

olist  
store

Overview

Products & Sellers

Customer

Year > Month

All

Product Category

All

State

All

Customer Category

All

Olist E-Commerce Report

98.67K  
Total Orders


\$15.84M  
Total Revenue

96.10K  
Customer Count

\$160.58  
Avg Order Val

★★★★☆ (4.11)  
Average Rating

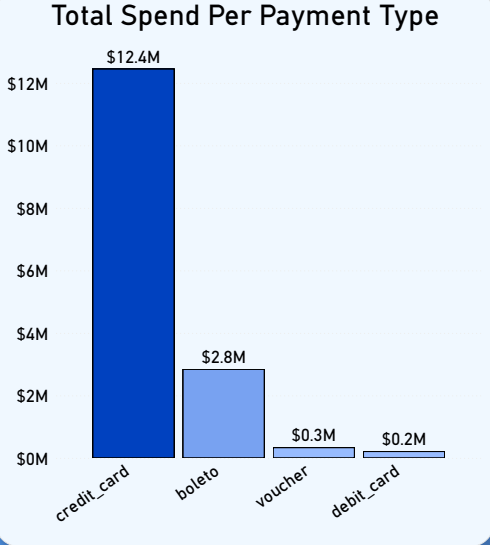
Revenue Over Time




Average Spend Per Customer Category

premium value	potential value
\$391.27 high value	\$149.29 at risk
\$266.07	\$92.80

