



Understand Your E-commerce Potential

Explore key insights on sales, customers, and sellers to help you make clear and confident decisions.

[Summary](#)[Customers](#)[Sellers](#)[Orders](#)[Categories](#)[DASHBOARD](#)



Olist Sales Report 2016 - 2018

Summary

Customers

Orders

Sellers

Categories

Month Name

Year

Total Revenue
\$14M

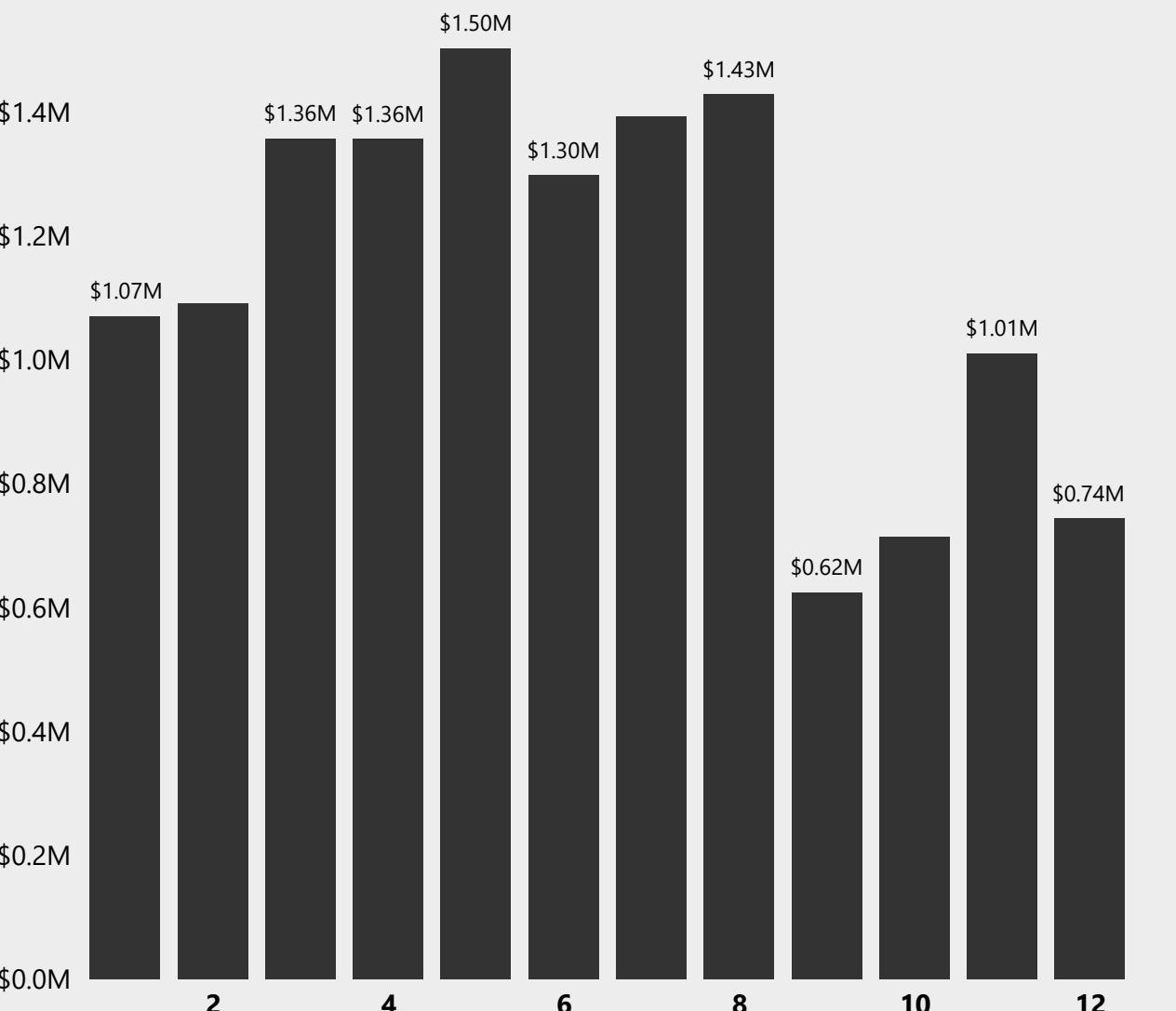
Total Orders
99.4K

Total Sellers
3.1K

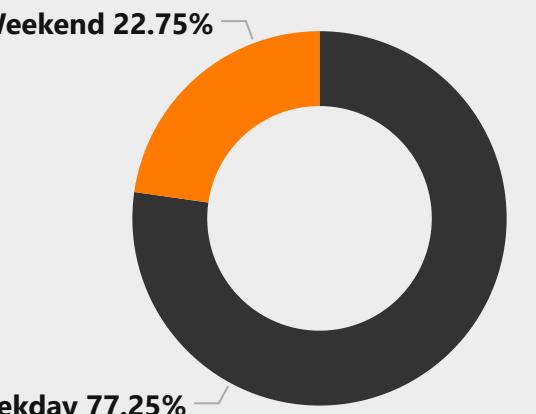
Avg Review Score
4.09

Total Customers
99.4K

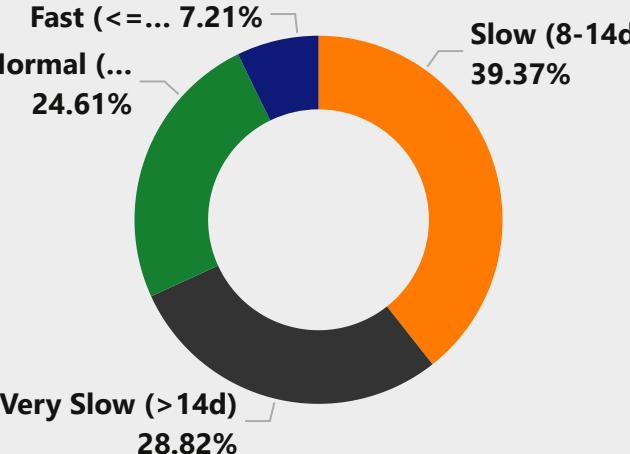
Total Revenue by Month



