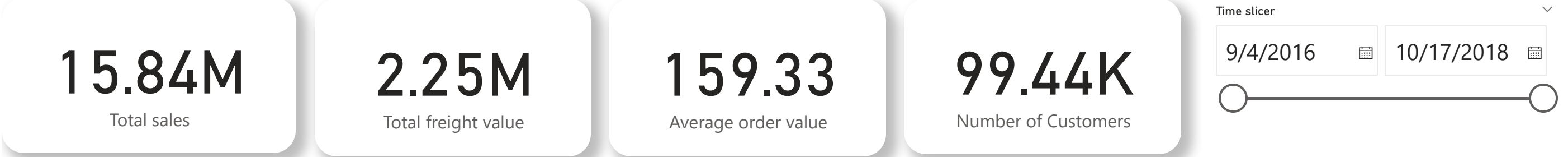
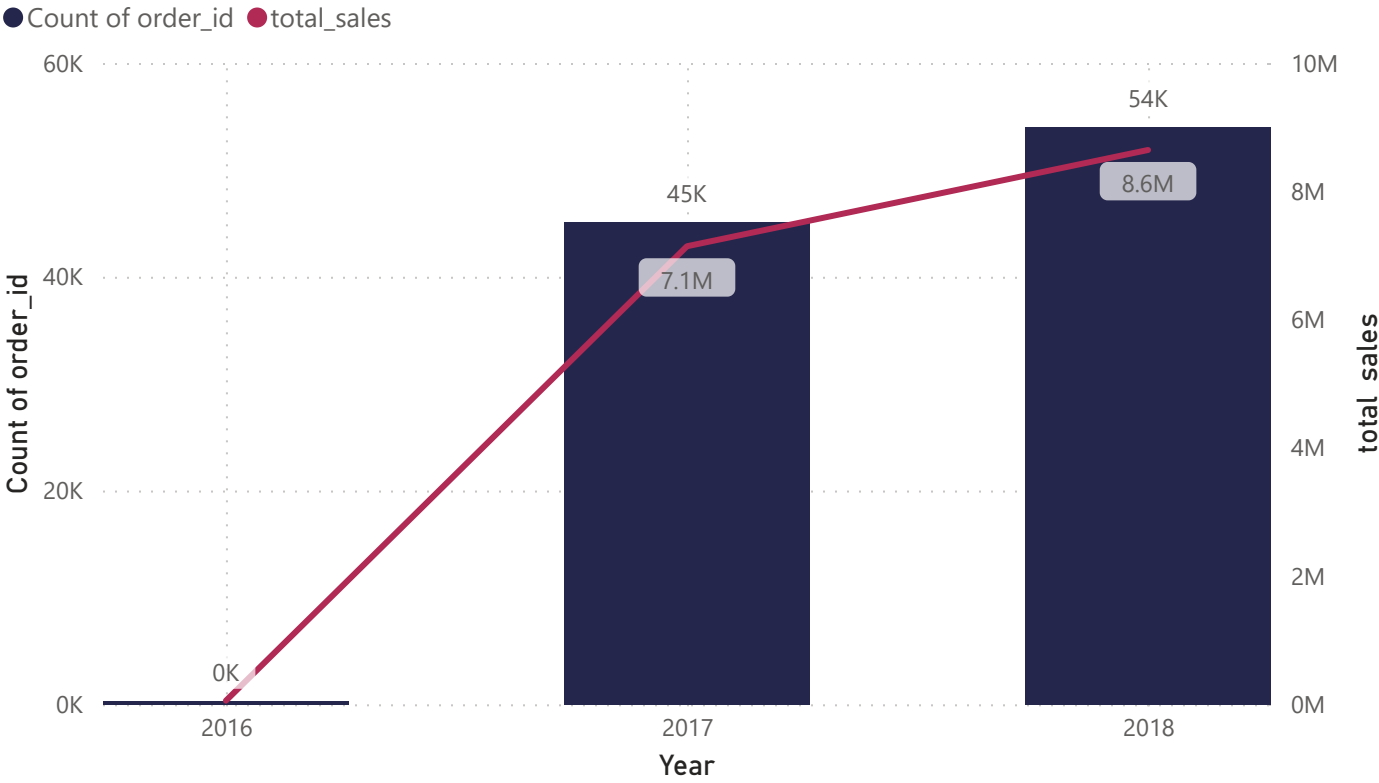


