

Olist Analysis

T Ltv Segment ▾

First Order At ▾

Last Order At ▾

Total Number of Customers

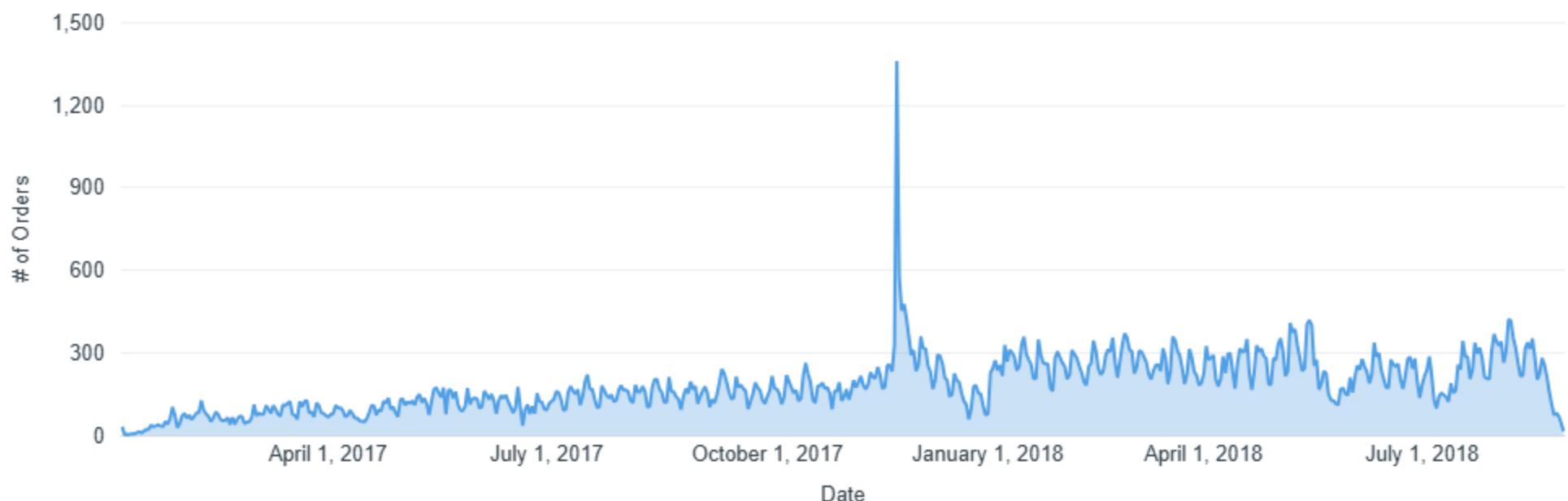
93,358

Total Number of Orders

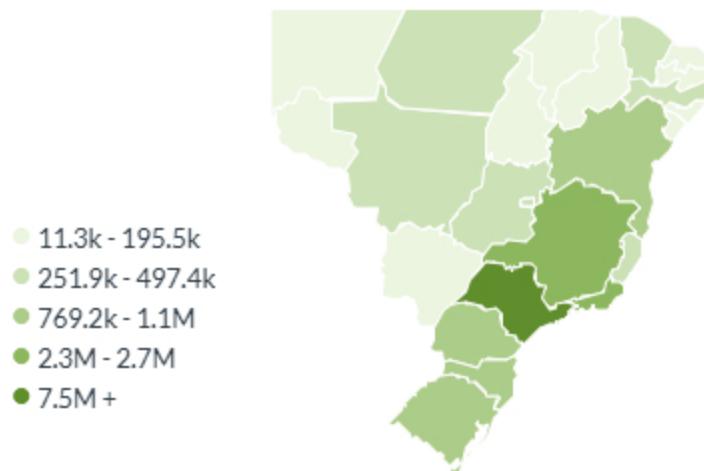
110,519

Overview

Number of Orders per Day

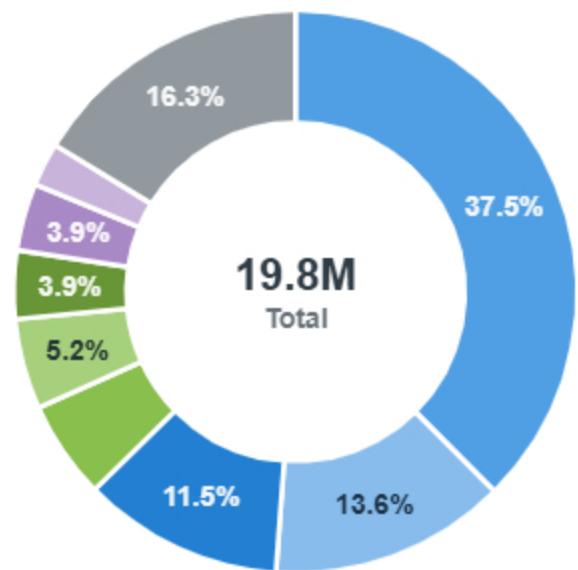


Revenue in each State



