

2017 Olist Sales Overview

7.25M

TTL Revenue

45K

TTL order

96.3%

% delivered success

160.74

Average Order Value

99K

TTL customer

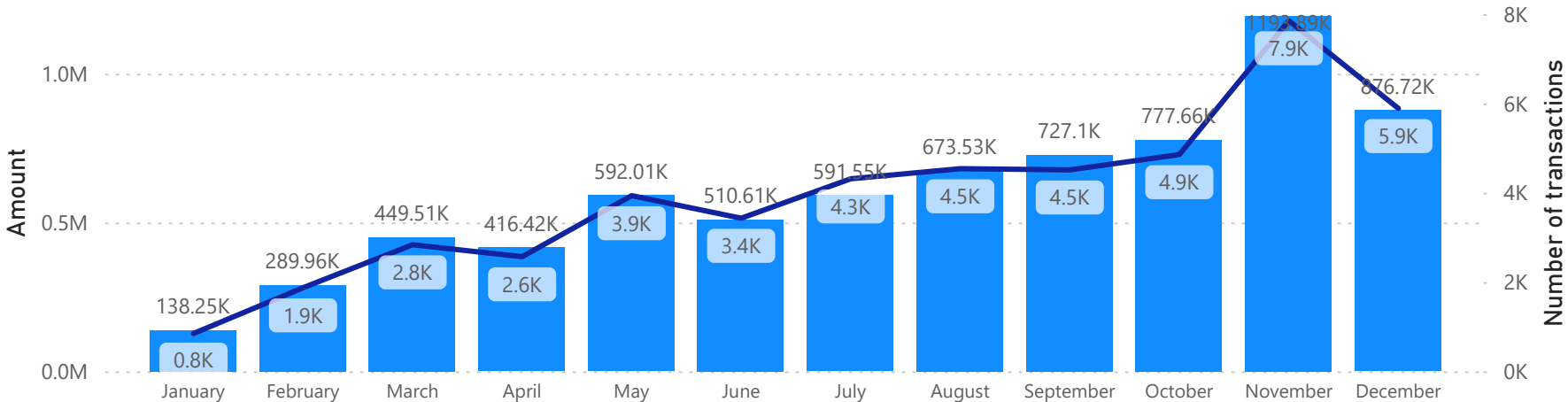
72.91

Average Customer value

Top 10 Hot Item

product_category_name	Count of order_id	Sum of price
cama_mesa_banho	5,223	498,440
moveis_decoracao	4,147	337,213
esporte_lazer	4,095	452,149
beleza_saude	3,668	481,756
informatica_acessorios	3,098	405,079
utilidades_domesticas	2,906	231,073
brinquedos	2,602	307,975
ferramentas_jardim	2,463	268,883
cool_stuff	2,315	393,621
relorios_presentes	2,283	492,795
Total	32,800	3,868,984

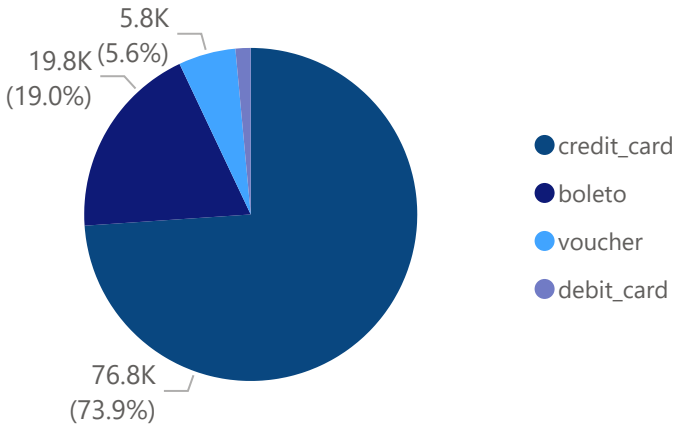
Sum of payment\_value    Count of order\_id



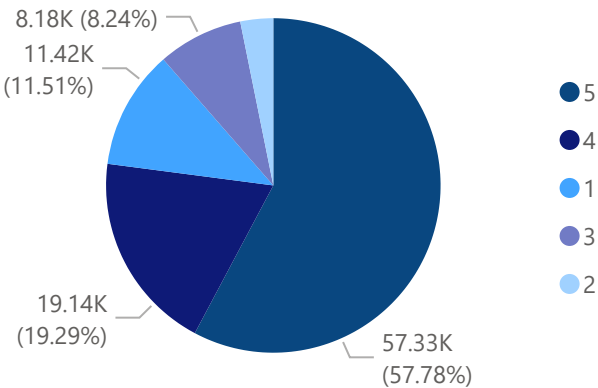
Top 10 Sales City

geolocation_city	Sum of payment_value	Count of payment_value	Average of freight_value
sao paulo	2,203,373.09	16221	14.34
rio de janeiro	1,161,927.36	7207	20.63
belo horizonte	421,765.12	2872	19.44
brasilia	354,216.78	2193	21.06
curitiba	247,392.48	1576	18.85
porto alegre	224,731.42	1418	20.78
salvador	218,071.50	1347	25.26
campinas	216,248.43	1515	14.93
guarulhos	165,121.99	1250	14.53
Total	5,352,845.16	36514	17.40