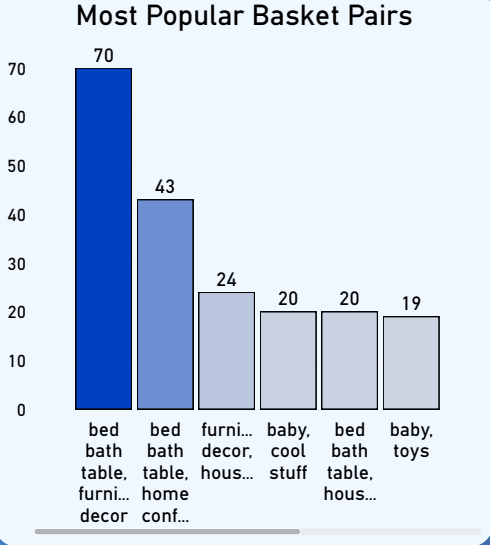
Total Spend Per Payment Type



Average Late Delivery Wait



Most Popular Basket Pairs





\$5.12K

Average Revenue per Seller

32.95K

Total Products

10.62

Average Days Late

12.50

Average Delivery Wait

5.80%

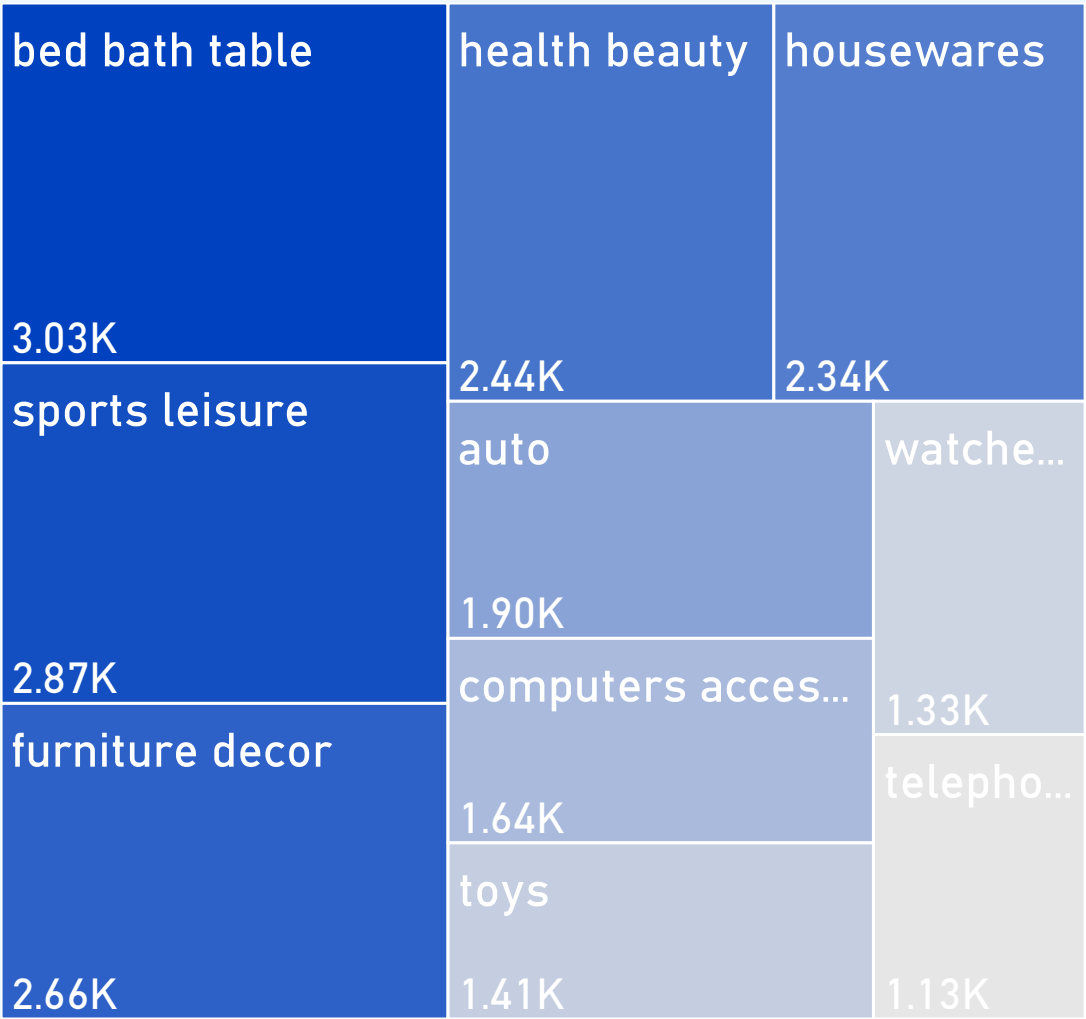
LateOrder%

Products

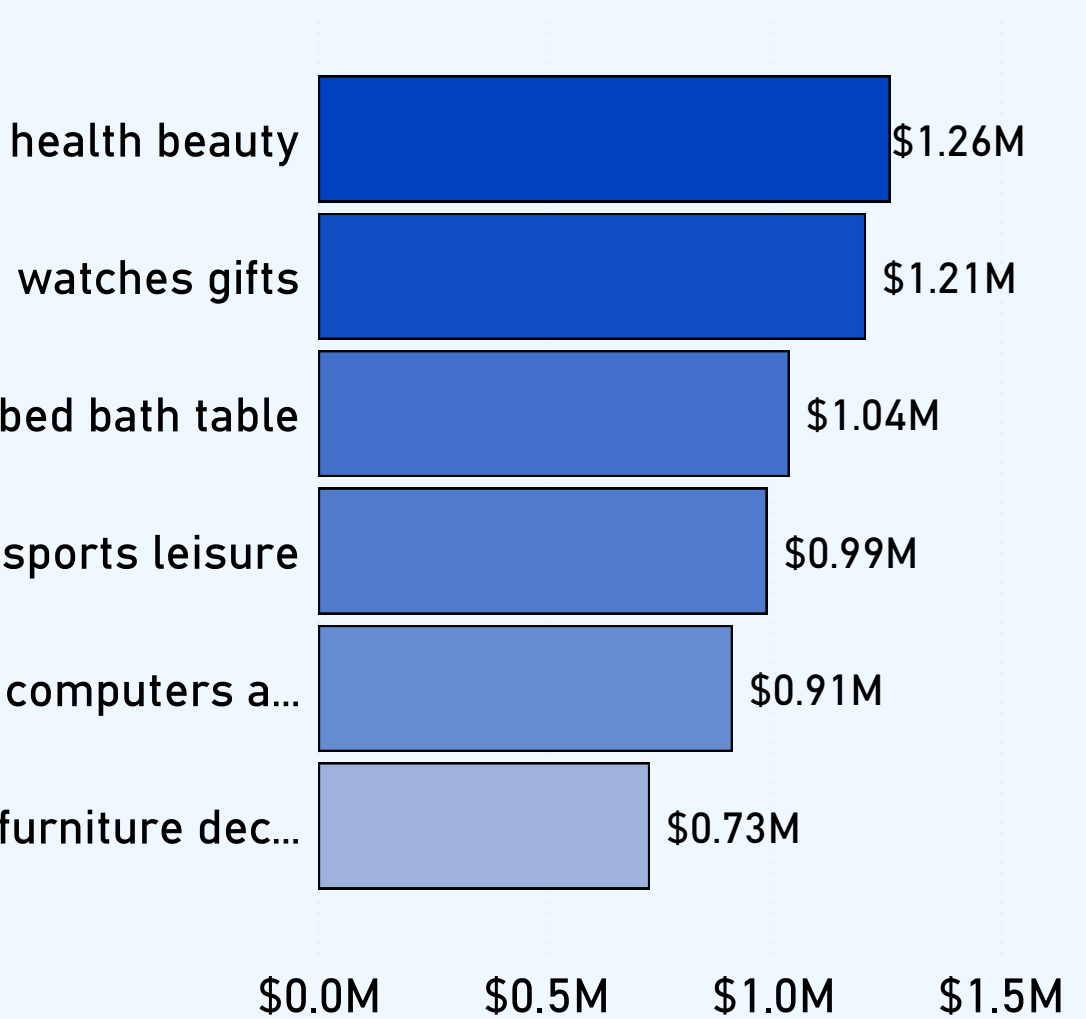
Sellers & Delivery

On average "Potential Value" customer segment spends the most on the "computers" product category at \$1283 per order, spending slightly more than high value and premium customers. Additionally, they spend three times more on "Computer Accessories," presenting a strong opportunity for promotional bundling.

