

**end-to-end solutions
to sell online without a headache**

business management

sell on marketplaces

own virtual store

Analysis of The Brazilian eCommerce public dataset of Olist Store (from 2016 to 2018)

Exploring the company dataset

- October 2016 – August 2018.
- 74 product categories.
- 95.61k unique customers in 27 states and 4119 cities.
- 3095 unique sellers.
- 100k orders.
- R\$16M in revenue.
- Roughly 150 orders processed/day.

Number of Different Sellers

3095

Average Review Score



No. of Unique Customers



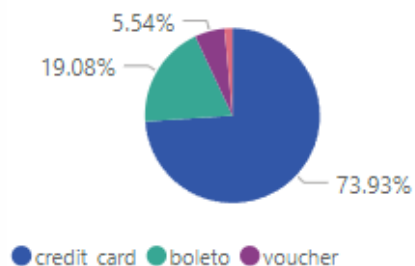
Total Revenue



Total Revenue



Payment Types



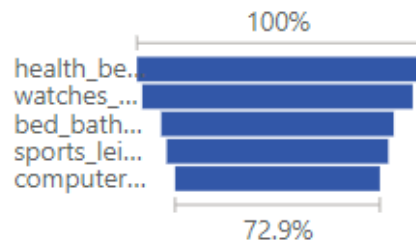
No. of Unique Customers



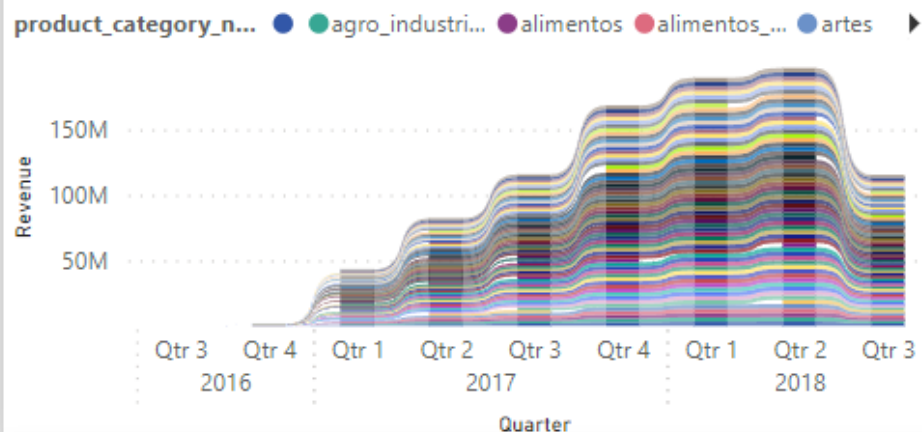
