

olist

4071

Counts of City

92K

Total Customers

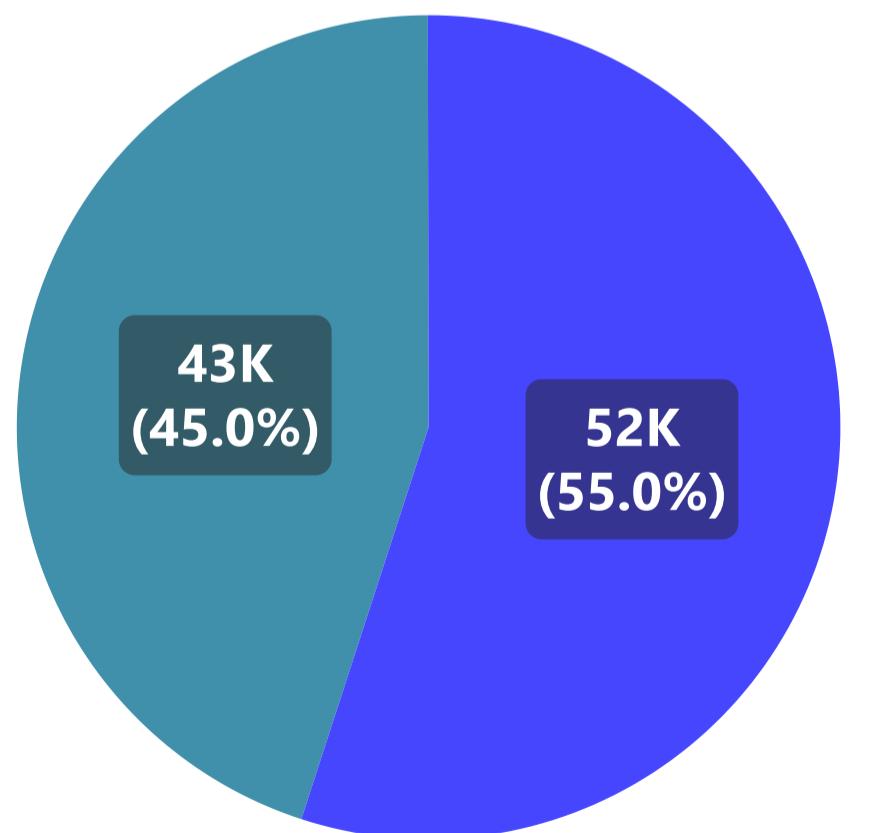
57.42

Five Stars Rate

95K

Total Orders

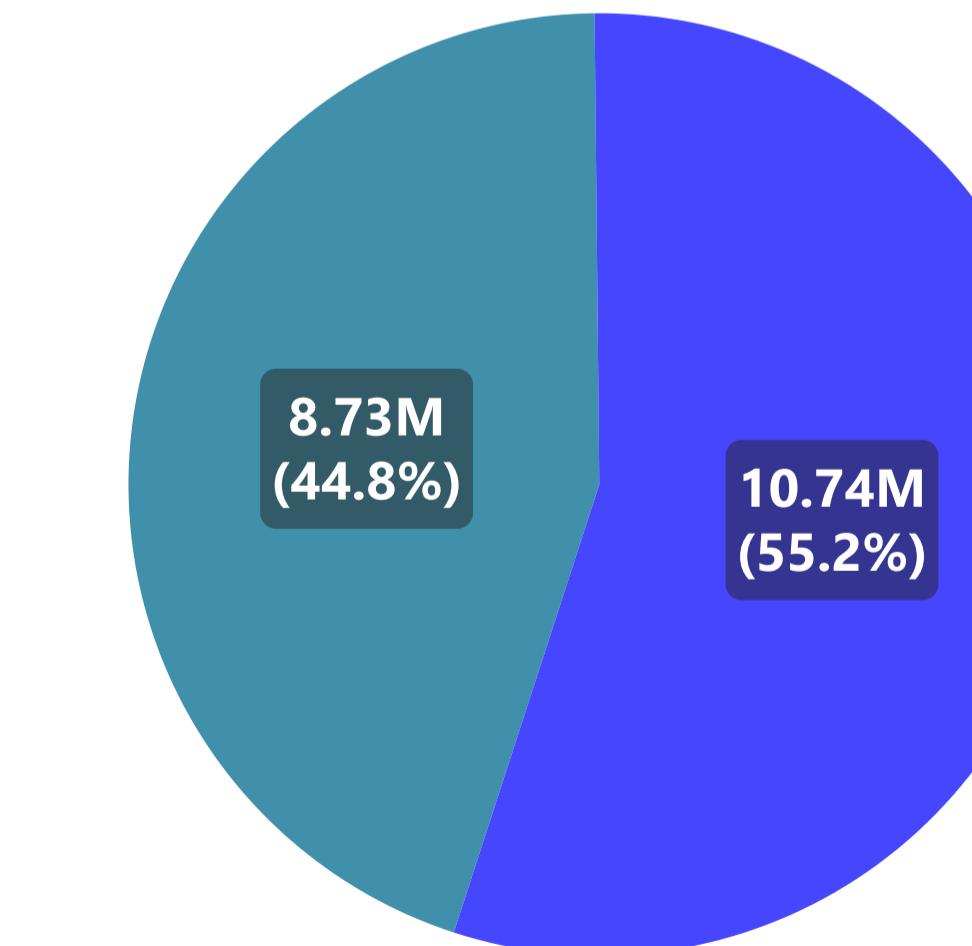
Year ● 2017 ● 2018