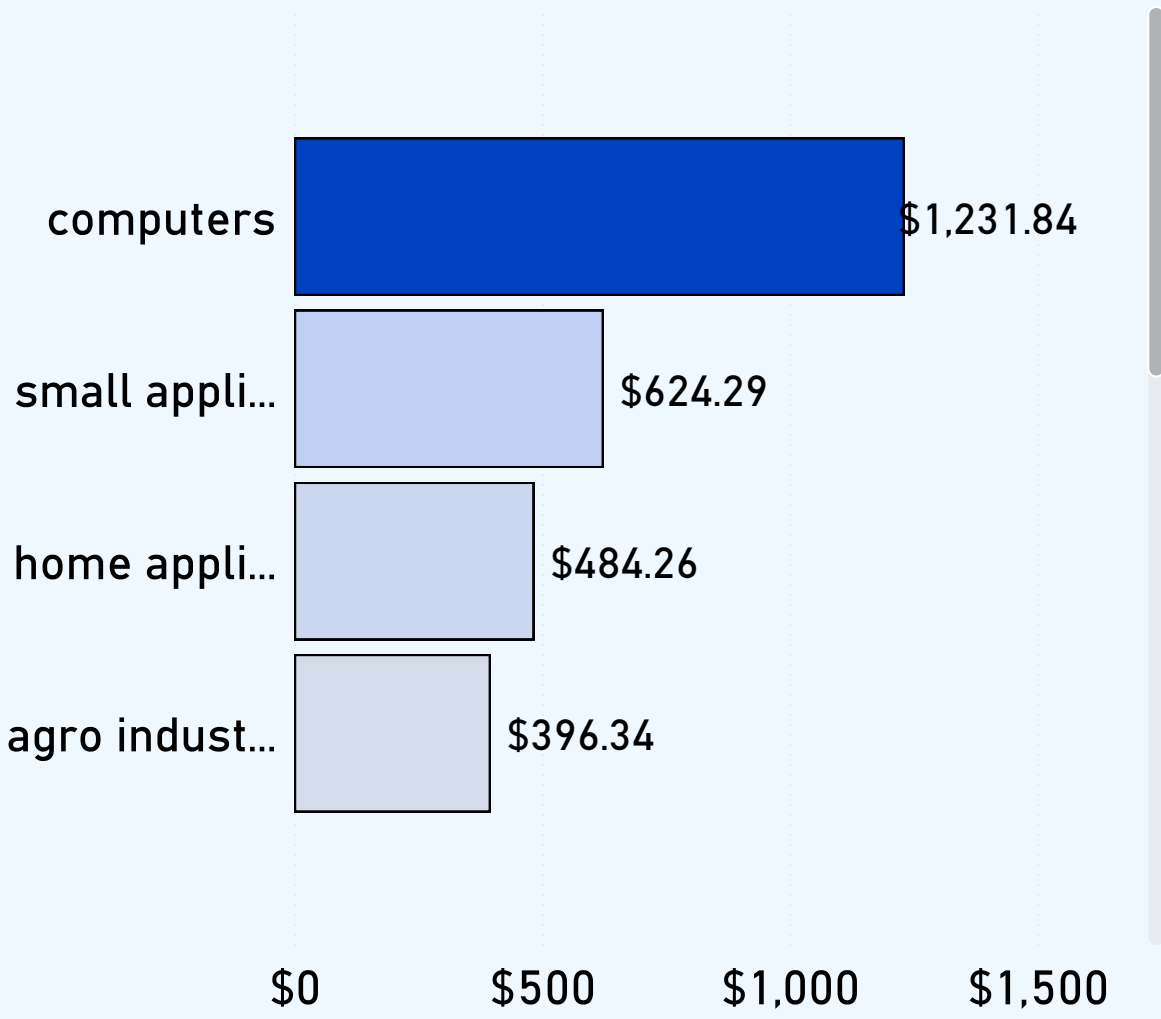
Top 10 Product Count Per Category



Top 10 Revenue by Product Category



Top 20 Average Order-Level Sales per Product by Category



Product Category	Product Count	Order Count	Sales	Average Sale Per Product	LateOrder%	Average Delivery Wait (days)	Average Review Score
agro industry and commerce	74	182	\$72,530.47	\$396.34	3.30%	11.58	4.02
air conditioning	124	253	\$55,024.96	\$216.63	3.37%	12.19	4.03
art	55	202	\$24,202.64	\$119.82	5.74%	11.30	4.03
arts and craftmanship	19	23	\$1,814.01	\$75.58	4.17%	5.67	4.17
audio	58	350	\$50,688.50	\$144.82	11.26%	13.27	3.83
auto	1900	3897	\$592,720.11	\$148.51	6.56%	12.16	4.09
baby	919	2885	\$411,764.89	\$140.39	7.37%	12.45	4.04
bed bath table	3029	9417	\$1,036,988.68	\$102.07	6.20%	12.75	3.97
books general interest	216	512	\$46,856.88	\$88.41	5.79%	11.55	4.46
books imported	31	53	\$4,639.85	\$78.64	3.33%	7.96	4.32
books technical	123	260	\$19,096.06	\$72.33	7.87%	10.58	4.40

96.10K

Total Customers

3589

Repeat Customers

6238

New Customers

2.68

Average Lifetime (days)

