Olist Analysis

T Ltv Segment ⌄   📅 First Order At ⌄   📅 Last Order At ⌄

Overview

| Total Number of Customers	Total Number of Orders
93,358	**96,211**
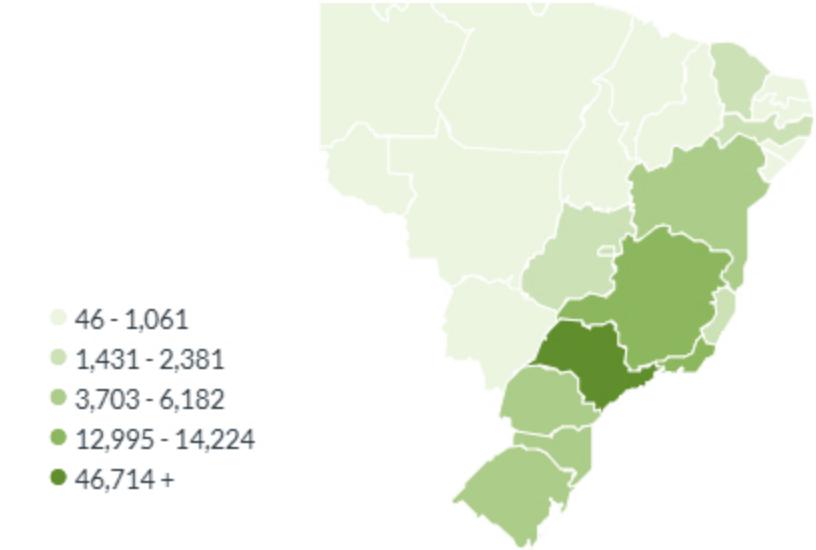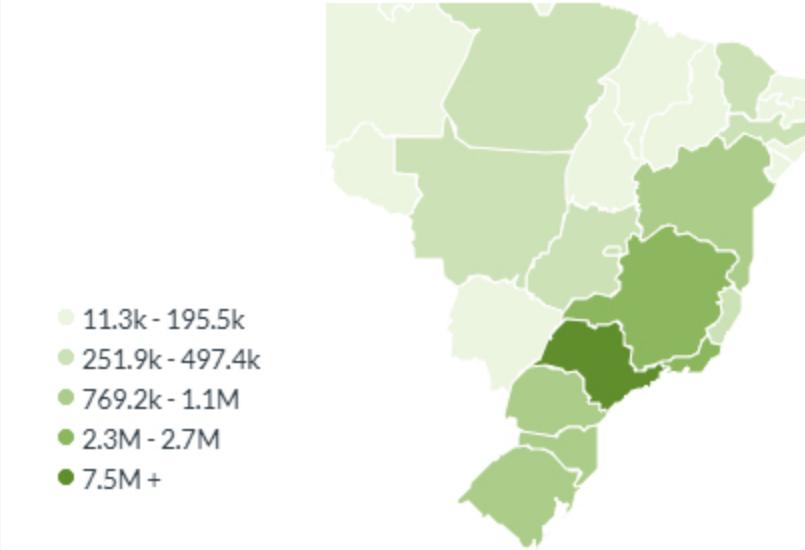
Number of Orders per Day (from 2017 onwards)
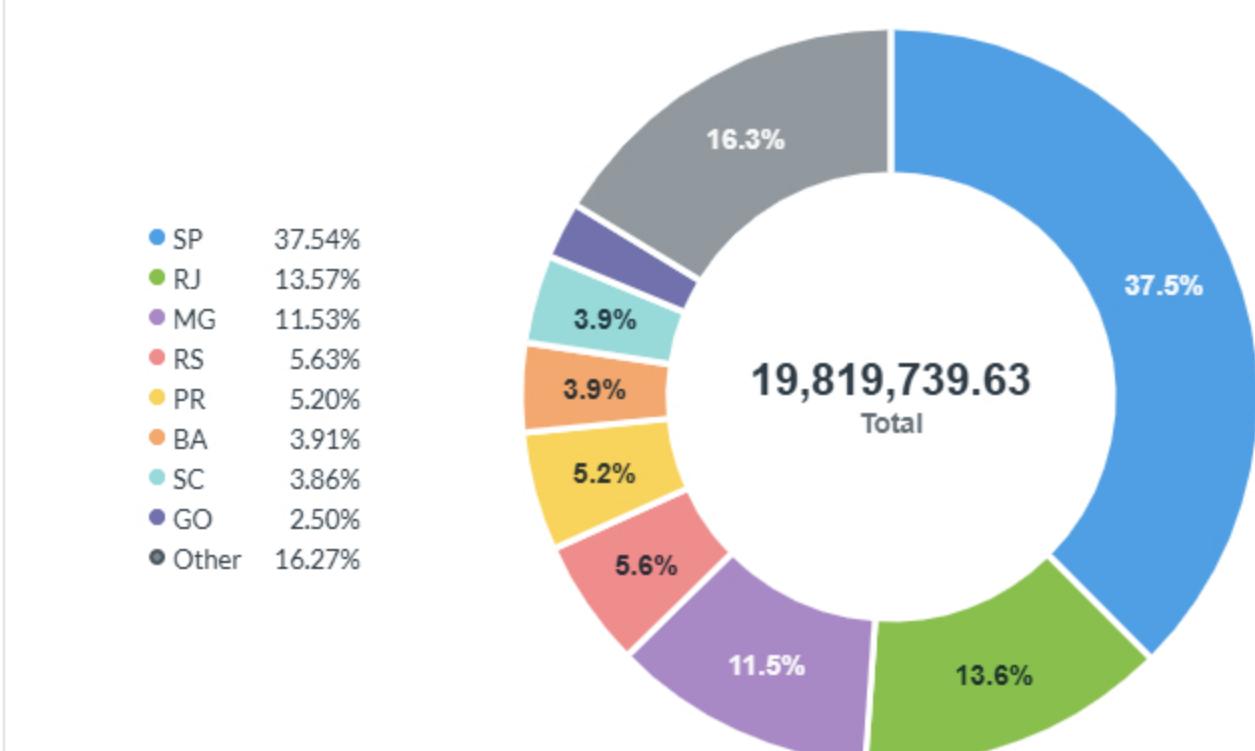
Numbers of Customers in each State

