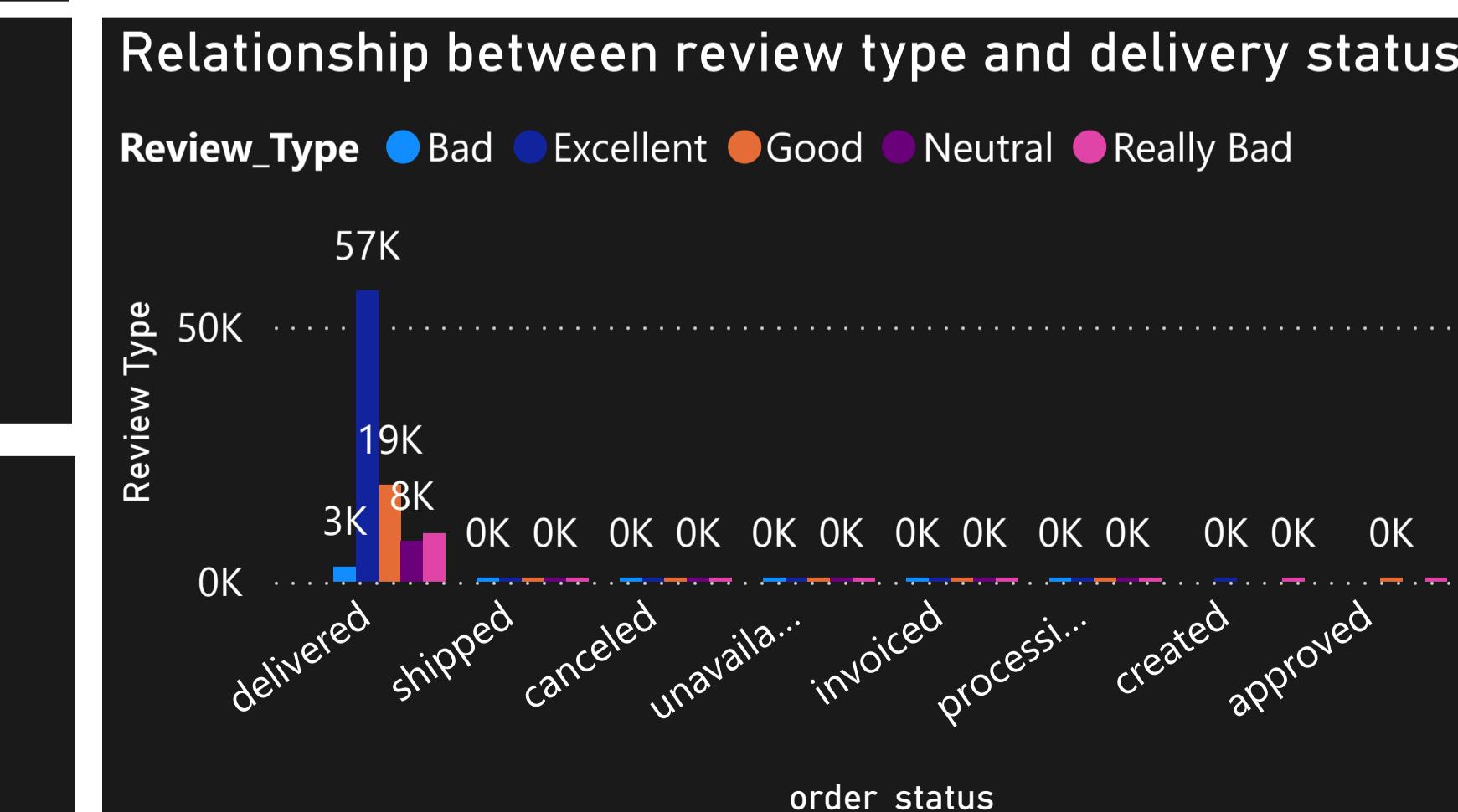
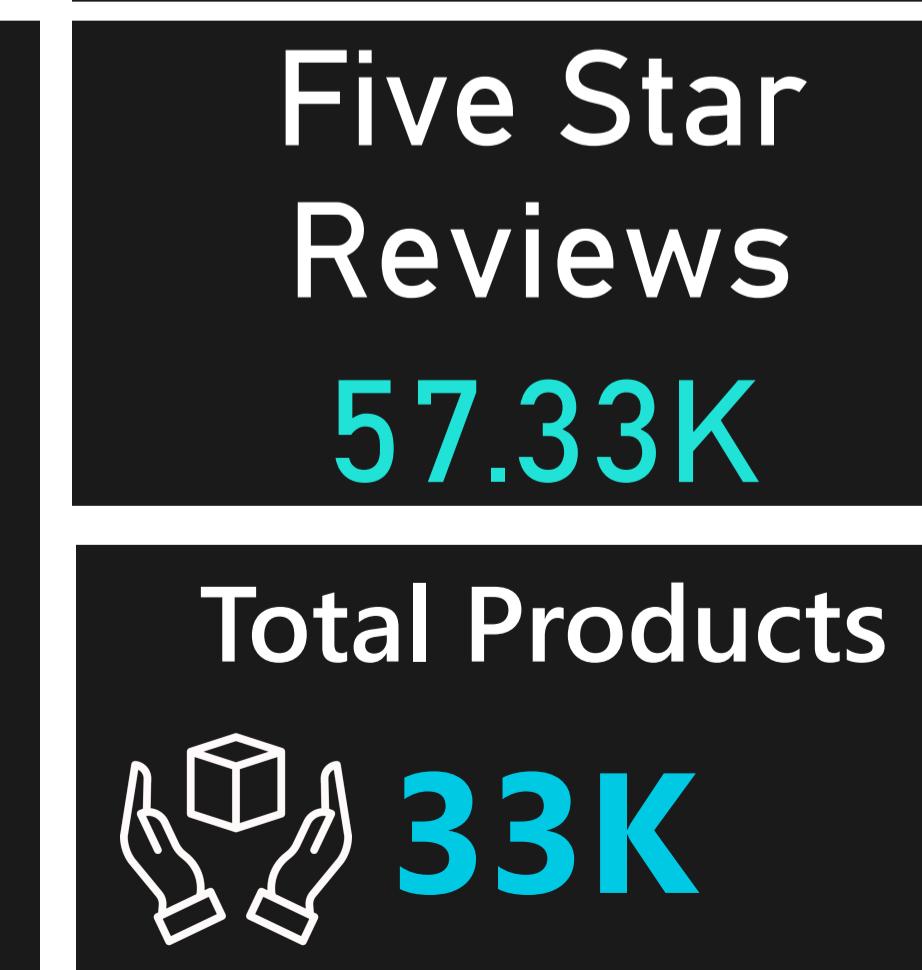
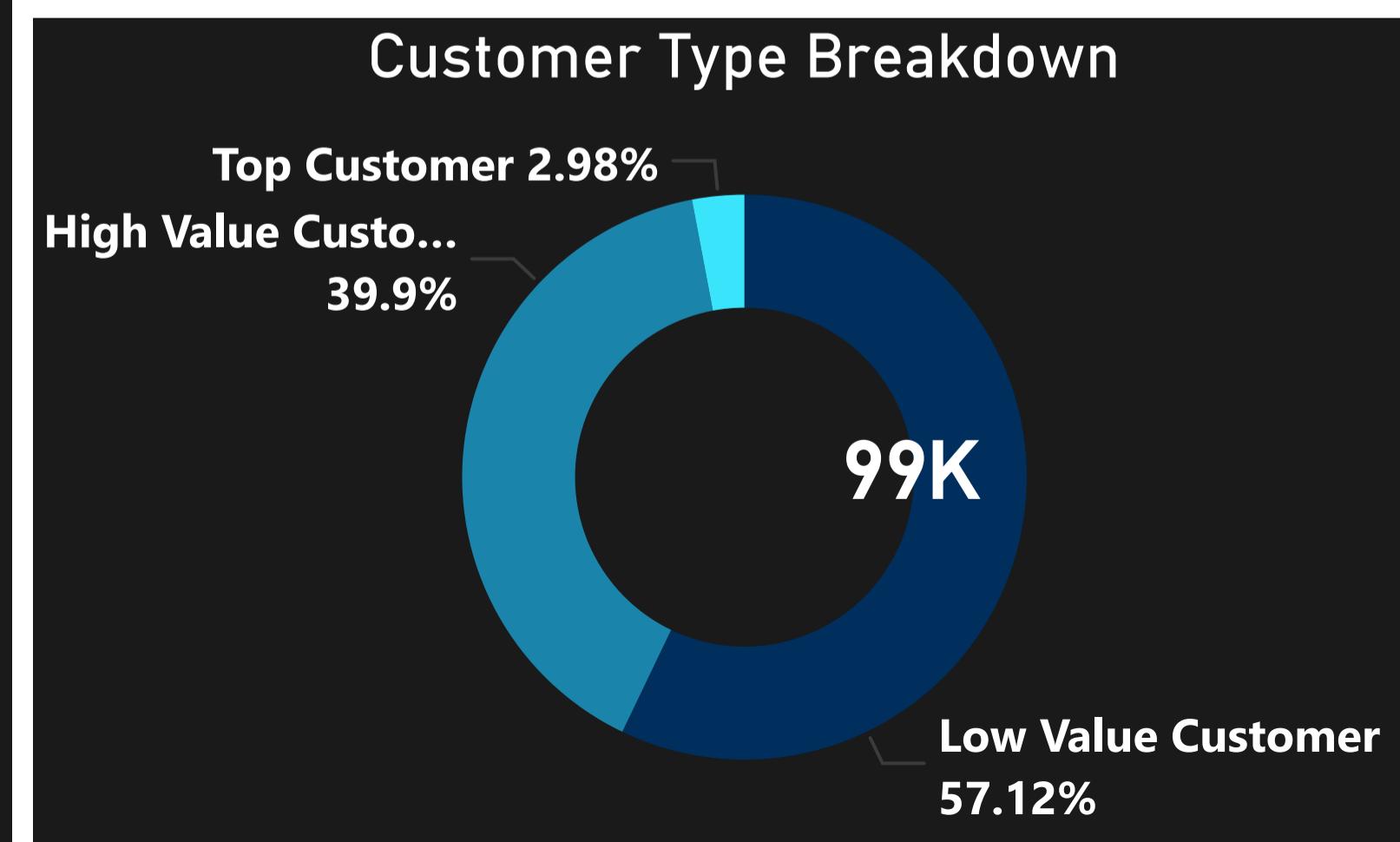
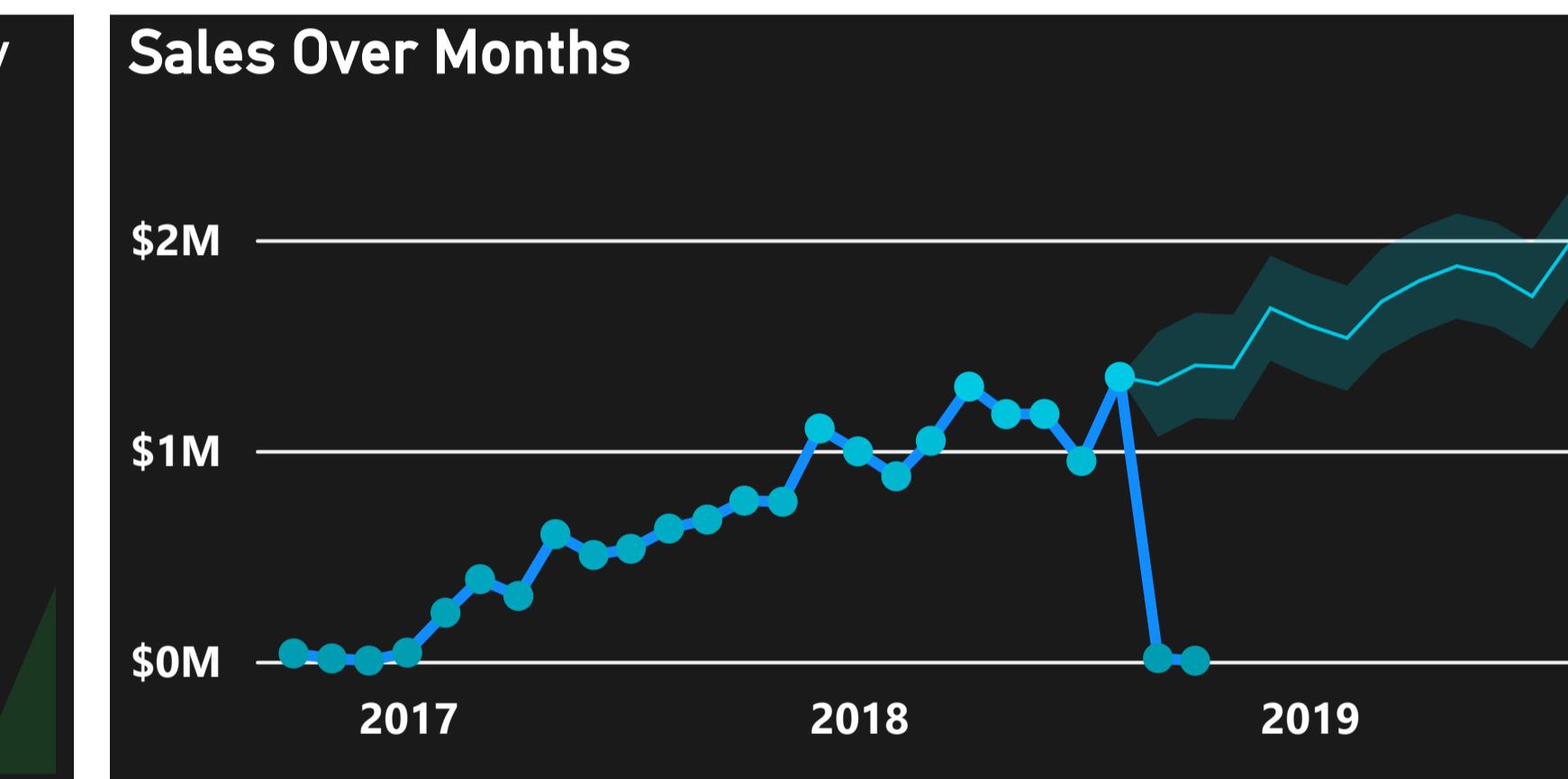
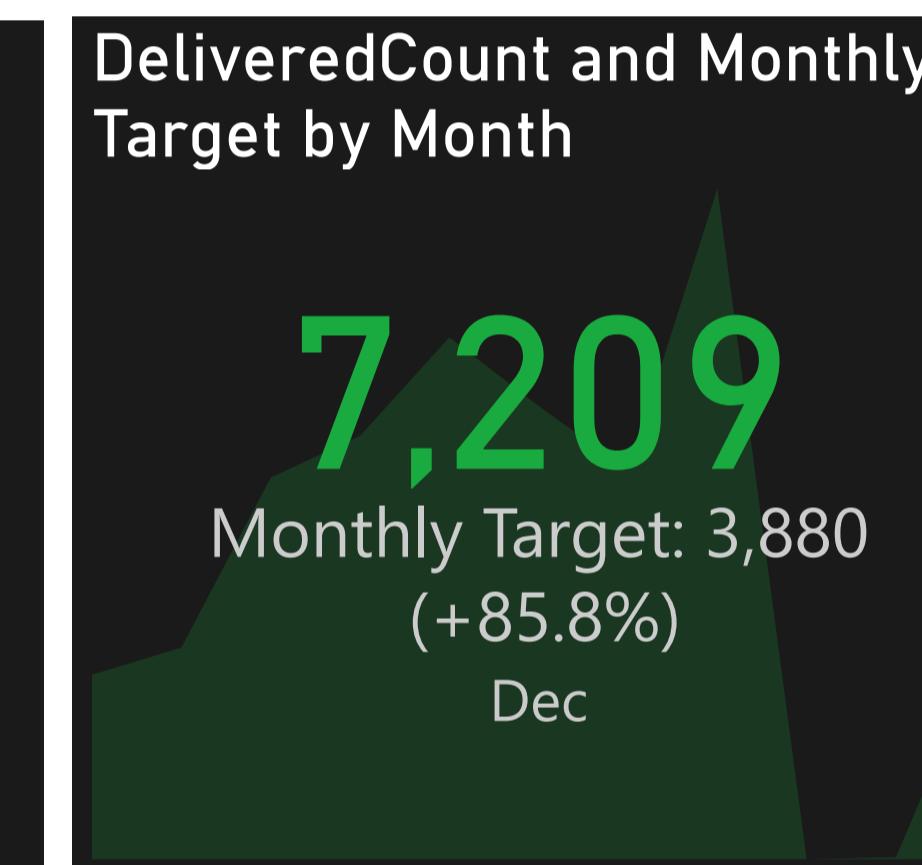
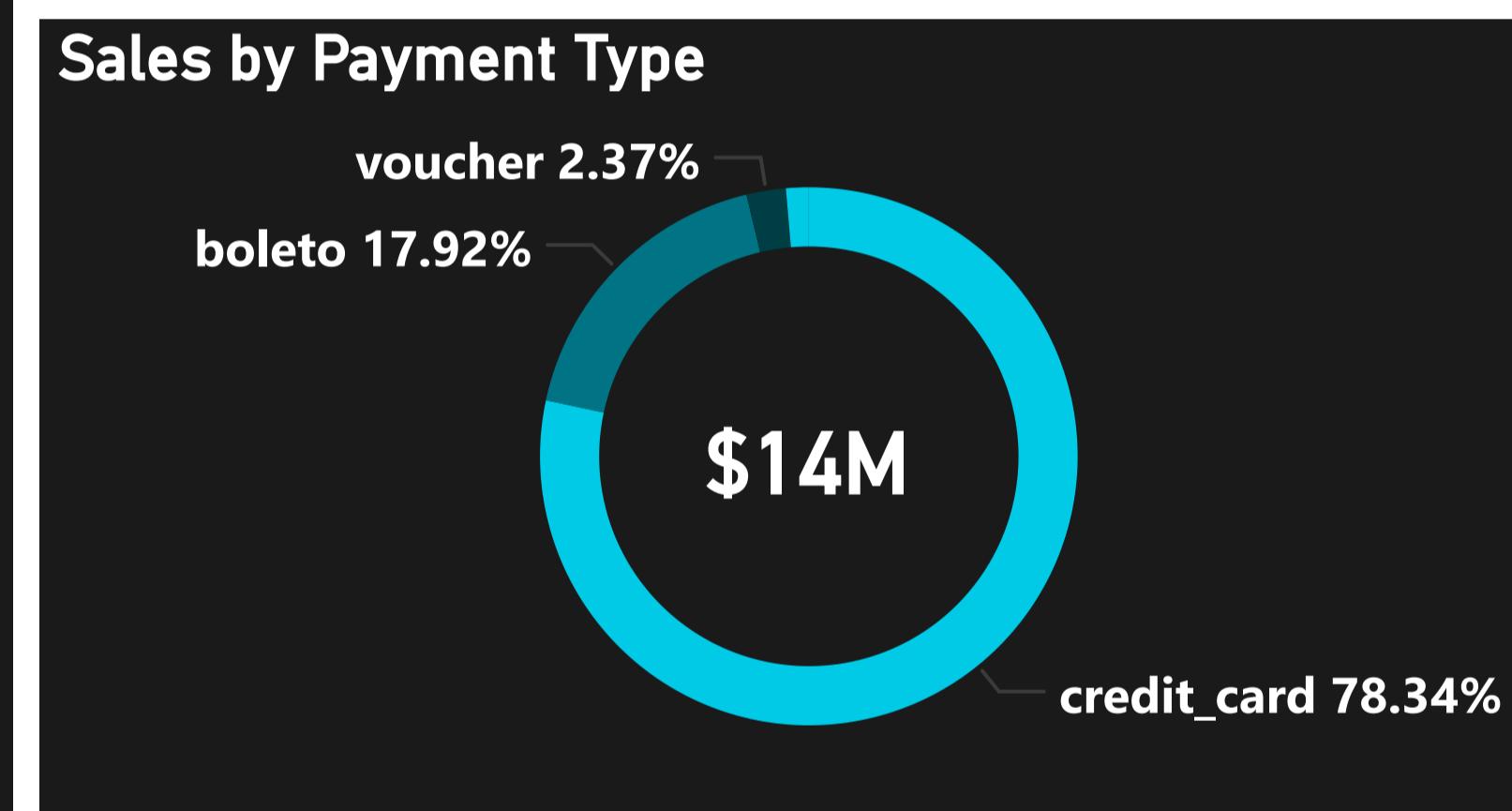