Average Review Score



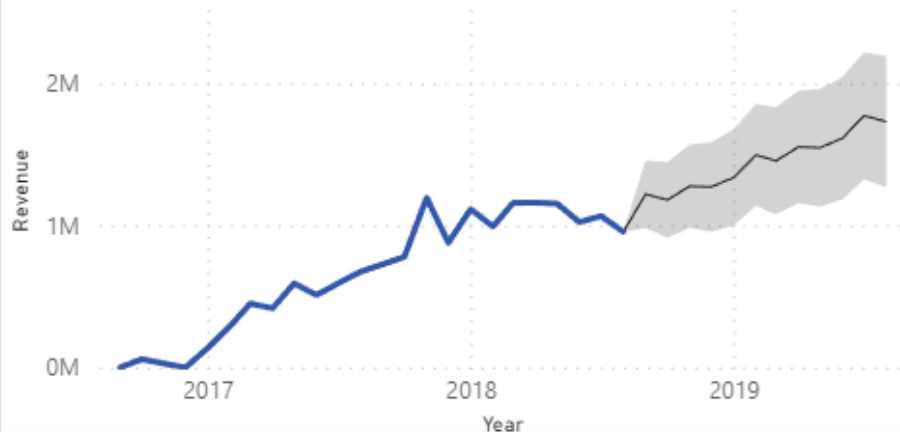
Top 5 Product Categories by Revenue



Revenue per Quarter per Product Category



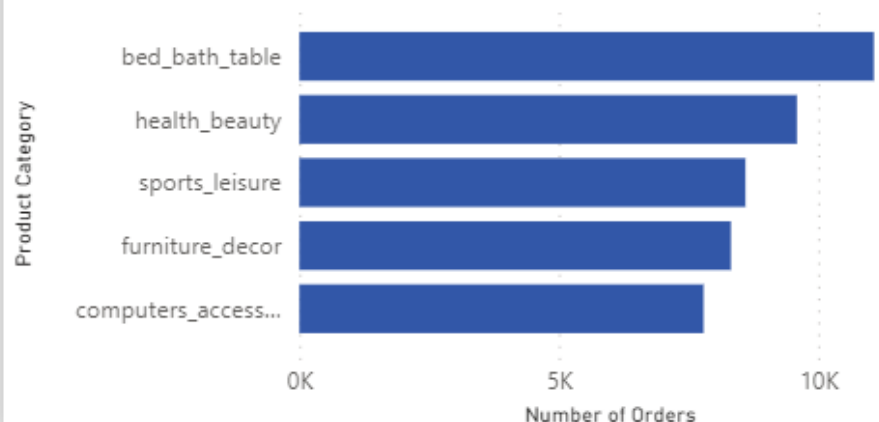
Revenue by Month + Forecast



Number of Different Sellers

3095

Top 5 Product Categories by Number of Orders



Top 10 Cities for Olist Sellers



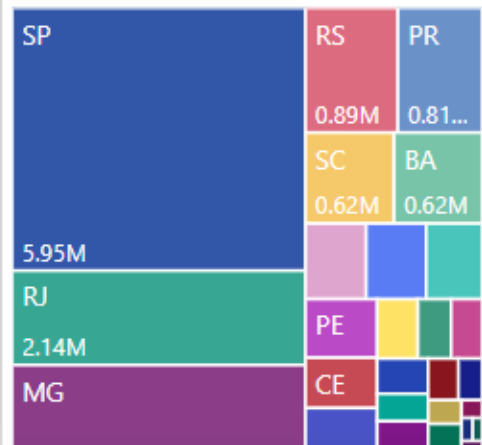
Locations of the Major Sellers



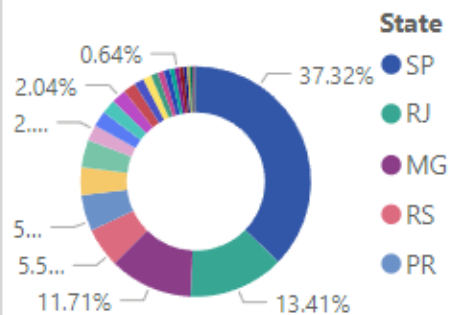
Questions to ask:

- How has revenue changed over time and what are the driving factors behind the change(s)?
- Which regions (states) have the worst reviews and why?
- What are the factors that could hold the company back from future growth?

