Tableau Public - Tableau_Olist

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard | Show Me

Data | Analytics

Tableau_Olist_Dataset

Search

Tables

- Customer Id
- Customer State Set
- Customer Unique Id
- customer_state, customer_...
  - Customer State
  - Customer City
- Order Id
- Order Purchase Timestamp
- Order Status
- Product Category Name
- Product Id
- Total Order Value (bin)
- *Measure Names*
- Freight Value
- Price
- Product Description Lenght
- Product Name Lenght
- Shipping Time
- Total Order Value
- *Latitude (generated)*
- *Longitude (generated)*
- *Tableau_Olist_Dataset.csv ...*
- *Measure Values*

Parameters

- Total Order Value (bin) Par...
- Total Order Value Parameter

Pages

Filters

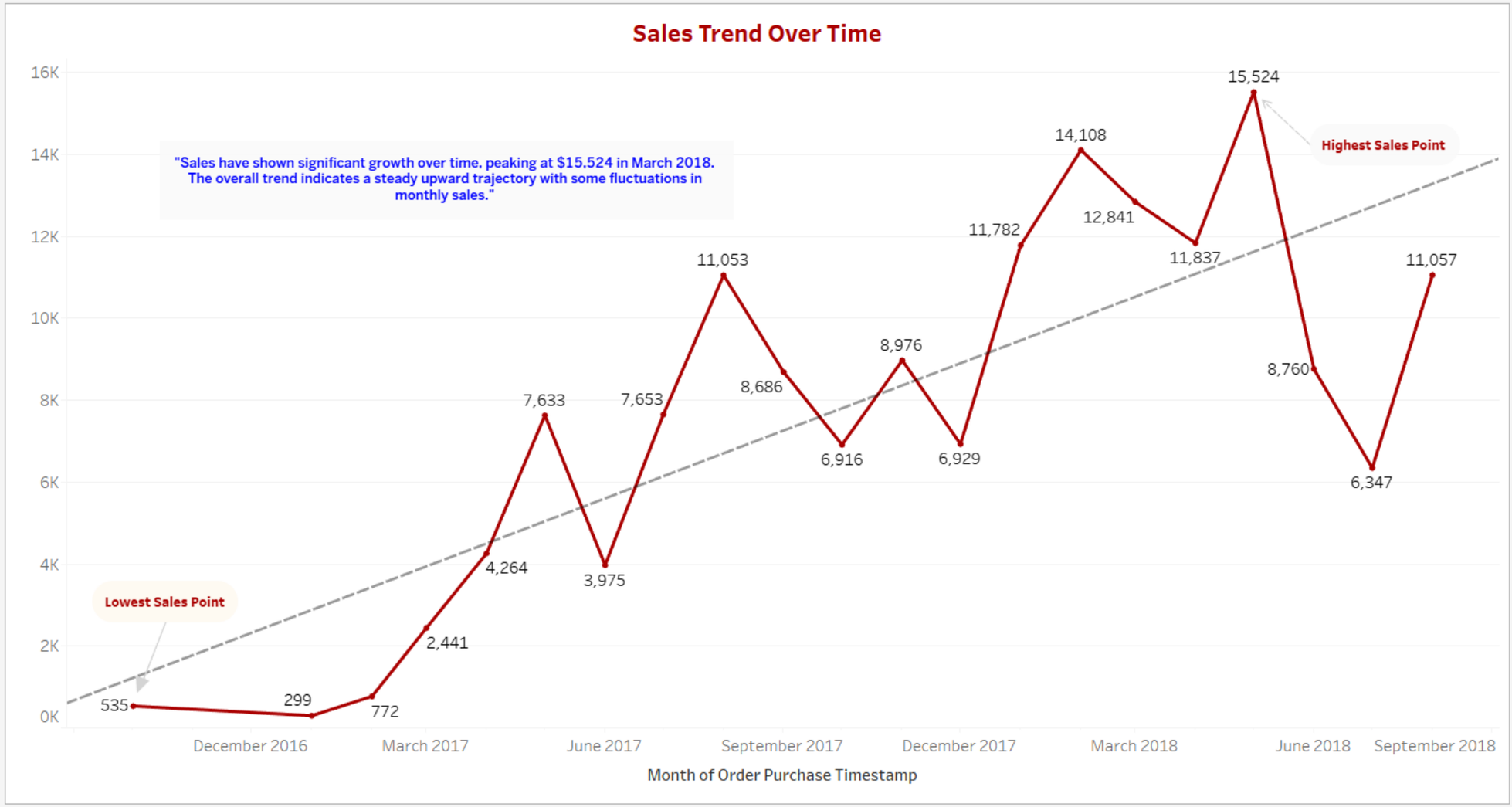
Marks

Automatic

Color | Size | Label | Detail | Tooltip | Path

Columns: MONTH(Order Pu..

Rows: SUM(Total Order Va..



Data Source | Sales Trend Over Time | Customer Segmentation | Shipping Performance | Sales by Product Category | Year Wise Sales | "Distribution of Total Order Value" | Order value percentages | Dashboard 1

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Pages

Filters

Customer State Set

Marks

Automatic

Color | Size | Label | Detail | Tooltip

Customer St..

SUM(Shipping ..

SUM(Total Ord..

Columns: Customer State

Rows: SUM(Total Order Va..

Customer Segmentation

Customer State

Total Order Value

60K 55K 50K 45K 40K 35K 30K 25K 20K 15K 10K 5K 0K

