

Pick your cart and step into the world of Olist E-commerce,  
where every click, purchase, and review unlocks the hidden  
stories behind smarter shopping and business success



Start >>



Sales



Products



Customers



Payment



Sellers



Reviews

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Product Performance

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Seller Feedback Analysis

Orders Delivery

Orders Fulfillment

Geographics Sales

Geographics Orders



Ask AI for Insights



# Sales Performance

[Navigate to Sales Reports](#)

Orders Status



Revenue

**15.92M**

Avg Freight Cost

**19.98**

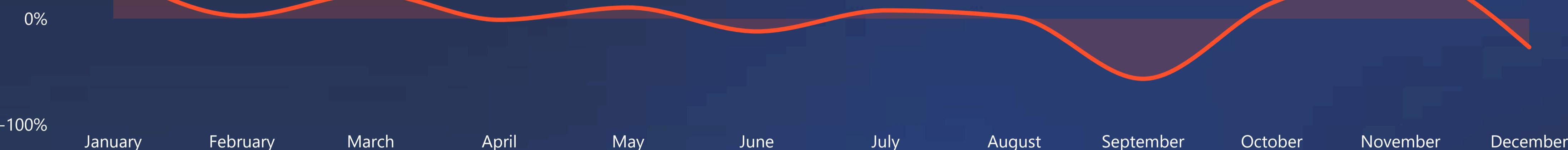
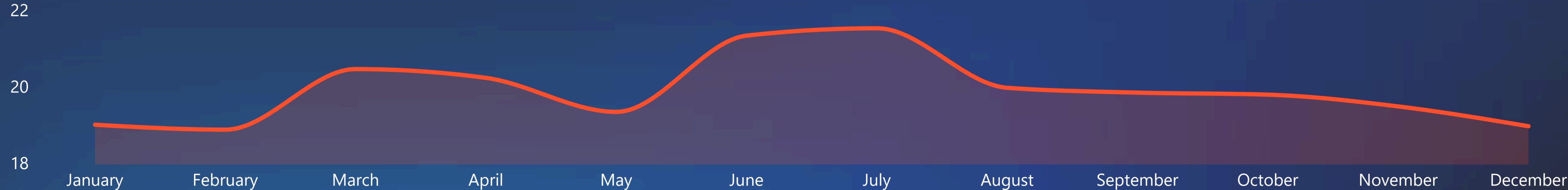
Num

% Perc.

Net Sales

**13.65M**

Total Freight Cost

**2.26M****Sales & Freight Analysis****Revenue & Orders Trends****YTD Performance****% MoM Sales Growth by Month****Avg Freight Cost by Month**

# olist Orders Overview

[Navigate to Sales Reports](#)



Orders Status



No. Orders  
**99K**

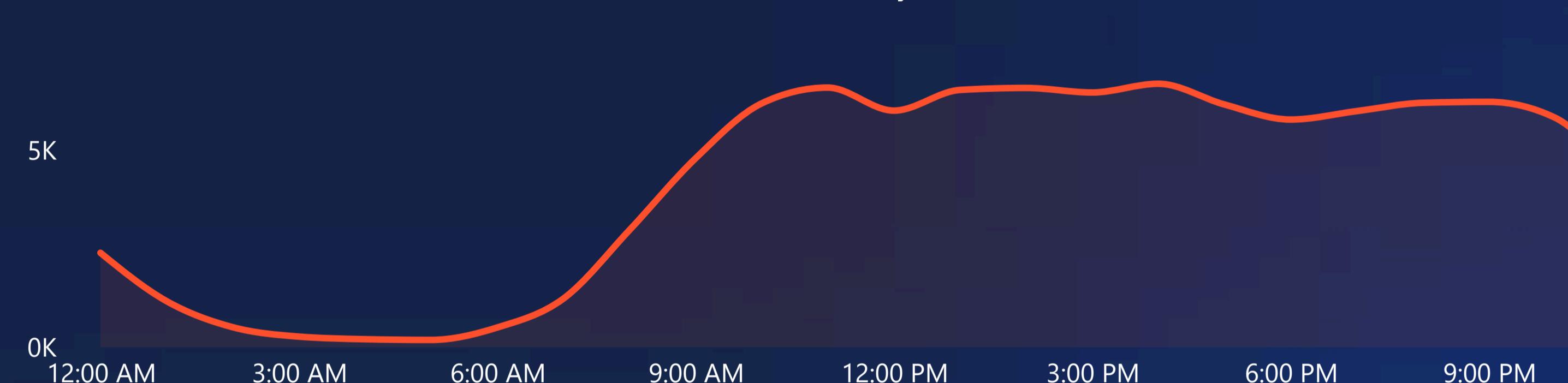
Avg Order Value  
**160.05**

Avg No. Items/Order  
**1.15**

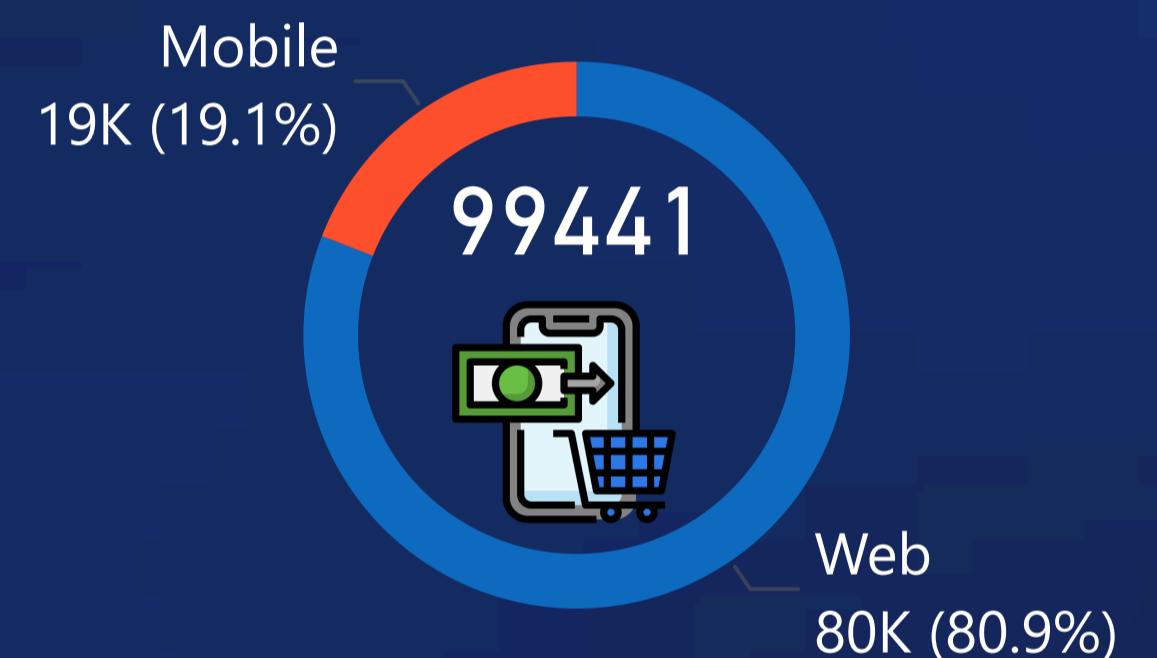
Avg Freight / Order  
**22.77**

Peak Hour  
**04:00 PM**

No. Orders by Hour

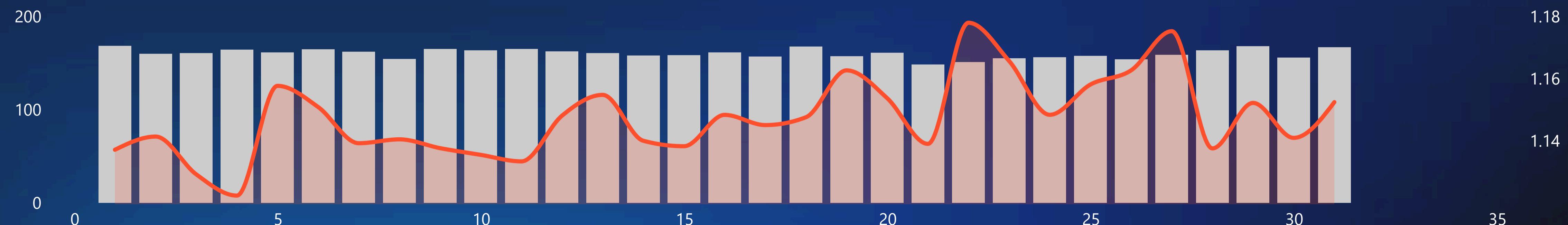


No. Orders by Device Type



Avg Order Value (AOV) and Avg No. of Items per Order by Day

● Avg Order Value (AOV) ● Avg No. of Items per Order



# olist Orders Status

[Navigate to Sales Reports](#) 

Orders Status 



% Orders Delivery Rate  
 **97.02%**

% Orders Shipping Rate  
 **1.11%**

% Orders Cancellation Rate  
 **0.63%**

% Orders Unavailability Rate  
 **0.61%**

% Orders Invoice Rate  
 **0.32%**

% Orders Processing Rate  
 **0.30%**

% Orders Created Rate  
 **0.01%**

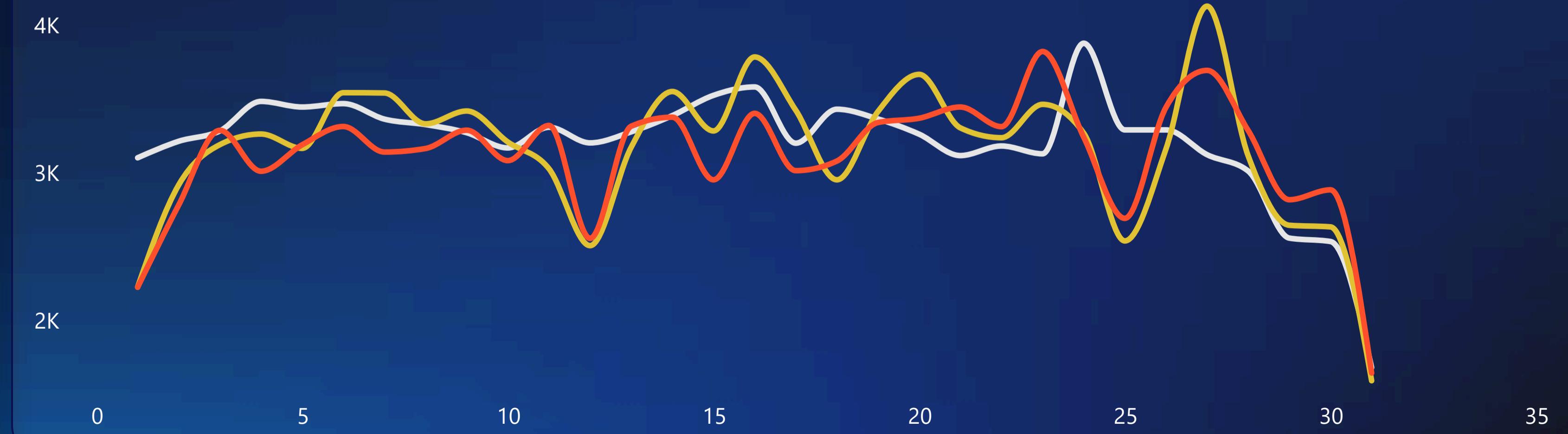
% Orders Approval Rate  
 **0.002%**

## No. Orders by Order Status



## Order Flow Over Time: Placed, Shipped & Due

● No. Orders (order\_date) ● No. Orders (ship\_date) ● No. Orders (due\_date)





# Orders Delivery

[Navigate to Sales Reports](#)[Orders Status](#)