- 46 - 1,061
- 1,431 - 2,381
- 3,703 - 6,182
- 12,995 - 14,224
- 46,714 +

Revenue in each State

- 11.3k - 195.5k
- 251.9k - 497.4k
- 769.2k - 1.1M
- 2.3M - 2.7M
- 7.5M +
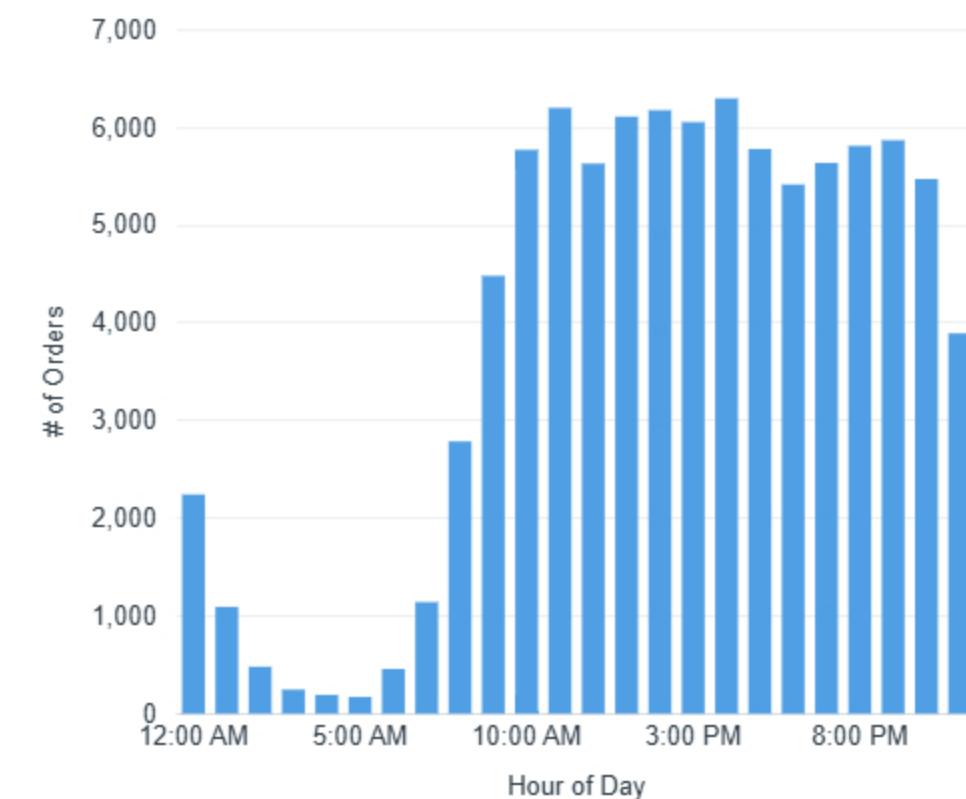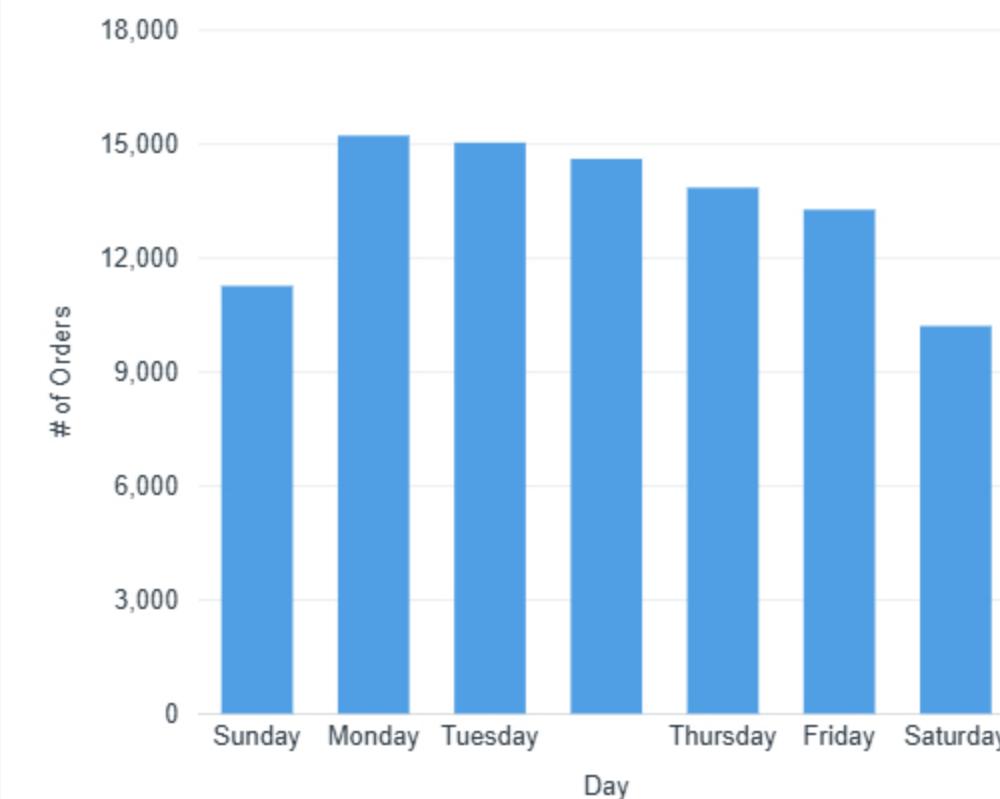
Revenue Distribution in each State

Legend	%
SP	37.54%
RJ	13.57%
MG	11.53%
RS	5.63%
PR	5.20%
BA	3.91%
SC	3.86%
GO	2.50%
Other	16.27%