$58,737 $19,963 $18,415 $11,254 $9,407 $9,011 $5,773 $5,463

SP RJ MG PR RS SC BA GO

"São Paulo (SP) leads the total order value significantly with $58,737, followed by Rio de Janeiro (RJ) at $19,963. The lowest contributing state in this visualization is Bahia (BA) with $5,773."

Total Order Value Para...

8

Customer State

BA GO MG PR RJ RS SC SP

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- *Longitude (generated)*
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- # *Measure Values*

Parameters

- # Total Order Value (bin) Par...
- # Total Order Value Parameter

Pages

Filters

Marks

Pie

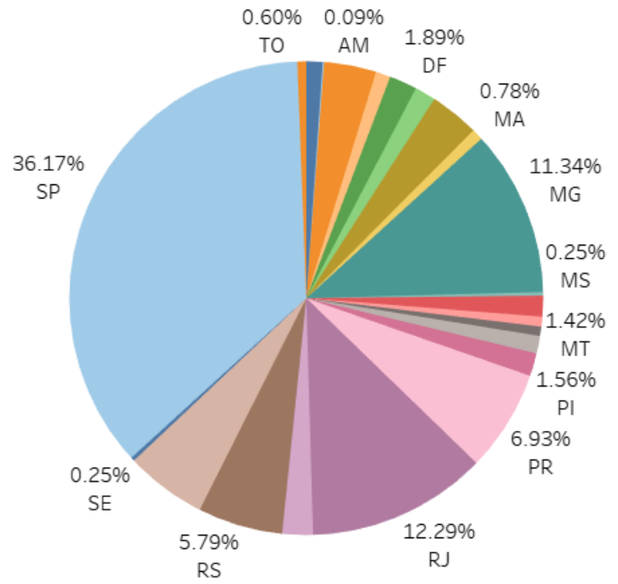
Color | Size | Label | Detail | Tooltip | Angle

Customer St..
SUM(Total Ord..
SUM(Total Ord..
SUM(Total O.. Δ
Customer St..

Columns

Rows

Order Value Percentages In States



Customer State

AL
AM
BA
CE
DF
ES
GO
MA
MG
MS
MT
PA
PB
PE
PI
PR
RJ
RN
RS
SC
SE
SP
TO

SUM(Total Order Value)

162,388

Data Source | Sales Trend Over Time | Customer Segmentation | Shipping Performance | Sales by Product Category | Year Wise Sales | "Distribution of Total Order Value" | **Order value percentages** | Dashboard 1

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Parameters

- # Total Order Value (bin) Par...
- # Total Order Value Parameter

Pages

Filters: Product Category Na..

Marks: Automatic

Color | Size | Label | Detail | Tooltip

Product Categ.. | SUM(Shipping .. | SUM(Total Ord..

Columns: SUM(Total Order Va..

