

# Olist Sales Report 2016 - 2018

## Summary

Customer

Orders

Sellers

Categories

Month

All

Year

Multiple selections



Total Revenue

\$6.56M



Total Orders

41.2K



Total Sellers

3095



Total Products

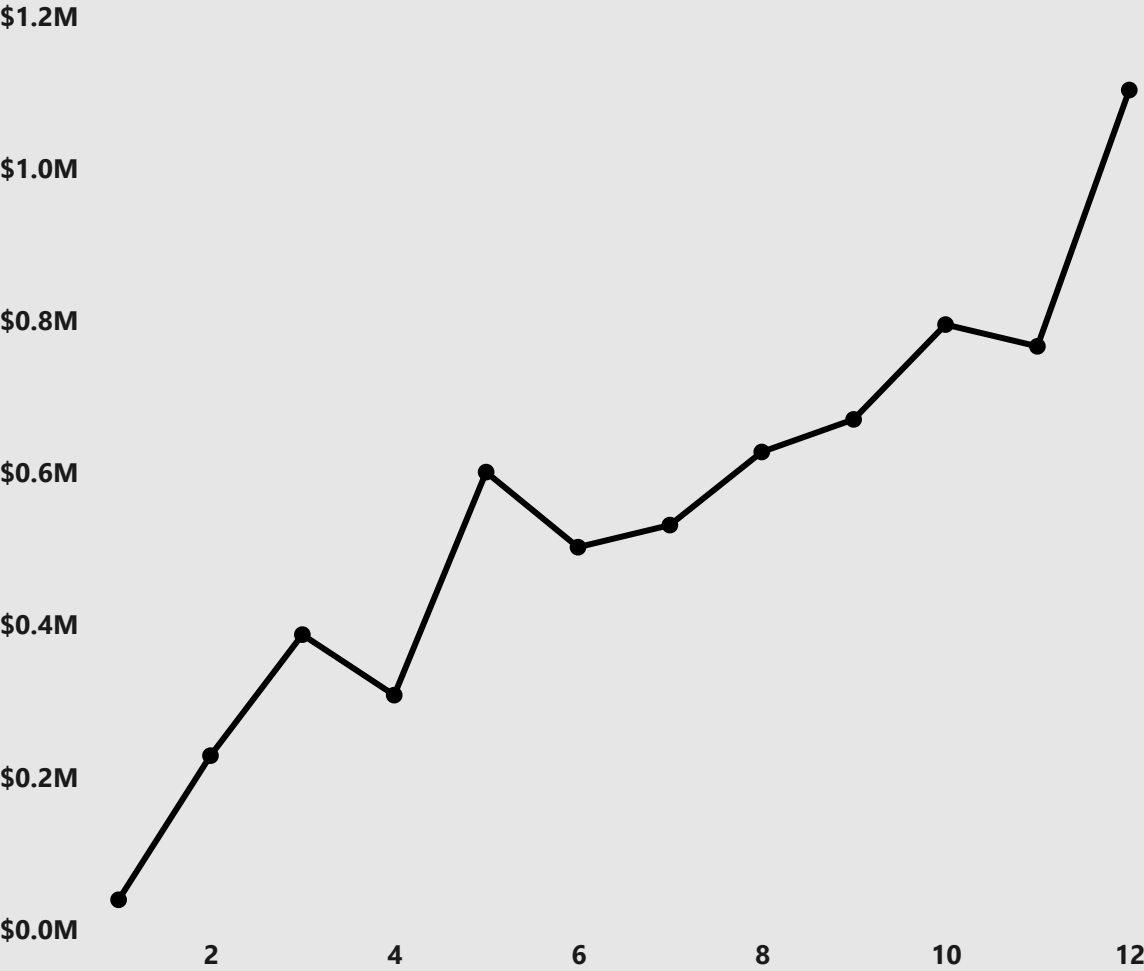