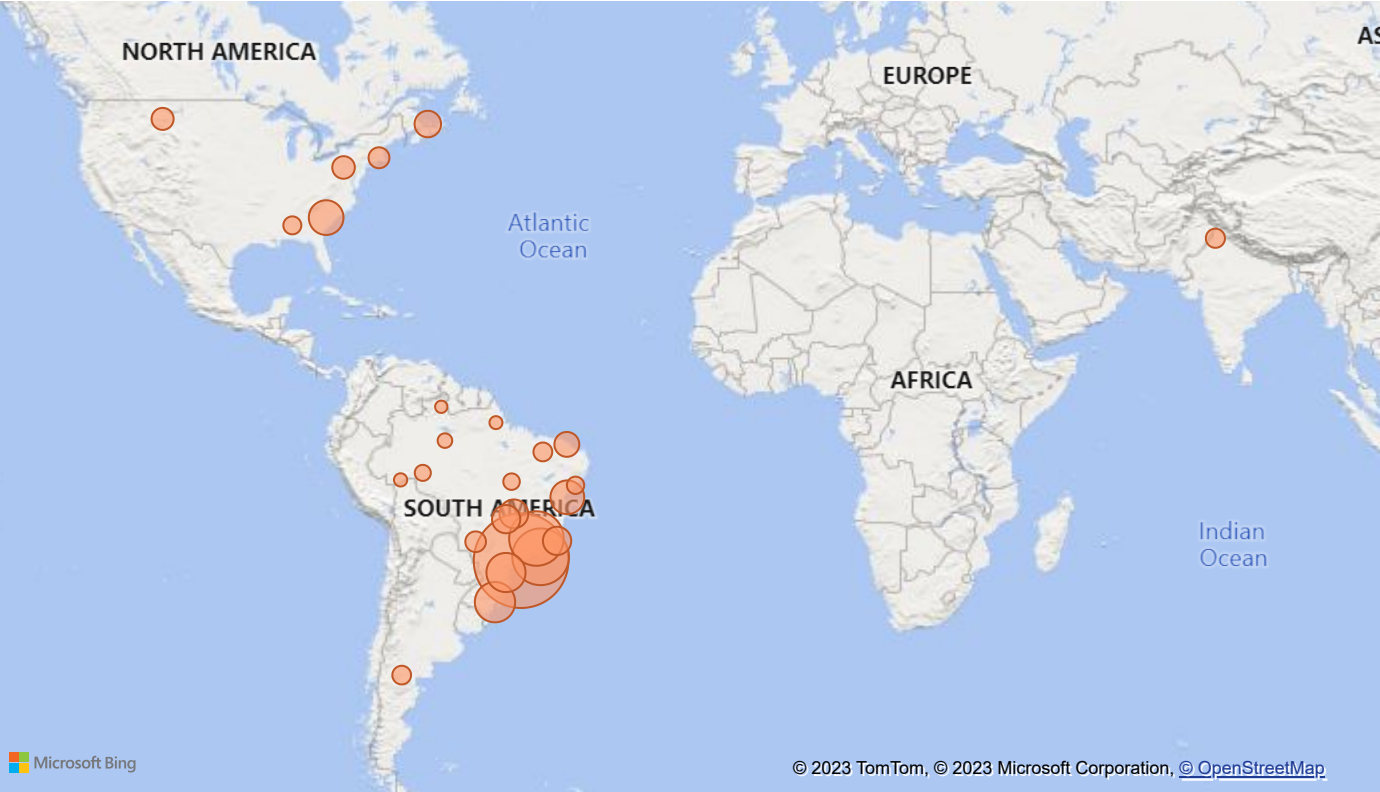
# Olist E-commerce Business - Overview



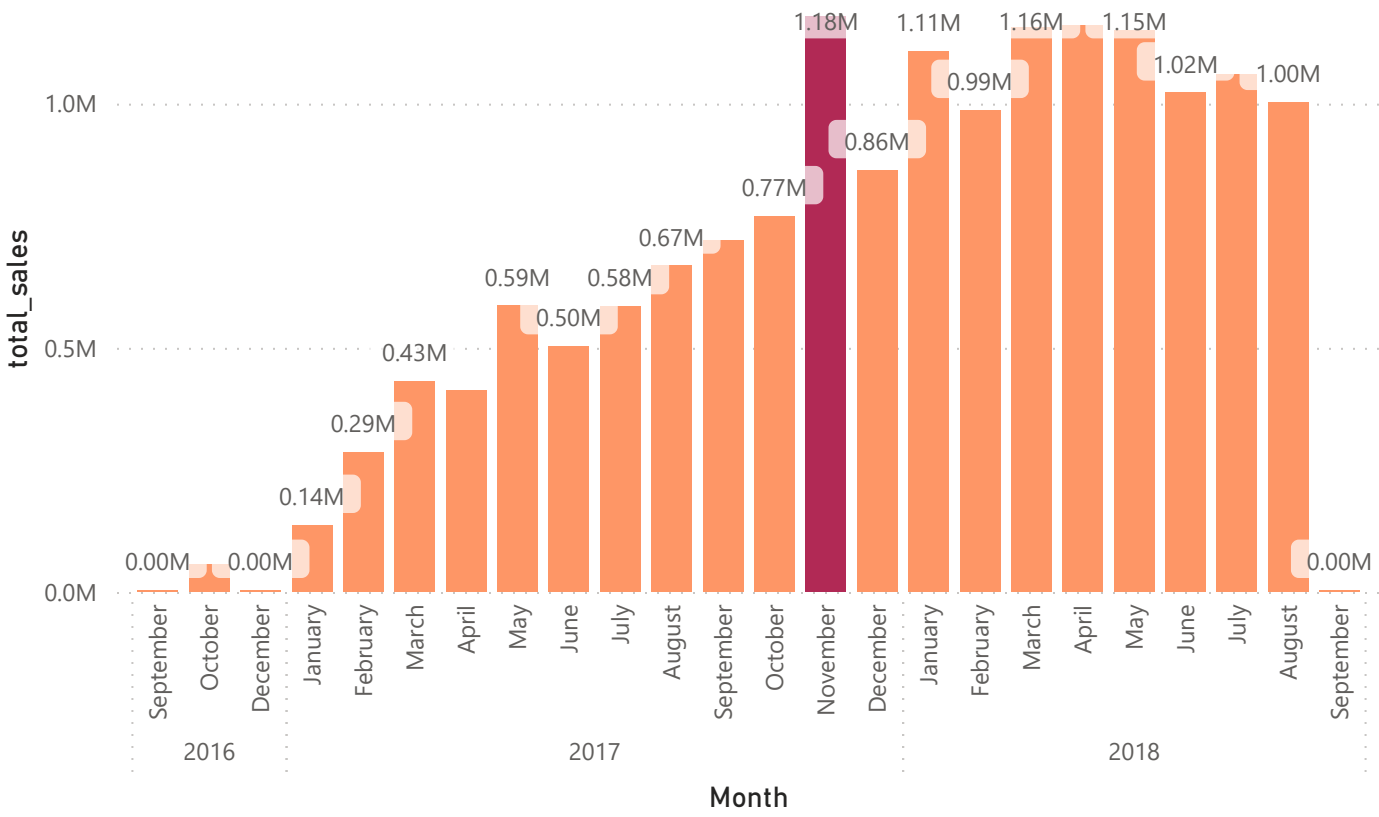
Sales and orders by year