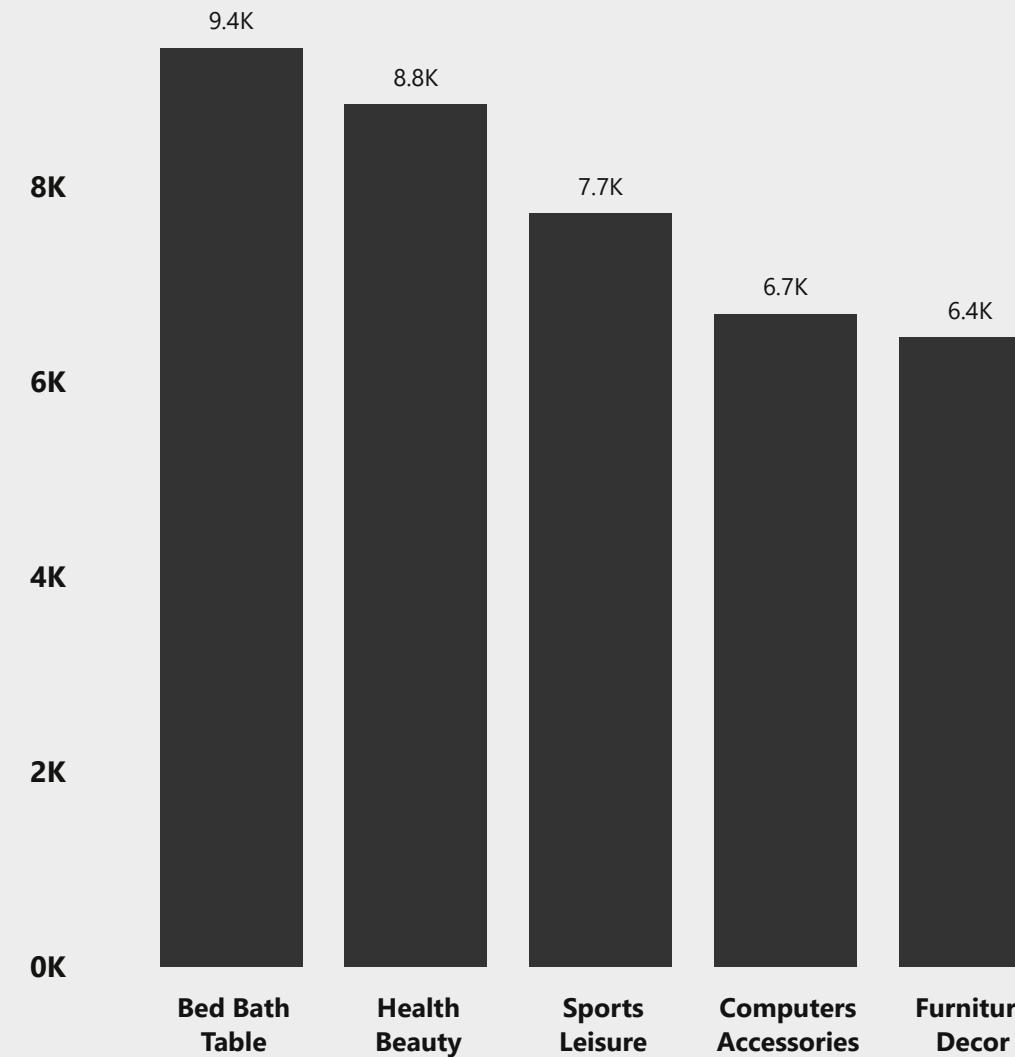
Weekend/ weekday payment



Delivery Time Buckets



Top 5 Categories By Orders





Olist Sales Report 2016 - 2018

Summary

Customer

Orders

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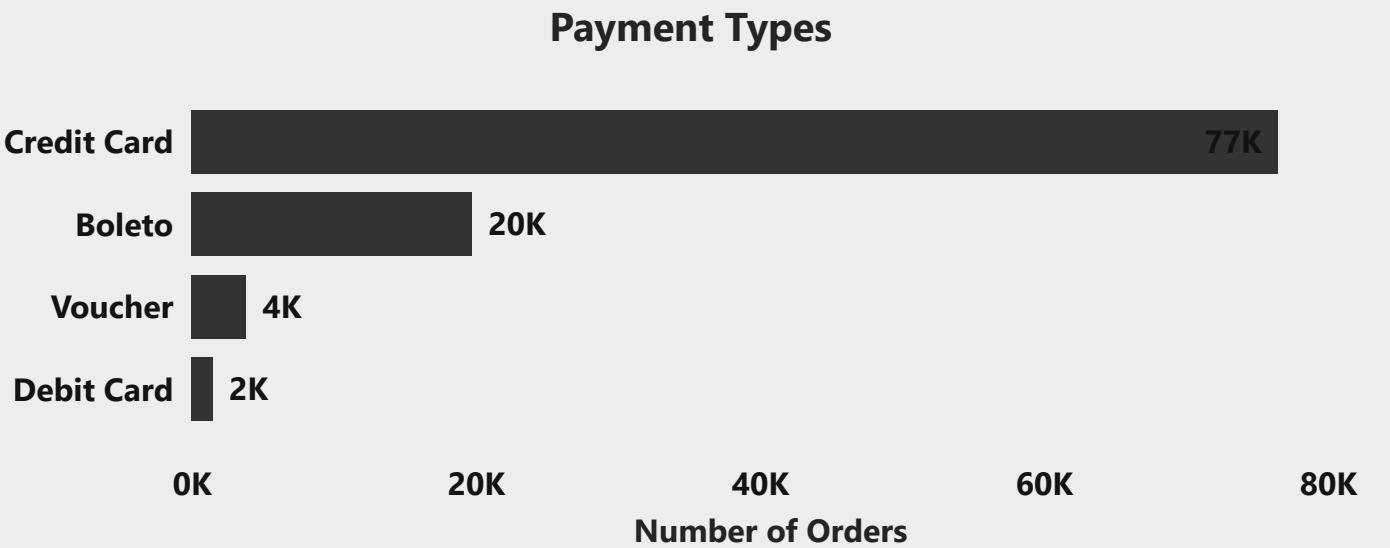
Categories

