Ahmed Salim

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This data-set was taken from the Kaggle, an open-source platform, and contains information on more than 100k sales orders between 2016 and 2018 from different ecommerce stores in Brazil, which use Olist as a marketplace platform.
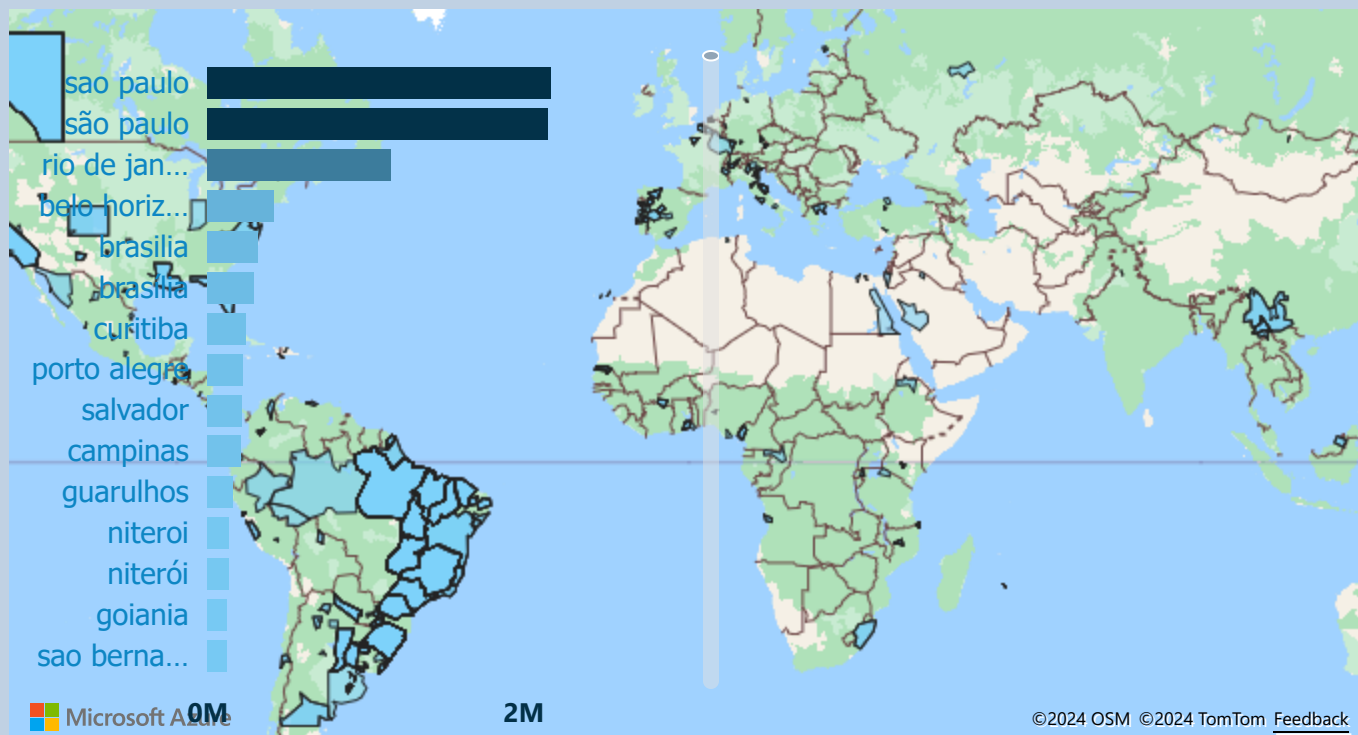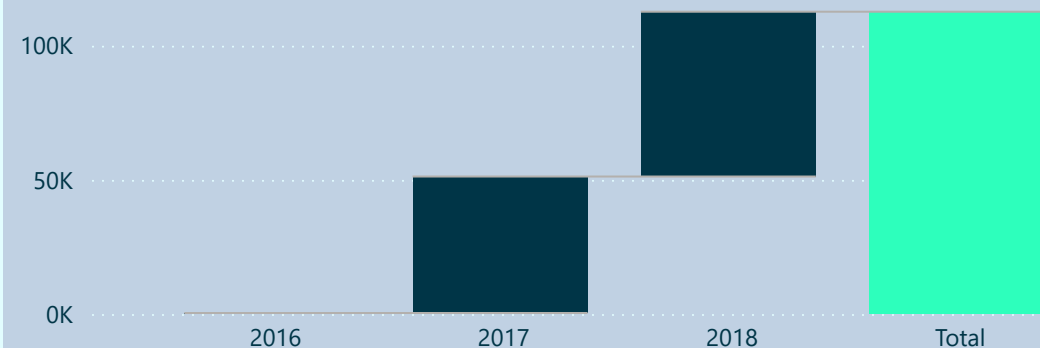
Link to the dataset on Kaggle

Olist

Executive Insights 1 ❯
How are we forming?

