

Olist Target Market Performance

Key Metrics

Number of Orders
99,441

Revenue
\$16.08M

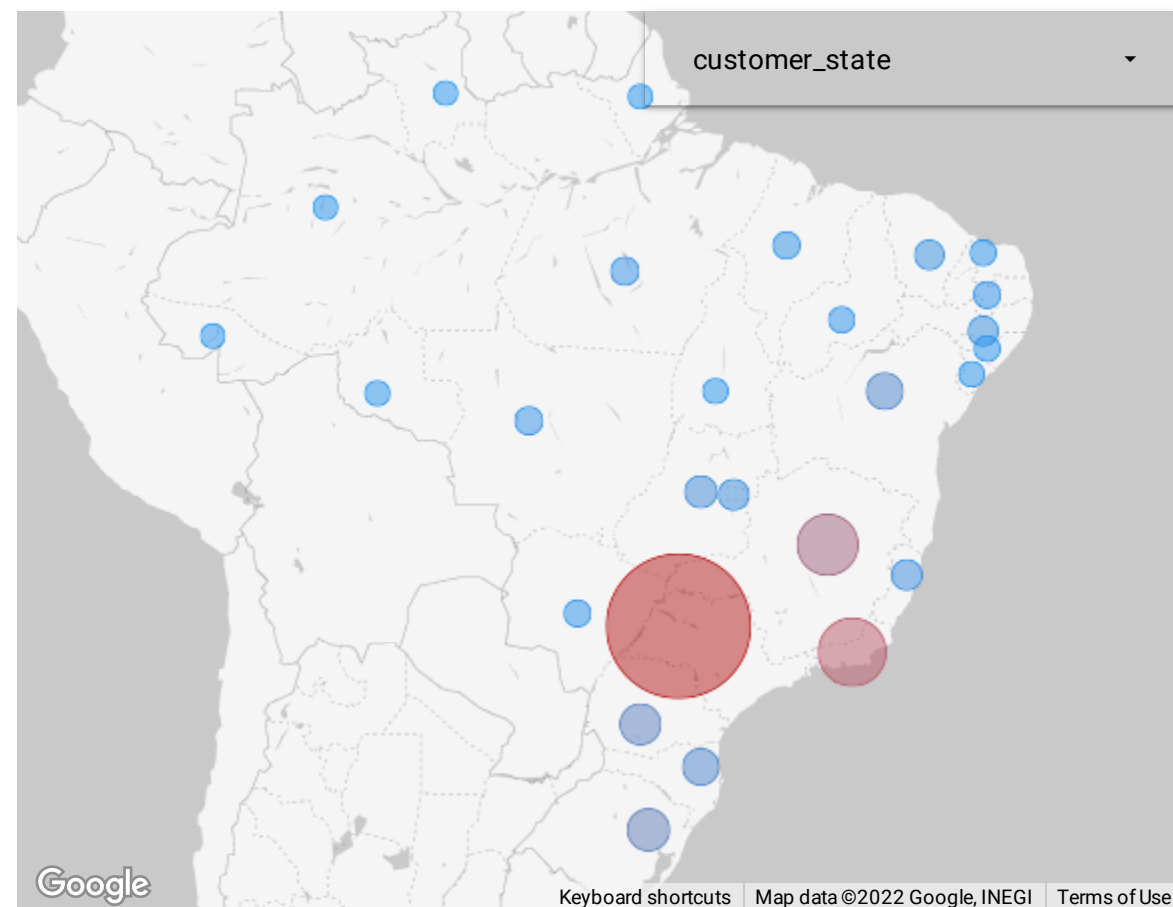
Avg. Order Value
\$162

Avg. Delivery (days)
12

Avg. Review Score
4.09

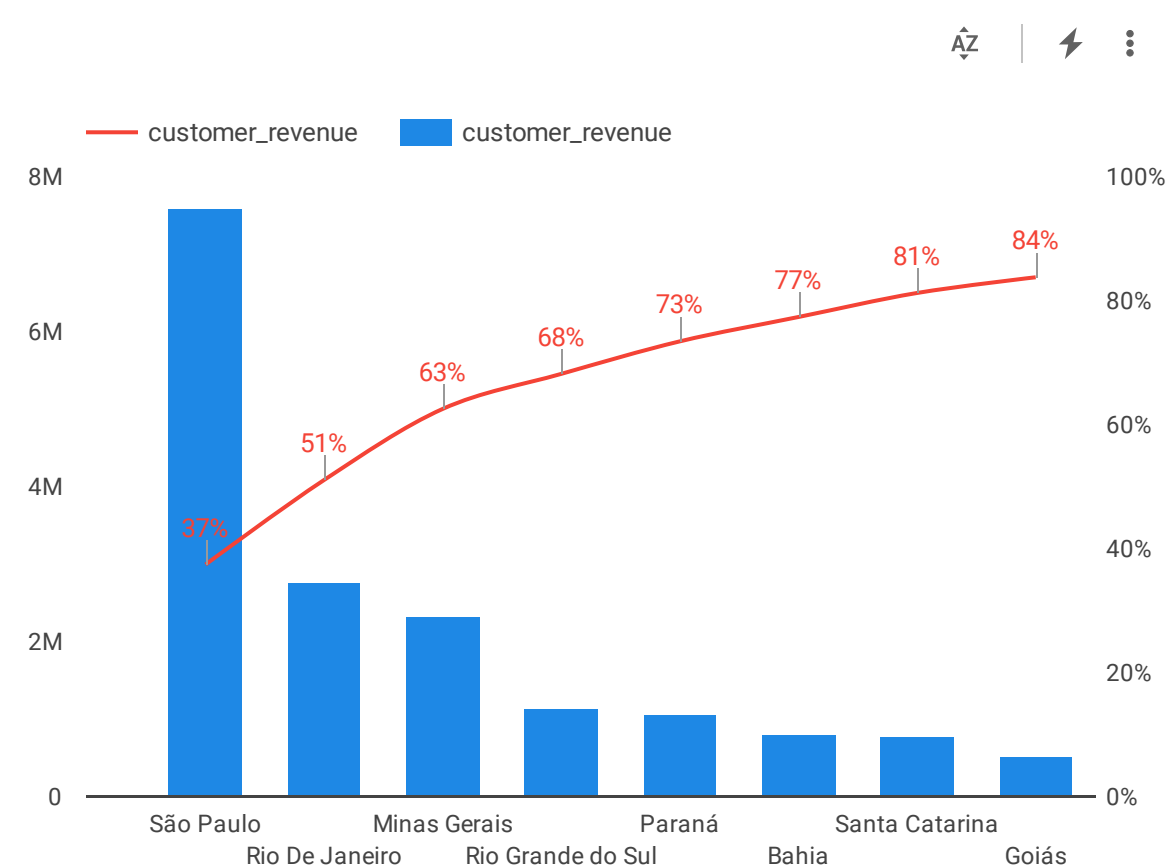