Month Name

All

Year

All

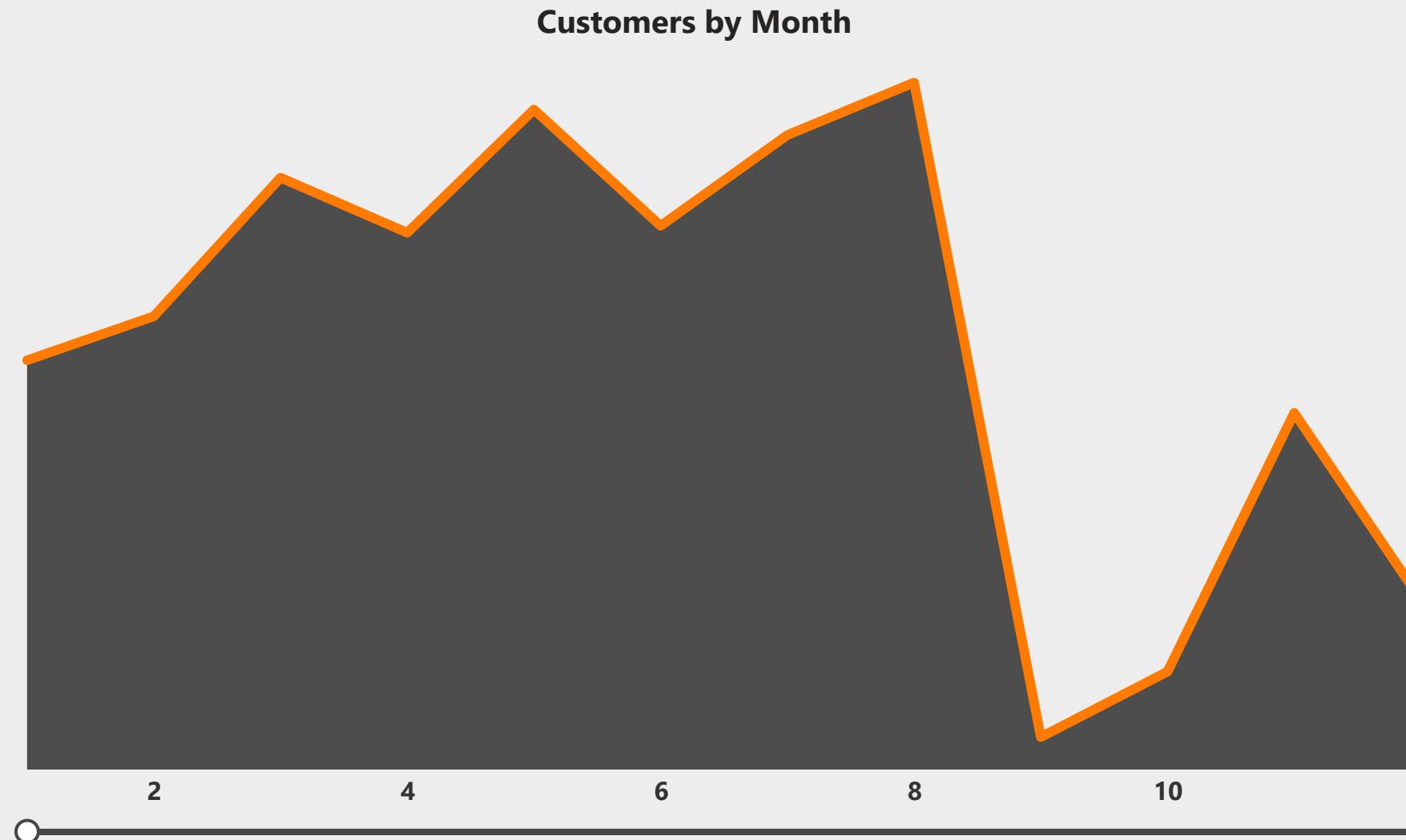
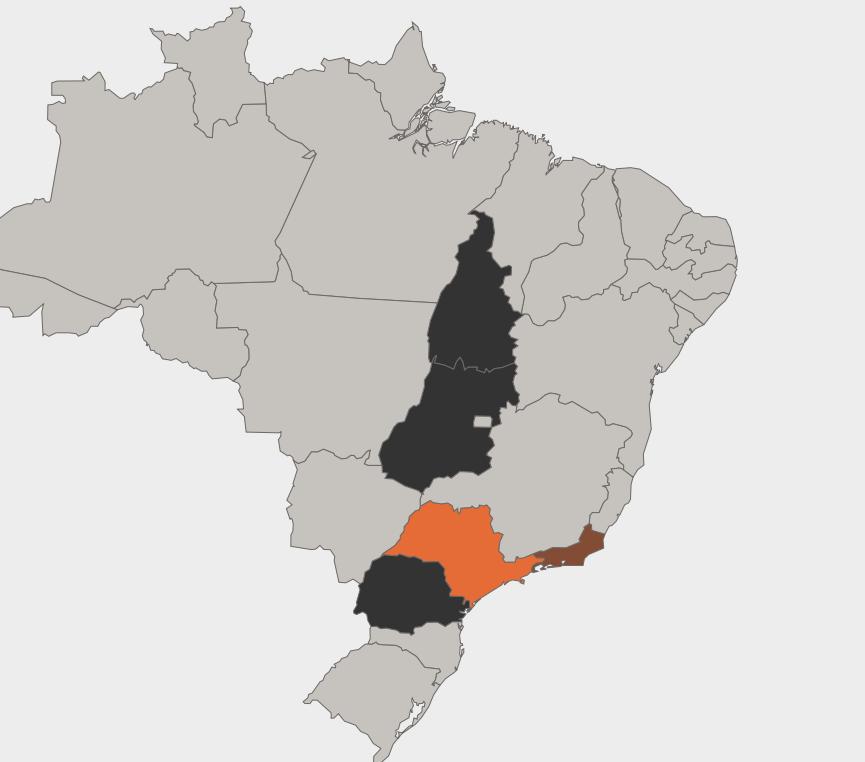