Pick a Year

| 2016 | 2017 | 2018 |

② ❯

Product Category
All ▾

15.84M
Total Sales

113K
Order Quantity

4.09
Avg. Rating

3.11%
Freq. Customers

What is our YoY% change in Total Sales?

● Increase ● Decrease ● Total

100K

50K

0K

2016 2017 2018 Total

How is our Total Sales distributed geographically?

sao paulo
são paulo
rio de jan...
belo horiz...
brasilia
brasília
curitiba
porto alegre
salvador
campinas
guarulhos
niteroi
niterói
goiania
sao berna...

0M   2M

Microsoft Azure

©2024 OSM ©2024 TomTom Feedback

Are our customers satisfied from our deliveries?

● In advance ● Late ● On time

4

2

0

-200   -150   -100   -50   0   50   100   150

Early delivery days

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Exploratory Analysis

Descriptive Analytics

1 Date

Day
All

Month
All

Year
All

2 Product Category
All

Monthly Order

10K

0K
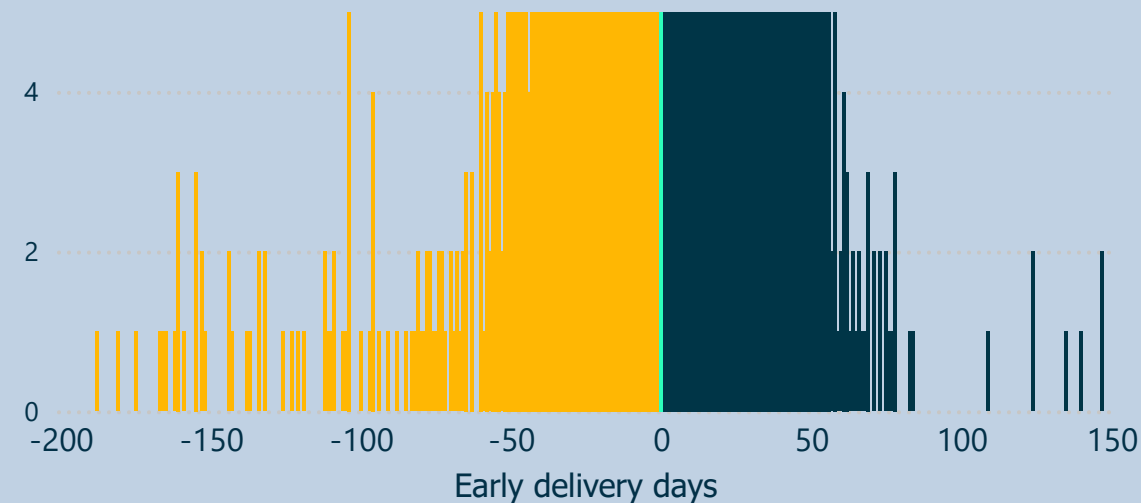
January February March April May June July August September October November December
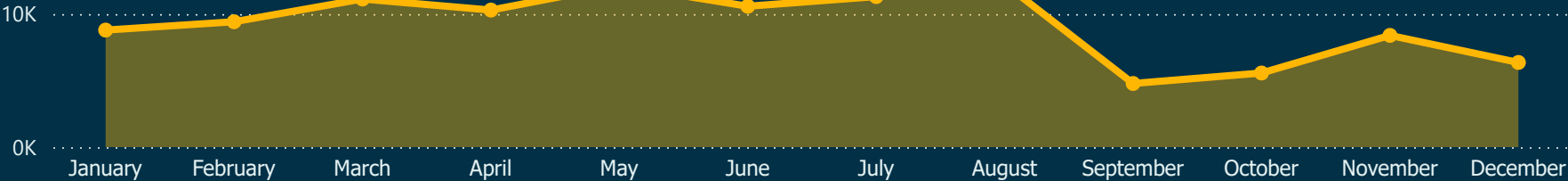
Total Sales

15.63M

Customers	Total Orders
94K	111K

How is our sales distributed geographically?

