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olist

OLIST

Executive Insights

 Descriptive Analysis

Customer investigations

Customer Satisfaction

Deliveries

Forecast

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.

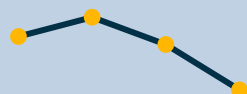
[Link to the dataset on Kaggle](#)

[Olist](#)

How are we forming?



15.84M
Total Sales



113K
Order Quantity

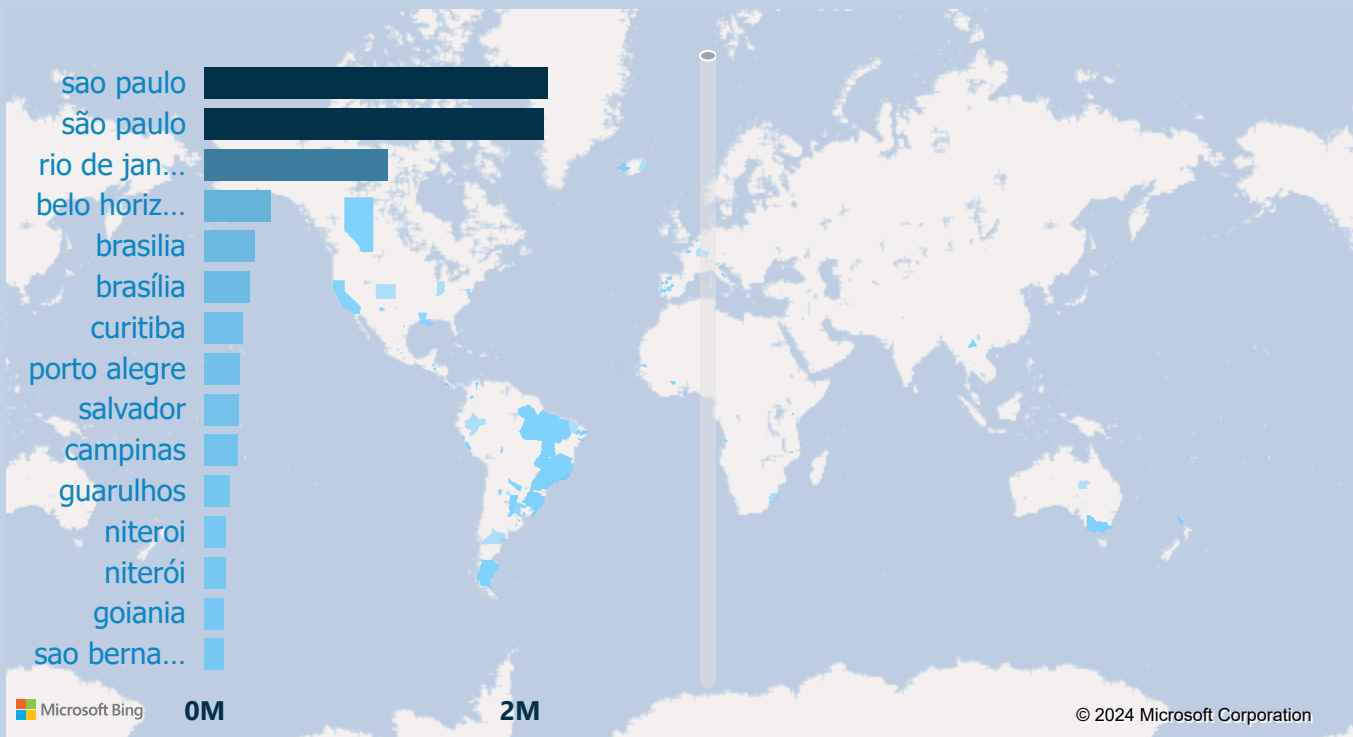


4.09
Avg. Rating



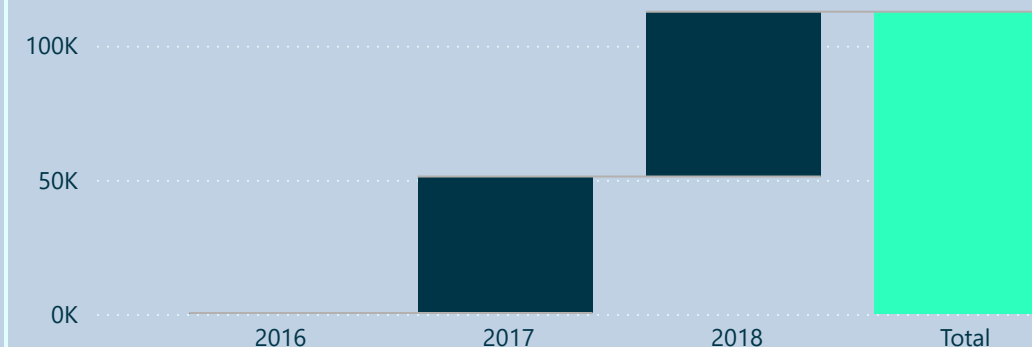
3.11%
Freq. Customers

How is our Total Sales distributed geographically?



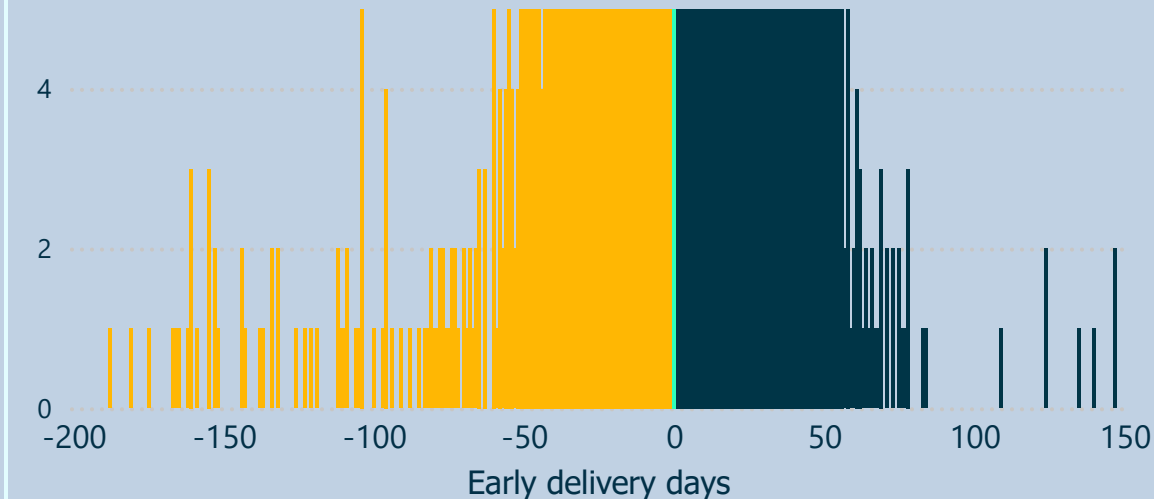
What is our YoY% change in Total Sales?

● Increase ● Decrease ● Total

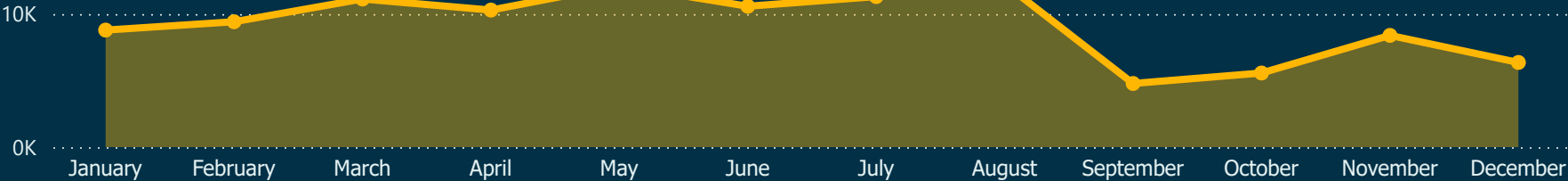


Are our customers satisfied from our deliveries?