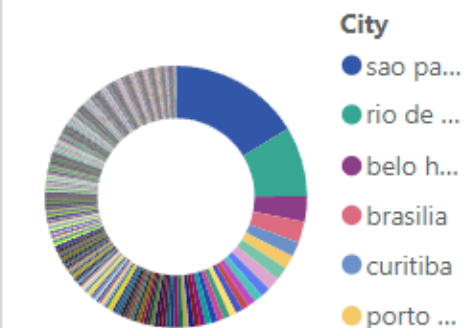
Revenue by State



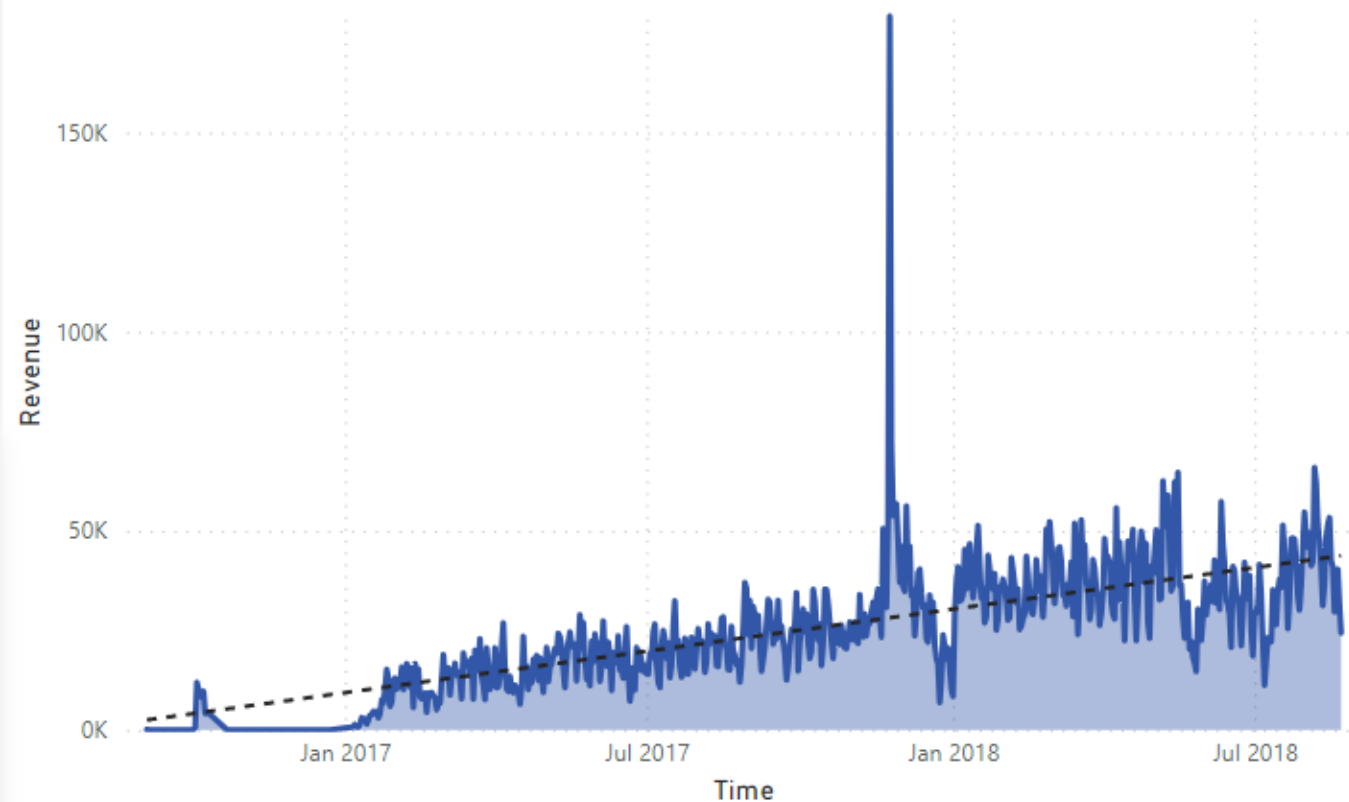
Revenue by State



Revenue by City



Revenue over Time



Revenue on 24th November 2017

179.20K

Average Daily Revenue

20.59K

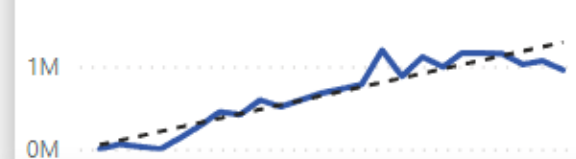
154.22

Avg Payment

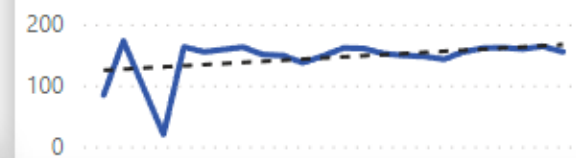
120.77

Avg Cost

Revenue over Time (monthly)



