

E-commerce Sales Dashboard

15.42M

Total Revenue

96K

Total Orders

160

Average Order Value

3.92

Average Review Score

12.50

Average Shipping Duration

customer_state

☐ AC

☐ AI

Total Revenue by Month



Sales Over Time

Sales by State



Product Category

- ☐ (Blank)
- ☐ agro_industry_...
- ☐ air_conditioning
- ☐ art
- ☐ arts_and_craft...
- ☐ audio
- ☐ auto

order_purchase_date

15-09-2016

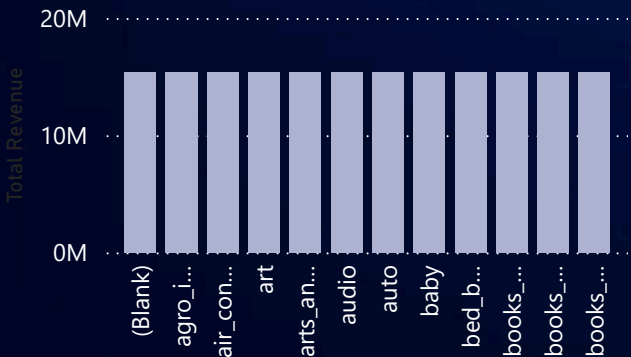
29-08-2018

review_score

1

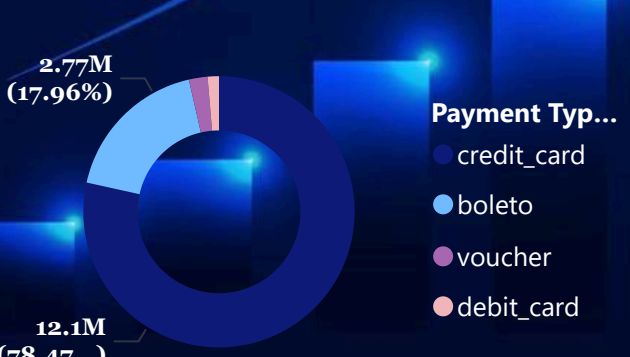
5

Total Revenue by Product Category



Sales by Category

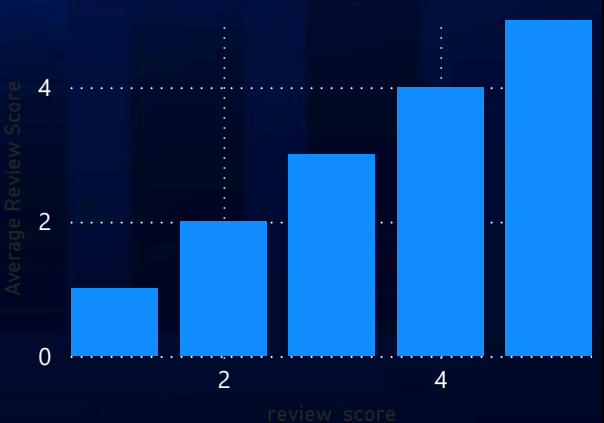
Payment Distribution



Payment Typ...

- credit_card
- boleto
- voucher
- debit_card

Review Score Distribution



Top Seller

Total Revenue	seller_city
2,93,612.11	rio de janeiro
1,83,068.27	belo horizonte
1,57,500.37	curitiba
1,04,962.83	campinas
68,847.04	santos
65,201.94	porto alegre
60,549.74	jundiai
51,851.78	...
1,54,21,831.43	

E-Commerce Sales Dashboard (Brazil - Olist)

1.Southeast Brazil Dominated Sales, with **Rio de Janeiro** leading at **2.93M BRL**, followed by **Belo Horizonte** (1.83M) and **Curitiba** (1.57M), collectively contributing over **40% of total revenue**.

2.November showed peak monthly revenue, exceeding **2M BRL**, likely due to **Black Friday promotions**, while sales dipped in January and April.

3.Product categories like "bed_bath_table" and "health_beauty" led revenue, contributing a major share of overall sales — each surpassing **1.5M BRL**.

4.Credit Cards dominated payment methods, accounting for **over 78% of total transactions**, followed by Boleto and Voucher options.

5.Customer satisfaction trends show 70% of reviews had a score of 4 or 5, indicating a generally positive shopping experience, especially in faster deliveries.

6.The average order value stood at 160 BRL, with an average **delivery duration of 12.5 days**, showing opportunities for logistic optimization.

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