33.0K



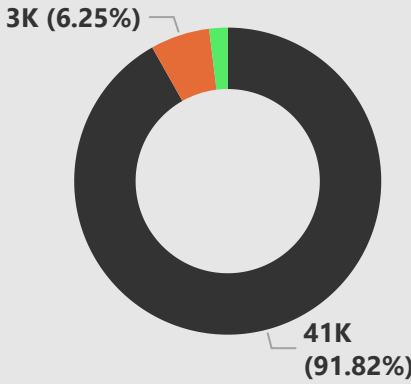
Average Review Score

4.21

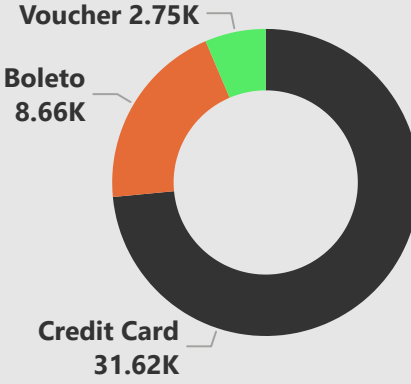
Revenue by Month



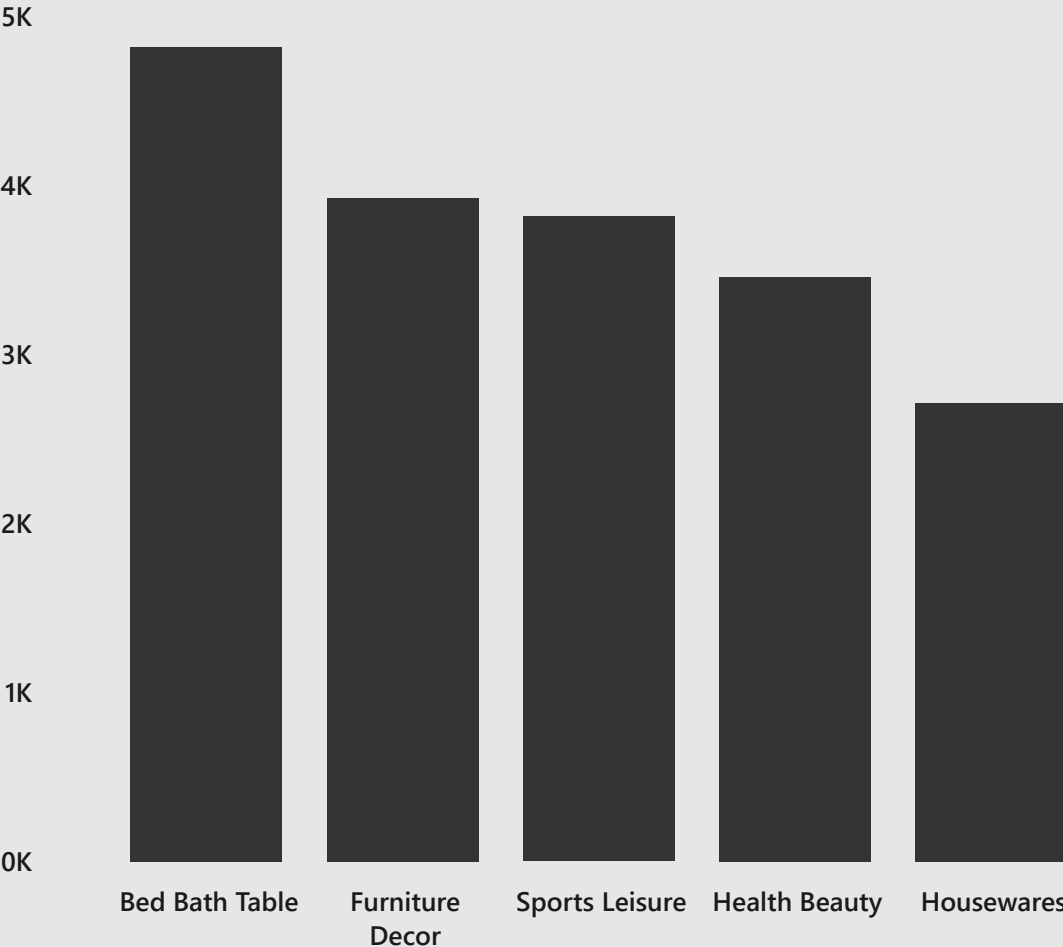
Payment Sequential



Payment Types



Top 5 Categories By Orders



