

The logo for 'olist' features the word in a bold, blue, sans-serif font. The dot of the 'i' is a blue circle with a red circle underneath it.

olist

E-Commerce Analytics Report

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INTRODUCTION TO DATA

About The Data

Dataset of Brazilian e-commerce orders from Olist, Brazil's largest marketplace department store. Spanning 100,000 orders placed between 2016 and 2018 across various marketplaces, this dataset provides an in-depth view into multiple dimensions of each order, including status, pricing, payment and freight details, customer location, and product features. A supplemental geolocation dataset further enriches this analysis by linking Brazilian zip codes to precise latitude and longitude coordinates.

About Olist

Brazil's largest department store for online marketplaces, Olist enables small businesses across Brazil to reach a broad audience with ease through a single contract, allowing them to sell via the Olist Store and ship directly to customers using Olist's logistics partners.

Data Source

Publicly available dataset on [Kaggle.com](https://www.kaggle.com/olist-br)

SALES & PERFORMANCE OVERVIEW

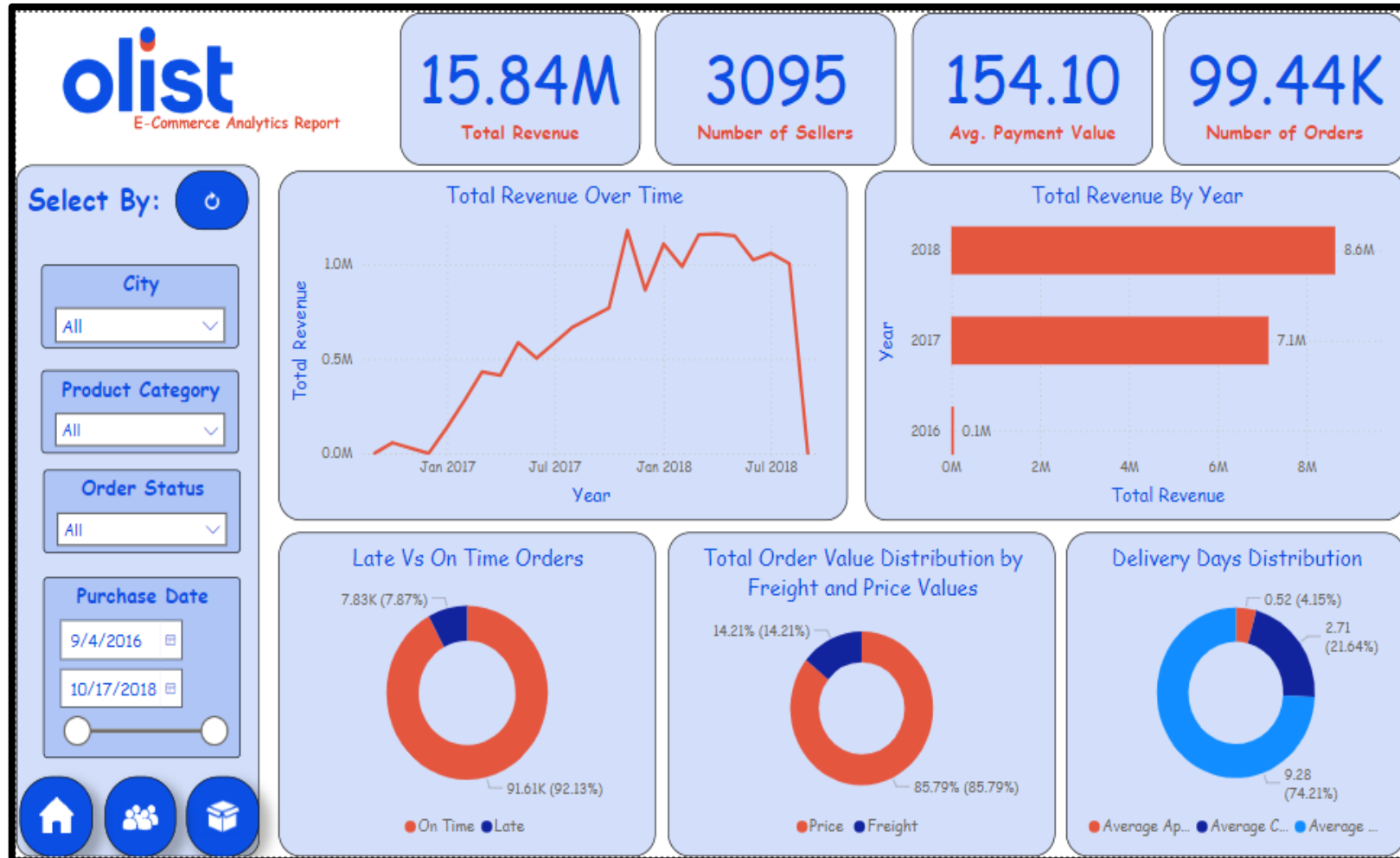
This dashboard highlights the sales and performance from 9/4/2016 to 10/17/2019,