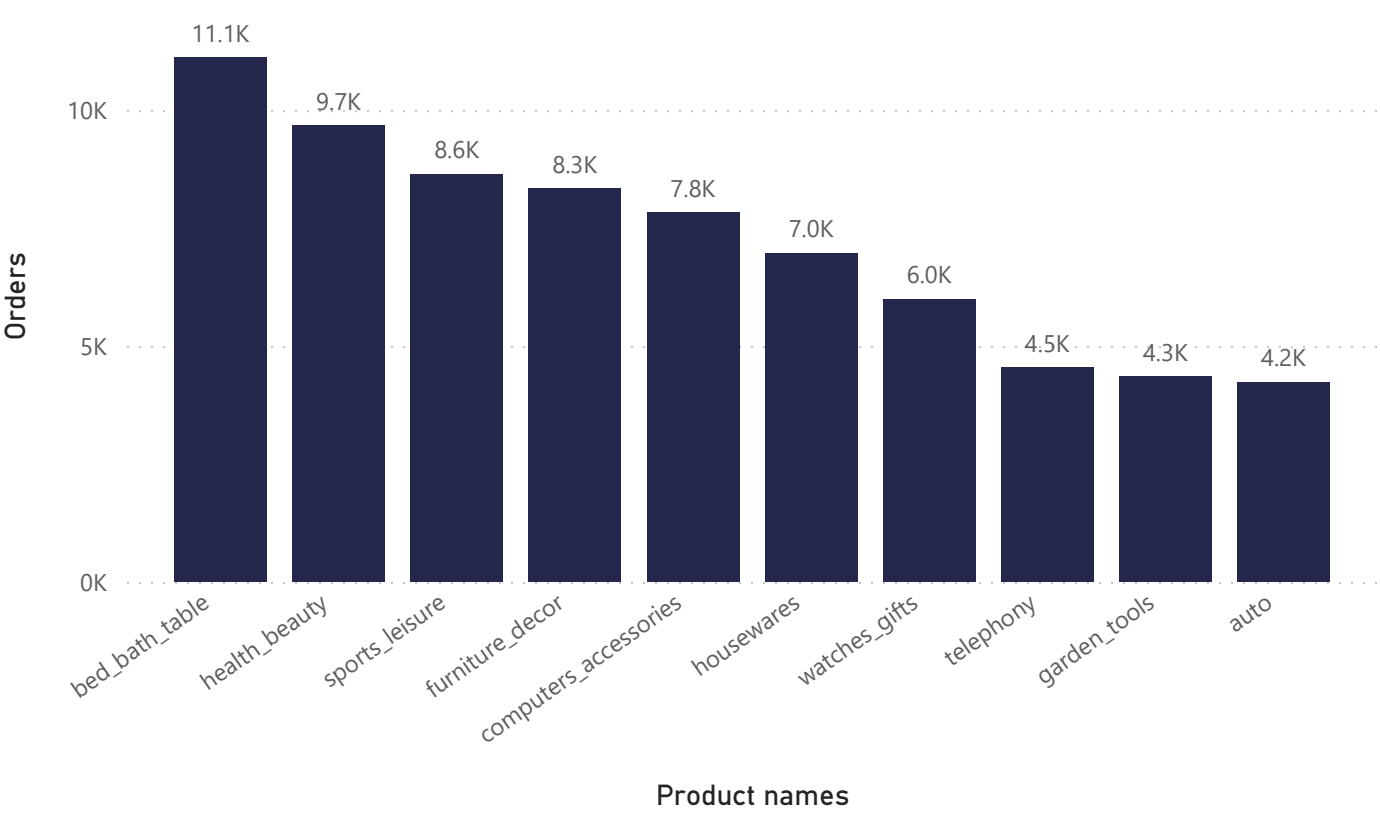
Customers by Region



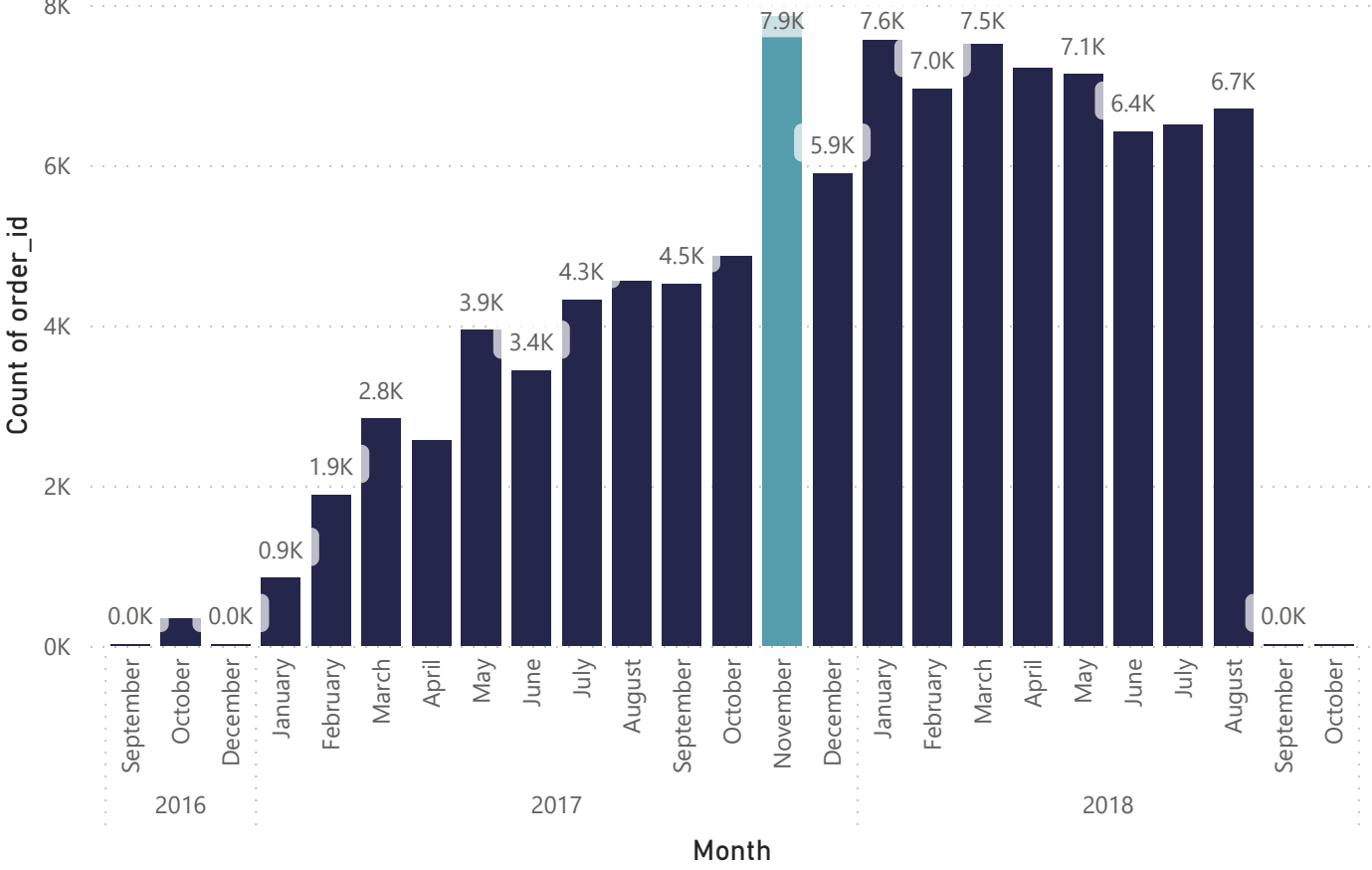
Total sales 2016-2018



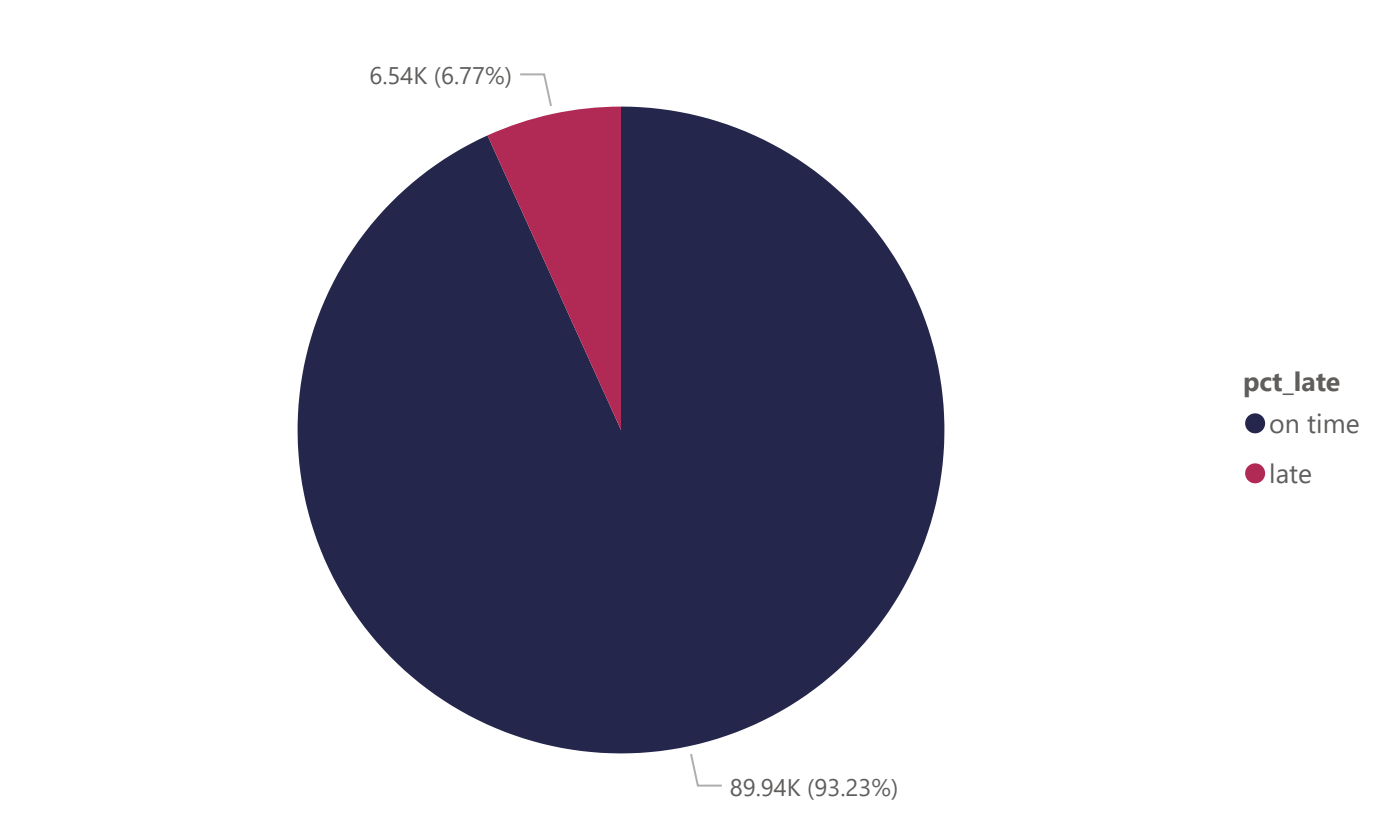