● In advance ● Late ● On time



Monthly Order



Total Sales

15.63M

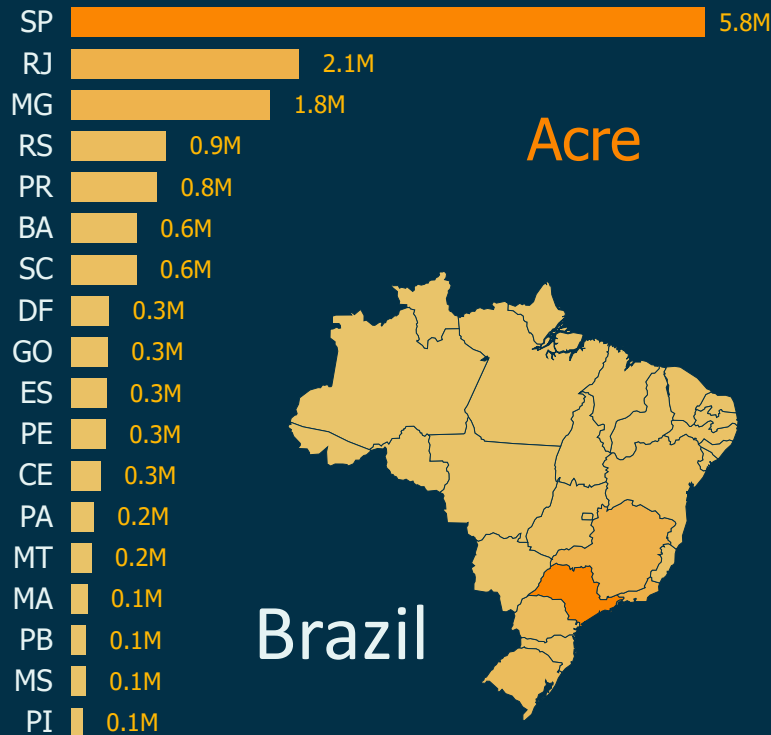
Customers

94K

Total Orders

111K

How is our sales distributed geographically?

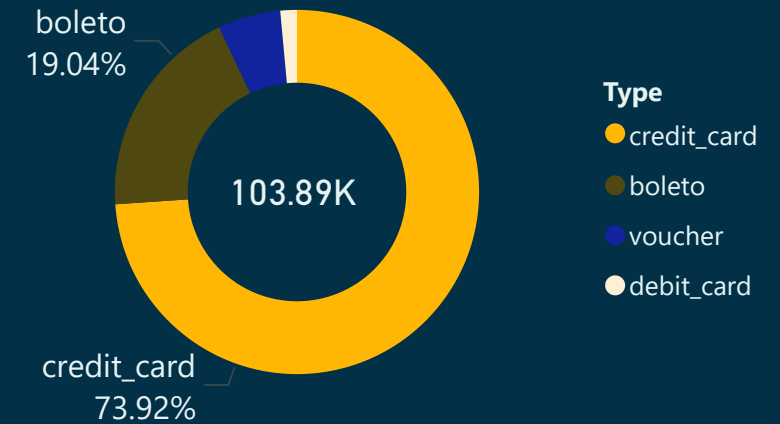


Category	Revenue	Profit ratio	Average price	Order quantity
watches_gifts	\$1,205,005.68	9%	\$201.14	
toys	\$483,946.60	4%	\$117.55	
telephony	\$323,667.53	2%	\$71.21	
tablets_printing_image	\$7,528.41	0%	\$90.70	
stationery	\$230,943.23	2%	\$91.75	
sports_leisure	\$988,048.97	7%	\$114.34	
small_appliances_home_oven_and_coffee	\$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	

how many new customers join our business monthly?

