

Characteristic of Olist

Olist is an e-commerce from Brazil. It provides an online platform for business-to-customer. While the transaction is done online, Olist sales team is looking for potential sellers from SME offline.

Total Seller
3,090

Total Customer
96,096

Total Order
96,561

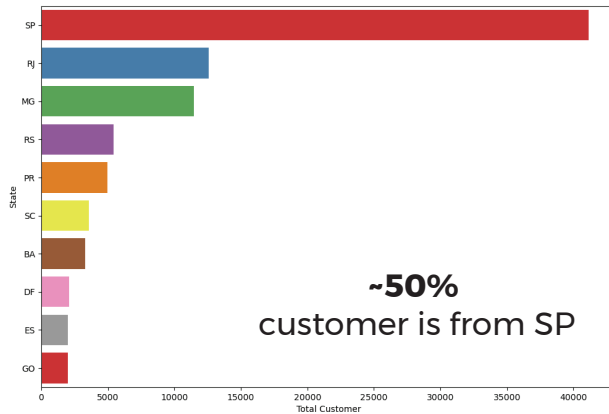
State Served
29

72 Total
Product
Category

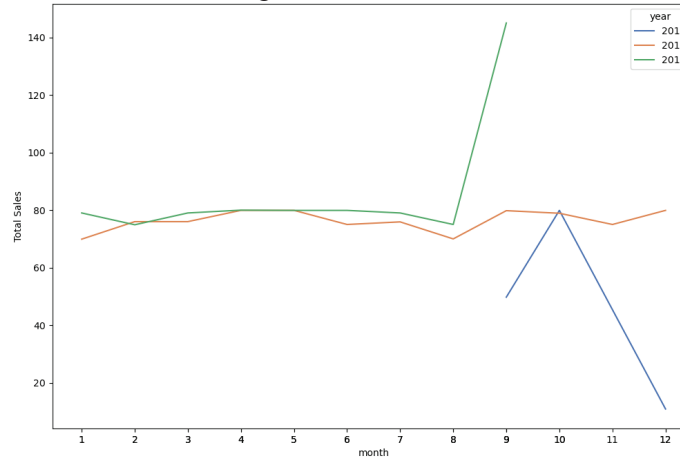
12 Days
Delivery
Time

Start Operating
Sep 2016

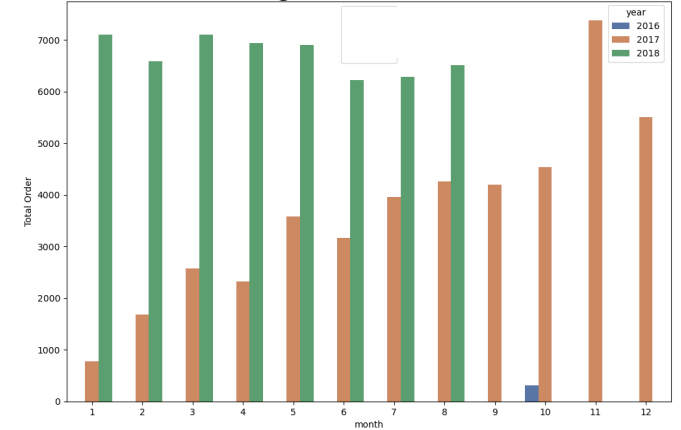
Total Customer by State



Total Sales by Year



Total Order by Year

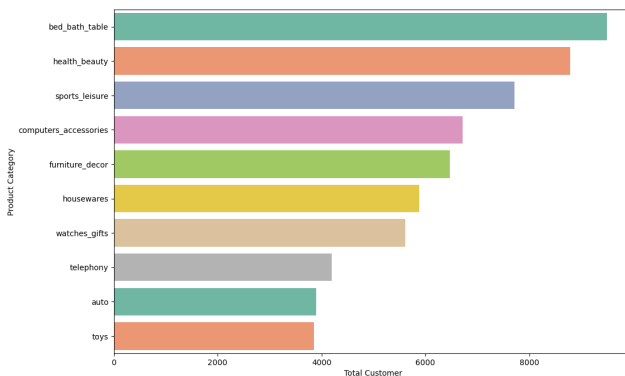


It is an opportunity to maintain the customer in SP, and raising awareness those from other states.

Olist started its service on Sep 2016, given that case, there is not much sales nor order on that period. The total order starts to increase from the beginning of 2017, and reach the stability in 2018.

~6,000 - 7,000 orders/month
Sales could gain up to BR\$145/month

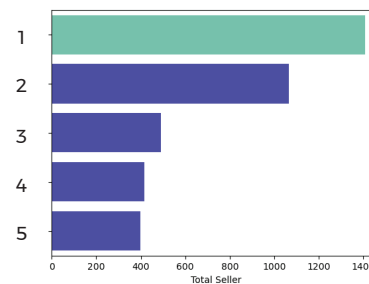
What is the most sold-out product?



12% of total order is for 'bed_bath_table' Followed by 'health_beauty' & 'sport_leisure'

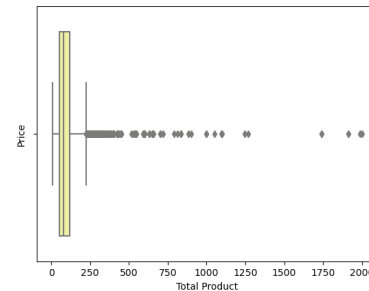
How is it?

Total Order by Seller



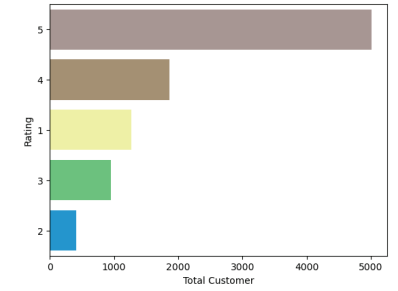
1,400 total order for 'bed_bath_table' from only 1 seller

Range of Price



The price ranged up to **BR\$2,000/order**

Ratings by Customer



> 50% customers are satisfied with 'bed_bath_table' product

Most sold-out product by Year

Who is the top-seller?

What products are they selling?