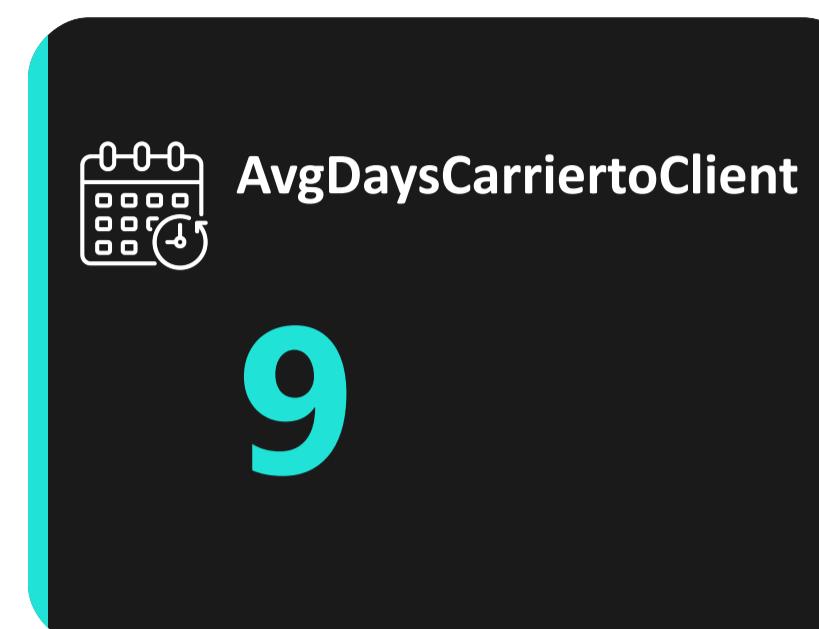
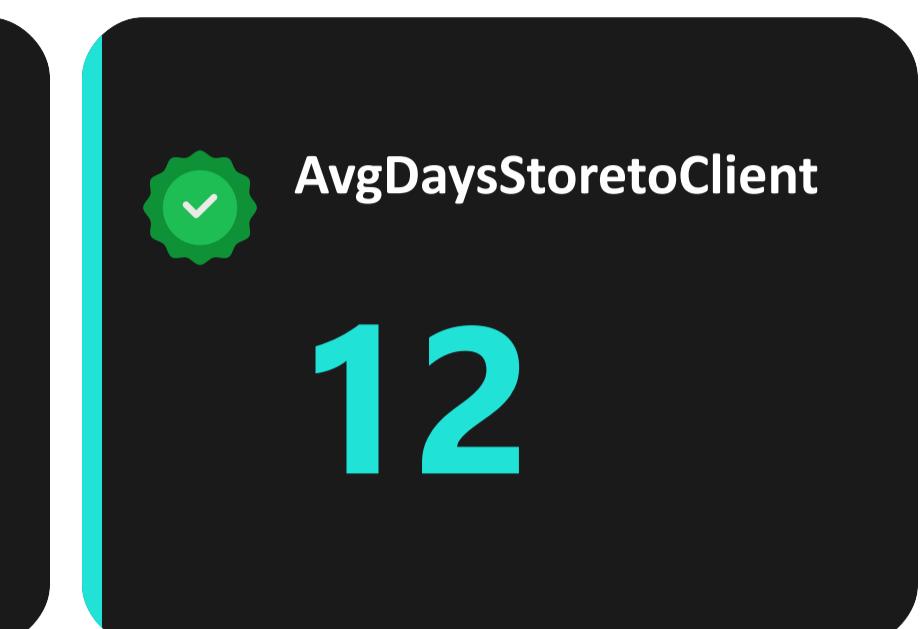
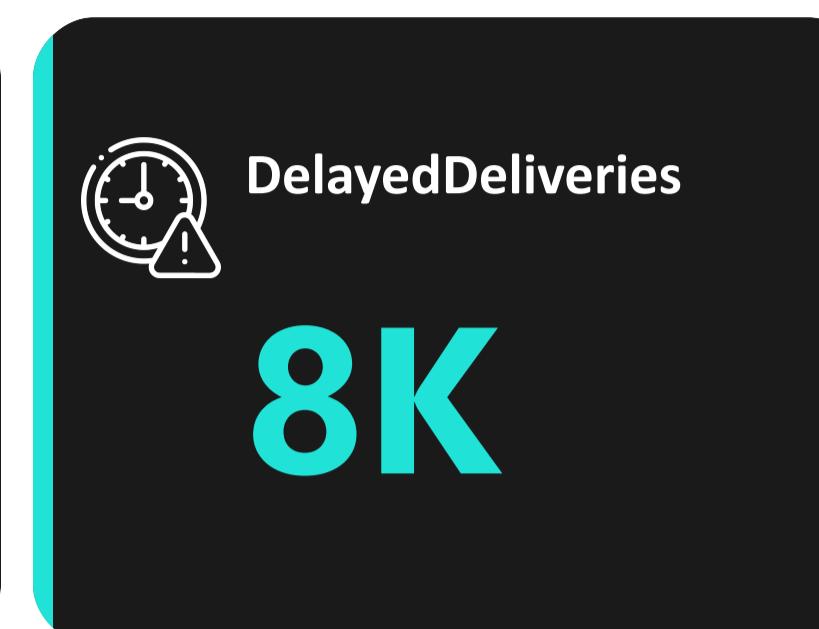
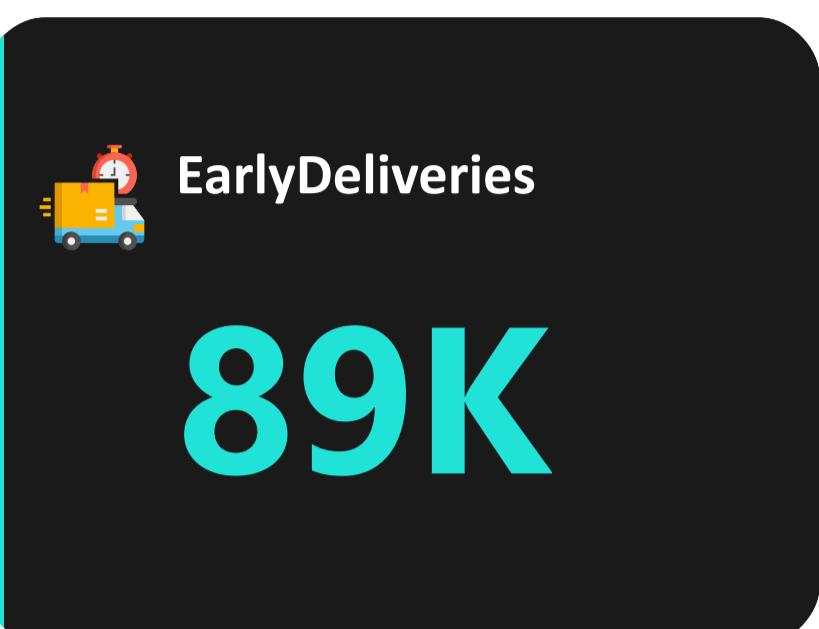
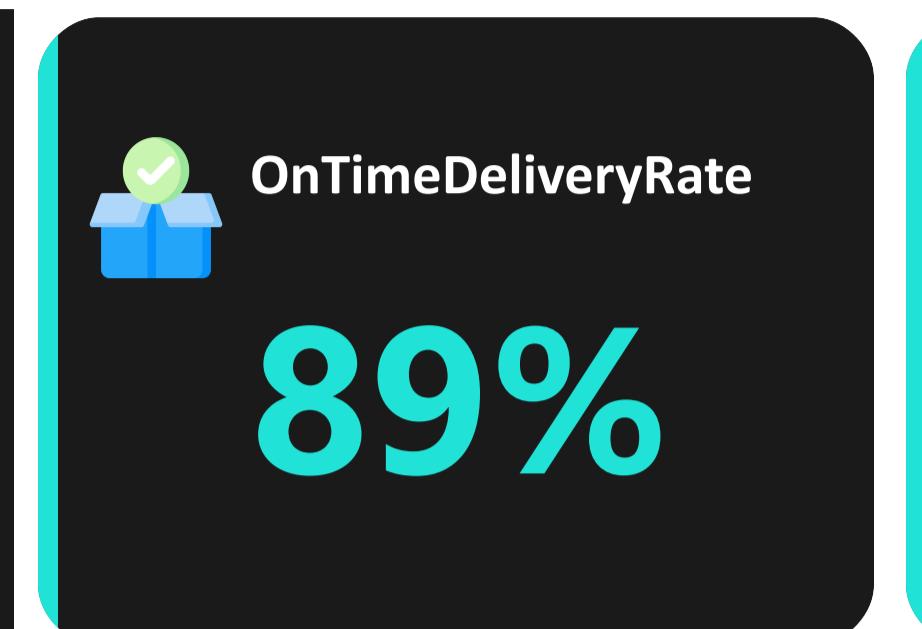
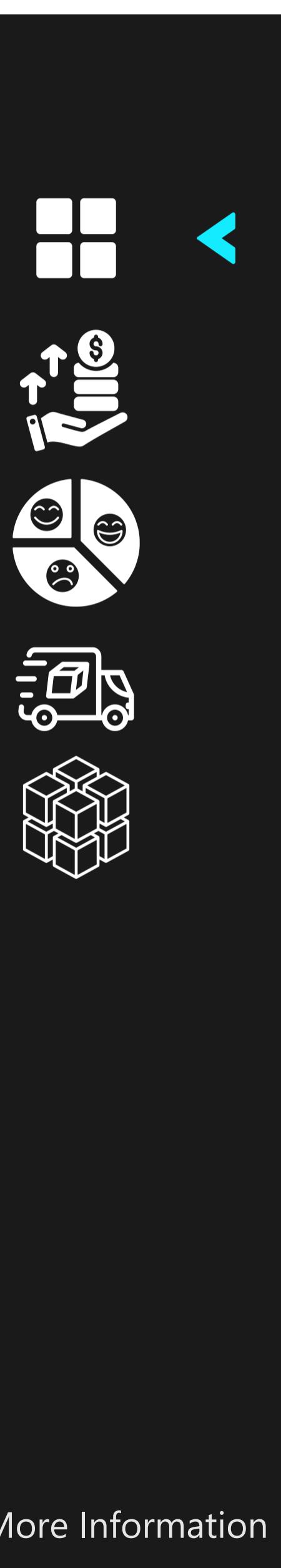


