Olist E-commerce Analysis

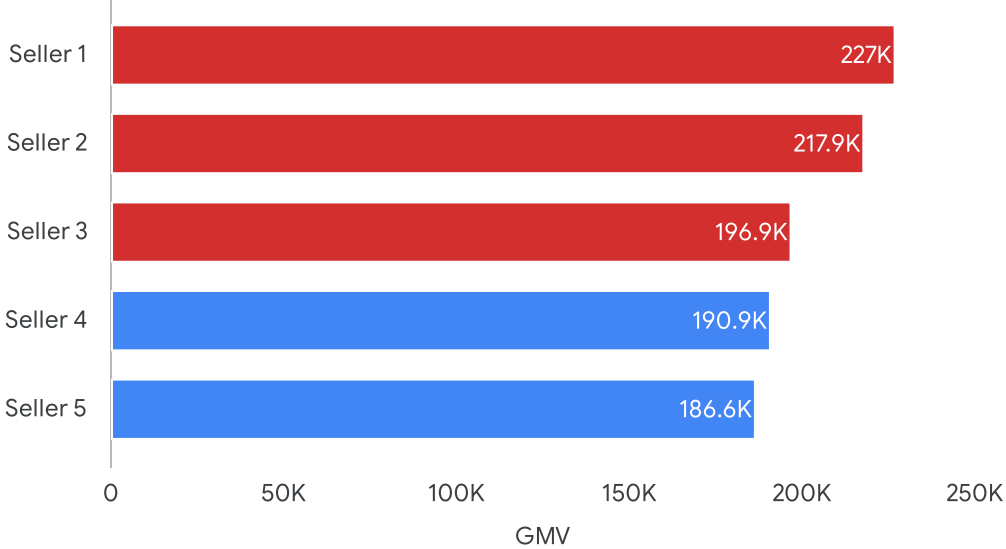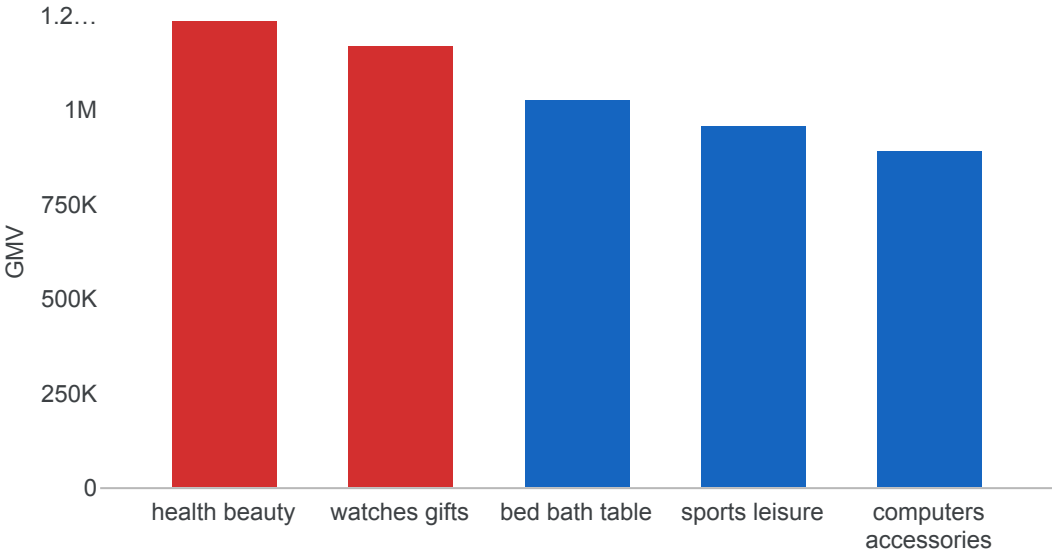| Total sellers	Total product categories	Total customers
3,095	71	94,383

Top sellers by Gross Merchandise Value (GMV)