Best selling products



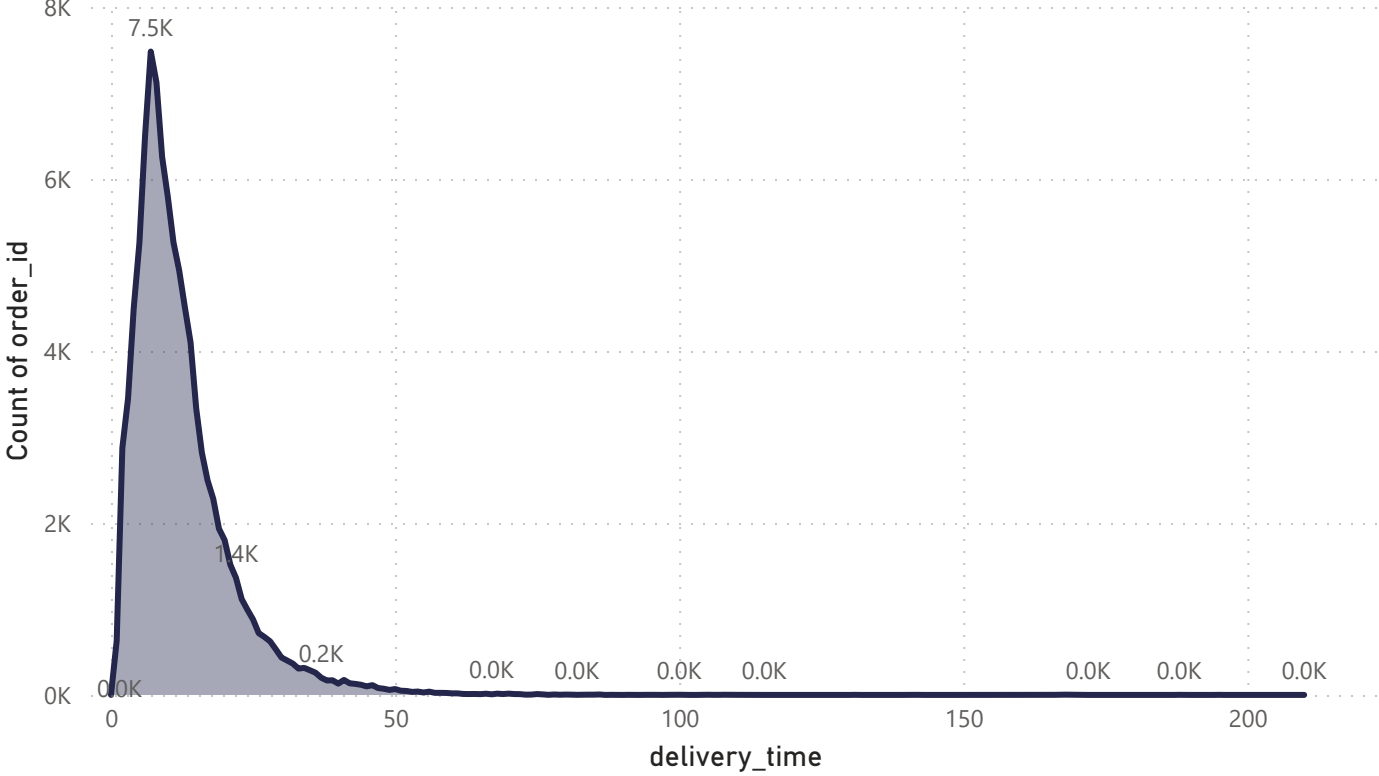
Total orders 2016-2018



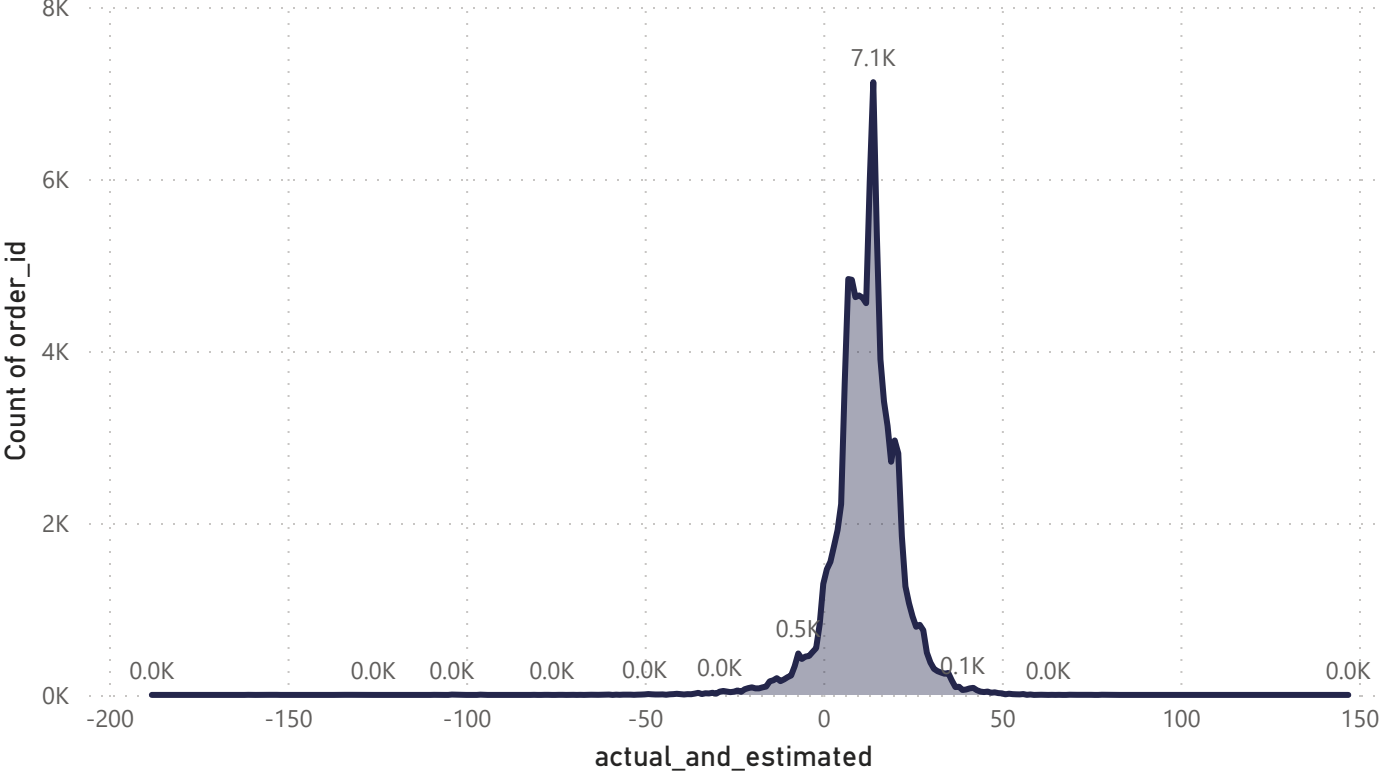
Rate of late and on time delivery