# OLIST E-COMMERCE DASHBOARD

# Overview

**Jan**   **Feb**   **Mar**   **Apr**   **May**   **Jun**   **Jul**   **Aug**   **Sep**   **Oct**   **Nov**   **Dec**



# OLIST E-COMMERCE DASHBOARD

Year

## Regional Delivery Performance

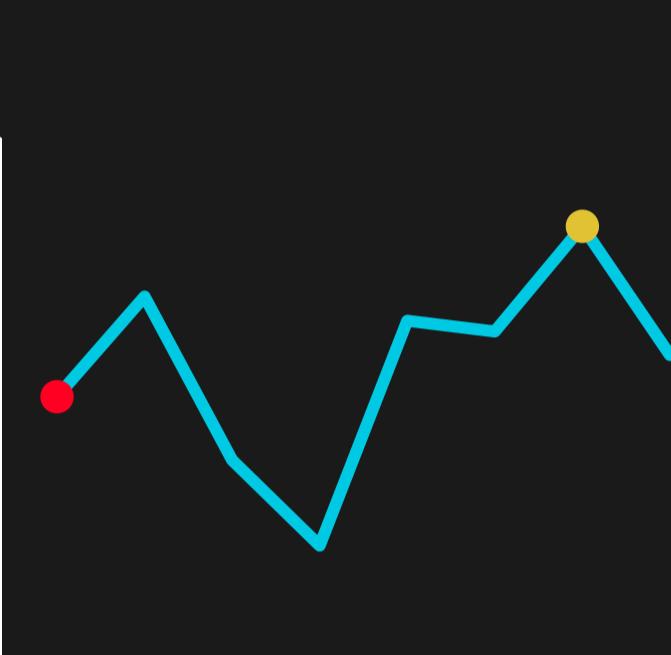
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



More Information

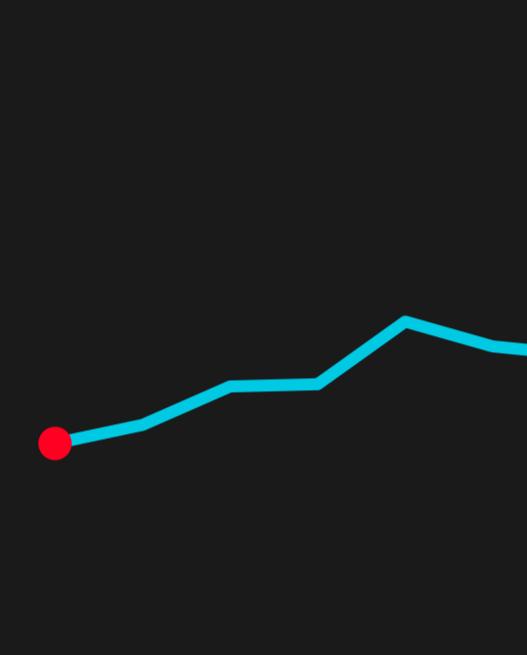
OnTimeDeliveryRate

89%



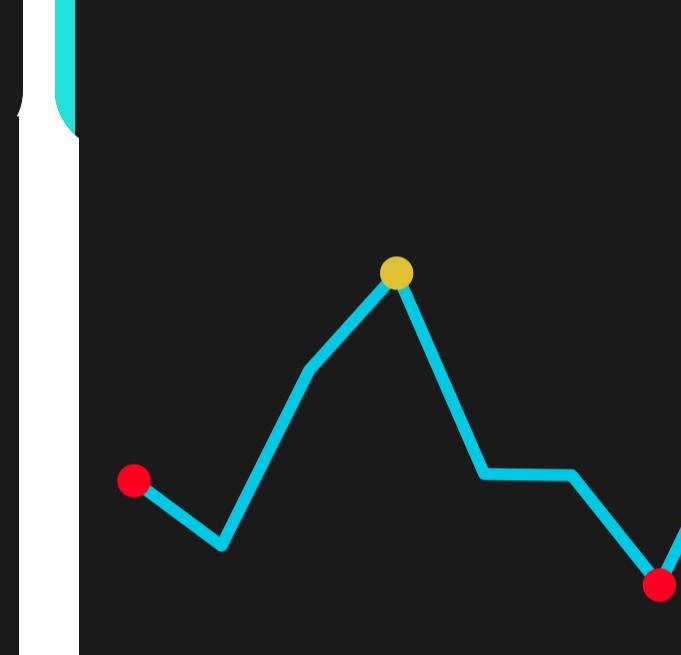
EarlyDeliveries

89K



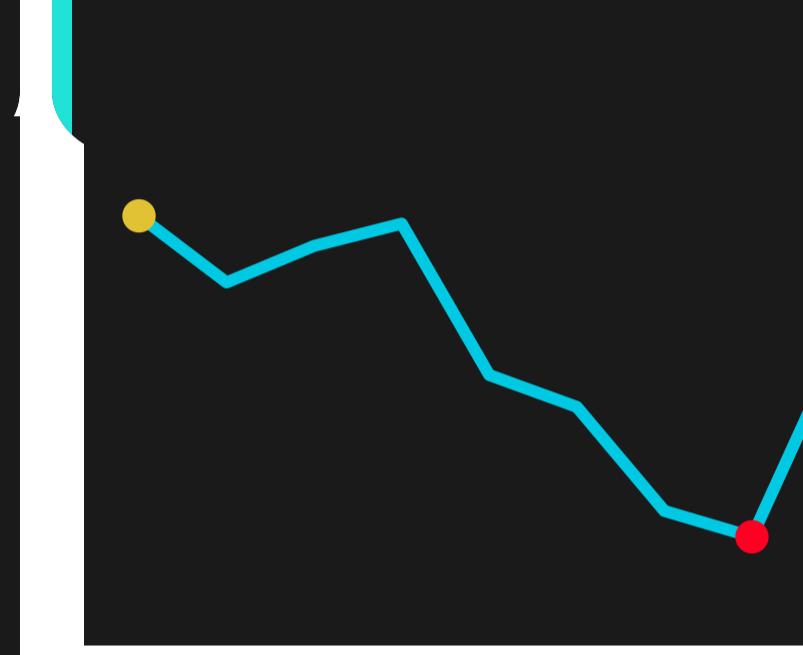
DelayedDeliveries

8K



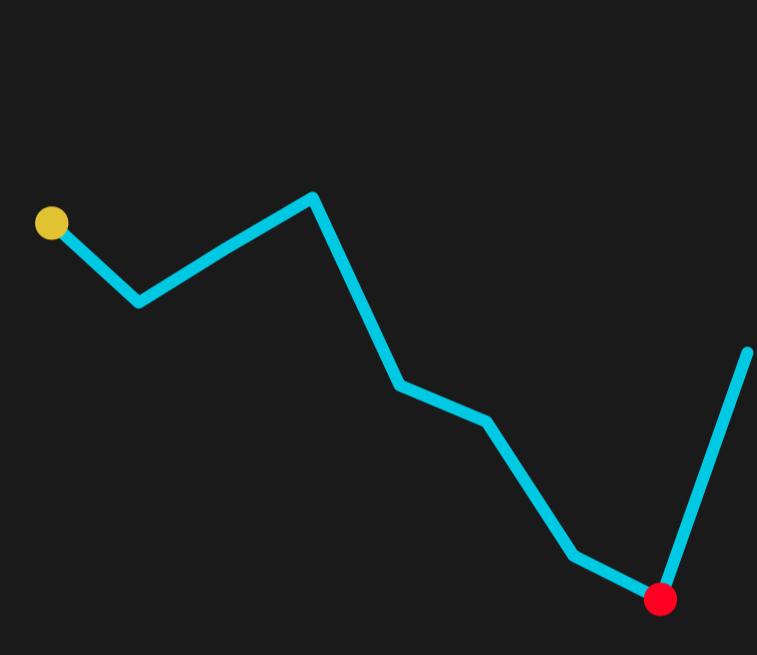
AvgDaysStoretoClient

12



AvgDaysCarriertoClient

9



### DeliveredCount by customer\_city

sao paulo	15,045
rio de ja...	6,601
belo hor...	2,697
brasilia	2,071
curitiba	1,489
campinas	1,406
porto al...	1,341
salvador	1,188
guarulhos	1,143
sao bern...	911