% Orders Delivery Rate  
**97.02%**



% Early Delivery Rate  
**92.13%**

% Late Delivery Rate  
**6.57%**



Avg Early Duration (Days)  
**13.62**

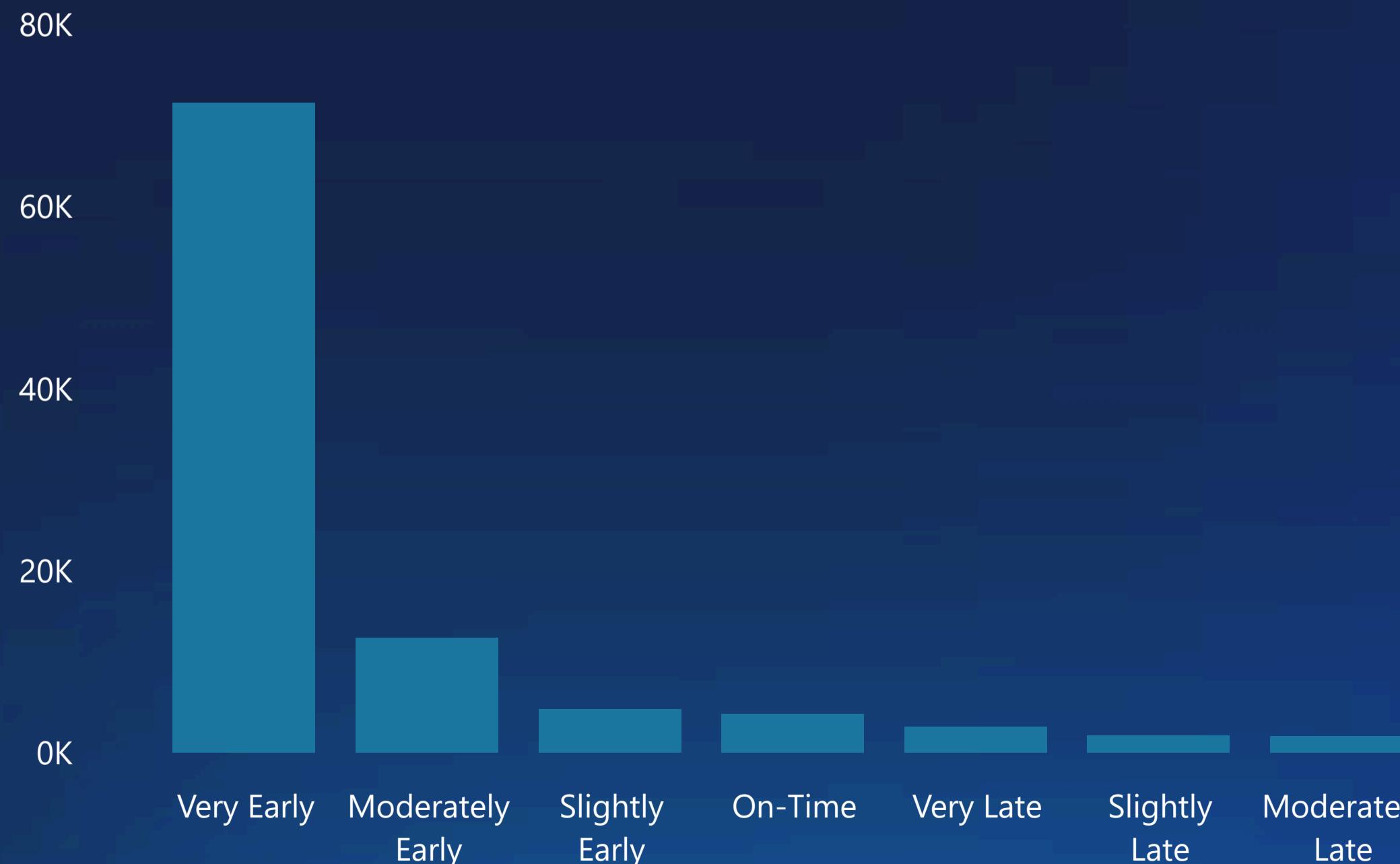
Avg Delay Duration (Days)  
**8.74**



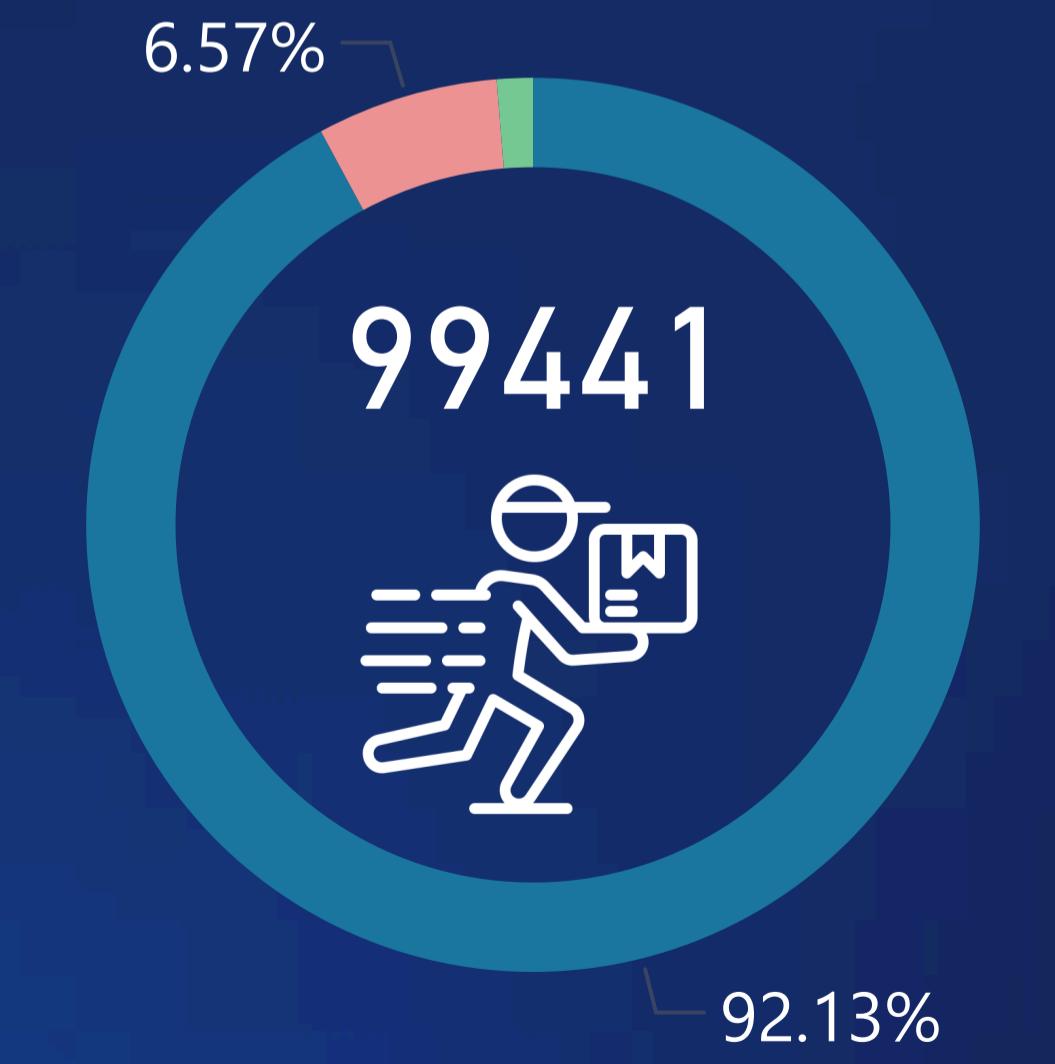
% On-Time Delivery Rate  
**1.30%**



No. Orders by Order Delivery Status



Delivery Performance



- Early Delivery
- Late Delivery
- On-Time Delivery

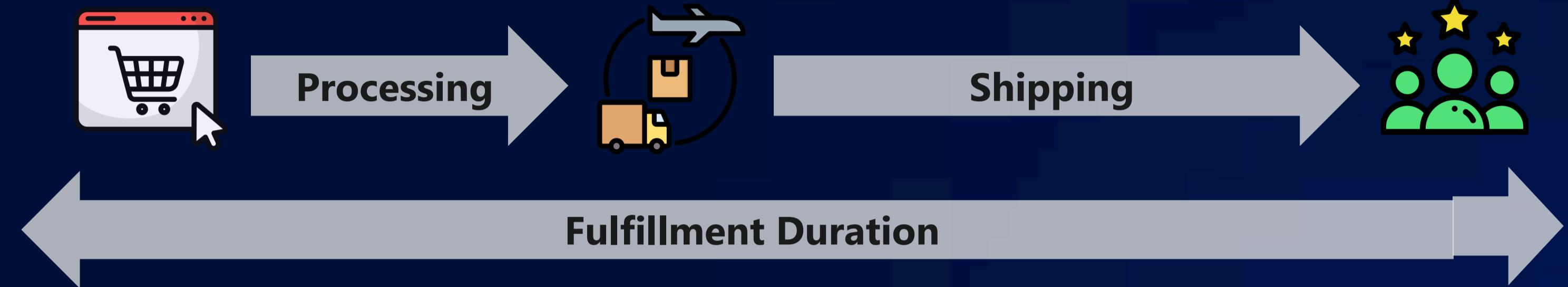


# olist Orders Fulfillment

[Navigate to Sales Reports](#)



Orders Status



Processing & Shipping Duration



Avg Order Fulfillment Duration (Days)  
12.42

Avg Order Processing Duration (Days)  
3.28

Avg Order Shipping Duration (Days)  
9.15

## Order Efficiency Trends: Fulfillment, Shipping & Processing Durations by Time

● Avg Order Shipping Duration (Days) ● Avg Order Processing Duration (Days) ● Avg Order Fulfillment Duration (Days)



[Navigate to Sales Reports](#)

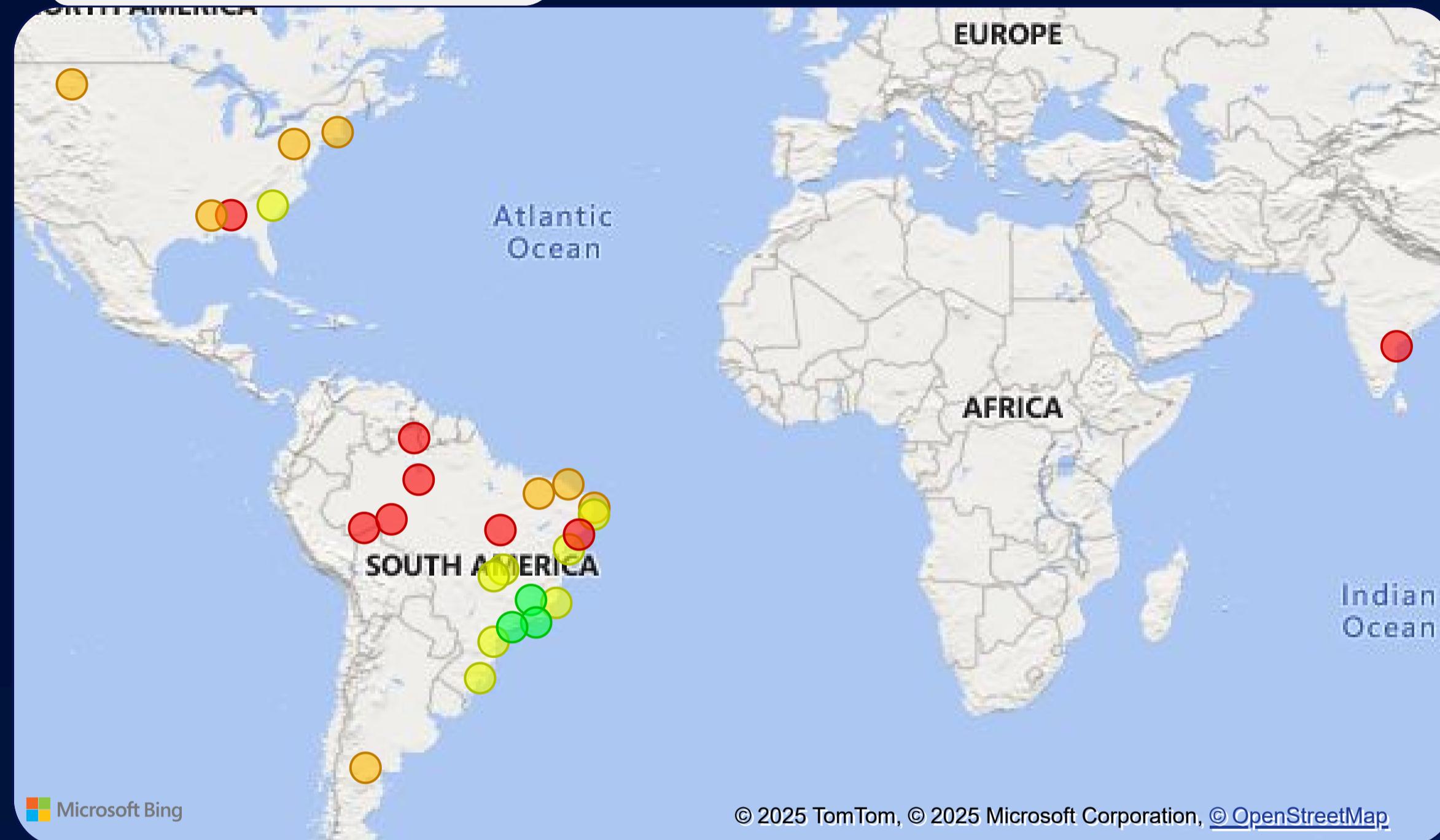


Orders Status



# olist Geographics Sales

DrillThrough



Highest Revenue State  
SP



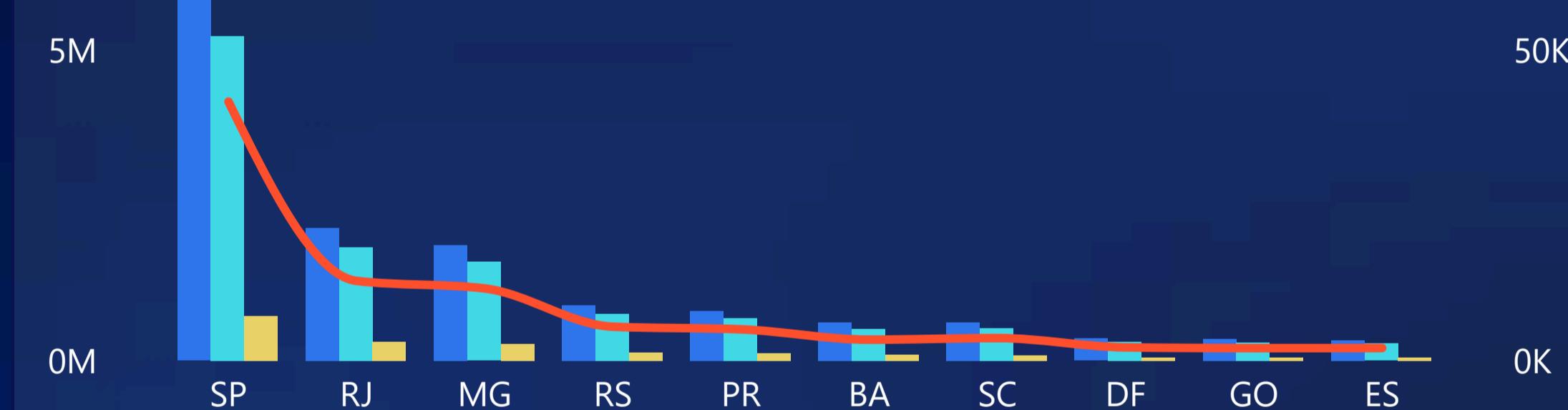
Highest Revenue City  
sao paulo

Top

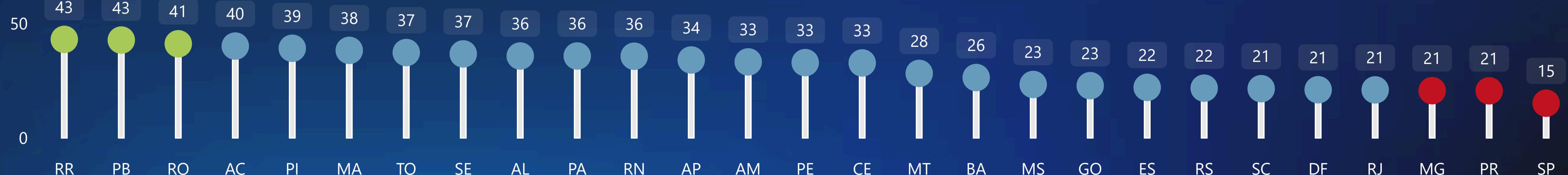
Bottom

Top 10 States by Revenue

● Total Sales(Revenue) ● Net Sales ● Total Freight Cost ● No. Orders



Avg Freight Cost by State



[Navigate to Sales Reports](#)