Delivery time



Actual versus estimated delivery time



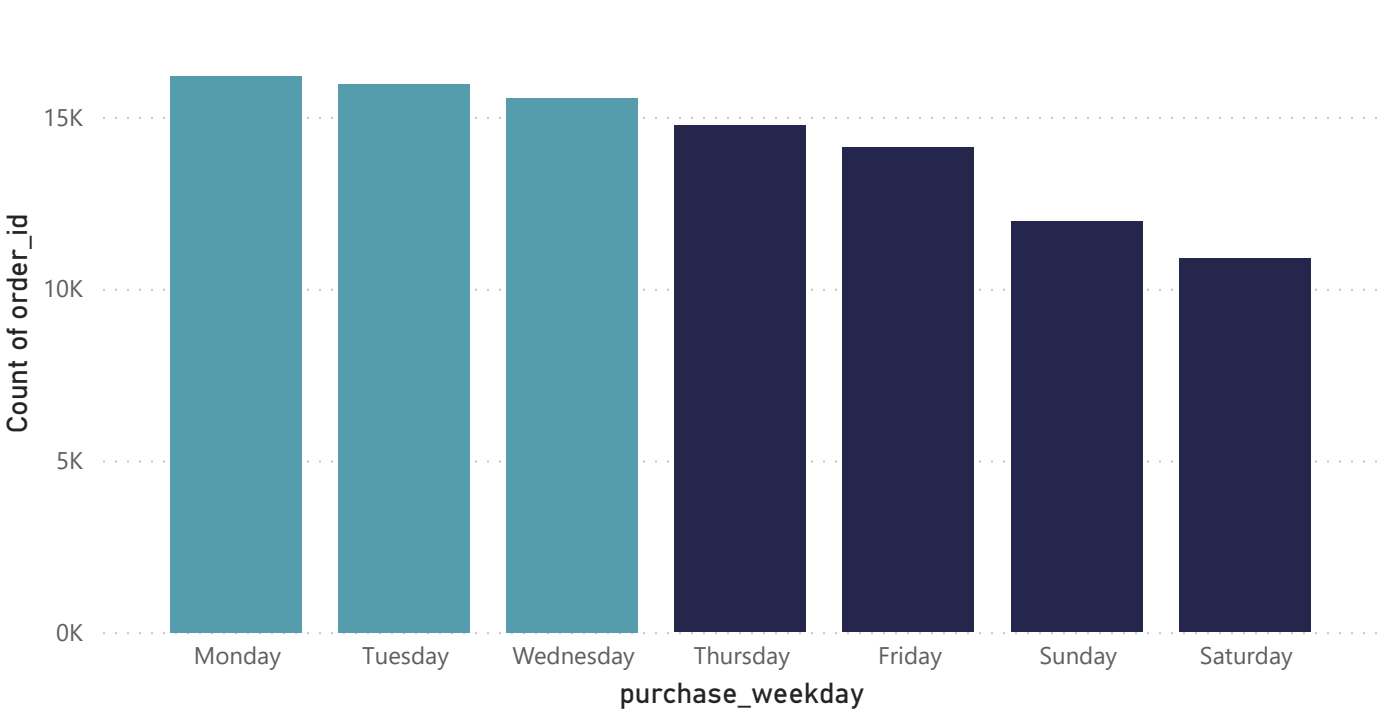
# Olist E-commerce Business - Customer analysis