While actual seller names are not available, the chart highlights relative performance across sellers, helping identify high-risk or high-performing sellers.
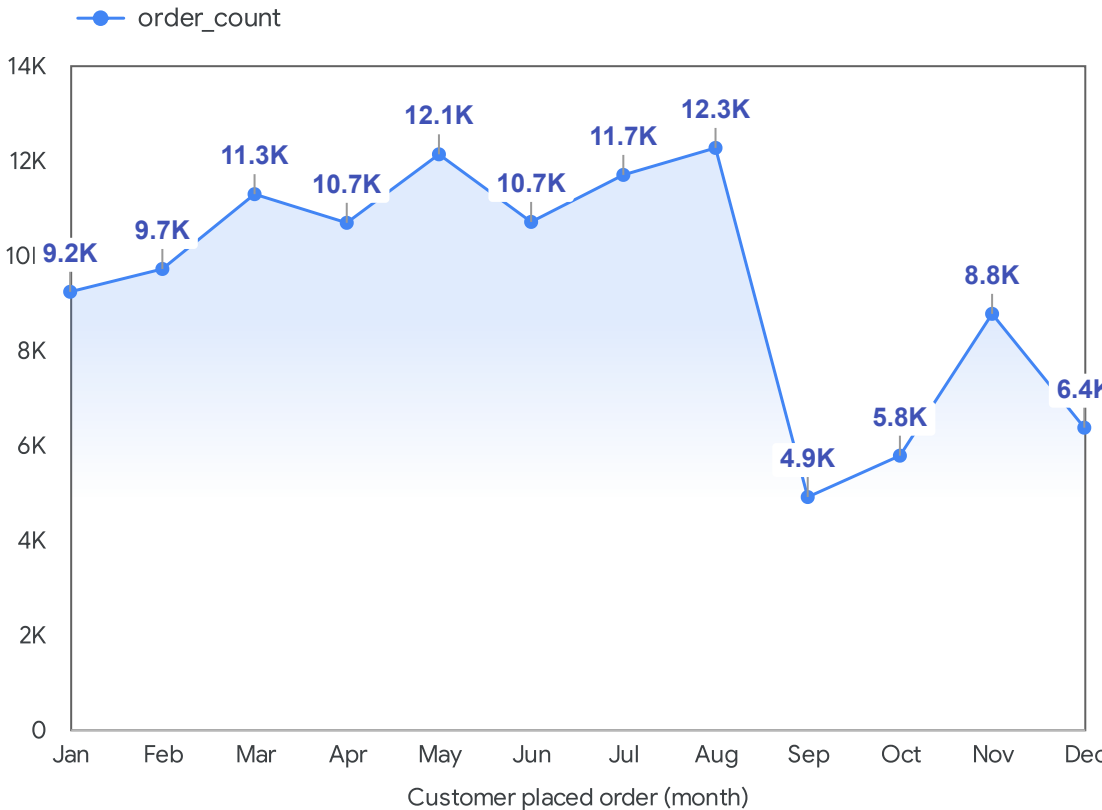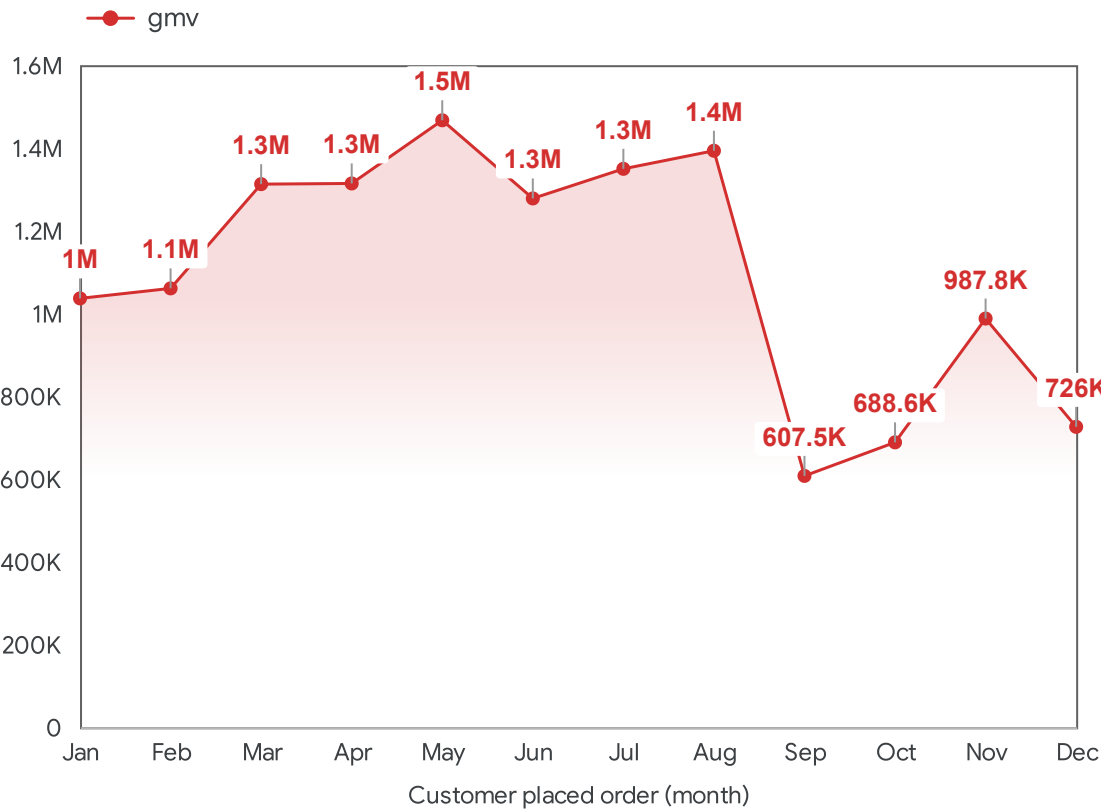
Seller	GMV
Seller 1	227K
Seller 2	217.9K
Seller 3	196.9K
Seller 4	190.9K
Seller 5	186.6K