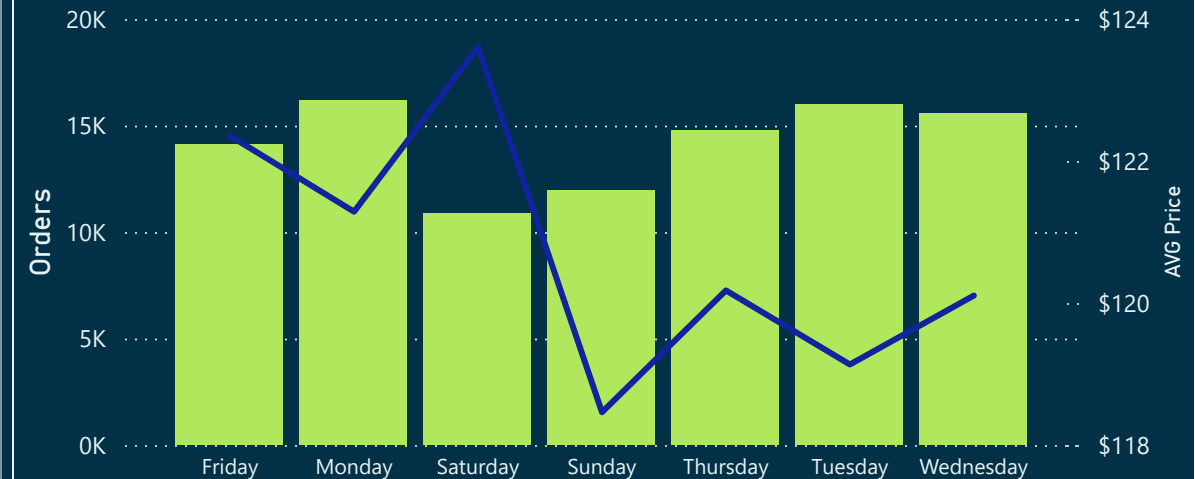


Payment Type



Customer	Spending	Order Quantity	Payment Type	State	Review Score
00012a2ce6f8dcda20d059ce98491703	\$89.80		credit_card	Sao Paulo	☆ 1.00
000161a058600d5901f007fab4c27140	\$54.90		credit_card	Minas Gerais	★ 4.00
0001fd6190edaaf884bcacf3d49edf079	\$179.99		credit_card	Espirito Santo	★ 5.00
0002414f95344307404f0ace7a26f1d5	\$149.90		boleto	Minas Gerais	★ 5.00
000379cdec625522490c315e70c7a9fb	\$93.00		boleto	Sao Paulo	★ 4.00
0004164d20a9e969af783496f3408652	\$59.99		voucher	Sao Paulo	☆ 1.00
000419c5494106c306a97b5635748086	\$34.30		credit_card	Rio de Janeiro	☆ 1.00