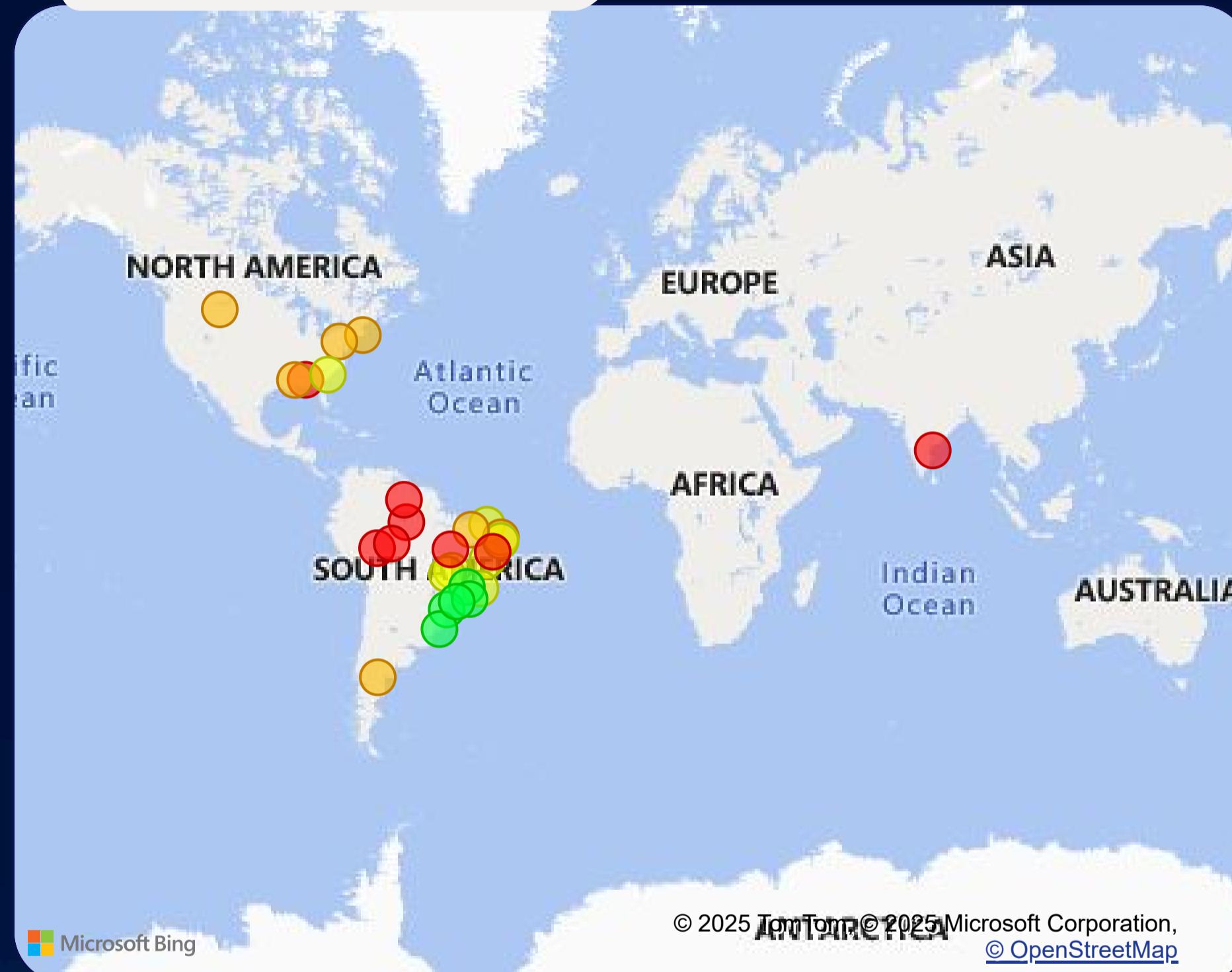


# olist Geographics Orders

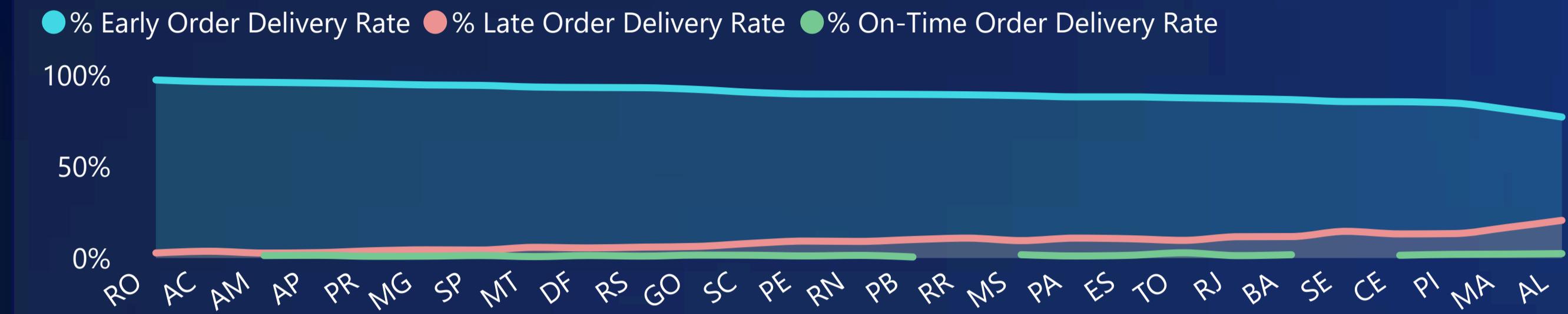
Orders Status



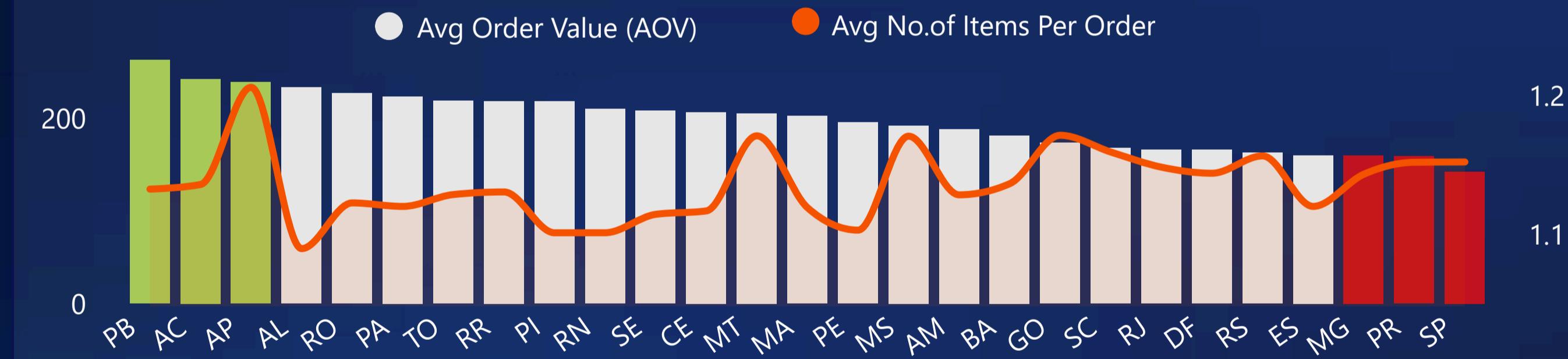
## DrillThrough



## Orders Delivery Performance by State



## Avg Order Value (AOV) and Avg No. of Items per Order by State



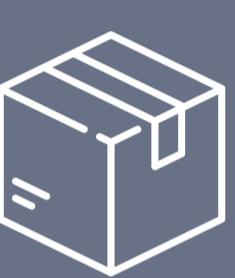
## Order Efficiency Trends: Fulfillment, Shipping & Processing Durations by State

● Avg Order Shipping Duration ● Avg Order Processing Duration ● Avg Order Fulfillment Duration

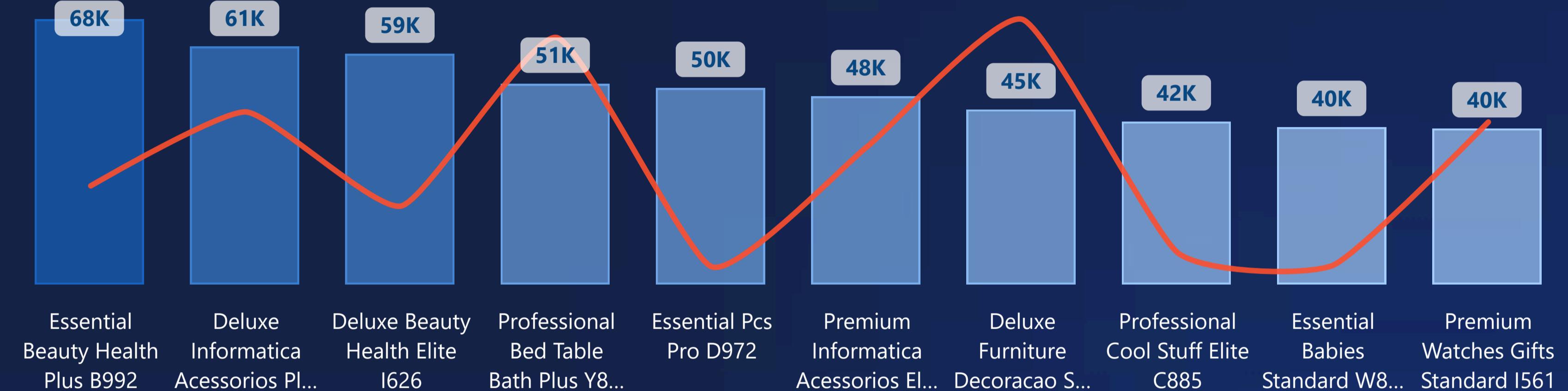




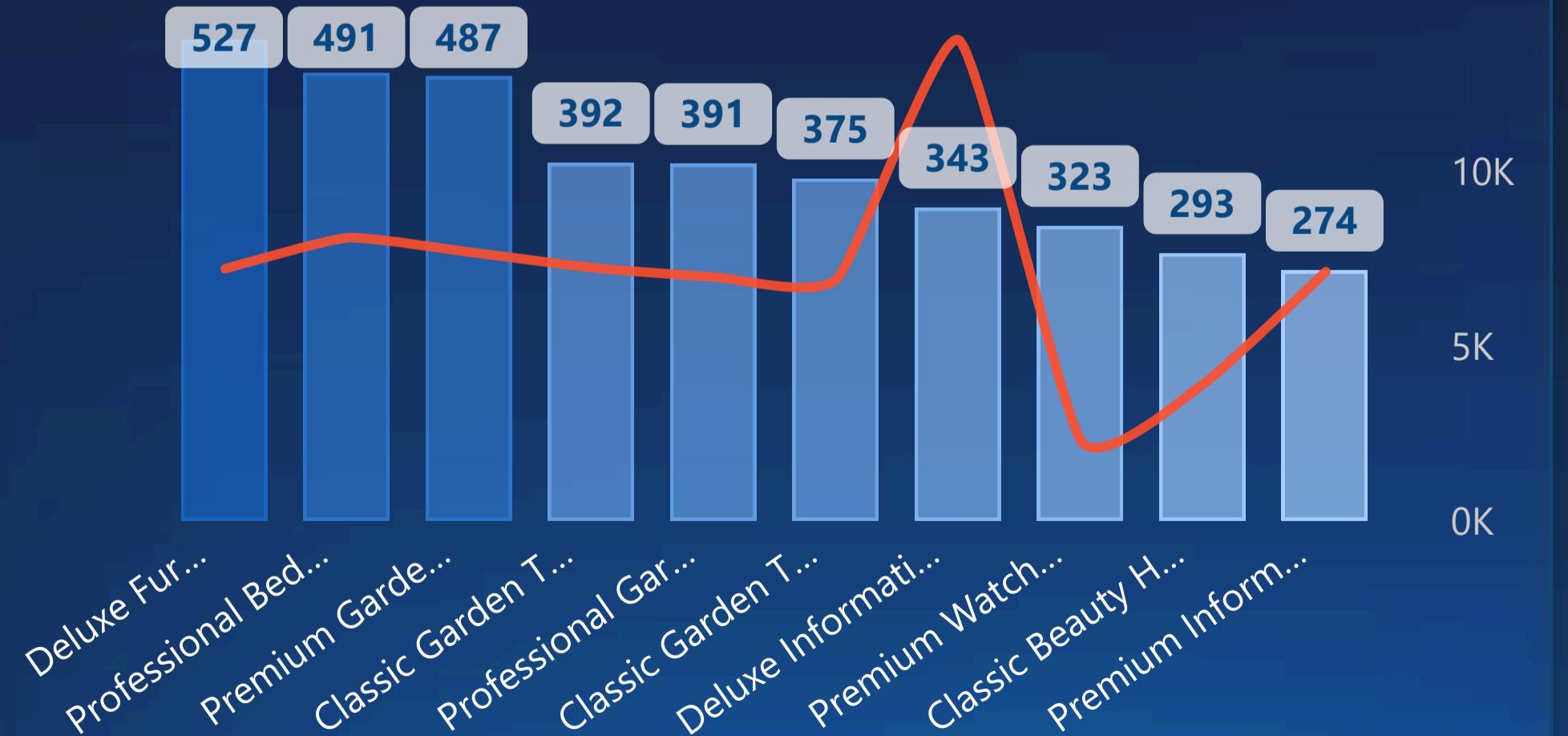
# Product Performance

[Navigate to Products Reports](#)
[Product Brand Performance](#)


## Top 10 Products by Revenue

● Total Revenue
● Total Quantity Sold


## Top 10 Products by Total Quantity Sold

● Total Quantity Sold
● Total Freight Cost


## Total Revenue by Product Demand Category



## Top5 Products Pair

## Available Products

33K
Average Product Price
120
Total Quantity Sold
113K
AVG products weight
2.28K
Trendy Products
13K



# Products Category Performance

[Navigate to Products Reports](#)

[Product Brand Performance](#)



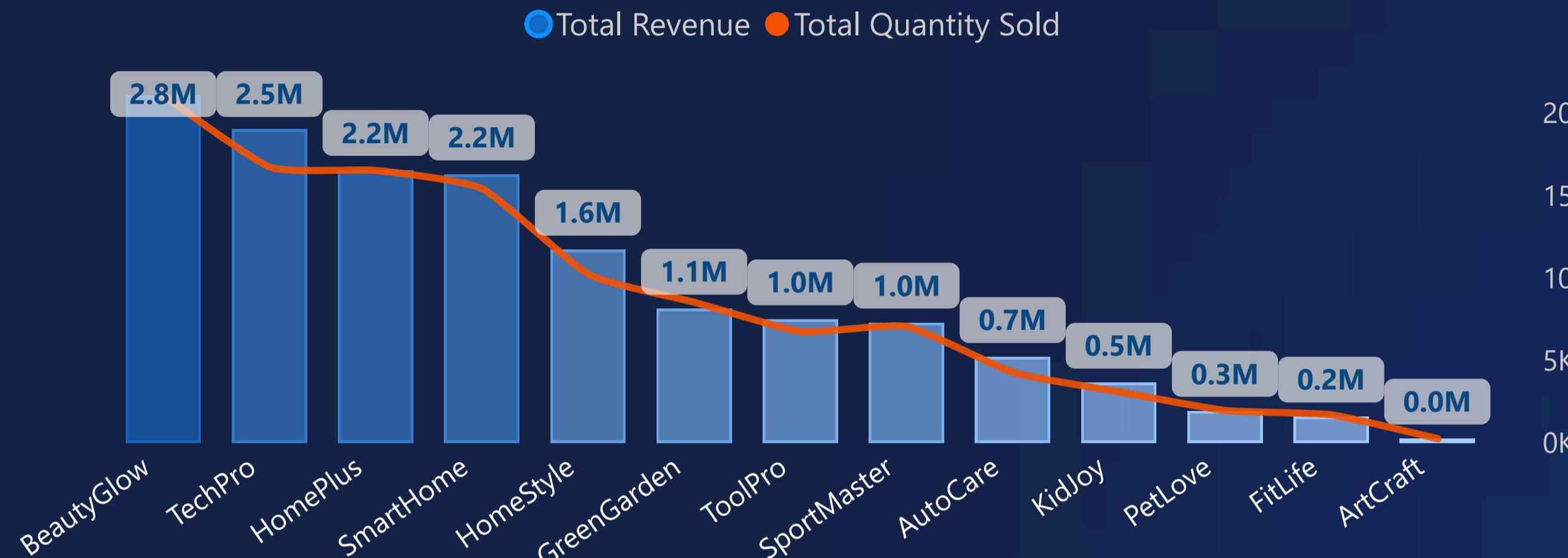

# Products Brand Performance

[Navigate to Products Reports](#)