Rows: Product Category..

Sales by Product Category

Product Categor..

moveis_decoracao	$15,561
cool_stuff	$12,790
cama_mesa_banho	$12,497
esporte_lazer	$12,486
beleza_saude	$12,180
informatica_acessor..	$10,857
utilidades_domestic..	$10,201
relogios_presentes	$8,746
brinquedos	$8,261
perfumaria	$5,695
papelaria	$5,208
bebes	$4,356
telefonia	$4,312
portateis_casa_forn..	$3,559
pcs	$3,533
automotivo	$3,162
consoles_games	$2,978
ferramentas_jardim	$2,919
moveis_escritorio	$2,365
instrumentos_music..	$2,339

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K 16K 17K

Total Order Value

The top-performing product category is "moveis_decoracao" with a total order value of $15,561, followed by "cool_stuff" at $12,790. This visualization highlights key sales contributors for better inventory and sales strategy decisions.

Product Category Name

- automotivo
- bebes
- beleza_saude
- brinquedos
- cama_mesa_banho
- consoles_games
- cool_stuff
- esporte_lazer
- ferramentas_jardim
- informatica_acessori..
- instrumentos_musica..
- moveis_decoracao
- moveis_escritorio
- papelaria
- pcs
- perfumaria
- portateis_casa_forno..
- relogios_presentes
- telefonia
- utilidades_domesticas