- It shows:

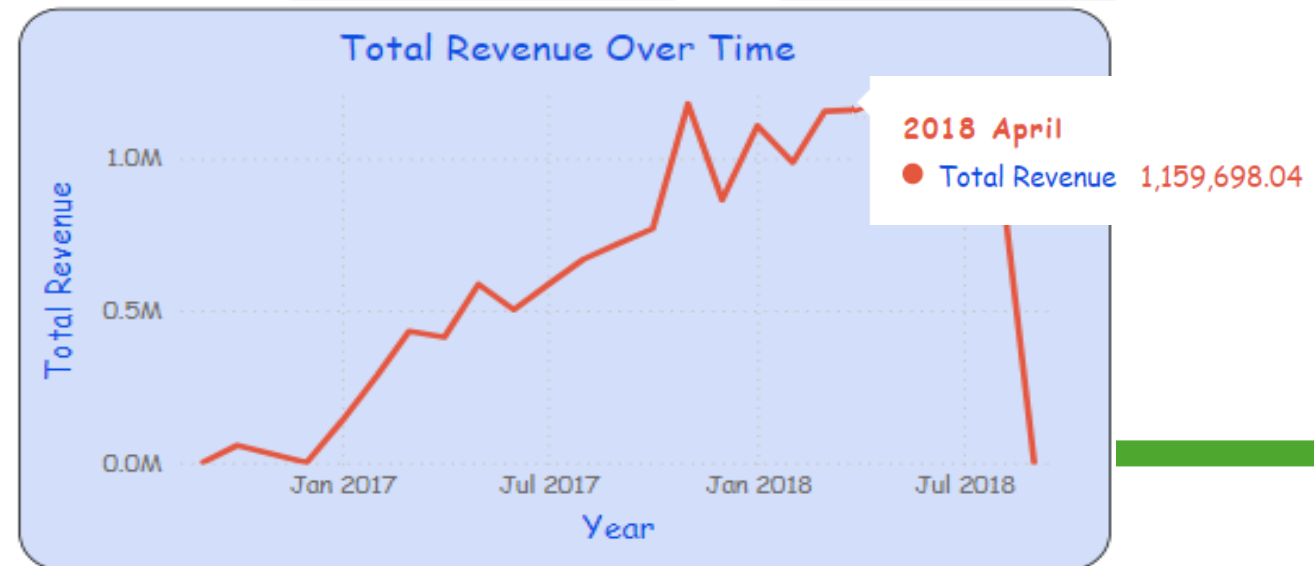
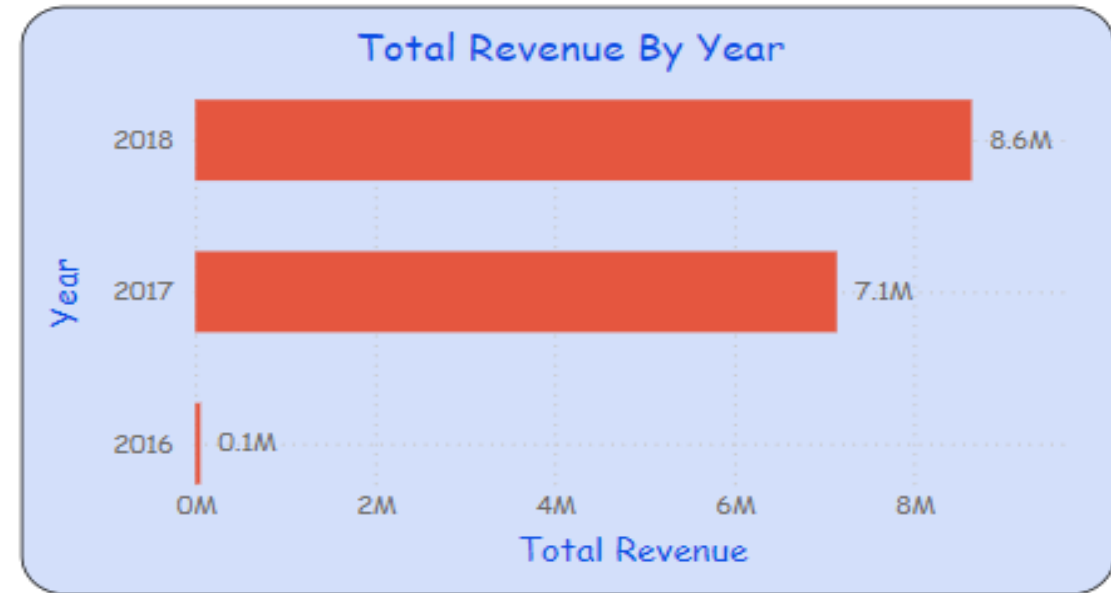
- Total revenue of about 15.84M
- 3095 available sellers
- Total orders of about 99.44K

