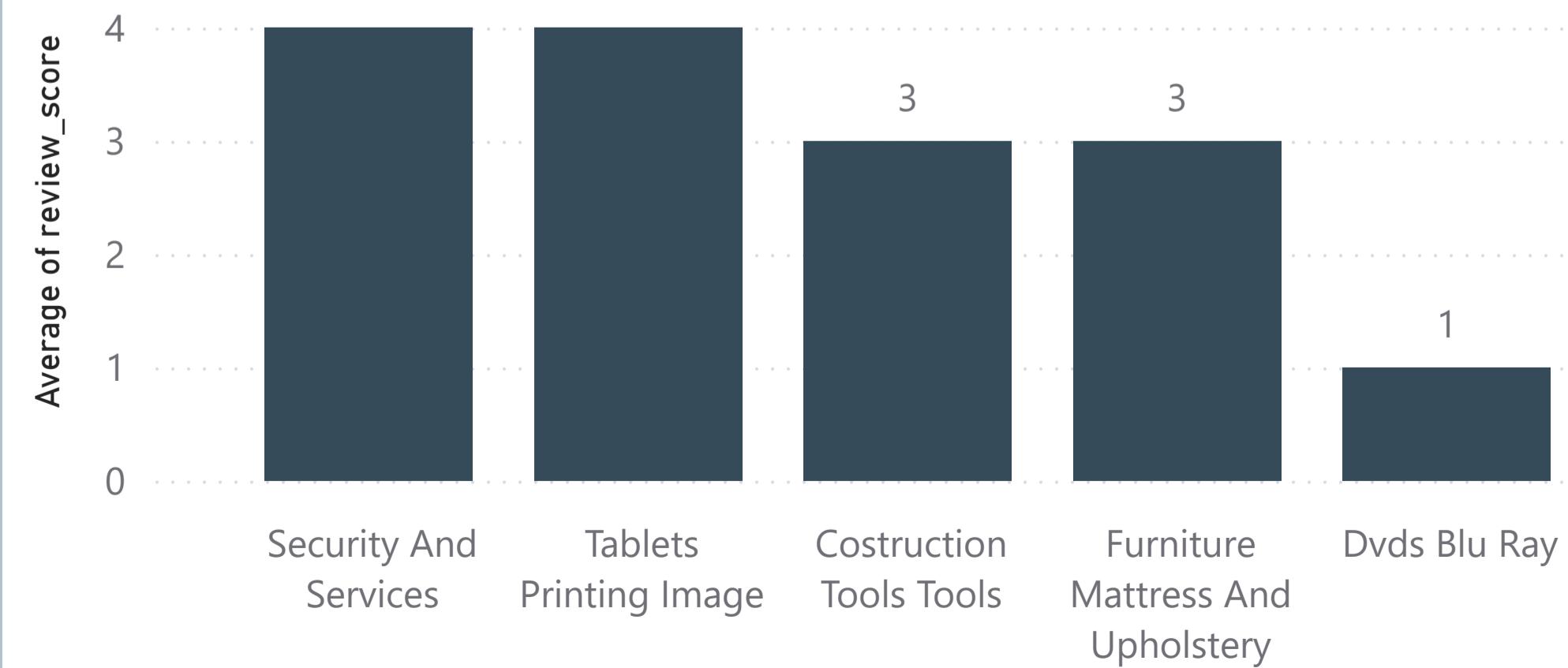
Top 5 Product Categories by Order



Top 5 Product Categories by Revenue



Product Categories with Lowest Review Score



geolocation_state

All

geolocation_city

All

product_category_name

All

[Clear All Filters](#)

E-commerce Analysis OLIST

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[Product Overview](#)

[Product Dimensions](#)