Top product categories by Gross Merchandise Value (GMV)

Bar chart of GMV: health beauty (~1.2M), watches gifts (~1.15M), bed bath table (~1.02M), sports leisure (~0.95M), computers accessories (~0.9M).
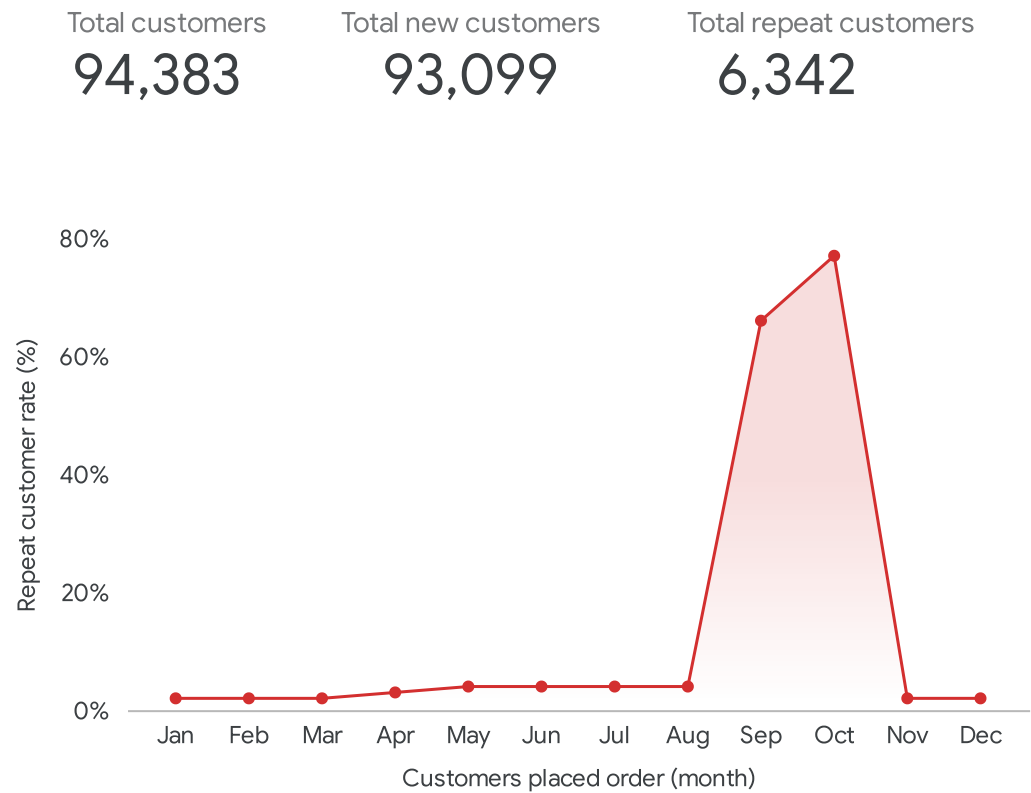
Gross Merchandise Value (GMV) and order count trend over months
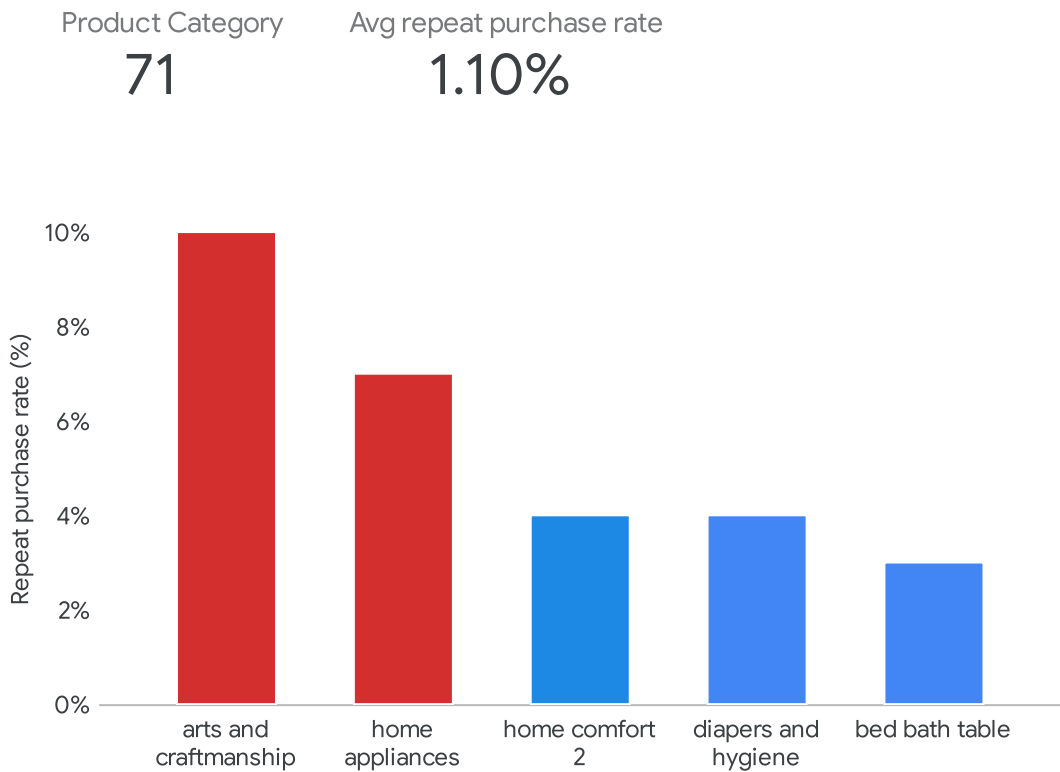
Olist got the highest orders and highest total sales value in May and August so we can leverage these high-sales periods for loyalty campaigns, special offers for repeat buyers while September's drop suggests a need for retention strategies or marketing boosts.