Total Customers
99.44K

Average Revenue Per Customer
\$160.81

Total Cities
4.119K

Total Orders by State





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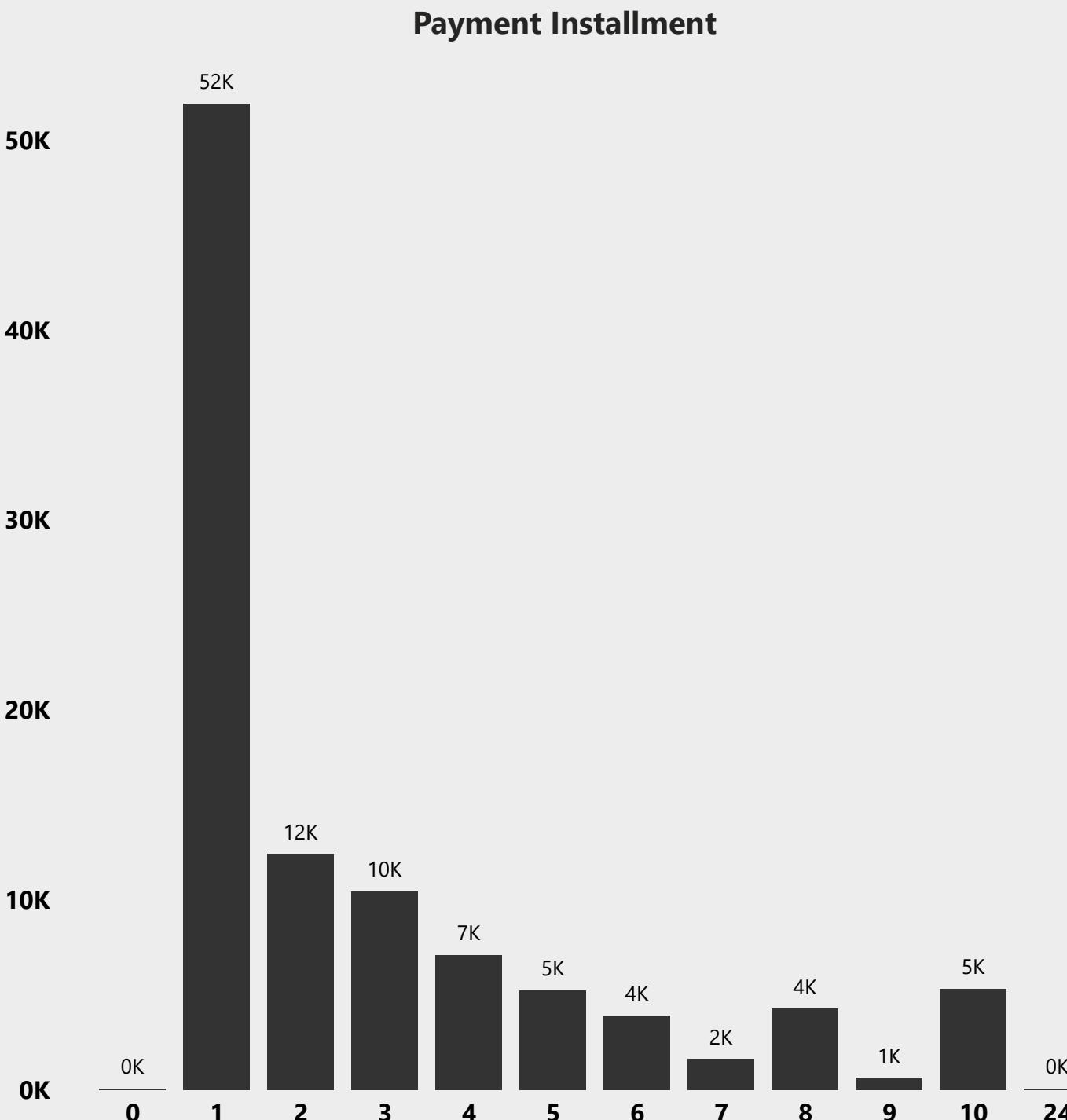
Categories