### EarlyDeliveries by customer\_city

sao paulo	14,104
rio de ja...	5,824
belo hor...	2,531
brasilia	1,924
curitiba	1,415
campinas	1,263
porto al...	1,183
guarulhos	1,071
salvador	980
sao bern...	854

### DelayedDeliveries by customer\_city

sao paulo	942
rio de ja...	780
salvador	208
belo hor...	166
porto al...	158
brasilia	147
campinas	143
fortaleza	111
niteroi	103
sao gon...	96

### AvgDaysStoretoClient by customer\_city

novo br...	148
capinzal...	109
adhema...	98
arace	87
marcelin...	78
serra do...	75
aramari	74
humildes	72
santa cr...	68
machadi...	65

# OLIST E-COMMERCE DASHBOARD



## Delivery Performance

Year

All

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



OnTimeDeliveryRate

89%



EarlyDeliveries

89K



DelayedDeliveries

8K



AvgDaysStoretoClient

12



AvgDaysCarriertoClient

9



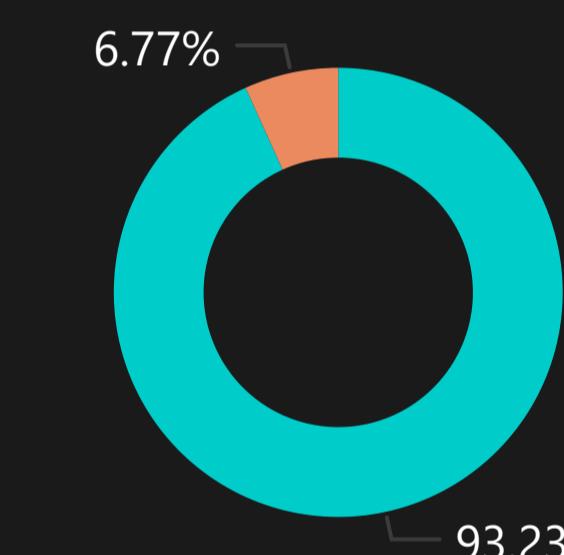
DeliveredCount and Monthly Target by Month

7,209

Monthly Target: 3,880 (+85.8%)  
Dec

DeliveredCount by on time/ late

On time  
Late



order\_status

delivered

shipped

canceled

unavailable

invoiced

processing

Total order

96,478

1,107

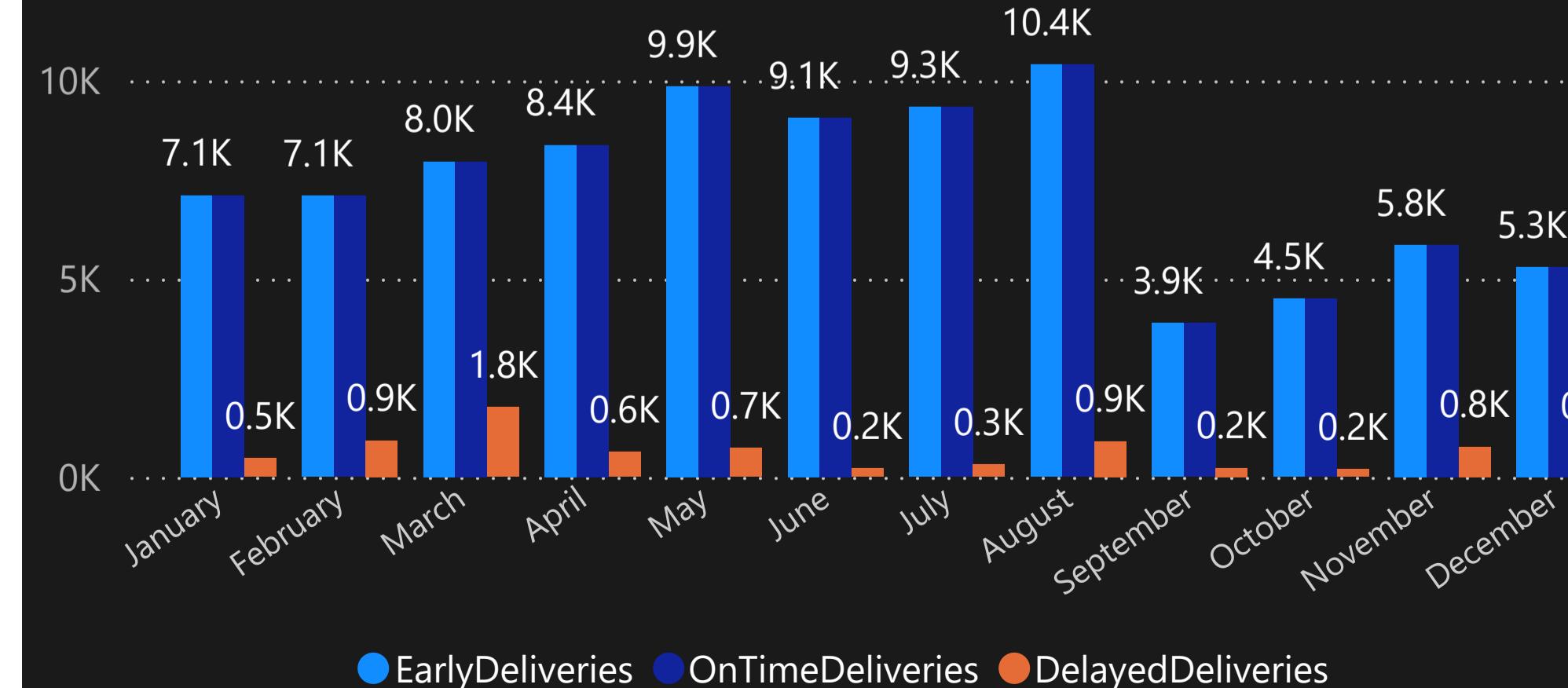
625

609

314

301

EarlyDeliveries, OnTimeDeliveries and DelayedDeliveries by Month



Total delivered orders by Month



More Information

# OLIST E-COMMERCE DASHBOARD

## Sales Performance

Year

All



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

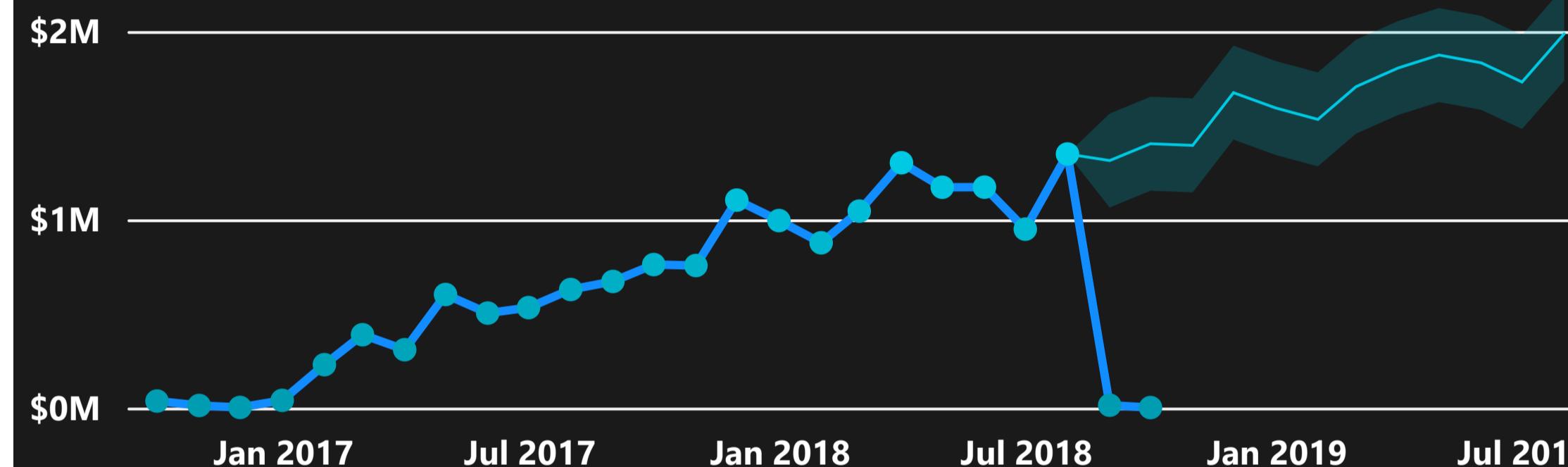
Dec

Total Sales  
 **\$14.2M**

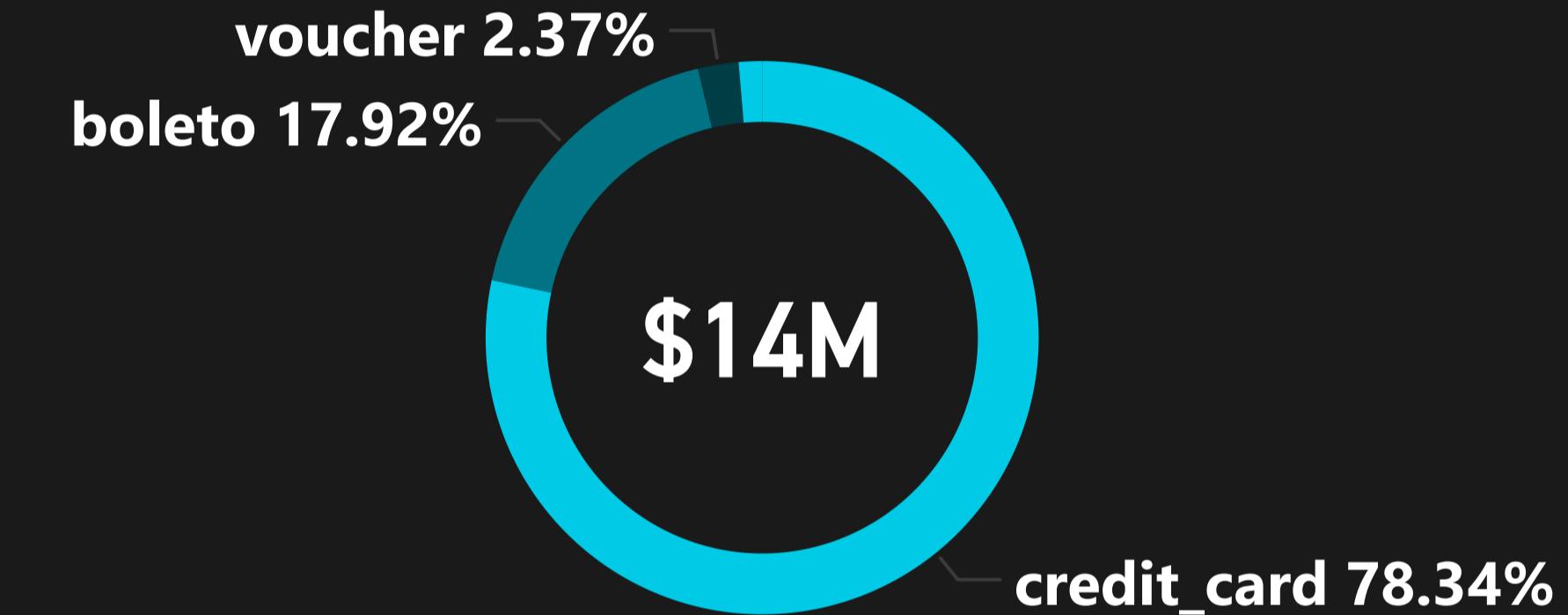
Total Orders  
 **98.7K**

Total Products  
 **33K**

### Sales Over Months



### Sales by Payment Type



### Top 10 product\_category\_name by Sales

health_beauty	\$1.30M
watches_gifts	\$1.25M
bed_bath_table	\$1.09M
sports_leisure	\$1.02M
computers_accessories	\$0.94M
furniture_decor	\$0.77M
housewares	\$0.67M
cool_stuff	\$0.66M
auto	\$0.62M
garden_tools	\$0.52M

