

Sales Analyst of Olist E-commerce Store

Year

All

Quarter

All

Order Status

All

Total Revenue

R\$15,42M

Total Orders

99,44K

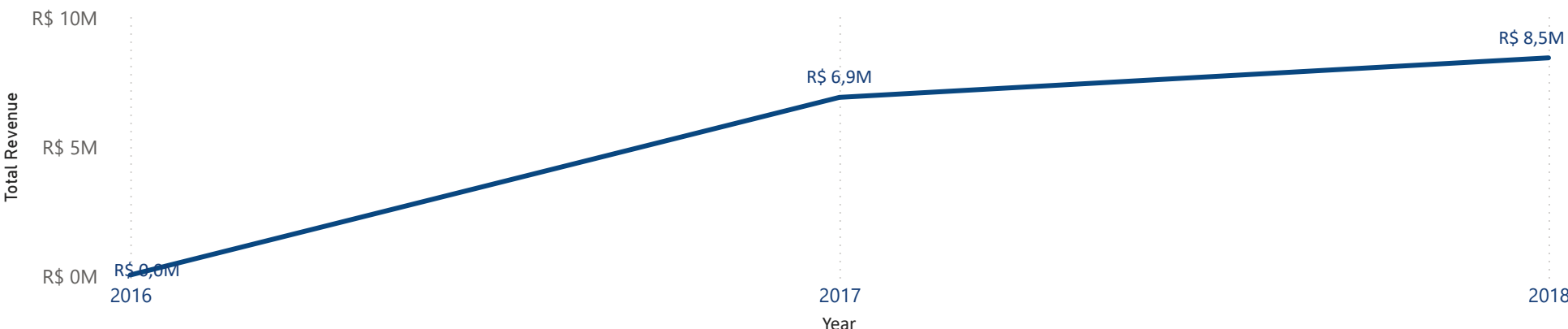
AVG Order Value

R\$ 159,86

Success Orders

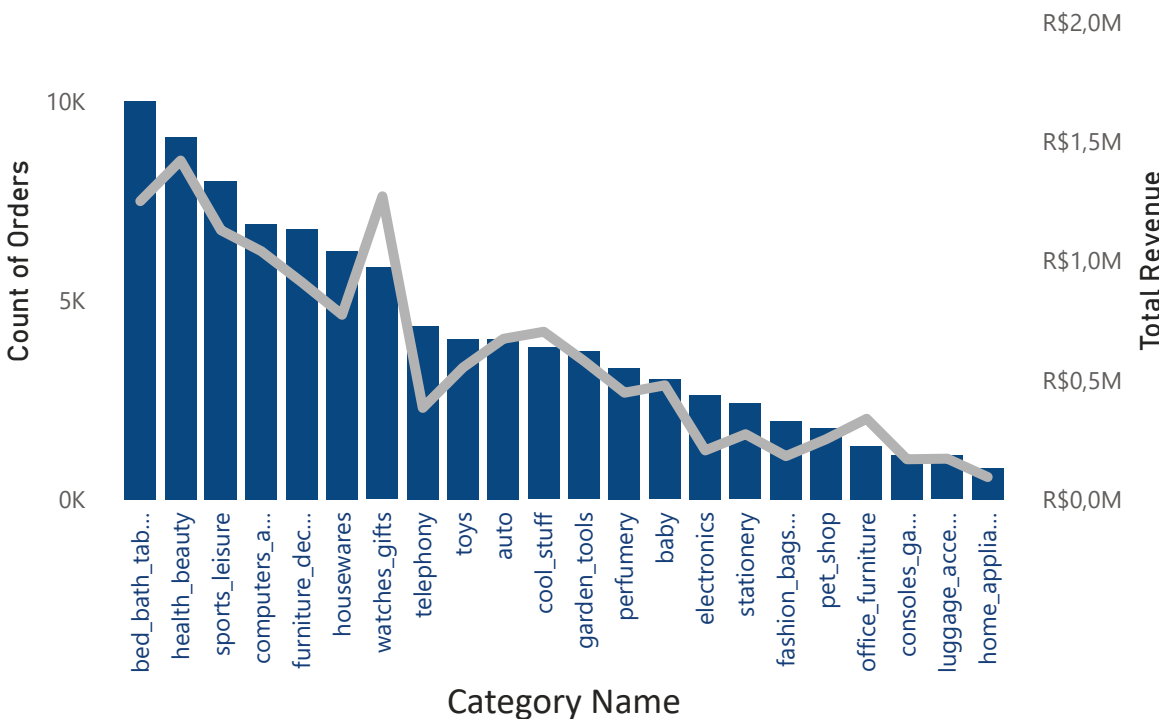
96K

Total Revenue by Year and Month