Month Name

All

Year

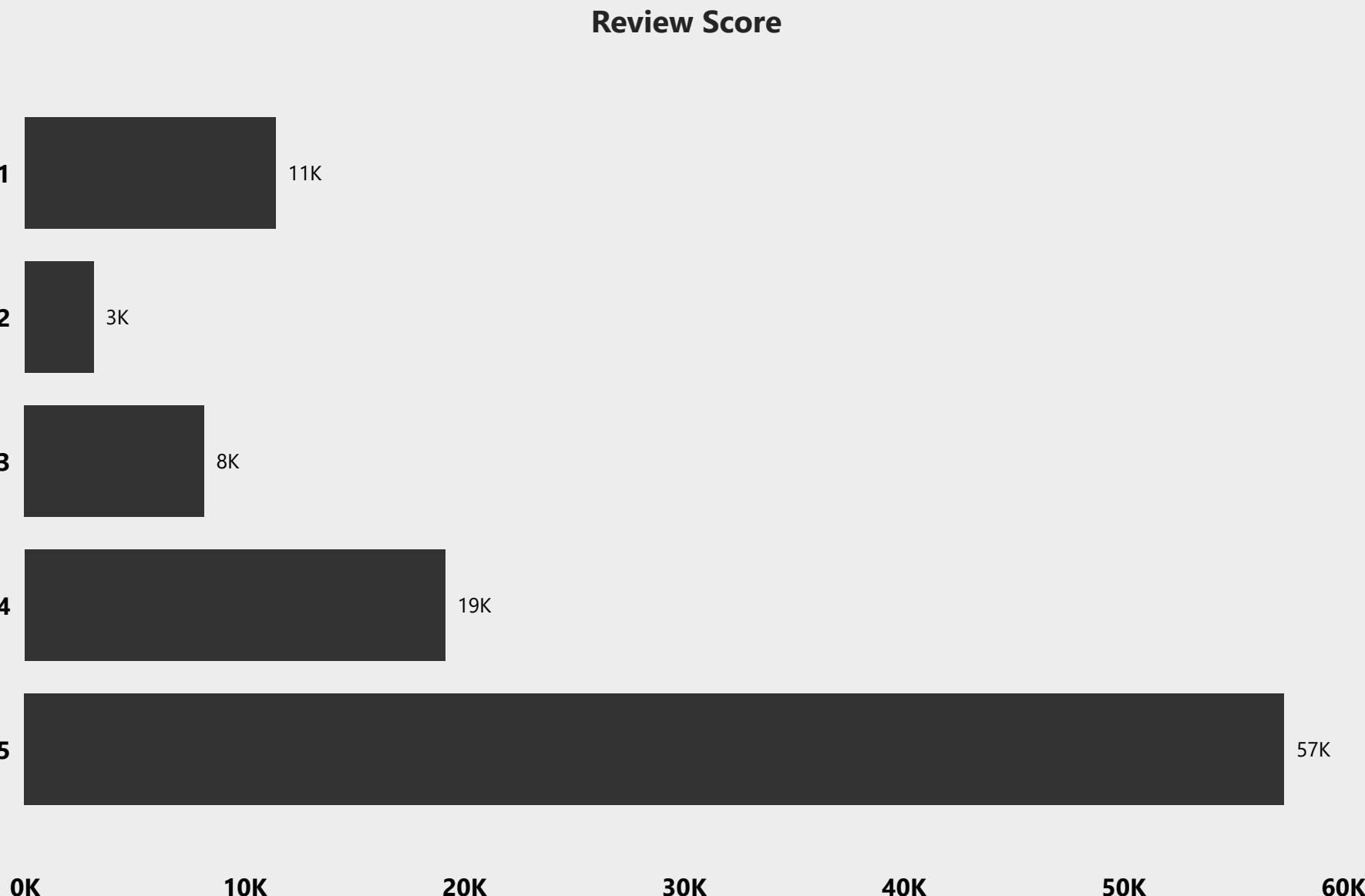
All



Avg Delivery Days
12.5

Avg Freight Value
\$19.99

