

OLIST

Total Revenue

8.60M

Total Order

50.02K

Total Revenue

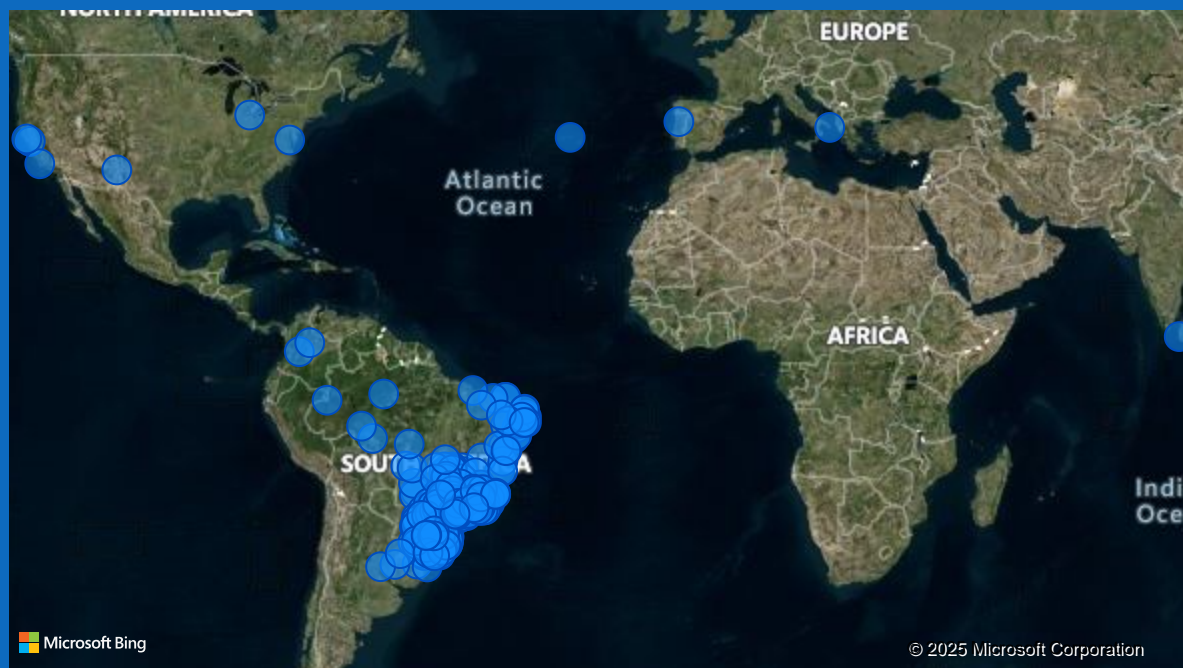
0.21K

Gross Profit

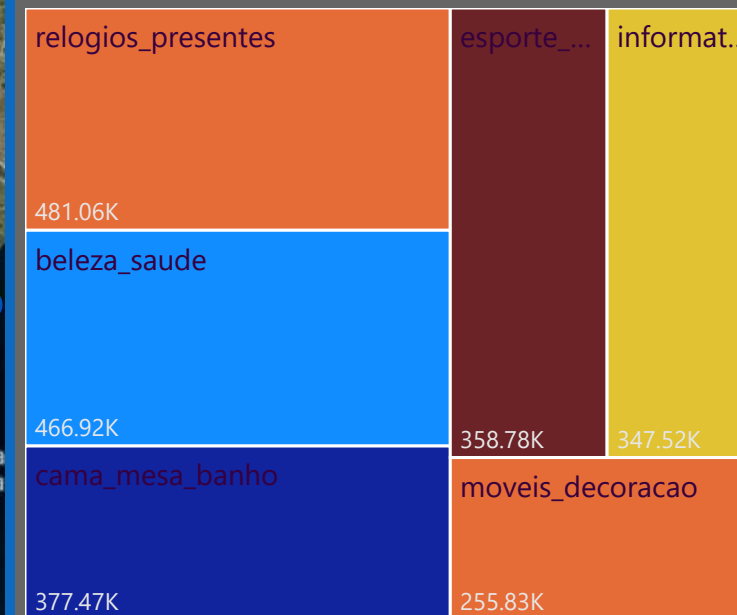
4.98M

03-10-2016

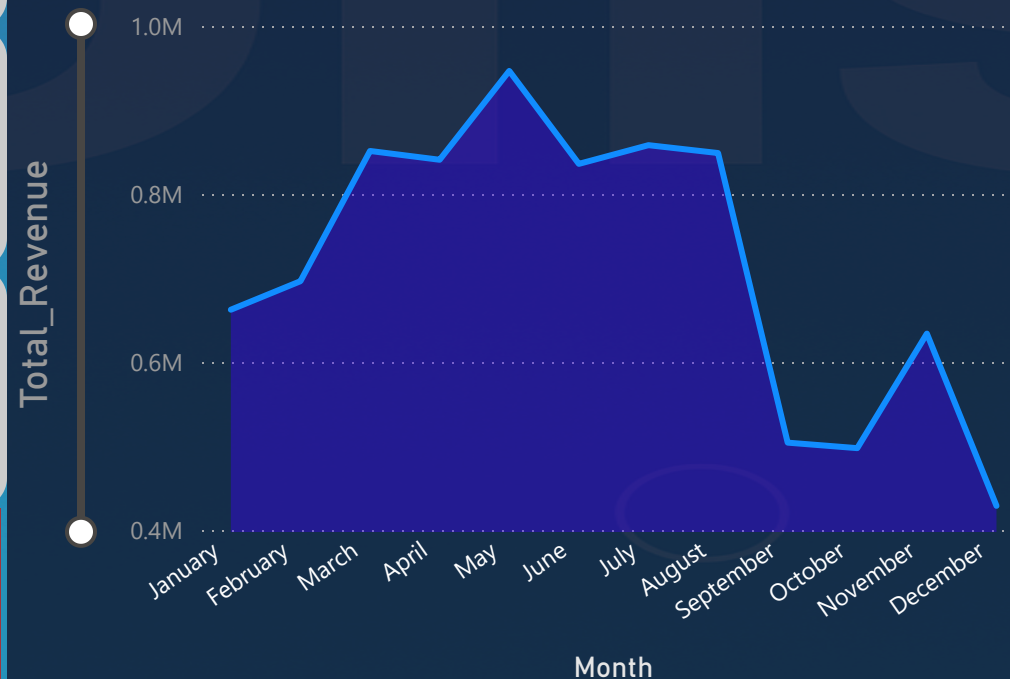
29-08-2018



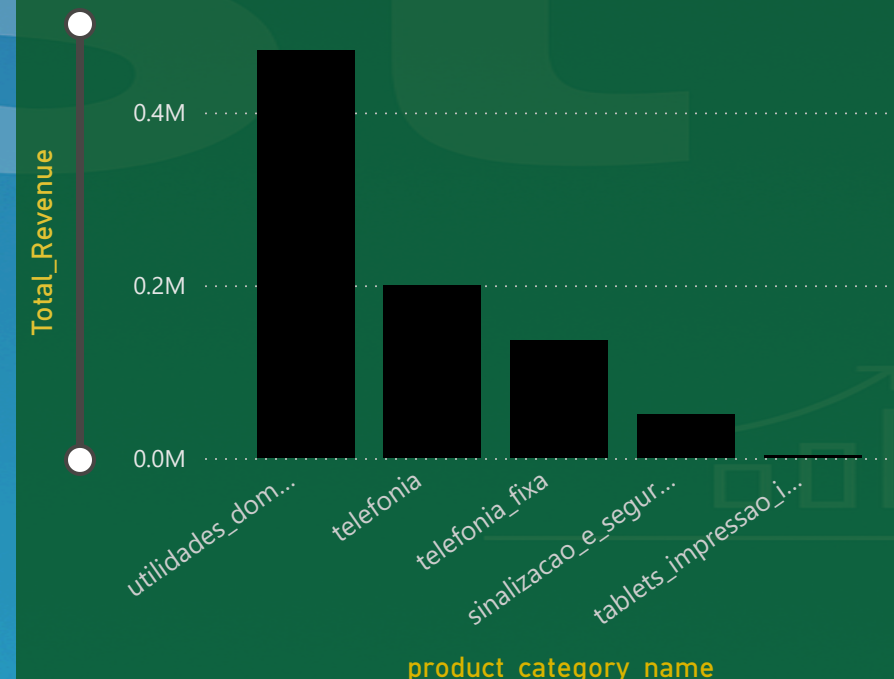
Profit by product_category_name