Payment Type



Review Score



# 25.35 Days

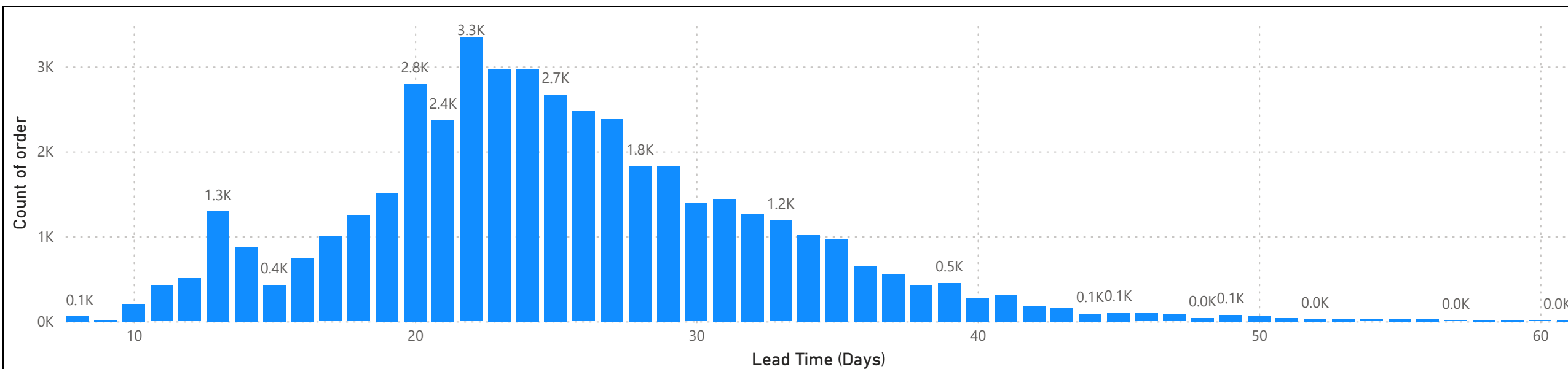
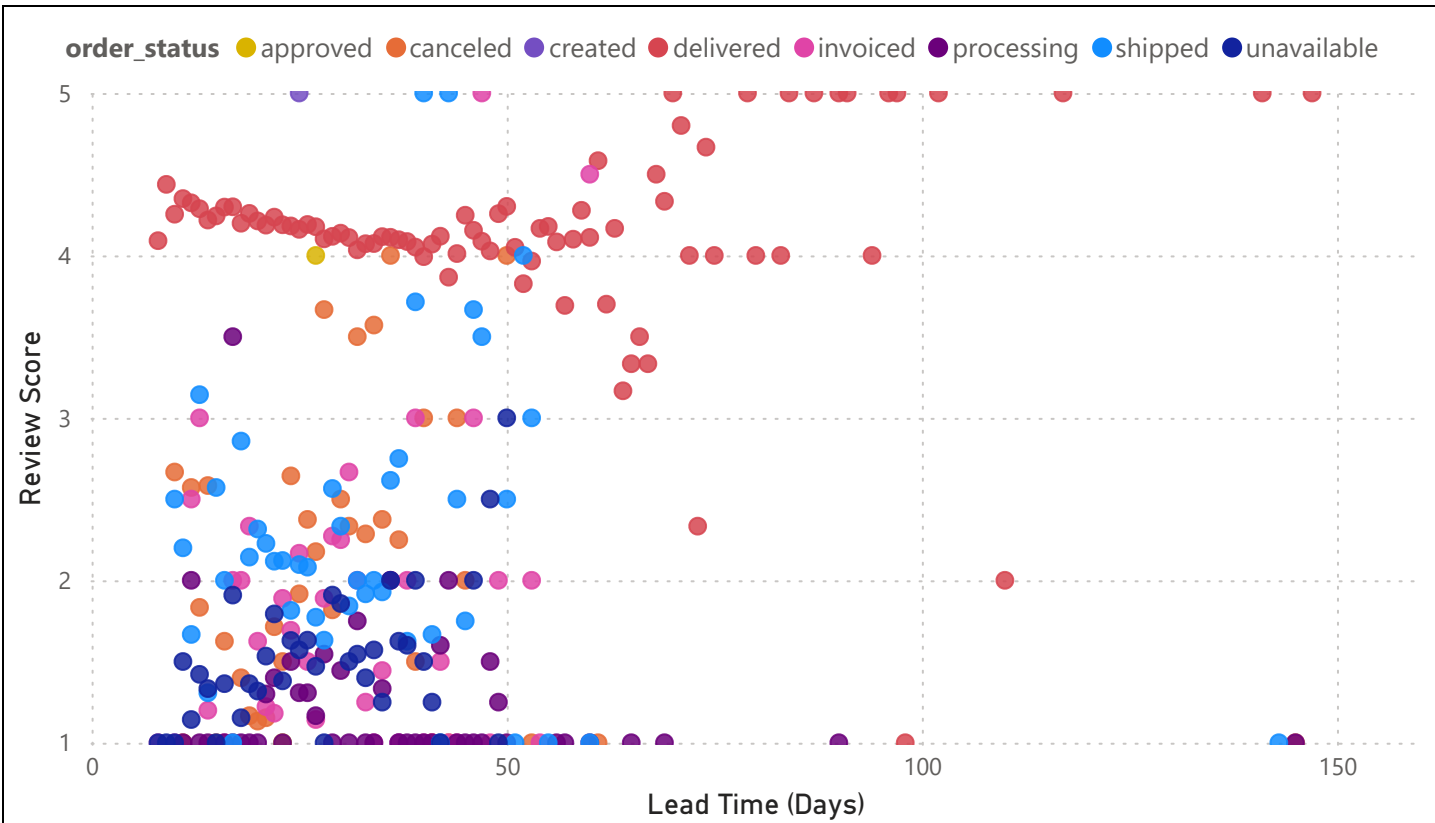
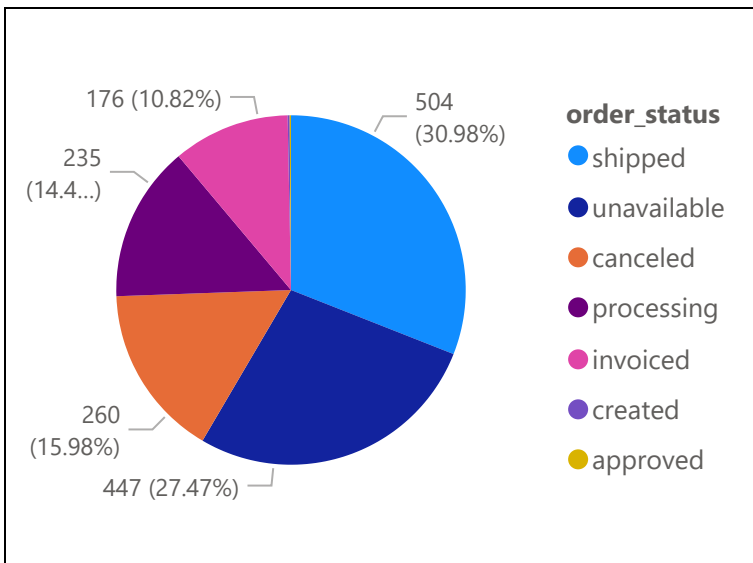
Average Lead Time