SP	5.8M
RJ	2.1M
MG	1.8M
RS	0.9M
PR	0.8M
BA	0.6M
SC	0.6M
DF	0.3M
GO	0.3M
ES	0.3M
PE	0.3M
CE	0.3M
PA	0.2M
MT	0.2M
MA	0.1M
PB	0.1M
MS	0.1M
PI	0.1M

Acre

Brazil
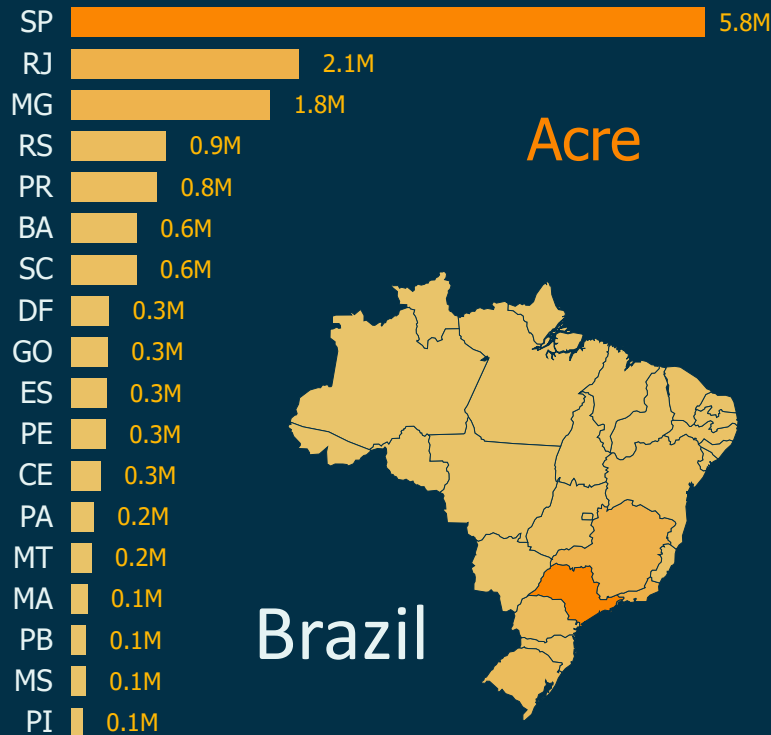
Category	Revenue	Profit ratio	Average price	Order quantity
watches_gifts	$1,205,005.68	9%	$201.14	
toys	$483,946.60	4%	$117.55	
telephony	$323,667.53	2%	$71.21	
tablets_printing_image	$7,528.41	0%	$90.70	
stationery	$230,943.23	2%	$91.75	
sports_leisure	$988,048.97	7%	$114.34	
small_appliances_home_oven_and _coffee	$47,445.71	0%	$624.29	
small_appliances	$190,648.58	1%	$280.78	
signaling_and_security	$21,509.23	0%	$108.09	
security_and_services	$283.29	0%	$141.65	
pet_shop	$214,315.41	2%	$110.07	
perfumery	$399,124.87	3%	$116.74	
party_supplies	$4,485.18	0%	$104.31	
office_furniture	$273,960.70	2%	$162.01	

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Customers Investigation
How do our customers spend in purchasing?

Total Customers
99.44K

2016 2017 2018

how many new customers join our business monthly?

Waterfall chart showing monthly new customers: January 8K, February 9K, March 10K, April 9K, May 11K, June 9K, July 10K, August 11K, September 4K, October 5K, November 8K, December 6K, Total 99K.