Target Market

What is the target market by generated revenue?



São Paulo, Rio De Janeiro, and Minas Gerais generates most revenue

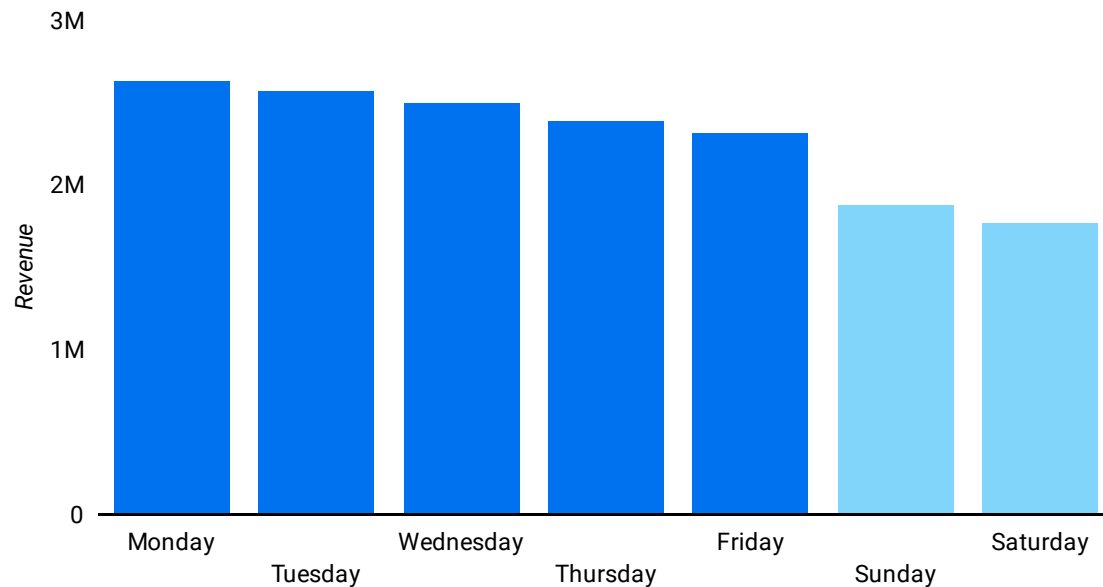
Does Pareto principle applies for states by revenue?