Total: 19,819,739.63

Chart values: 37.5%, 13.6%, 11.5%, 5.6%, 5.2%, 3.9%, 3.9%, 16.3%

Number of Orders by Hour of the Day

Number of Orders by Day of the Week
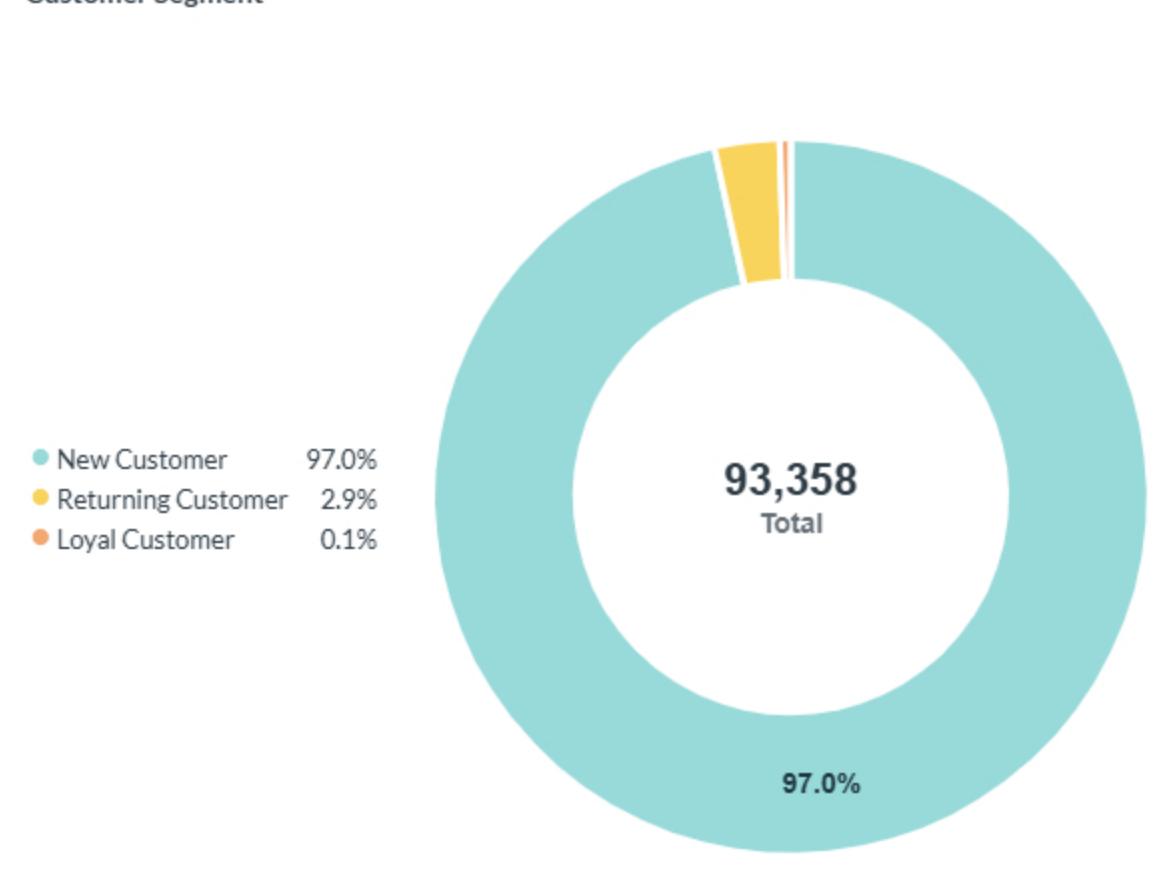
ARPU
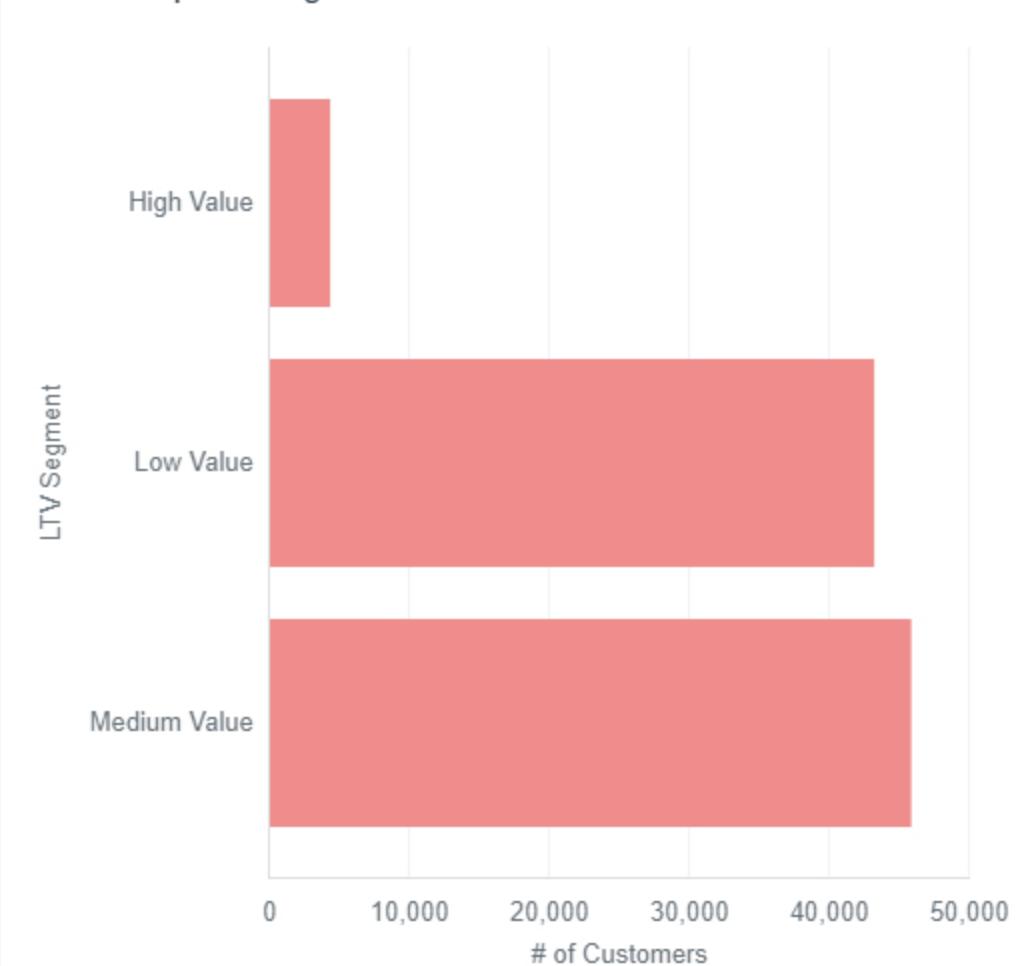
How Customers are Distributed