gmv

Month	GMV
Jan	1M
Feb	1.1M
Mar	1.3M
Apr	1.3M
May	1.5M
Jun	1.3M
Jul	1.3M
Aug	1.4M
Sep	607.5K
Oct	688.6K
Nov	987.8K
Dec	726K

order_count

Month	order_count
Jan	9.2K
Feb	9.7K
Mar	11.3K
Apr	10.7K
May	12.1K
Jun	10.7K
Jul	11.7K
Aug	12.3K
Sep	4.9K
Oct	5.8K
Nov	8.8K
Dec	6.4K

Customer placed order (month)

Monthly Repeat Customer Rate

Total customers	Total new customers	Total repeat customers
94,383	93,099	6,342

Product categories having the highest repeat purchases

Product Category	Avg repeat purchase rate
71	1.10%

Cities with highest number of active customers

Customer activity is highly concentrated in Sao Paulo and Rio de Janeiro. The business should prioritize retention, faster delivery, and stronger seller partnerships in these high-demand cities while expanding customer acquisition in emerging regions to drive sustainable growth

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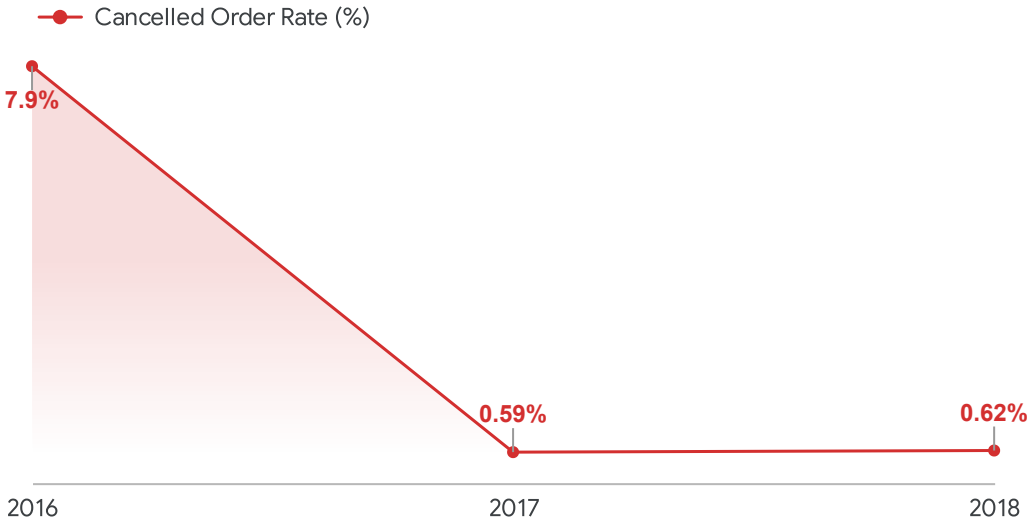
Total sellers	Avg delivery days	Total customers
3,095	12.47	94,383

Monthly % of Orders Cancelled

Cancelled Order Rate (%)

7.9% (2016), 0.59% (2017), 0.62% (2018)