\$13.59M

Total Revenue

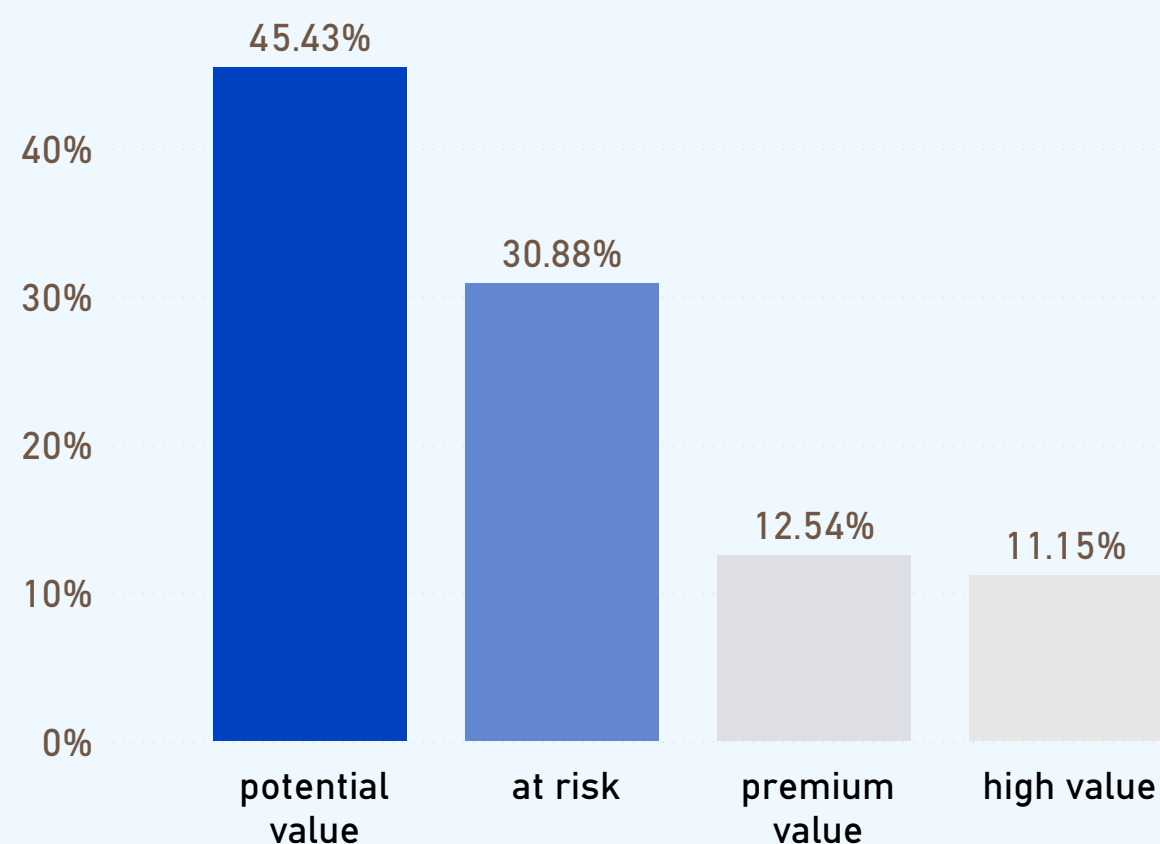
Overview

Segment Definition

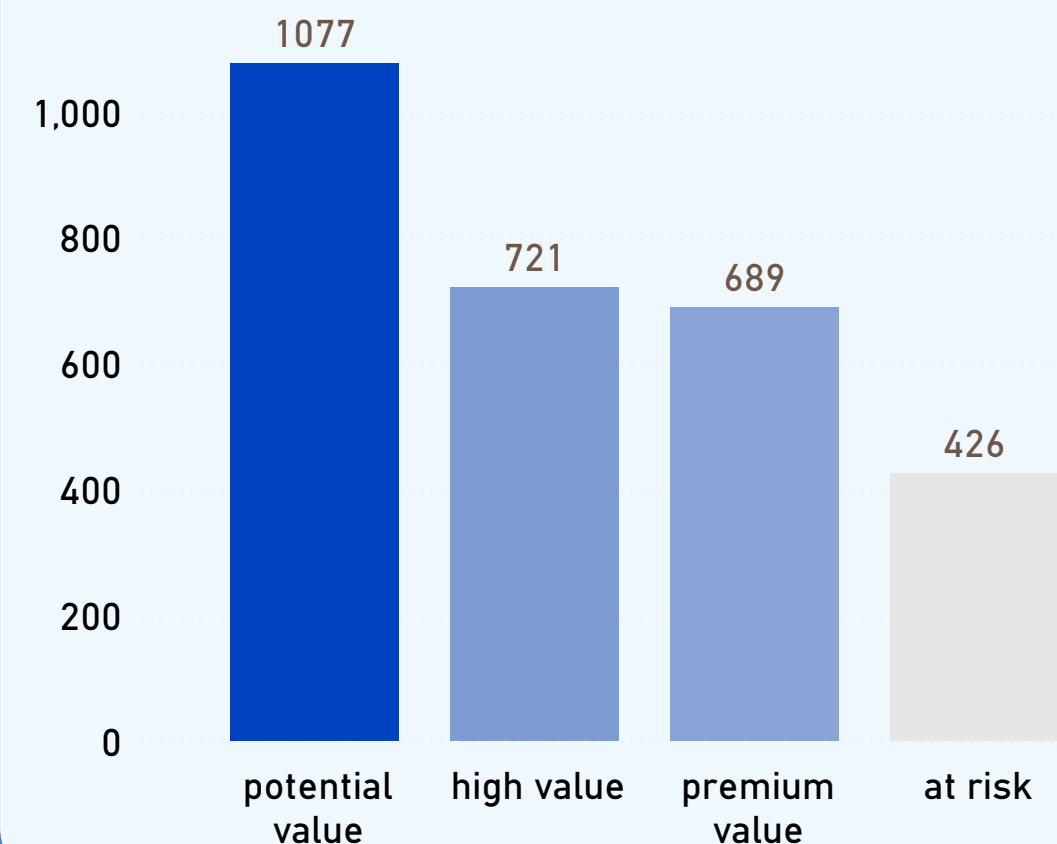
Customer Base at **96K**, 2017 new Customers per month peak at **7.2K**, Down **4.1%** to **6.9K** in 2018