Payment Type

Donut chart, center total 103.89K:
- credit_card 73.92%
- boleto 19.04%
- voucher
- debit_card

Type
- credit_card
- boleto
- voucher
- debit_card
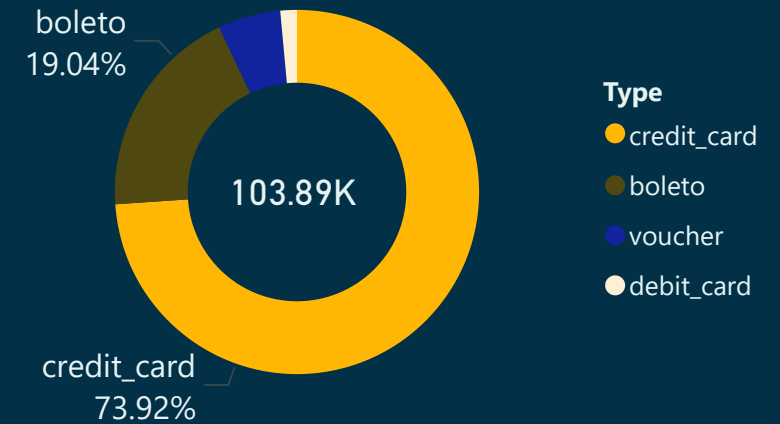
Customer	Spending	Order Quantity	Payment Type	State	Review Score
fc3d1daec319d62d49bfb5e1f83123e9	$31.80		credit_card	Sao Paulo	☆ 1.00
bd5d39761aa56689a265d95d8d32b8be	$1,974.00		credit_card	Goias	
be1b70680b9f9694d8c70f41fa3dc92b	$2,000.00		boleto	Sao Paulo	☆ 1.00
10de381f8a8d23fff822753305f71cae	$982.35		credit_card	Parana	★ 5.00
adb32467ecc74b53576d9d13a5a55891	$765.00		credit_card	Goias	★ 5.00
a7693fba2ff9583c78751f2b66ecab9d	$419.86		credit_card	Sao Paulo	☆ 1.00
d5f2b3f597c7ccafbb5cac0bcc3d6024	$826.00		boleto	Sao Paulo	☆ 1.00

Weekly Purchase

Combined bar and line chart showing Orders and AVG Price for Friday, Monday, Saturday, Sunday, Thursday, Tuesday, Wednesday.

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Customers Satisfaction & Preferred Categories
What's our customers favourite orders?