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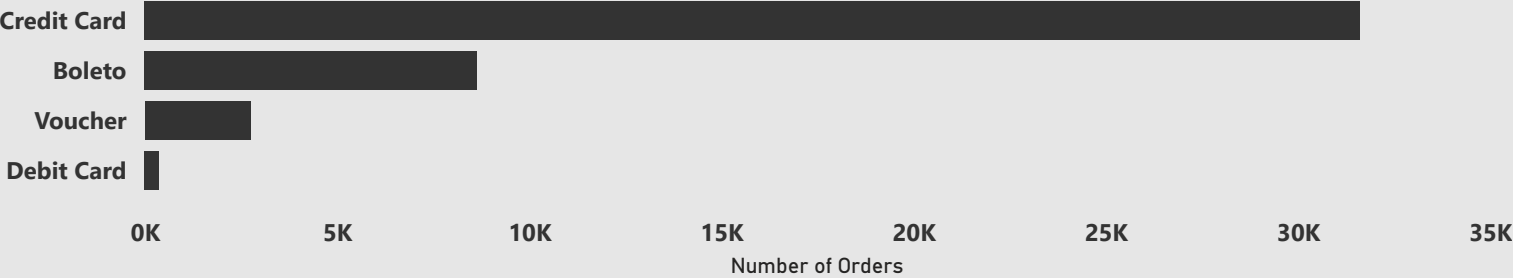
▼

Year

Multiple selections

▼

Payment Types



Brazil States



Total Customers

41K

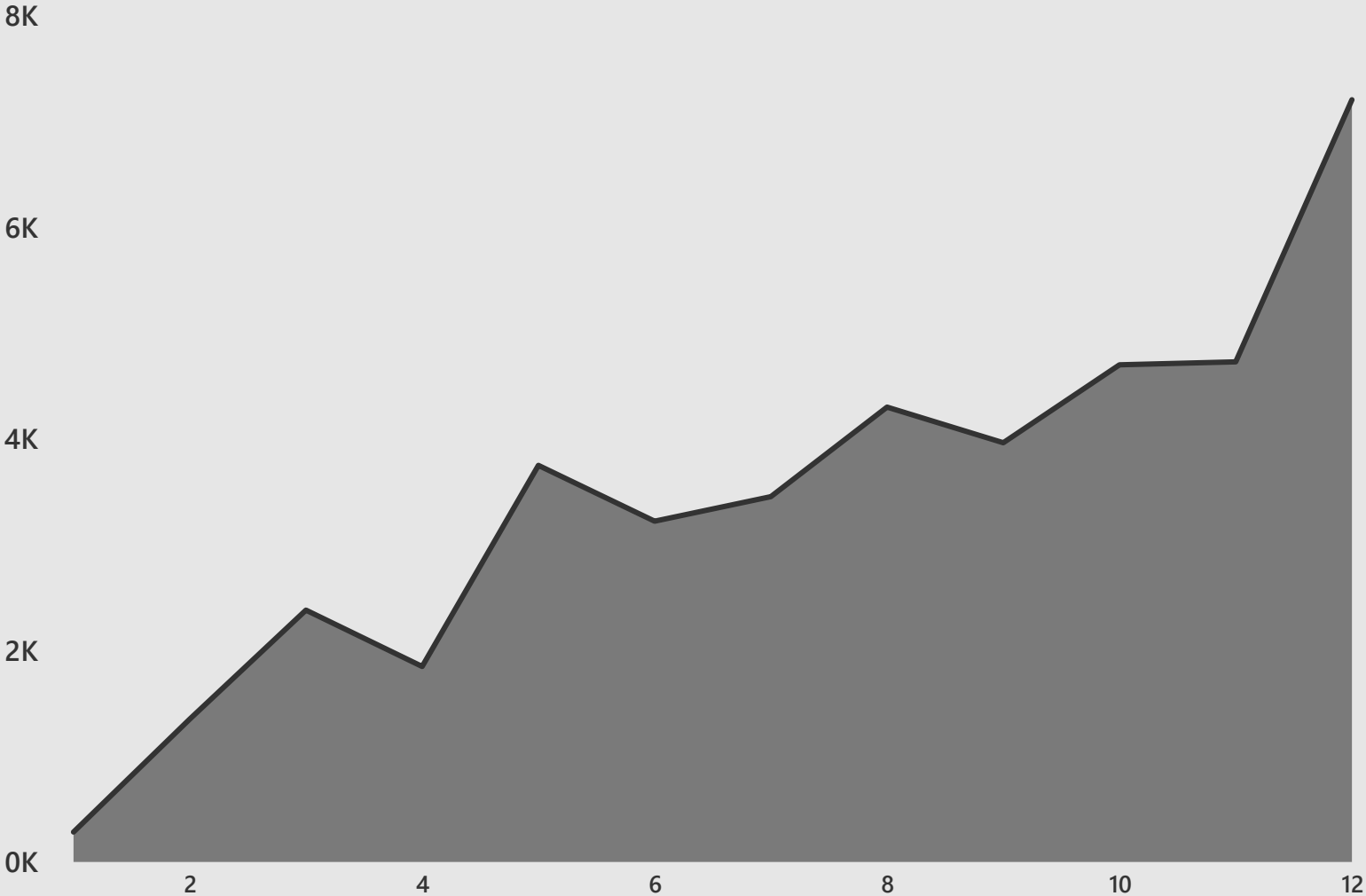
Average Revenue Per..

