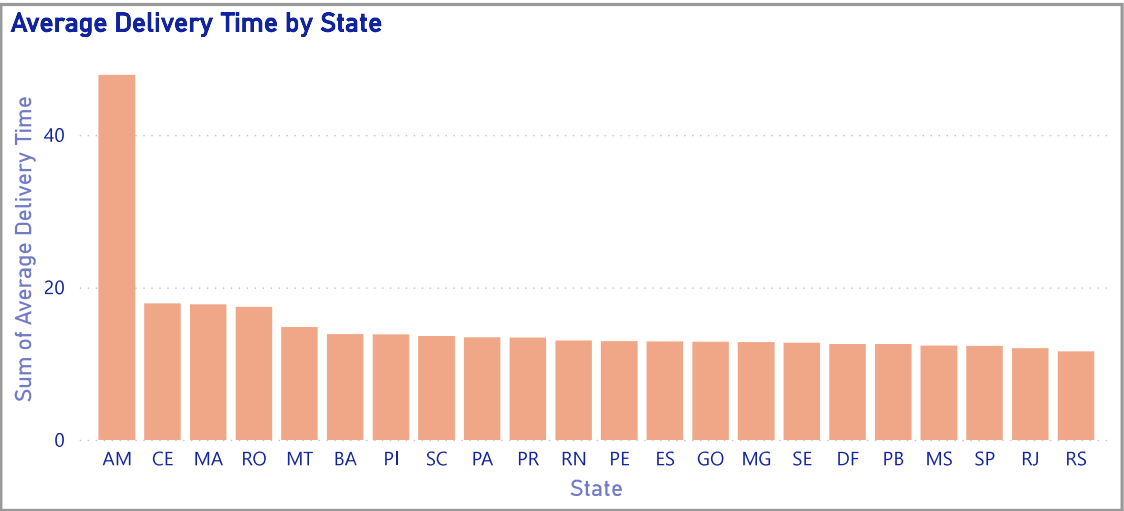
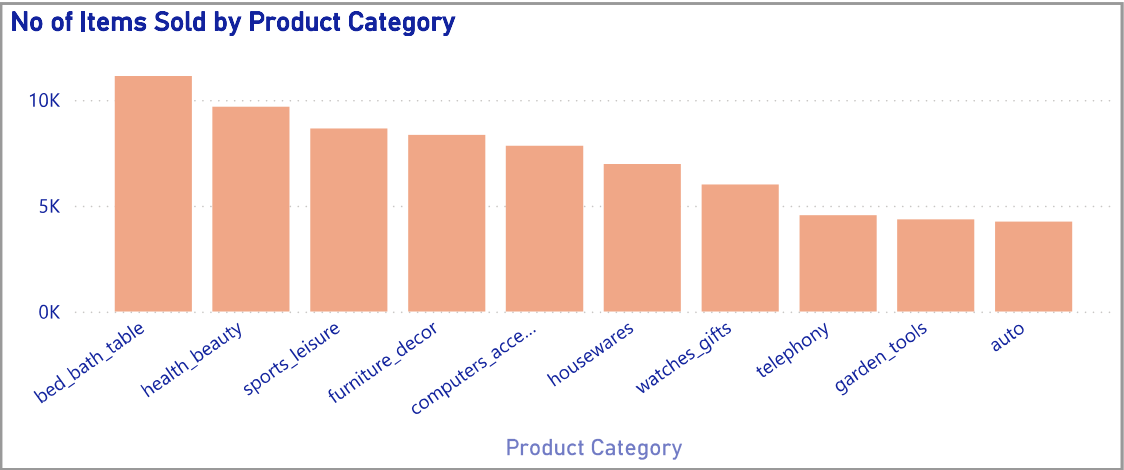
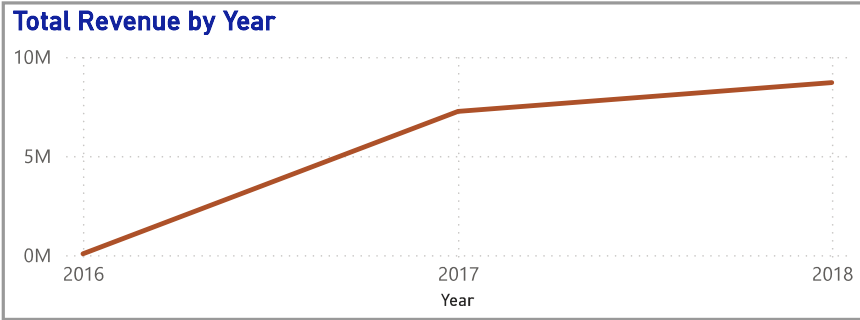
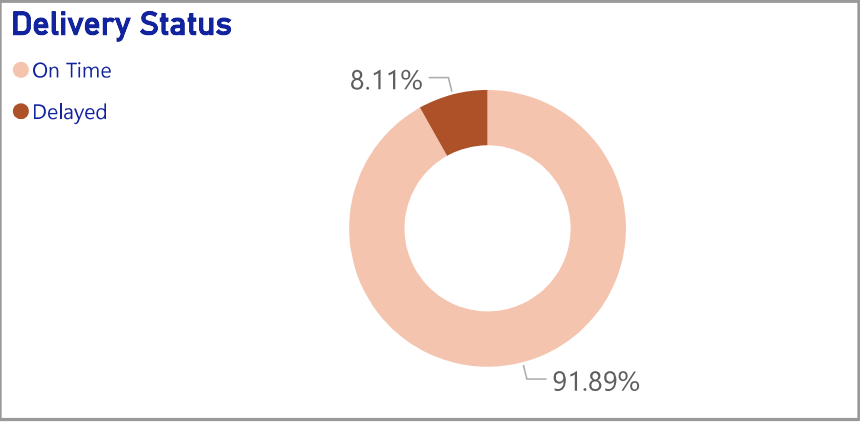
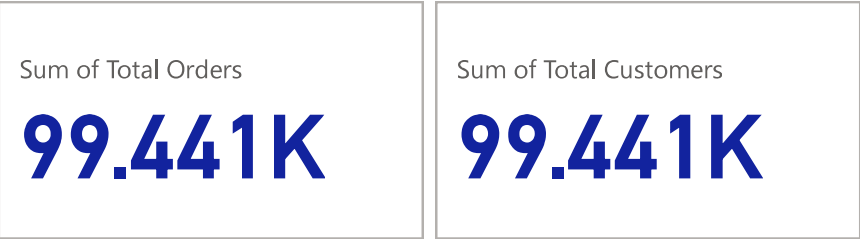
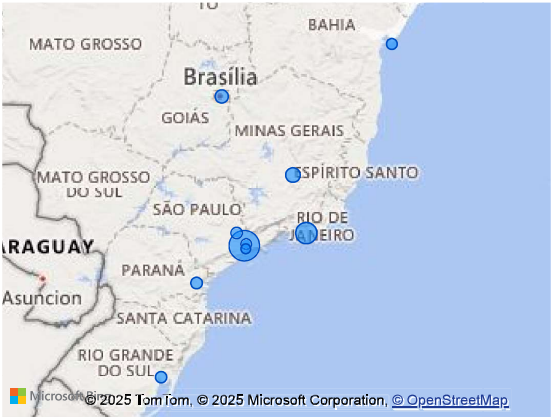