Foundation year  
analysis

Product Brand Performance

## Brands by Total Revenue and Total Quantity Sold



## Number of Brands



## Avg Sales per Brand



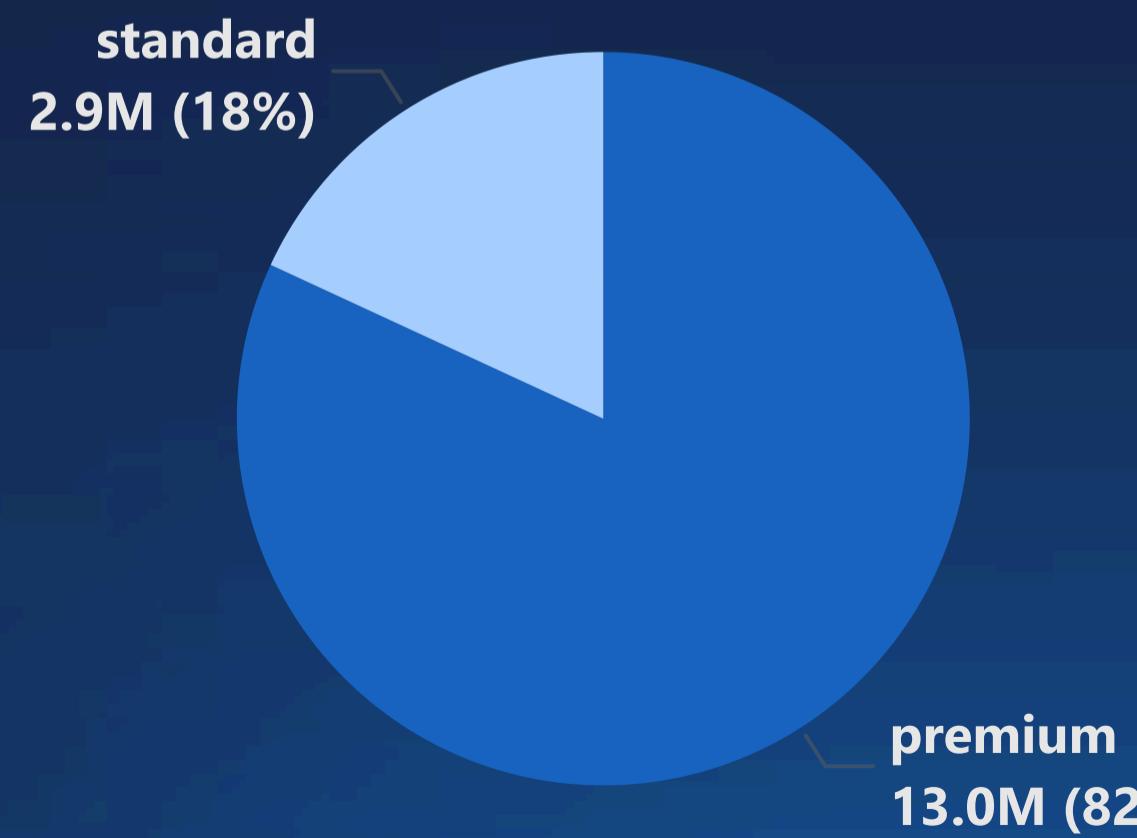
## Total Revenue



## Avg Product Price



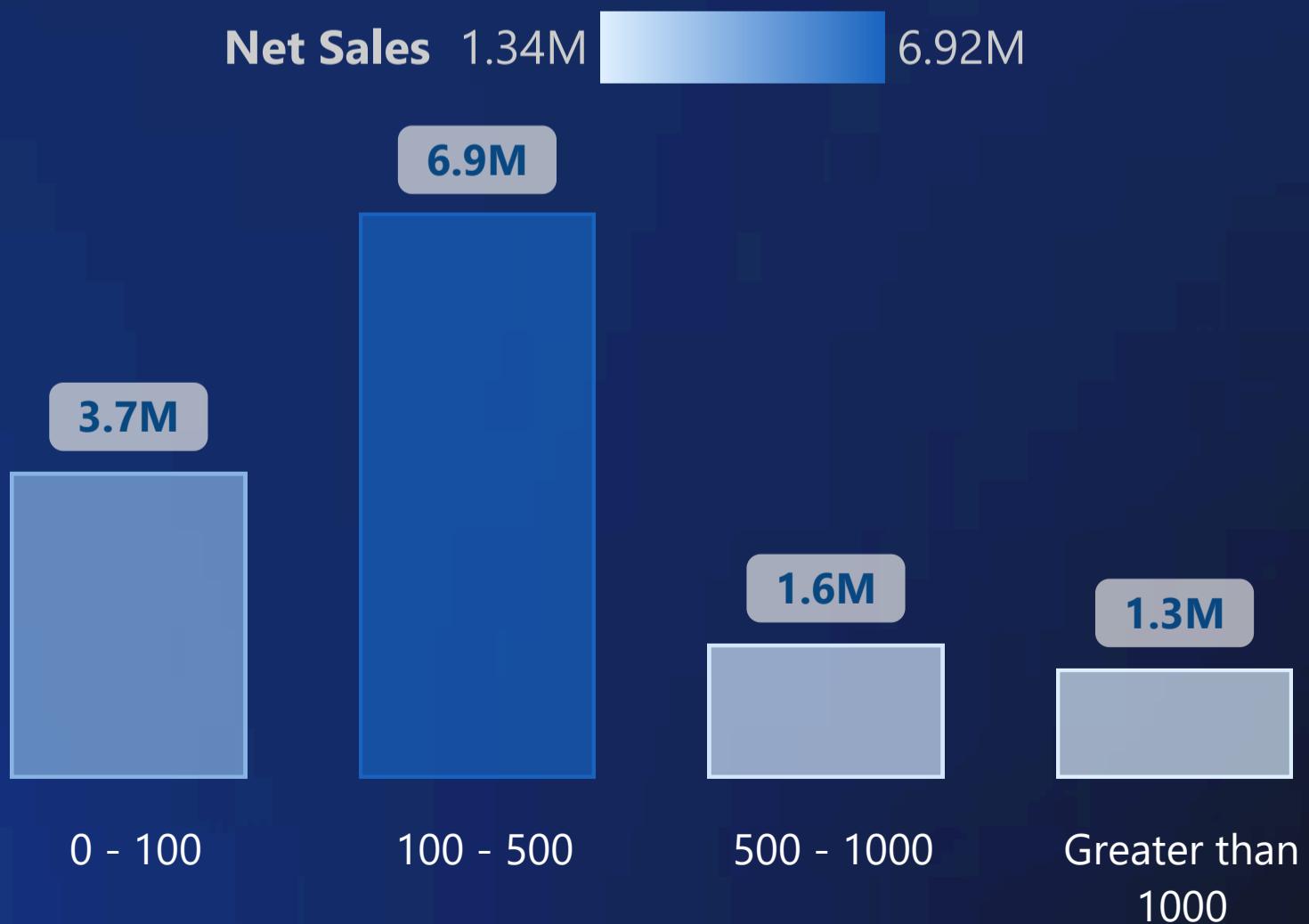
## Total Revenue by Brand Tier



## Available Products by Brand Status



## Net Sales by Price Segment



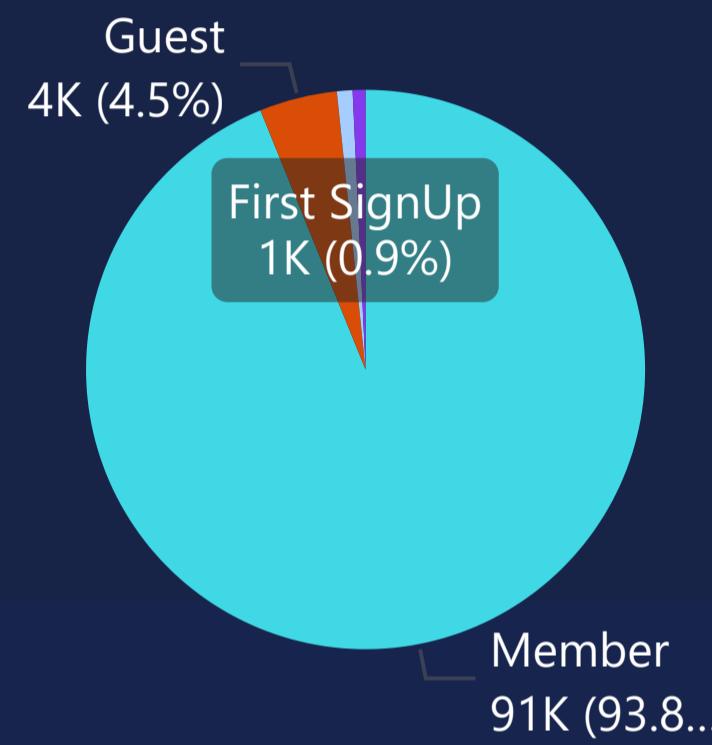
# olist Customer Demographics

[Navigate To Customers Reports](#) →

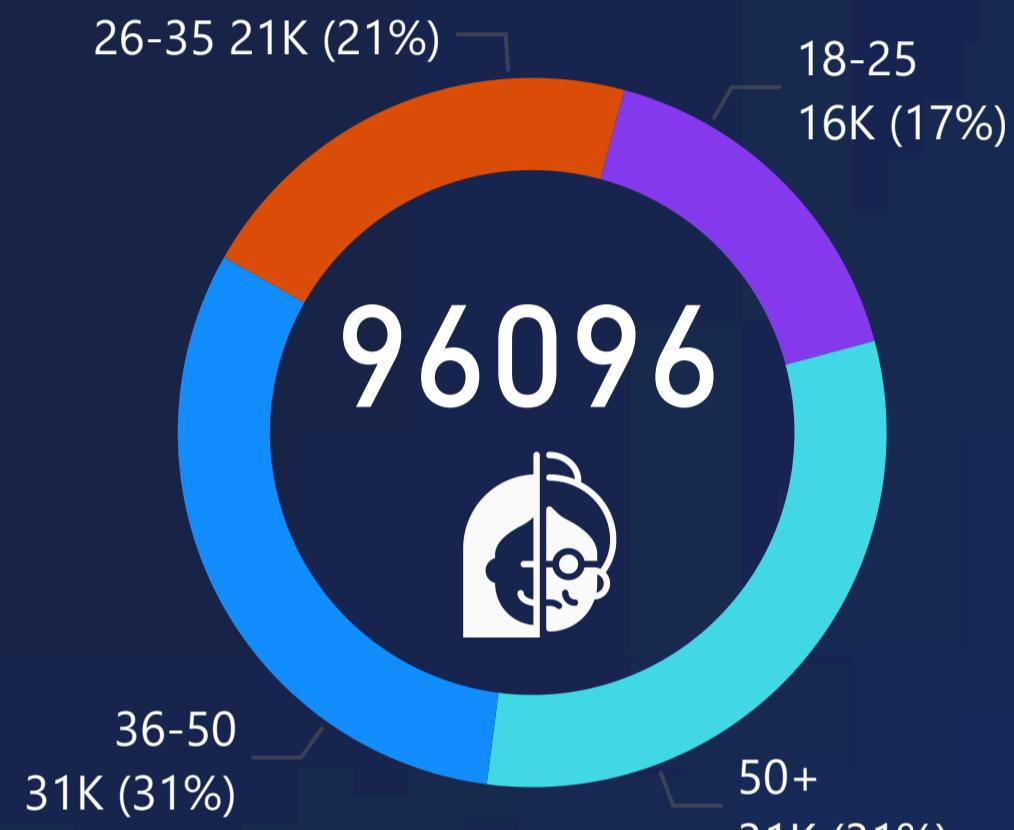
[Customer Geographics](#) ▾



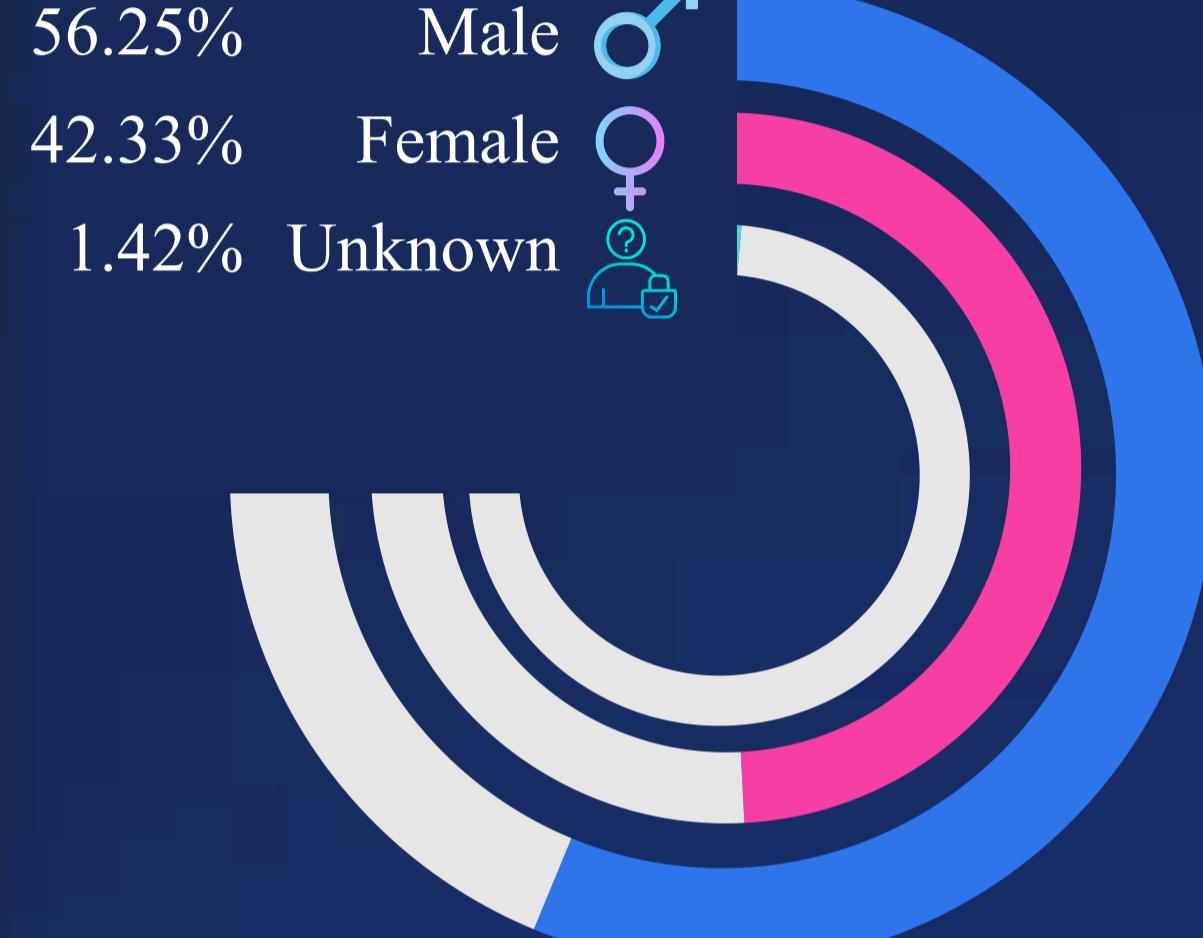
No. customers by customer\_Login\_type



No. customers by Customer Age Segmentation



No. Customer by Gender



No. customers

**96K**

Female

**41K**

Male

**54K**

Average Customer Age

**41.50**

Avg Revenue Per Customer

**165.62**

No. customers by Year, Quarter, Month and Day





# Customer Geographics

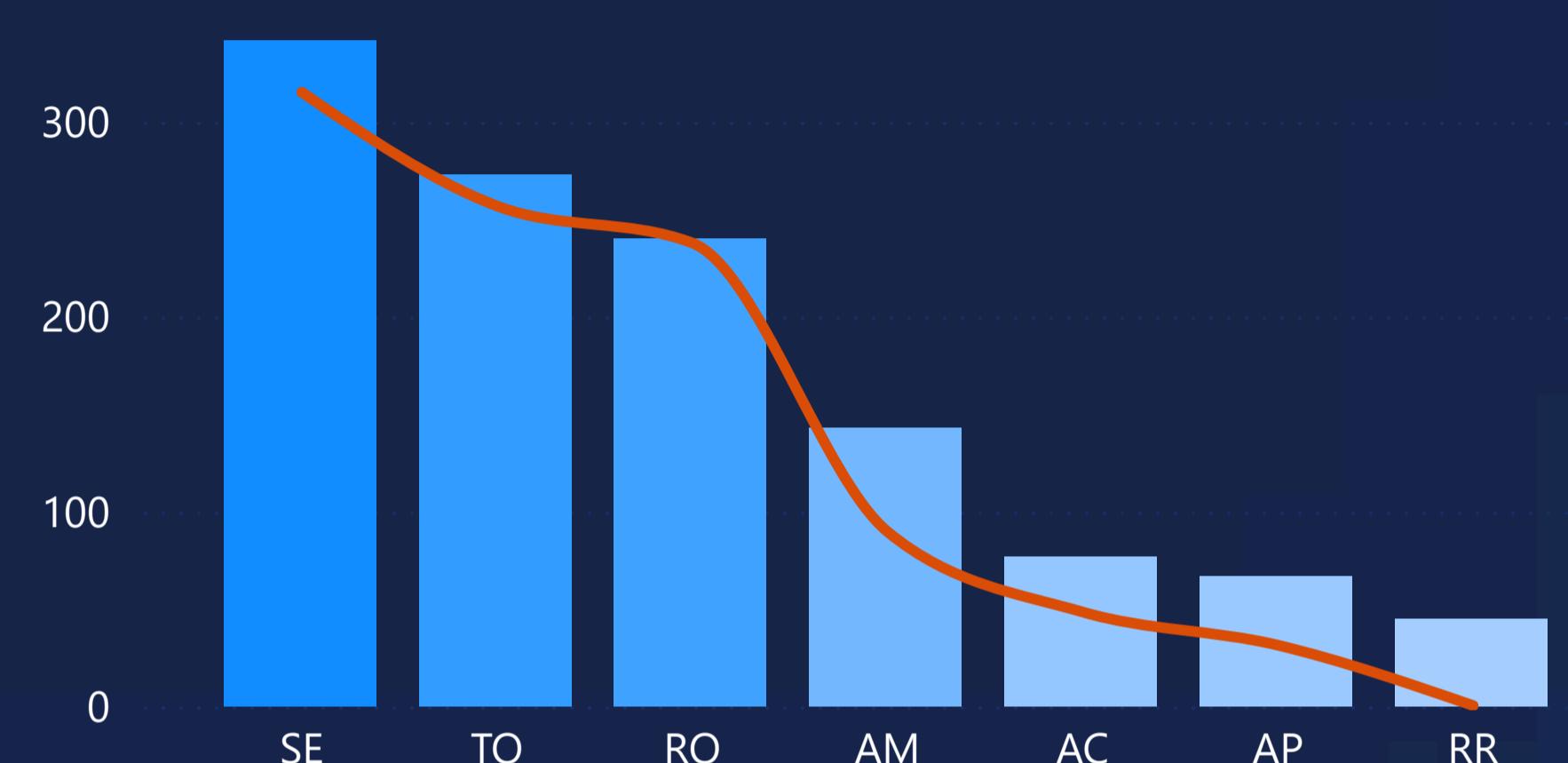
[Navigate To Customers Reports](#) →

All

Top

## Bottom 7 States by No. Customers

No. customers Total sales