19.47M

Total Revenue

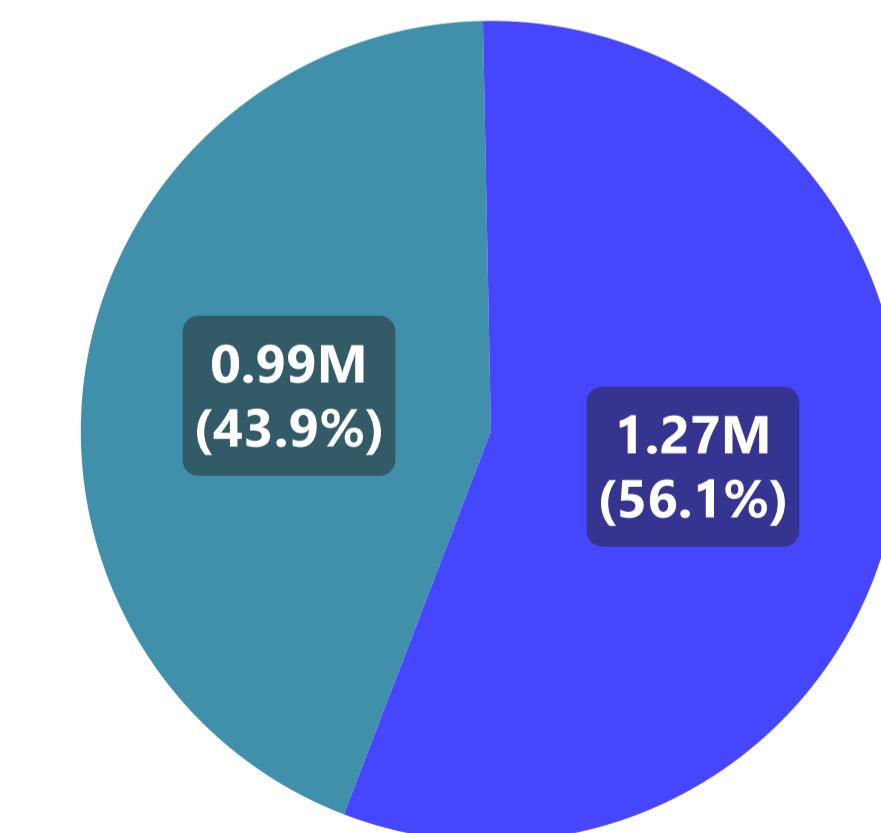
Year ● 2017 ● 2018



2.26M

Total Freight

Year ● 2017 ● 2018



Gross Merchandise Volume

Rate of Increase on 2018

P 7366379.