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Pages

Filters

Marks

Map

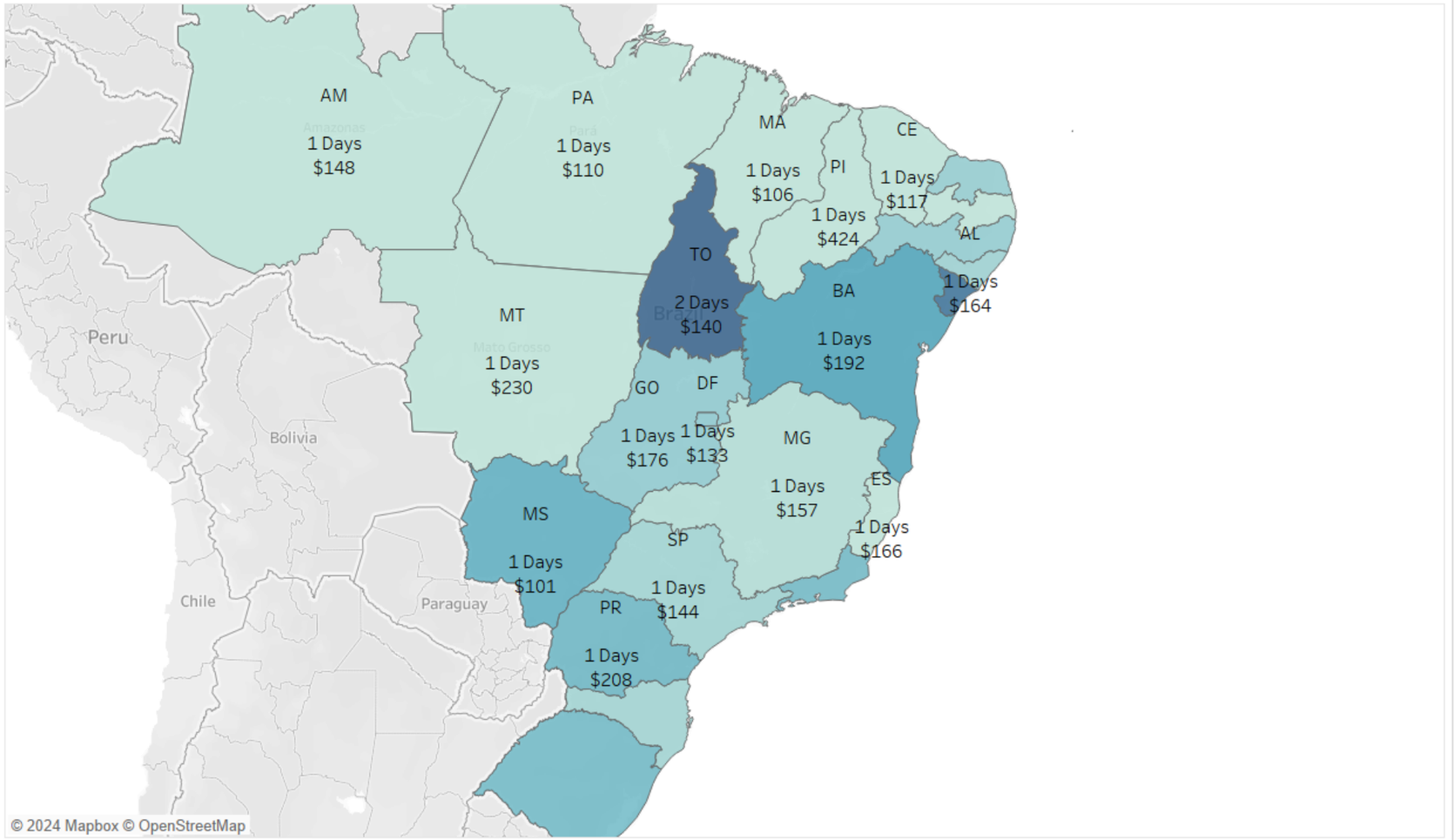
Color | Size | Label | Detail | Tooltip

AVG(Shipping ..)
Customer St..
AVG(Shipping ..)
AVG(Total Ord..)

Columns: Longitude (generate..)

Rows: Latitude (generated)

Average Shiping Days In States



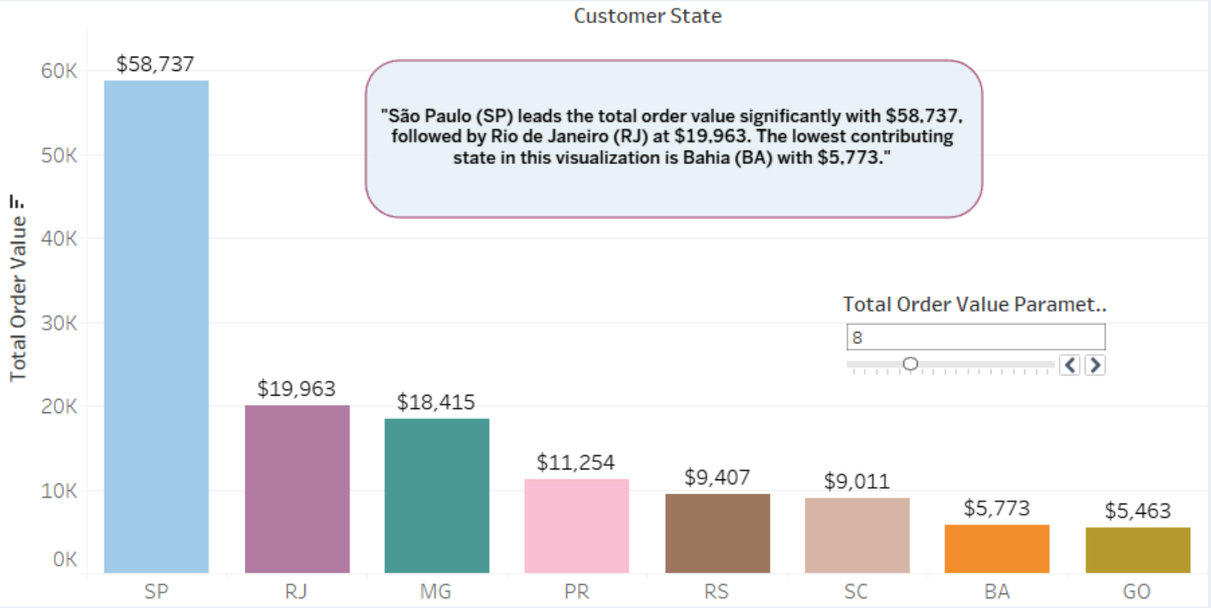
AVG(Shipping Time)