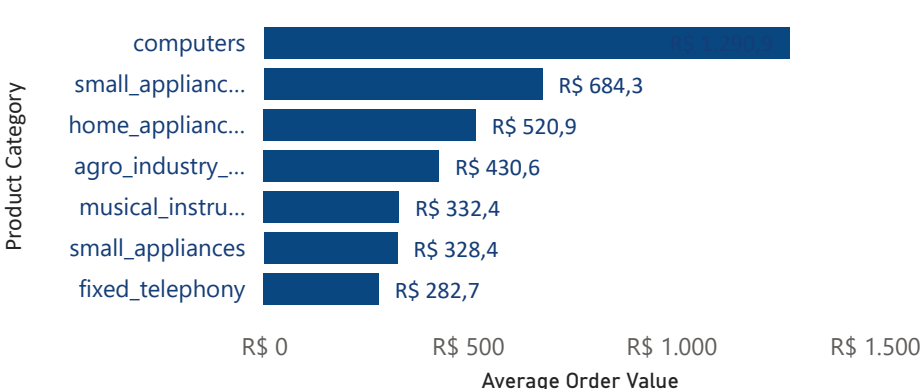


Revenue & Order Volume per Category

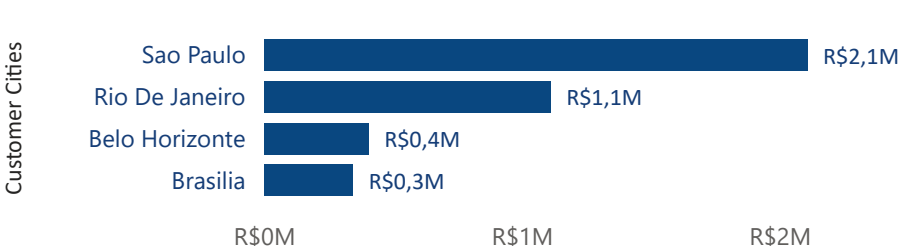
● Count of Orders ● Total Revenue



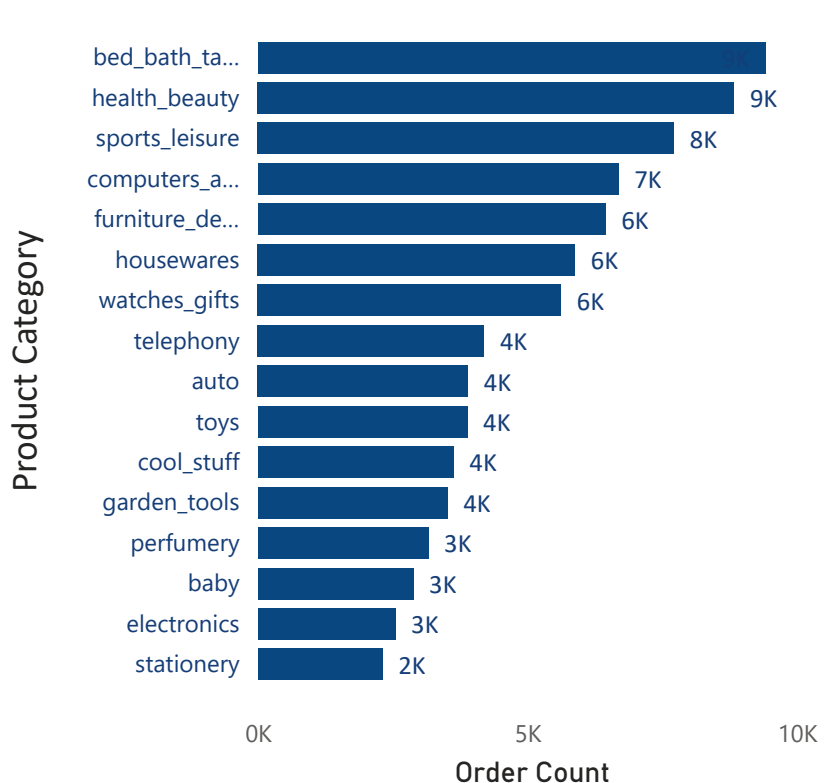
Average Order Value by Product Category



Total Revenue by Customer Cities