### Bottom 10 product\_category\_name by Sales

security_and_servi...	\$0.5K
fashion_childrens_...	\$0.6K
cds_dvds_musicals	\$0.7K
home_comfort_2	\$0.8K
flowers	\$1.1K
diapers_and_hygiene	\$1.6K
arts_and_craftman...	\$1.8K
fashion_sport	\$2.1K
la_cuisine	\$2.3K
fashio_female_clot...	\$2.8K



More Information

# OLIST E-COMMERCE DASHBOARD

Year

Geolocation Performance

All

Jan

Feb

Mar

Apr

May

Jun

Jul

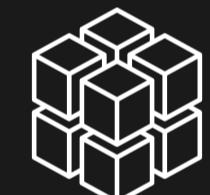
Aug

Sep

Oct

Nov

Dec



More Information



Total Sales

\$14M

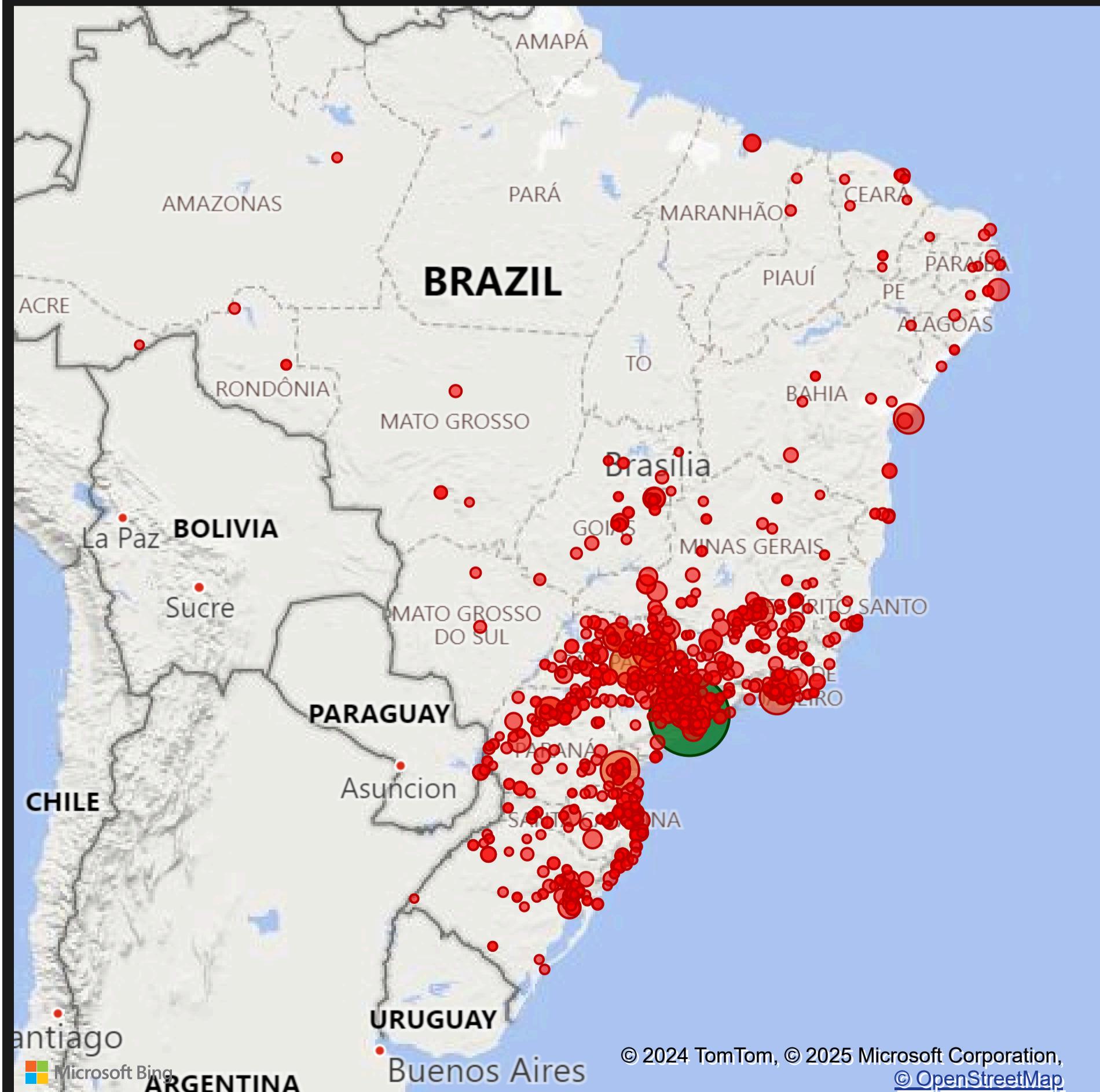
Total orders

99K

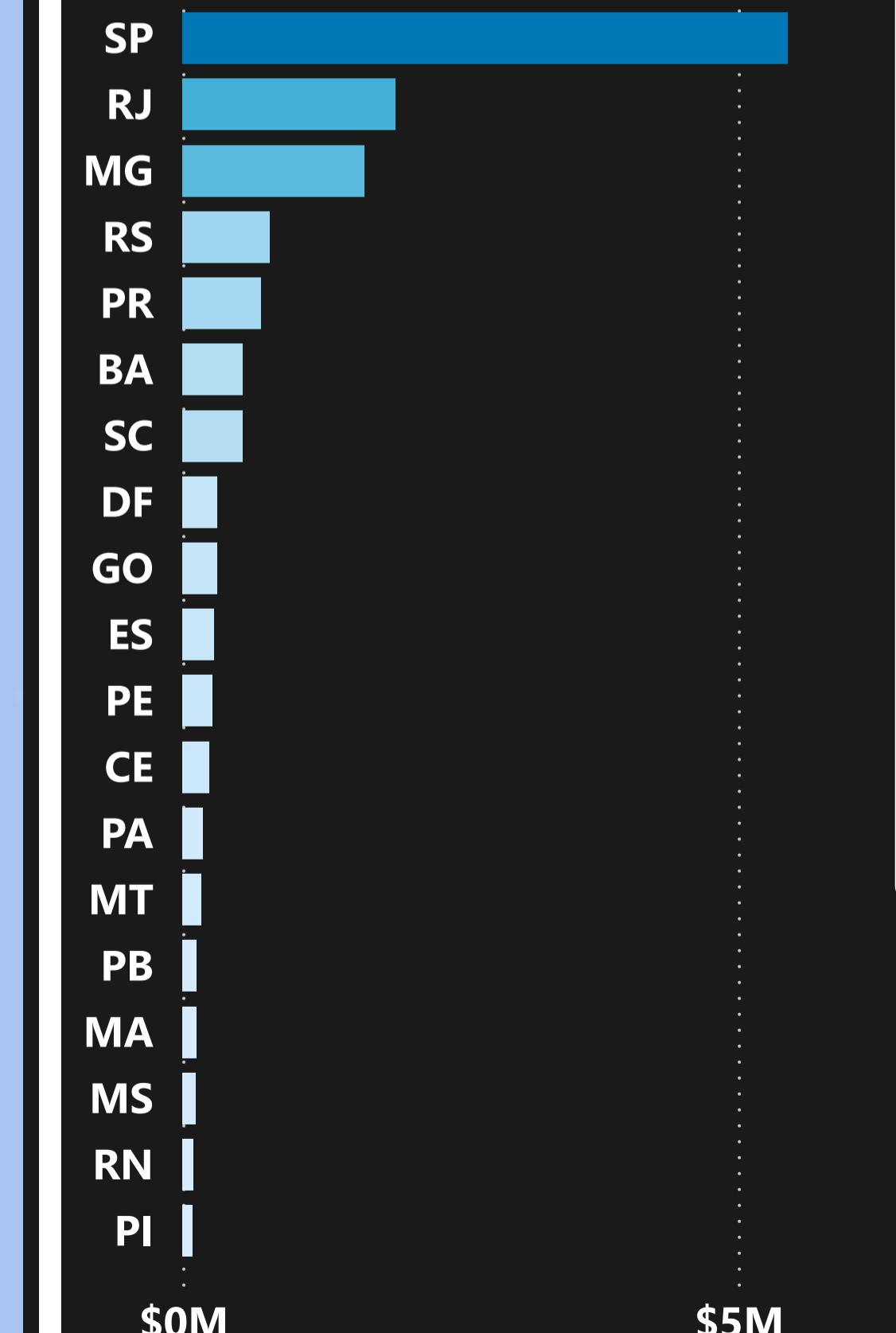
Total customers

96K

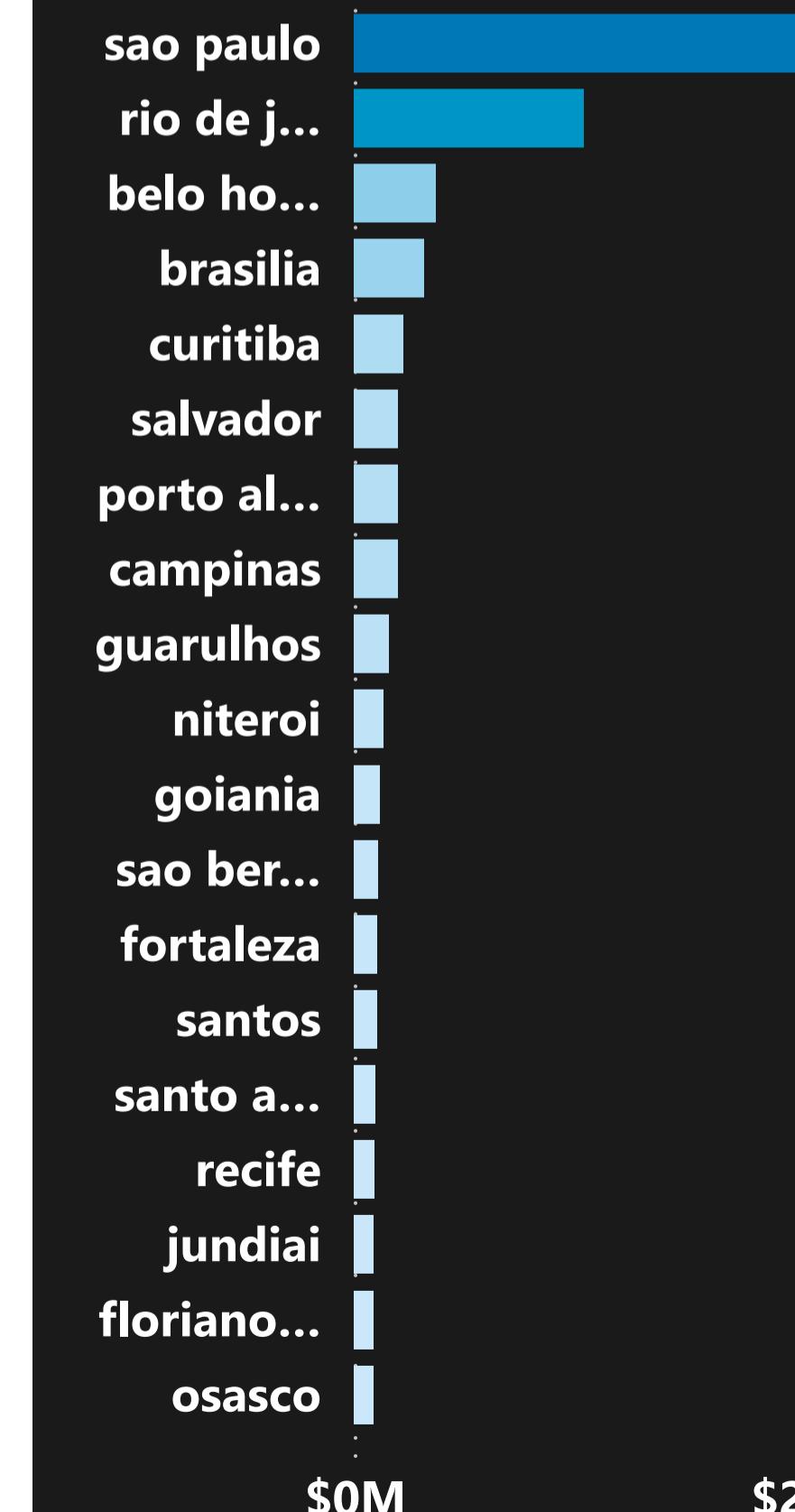