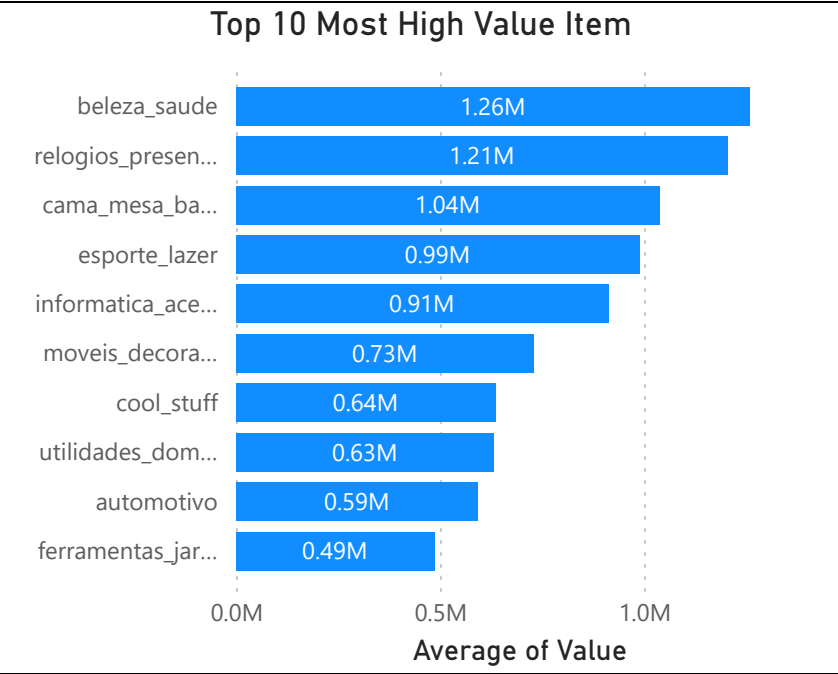
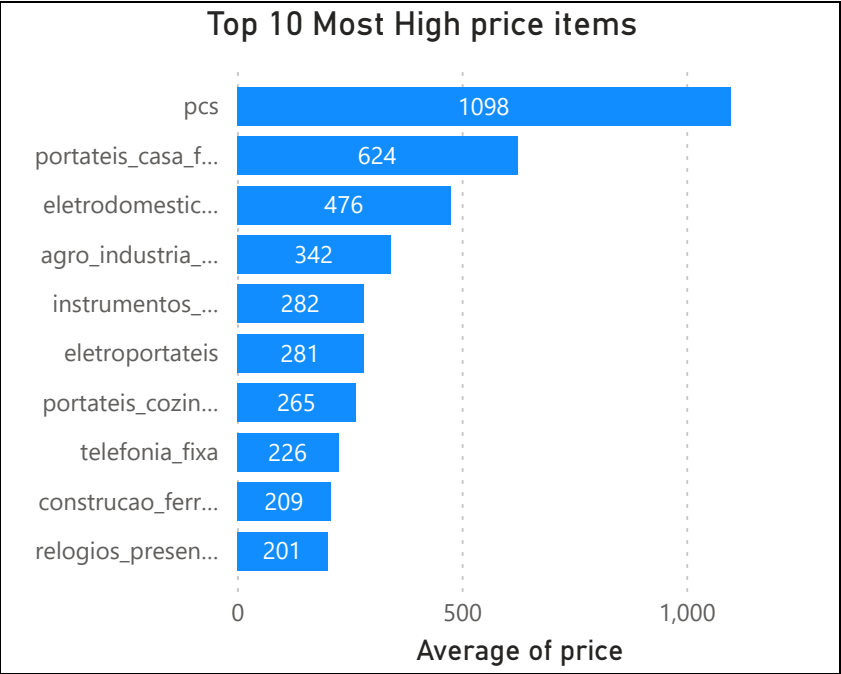