Order Count by Product Category



Overview

Customer &
Seller

Delivery &
Review

Sales Analyst of Olist E-commerce Store

Year

All

Quarter

All

Total Sellers

3095

Total Customers

99,44K

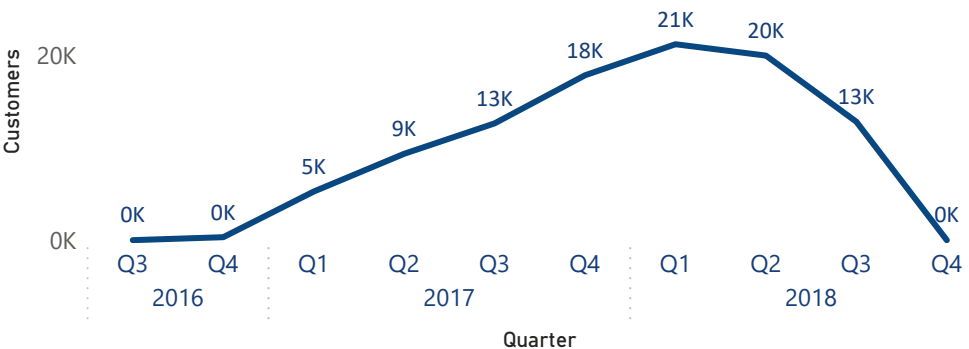
AVG Revenue per
Seller

R\$ 5,31K

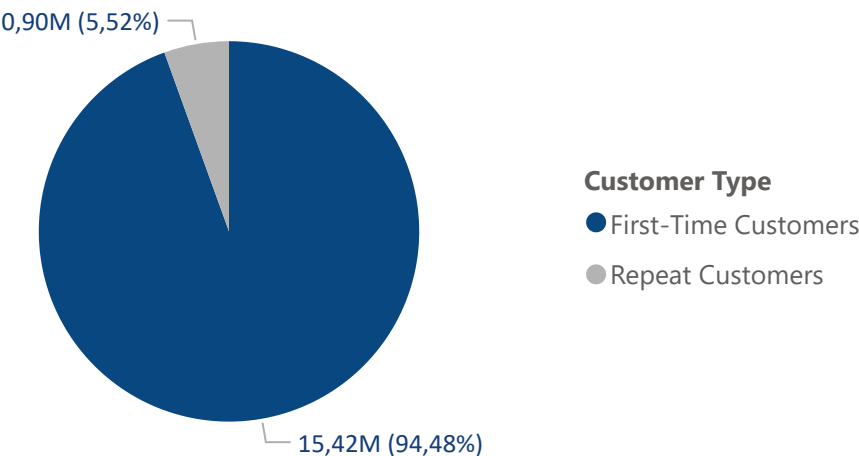