Average ratings

★★★★☆

81.73%   4.09/5
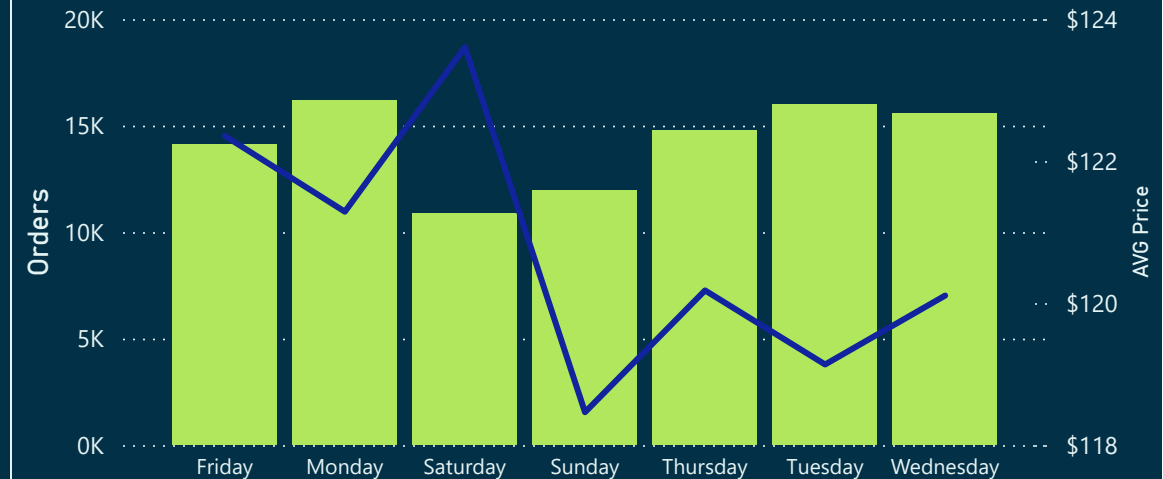
Quantity of Customers

99.4K

2016

2017

2018

Distribution of orders by quantity of items

Value	Count
(1)	88863
2	15032
3	3966
4	2020
5	1020
6	1188
8	64
—	27
10	80
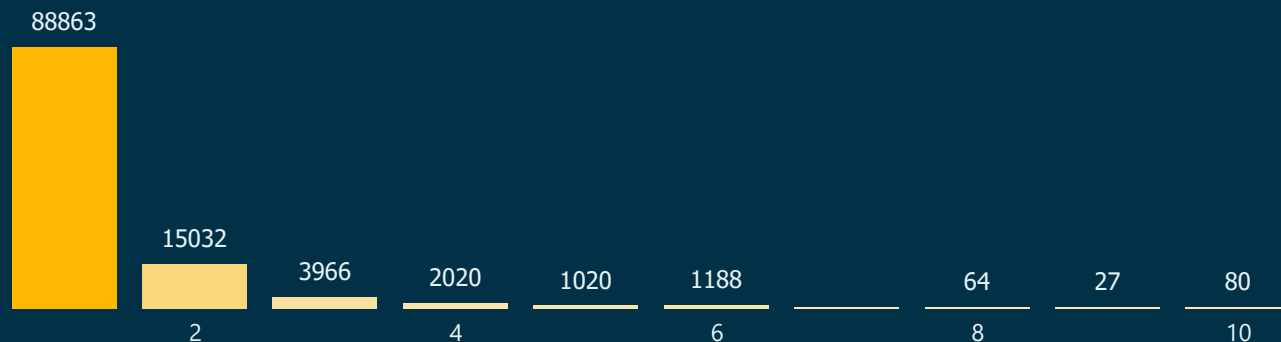
Distribution of order rating

Rating	Count
1	11K
2	3K
3	8K
4	19K
5	57K
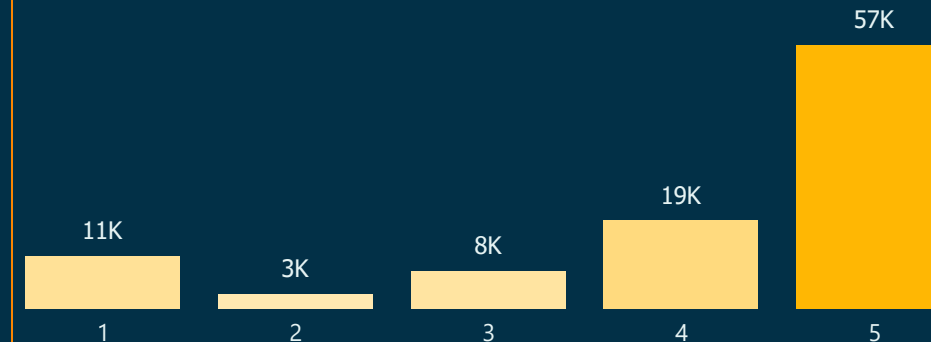
Quantity of Orders over month

Month	Orders
January	8.1K
February	8.5K
March	9.9K
April	9.3K
May	10.6K
June	9.4K
July	10.3K
August	10.8K
September	4.3K
October	5.0K
November	7.5K
December	5.7K
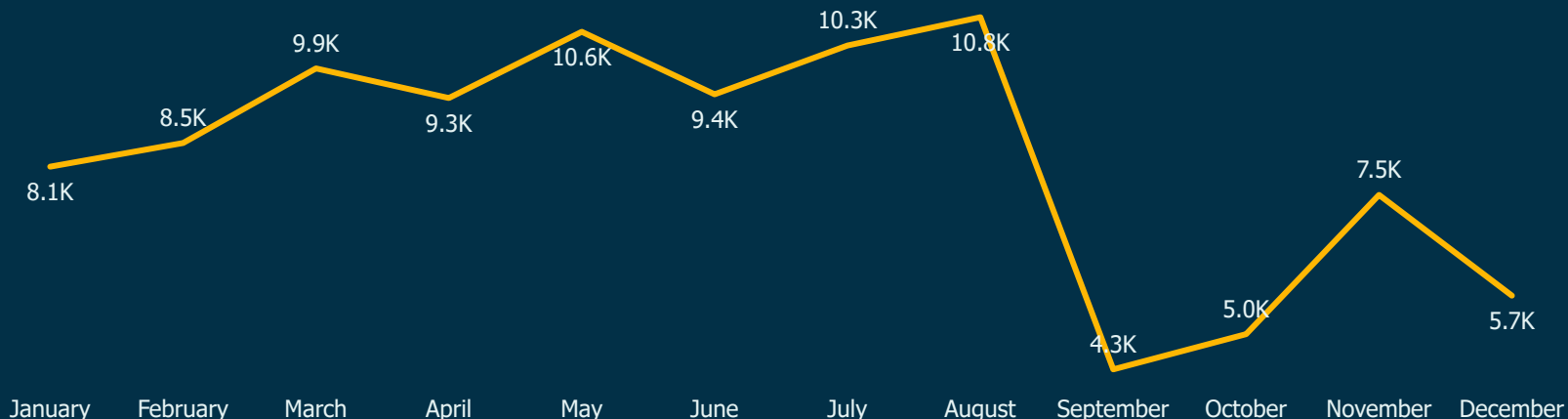
Top 5 Best Selling Categories