- Freight Percentage

Showing what percentage of the total order value paid by customers is freight compared to item price values.



- **Revenue Growth Rate**
Showing Revenue Growth Rate with significant growth from 2017 with 7.1M to 2018 with 8.6M.
With highest achieved value of 2018 in April.



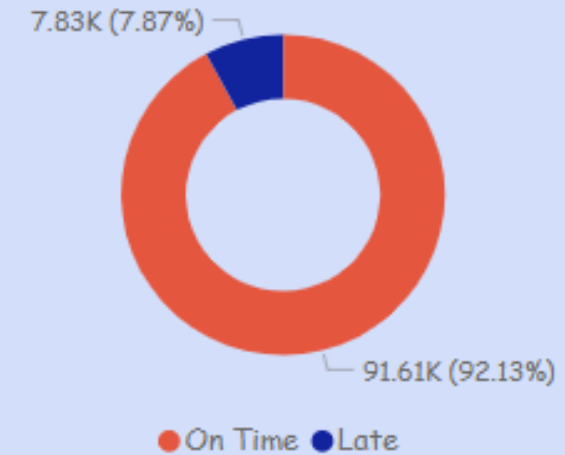
- Late Delivery Rate

Shows the percentage of late deliveries from the total delivered orders which is about 7.87%

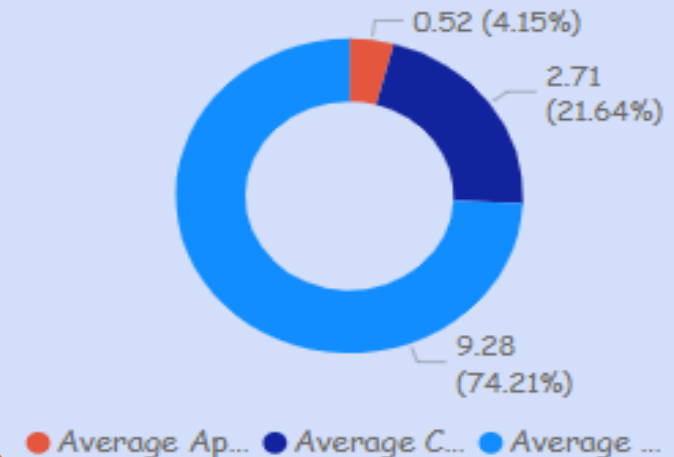
- Average Delivery Days

Shows how the average delivery days are distributed from the purchase to approval, approval to carrier pickup, until the order is delivered to the customer, with most of which from the carrier pickup to the customer with about 9 days.