## Bottom 7 States by Customer Activation

Active Customers Inactive Customers



No. customers

96K

Active Customers

29K

Inactive Customers

68K

No. Cities

4K

No. States

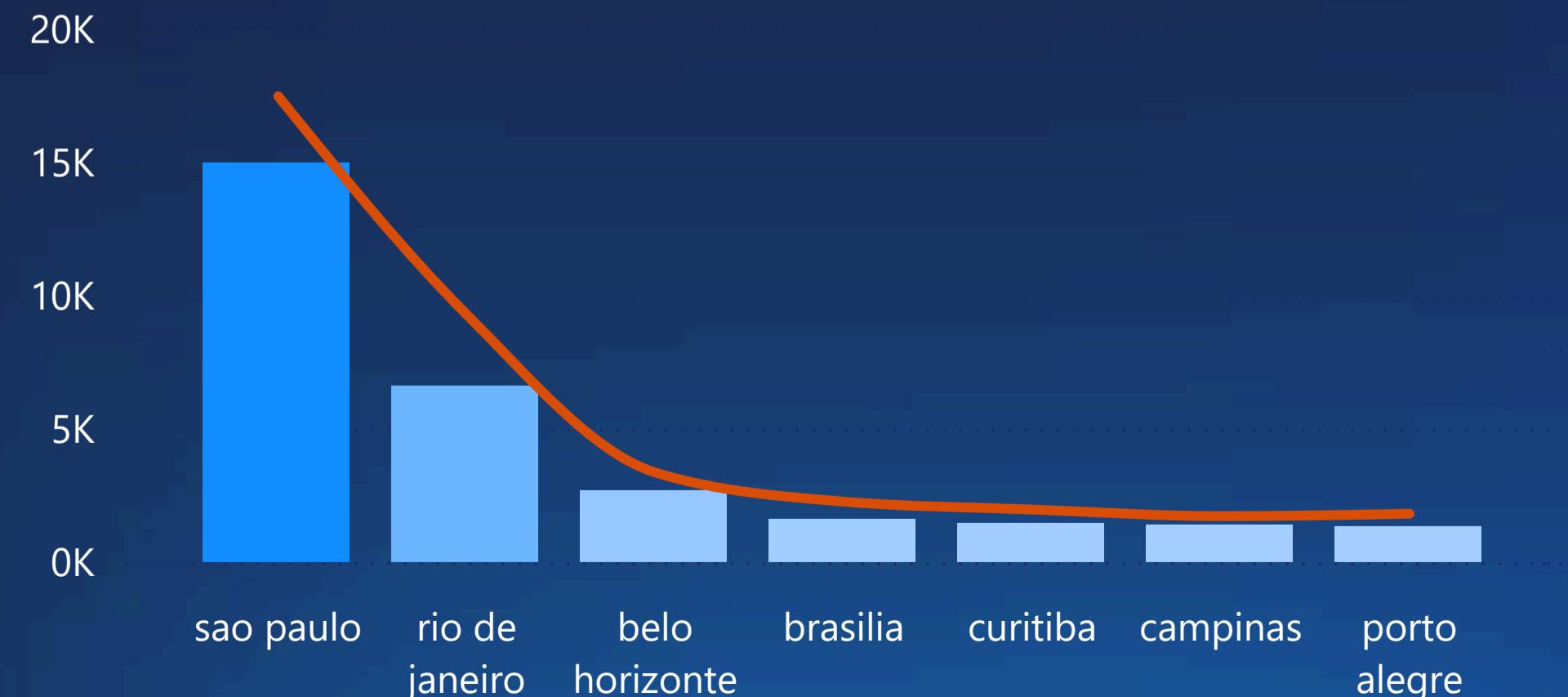
27

Total sales

15.92M

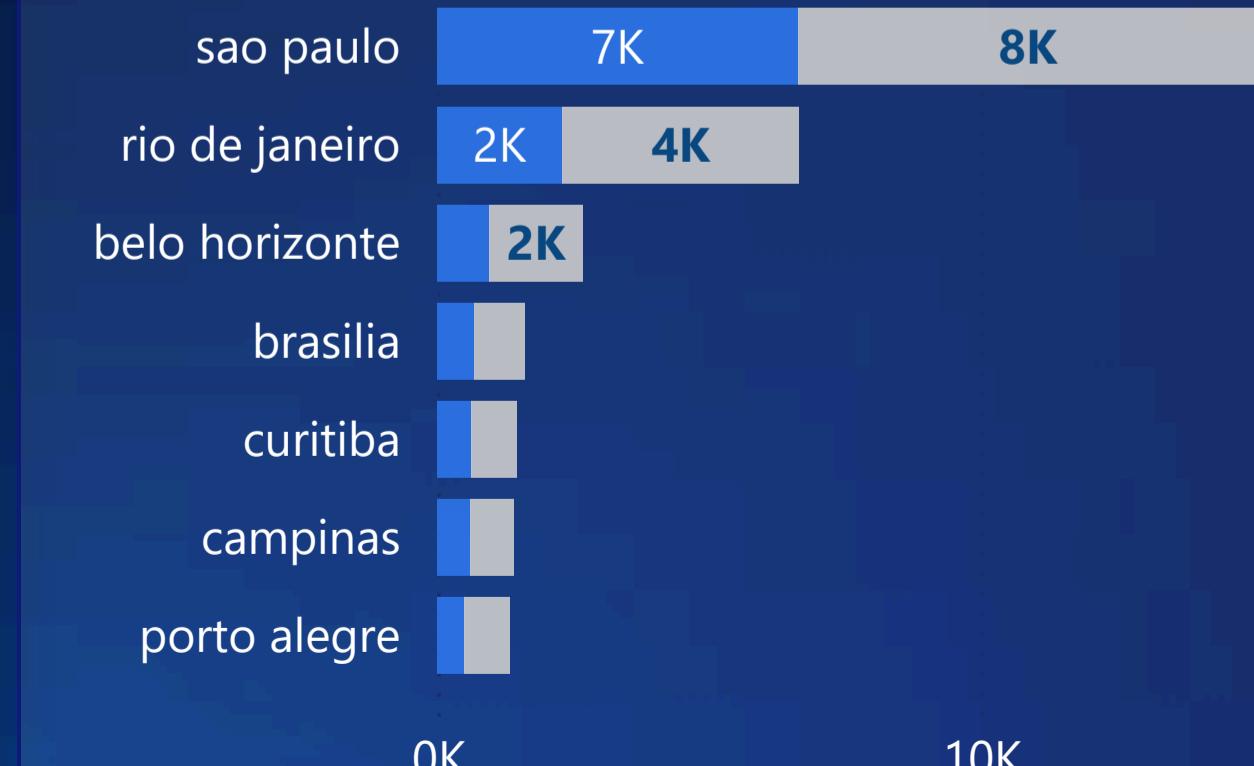
## Top 7 Cities by No. Customers

No. customers Total sales



## Top 7 Cities by Customer Activation

Active Customers Inactive Customers





# Customer Transactions

[Navigate To Customers Reports](#) →

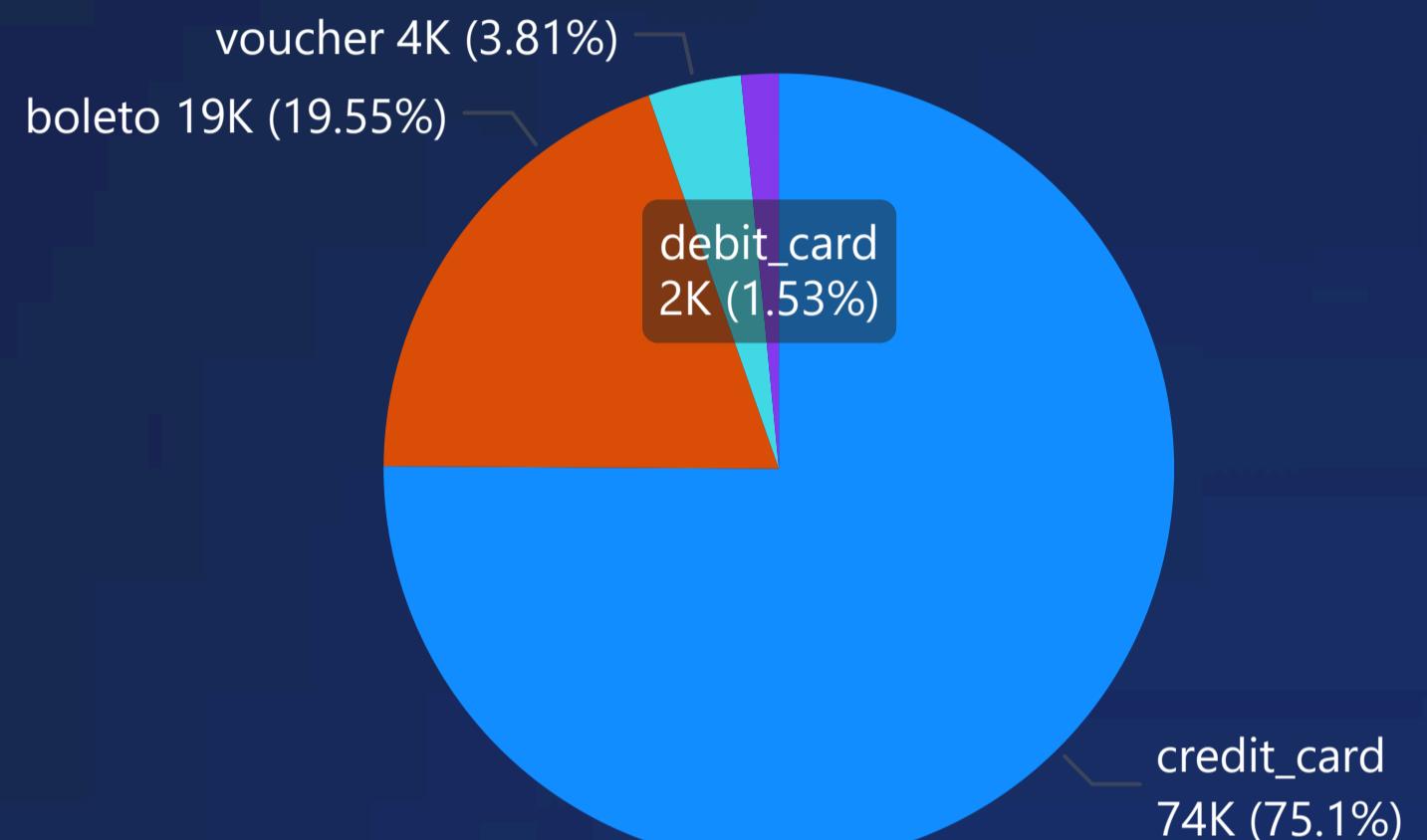
[Customer Geographics](#) ▾



No. customers by Customer Order Segment



No.Customer\_Payment by payment\_type



No. customers

**96K**

Average Installments

**3**

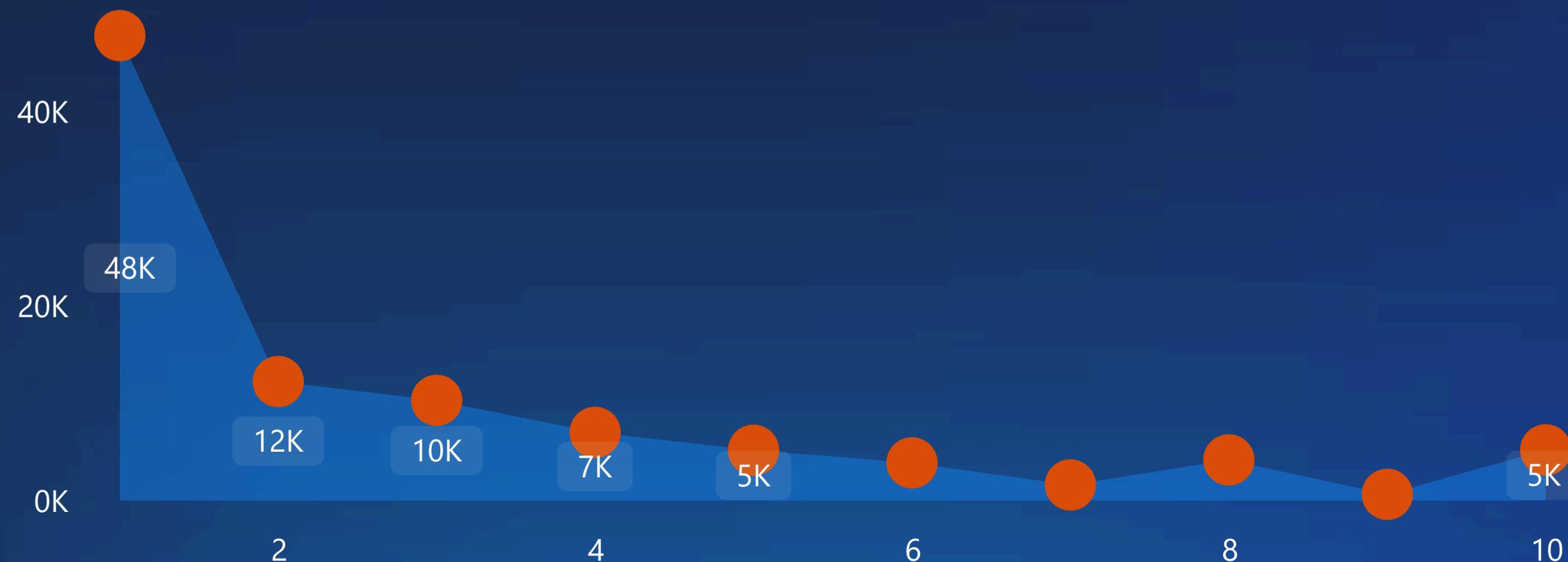
Total Payment Revenue

**16.01M**

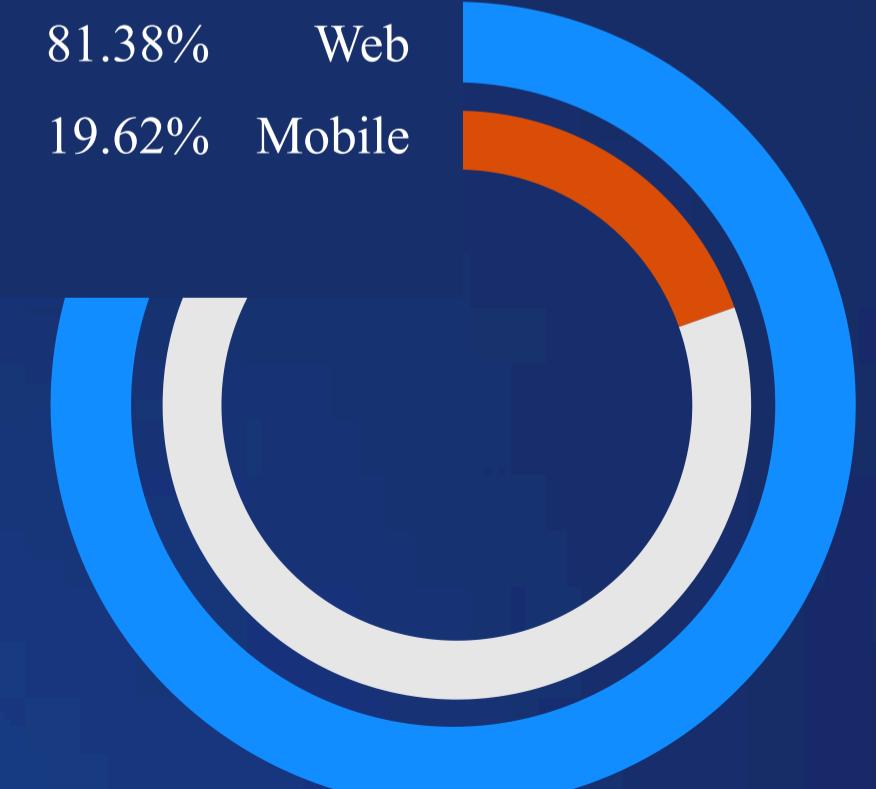
Average Payment Per Customer

**166.59**

No. Customers by payment\_installments



No. Customer by login Type





# Payment Analysis

[Navigate to Payment Reports](#)

[Banks Analysis](#)


## Bank Name

- Banco do Brasil
- Banco do Nordeste
- Banco Inter
- Banrisul
- Bradesco
- BTG Pactual
- Caixa Econômica ...