Average Payment over Time



Count of Orders over Time



Customers over Time



96K

Unique Customers

3300

Repeat Customers

157.55K

Profit

0.63%

Order Cancellation Rate

1.20

Avg Items per Order

15,937,015.24

Total Revenue

2,243,868.14

Shipping Costs

13,535,598.24

Total Costs

Black Friday 2017: Chaos as huge crowds of shoppers in Brazil scuffle over discount TVs

Riotous scenes pictured outside stores in South Africa and Greece

Lydia Smith • Friday 24 November 2017 16:26 GMT •  Comments



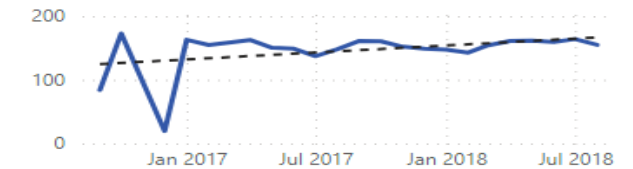
Revenue is rising

- Revenue rise is driven by mainly new customers.
- Low customer retention rate.
- Average 1.2 items per order.
- Average payment values remain steady.
- 2nd half of 2018 has a slight decrease in customer numbers.
- Generally positive reviews with only 0.63% order cancellation rate.

Revenue over Time (monthly)



Average Payment over Time



Customers over Time



Count of Orders over Time



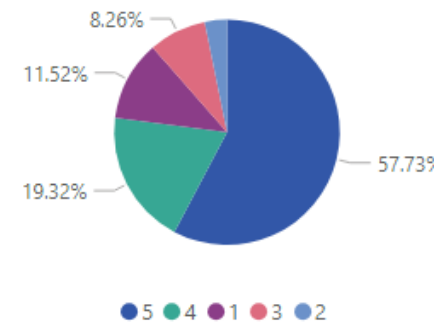
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Reviews distribution

- Generally positive reviews, with over 75% positive.
- Areas closer to Sao Paulo tend to have positive reviews (except Rio).
- More negative reviews correlate with longer delivery times.
- Average delivery time is declining.
- Dominant words in reviews include “before”, “beautiful”, “product”, “arrived”.