Sales by Geolocation\_city



Sum of price by  
customer\_state



Sales by price by  
customer\_city



# OLIST E-COMMERCE DASHBOARD

Year

All

1

# Sentiment Analysis

Jan

Feb

Mar

Apr

May

Jun

Jul

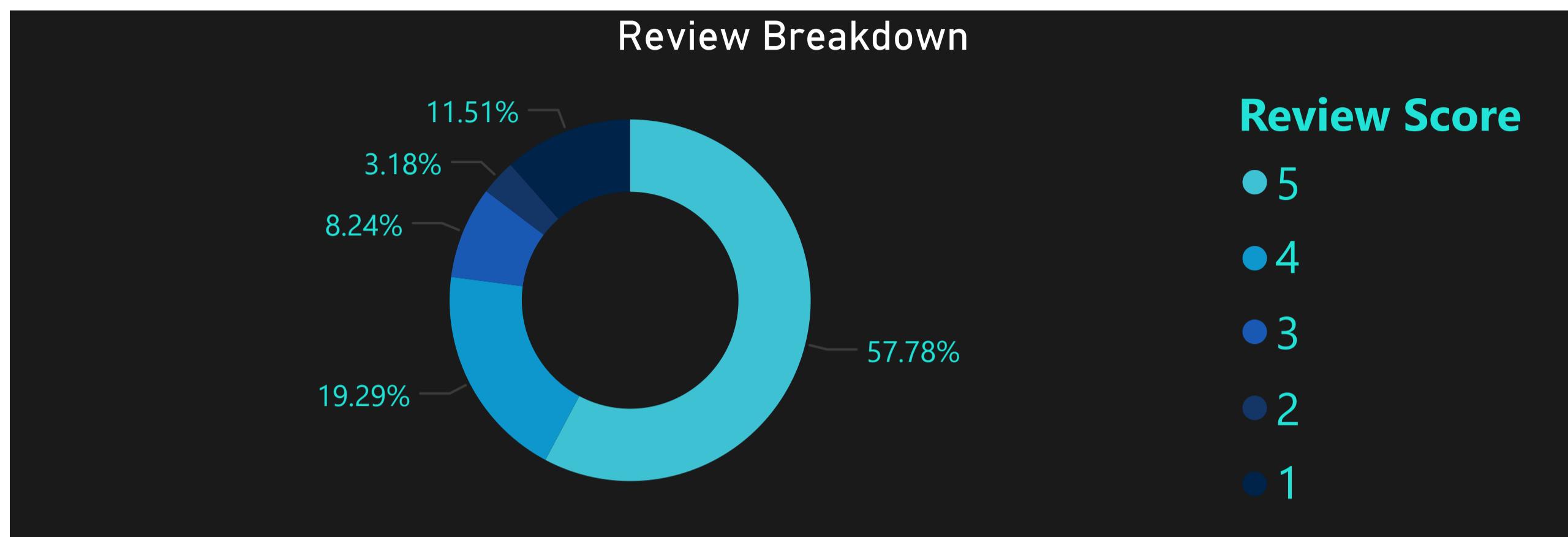
Aug

Sep

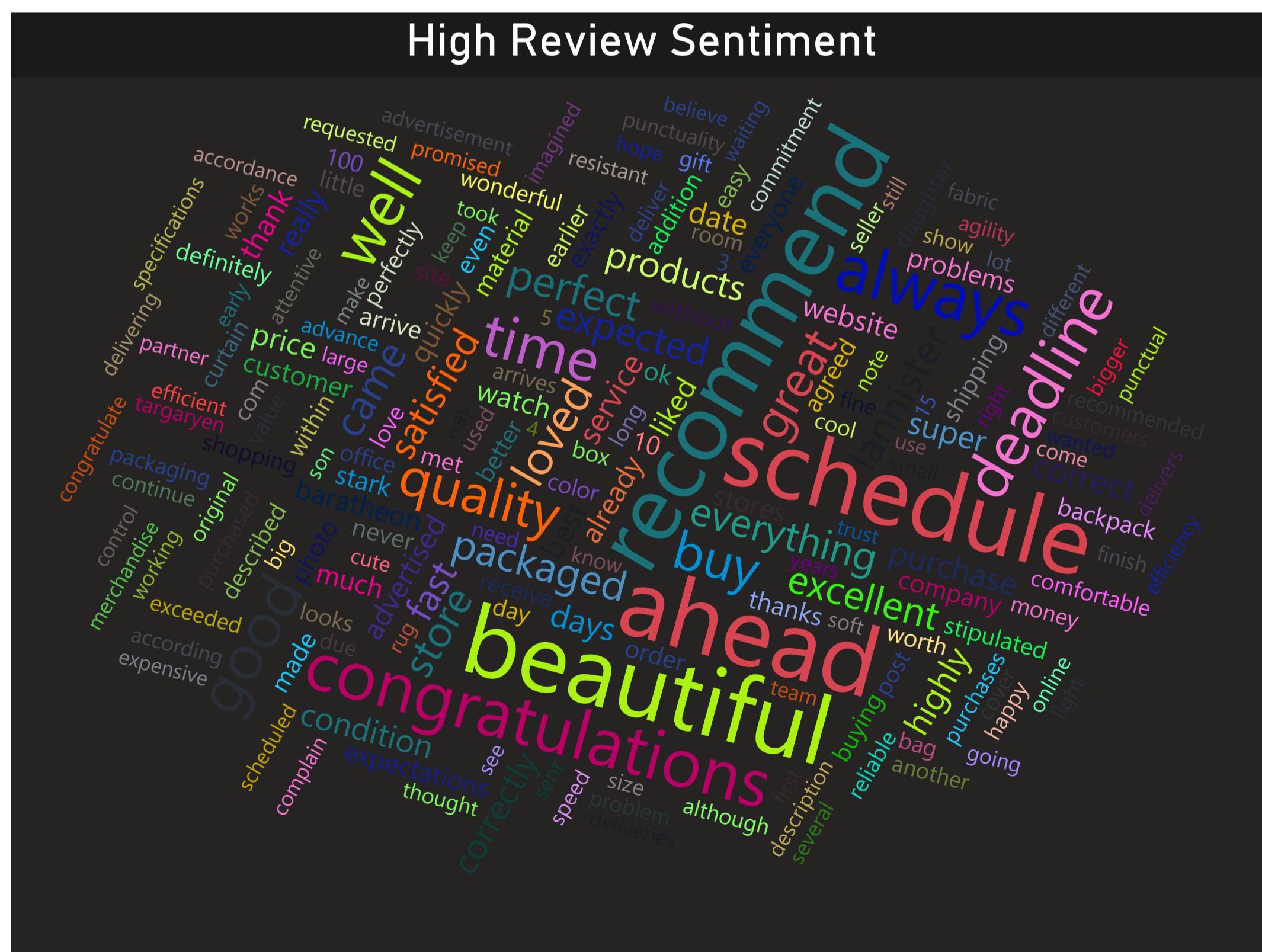
Oct

lov

ec



Customer_Segment	Count of Customer_Segment
Top Customer	2961
Low Value Customer	56801
High Value Customer	39678
<b>Total</b>	<b>99440</b>



# OLIST E-COMMERCE DASHBOARD



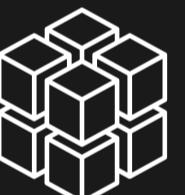
Clustering

Year

All



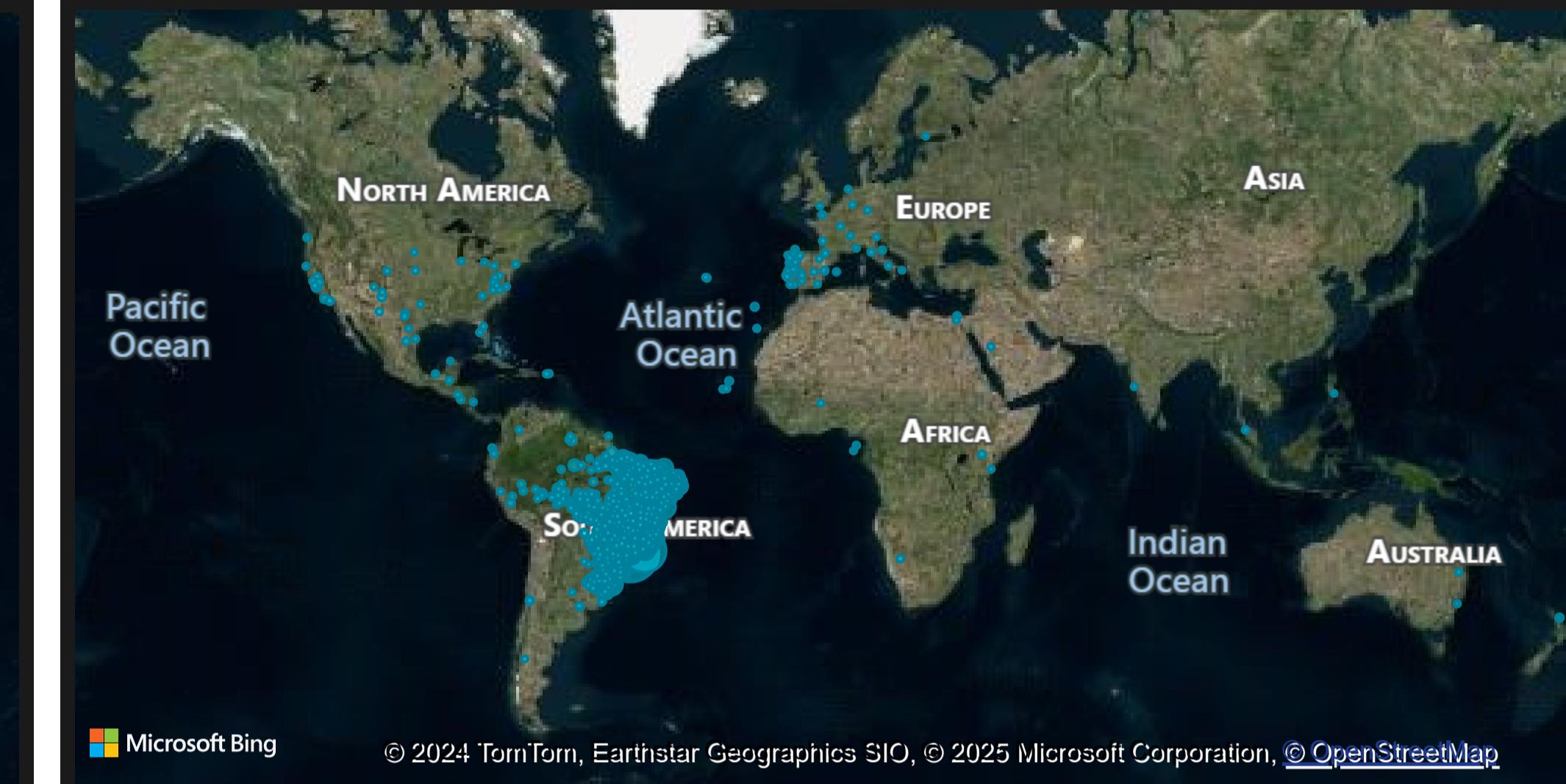
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