Category	Value
bed_bath_table	9.4K
health_beauty	8.8K
sports_leisure	7.7K
computers_accessor...	6.7K
furniture_decor	6.4K
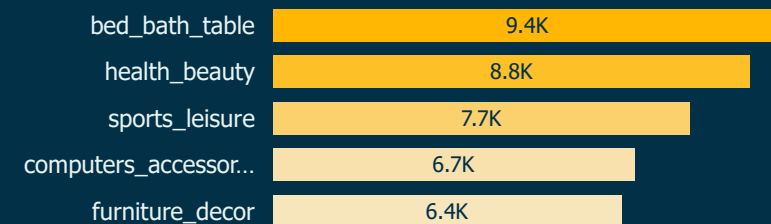
Bottom 5 Selling Categories

Category	Value
arts_and_craftmans...	23
la_cuisine	13
cds_dvds_musicals	12
fashion_childrens_cl...	8
security_and_services	2
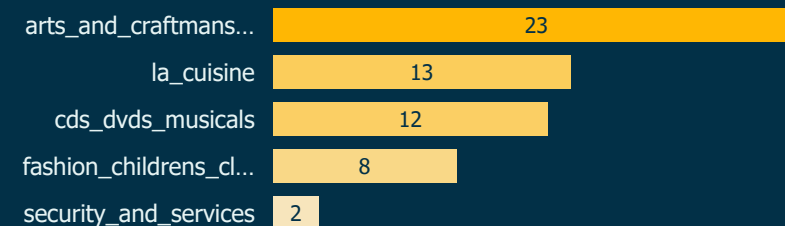
Average Spent

$140.6

Total Orders

99K

Orders With One item

89.36%

Frequent Customers

3%

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Delivery Analysis
How does our delivery going so far in Brazil?

State
All

Delivery Status

Total orders	112.65K
Delivered orders	96.48K
Cancelled orders	625

93.4%
Delivery on-time

Order Delivery

Day	Value
Monday	~15.5K
Tuesday	~15.5K
Wednesday	~15K
Thursday	~14.5K
Friday	~14K
Sunday	~11.5K
Saturday	~10.5K
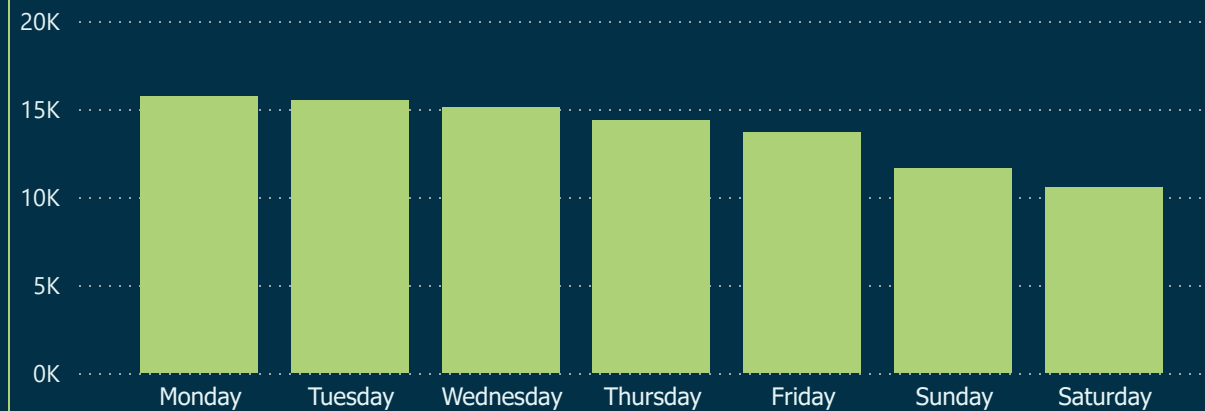
Avg Delivery Time VS Review Score