Revenue Distribution in each State

SP	37.54%
RJ	13.57%
MG	11.53%
RS	5.63%
PR	5.20%
BA	3.91%
SC	3.86%
GO	2.50%
Other	16.27%

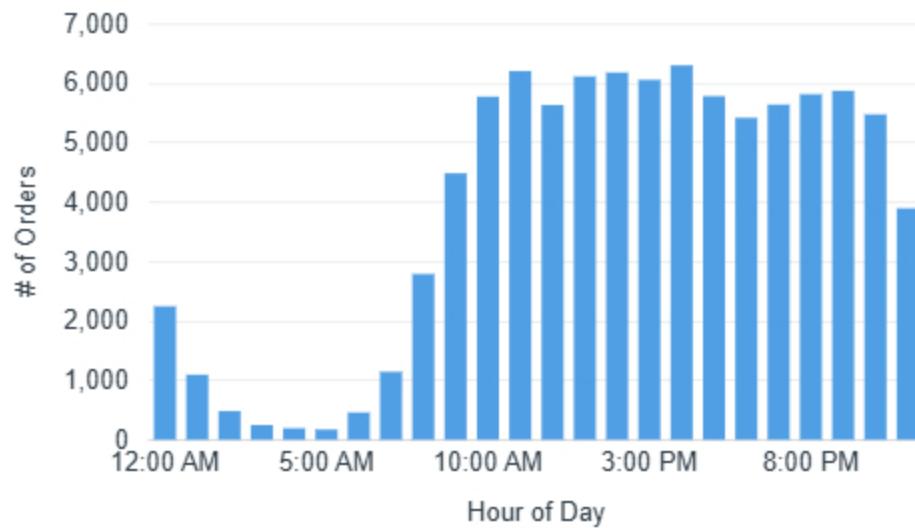


Numbers of Customers in each State

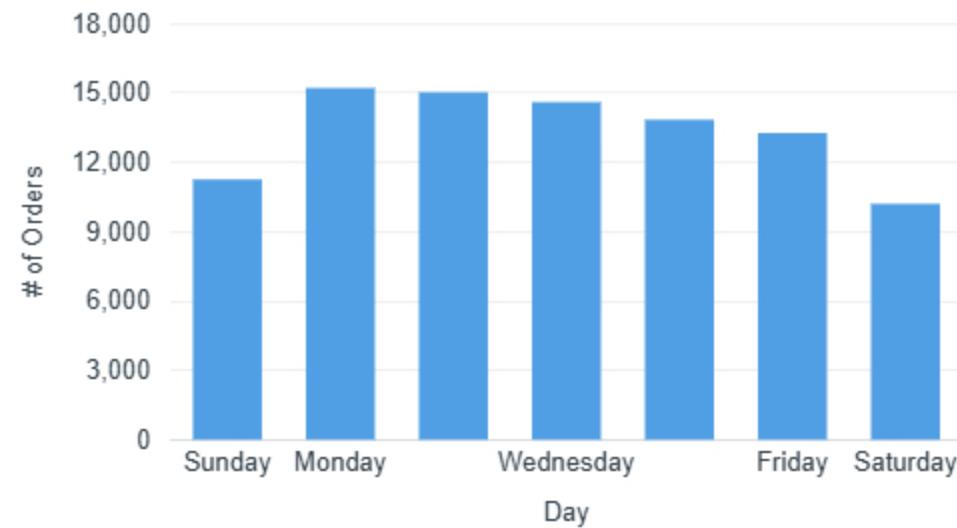
46 - 1,061
1,431 - 2,381
3,703 - 6,182
12,995 - 14,224
46,714 +