## boleto

**2,869,361.27**  
total payment

## credit\_card

**12,542,084.19**  
total payment

## debit\_card

**217,989.79**  
total payment

## voucher

**379,436.87**  
total payment

## total payment

**16.01M**

## Installments Usage %

**2.98%**

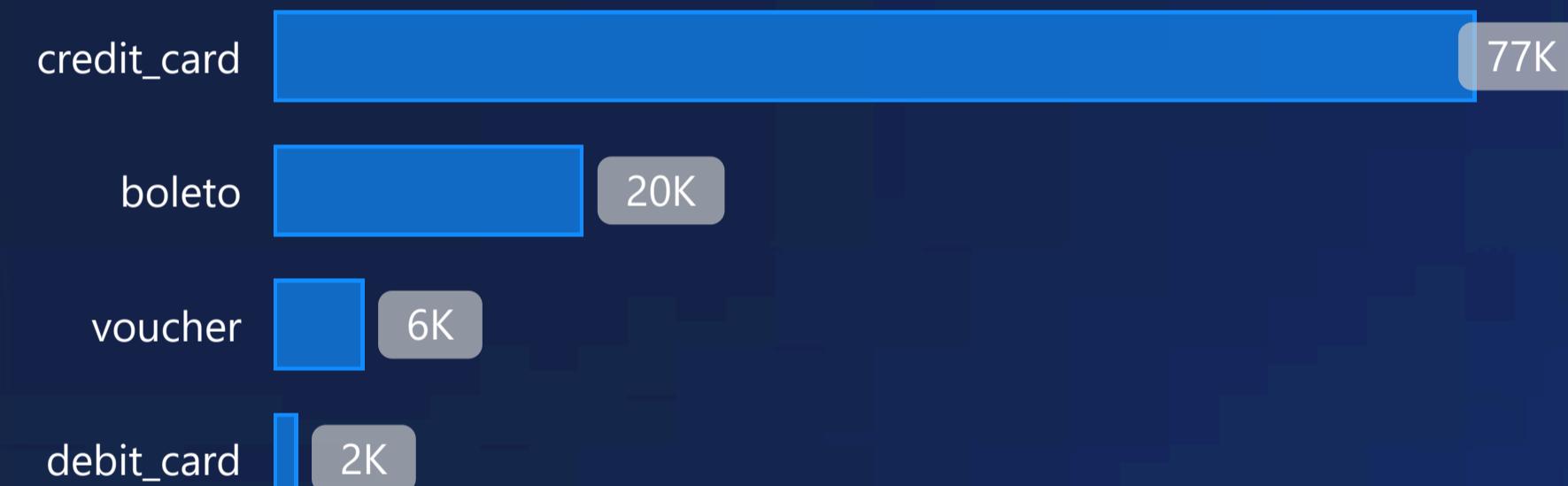
## weekend payment %

**22.91%**

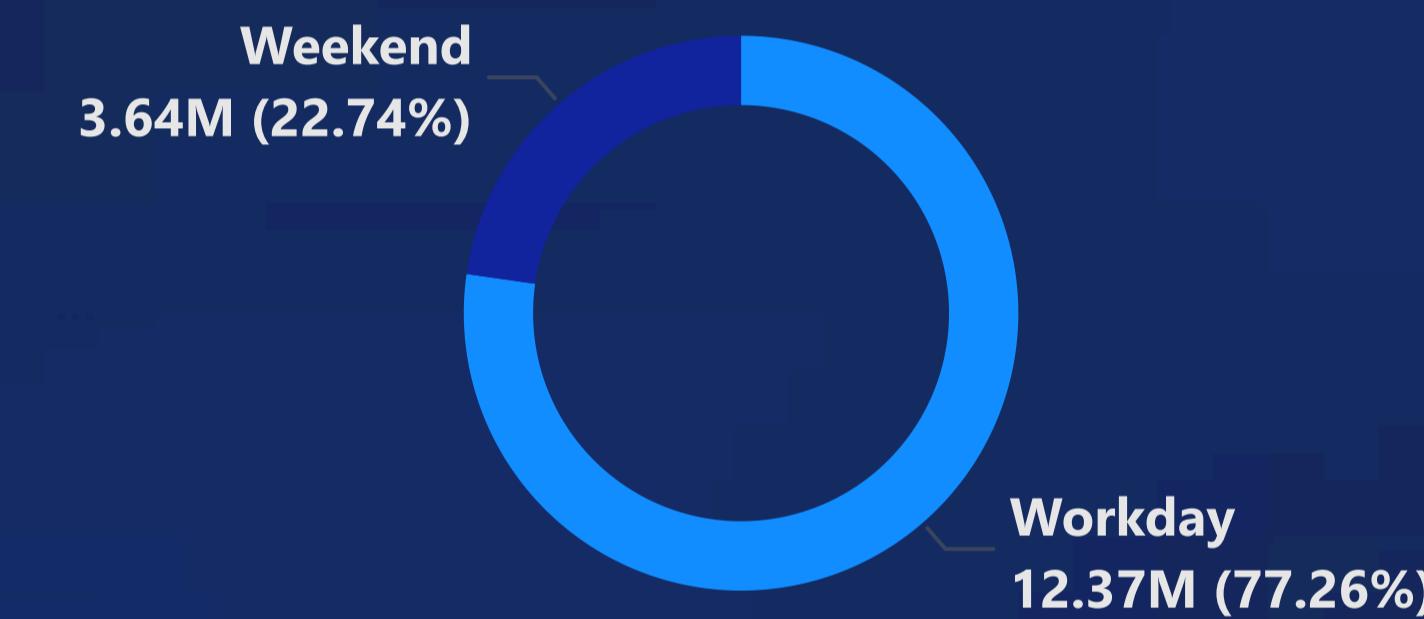
## Multiple Payments

**3K**

## Number of Payments by payment\_type

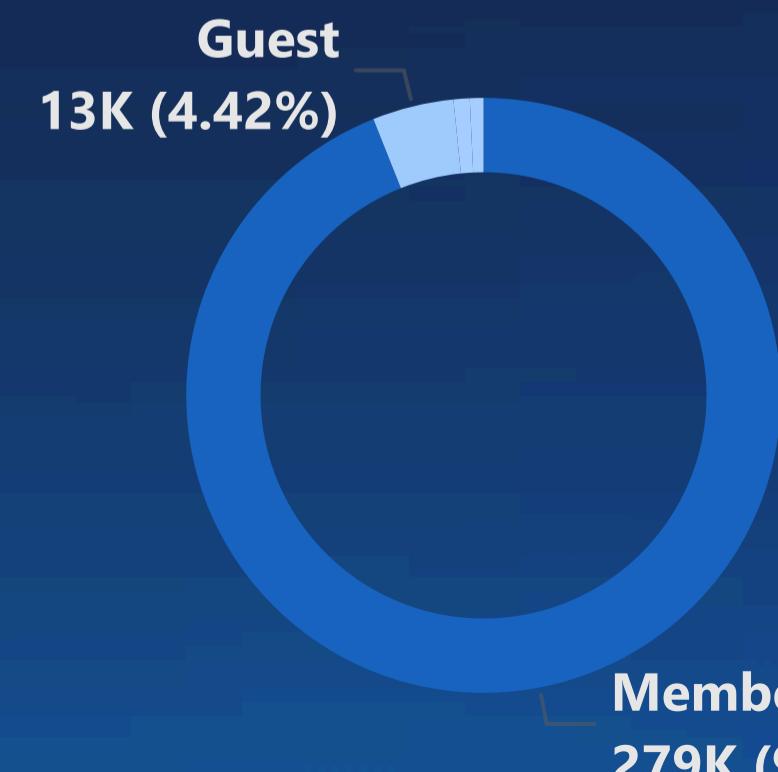


## total payment by Day Type



- Day Type**
- Workday
  - Weekend

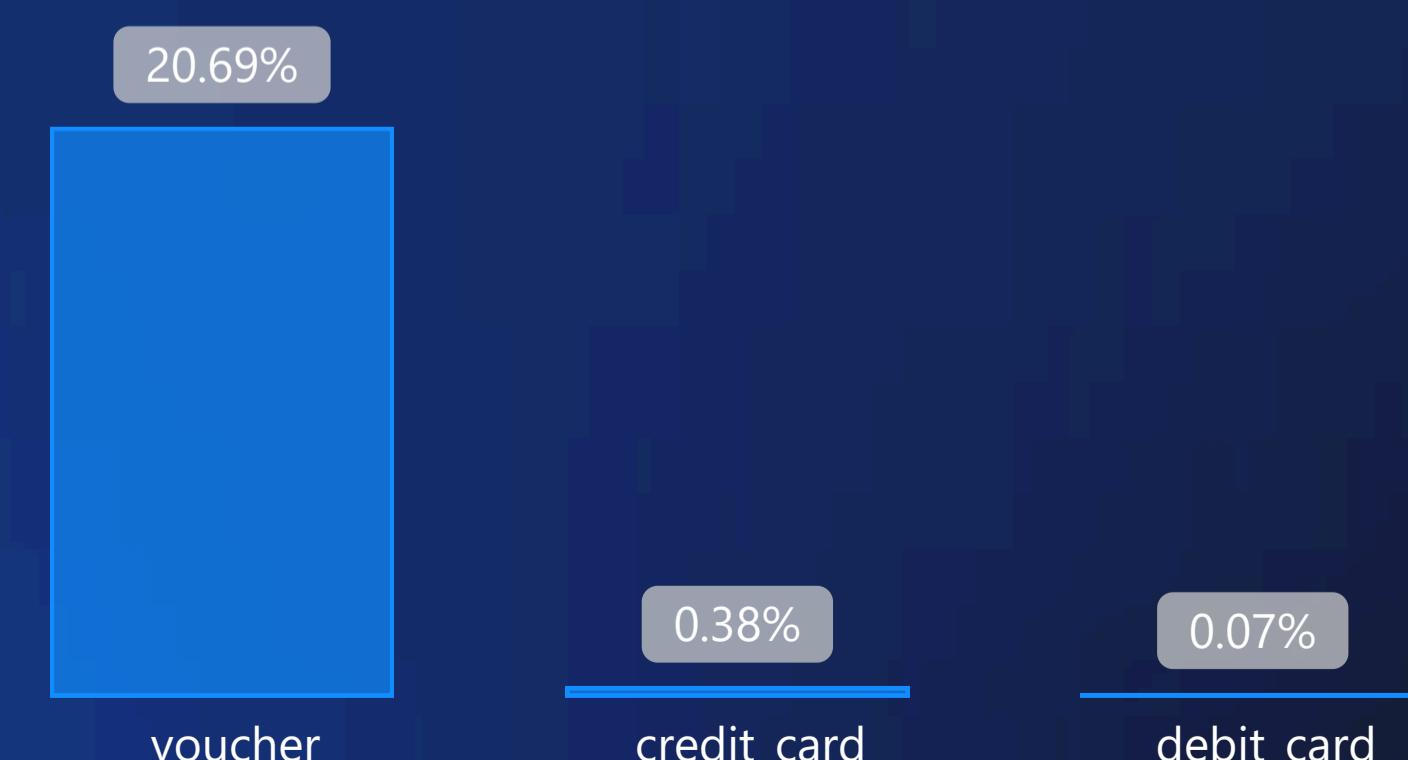
## Installments by Login Type



## customer\_Login\_type

- Member
- Guest
- First SignUp
- New

## Installments Usage % by payment\_type





# Customer Payment

[Navigate to Payment Reports](#)

[Banks Analysis](#)


## Bank Name

- Banco do Brasil
- Banco do Nordeste
- Banco Inter
- Banrisul
- Bradesco
- BTG Pactual
- Caixa Econômica ...
- Itaú Unibanco
- Safra
- Santander Brasil

## total payment

**16.01M**

## Installments Usage %

**2.98%**

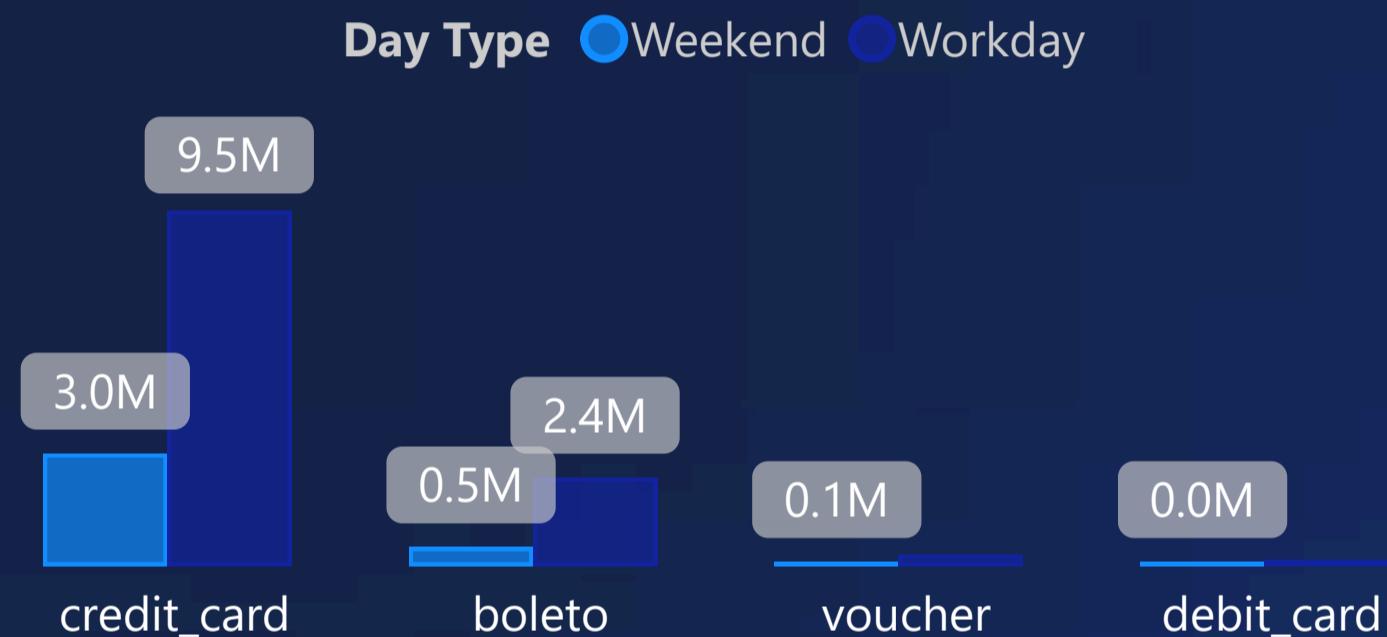
## weekend payment %

**22.91%**

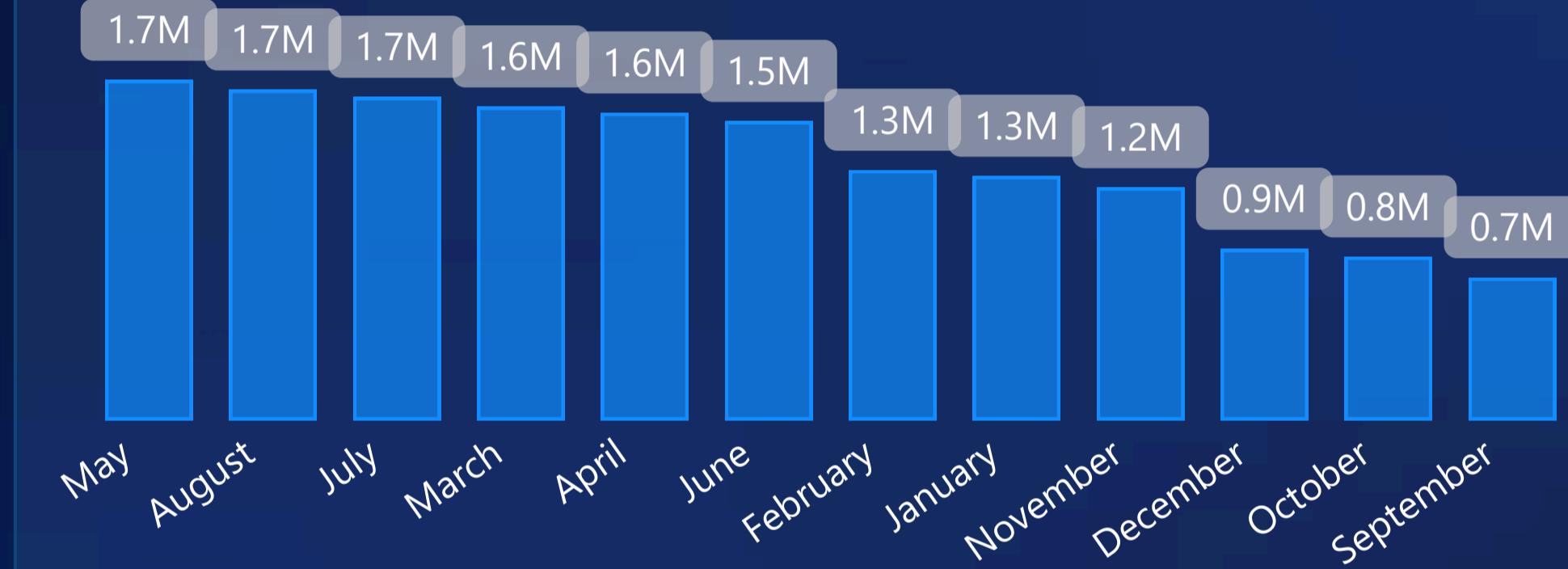
## Multiple Payments

**3K**

### Total payment by payment type per week



### total payment by MonthName



### Average Payment Per Customer



### Avg Payment by City





# Banks Analysis

[Navigate to Payment Reports](#)

[Banks Analysis](#)


Bank Name

All

total payment

16.01M

Installments Usage %

2.98%

weekend payment %

22.91%

Multiple Payments

3K



bank\_name

Banco do Brasil

payment\_type

credit\_card

total payment

15,629,435.25

Banco do Brasil

5,642,272.91

ItaÃº Unibanco

3,389,068.47

Caixa EconÃ¢mica Federal

2,024,681.83

Banco do Nordeste

1,273,001.65

Banrisul

787,950.35

Bradesco

511,336.77

credit\_card

4,508,006.26

boleto

1,061,074.74

debit\_card

73,191.91

Banco do Brasil

5.64M

ItaÃº Unibanco

3.39M

Caixa EconÃ¢mico...