order\_purchase\_timestamp

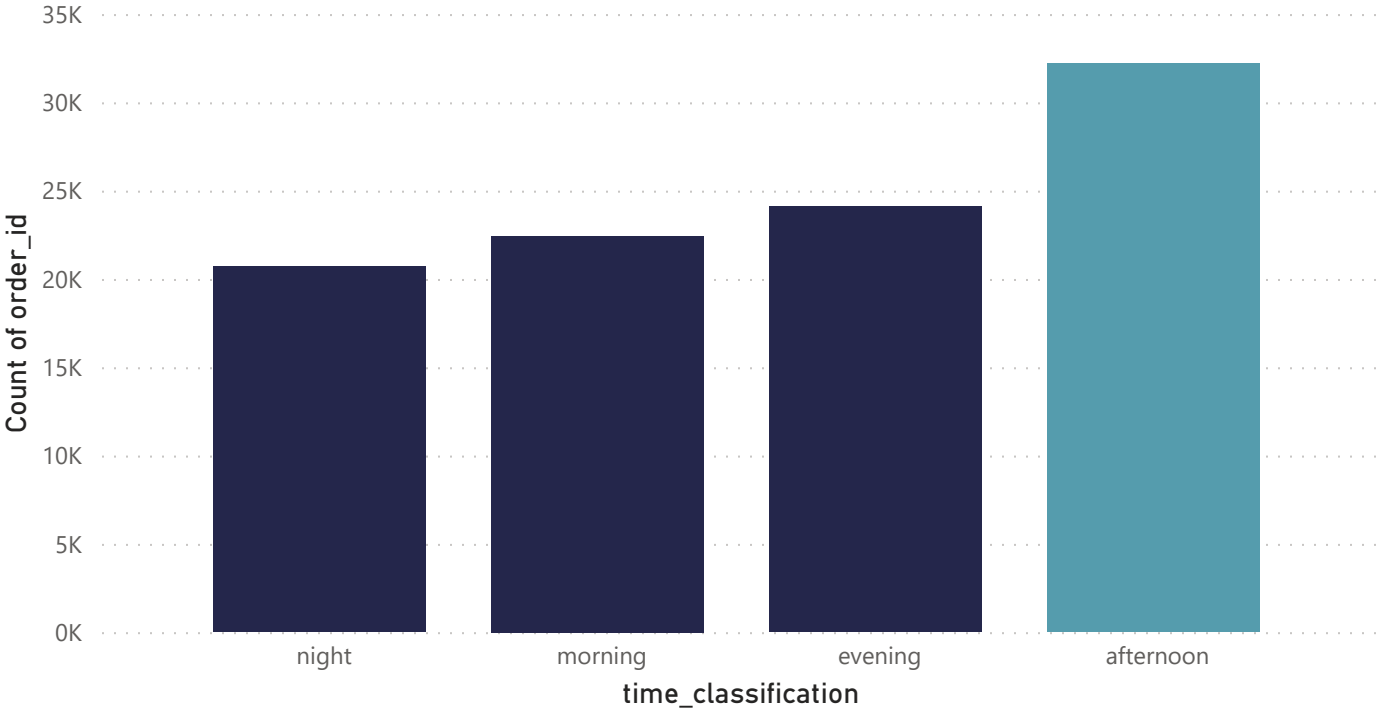
9/4/2016 10/17/2018



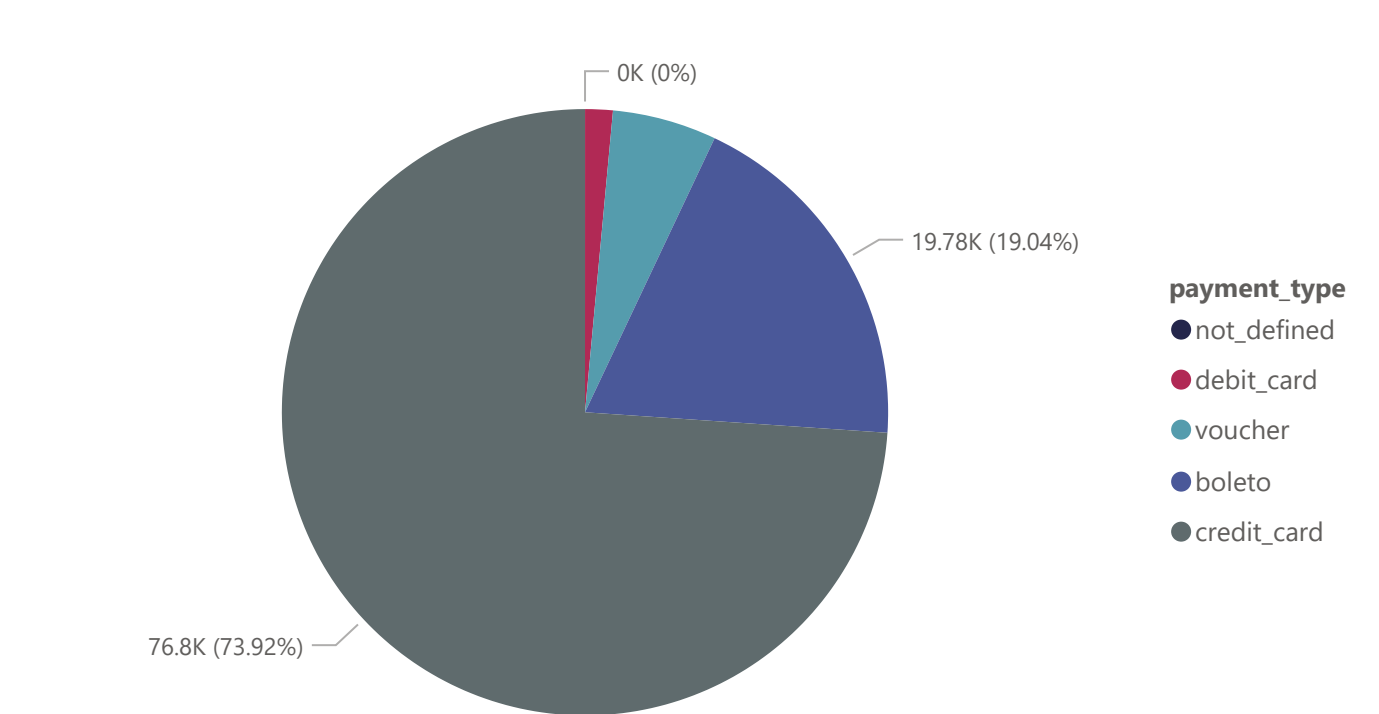
Purchase trend by weekdays



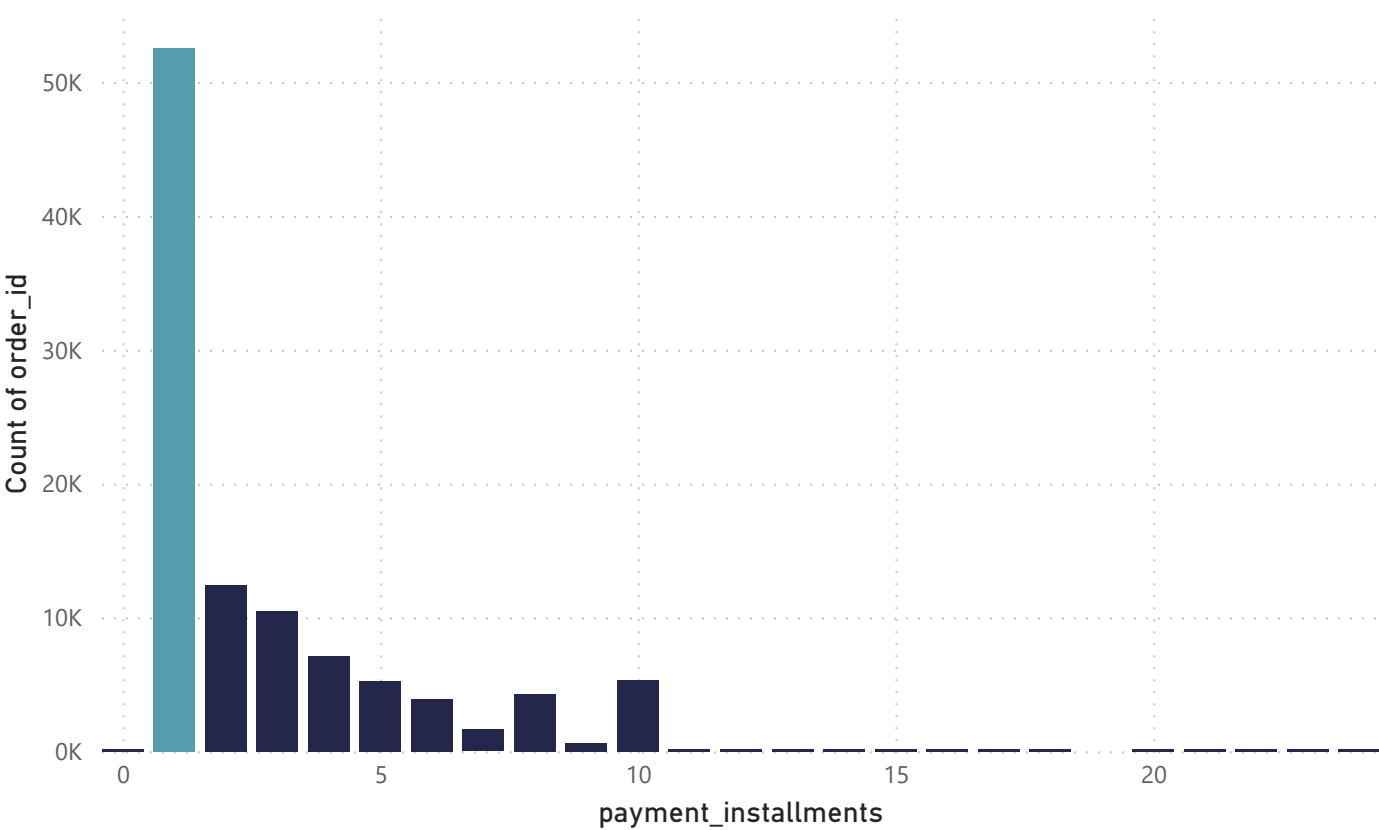
Purchase trend by time



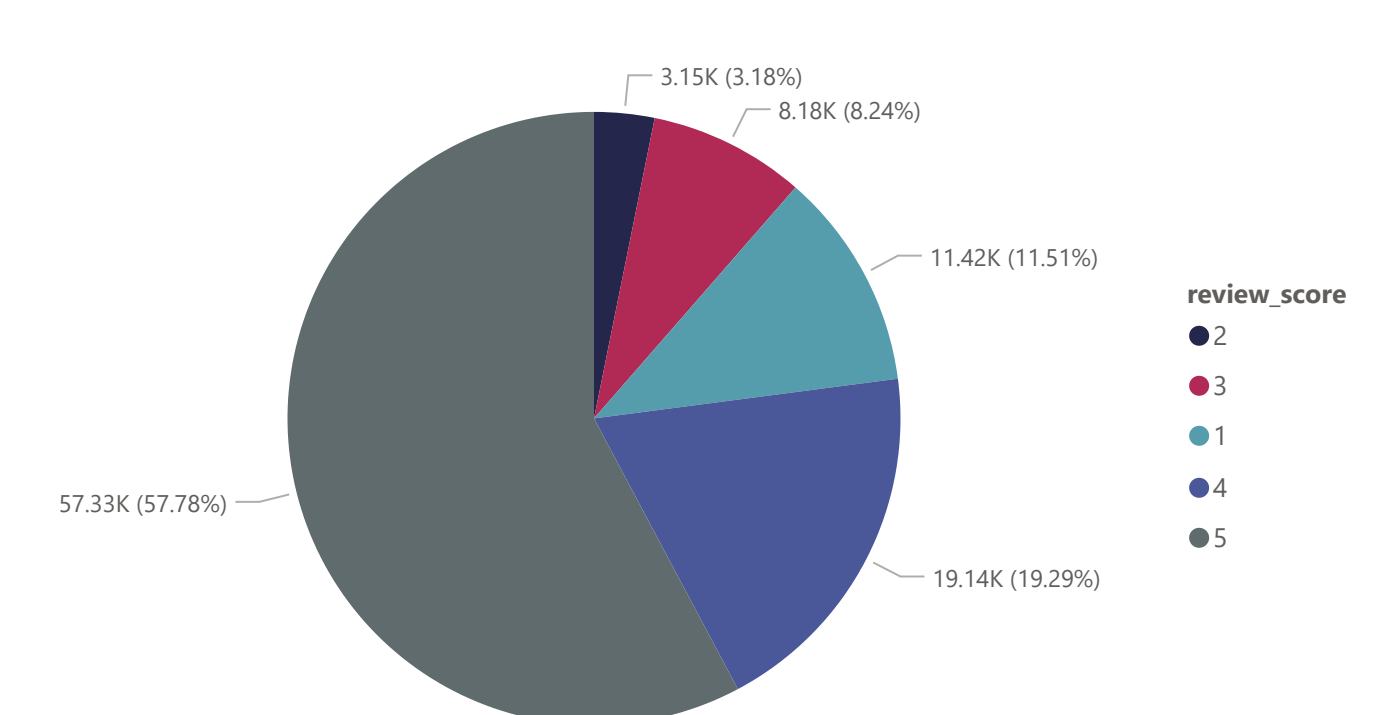
Payment methods



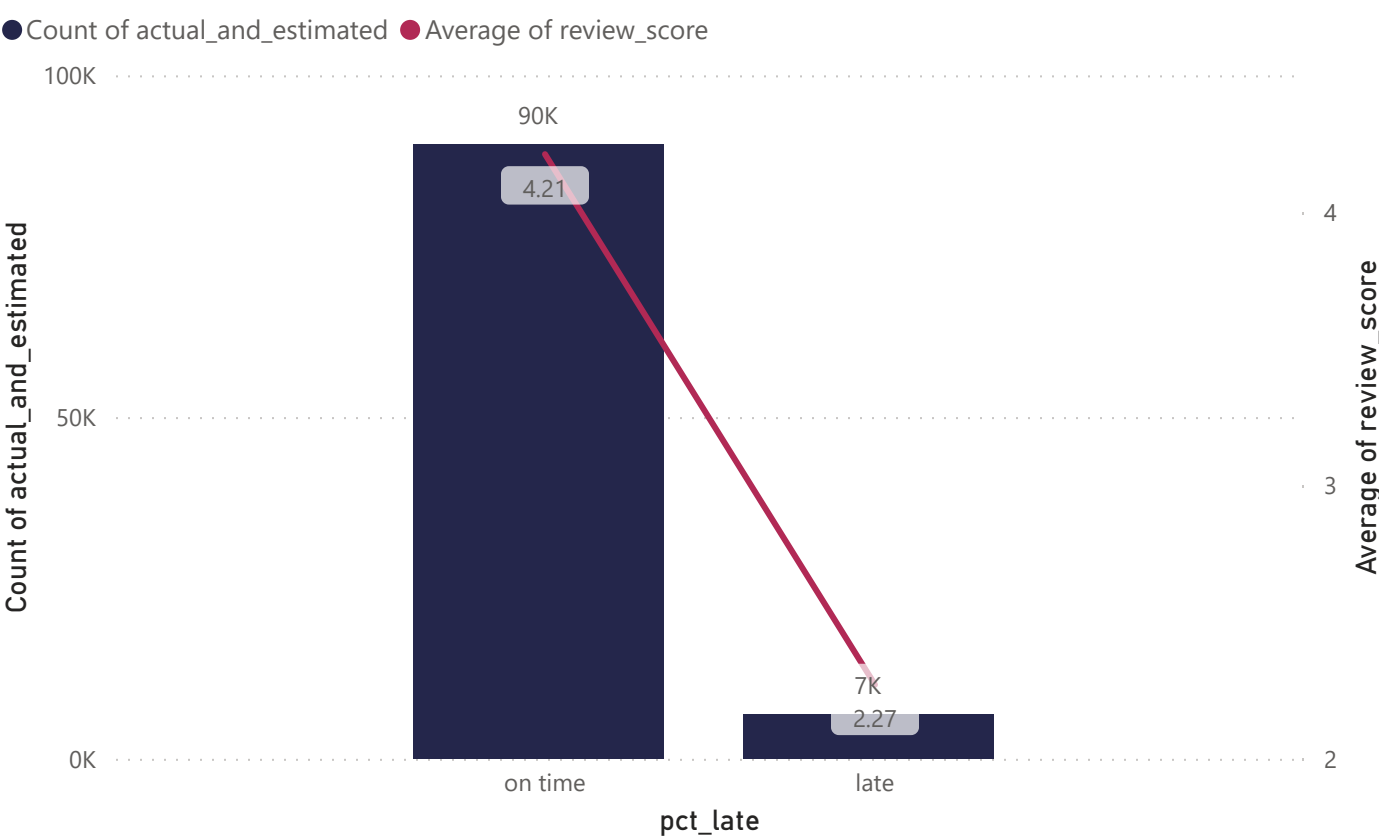
Payment installments



Reviews by orders



Review on delivery status



Top Customers

customer_unique_id	Count of order_id	Sum of payment_value
0a0a92112bd4c708ca5fde585afaa872	8	13,664.08
46450c74a0d8c5ca9395da1daac6c120	1	9,553.02
da122df9eeddfedc1dc1f5349a1a690c	2	7,571.63
763c8b1c9c68a0229c42c9fc6f662b93	4	7,274.88
dc4802a71eae9be1dd28f5d788ceb526	1	6,929.31
459bef486812aa25204be022145caa62	1	6,922.21
ff4159b92c40ebe40454e3e6a7c35ed6	1	6,726.66
4007669dec559734d6f53e029e360987	6	6,081.54
5d0a2980b292d049061542014e8960bf	2	4,809.44
eebb5dda148d3893cdaf5b5ca3040ccb	1	4,764.34
Total	27	74,297.11