Late Vs On Time Orders



Delivery Days Distribution

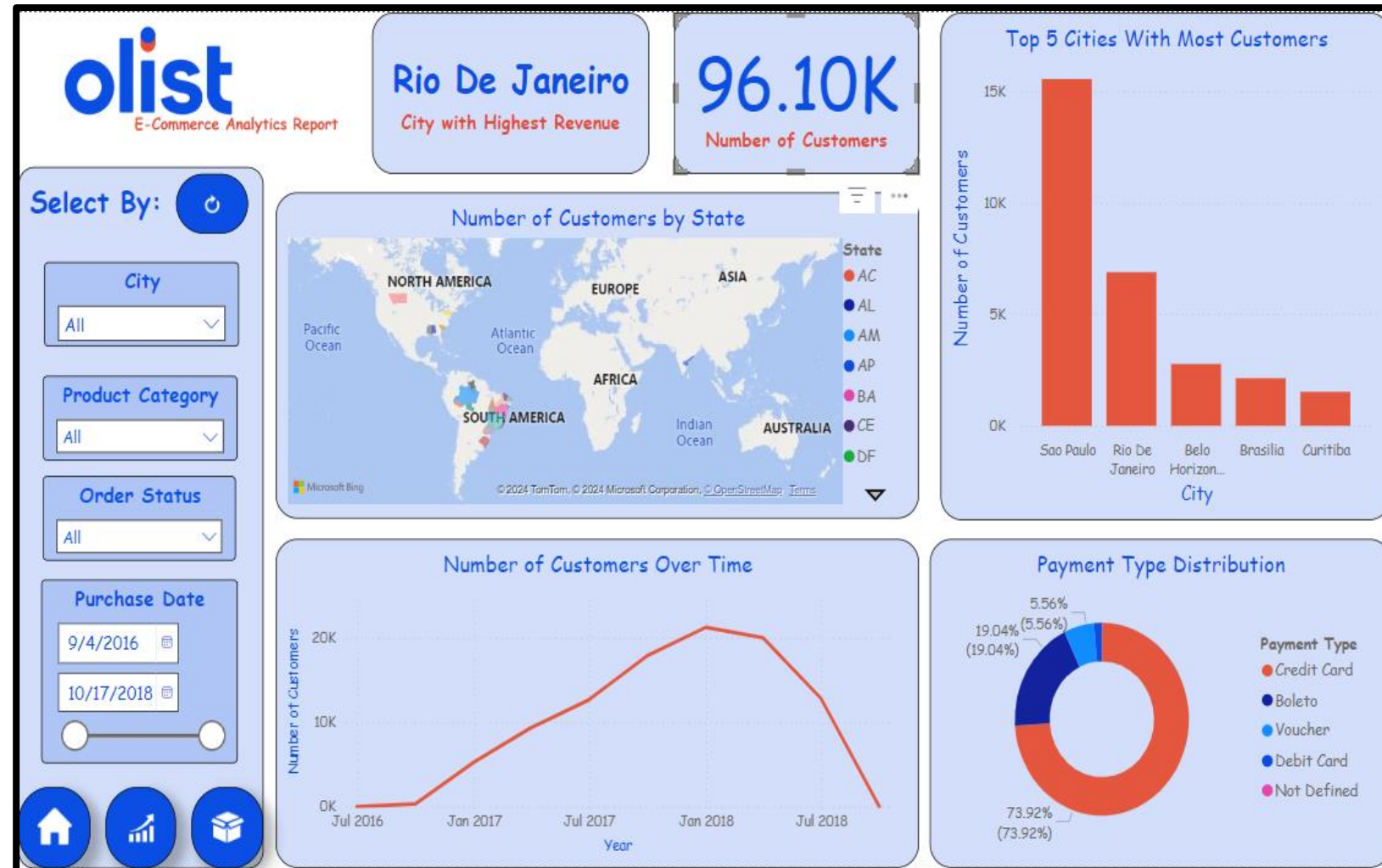


CUSTOMER ANALYSIS

This dashboard highlights the customer analysis and market overview.

