
EDA of Olist Revenue and Products

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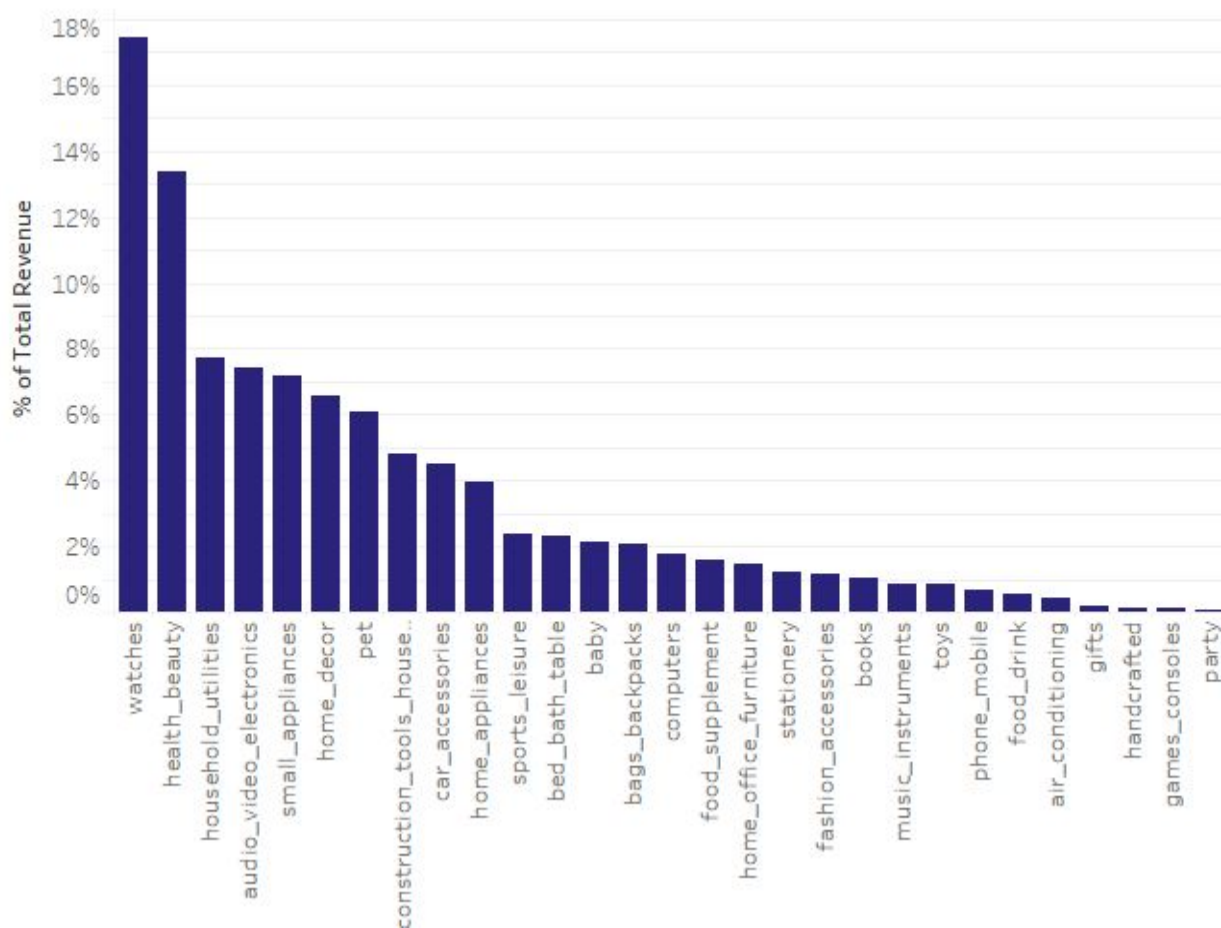
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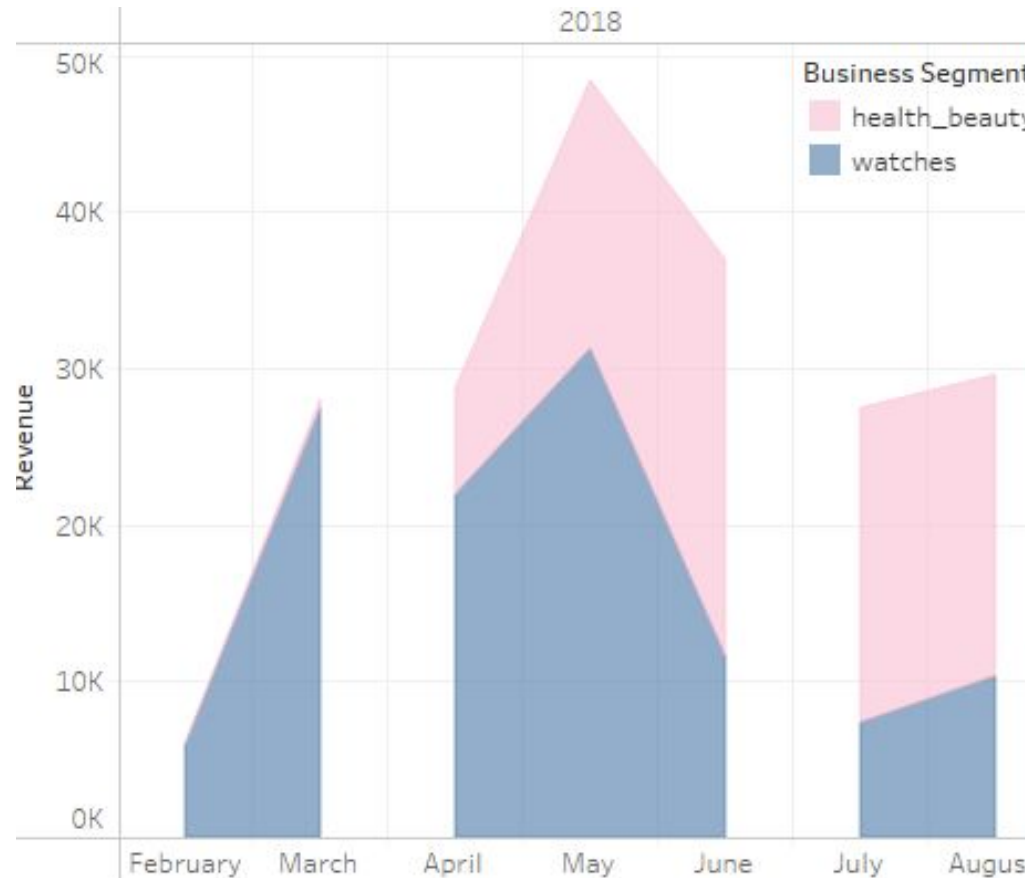
Total Revenue by business segment(Jan 2018- August 2018)