Total_Revenue by Month



Total_Revenue by product_category_name



Olist Understand Customer Behaviour

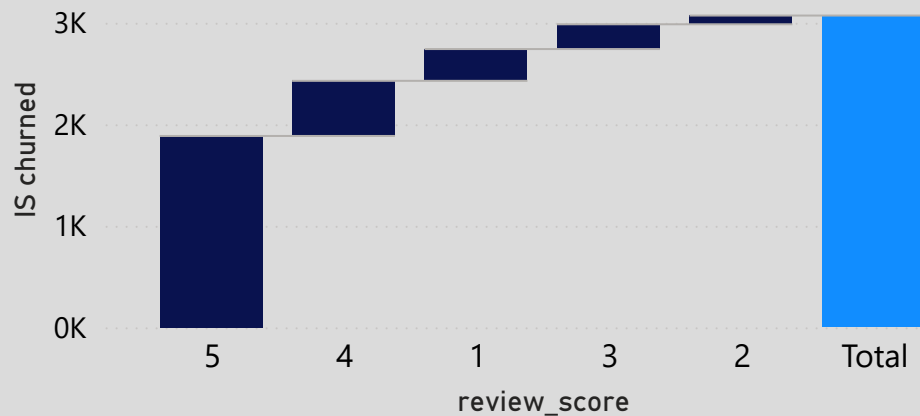
product_category_na... ▾

beleza_saude ▾

seller_state



● Increase ● Decrease ● Total



Total Unique Customers

4.22K

Repeat Customers

35

