

Olist Dashboard

The dataset from Oct 2016 to Sep 2018

Insight:

- This bar chart shows the popularity of different payment methods by the total number of orders.
- **"Credit Card" is by far the most popular payment method**, accounting for 75,151 orders.
- "Boleto" is the second most used method, with 19,399 orders, but it is significantly less popular than credit card.
- "Voucher" and "Debit Card" are much less frequently used, with 1,526 and 1,507 orders respectively.

Recommendation:

- **Given the strong preference for credit card payments, the company should ensure the credit card payment process is smooth and secure** to maintain customer satisfaction.
- **For "Boleto", consider exploring ways to increase its usage**, perhaps through promotions or by highlighting its benefits to customers who prefer this method.
- **For "Voucher" and "Debit Card", it is important to understand why their usage is low.** This could involve analyzing customer feedback or transaction data to identify any issues or areas for improvement in these payment options.

Popular Payment Methods Over Time