Weekly Purchase





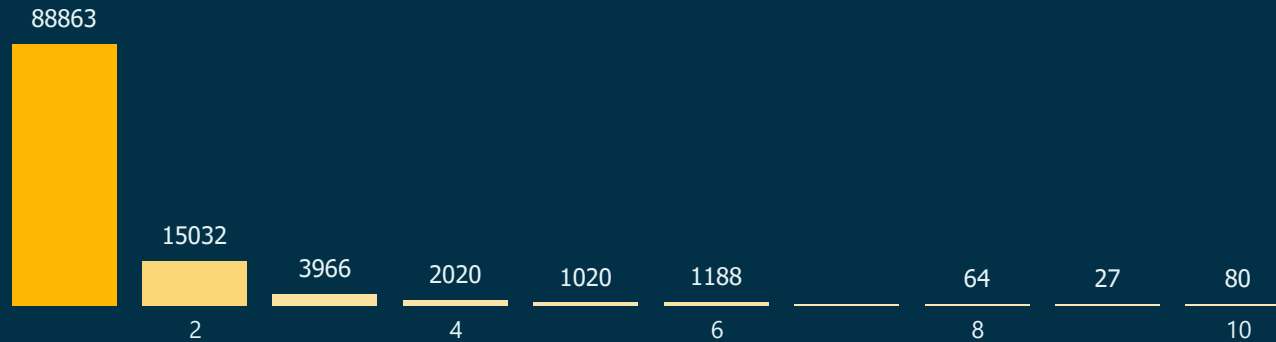
99.4K

2016

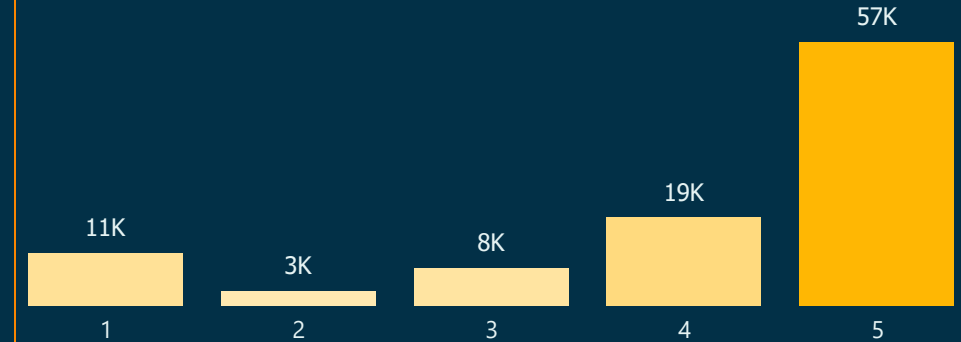
2017

2018

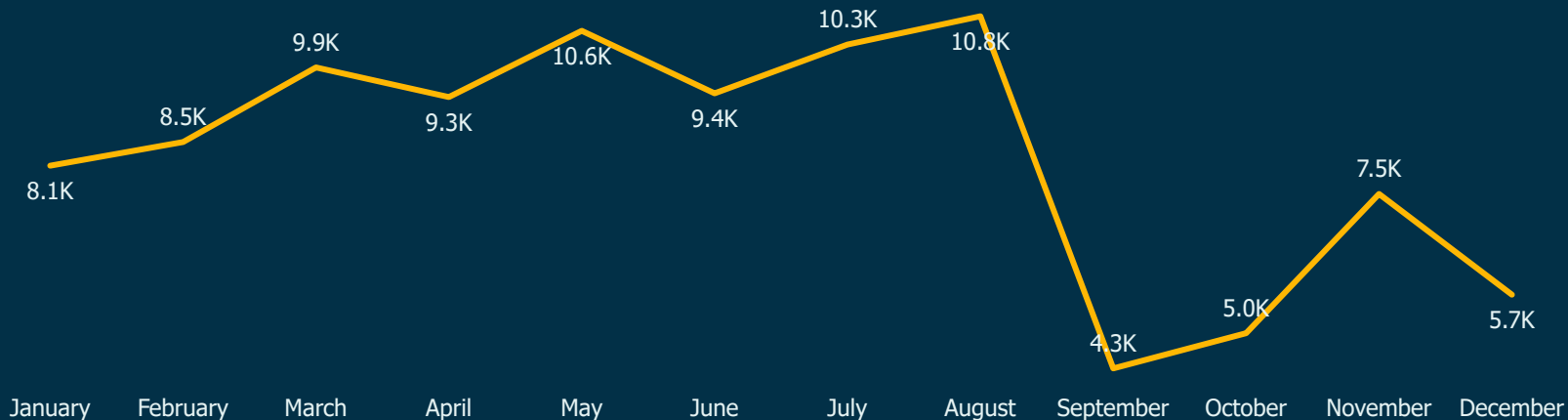
Distribution of orders by quantity of items