(Bar chart for Qtr 1–Qtr 4 with line overlay; review score axis 4.1–4.3)

Revenue

15.84M

- Freights
- Prices
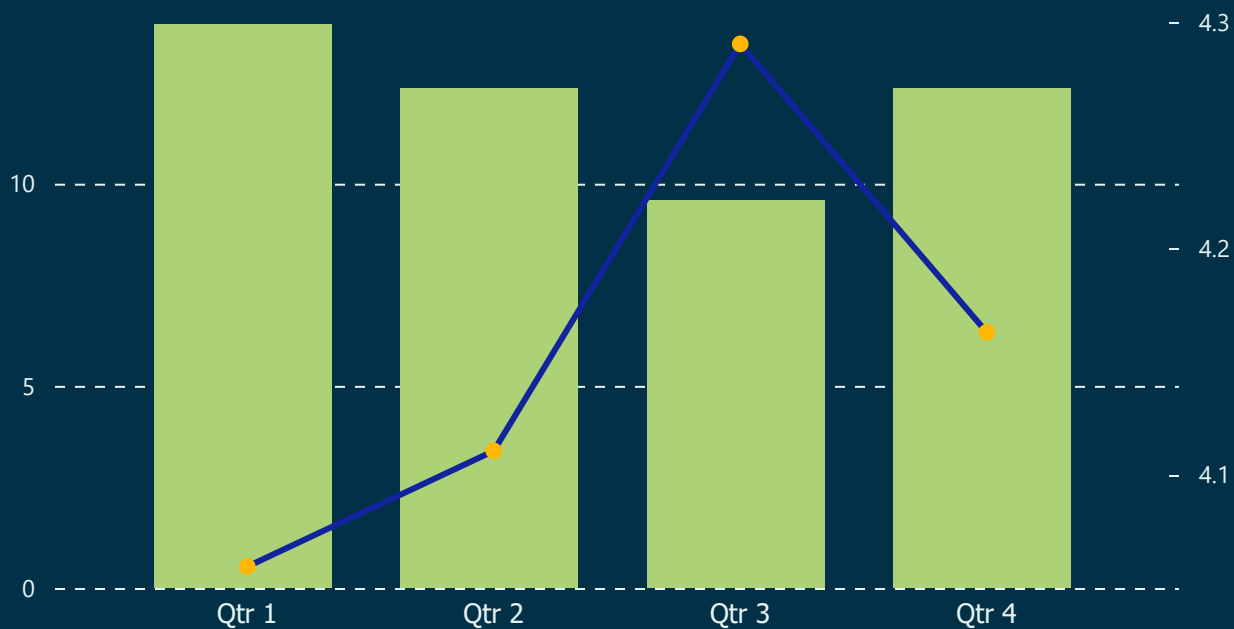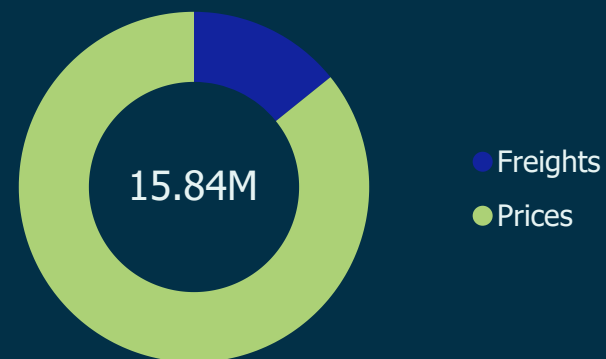
Deliveries less than 19 days

884

Deliveries more than 100 days

5

	Avg. Approved Time	10.42

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Forecasting Analysis
What's our Annual Growth next year in all states?