Only **3%** of Customer Base are repeat customers with **37%** of them being **'potential value'** customers. Focusing **retention efforts** on this segment presents significant opportunities for revenue growth

### Segment Revenue % by customercategory



### Count of Repeat Customers per Category

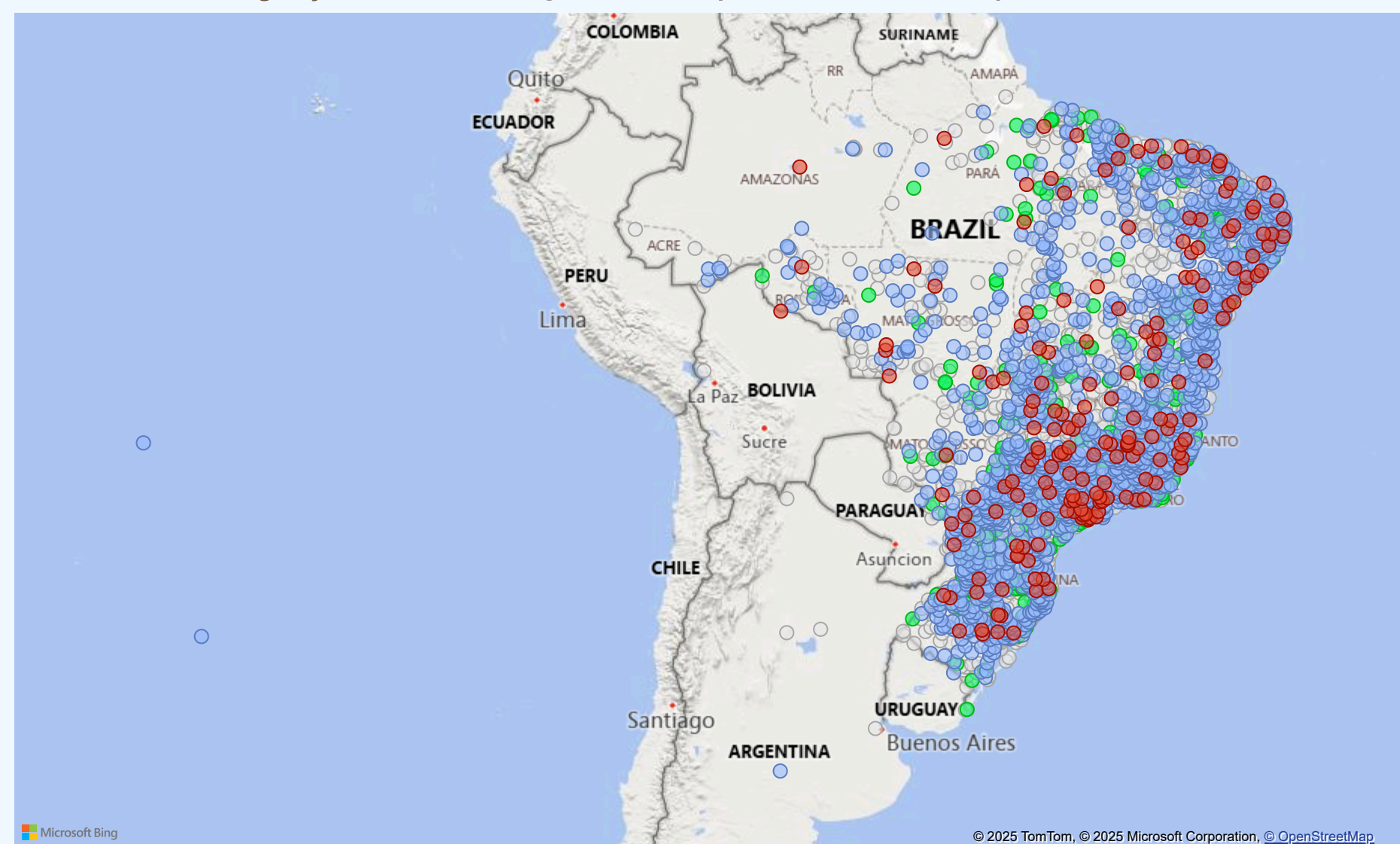


### New Customers Over Time by Year and Month



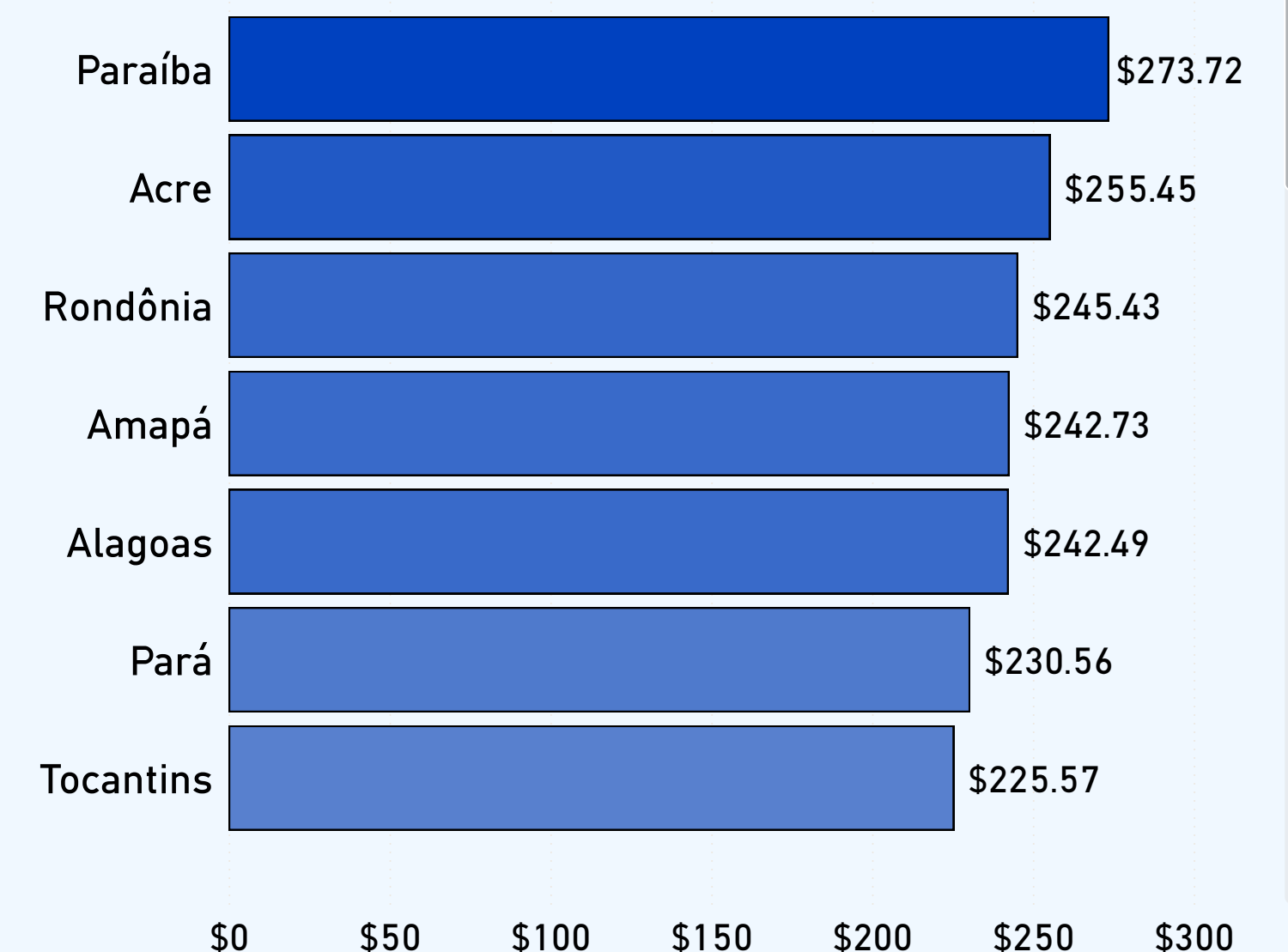
### Customer Distribution

Category ● at risk ● high value ● potential value ● premium value



### Average Sales per Customer by State

States with the highest spending Customers



Overview

Products & Sellers

Customer

Year > Month

All

Product Category

All

State

All

Customer Category

All







# Orders

Item Count

1

21

Payment Type

All



order_id	Customer id	Total Price	Order Timestamp	Payment Type	Customer Category	Delivery Wait Time(days)	Days Late	State	Product Category
1b3190b2dfa9d789e1f14c05b647a14a	eb21169c3153a2b507fc7e76d561ff14	\$162.25	23/02/2018 14:57:35	credit_card	potential value	208	188	Rio de Janeiro	cool stuff
ca07593549f1816d26a572e06dc1eab6	4a2519b6991378f6f2ce5ed22d308f03	\$245.68	21/02/2017 23:31:27	boleto	at risk	210	181	Espírito Santo	auto