- During the first eight months of 2018, we note that the 'watches' and 'health beauty' segment have together contributed to over 30 percent of total revenue of the period.
- We are going to look more into the two top revenue generating business segments and look at how they differs one from another



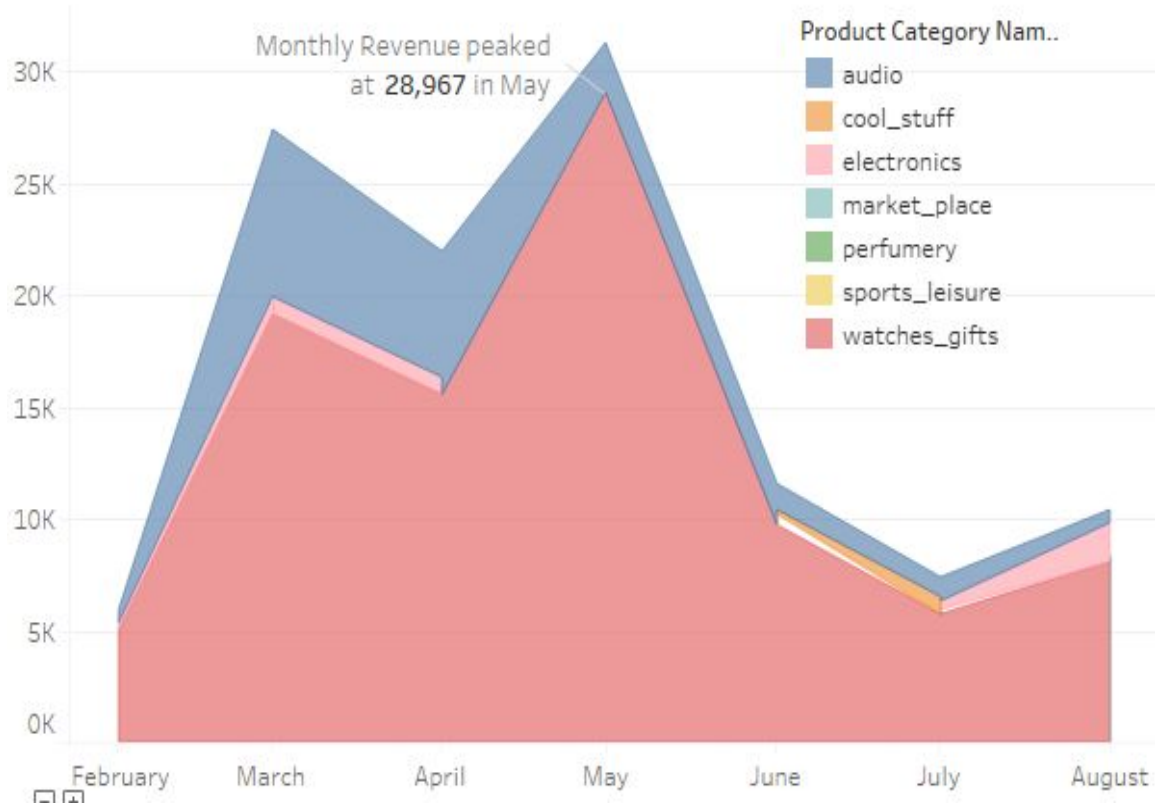
Quarterly Sales from watches and health,beauty

- The first quarter is dominated by sales of watches
- Both beauty product and watches sales reach their peak in the second quarter but start declining by the end of the quarter.
- The third quarter is dominated by beauty product sales, with watches sales decreasing to a third their peak amount.