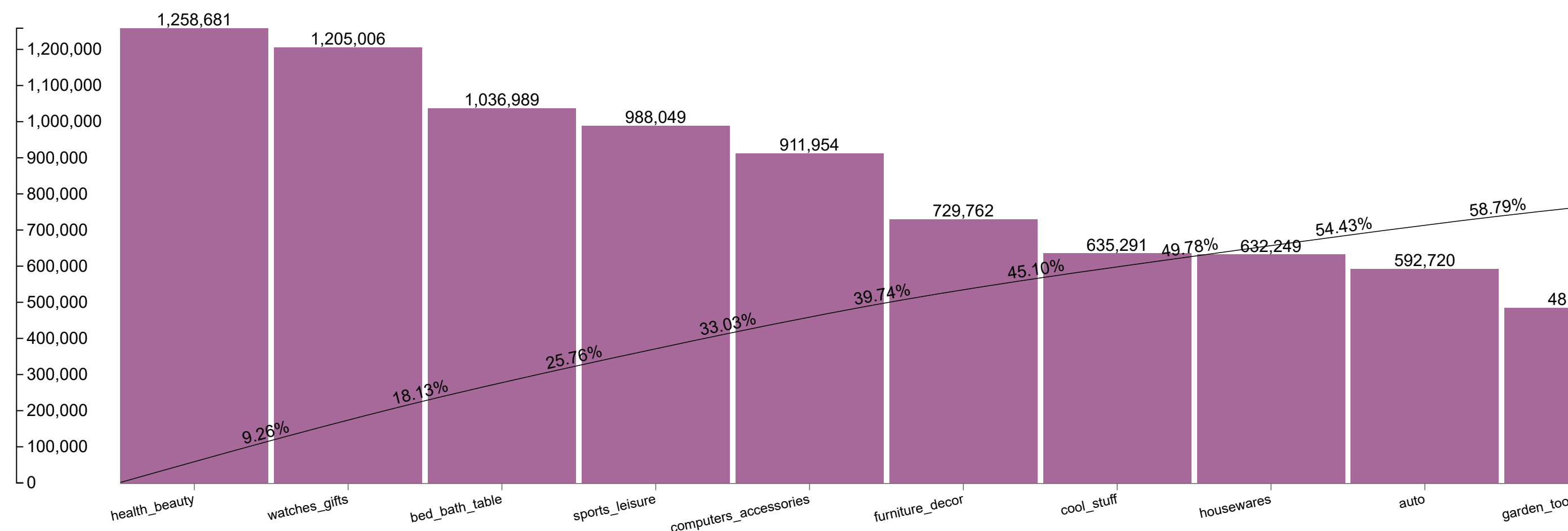
# Olist E-commerce Business - Product analysis

order\_purchase\_timestamp

9/4/2016

10/17/2018

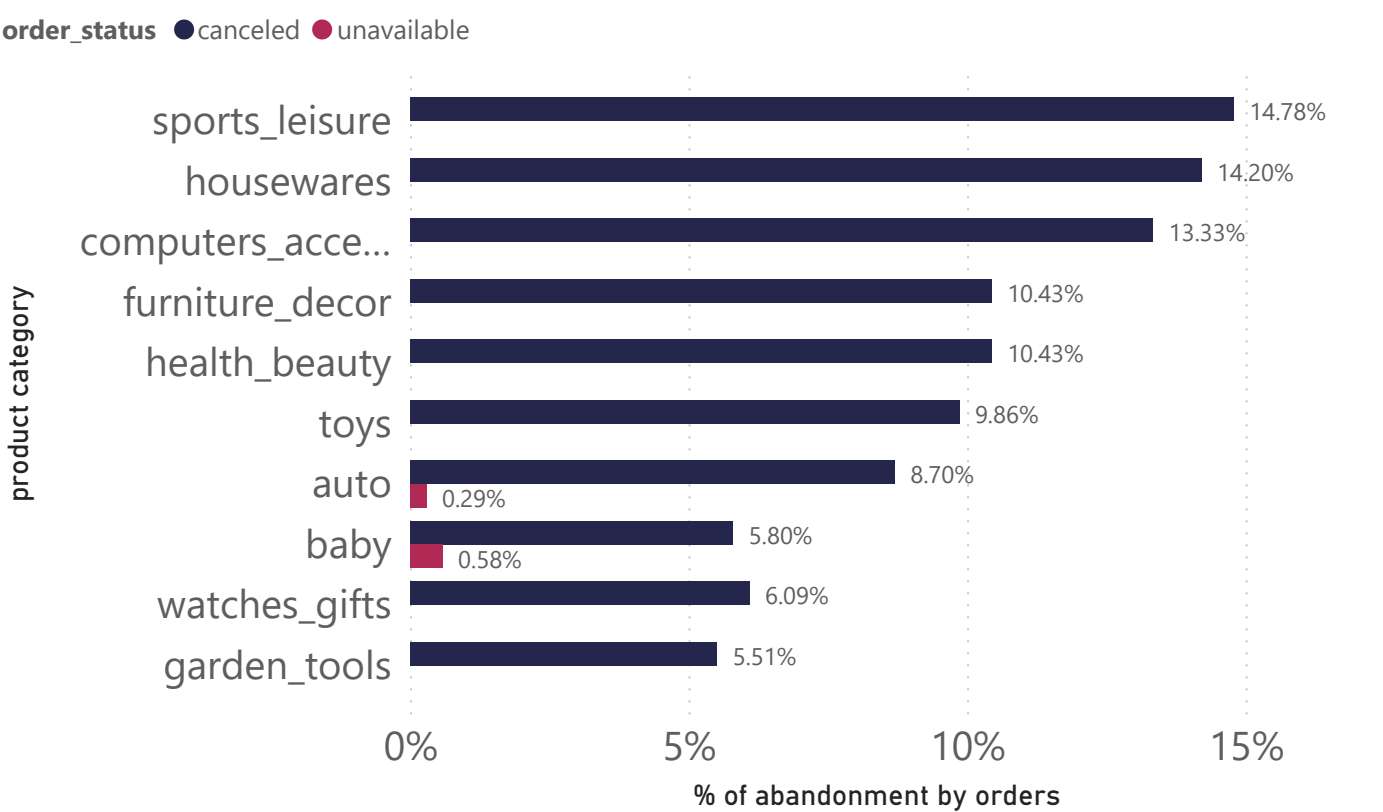
Pareto for products



Top combos bought together

original_SKU	bought_with	times_bought_together
bed_bath_table	furniture_decor	128
furniture_decor	bed_bath_table	128
furniture_decor	garden_tools	60
garden_tools	furniture_decor	60
bed_bath_table	home_comfort	58
home_comfort	bed_bath_table	58
bed_bath_table	housewares	37
furniture_decor	housewares	37
housewares	bed_bath_table	37
housewares	furniture_decor	37
baby	toys	26
toys	baby	26

Rate of product abandonment



High-value products purchase preference

product_category_name_english	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday	Total
watches_gifts	906	959	671	741	905	893	916	5991
musical_instruments	101	100	86	84	100	104	105	680
small_appliances	85	91	83	97	109	115	99	679
air_conditioning	44	31	30	39	38	61	54	297
fixed_telephony	57	42	31	23	34	30	47	264
home_appliances_2	38	33	24	27	43	38	35	238
agro_industry_and_commerce	34	35	15	16	35	32	45	212
computers	25	36	18	15	33	42	34	203
construction_tools_safety	41	37	27	19	19	27	24	194
small_appliances_home_oven_and_coffee	12	12	6	10	15	12	9	76
Total	1343	1376	991	1071	1331	1354	1368	8834

Low-value products purchase preference

product_category_name_english	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday	Total
electronics	373	482	283	359	396	435	439	2767
food	69	89	41	74	66	96	75	510
drinks	56	57	43	47	59	58	59	379
food_drink	43	53	23	36	44	40	39	278
christmas_supplies	13	41	17	16	22	21	23	153
fashio_female_clothing	8	7	2	8	4	6	13	48
diapers_and_hygiene	8	11	2	7	2	3	6	39
flowers	5	6	3	1	5	7	6	33
home_comfort_2	3	4	10	5	6	1	1	30
cds_dvds_musicals	2	4	1		1	2	4	14
Total	580	754	425	553	605	669	665	4251