9/4/2016 | 10/17/2018

AC	BA	GO	MT	PI	RO
AL	CE	MA	PA	PR	RR
AM	DF	MG	PB	RJ	RS
AP	ES	MS	PE	RN	SC

Annual Growth Rate

Orders

20K

10K

0K

Jan 2017 · Jul 2017 · Jan 2018 · Jul 2018 · Jan 2019 · Jul 2019

Total Order Predict

20K

0K

Jan 2017 · Jul 2017 · Jan 2018 · Jul 2018 · Jan 2019 · Jul 2019
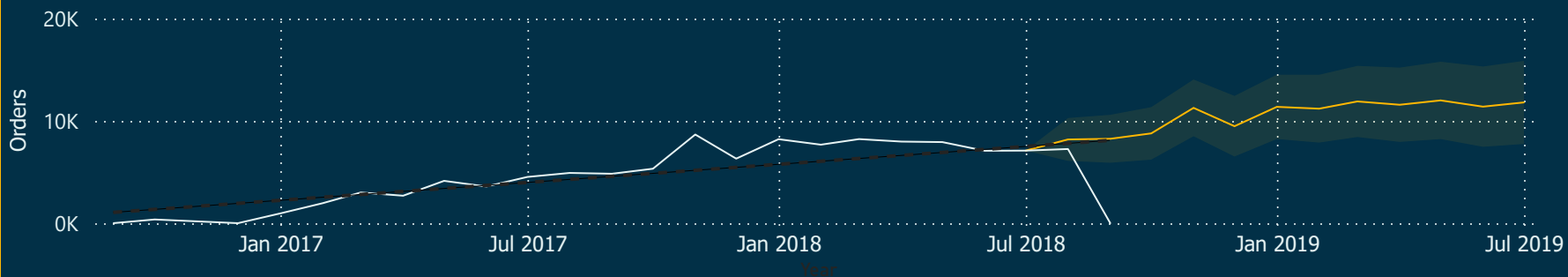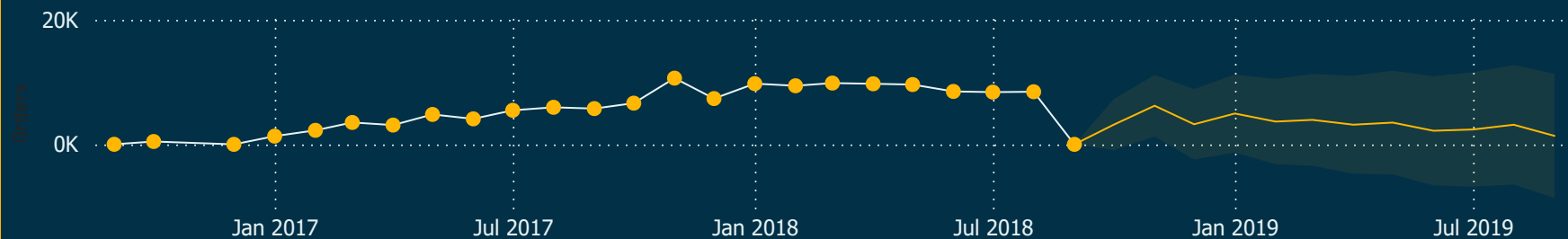
New Customers Prediction

0.1M

0.0M

2016 · 2017 · 2018 · 2019
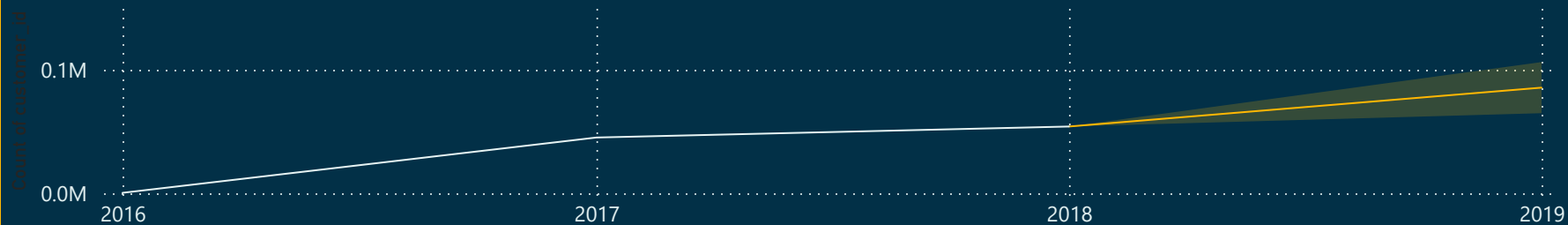
Product Category

- [ ] Select all
- [ ] agro_industry_and_commerce
- [ ] air_conditioning
- [ ] art
- [ ] arts_and_craftmanship
- [ ] audio
- [ ] auto
- [ ] baby
- [ ] bed_bath_table
- [ ] books_general_interest
- [ ] books_imported
- [ ] books_technical
- [ ] cds_dvds_musicals
- [ ] christmas_supplies
- [ ] cine_photo