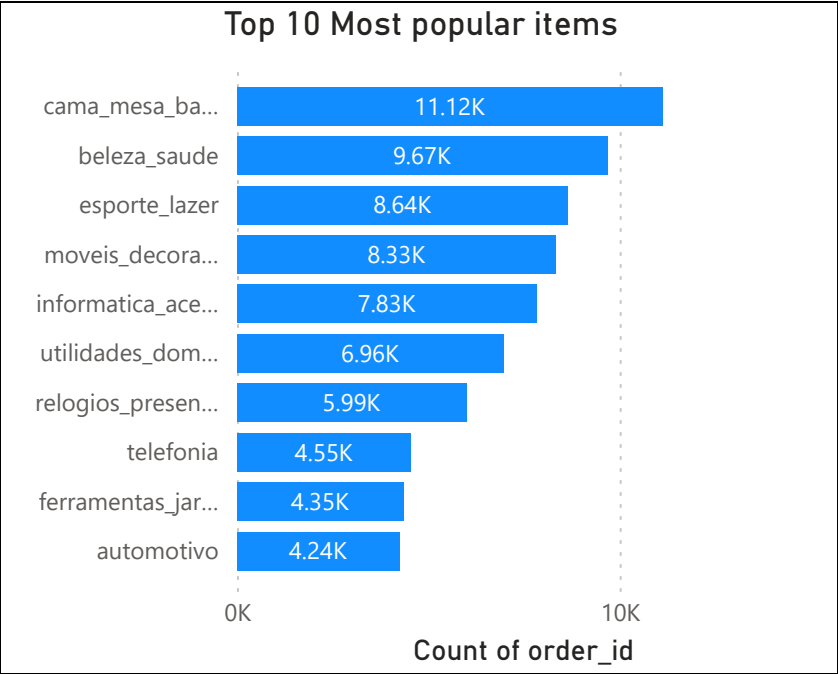
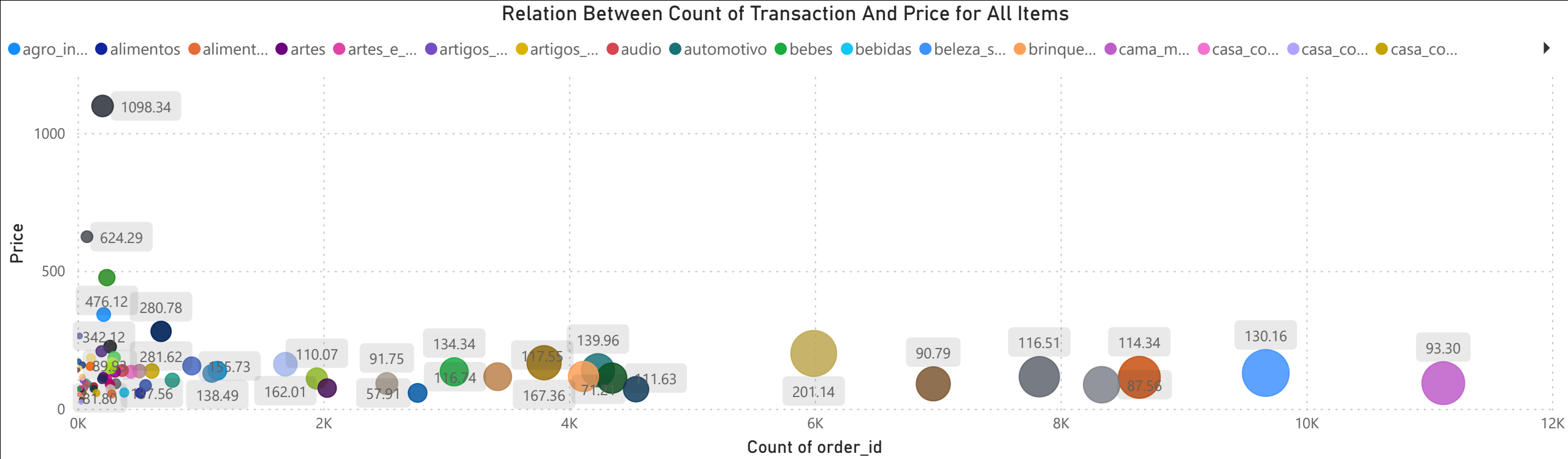
# 4.09