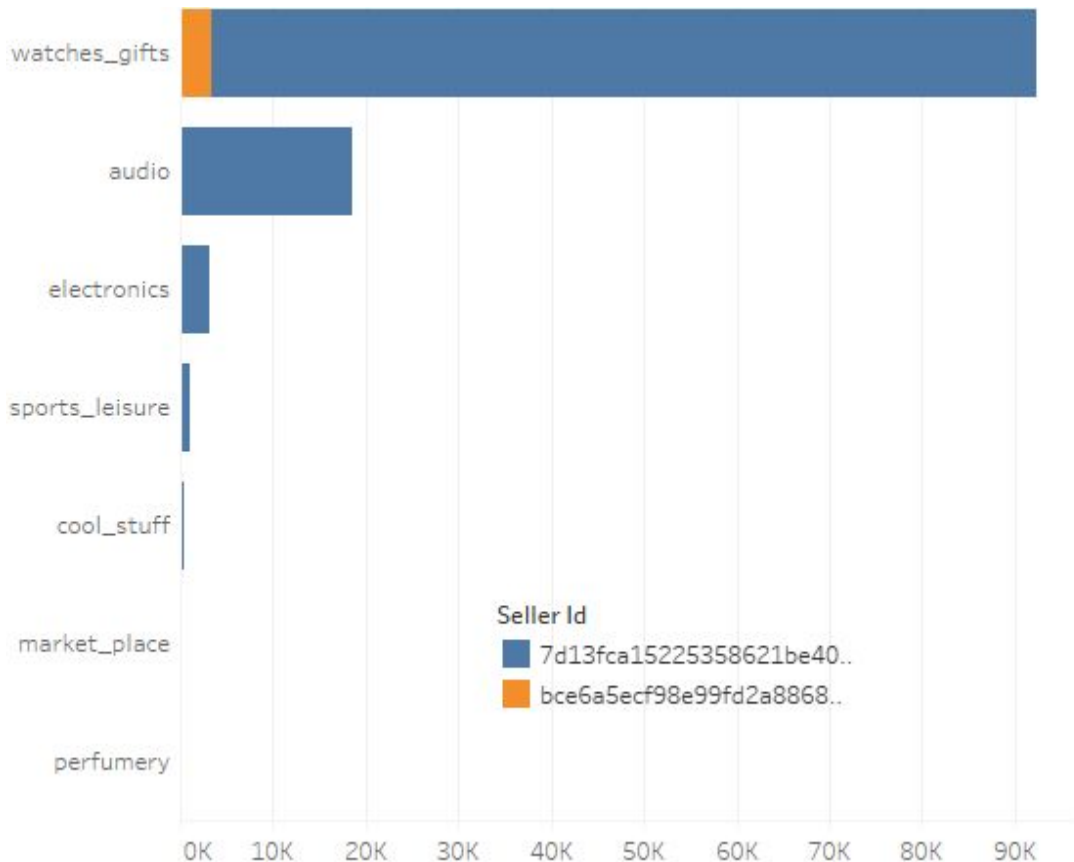
Business-segment Analysis: Watches

- Watches gifts category dominated the watches segment and generated 79.7% of the total revenue of the segment
- The gift category seems to be the main driver of the watches revenue trend. It appears to follow a seasonal pattern with the peak in May and a decline from then.