Avg Order Value
\$120.65





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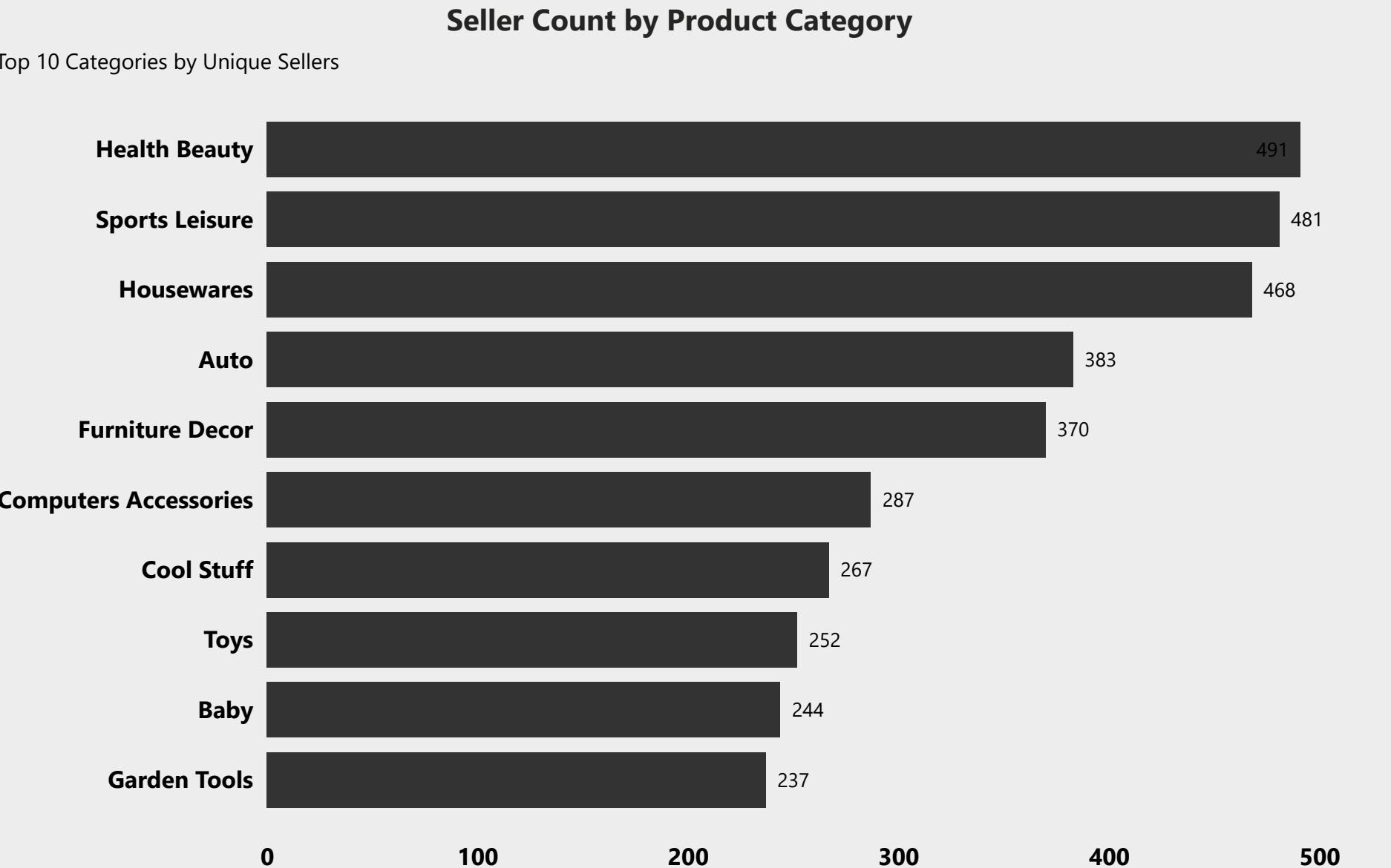
Month Name

