

# Olist Dashboard

The dataset from Oct 2016 to Sep 2018

## Insight:

- This bar chart displays the top 10 best-selling product categories by total quantity sold.
- **"Bed, Bath & Table"** is the leading category, with 11,072 units sold, making it the most popular product group.
- "Health & Beauty" and "Sports & Leisure" are the next top categories, with 9,580 and 8,534 units sold respectively.
- The sales quantity generally decreases for categories further down the list, with "Auto" being the 10th best-selling at 4,183 units.

## Recommendation:

- **The company should continue to prioritize "Bed, Bath & Table" products**, ensuring good stock levels and marketing efforts to maintain its strong performance.
- **It is also advisable to analyze the reasons behind the success of the top 3 categories** ("Bed, Bath & Table", "Health & Beauty", "Sports & Leisure") to apply similar strategies to other product categories.
- **For categories with lower sales in the top 10, consider targeted promotions or product improvements** to boost their performance.

Top 10 Best-Selling Products