Number of Orders by Hour of the Day



Number of Orders by Day of the Week

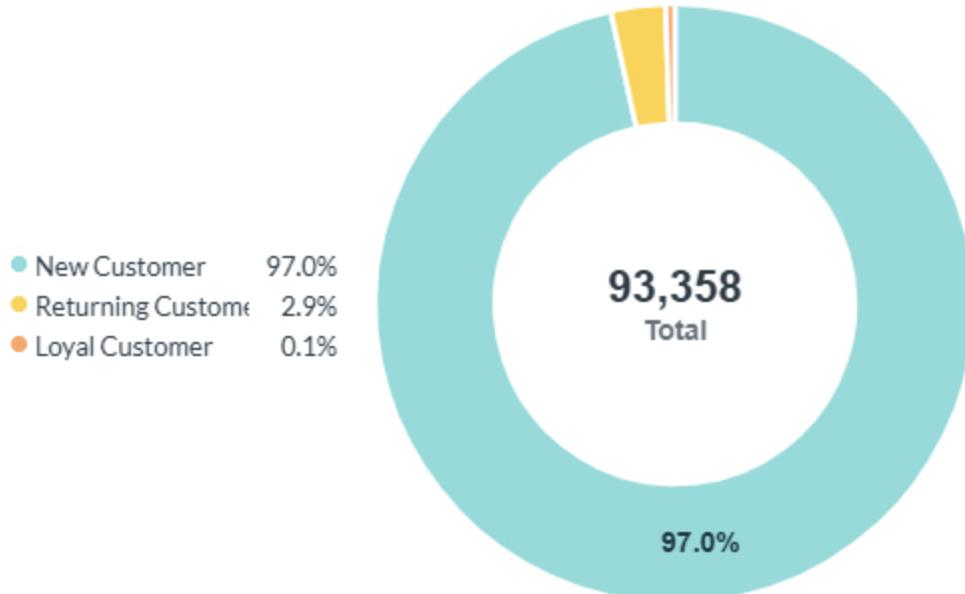


ARPU

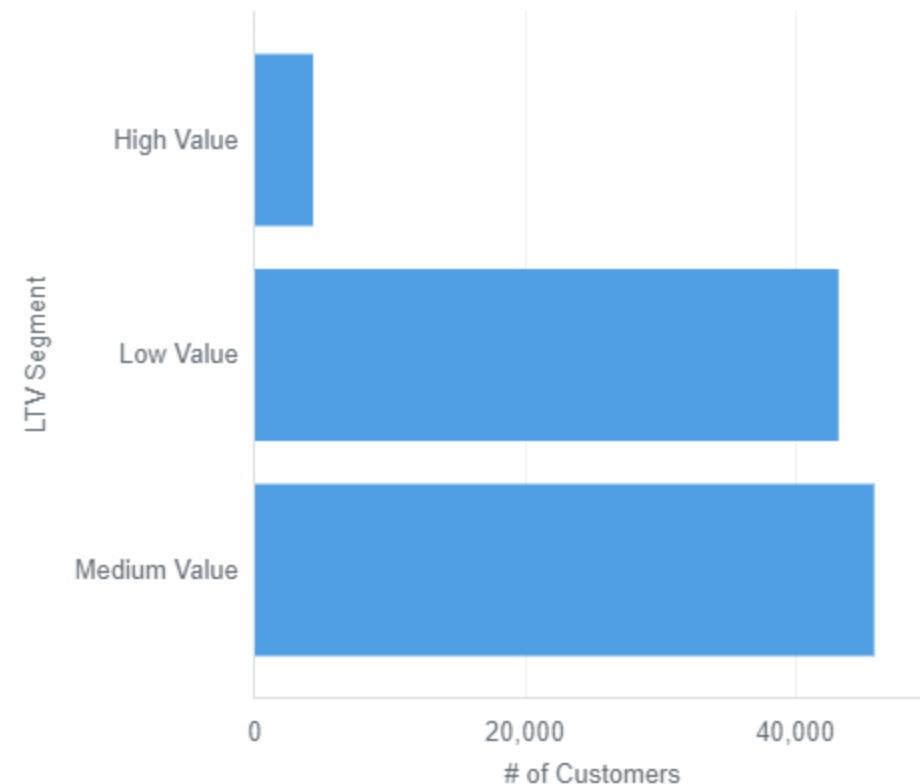


How Customers are Distributed

Customer Segment

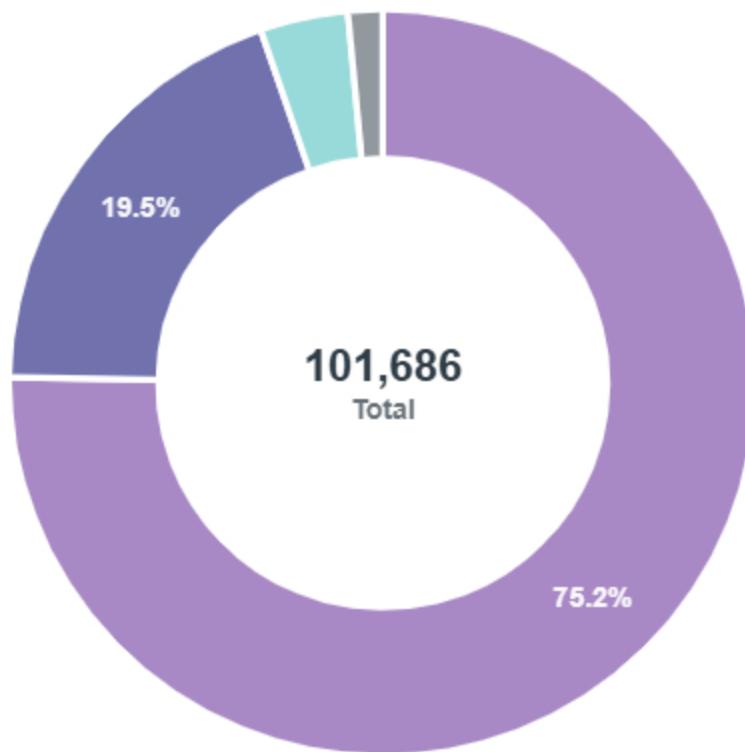


Customers per LTV Segment



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			