1 2

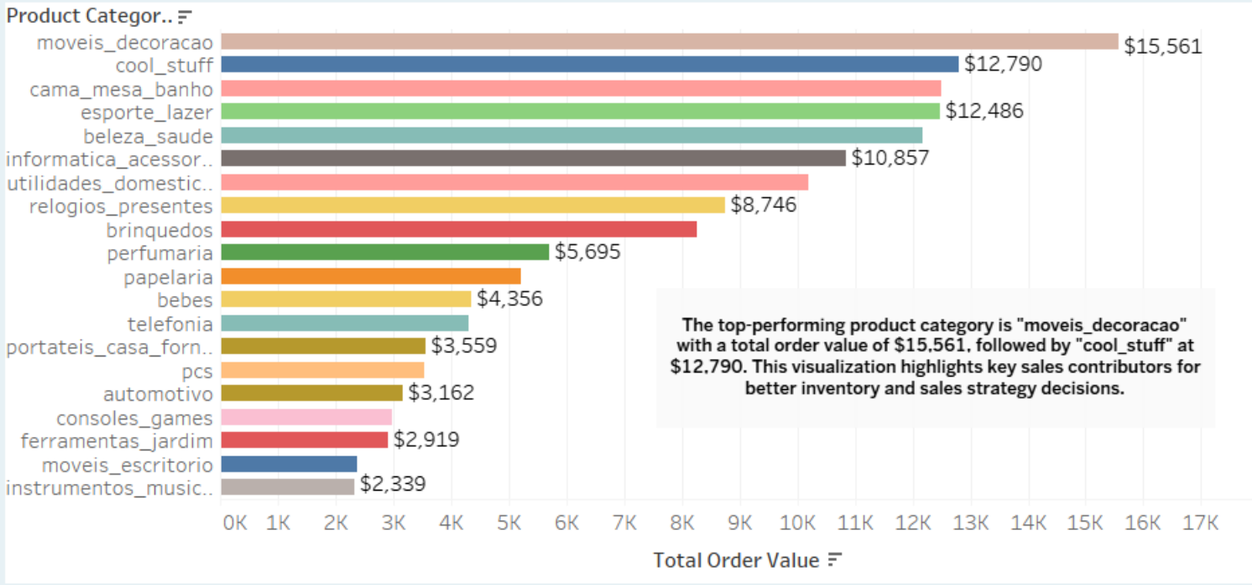
Data Source | Sales Trend Over Time | Customer Segmentation | **Shipping Performance** | Sales by Product Category | Year Wise Sales | "Distribution of Total Order Value" | Order value percentages | Dashboard 1

Sales Performance and Trends Analysis

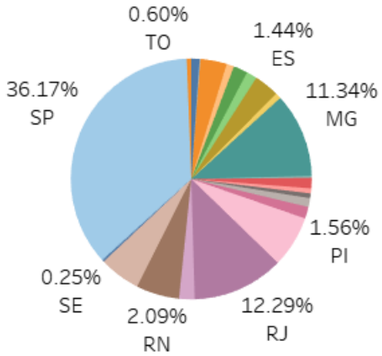
Customer Segmentation

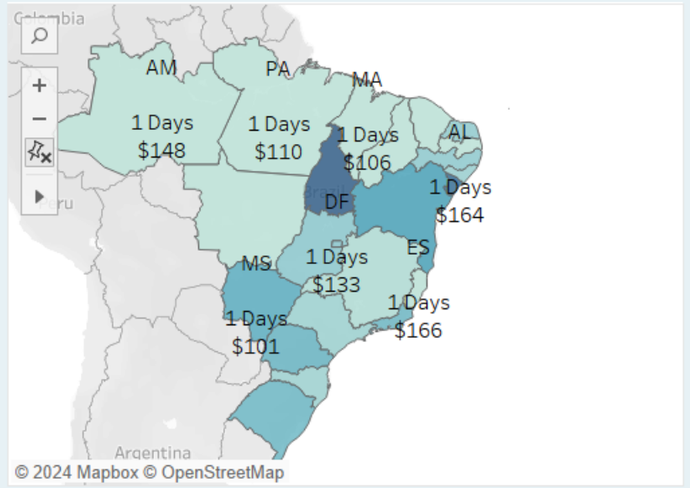


Sales by Product Category



Order Value Percentages In States



Sales Trend Over Time

Average Shiping Days In States