\$159.17

Total Cities

3.161K

Customer Trending



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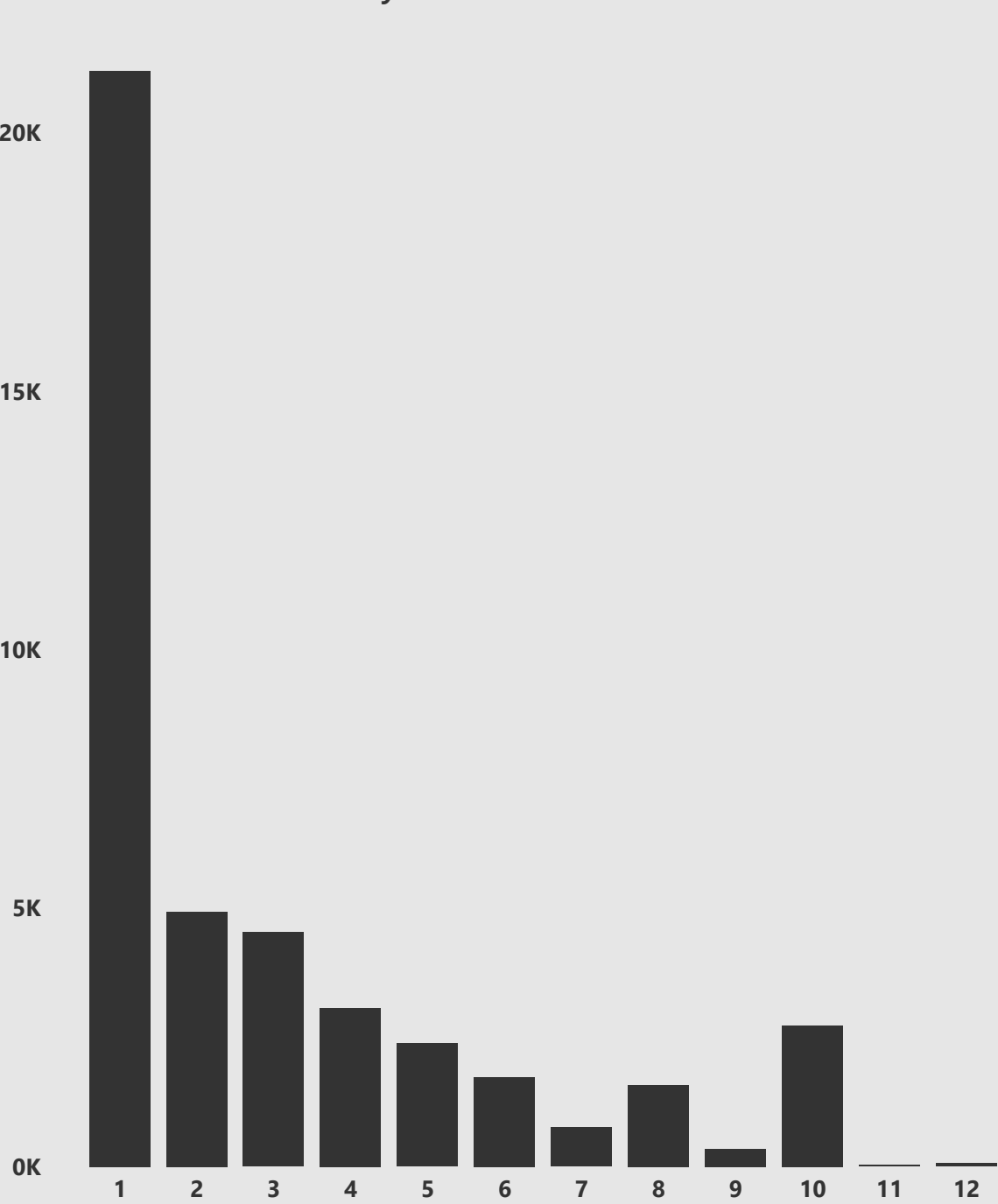
Month

