

Olist E-Commerce Performance Dashboard

Year
All

Month
All

15.84M

Total Sales

99K

Total Orders

160.58

Avg Order Value

95K

Total Customers

12K

Repeat Customers

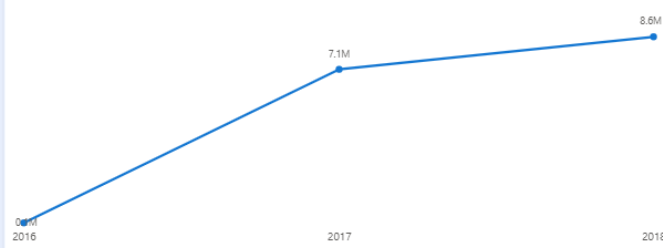
89.8%

OnTime Delivery %

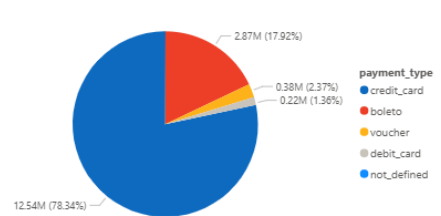
4.09

Avg Review Score

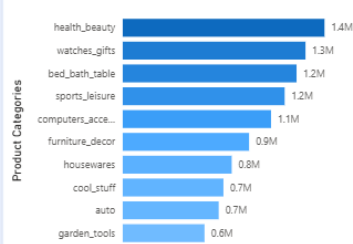
Total Sales by Year



Total Payment Values by Payment Type



Top 10 Product Categories by Total Sales



Top 10 Product by Total Sales



Geographic Distribution by Sales



Olist Customer Insights

Year
All

Month
All

95K

Total Customers

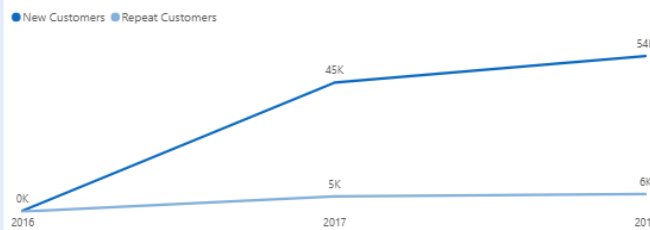
12K

Repeat Customers

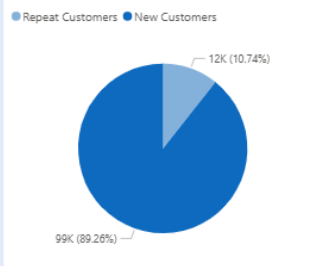
166.04

CLV

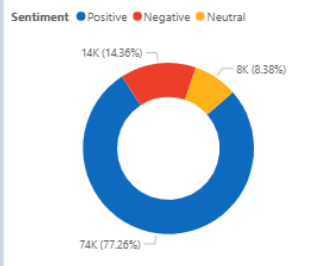
New Customers vs Repeat Customers by Year



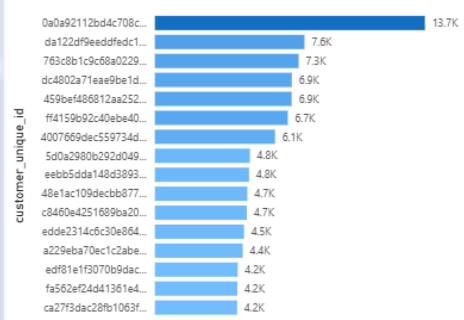
New vs Repeat Customers



Distinct Customers by Sentiment



Top 20 customers by spending



Customer_Id	Total Sales	Total Orders	Avg Order Value
0a0a92112bd4c708ca5fde585afaa872	13,664.08	8	1,708.01
da122df9eeddfdc1dc1f5349a1a690c	7,571.63	2	7,571.63
763c8b1c9c68a0229c42c9fc6f662b93	7,274.88	4	1,818.72
dc4802a71eae9be1dd28f5d788ceb526	6,929.31	1	6,929.31
459bef486812aa25204be022145caa62	6,922.21	1	6,922.21
ff4159b92c40ebe40454e3e6a7c35ed6	6,726.66	1	6,726.66
4007669dec559734d6f53e029e360987	6,081.54	6	1,013.59
5d0a2980b292d049061542014e8960bf	4,809.44	2	2,404.72
eebb5dda148d3893cda5b5ca3040ccb	4,764.34	1	4,764.34
48e1ac109decbb87765a3ade6854098	4,681.78	1	4,681.78
c8460e4251689ba205045f9ea17884a1	4,655.88	24	775.98
edde2314c6c30e864a128ac95d6b2112	4,513.32	1	4,513.32
a229eba70ec1c2abef51f04987deb7a5	4,445.50	2	2,222.75
edf81e1f3070b9dac83ec83daccbb9bc	4,194.76	1	4,194.76

Decomposition of Sales

