

Olist Analysis

T Ltv Segment ▾  First Order At ▾  Last Order At ▾

Overview

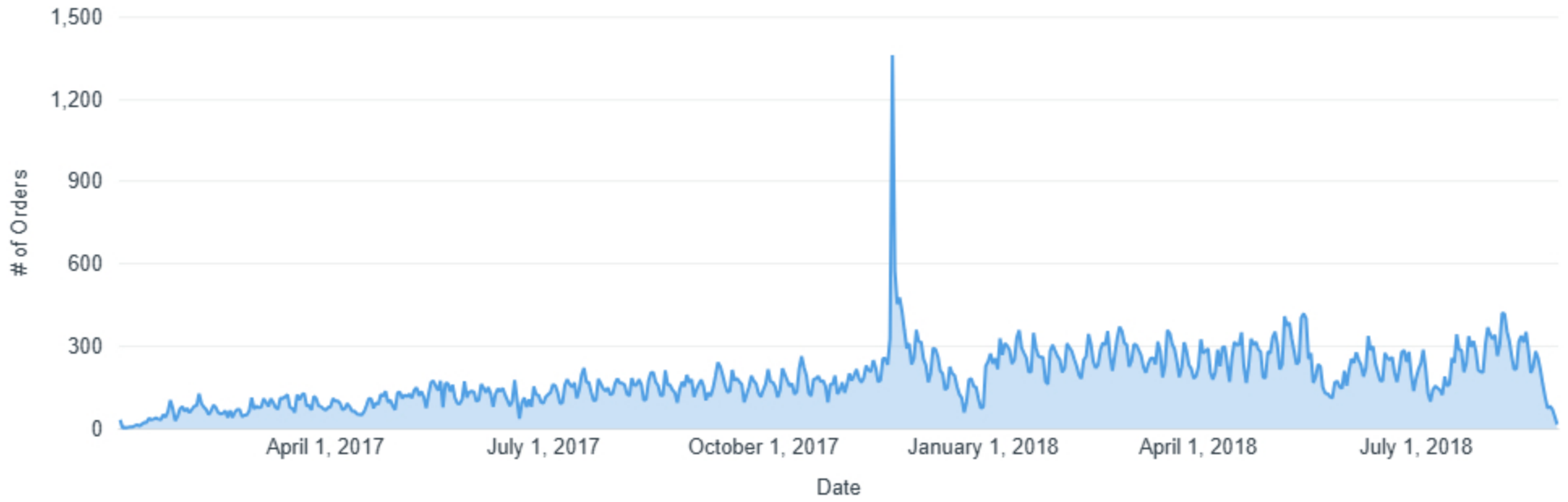
Total Number of Customers

93,358

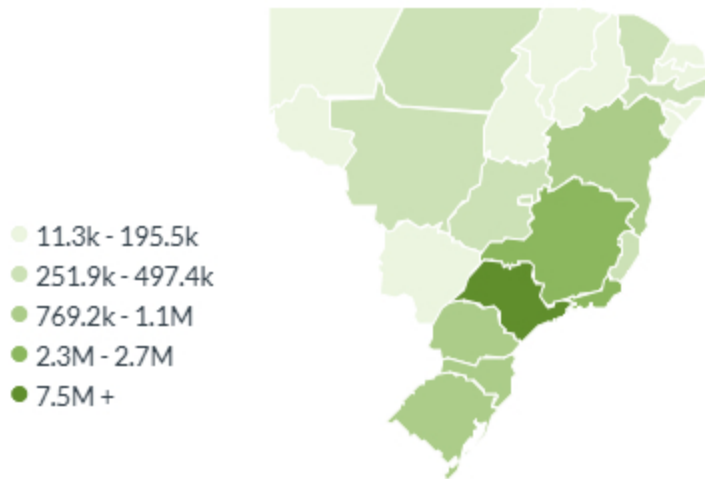
Total Number of Orders

110,519

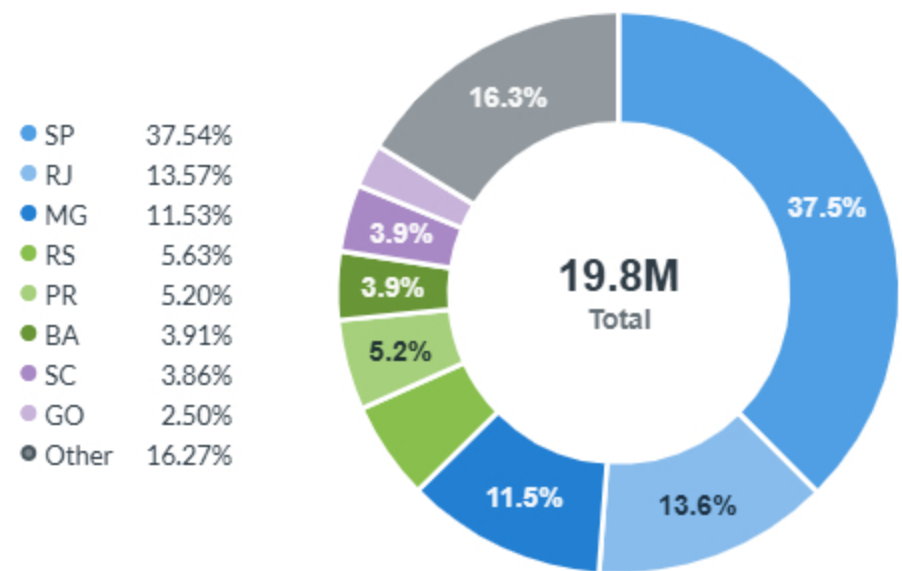
Number of Orders per Day



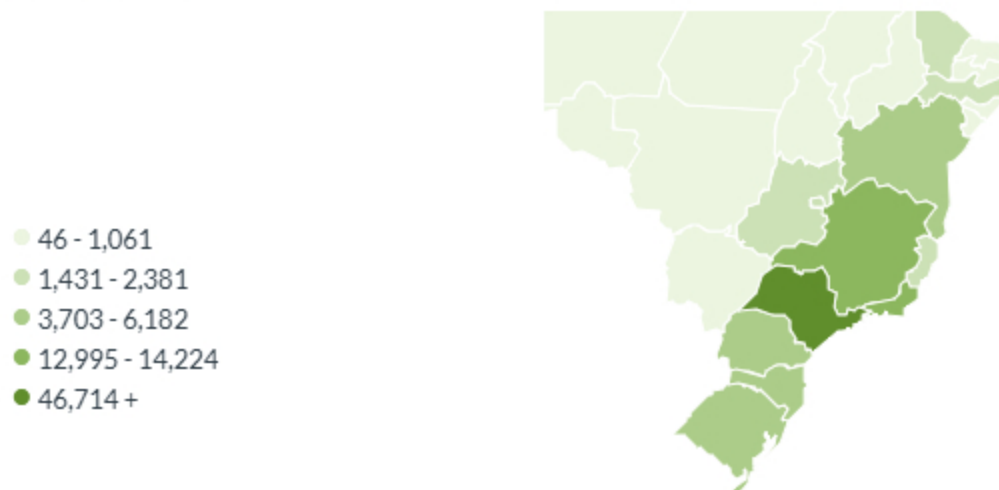
Revenue in each State



