Olist Dashboard

The dataset from Oct 2016 to Sep 2018

Insight:

- The chart shows daily revenue in Brazilian Reals (BRL) from October 2016 to September 2018.
- Overall, revenue has been on a clear **upward trend** over time. However, at the very end of the period, specifically in September 2018, revenue experienced a **sharp and sudden drop** to a very low level. This significant decline is **likely due to missing data**, which makes it impossible to compare the trend to the fourth quarter of the year.

Recommendation:

- It is crucial to investigate the cause of the missing data in September 2018.
- Ensuring data completeness is vital for accurate trend analysis and reliable business planning, especially for understanding seasonal patterns in the fourth quarter.

Daily Revenue Over Time

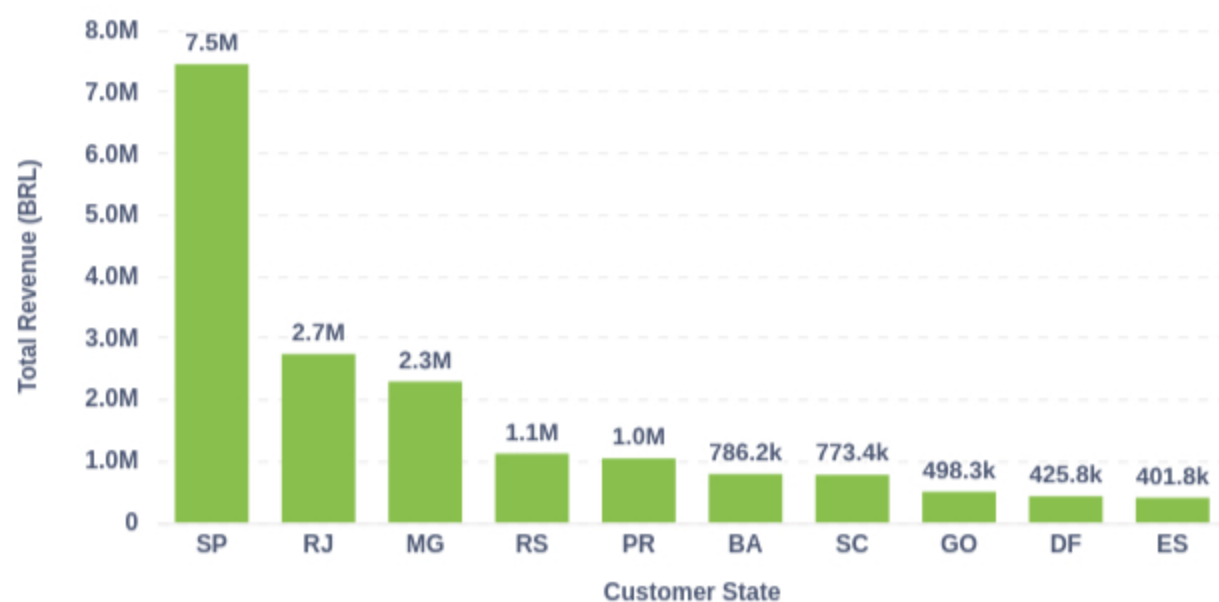**The dataset from Oct 2016 to Sep 2018**

Insight:

- This bar chart shows the top 10 states by total revenue in Brazilian Reals (BRL).
- **SP (São Paulo) is clearly the state with the highest revenue**, reaching 7.5 million BRL, which is much higher than any other state. RJ (Rio de Janeiro) and MG (Minas Gerais) are the next highest, but their revenue is significantly less than SP.
- The revenue generally decreases as you go down the list of states, with the last few states having less than 1 million BRL in revenue.

Recommendation:

- Based on this, the company should continue to focus on maintaining and growing its strong performance in SP.
- Furthermore, it is important to investigate why revenue is much lower in other states. This analysis can help identify new growth opportunities or improve sales and marketing strategies in those areas.

Top 10 Revenue by State

Total Revenue (BRL) vs Customer State

State	Revenue
SP	7.5M
RJ	2.7M
MG	2.3M
RS	1.1M
PR	1.0M
BA	786.2k
SC	773.4k
GO	498.3k
DF	425.8k
ES	401.8k

The dataset from Oct 2016 to Sep 2018

Insight:

- This bar chart shows the top 10 customers who have churned, ordered by the total revenue lost in Brazilian Reals (BRL).
- The customer with the ID ending in 58a8a72 has the highest lost revenue, which is 109,312.64 BRL. The second highest is 45,256 BRL, and the third highest is 44,048 BRL.
- These top customers show a very large amount of lost revenue compared to the others. Overall, the chart highlights that a few specific churned customers are responsible for a significant portion of the total lost revenue.

Recommendation:

- To minimize future revenue loss, it is crucial to conduct a detailed analysis of these top churned customers.
- Understanding the specific reasons for their churn will help the company develop effective retention strategies and proactively prevent similar high-value customers from leaving in the future.

Top 10 Churned Customers by Lost Revenue

Total Revenue (BRL) vs Customer Unique ID

Customer Unique ID	Total Revenue (BRL)
2bd4c708ca5fde585afaa872	109,312.64
698e1cf81d01a3d389d96145f7fa6df8	45,256
c402f431464c72e27330a67f7b94d4fb	44,048
4007669dec559734d6f53e029c360987	36,489.24
ef8d54b3797ea4db1d63f0ced6a906e9	30,186
eae0a83d752b1dd32697e0e7b4221656	25,051.89
3d4714368ccc8e1bb4c4a12dbda7111b	(≈22,000)
adfa1cab2b2c8706db21bb13c0a1beb1	19,457.04
0f5ac8d5c31de21d2f25e24be15bbffb	(≈19,000)
1b76903617af13189607a36b0469f6f3	19,174.38