- It shows:

- Total number of customers of 96.10K
- Customer distribution by the different states



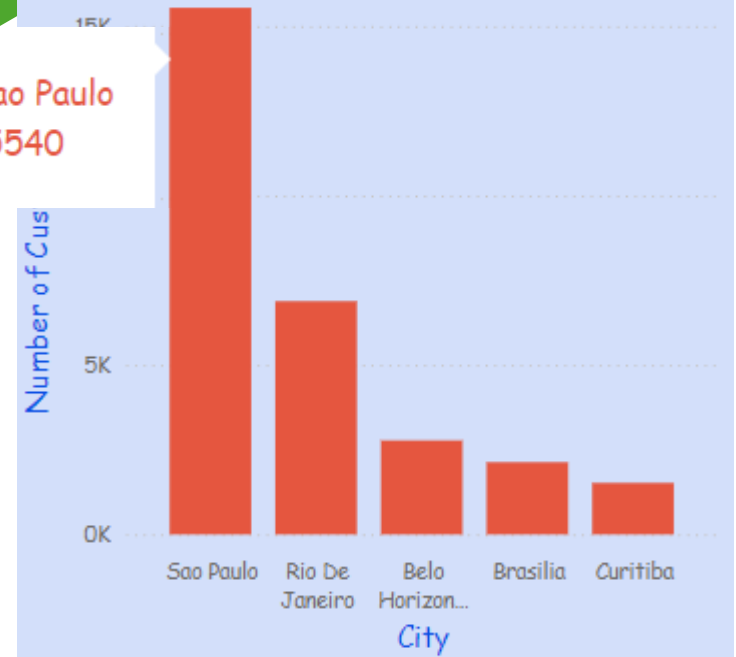
-Top Cities by Revenue and Orders

Top 5 cities with the most customers with Sao Paulo being the highest with 15,540 customers.

While Rio De Janeiro being the highest in terms of revenue.