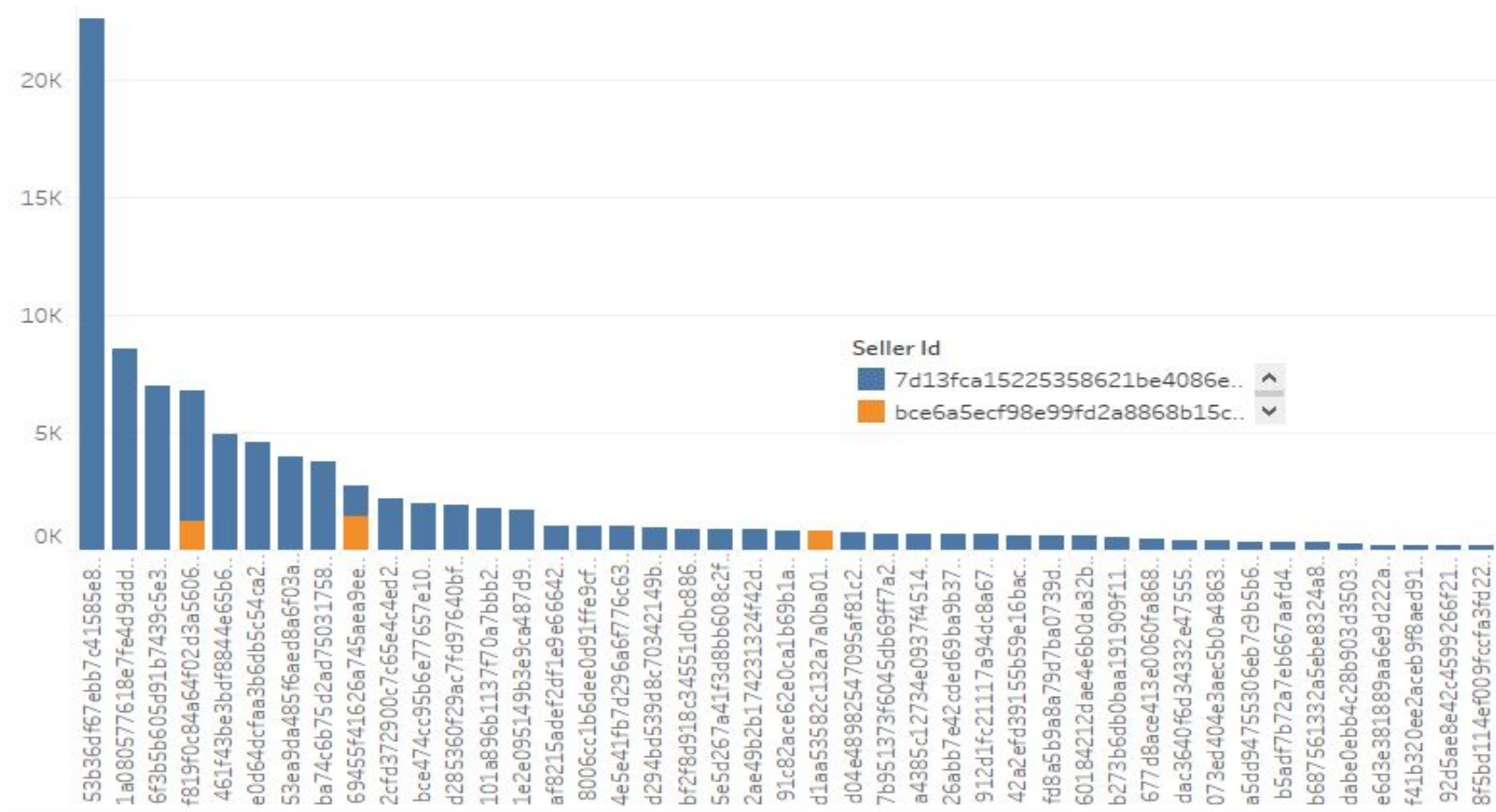


Who are the sellers of watches?

- There are only two sellers of watches on the Platform.
- One of them is more entrenched and has almost all the market to themselves, generating over 97% of the entire segment revenue
- The lead of the bigger seller is 'online_big' and they are a reseller, which indicates that this might be a big online retailer with strong brand awareness and market share.



What are the most popular watches ?

