

# 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**

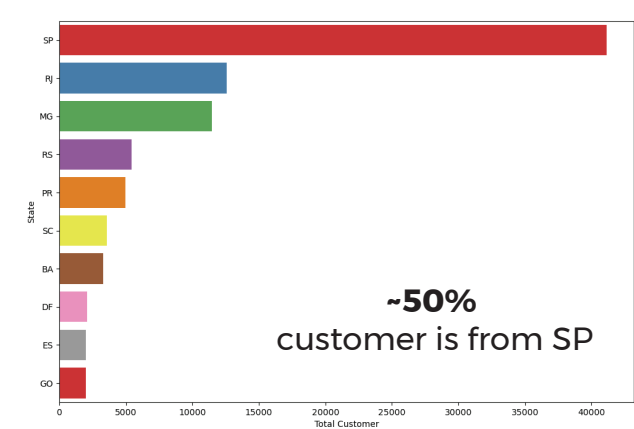
State Served  
**29**

**72** Total Product Category

**12** Days Delivery Time

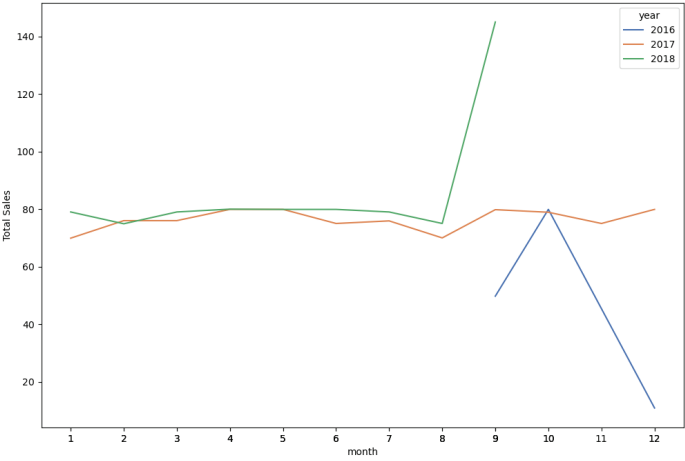
Start Operating  
**Sep 2016**

Total Customer by State

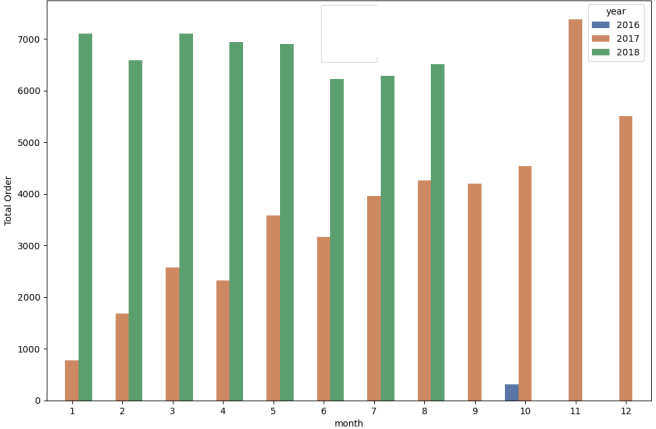


It is an opportunity to maintain the customer in SP, and raising awareness those from other states.

Total Sales by Year



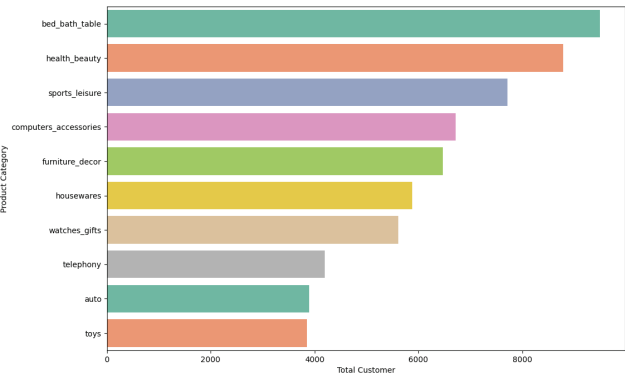
Total Order by Year



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**

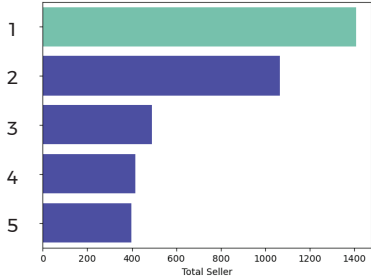
## What is the most sold-out product?