All

Year

Multiple selections

Payment Installments



Response Rate

2.81%



Average Freight Value

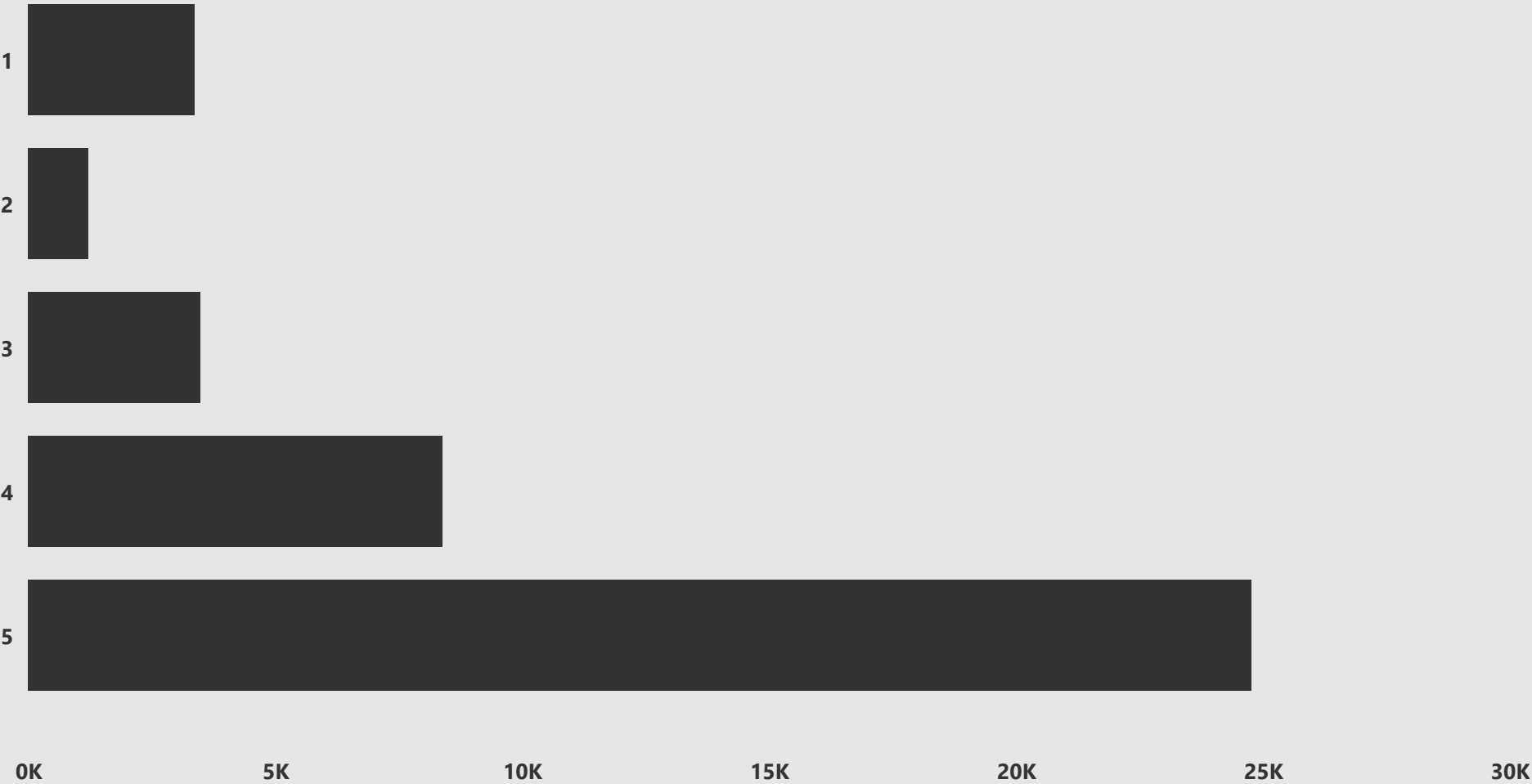
\$19.16



Average Order Value

\$151.07

Review Score



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Month

All

Year

Multiple selections



Total Sellers

3095



Average Review Score

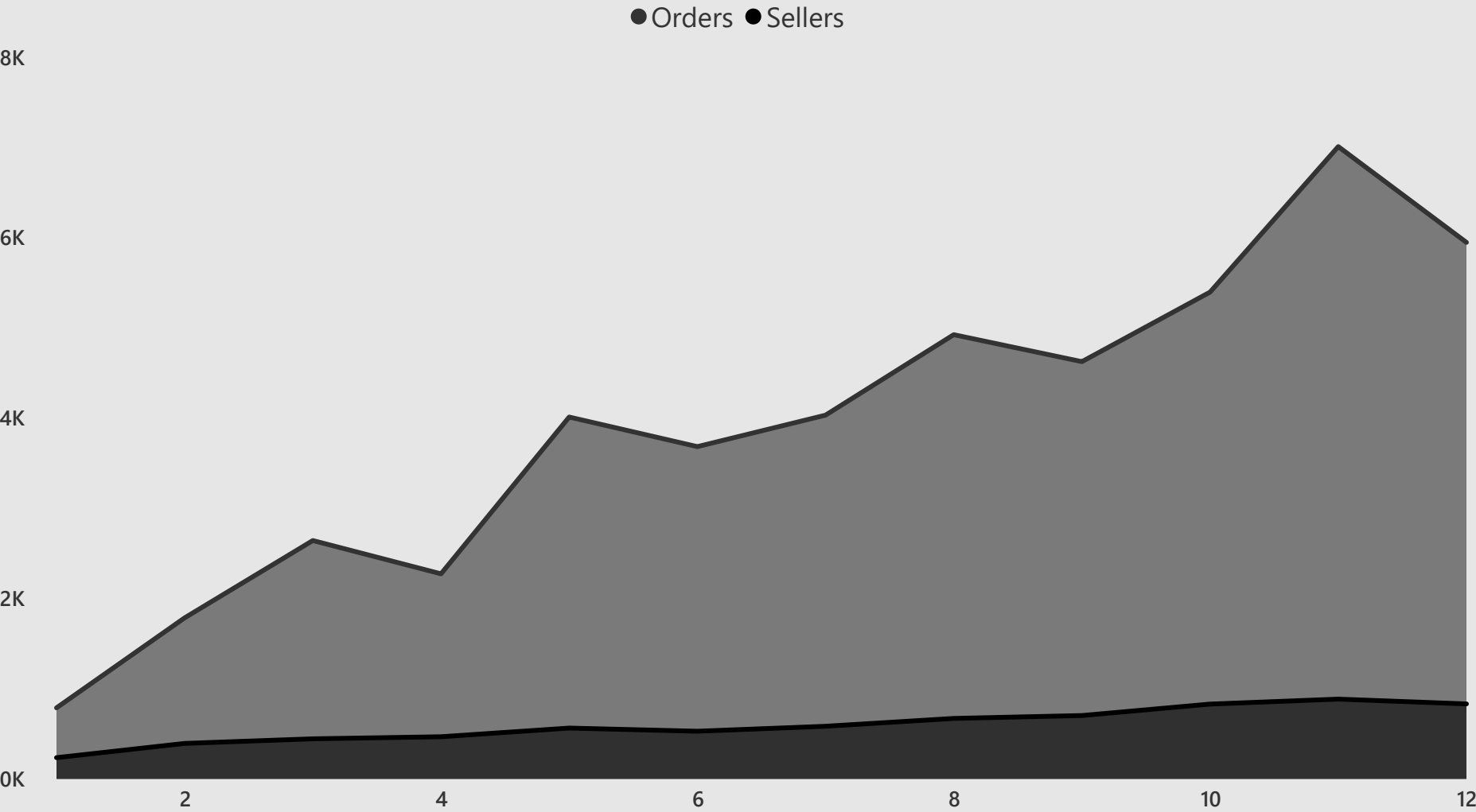
4.21



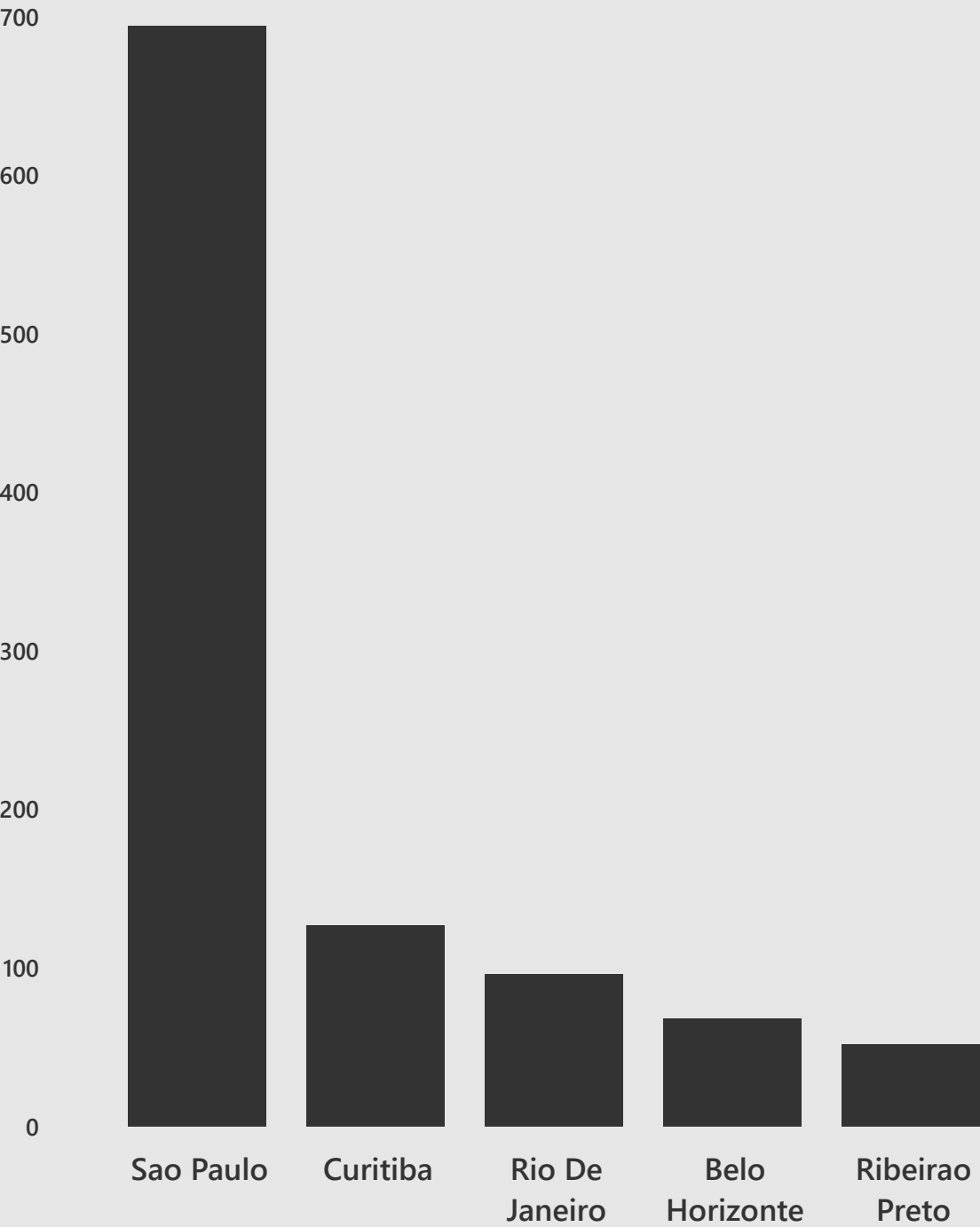
Total Cities

611

The Relation Between Number of Sellers and Number of Orders