Seller city with highest cancellations

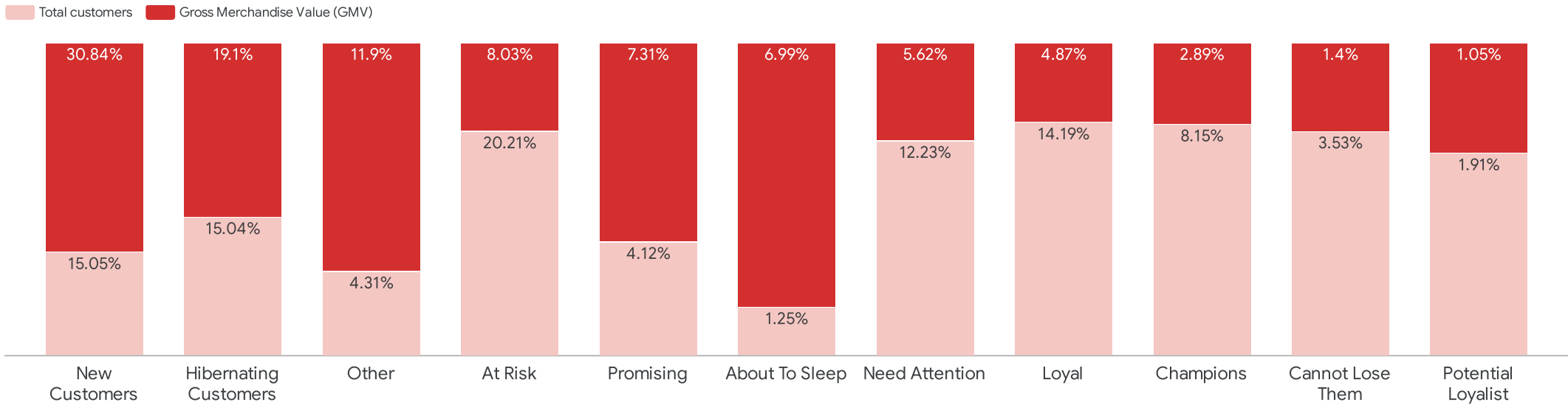|	Seller City	Total cancelled orders	Cancelled orders rate ▾
1.	sao goncalo	1	100%
2.	arapongas	1	100%
3.	boituva	1	100%
4.	pirassununga	1	100%
5.	pato branco	1	100%
6.	ipua	1	100%
7.	medianeira	1	100%
8.	marapoama	1	100%
9.	colombo	1	100%
10.	divisa nova	1	100%

Product categories having highest cancelled orders

Delivery Time by Seller and Customer City

	Seller ID	Customer City	Delivery Time (Days) ▾
1.	2a1348e9addc1af5aaa619b1a3679d6b	montanha	209.6
2.	a7f13822ceb966b076af67121f87b063	teresina	194.9
3.	c847e075301870dd144a116762eaff9a	lagarto	194.6
4.	cb41bfbcbda0aea354a834ab222f9a59	salto	191.5
5.	df683dfda87bf71ac3fc63063fba369d	paulinia	189.9
6.	e83c76265fc54bf41eac728805e4da77	aracaju	188.1
7.	054694fa03fe82cec4b7551487331d74	perdizes	187.7
8.	cca3071e3e9bb7d12640c9fbe2301306	macapa	187.2
9.	7c67e1448b00f6e969d365cea6b010ab	teutonia	186.2
1…	8b28d096634035667e8263d57ba3368c	formosa	181.1

GMV and Customer Distribution by RFM Segment

Total customers · Gross Merchandise Value (GMV)

Segment	GMV	Total customers
New Customers	30.84%	15.05%
Hibernating Customers	19.1%	15.04%
Other	11.9%	4.31%
At Risk	8.03%	20.21%
Promising	7.31%	4.12%
About To Sleep	6.99%	1.25%
Need Attention	5.62%	12.23%
Loyal	4.87%	14.19%
Champions	2.89%	8.15%
Cannot Lose Them	1.4%	3.53%
Potential Loyalist	1.05%	1.91%

New customers drives most GMV, while **high-value customers who bought frequently but haven't bought recently (cannot lose them)** and **active, frequent buyers, who don't spend much yet (Potential Loyalist)** customer segments contributes relatively low revenue.

Recommendations:

- Focus on retaining **at-risk** high-value customers through targeted re-engagement campaigns before they churn.
- Increase spend among frequent buyers(Potential Loyalists) via upselling and personalized offers.
- Implement segment-specific marketing strategies to maximize revenue growth.