Customer Retention
Rate

3,0%

Total Customers by Year and Quarter



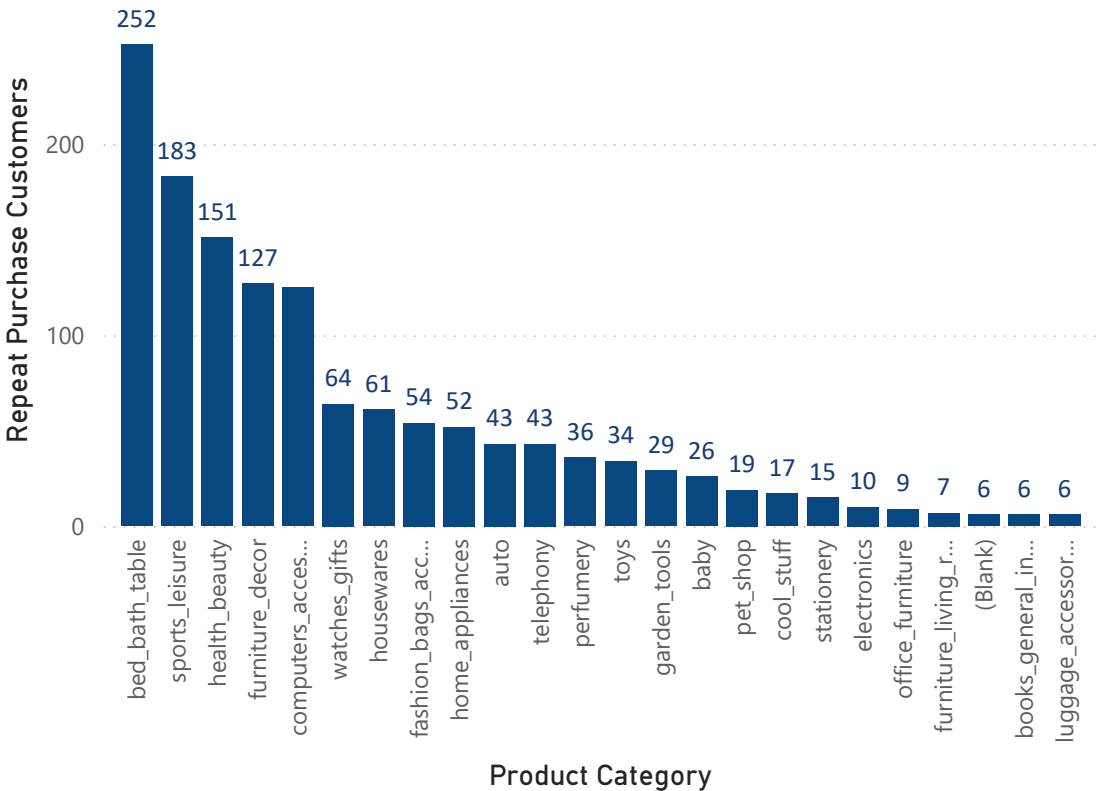
Sum of Revenue by Customer Type



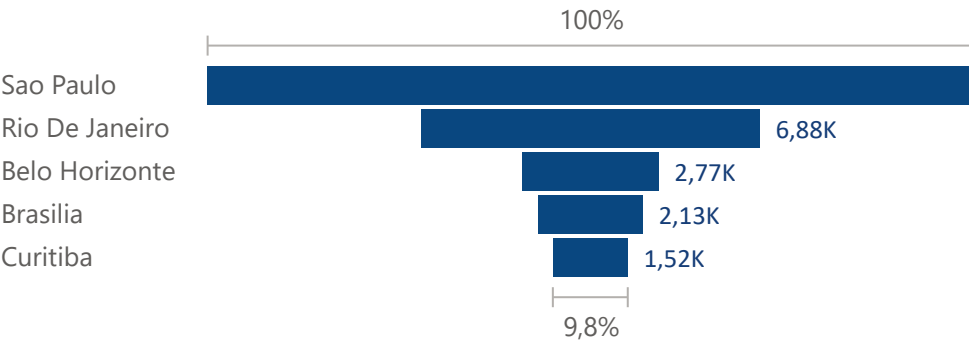
Customer

Seller

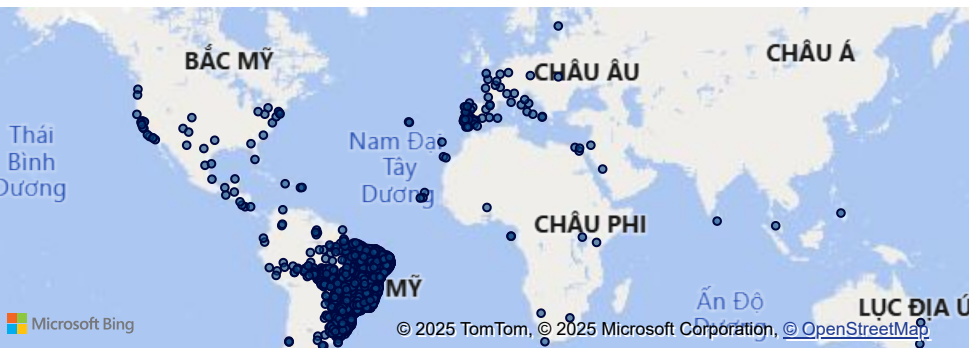
Repeat Purchase Customers by Product Category