47b40429ed8cce3aee9199792275433f	4cb8ad9a4554099db7d70c13d0dae906	\$453.33	03/01/2018 09:44:01	credit_card	high value	191	175	São Paulo	home construction
2fe324feb907e3ea3f2aa9650869fa5	78d26ae26b5bb9cb398edc7384d3c15f	\$55.95	13/03/2017 20:17:10	boleto	at risk	190	167	São Paulo	furniture decor
285ab9426d6982034523a855f55a885e	3c2564d42f7ddd8b7576f0dd9cb1b4c5	\$457.65	08/03/2017 22:47:40	credit_card	potential value	195	166	Sergipe	musical instruments
440d0d17af552815d15a9e41abe49359	f0785d41d416fa827f24c4b95d066b69	\$185.02	07/03/2017 23:59:51	credit_card	at risk	196	165	Pará	consoles games
c27815f7e3dd0b926b58552628481575	e7834c7e017fb854ac65189a66c33132	\$535.90	15/03/2017 23:23:17	credit_card	potential value	188	162	Minas Gerais	home appliances 2
0f4519c5f1c541ddec9f21b3bddd533a	4df2d7257a7463e2d7a98a5b08cb92fc	\$259.15	09/03/2017 13:26:57	credit_card	at risk	194	161	Piauí	watches gifts
d24e8541128cea179a11a65176e0a96f	beba456e33133cc65b481399d051b2ba	\$63.44	12/06/2017 13:14:11	voucher	at risk	175	161	São Paulo	housewares
2d7561026d542c8dbd8f0daeadf67a43	186a453a38d349c487ccb472b31fb39	\$53.70	15/03/2017 11:24:27	boleto	at risk	188	159	Sergipe	auto
2fb597c2f772eca01b1f5c561bf6cc7b	c6c0b794d3e4eb69cd85d1438a0db26e	\$345.15	08/03/2017 18:09:02	credit_card	at risk	195	155	Piauí	office furniture