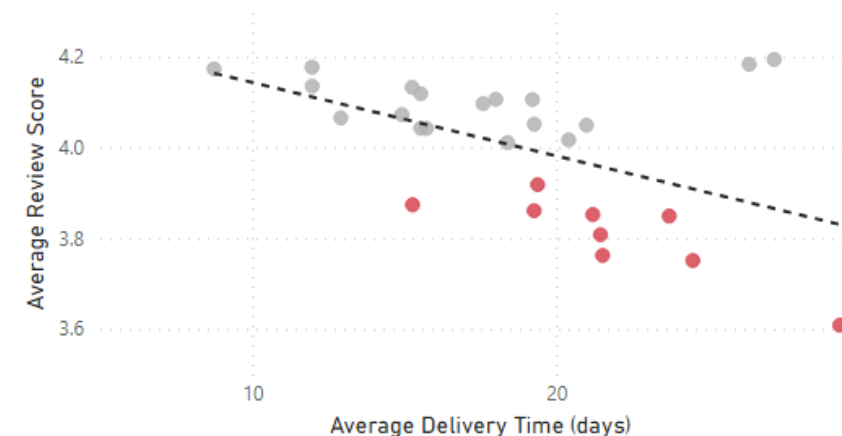
No. of reviews by score



No. of comments and average of review score in customer states



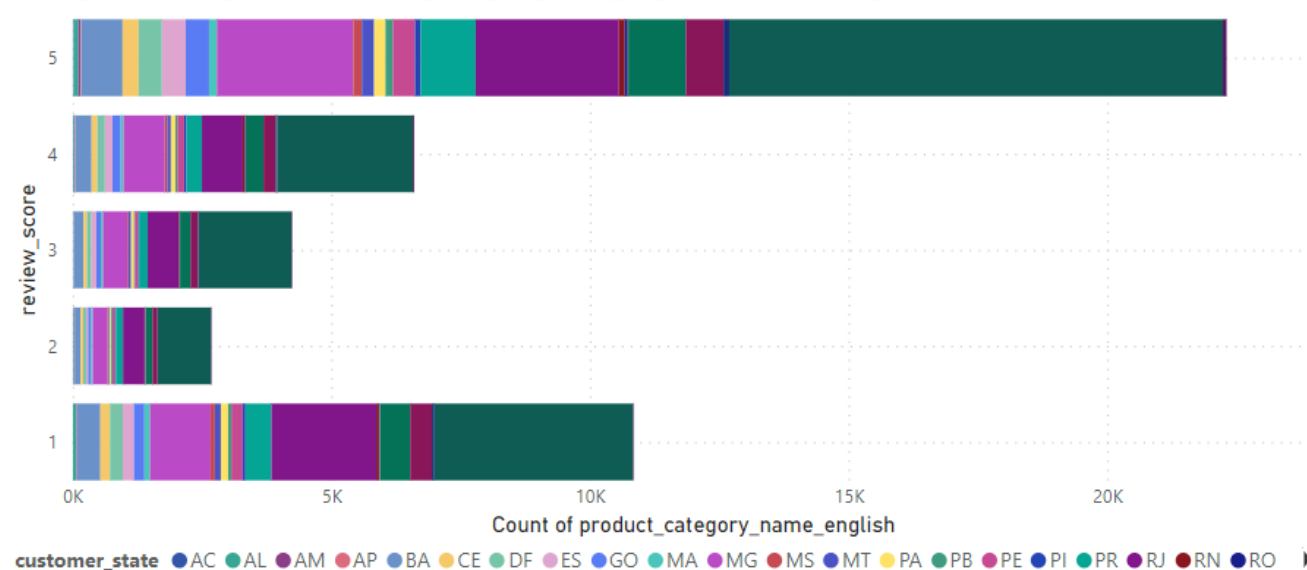
Averages for Customer State



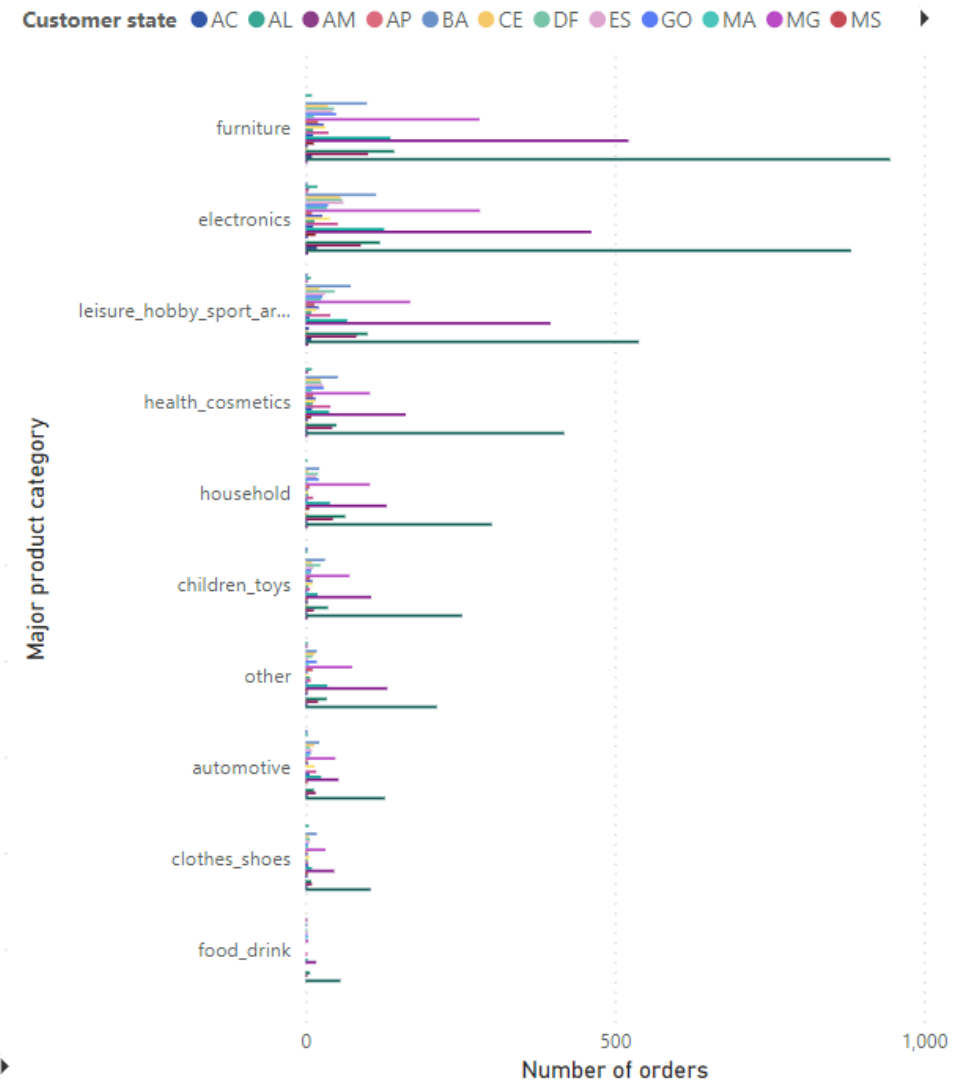
Negative Reviews

- Customer preferences for providing feedback are mostly bimodal.
- Number of negative reviews is not even across categories.

Average of review_score by product_category_name_english and customer_state