Top 5 Cities in Number of Sellers



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Month

All

Year

Multiple selections

Category Name	Total Products	Total Orders	Average Price	Total Revenue
Bed Bath Table	3029	4143	\$95.48	\$459,933.77
Sports Leisure	2867	3387	\$108.26	\$413,028.48
Health Beauty	2444	3189	\$131.62	\$455,276.78
Furniture Decor	2657	3007	\$79.37	\$311,512.00
Computers Accessories	1639	2431	\$128.44	\$369,395.80
Toys	1411	2299	\$115.98	\$283,328.09
Housewares	2335	2294	\$78.18	\$212,025.27
Cool Stuff	789	2069	\$168.66	\$365,307.14
Watches Gifts	1329	1933	\$216.54	\$450,611.10
Telephony	1134	1864	\$64.71	\$130,784.71
Garden Tools	753	1793	\$109.48	\$245,021.23
Perfumery	868	1542	\$124.50	\$204,546.89
Auto	1900	1302	\$147.49	\$216,657.09
Baby	919	1109	\$119.54	\$140,699.50
Fashion Bags Accessories	849	946	\$70.78	\$74,951.84
Stationery	849	789	\$94.23	\$80,188.77
Electronics	517	732	\$63.75	\$51,253.68
	623	725	\$111.78	\$90,988.70
Pet Shop	719	653	\$109.38	\$81,487.99
Consoles Games	317	595	\$127.96	\$81,000.38
Office Furniture	309	584	\$160.27	\$121,482.10
Luggage Accessories	349	539	\$127.34	\$72,837.56
Small Appliances	231	287	\$310.74	\$93,844.38
Home Confort	111	237	\$135.71	\$36,099.60
Home Appliances	370	224	\$97.78	\$22,196.80
Musical Instruments	289	219	\$308.47	\$72,490.07
Books General Interest	216	198	\$80.80	\$17,211.40
Furniture Living Room	156	198	\$130.08	\$32,650.27



Total Products

33.0K



Total Categories

72



Average Product Price

\$119.97

The Relation Between Freight Value and Product Weight in Grams