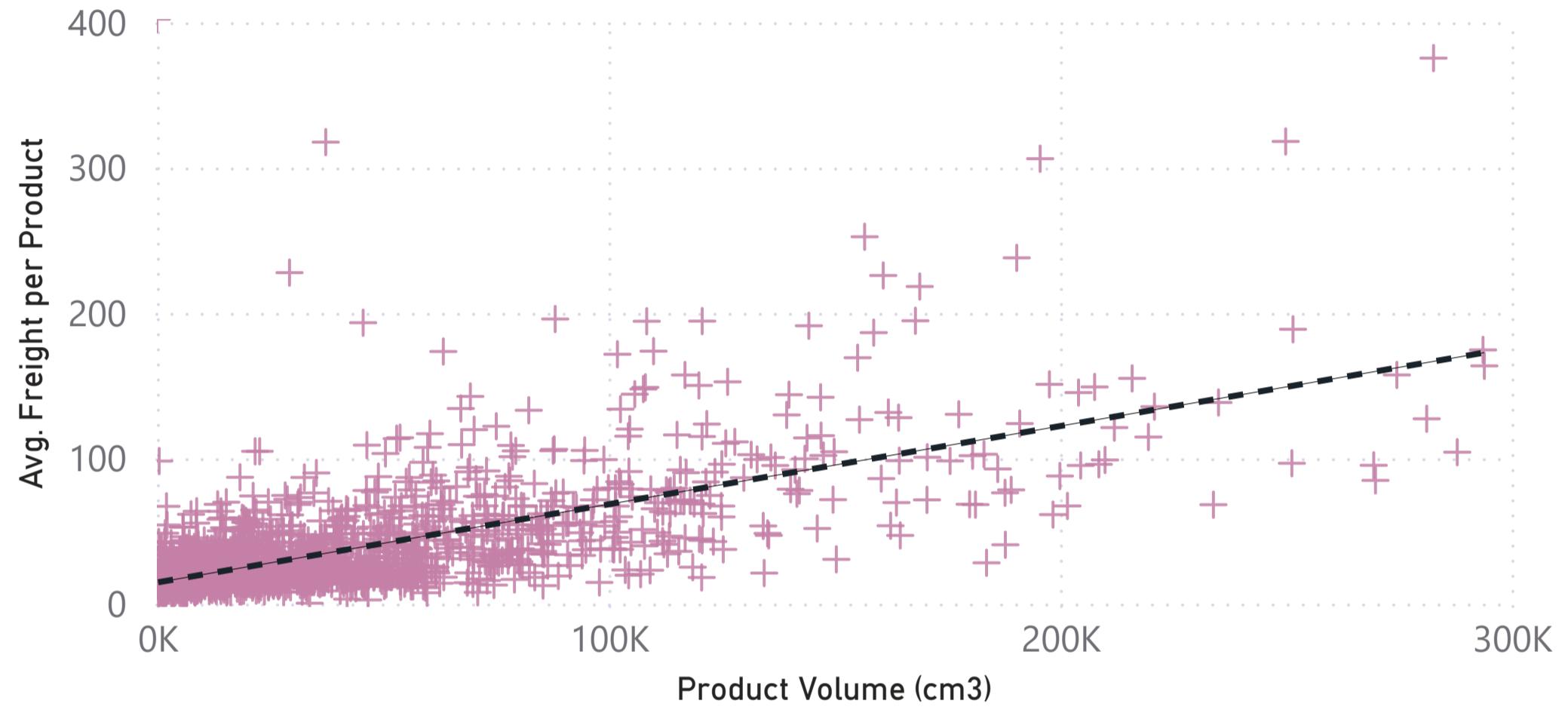
Total Freight Cost
151.70K

Average Freight Per Product
25.58

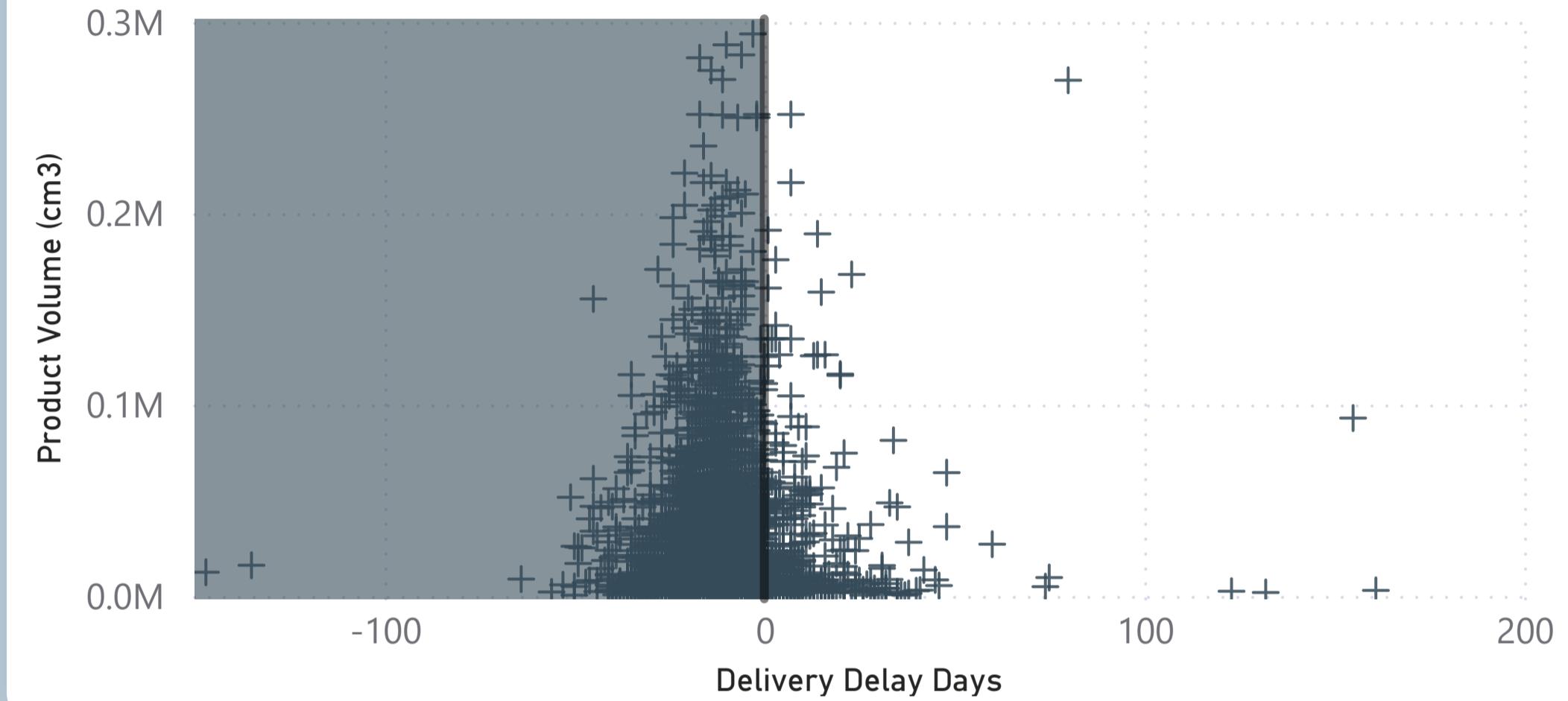
Hover here to reveal valuable insights

Year:	2016	2017	2018
Quarter:	Qtr 1	Qtr 2	Qtr 3
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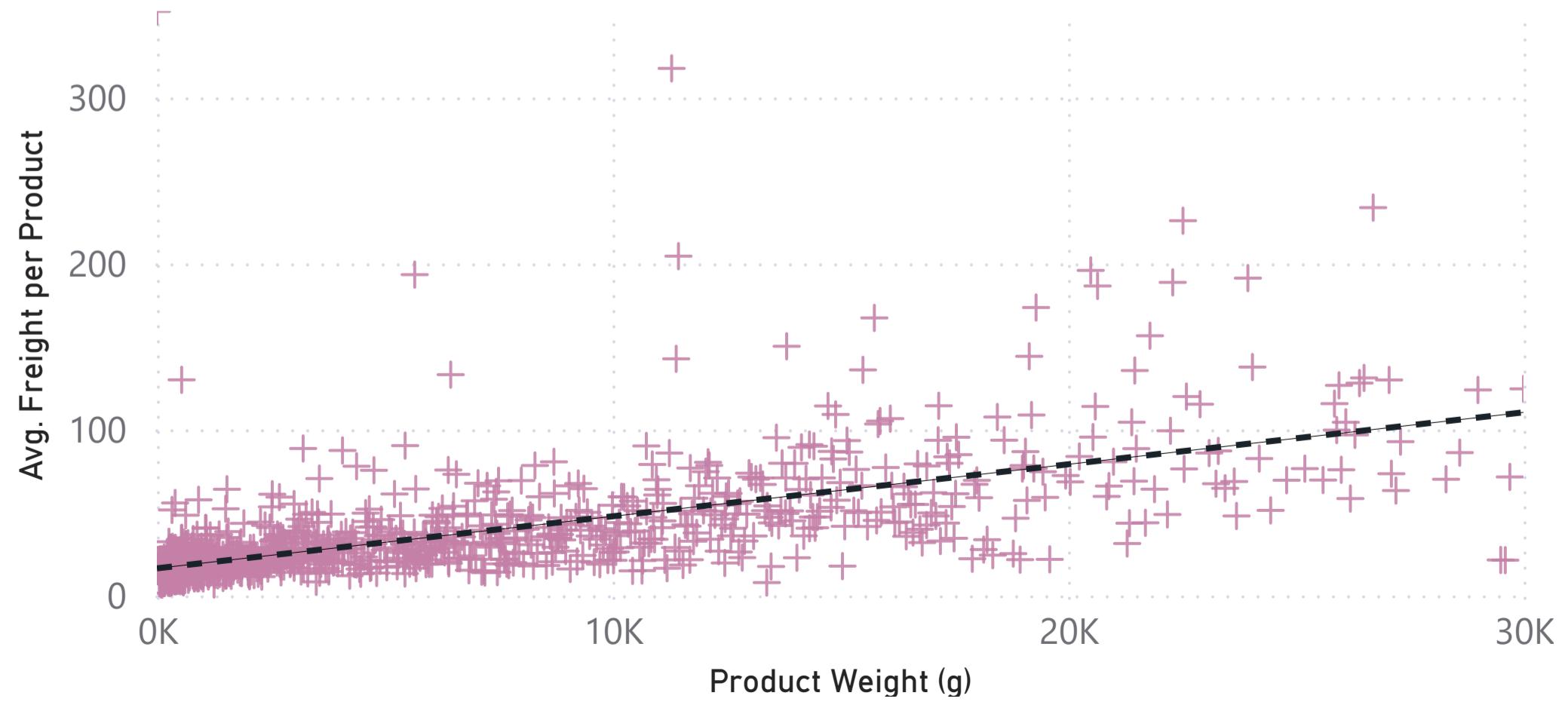
Large Products vs Freight Charges