2.02M

Banrisul

0.79M

Bradesco

0.51M

Safra

Banco do...

1.27M

Ba...

Sa...

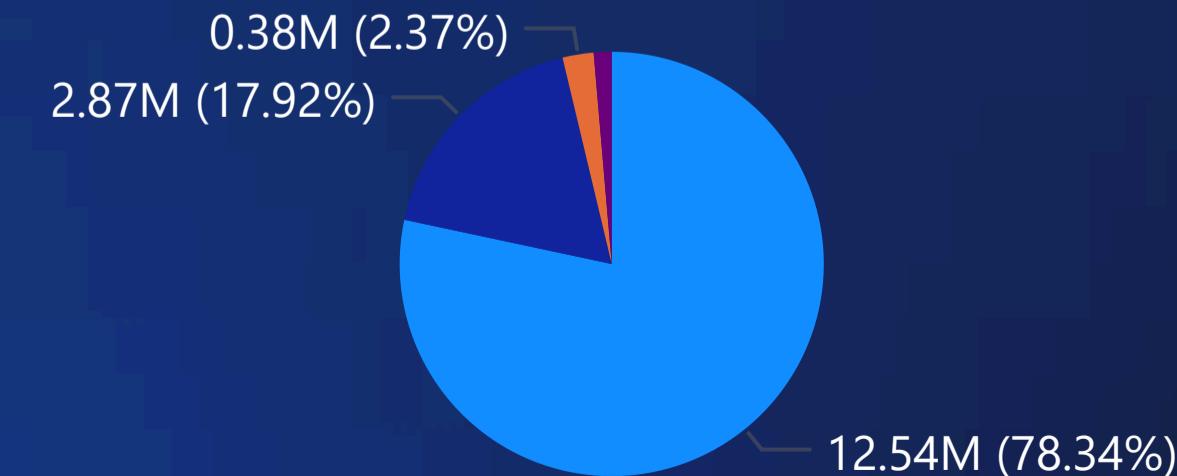
BT...

0.5...

0.5...

total payment by bank\_name

Payment Value by Type



- payment\_type
  - credit\_card
  - boleto
  - voucher
  - debit\_card



# Seller Sales Performance

[Navigate to Sellers Reports](#)

[All](#)

3095

Total Sellers

Top

Bottom





# Seller Operational Efficiency

[Navigate to Sellers Reports](#)

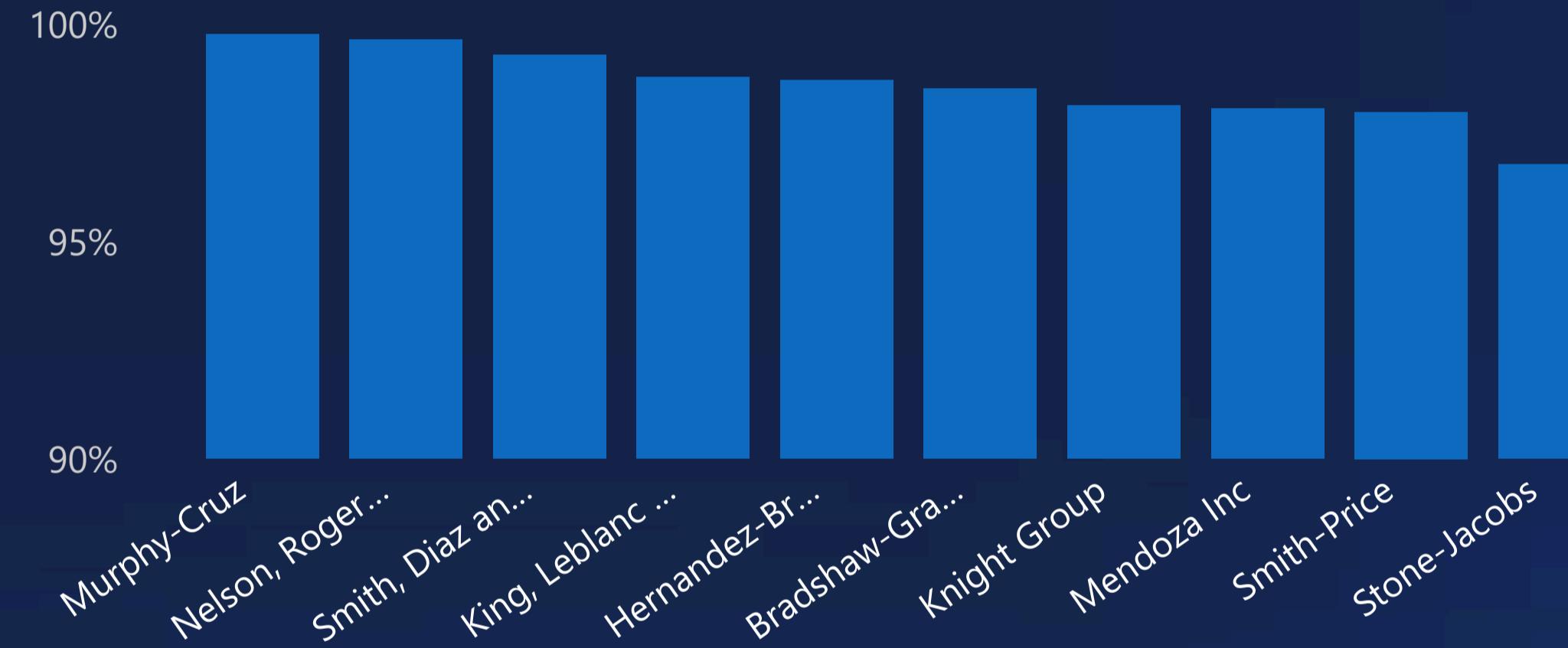
All

## On time Delivery Rate

97.02%



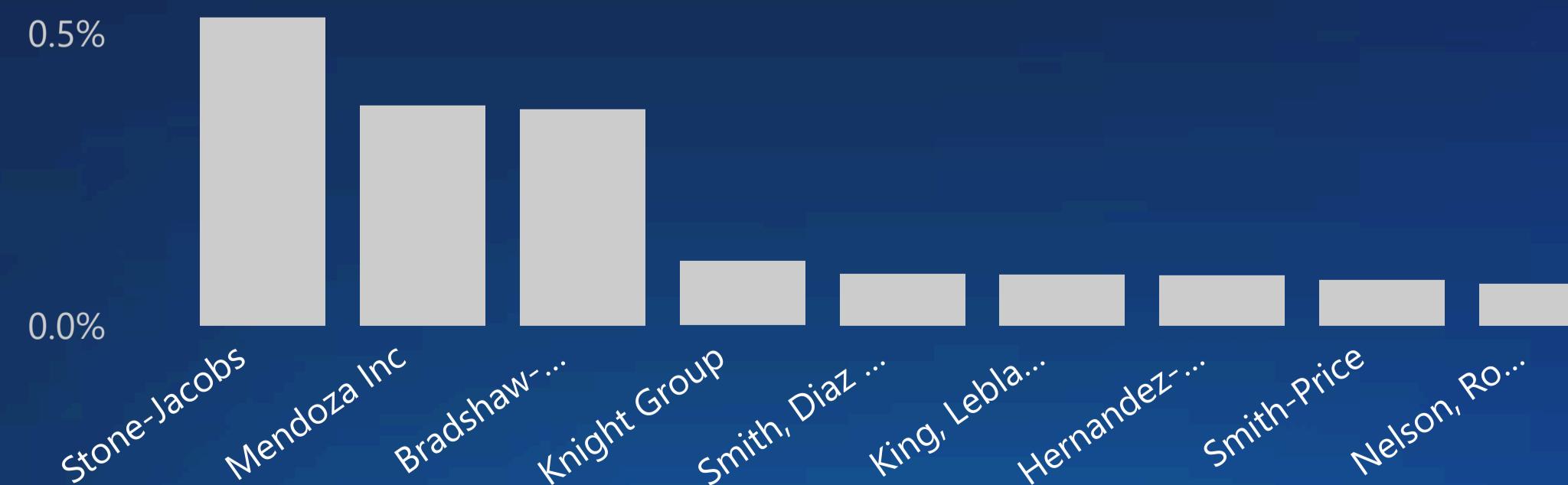
### Top 10 Sellers by On-Time Delivery Rate



### Top 10 Sellers by Fastest Delivery



### Top 10 by Order Cancellation Rate% Sellers



### On-Time Delivery Rate by Seller City





# Seller Feedback Analysis

Navigate to Sellers Reports



All



## Hess, Casey and Grimes

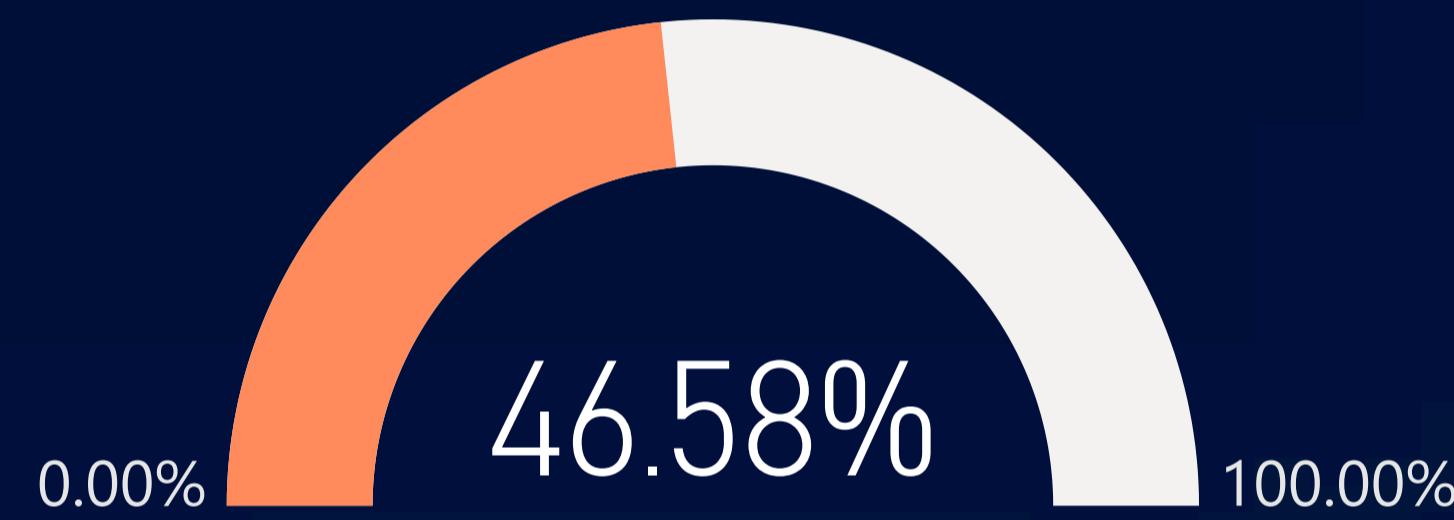


Average Review Score

4.09



### Seller Current Performance



Current Performance

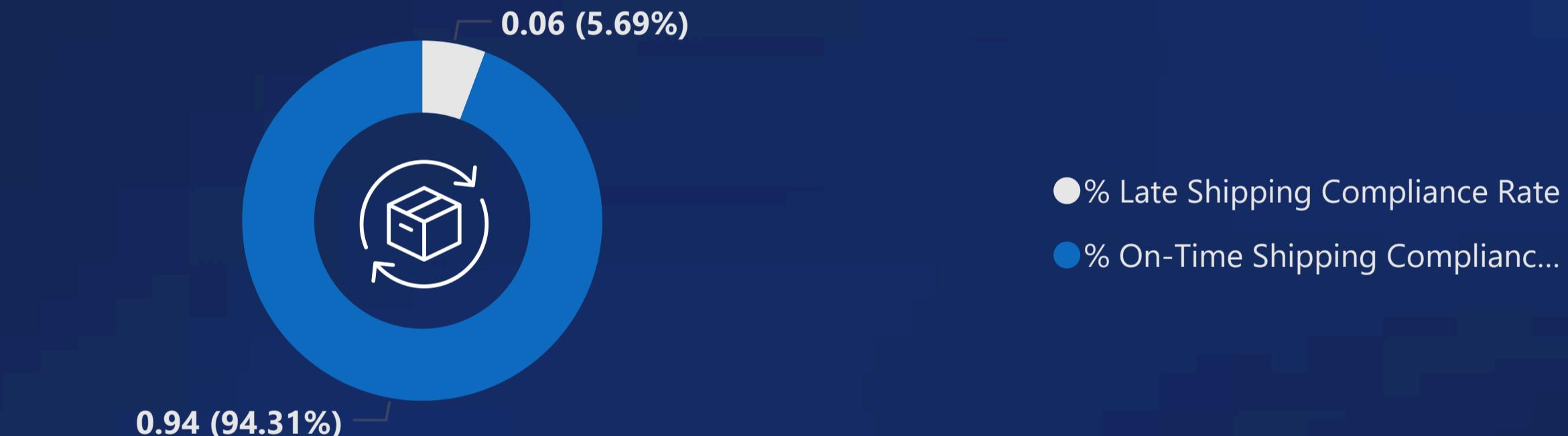
## Dunn, Simpson and Harrison



Last Year Performance

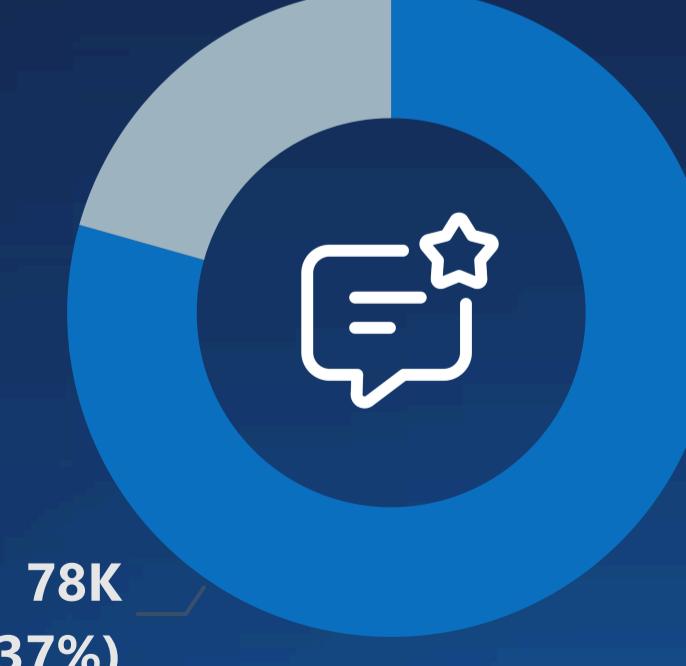
Seller Report

### Late Shipping Compliance Rate and On-Time Shipping Compliance Rate

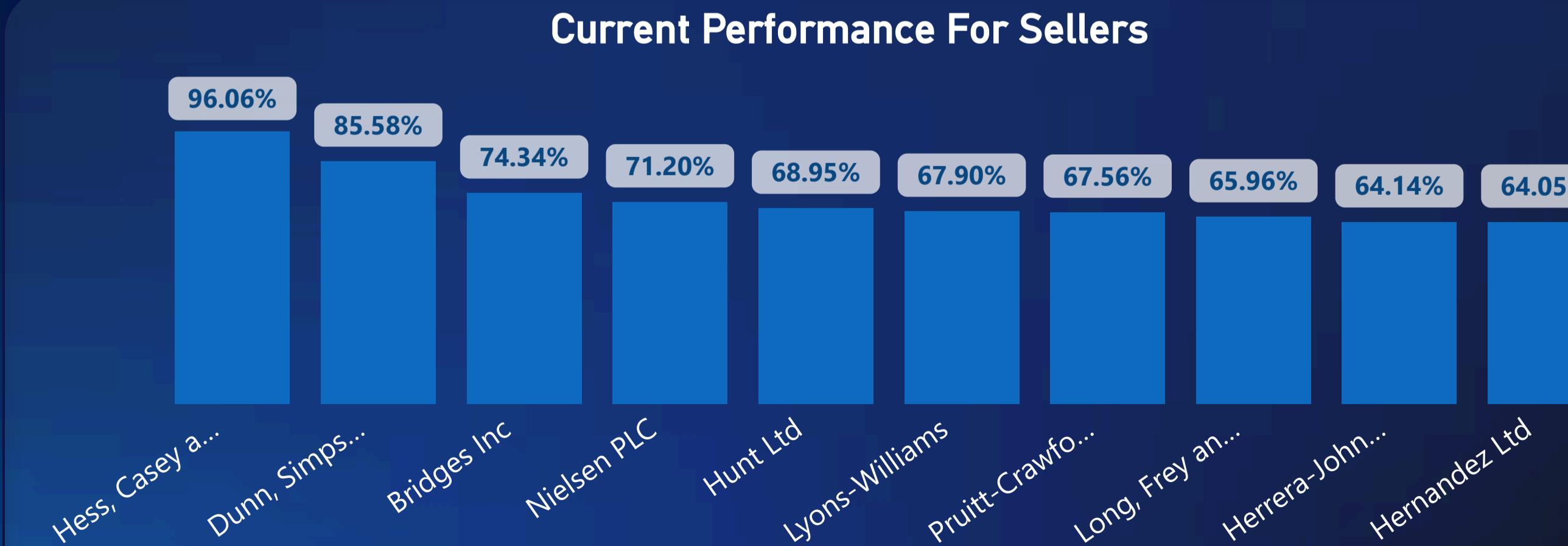


### Positive Reviews and Negative Reviews for Sellers

20K (20.63%)