Customer LTV

0.19K

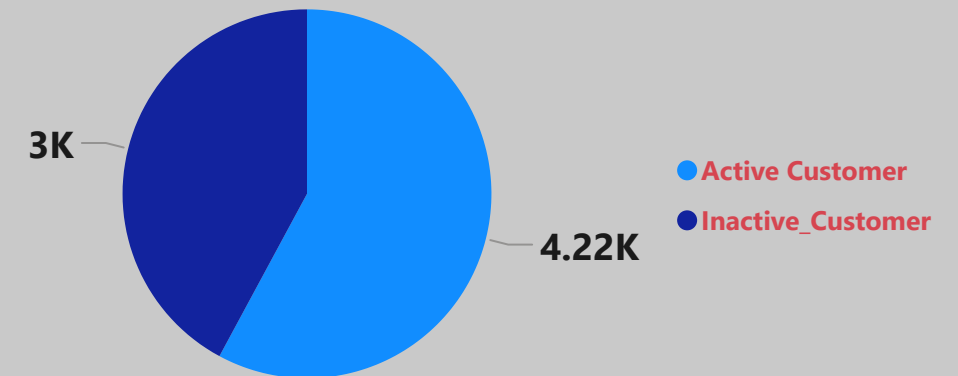
Churn Rate

0.73

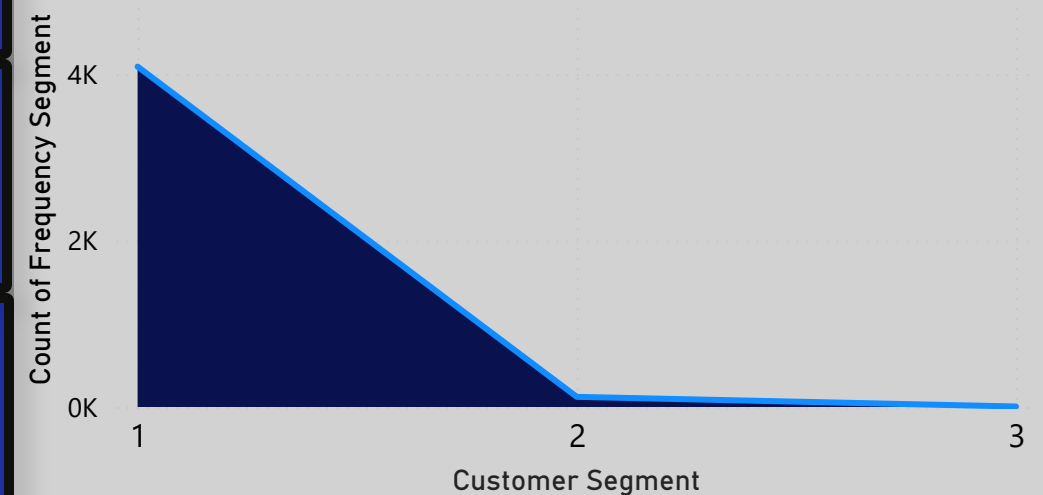
Average Review

4.22

Active Customer and Inactive_Customer



Count of Frequency Segment by ORDER_COUNT_column

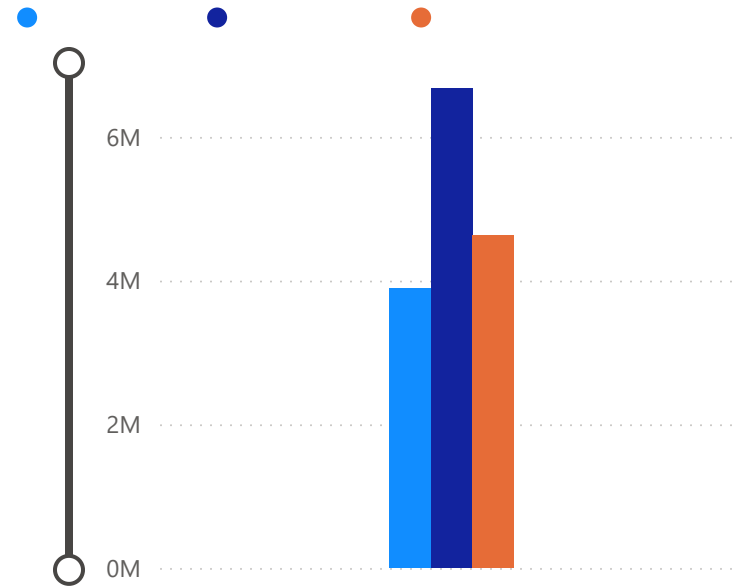


Olist Operational Efficiency