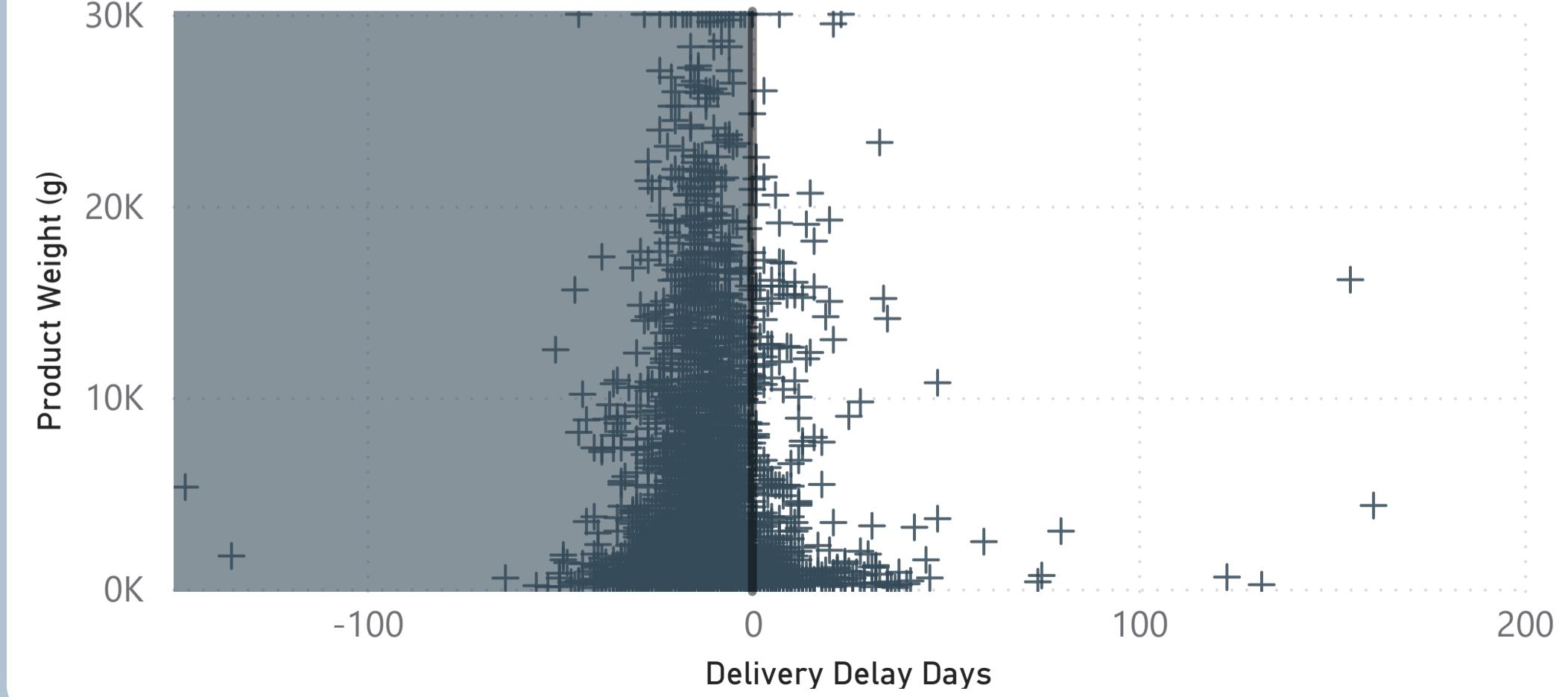
Large Products vs Delivery Delays



Heavy Products vs Freight Charges



Heavy Products vs Delivery Delays



geolocation_state

geolocation_city

product_category_name

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E-commerce Analysis OLIST

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[Delivery Time](#)

[Delivery Reviews](#)

Shortest Delivery:
9 Days
State: SP

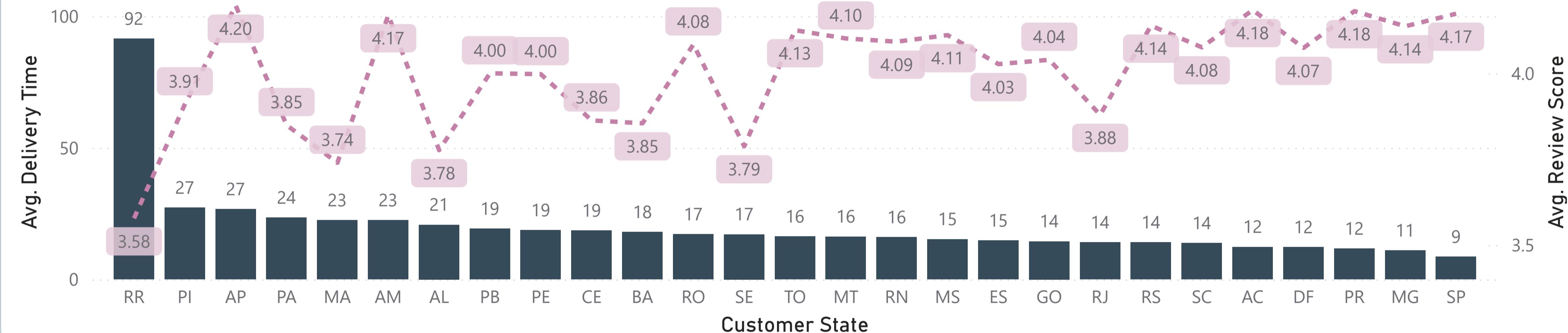
Longest Delivery:
92 Days
State: RR

Hover here to reveal valuable insights

Year:	2016	2017	2018
Quarter:	Qtr 1	Qtr 2	Qtr 3
Month:	January	February	March
	April	May	>