review\_status  
● positive  
● negative





# Product Reviews Analysis

Navigate to Reviews Reports →

Product Reviews Analysis

Total Number of Reviews

98K

Total Positive Reviews

78K

Total Negative Reviews

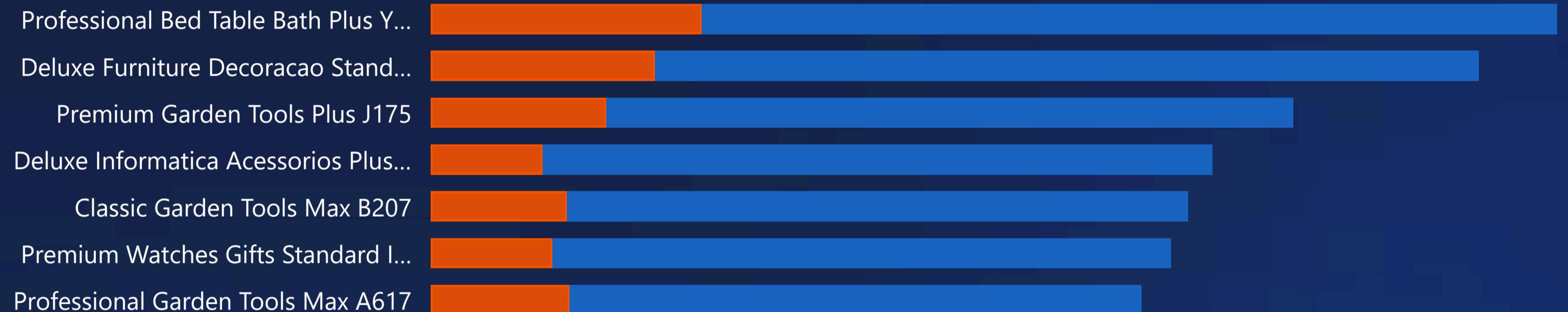
20K

5 Star Reviews %

57.36%

## Number of Reviews by Product Name and Review Status

review\_status ● negative ● positive



## Number of Reviews by Review Status



## Number of Reviews by Price Segment and Review Status

review\_status ● negative ● positive



Mendoza Inc  
1st Ranked Seller by No.  
Positive Reviews



# Customer Reviews Analysis

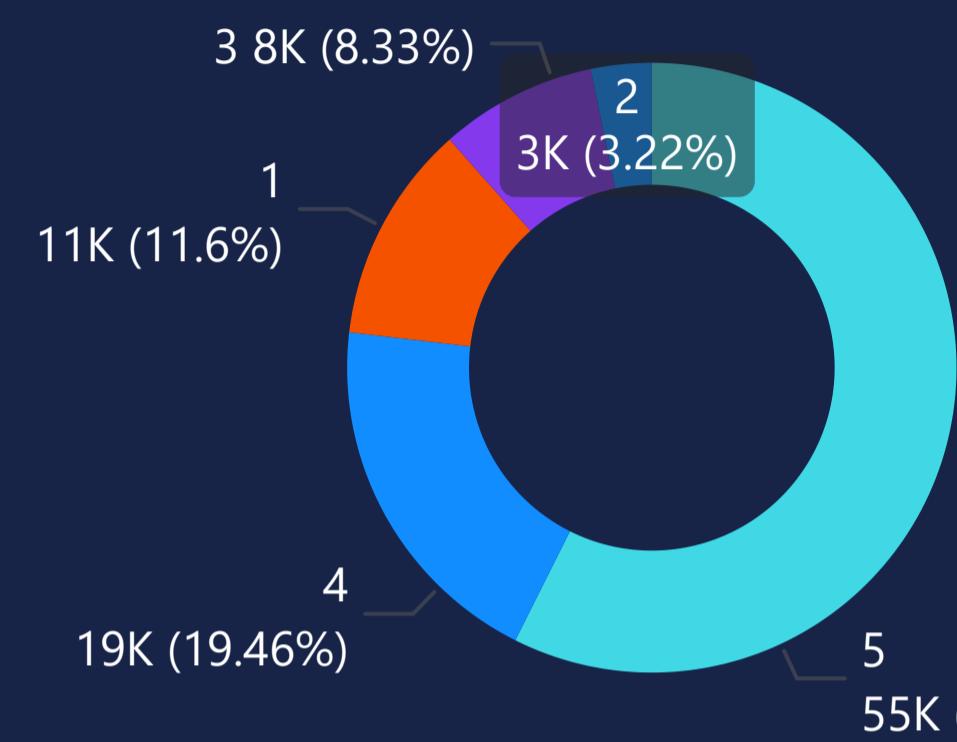
[Navigate to Reviews Reports](#)



[Product Reviews Analysis](#)

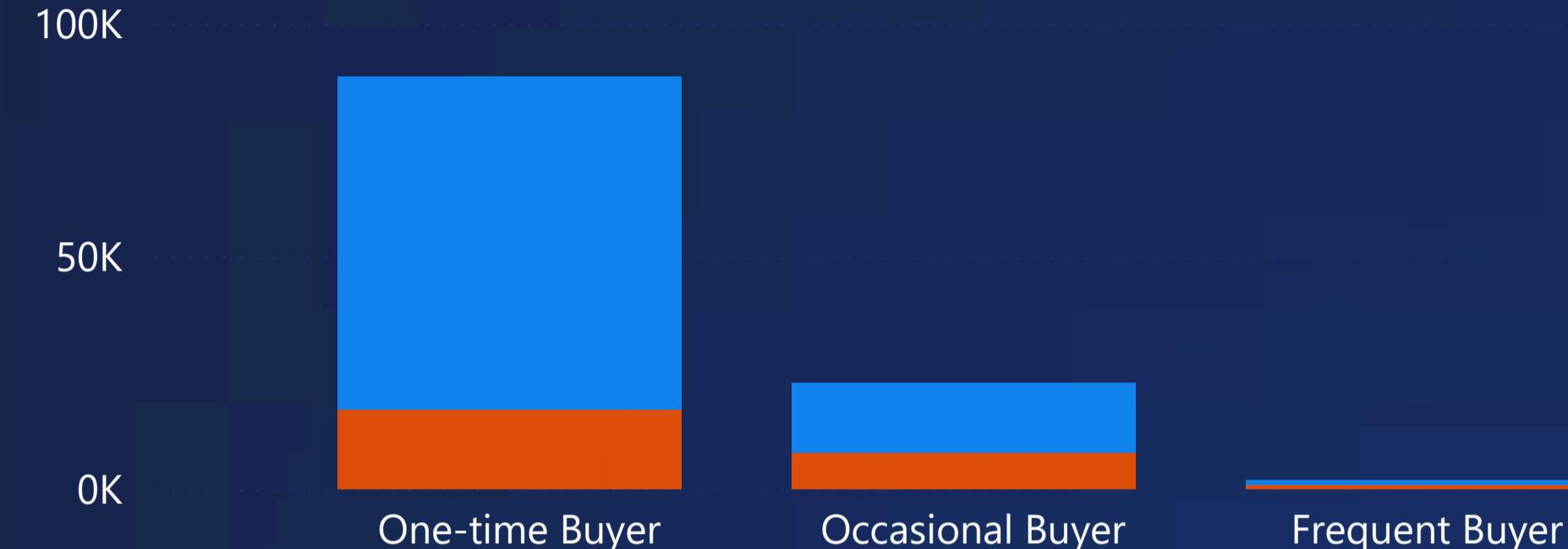


### No. customers by review\_score



### No. reviews by Customer Order Segment

review\_status ● negative ● positive



**No. customers**

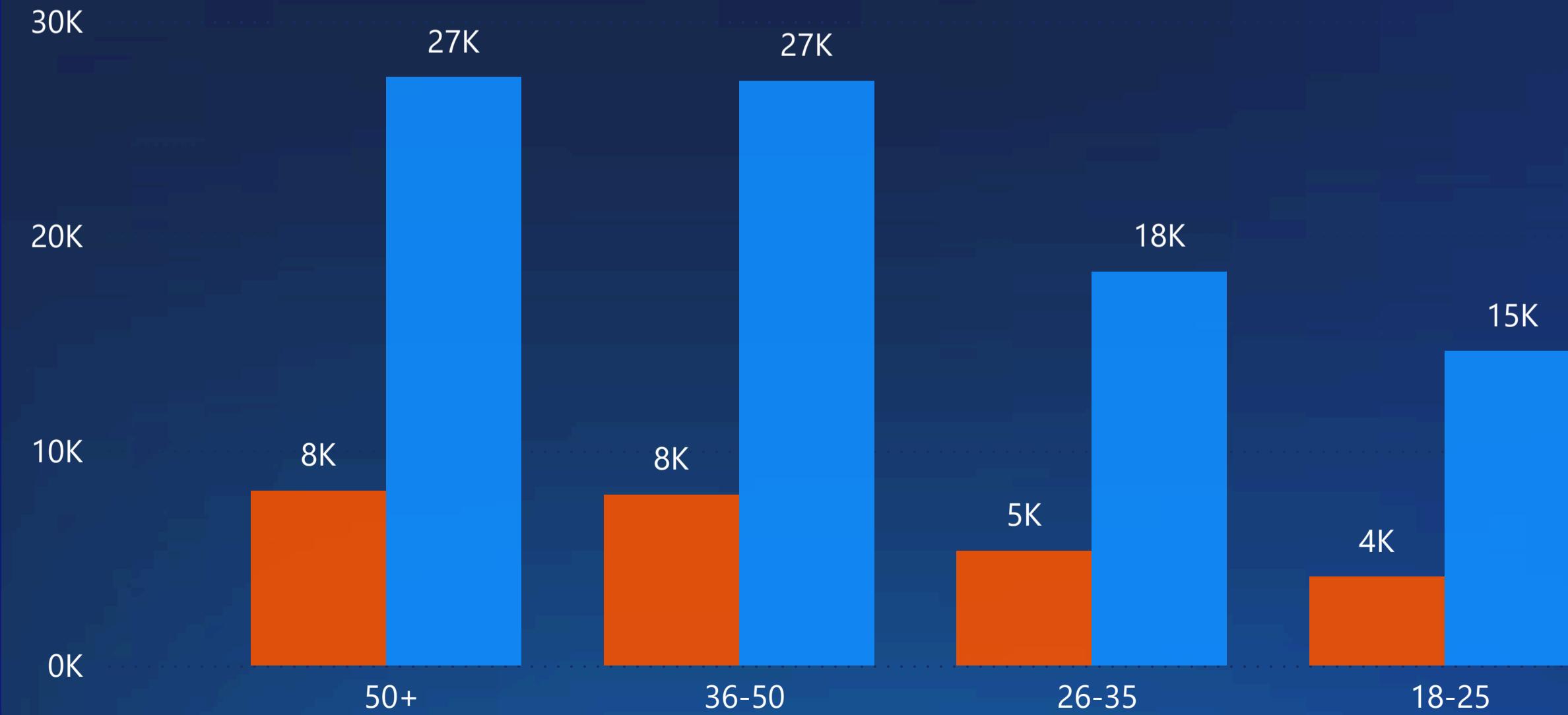
**96K**

**No. Reviews**

**98K**

### No. reviews by Customer Age Segmentation

review\_status ● negative ● positive



### No. customers by Review Response Category

25.01%	Immediate (Same Day)
4.14%	Late Responder (More than a Week)
24.64%	Moderate Responder (Within a Week)
47.93%	Quick Responder (Within 3 Days)





Back



olist

State: AP

Fiscal Year

All

Month

All

City

All



Revenue

16.26K

No. Orders

68

Avg Order Value (AOV)

239.16

Avg Freight Cost

34.01

Peak Hour

10:00 PM

Avg Fulfillment Days

28.22

Avg Shipping Days

24.60

Avg Delay Days

72.25

Avg Early Days

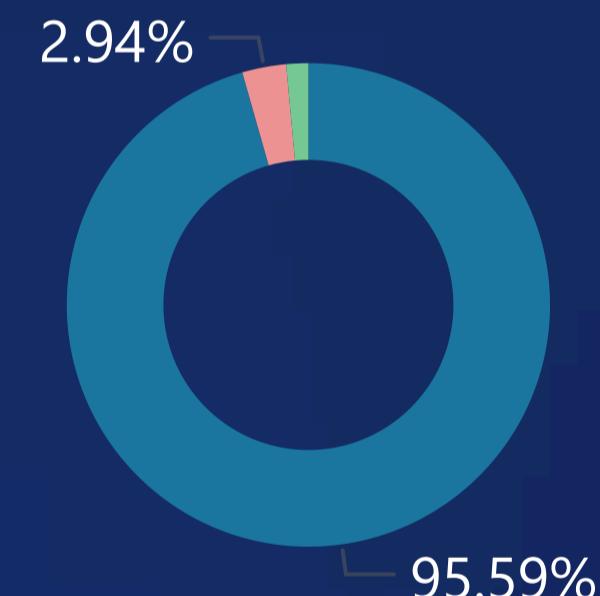
22.81

Avg Review Score

4.19

Location	No. Orders	Net Sales	Freight Cost	Revenue
AP	68	13,474.30	2,788.50	16,262.80
macapa	53	11,102.02	2,180.96	13,282.98
santana	9	1,202.64	341.30	1,543.94
laranjal do jari	2	318.80	107.38	426.18
oiapoque	1	385.00	40.24	425.24
macapÃ¡i	1	349.90	33.15	383.05
vitoria do jari	1	85.95	51.32	137.27
porto grande	1	29.99	34.15	64.14
<b>Total</b>	<b>68</b>	<b>13,474.30</b>	<b>2,788.50</b>	<b>16,262.80</b>

Delivery Performance



- Early Delivery
- Late Delivery
- On-Time Deliv...

Positive and Negative Review Rate



# April

Total Sales(Revenue)

15.92M

No. Orders

99K

Net Sales

13.65M

Avg Freight Cost

19.98

# Christmas Day

Total Sales(Revenue)

15.92M

No. Orders

99K

Net Sales

13.65M

Avg Freight Cost

19.98

# Weekend

Total Sales(Revenue)

15.92M

No. Orders

99K

Net Sales

13.65M

Avg Freight Cost

19.98

# 01

## Individual Order Details

Avg No. of Items per Order

1.15

Avg Order Value (AOV)

160.05

# approved



Numeric  
99K



% Percentage  
100.00%

# Very Early



Numeric  
99K



% Percentage  
100.00%

## Status Description

Early by +7 Days of the expected delivery date

# April

## Orders Fulfillment Life Cycle (**Days**)

Avg Fulfillment Duration

12.42

Avg Processing...

3.28

Avg Shipping...

9.15

# AC

---

Total Sales(Revenue)

15.92M

No. Orders

99K

Net Sales

13.65M

Avg Freight Cost

19.98

# AC

---

## Orders Fulfillment Life Cycle (**Days**)

Avg Fulfillment Duration

12.42

Avg Processing...

3.28

Avg Shipping...

9.15

# AC

---

## Individual Order Details

Avg Order Value (AOV)

**160.05**

Avg No. of Items per Order

**1.15**

# AC

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## Orders Fulfillment Life Cycle (**Days**)

Avg Fulfillment Duration

12.42

Avg Processing...

3.28

Avg Shipping...

9.15

# ActiveLife Exercise Ball A413

Total Sales(Revenue)

15.92M

No. Orders

99K

First seller\_state

SP

Avg Freight Cost

18.43

# agro\_industria\_e\_commerce

Total Sales(Revenue)

15.92M

No. Orders

99K

First seller\_state

SP

Avg Freight Cost

18.43