City
Number of Customers

Top 5 Cities With Most Customers

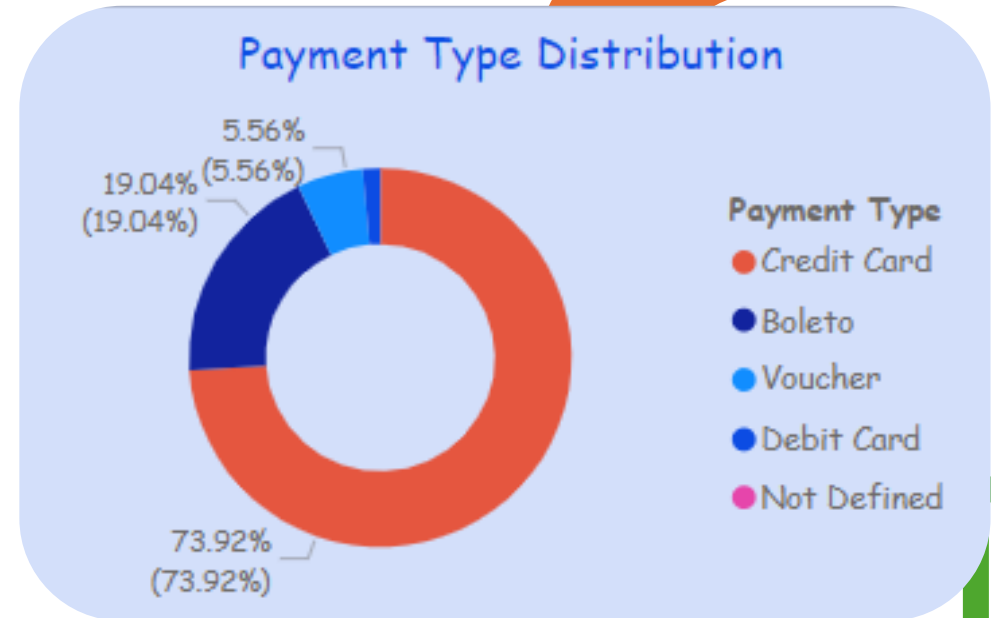


Rio De Janeiro

City with Highest Revenue

- **Preferred Payment Types**

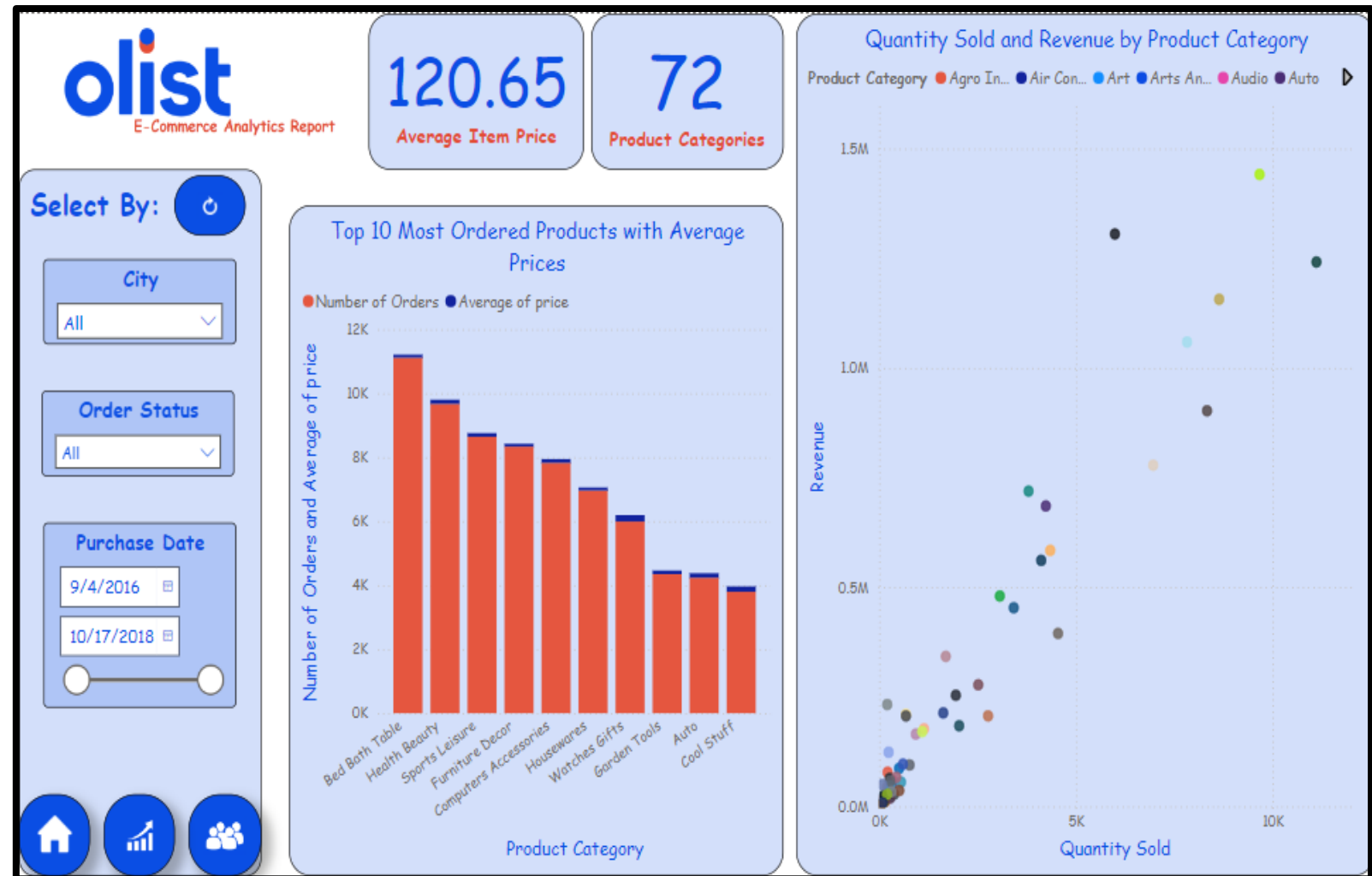
Shows that Credit Card payment is the most preferred type by customers with 73.92% followed by Boleto 19%, while the least preferred is Debit Card payment with 5.56%.