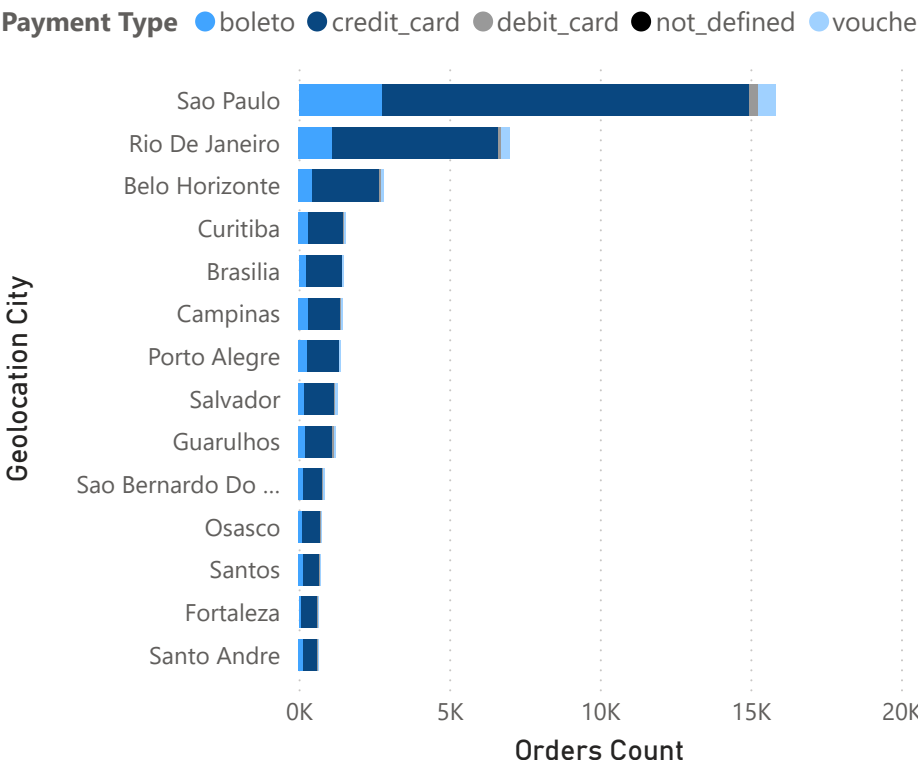
Top 5 Cities by Customers



Customer City



Orders Count by Geolocation City and Payment Type



Overview

Customer &
Seller

Delivery &
Review

Sales Analyst of Olist E-commerce Store

Year

All

Quarter

All

Product Category

All

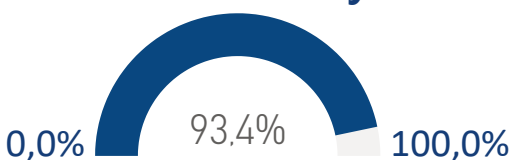
Average Review Score



AVG Canceled Order Rate

0,63%

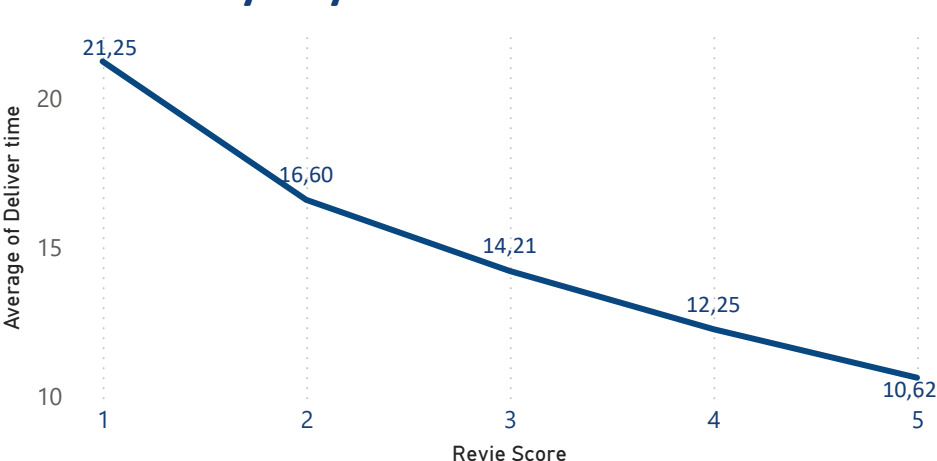