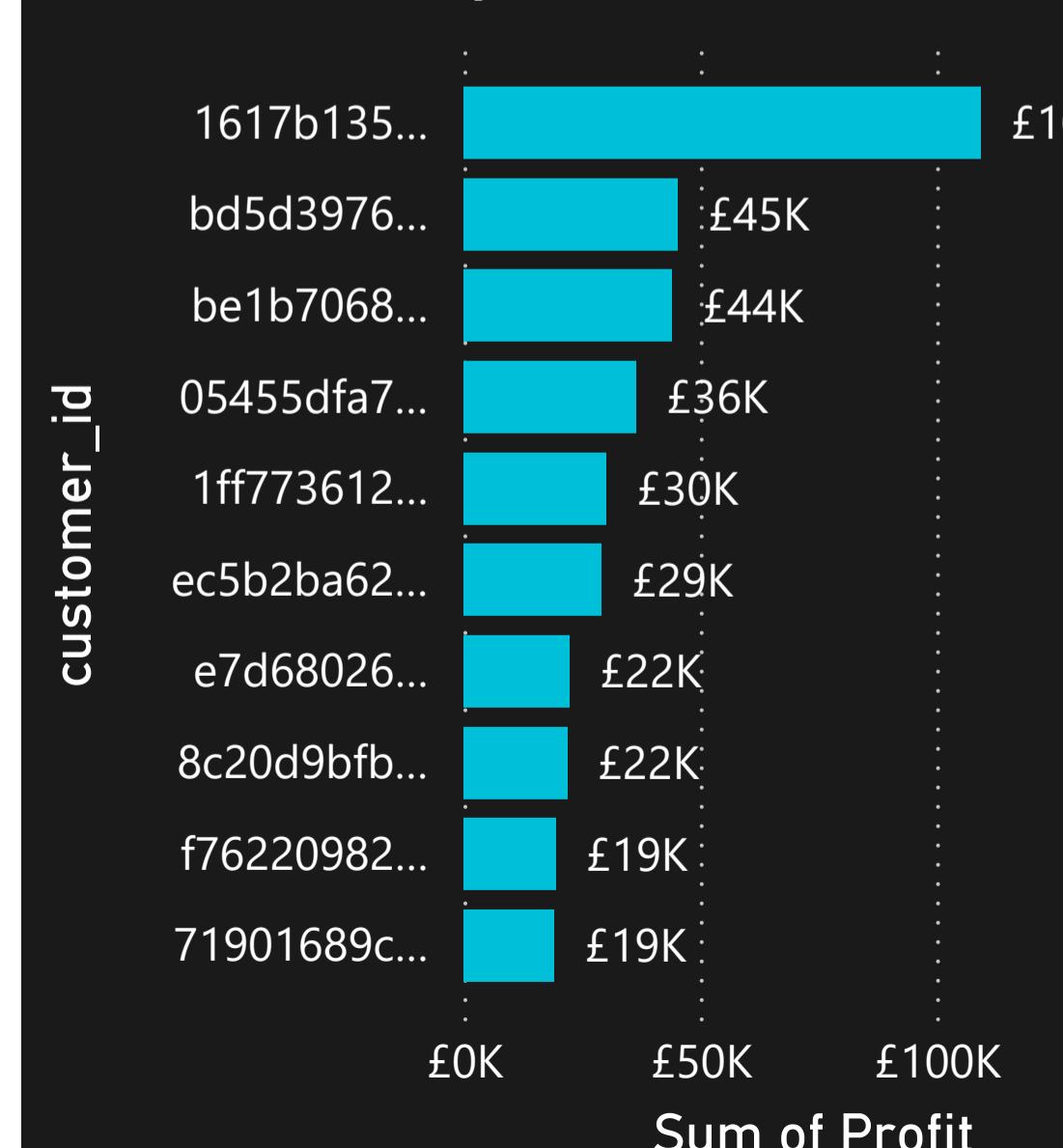
## Seller's Cities



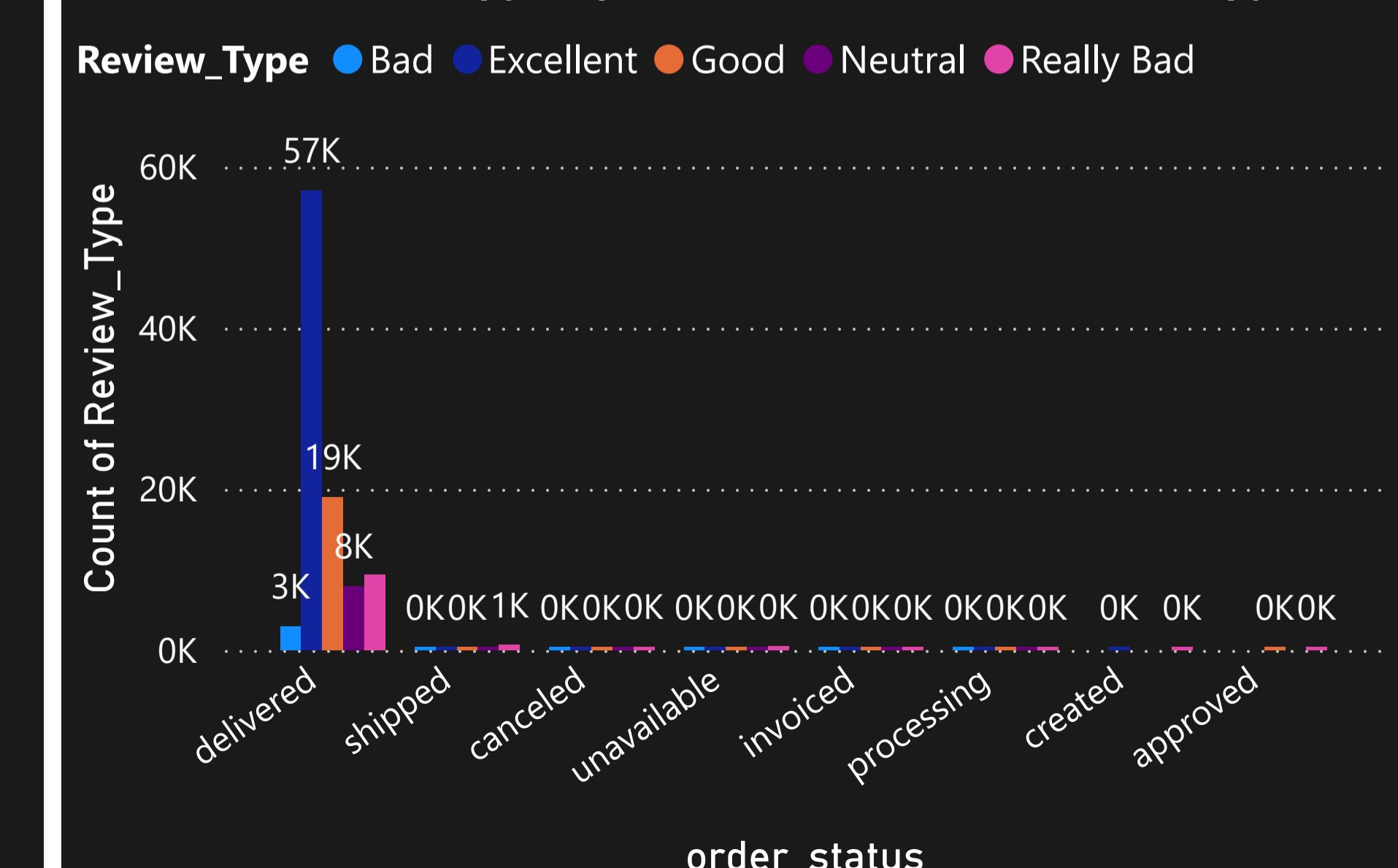
## Customer's Cities



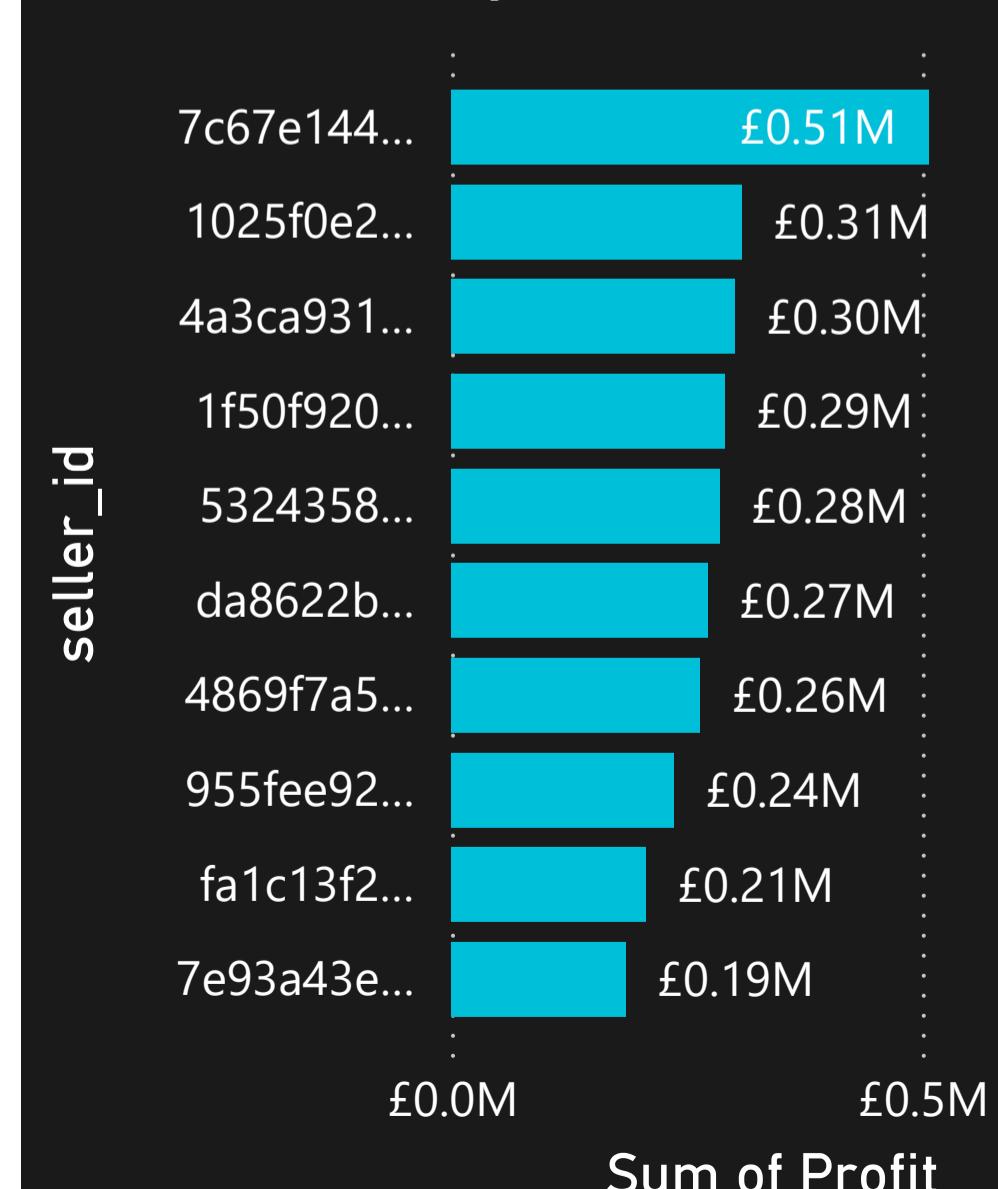
## Sum of Profit by customer\_id



## Count of Review\_Type by order\_status and Review\_Type



## Sum of Profit by seller\_id



More Information

# OLIST E-COMMERCE DASHBOARD

Year

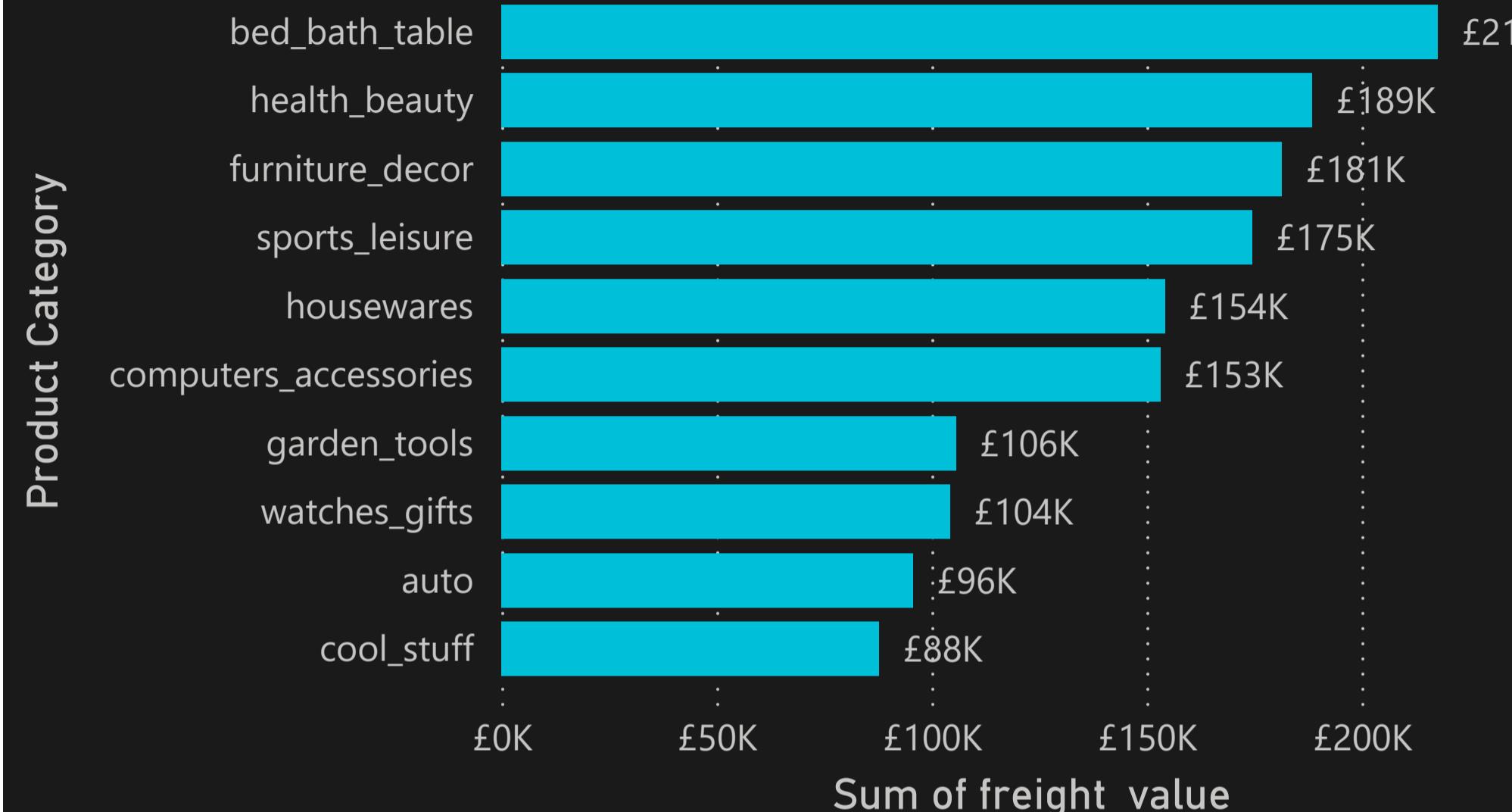