Avg. Delivery Time and Avg. Review Score by Customer State

● Avg. Delivery Time ● Avg. Review Score



geolocation_state

All

geolocation_city

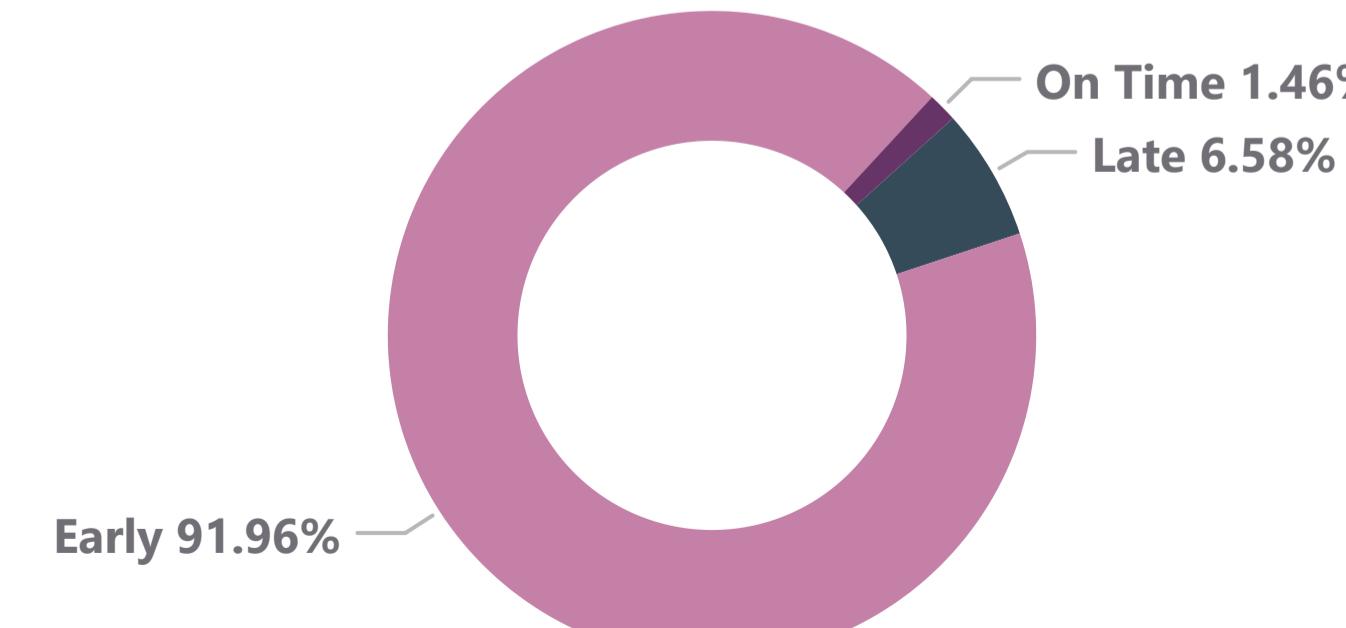
All

product_category_name

All

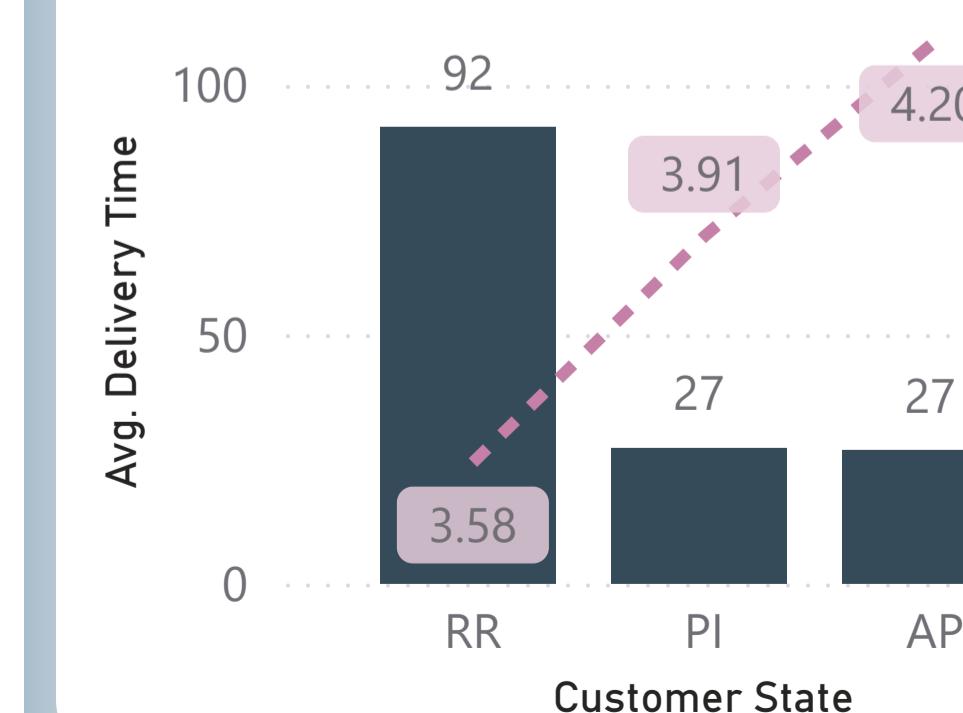
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% of Delivery Time Category



Upper Percentile

● Avg. Delivery Time ● Avg. Review Score



Lower Percentile

● Avg. Delivery Time ● Avg. Review Score



E-commerce Analysis OLIST

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Delivery Time

Delivery Reviews

geolocation_state

All

geolocation_city

All

product_category_name

All

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Shortest Delivery:
9 Days

Longest Delivery:
92 Days

Hover here to reveal
valuable insights

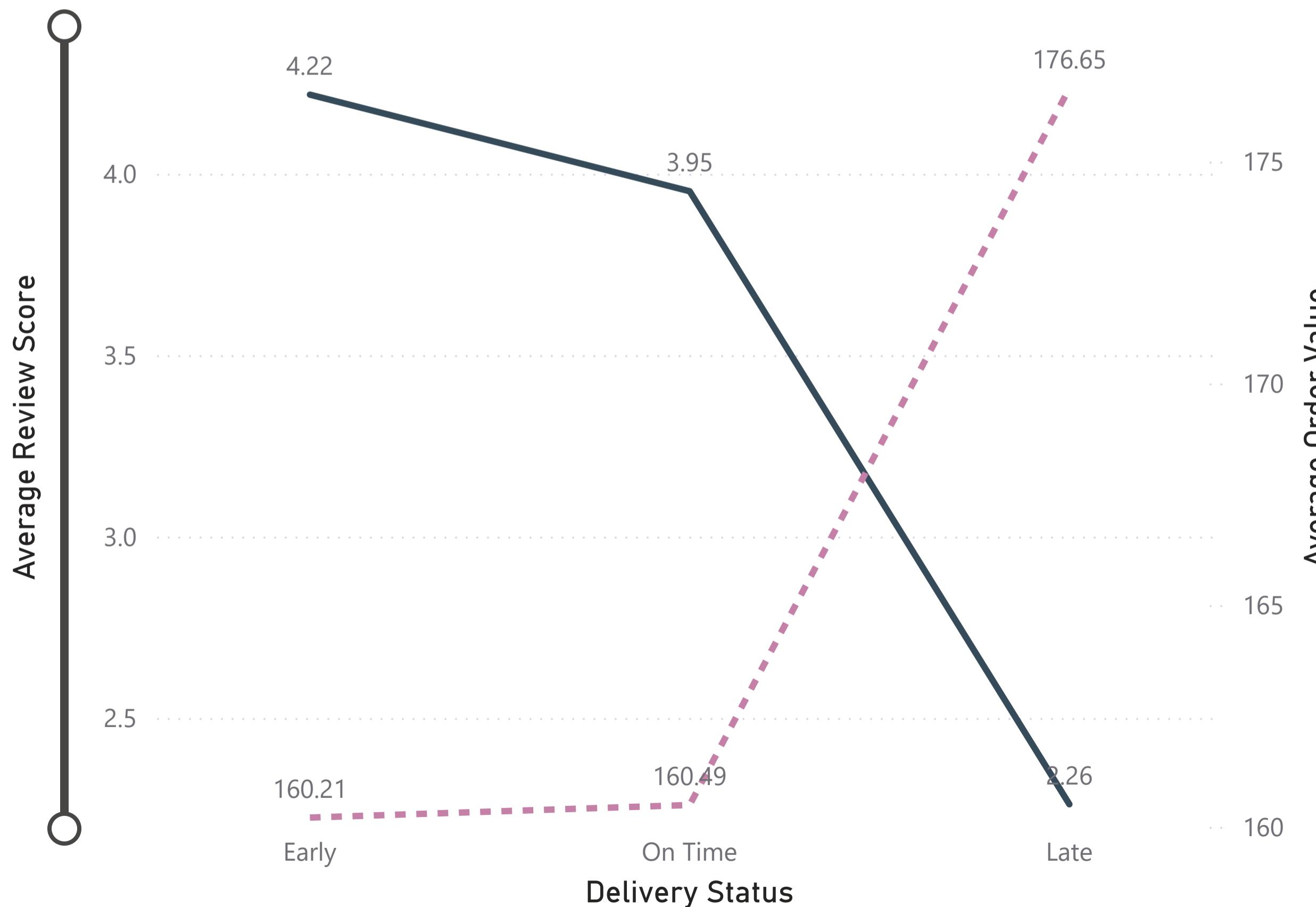
Click to Change Topic:

[Reviews by Order Value](#)

[Reviews by State](#)

Average Review Score and Average Order Value by Delivery Status

● Average Review Score ● Average Order Value



Year:	(Blank)	2016	2017	2018
Quarter:	(Blank)	Qtr 1	Qtr 2	Qtr 3
Month:	(Blank)	January	February	March

Delivery Status	Average Order Value	Average Review Score
Early	160.21	4.22
Late	176.65	2.26
On Time	160.49	3.95
Total	161.30	4.09

Average Score Review by State and Delivery Times

Early

160.21

Average Order Value

Late

176.65

Average Order Value

On Time

160.49

Average Order Value

E-commerce Analysis OLIST

Overview

Sales

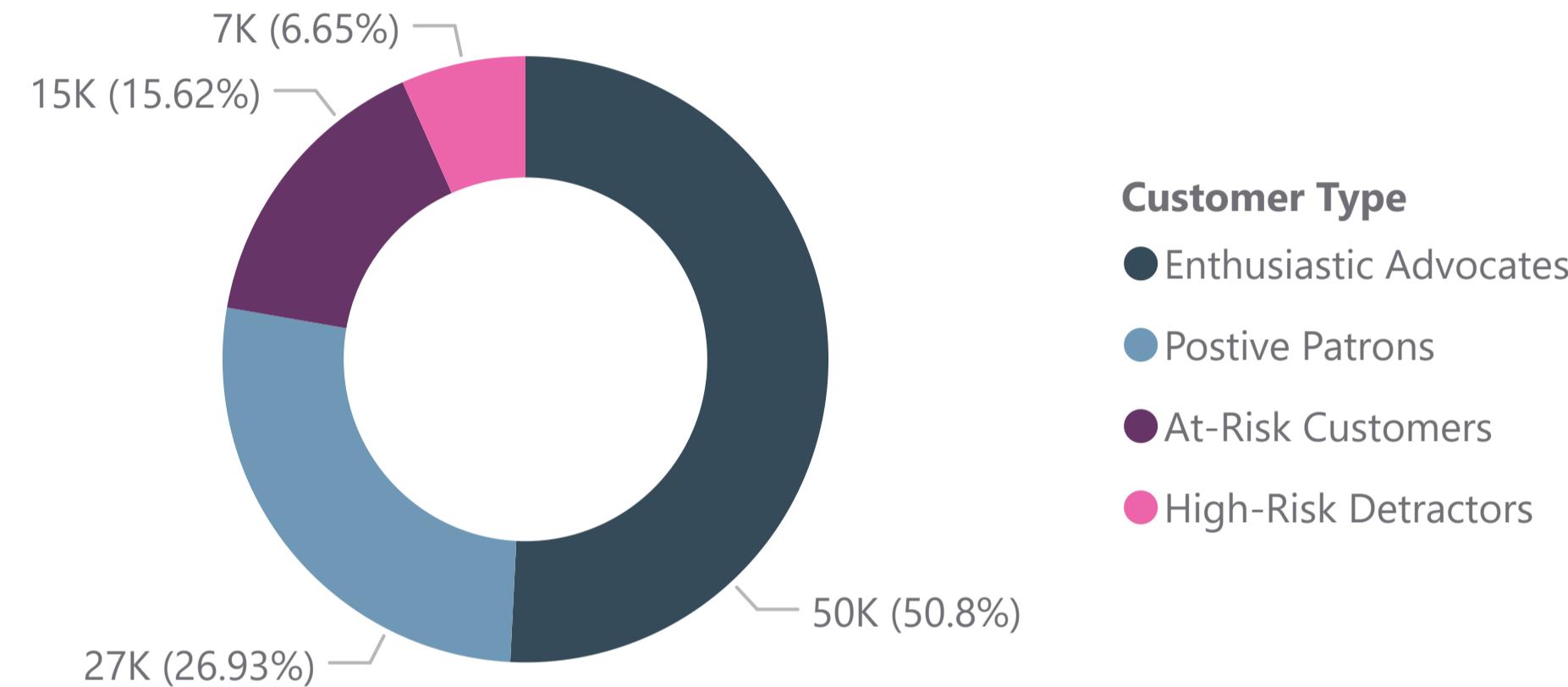
Product

Delivery

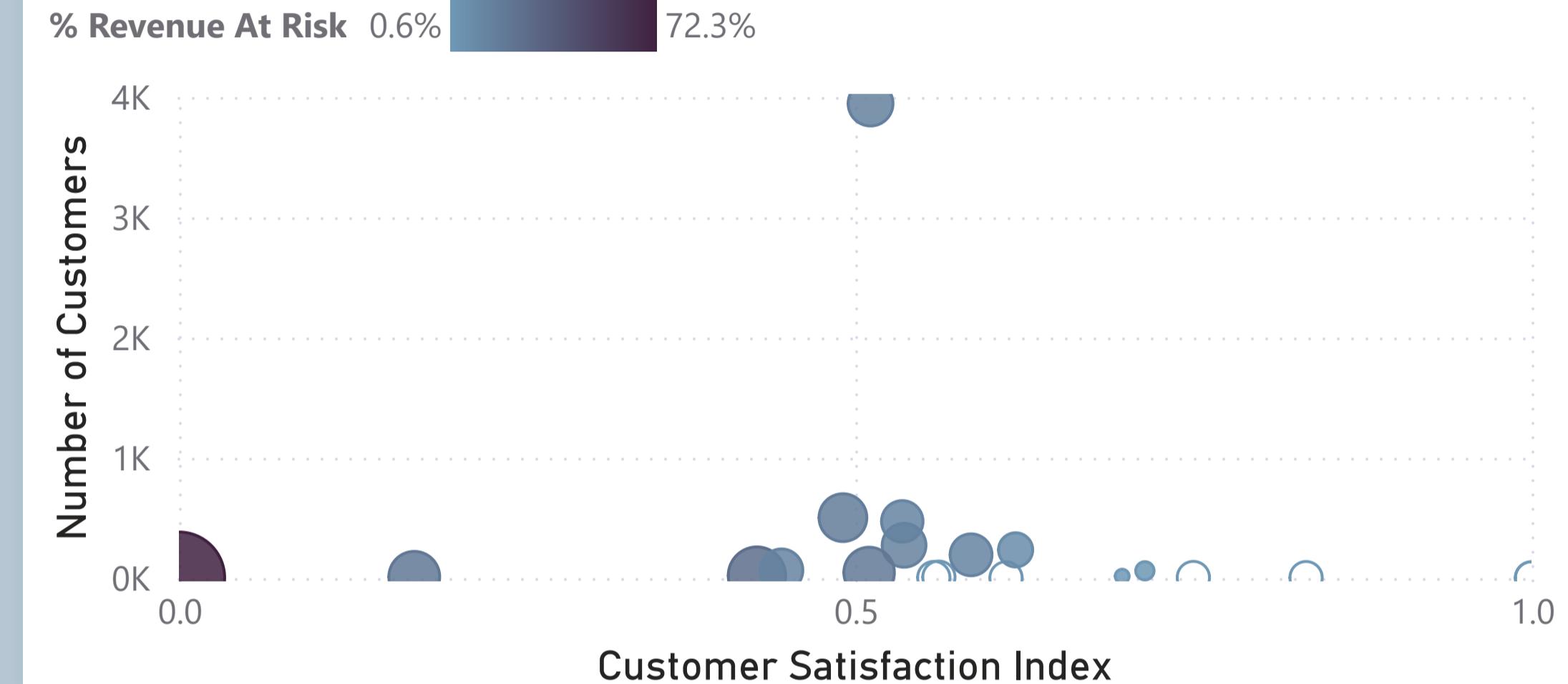
Customer



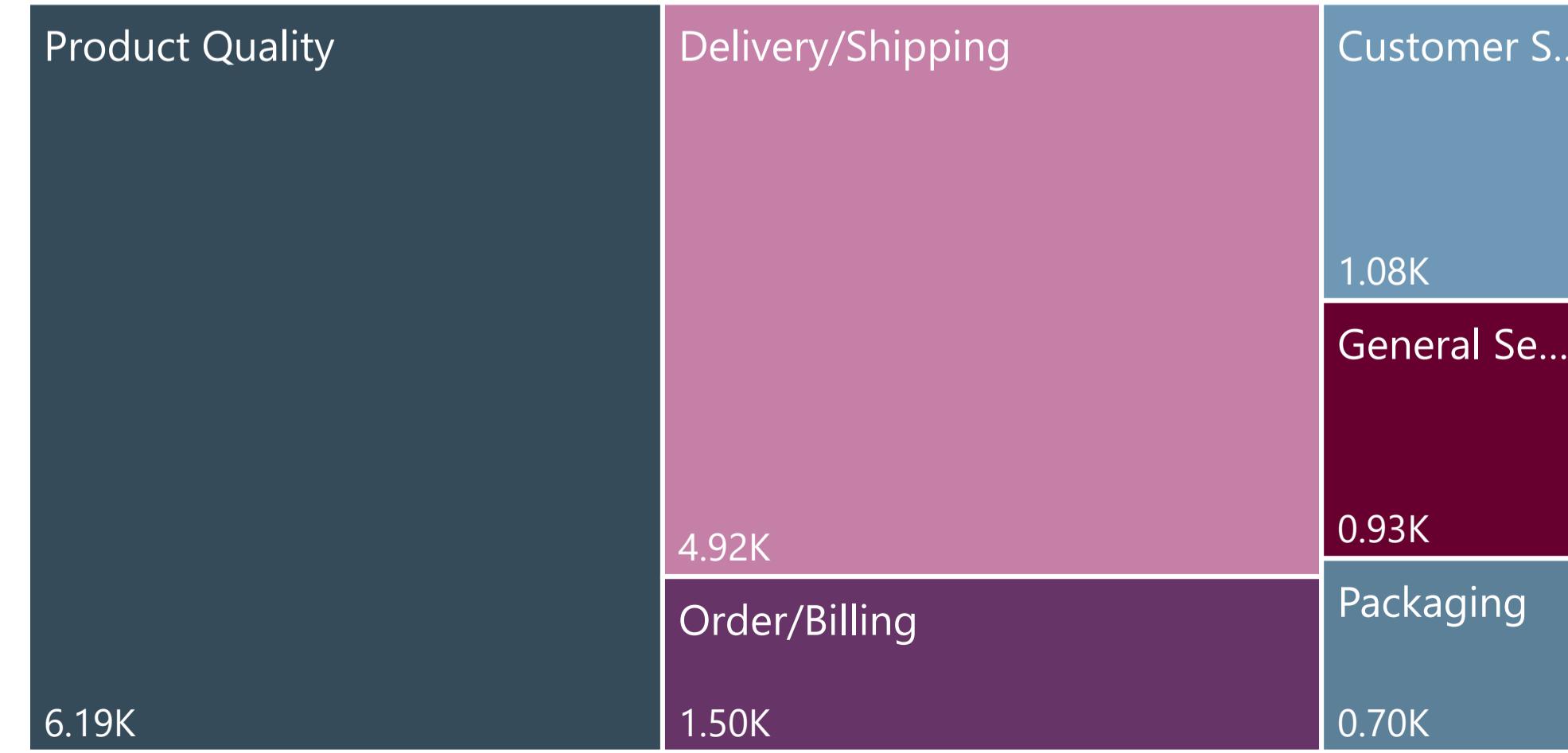