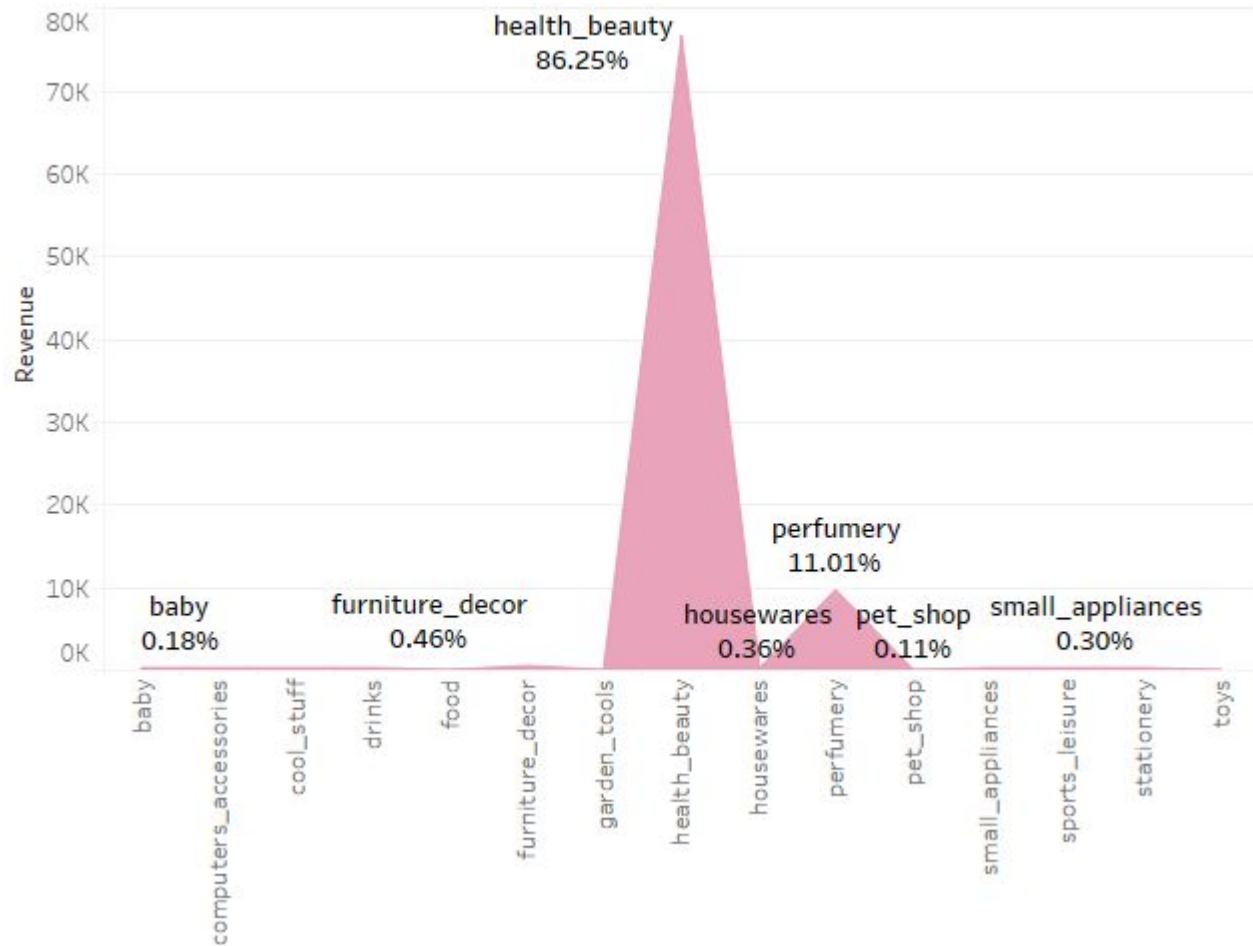


- With 46 items in 'watches gifts' category, the top selling product accounts for 24.4% and five best-selling items form 53.9% of category revenue.
- 'watches_gifts' may be a relatively homogeneous market so securing popular items is more important than pursuing a broad range of products. It implies that a category leader should be acquired to boost category revenue.

Segment Analysis : health, beauty

Beauty products contribute to most of the revenue from health and beauty segment.