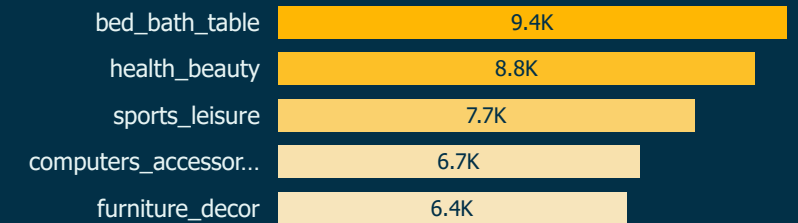
Distribution of order rating



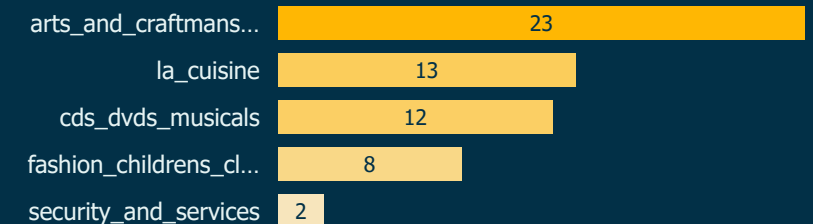
Quantity of Orders over month



Top 5 Best Selling Categories



Bottom 5 Selling Categories



Average Spent

\$140.6

Total Orders

99K

Orders With One item

89.36%

Frequent Customers

3%



2016

2017

2018

State

All



Delivery Status



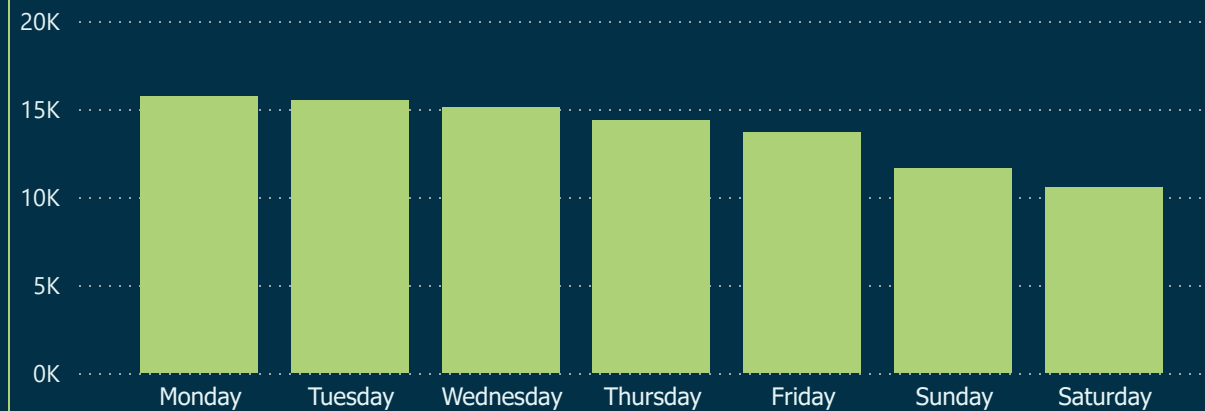
Delivery on-time

Total orders 112.65K

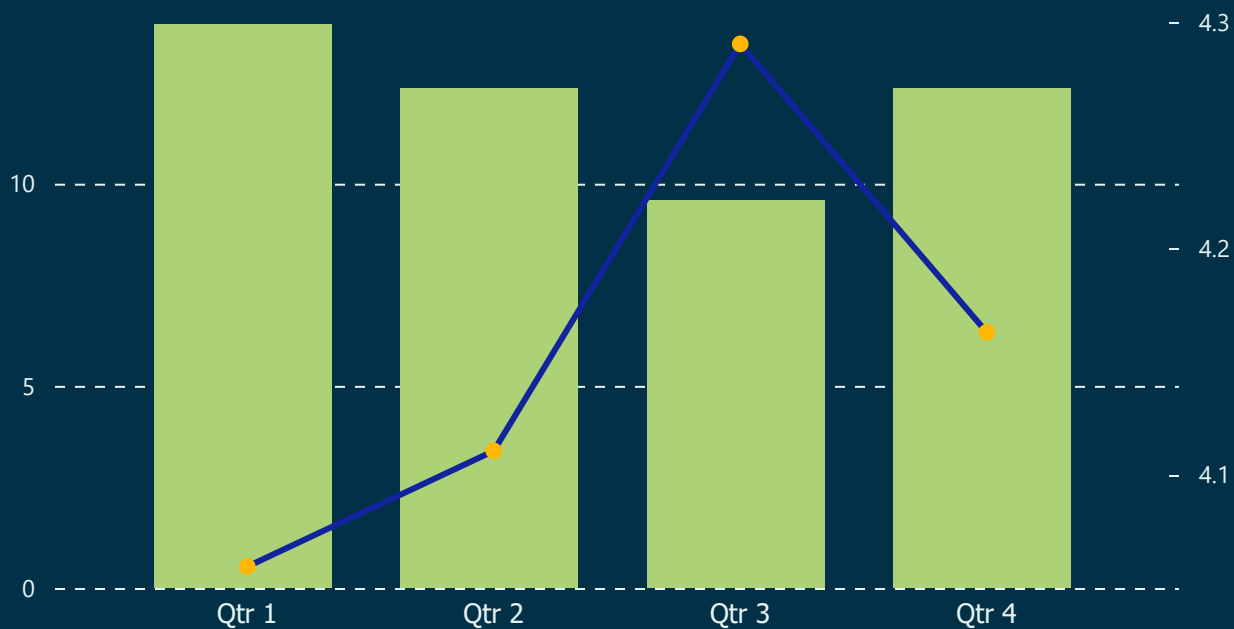
Delivered orders 96.48K

Cancelled orders 625