Number of orders with review score = 1 according with product categories



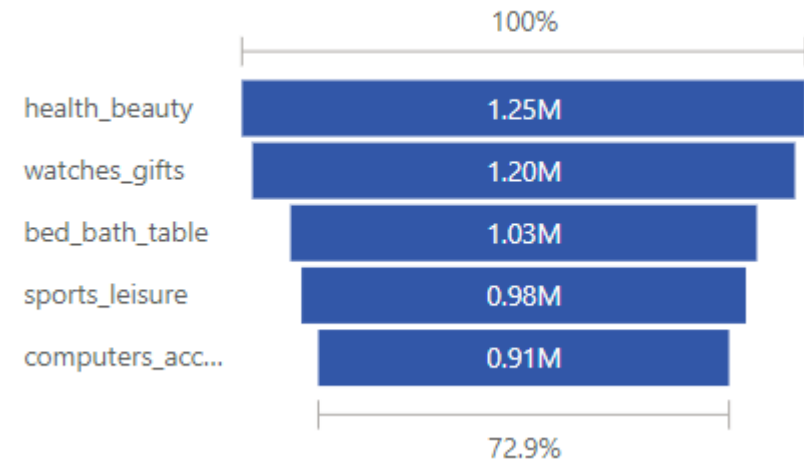
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Answering Q3

- Customer retention rate is only 3.3%
- Expanding to more distant markets could be difficult.
- Customers rarely buy more than 1 item at a time.
- Shipping costs are expensive (over R\$20 per order).
- Over-reliance on products more dominant in sales could be risky if market trends shift.

Top 5 Product Categories by Revenue



1.20

Avg Items per Order