PRODUCT ANALYSIS

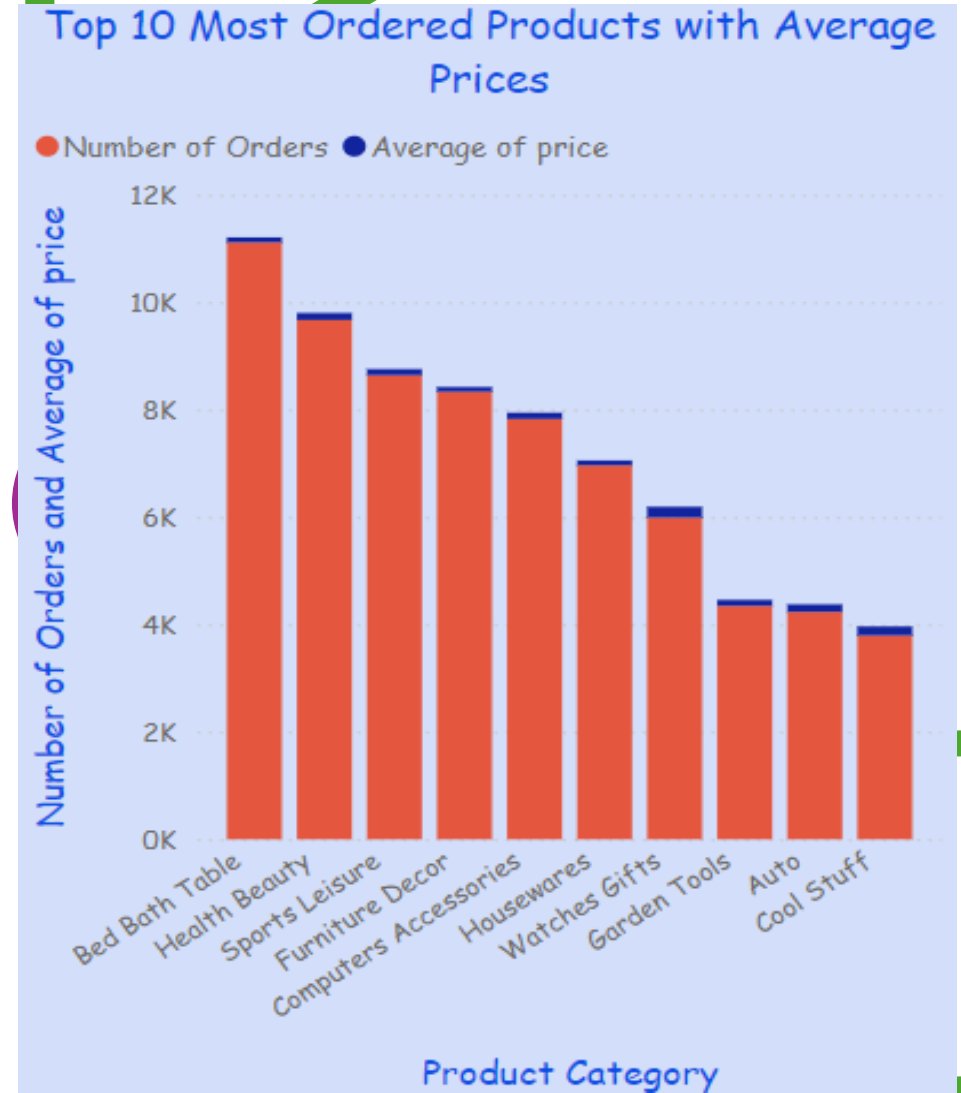
Finally, product analysis shows that

- 72 available product categories
- With average item price of 120.65



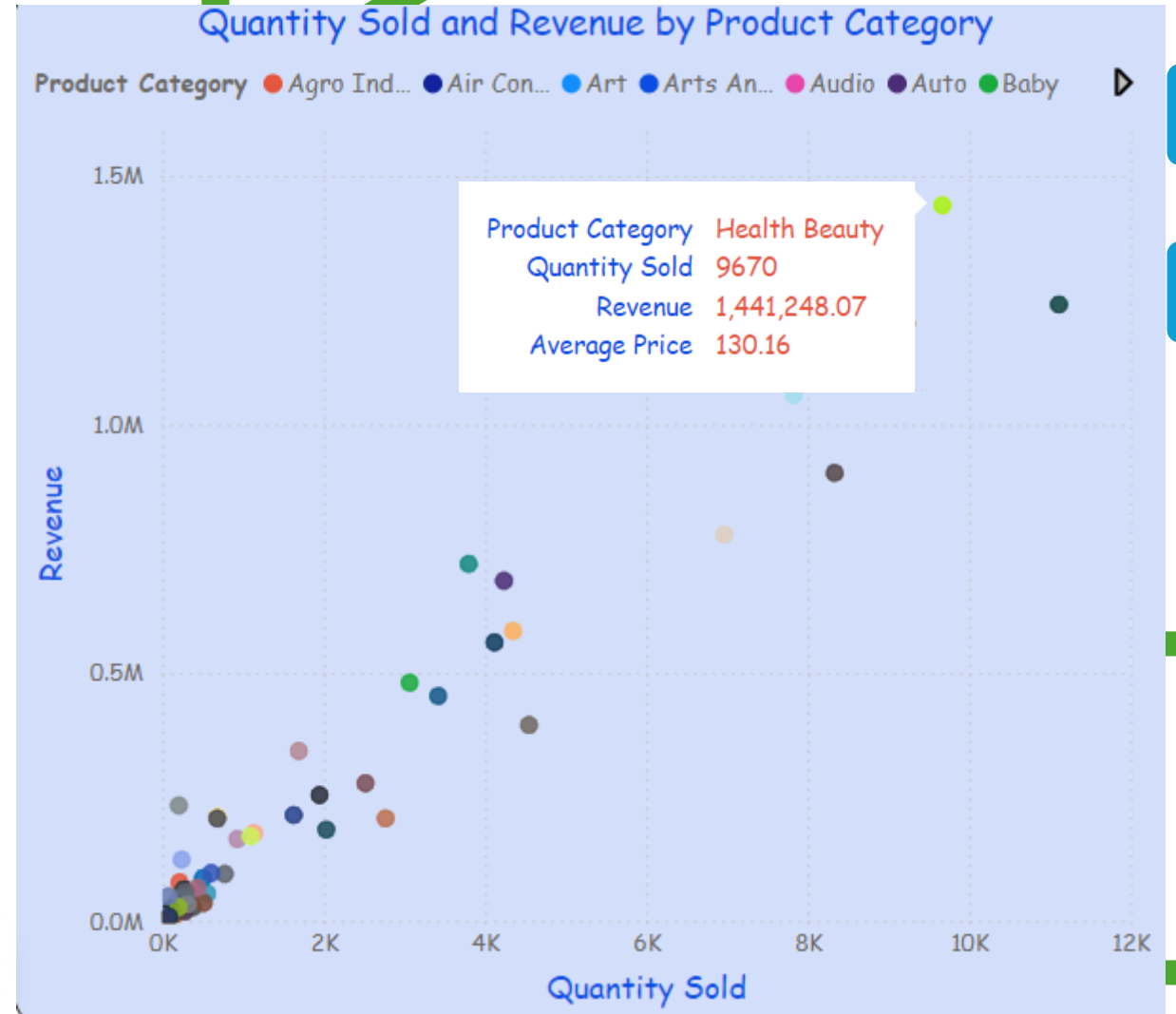
- Most Ordered Products

Top 10 most ordered products and average price of each with highest with the highest being Bed Bath Table products 11,115 orders and average price of 93.30 followed by Health Beauty with 9,670 orders and average price of 130.16



- Product Profitability

Showing the total revenue generated by each product category. It shows that Bed Bath Products are the most ordered, Health Beauty products generated the most revenue due to their average price difference.





RECOMMENDATIONS

Based on report's insights, here are some recommendations that could help improve Olist's performance, customer satisfaction, and revenue growth:

- Improve delivery efficiency to reduce average delivery time.
 - Manage freight costs by negotiating better rates and incentivizing larger orders.
 - Focus on high-demand product categories to increase sales.
 - Target high-revenue cities like Rio de Janeiro with tailored marketing.
 - Encourage credit card usage through rewards and discounts.
 - Develop loyalty programs for customer acquisition and retention.
 - Enhance the purchase-to-approval process to streamline customer experience.
 - Set revenue growth targets aligned with peak sales periods.
- 



CONCLUSION

In conclusion, this report provides a comprehensive view of Olist's performance across sales, customer demographics, delivery metrics, and product demand.

Key insights reveal opportunities to enhance delivery efficiency, manage freight costs, and optimize inventory for high-demand products. Focusing marketing efforts on top-revenue cities like Rio de Janeiro and incentivizing preferred payment methods can further drive growth.

By implementing these recommendations, Olist can improve customer satisfaction, reduce operational costs, and continue its upward trajectory in Brazil's e-commerce landscape.