High-Risk Customers Occupy 22.27% (almost 1/5)



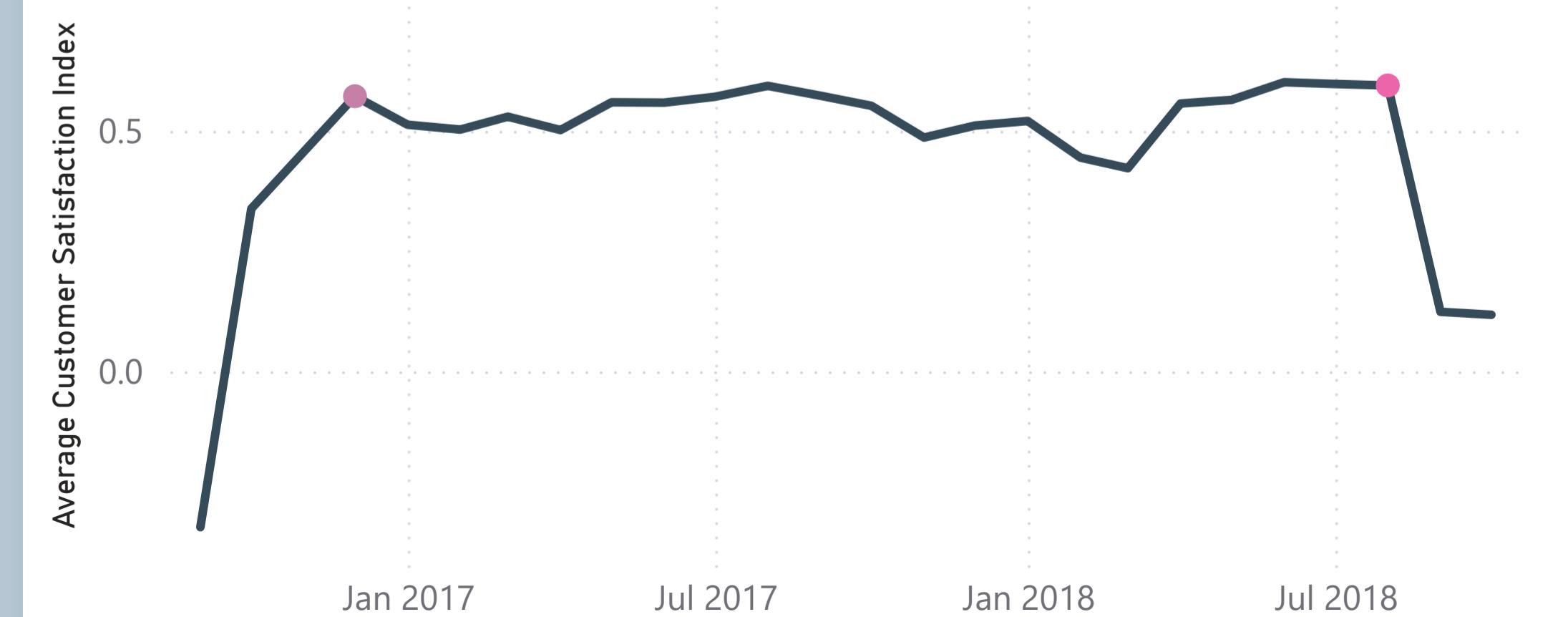
High-Value Dissatisfaction Hotspots



What Customer Say: Sentiment > Topic > Keywords



Average Satisfaction Score Trend



Clear All Filters

Conclusions:

- São Paulo leads sales; other smaller regions have untapped growth opportunities.
- Peak seasons (e.g., Black Friday) offer higher revenue potential.
- High-value items (e.g., Watches & Gifts, Computers) drive revenue. Everyday products also sell frequently.
- Shipping delays are largely unrelated to physical product characteristics.
- Most late deliveries come from Roraima; longer delivery times lower reviews.
- A few unhappy customers can significantly impact revenue.