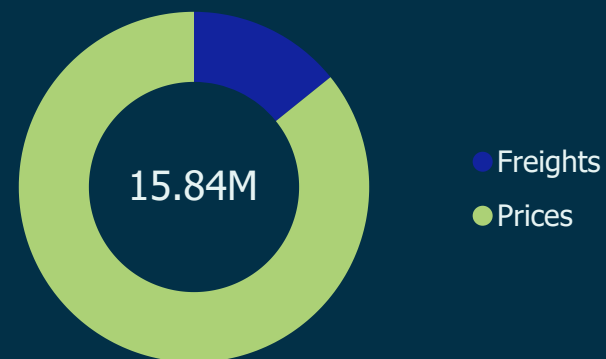
Order Delivery



Avg Delivery Time VS Review Score



Revenue



Deliveries less than 19 days

884

Deliveries more than 100 days

5



Avg. Approved Time 10.42

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

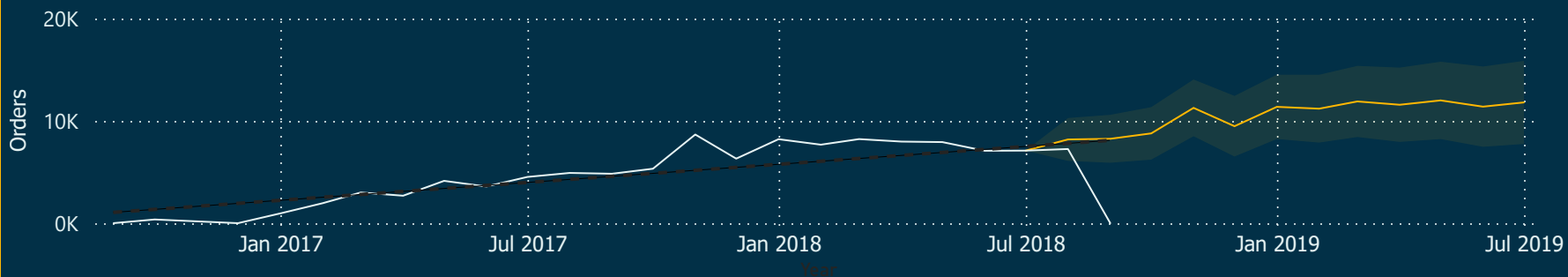
MS

PE

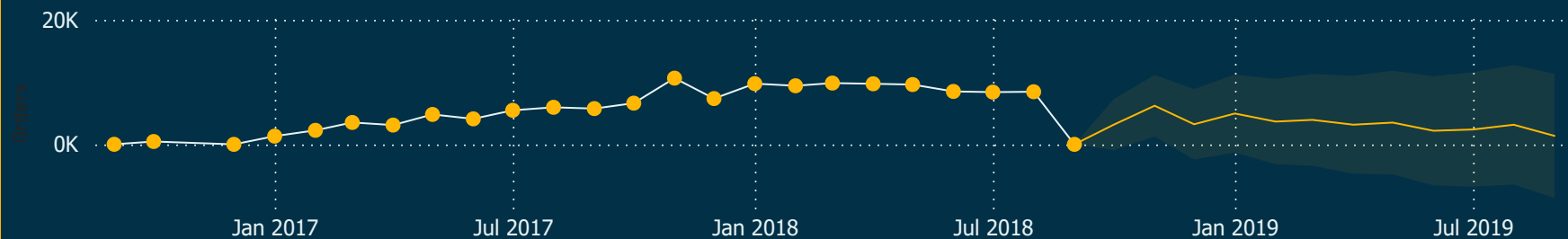
RN

SC

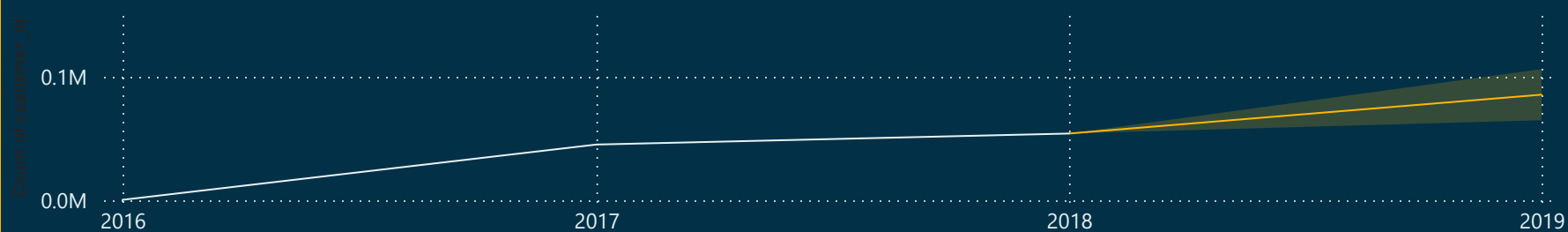
Annual Growth Rate



Total Order Predict



New Customers Prediction



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