**12%** of total order is for 'bed\_bath\_table'  
Followed by 'health\_beauty' & 'sport\_leisure'

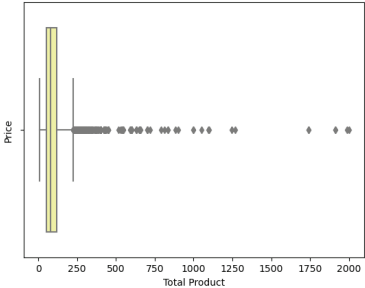
## How is it?

Total Order by Seller



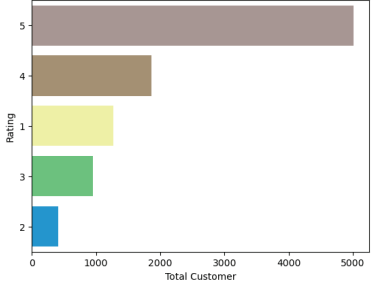
**1,400 total order** for 'bed\_bath\_table'  
from only 1 seller

Range of Price



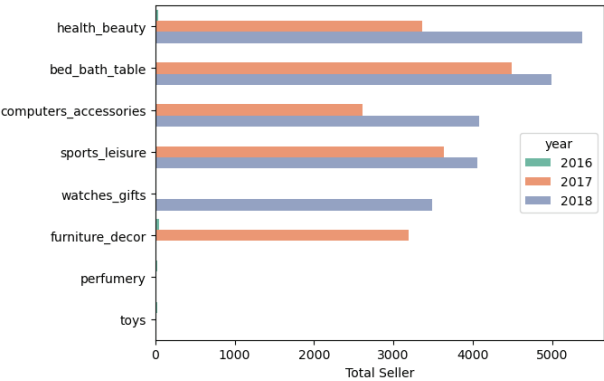
The price ranged up to **BR\$2,000/order**

Ratings by Customer



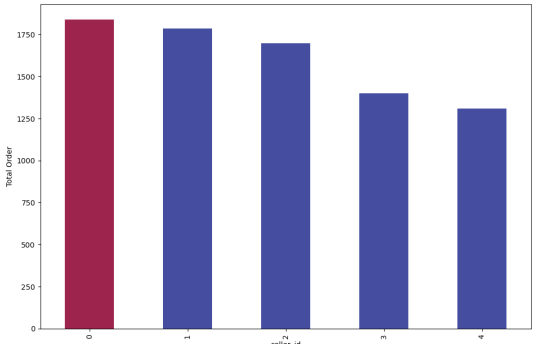
**> 50% customers are satisfied** with 'bed\_bath\_table' product

## Most sold-out product by Year



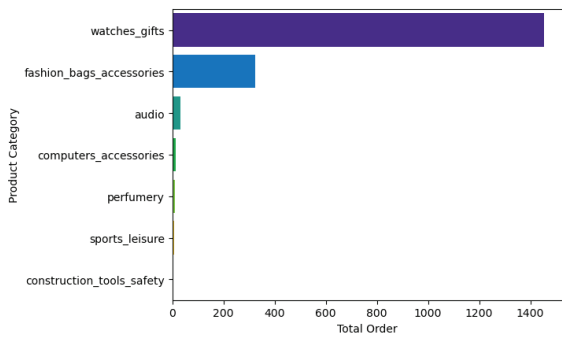
The 'health\_beauty' is leading for 2018.  
While 'bed\_bath\_table' category has stable order from 2017

## Who is the top-seller?



The top seller has **~1.800** of total order

## What products are they selling?



It can be concluded that the niche of this seller is 'watches\_gifts'. Even though 'watches\_gifts' only in 7th rank of best-selling product. But they could make most orders of it.

Other plus points: **Handed to courier in 2 days.**  
**Received by customer within 9 days**