Yes. Top 8 states (out of 27) generate 80% of revenue.

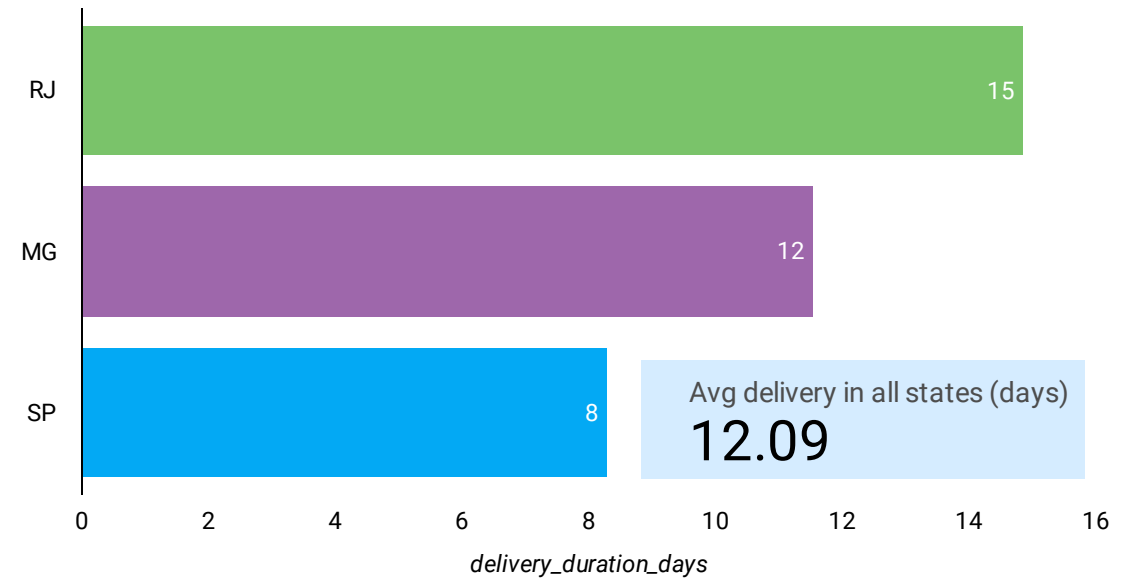
Olist Target Market Performance

How sales are generated on weekdays?



Most sales are generated during **workdays**.

How delivery duration differs in target market?



Delivery duration in states **SP, MG** is **below average**.

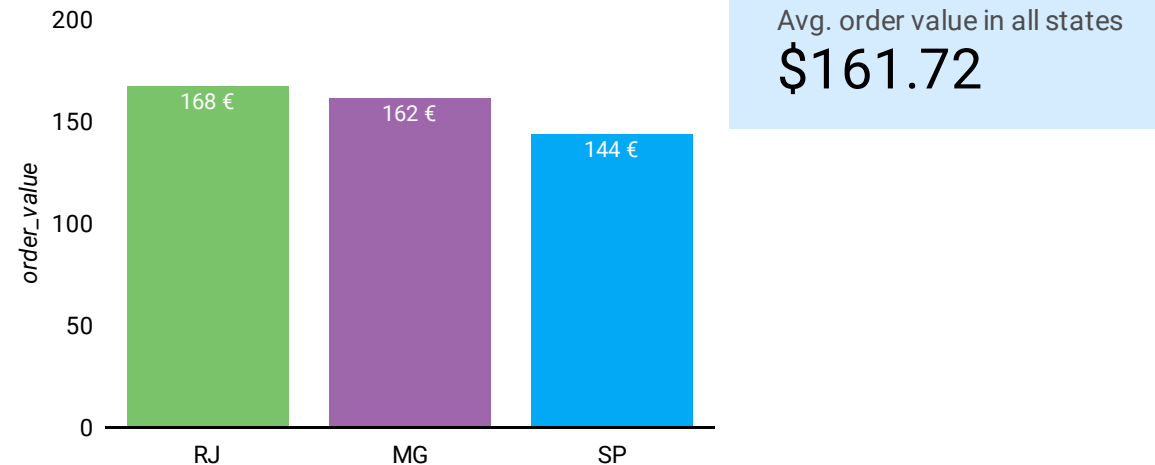
What is the review rate in target market?

customer_state		review_score ▾
1.	SP	4.17
2.	MG	4.14
3.	RJ	3.88

Avg. review score in all states
4.09

Rio De Janeiro underperforms by avg scores.