6e82dcfb5eada6283dba34f164e636f5	cf004a37244a84e6569ae75d1efa7149	\$385.80	17/05/2017 19:09:02	credit_card	at risk	183	155	Rio Grande do Sul	computers accessories
dfe5f68118c2576143240b8d78e5940a	70c5c8376c293342409c02ca6d5e4ff0	\$136.14	17/03/2017 12:32:22	credit_card	at risk	186	153	Rio Grande do Sul	office furniture
ed8e9faf1b75f43ee027103957135663	68d8be0d89636fb2e46c9cabae4360e1	\$85.82	29/11/2017 15:10:14	boleto	at risk	173	153	São Paulo	auto
2ba1366baecad3c3536f27546d129017	3105d598604298481a38511105000bdd	\$52.68	28/02/2017 14:56:37	boleto	at risk	181	152	Goiás	housewares
437222e3fd1b07396f1d9ba8c15fba59	02eb2837e7302e52e996ebb4515ac3c5	\$255.04	16/03/2017 11:36:00	credit_card	at risk	187	144	Amapá	furniture decor
6e6527028de694ccade37f5a15a6d84a	299622c6ade91056dc308a093cb07aa2	\$66.67	25/11/2017 23:51:54	credit_card	at risk	166	143	Rio de Janeiro	garden tools
a452fba32eab28a4a62af18eed010c0b	8797ab21284e4c29f9b4661f05b52da2	\$84.05	04/04/2017 23:21:02	credit_card	at risk	168	138	Bahia	cool stuff
3566eabb132f8d64741ae7b921bbd10e	131697a34e2df1698c339fc64a656bb5	\$115.02	29/03/2017 13:57:55	boleto	at risk	174	137	Rio Grande do Norte	home confort
4fbc8d6f2f4db3e789d5a874fa349b54	21323ae87907bc6eab4987c0381bce99	\$307.24	02/02/2018 21:38:36	credit_card	potential value	168	134	Maranhão	watches gifts