Olist E-Commerce: Sales, Customers, and Category Insights

Analysis based on Olist's anonymized Brazilian e-commerce dataset (2016 - 2018)



Customers by City



City	Sum of Total Customers
sao paulo	15540
rio de janeiro	6882
belo horizonte	2773
brasilia	2131
curitiba	1521
campinas	1444
porto alegre	1379
salvador	1245
guarulhos	1189
sao bernardo do campo	938
Total	35042

Average Order Value

160.99

Total Revenue

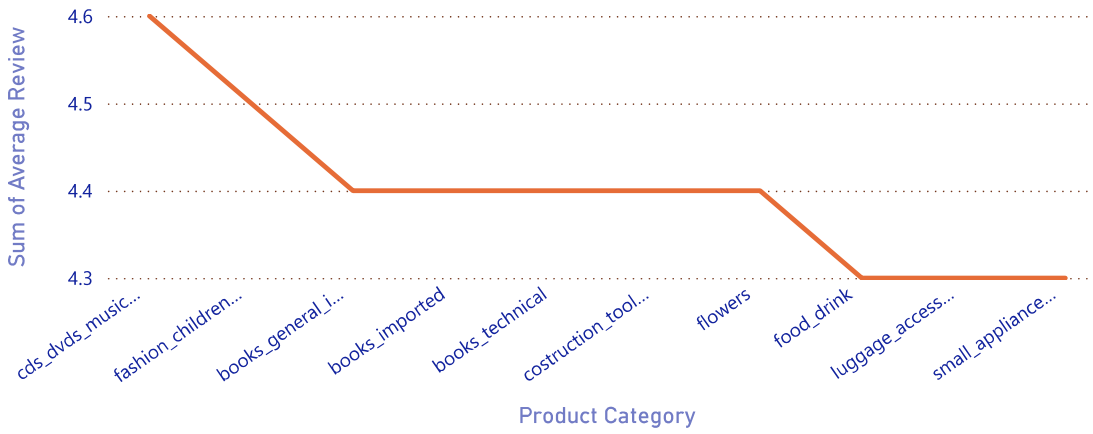
(2016 - 2018)

16.01M

Average Delivery Time

17.39

Average Review by Product Category



Key Insight: Customer Retention

99.4K Customers = 99.4K Orders

This indicates zero repeat purchases over 2016–2018.

Suggests that Olist focused more on **customer acquisition** rather than **retention**.

Opportunity: Introducing loyalty programs, personalized recommendations, or better after-sales service could improve repeat purchase rate and long-term revenue.

This analysis highlights Olist’s strong customer acquisition between 2016–2018, but also reveals opportunities to improve retention and optimize delivery performance. Strategic focus on customer loyalty and faster fulfillment could significantly boost long-term growth.