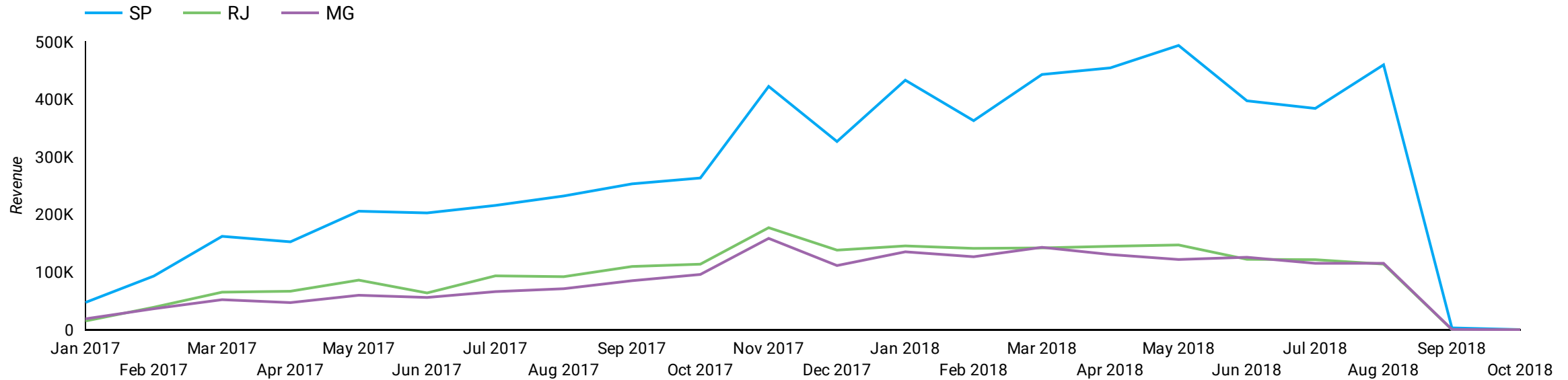
What is target market basket size?



SP basket is slightly **lower** than for other states.

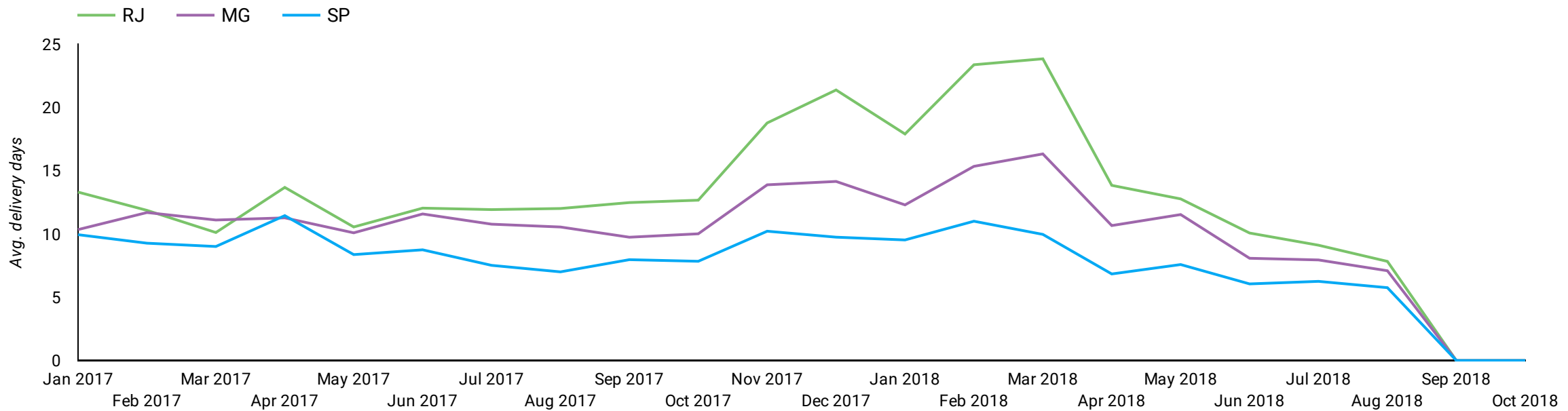
Olist Target Market Performance

Revenue trend for 2016 - 2018 in target market



Sep 2018 huge drop for SP. Performance still not recovered

Delivery duration trend for 2016 - 2018 in target market



Delivery duration have decreased recently.