Average Review

order\_status

- ☐ approved
- ☐ canceled
- ☐ created
- ☐ delivered
- ☐ invoiced
- ☐ processing
- ☐ shipped
- ☐ unavailable

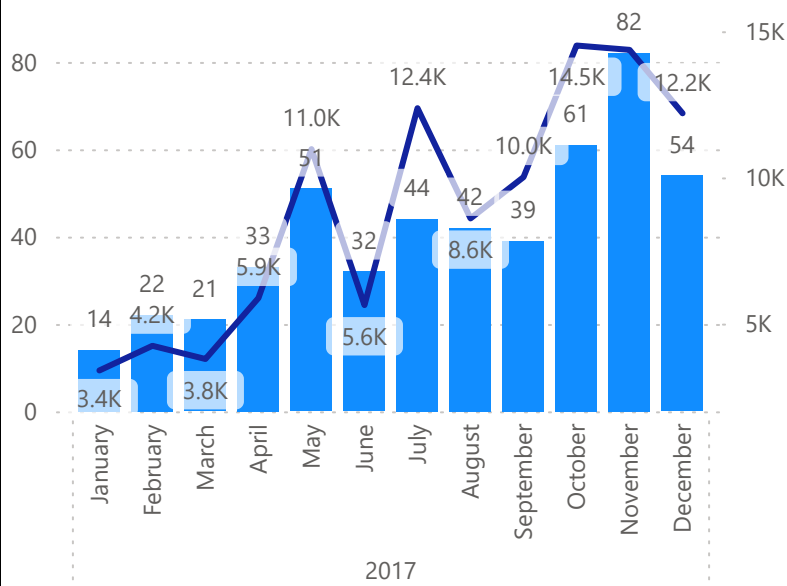




## State and city

- ✓ ☐ Acre
- ✓ ☐ Alagoas
- ✓ ☐ Amapá
- ✓ ☐ Amazonas
- ✓ ☐ Bahia
- ✓ ☐ Ceará
- ✓ ☐ Distrito Federal
- ✓ ☐ Espírito Santo
- ✓ ☐ Goiás
- ✓ ☐ Maranhão
- ✓ ☒ Mato Grosso
- ✓ ☐ Mato Grosso do Sul

● Count of order\_id ● Sum of payment\_value



## Average of payment\_value by city