Year

Total Sellers
3.1K

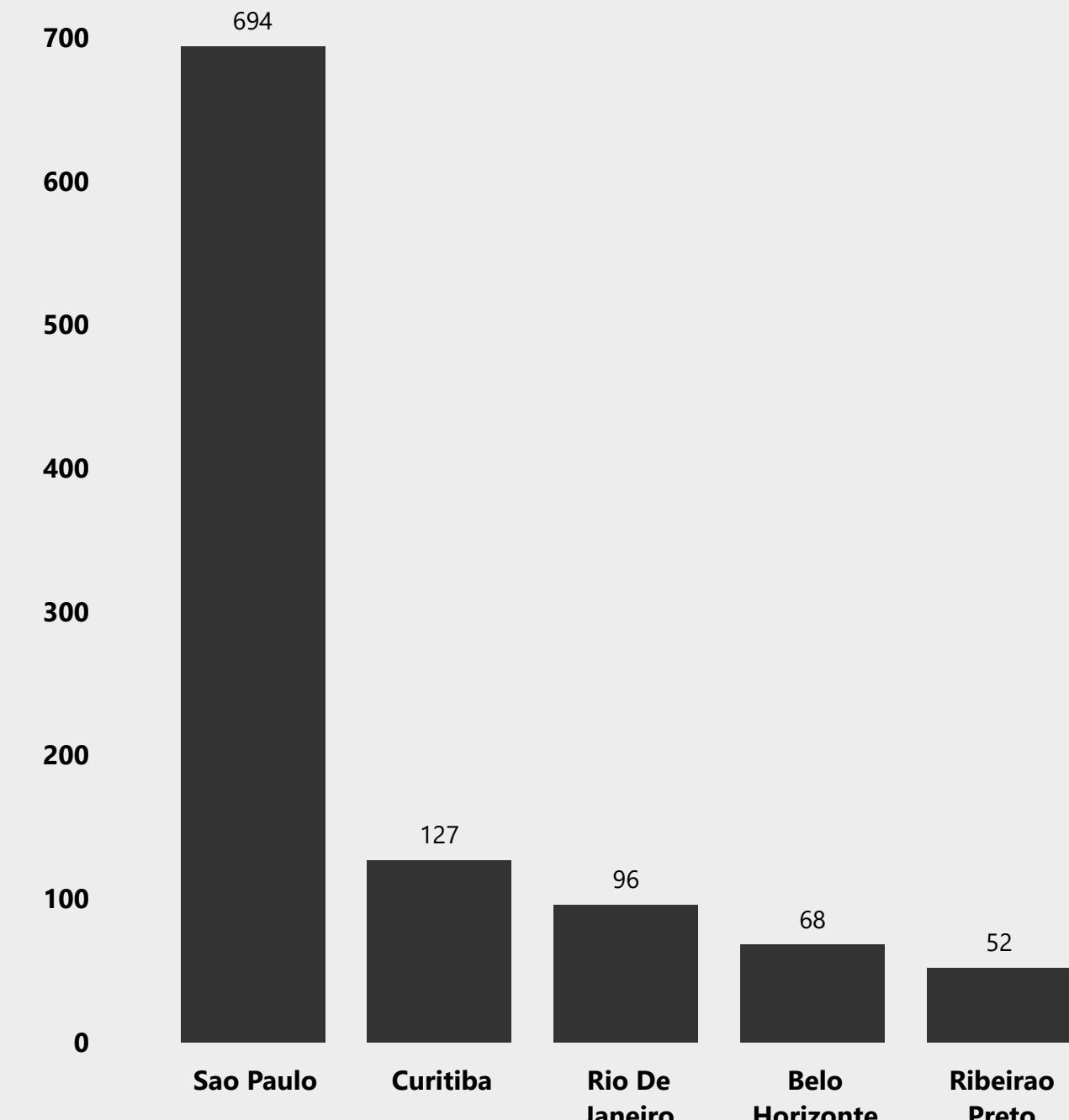
Avg Review Score
4.09

Total Cities
610



Top 5 Sellers Cities

Cities with the highest number of active sellers





Olist Sales Report

2016 - 2018

Summary

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Category_EN	Total Products	Total Orders	Avg Sold Price	Total Revenue
Bed Bath Table	3029	9417	\$93.30	\$10,36,989
Health Beauty	2444	8836	\$130.16	\$12,58,681
Sports Leisure	2867	7720	\$114.34	\$9,88,049
Computers Accessories	1639	6689	\$116.51	\$9,11,954
Furniture Decor	2657	6449	\$87.56	\$7,29,762
Housewares	2335	5884	\$90.79	\$6,32,249
Watches Gifts	1329	5624	\$201.14	\$12,05,006
Telephony	1134	4199	\$71.21	\$3,23,668
Auto	1900	3897	\$139.96	\$5,92,720
Toys	1411	3886	\$117.55	\$4,83,947
Cool Stuff	789	3632	\$167.36	\$6,35,291
Garden Tools	753	3518	\$111.63	\$4,85,256
Perfumery	868	3162	\$116.74	\$3,99,125
Baby	919	2885	\$134.34	\$4,11,765
Electronics	517	2550	\$57.91	\$1,60,247
Stationery	849	2311	\$91.75	\$2,30,943
Fashion Bags Accessories	849	1864	\$75.25	\$1,52,824
Pet Shop	719	1710	\$110.07	\$2,14,315
Office Furniture	309	1273	\$162.01	\$2,73,961
Consoles Games	317	1062	\$138.49	\$1,57,465
Luggage Accessories	349	1034	\$128.60	\$1,40,430
Home Appliances	370	764	\$103.98	\$80,172
Construction Tools	400	748	\$155.73	\$1,44,678
Construction				
Small Appliances	231	630	\$280.78	\$1,90,649

🔍 Total Products

32.3K

📦 Total Categories

71

⌚ Avg Product Price

\$120.65

The Relation Between Freight Value and Product Weight (g)