Customer Segment

Legend	%
New Customer	97.0%
Returning Customer	2.9%
Loyal Customer	0.1%

Total: 93,358 — 97.0%
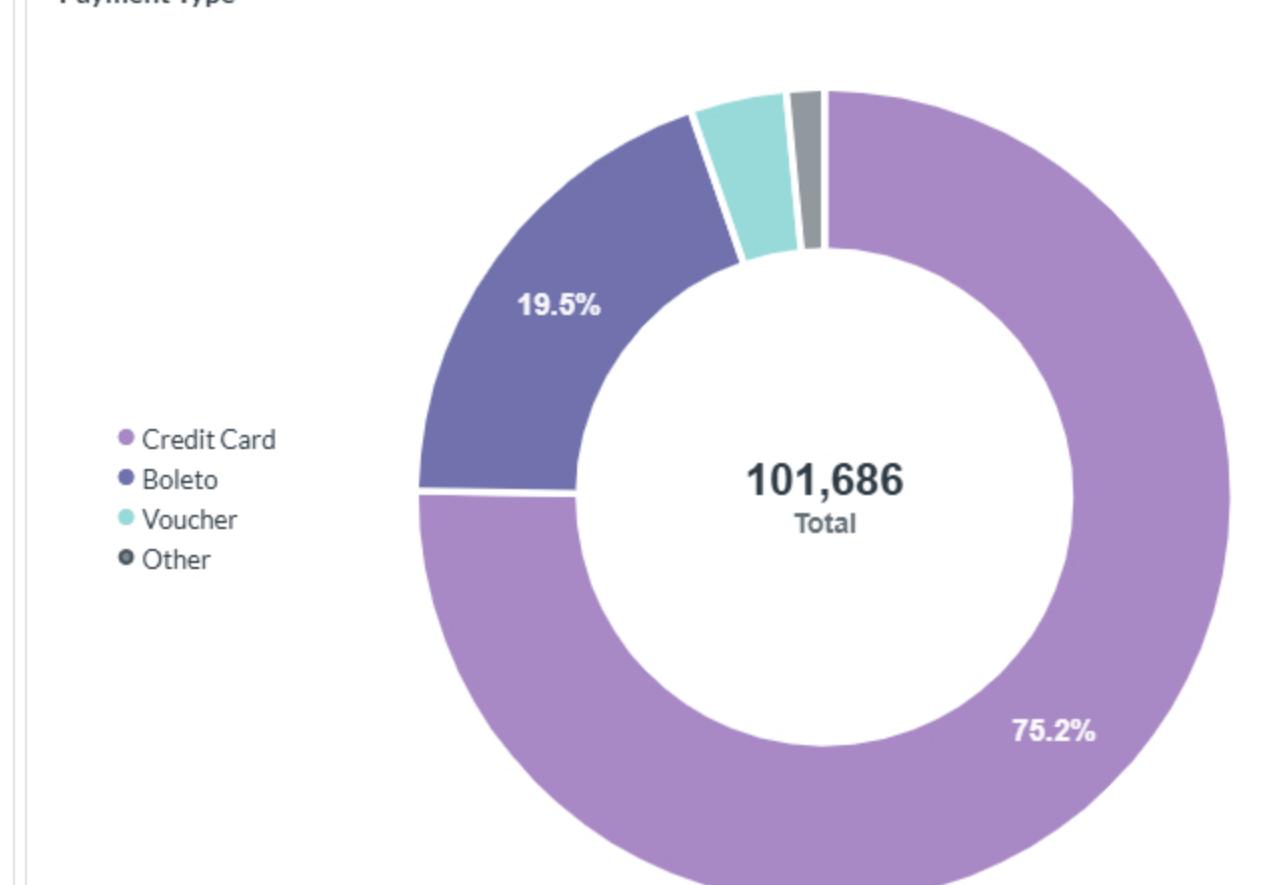
Customers per LTV Segment

LTV Segment: High Value, Low Value, Medium Value

Payment Type Breakdown

Payment Type

Legend	
Credit Card	75.2%
Boleto	19.5%
Voucher	
Other	

Total: 101,686

Review as Indicator of Repeat Purchase

First Review Score vs Repurchase Rate

First Experience Score	Total # of Customers	# of Repeat Customers	Repurchase Rate (%)
1	9,079	261	2.87
2	2,837	83	2.93
3	7,665	221	2.88
4	18,359	503	2.74
5	54,815	1,724	3.15

5 rows

Black Friday

Black Friday vs Normal Days

Normal Avg Daily Orders	Normal Late Delivery Rate	Black Friday Orders	BF Late Delivery Rate	Order Volume Multiple
139.36	3.68%	1,147	16.41%	8.23

1 row

Repurchase Customer Profile

Repurchase Customer Profile

Customer Group	Total Customers	Repeat Customers	Repurchase Rate
Golden Cohort (On-Time & 5-Star)	53,781	1,683	3.13%
All Others	38,966	1,109	2.85%

2 rows