Overall:

Olist is strong, but improving shipping, product quality, and customer support can boost revenue and satisfaction.

Exploratory Analysis STATE

Total Sales
1.24M

Total Orders
3976

Total Sellers
1813

Total Sellers
762

Year:	2016	2017	2018
Quarter:	Qtr 1	Qtr 2	Qtr 3
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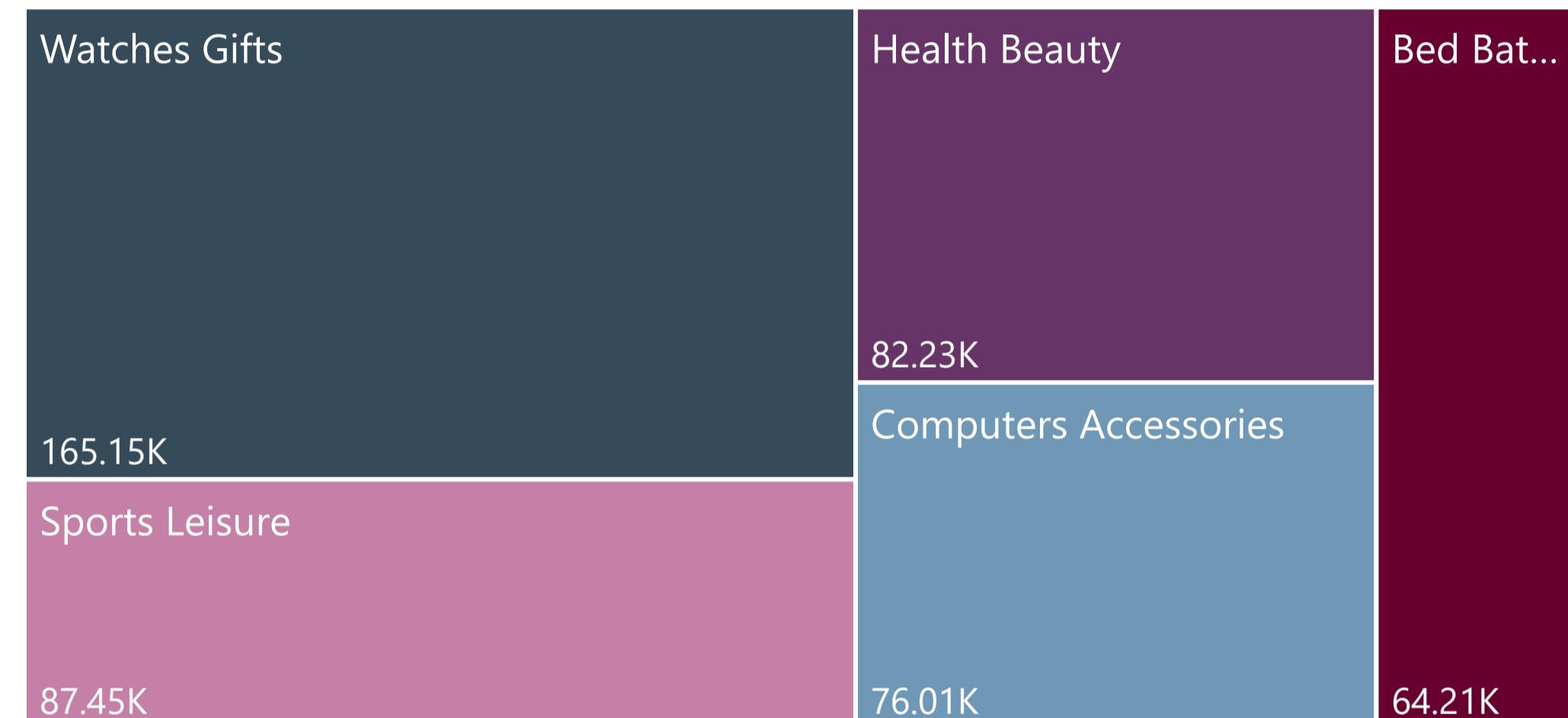
[Back to Sales](#)

[Back to Product](#)

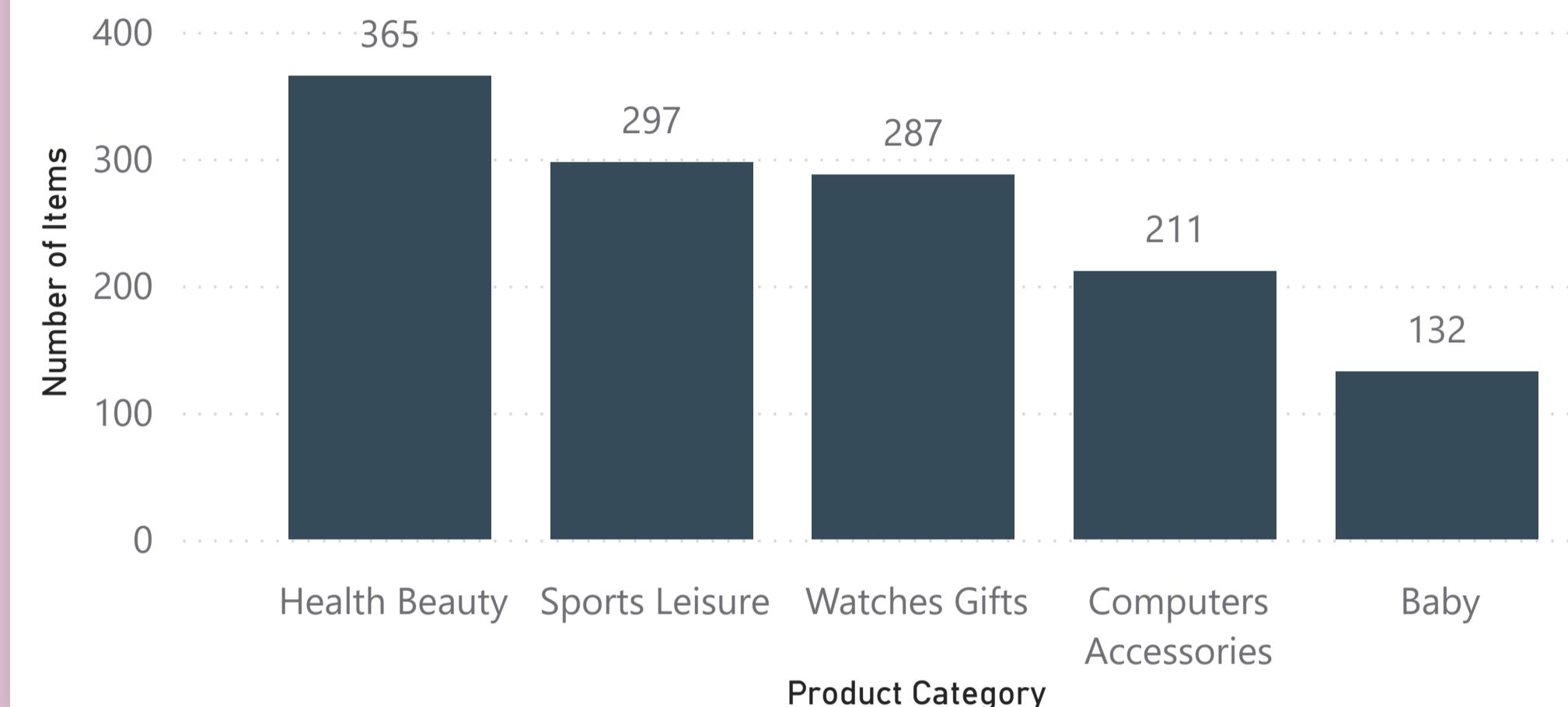
[Back to Delivery](#)