Profit Overview

All

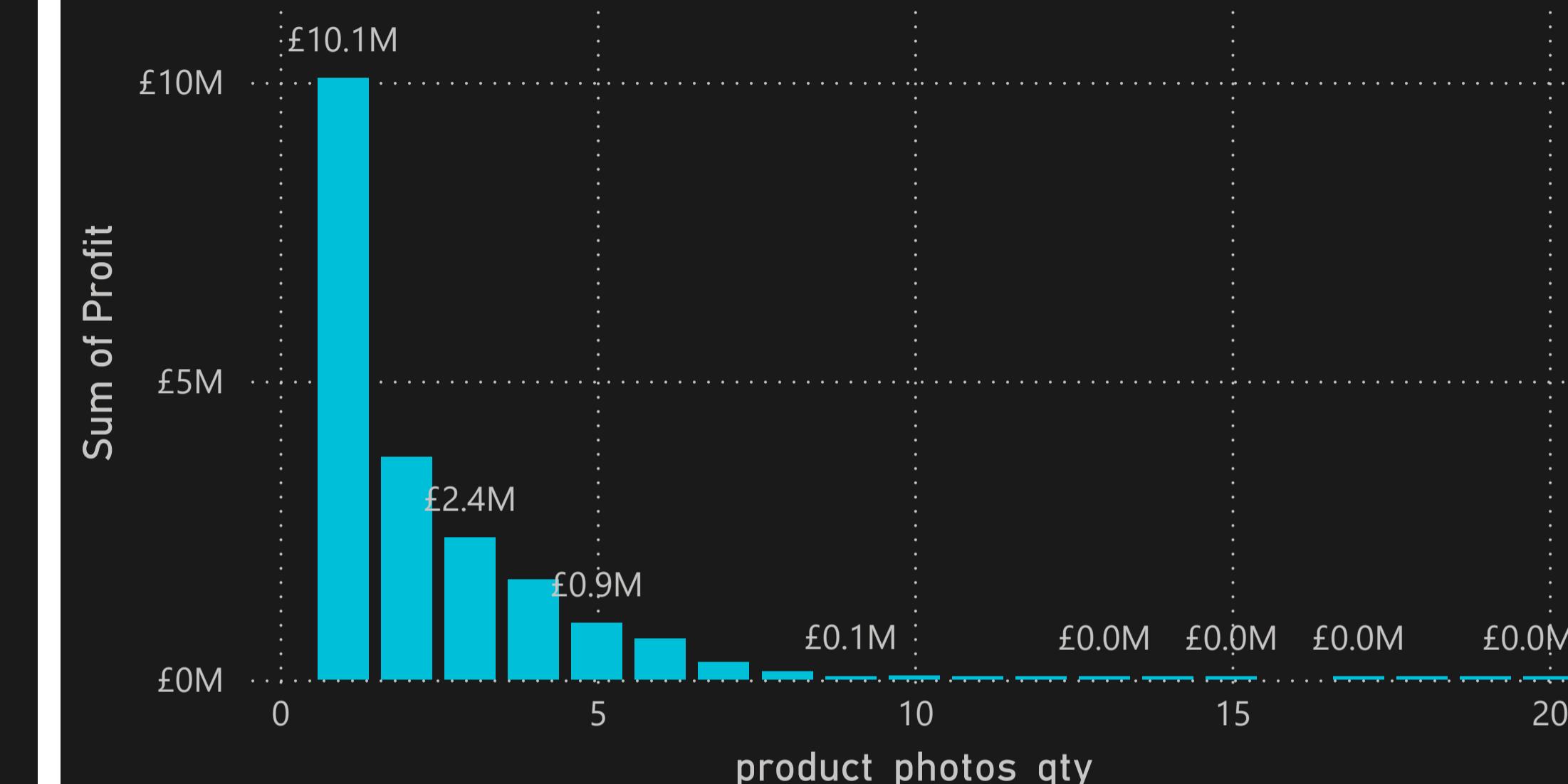


Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

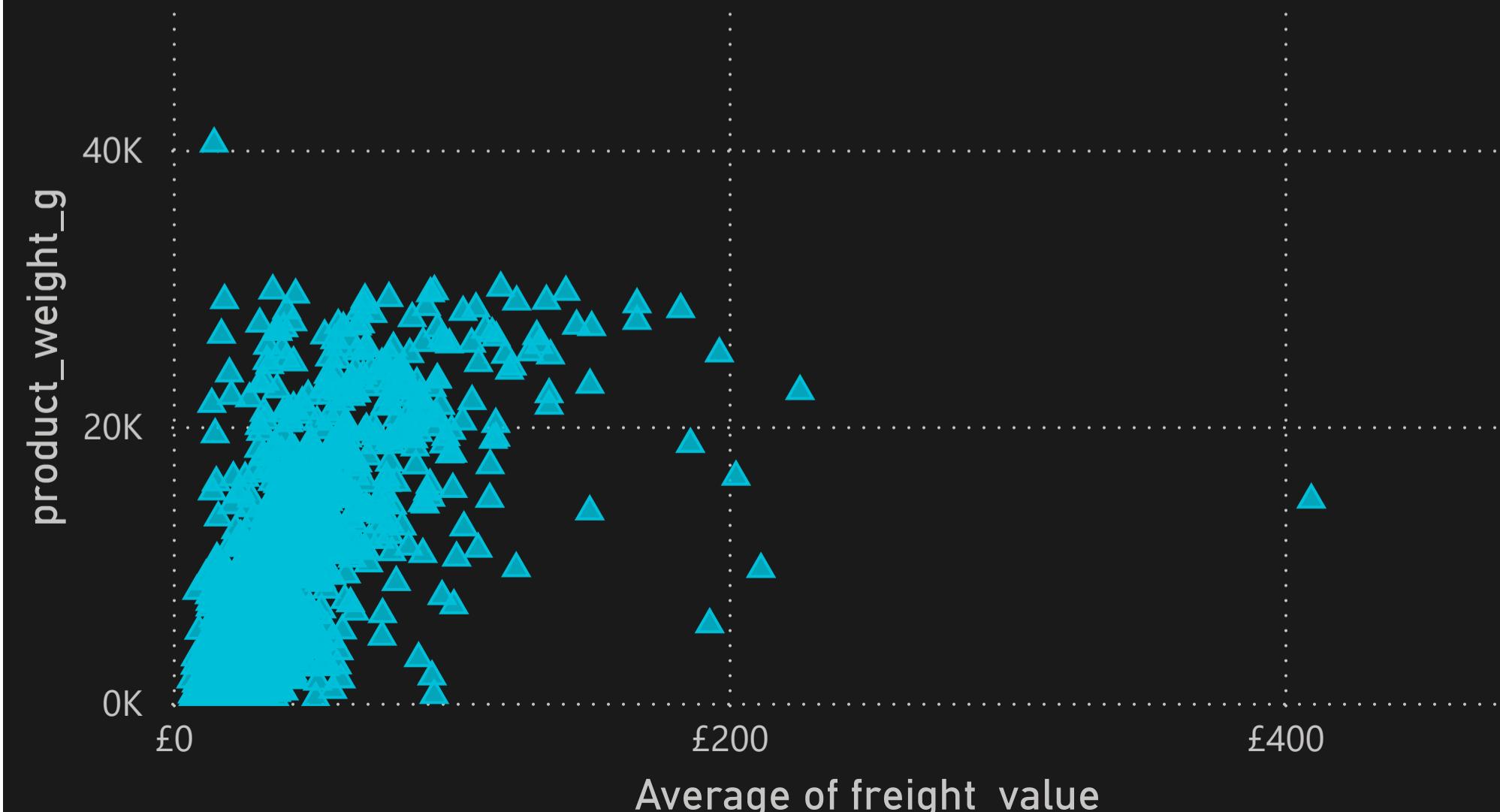
Total spending for shiping each product category



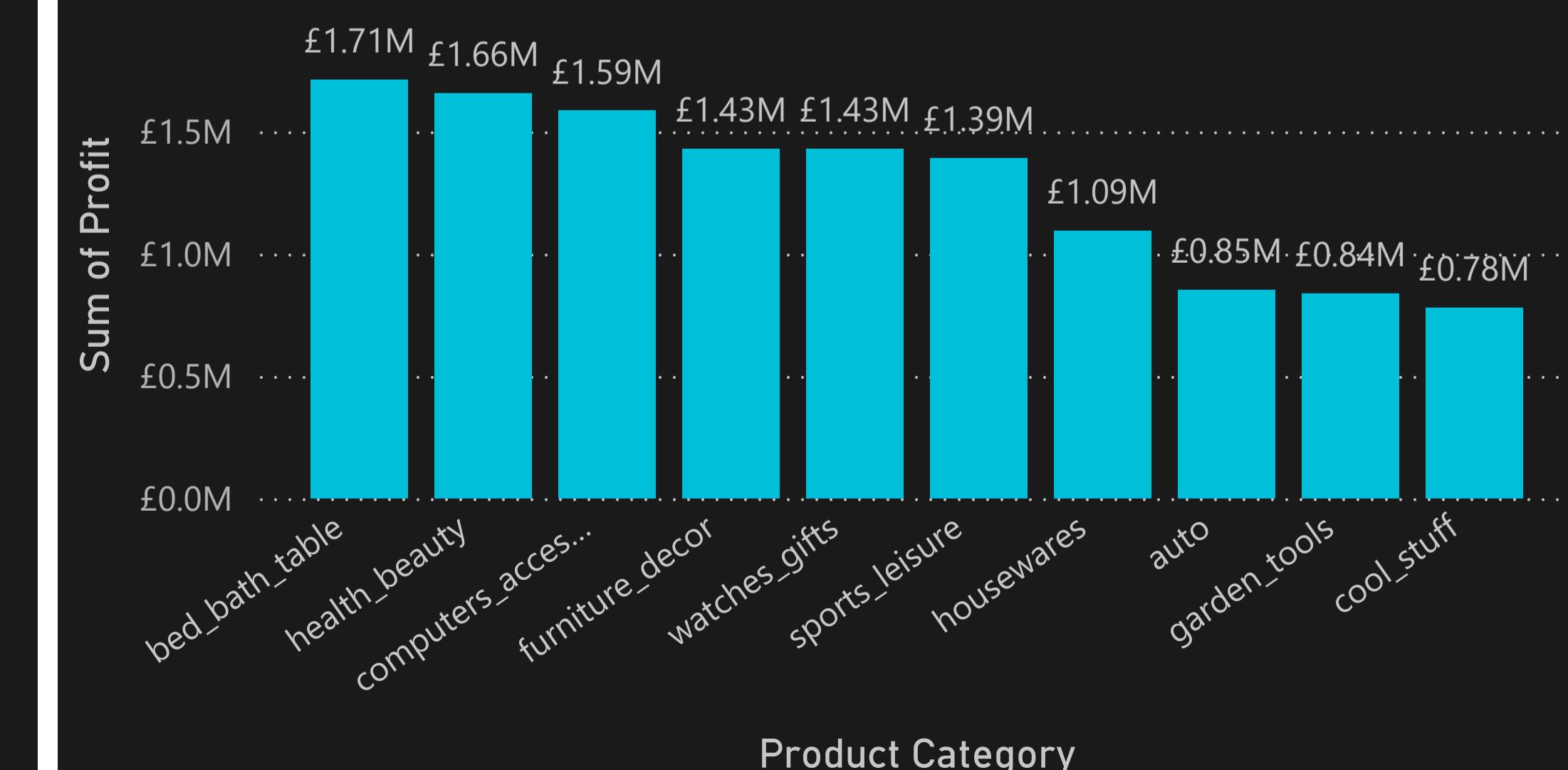
Sum of Profit by product\_photos\_qty



Average of freight\_value by product\_weight\_g



Sum of Profit by product category name english



More Information