OnTime Delivery Rate



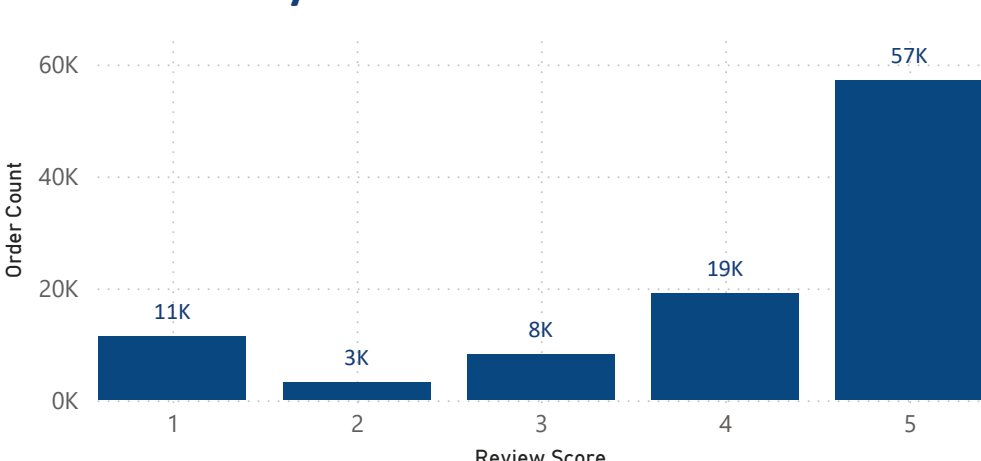
AVG Delivery Day

12,50

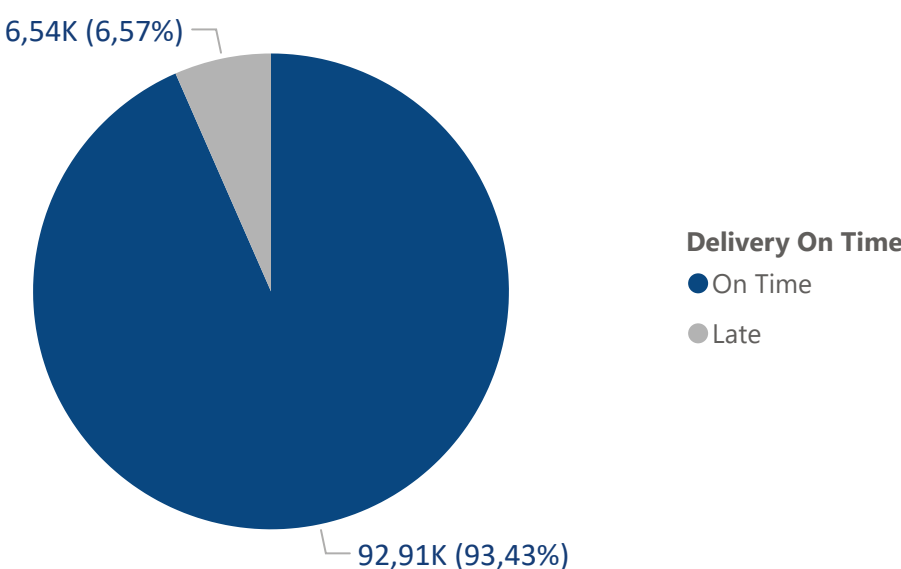
AVG Delivery Day vs Review Score



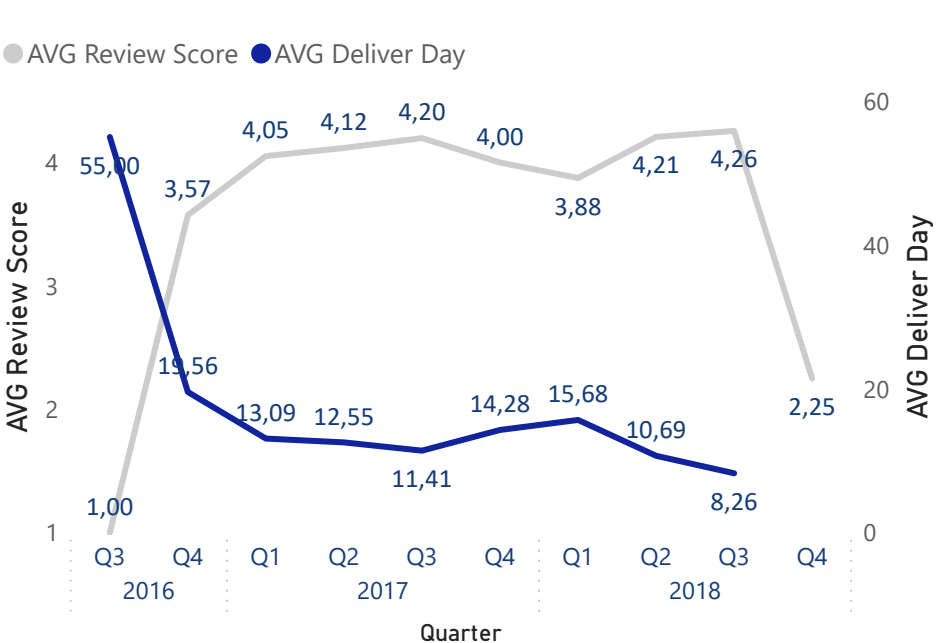
Order Count by Review Score



Order Count by Delivery On Time



AVG Review Score & Deliver Day by Quarter, Year



AVG Review Score by Product Category



Overview

Customer & Seller

Delivery & Review