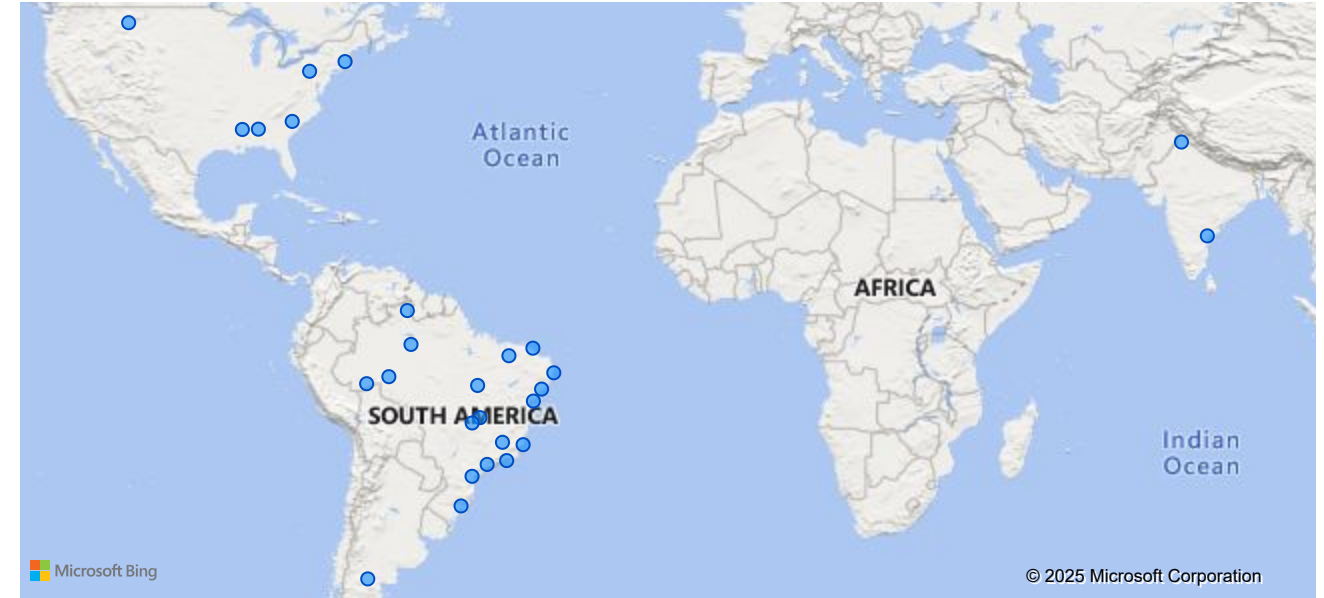
Payment Type

- ☐ boleto
- ☒ credit_card
- ☐ debit_card
- ☐ voucher

Sum of Profit, Total_Revenue and Sum of price



customer_state



Avg Delivery Time and Late Delivery Rate by customer_city

138.00✓
Goal: 100.00 (+38%)

Sum of freight_value and Total_Revenue