Subsequent analysis will only focus on the beauty product category

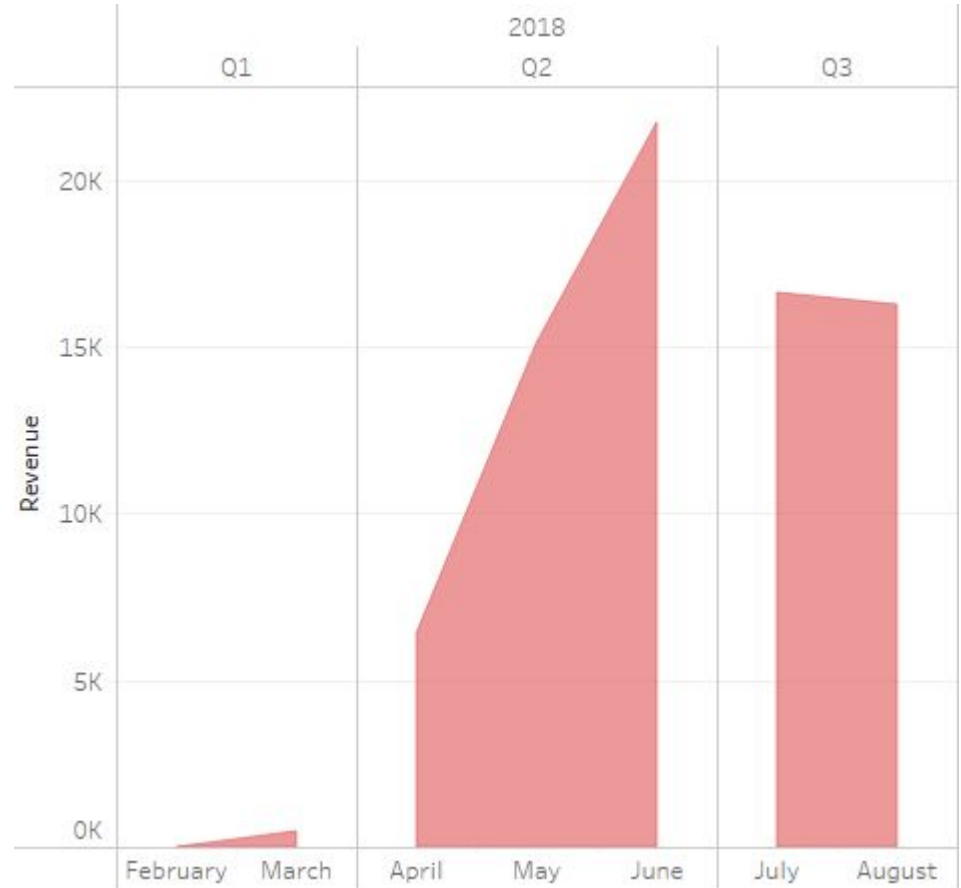


Quarterly beauty product sales

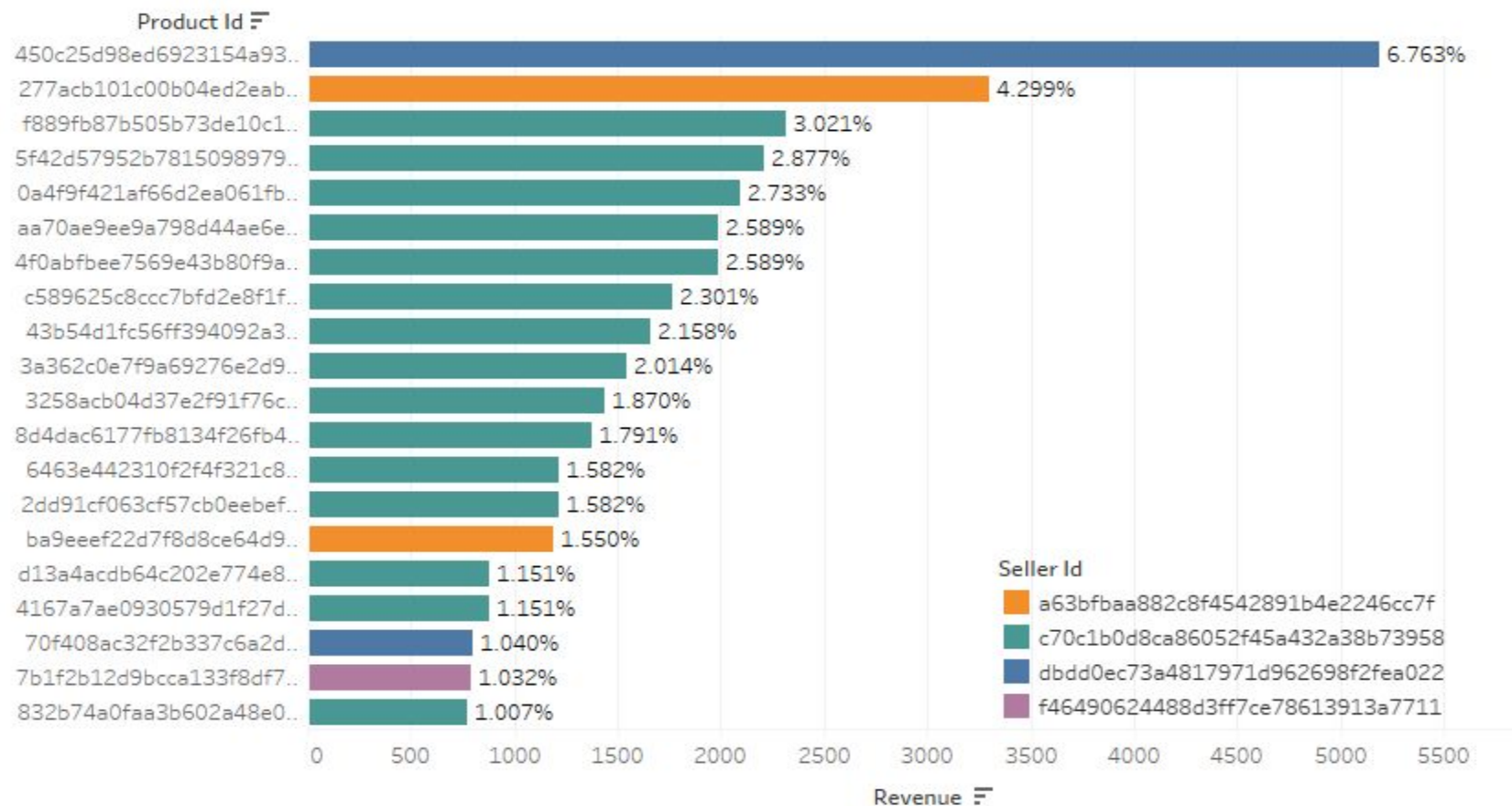
Most of the sales of beauty products was done in the second quarter of the year.

We observe that there is low sales in the first quarter, then it increased and peaked Q2, and finally started fall in Q3

We suggest that stock of beauty product be increased during Q2 to meet the demand



Who are the beauty product sellers ?



we observe that the 4 biggest sellers contribute together to over 40% of sales

We also note the particularity that each product is only sold by one seller, moreover most of the sellers are 'online big' and 'online medium' resellers.