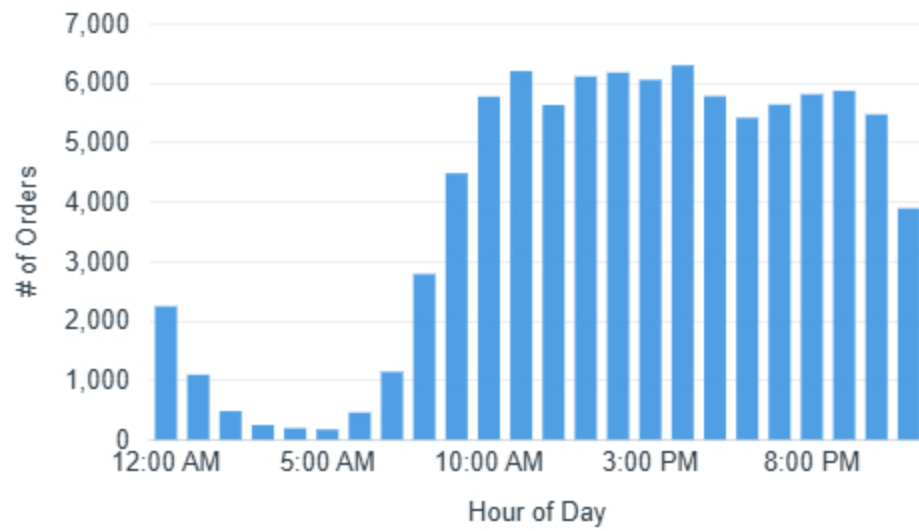
Revenue Distribution in each State



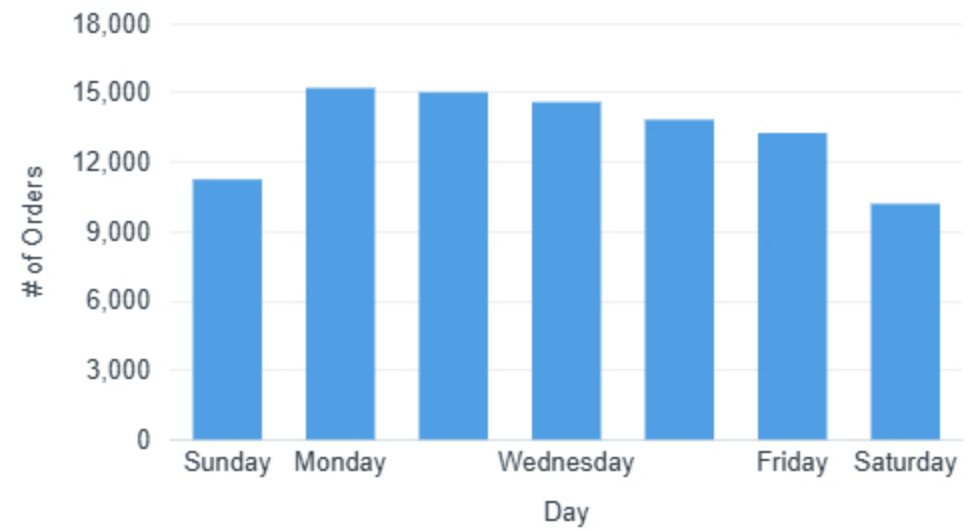
Numbers of Customers in each State



Number of Orders by Hour of the Day



Number of Orders by Day of the Week

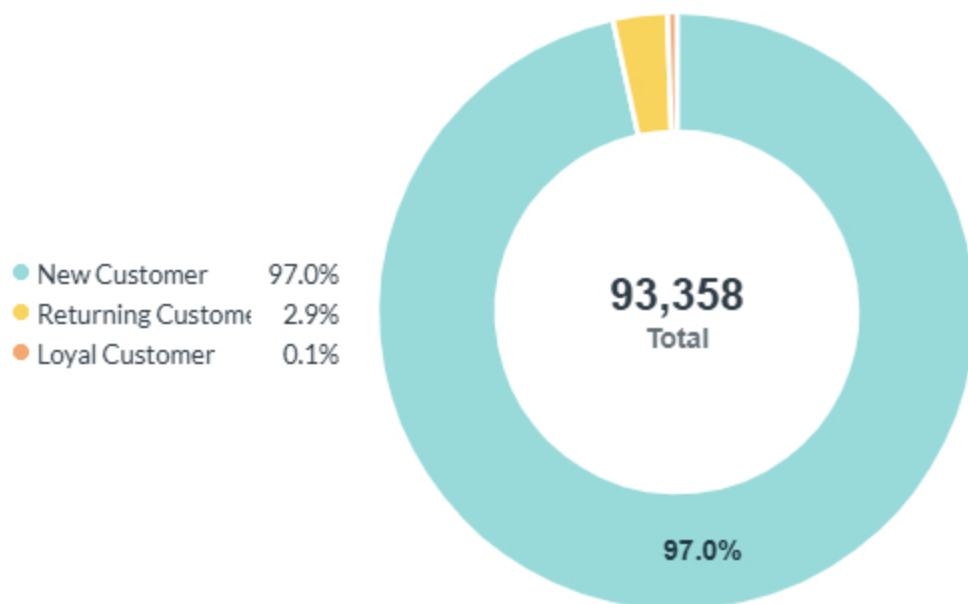


ARPU

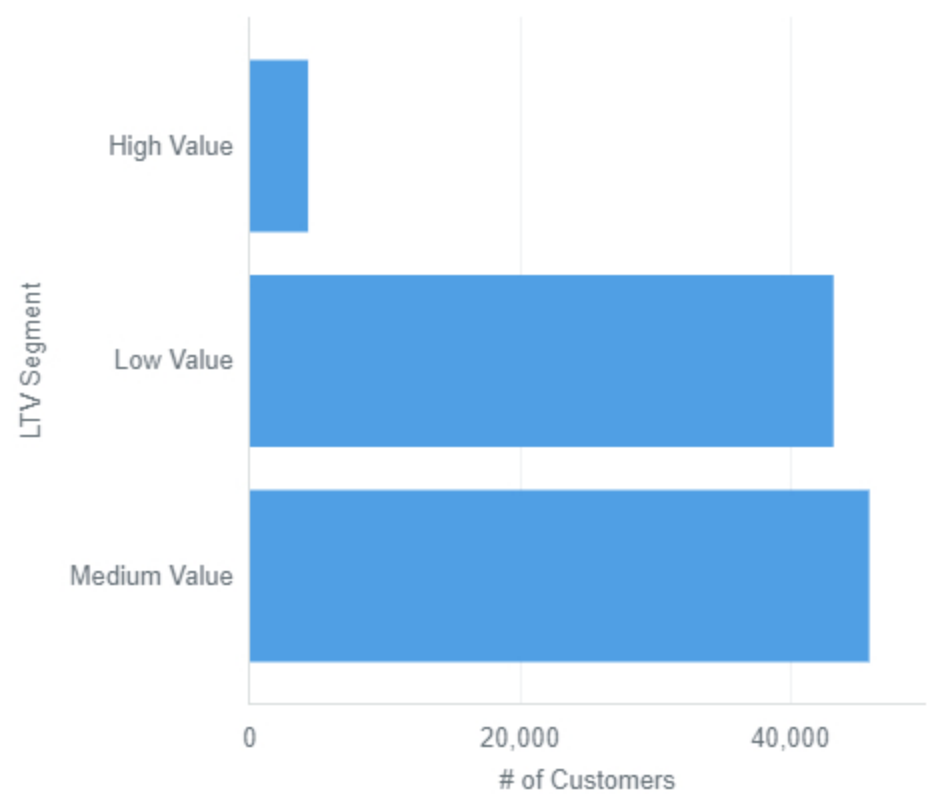


How Customers are Distributed

Customer Segment

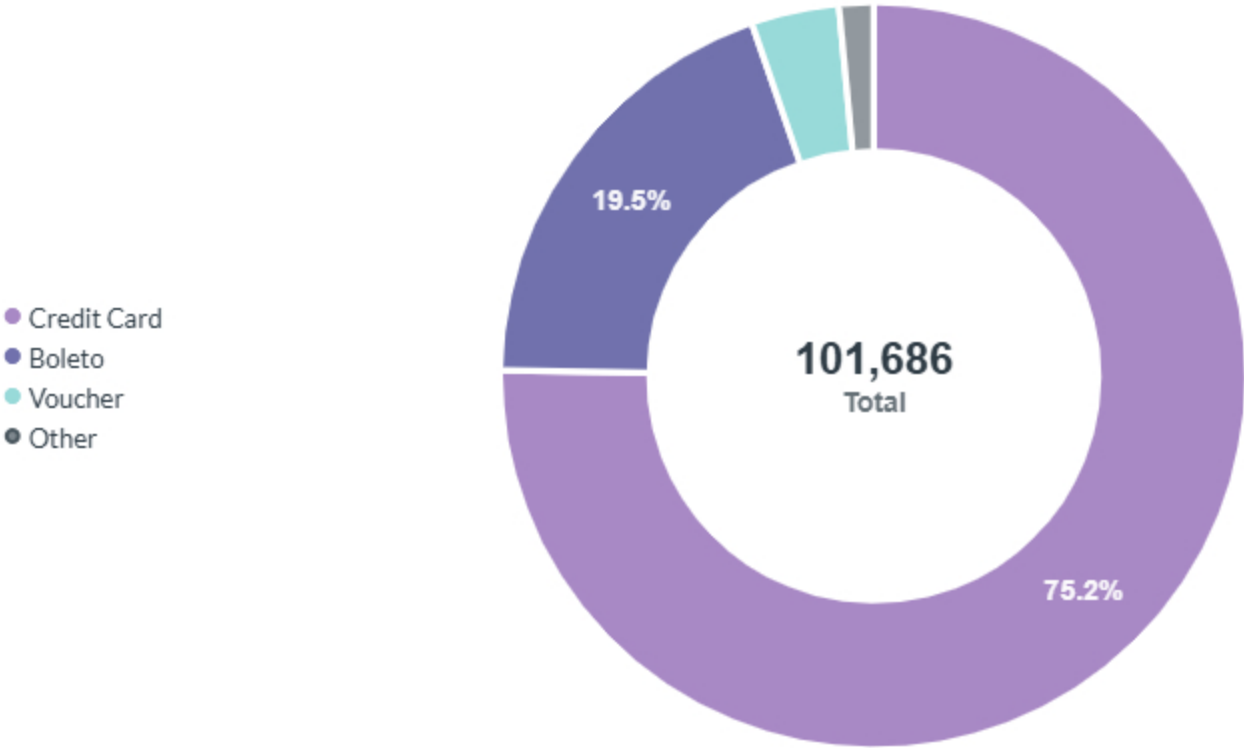


Customers per LTV Segment



Payment Type Breakdown

Payment Type



Review as Indicator of Repeat Purchase

First Review Score vs Repurchase Rate			
First Experience Score	Total # of Customers	# of Repeat Customers	Repurchase Rate (%)
1	9,079	261	2.87
2	2,837	83	2.93
3	7,665	221	2.88
4	18,359	503	2.74
5	54,815	1,724	3.15
5 rows			

Black Friday

Black Friday vs Normal Days				
Normal Avg Daily Orders	Normal Late Delivery Rate	Black Friday Orders	BF Late Delivery Rate	Order Volume Multiple
139.36	3.68%	1,147	16.41%	8.23
1 row				

Repurchase Customer Profile

Repurchase Customer Profile			
Customer Group	Total Customers	Repeat Customers	Repurchase Rate
Golden Cohort (On-Time & 5-Star)	53,781	1,683	3.13%
All Others	38,966	1,109	2.85%
			2 rows