[Back to Customer](#)

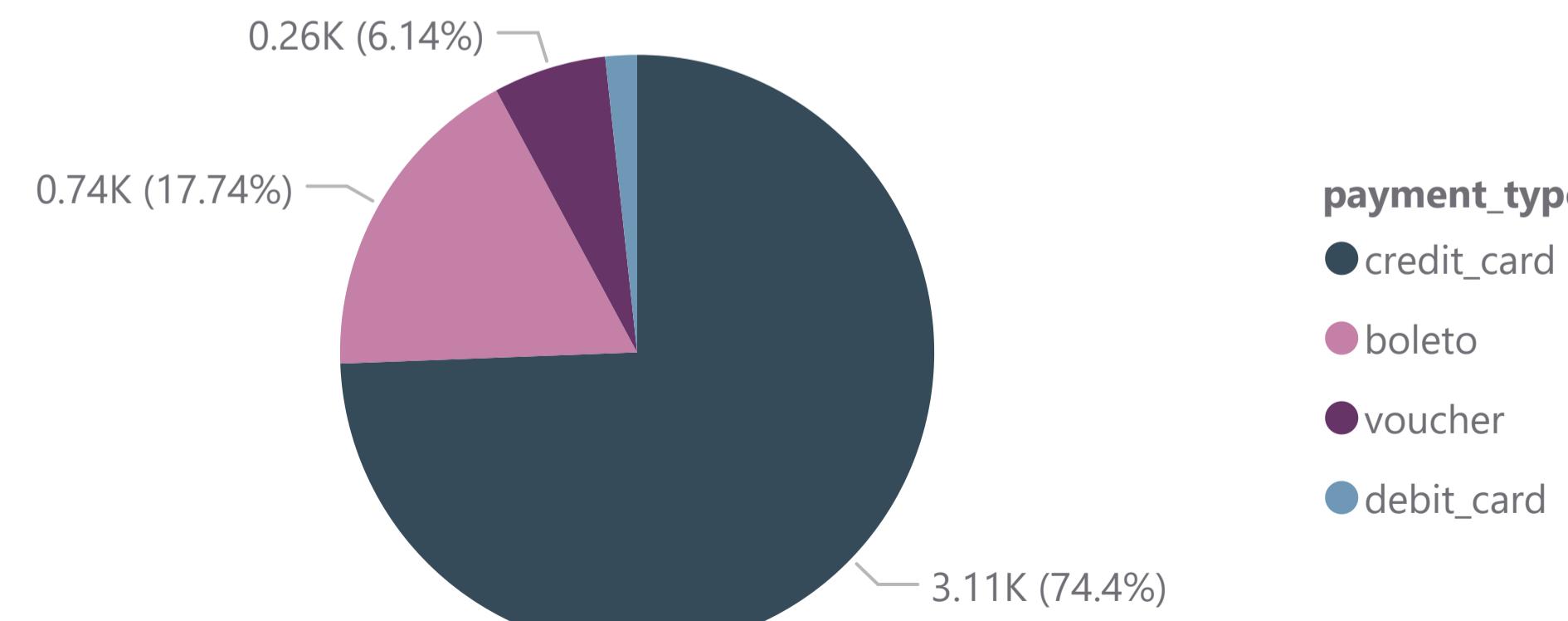
Top 5 Product Categories by Revenue



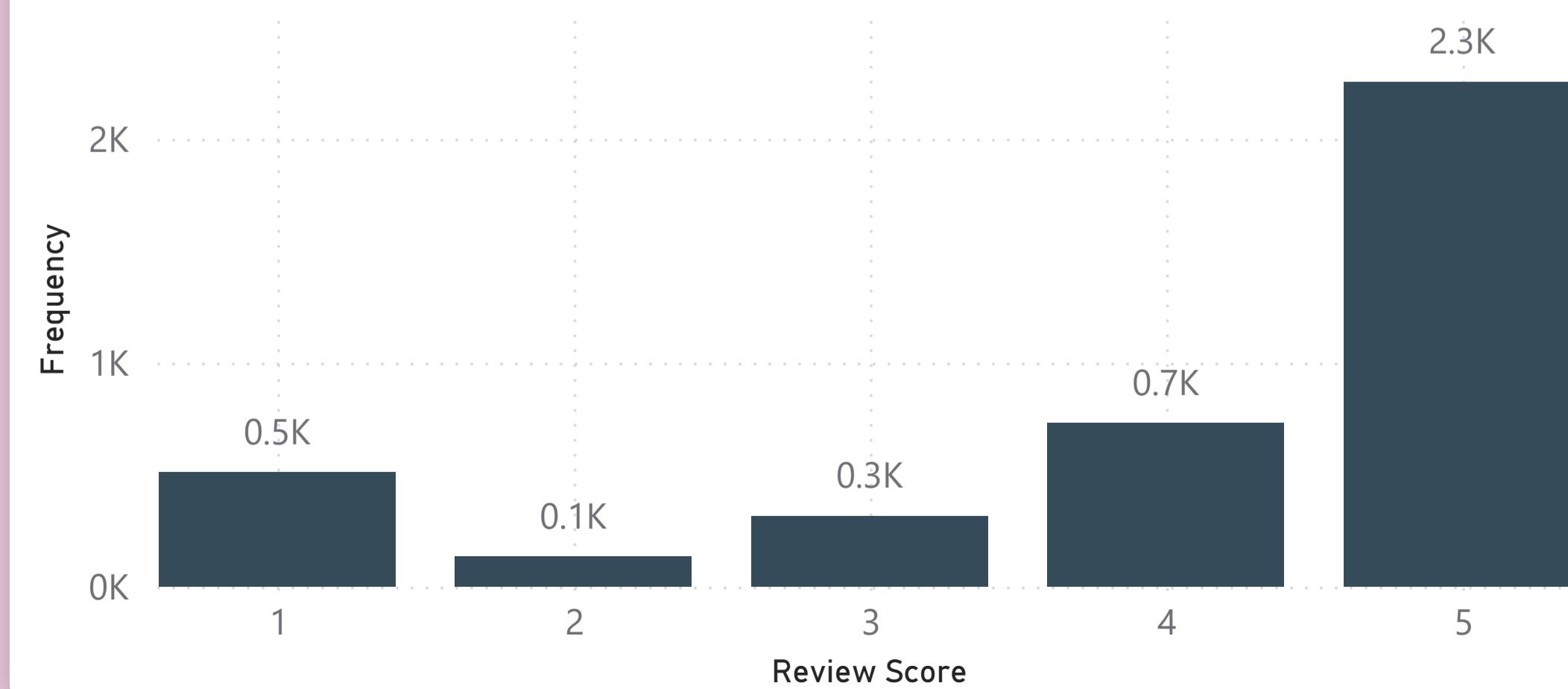
Number of items bought per Product Category



Payment type used in purchase



Frequency by Review Score



geolocation_state

SP

geolocation_city

All

product_category_name

All

[Clear All Filters](#)