Fiscal Years

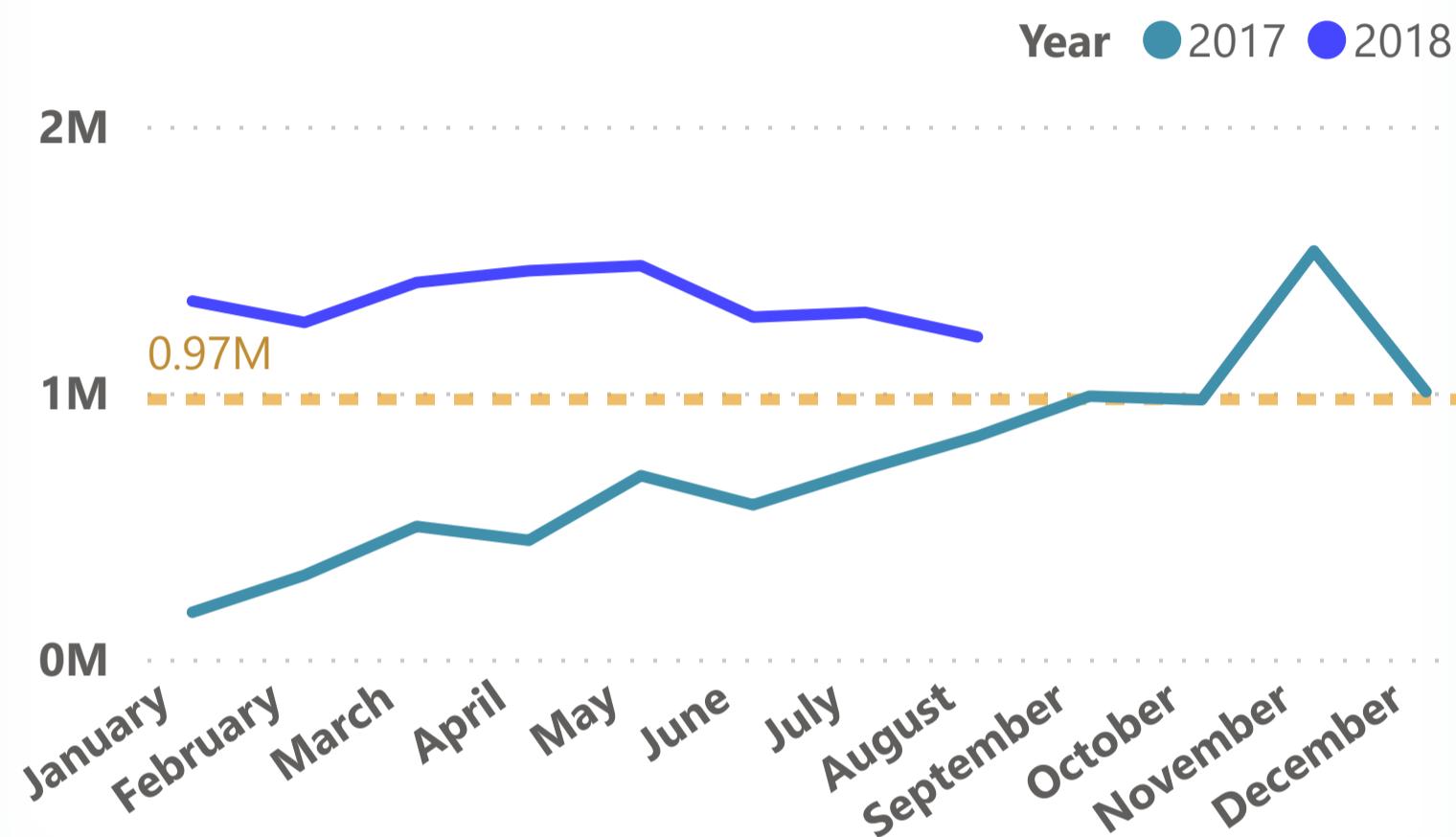
All



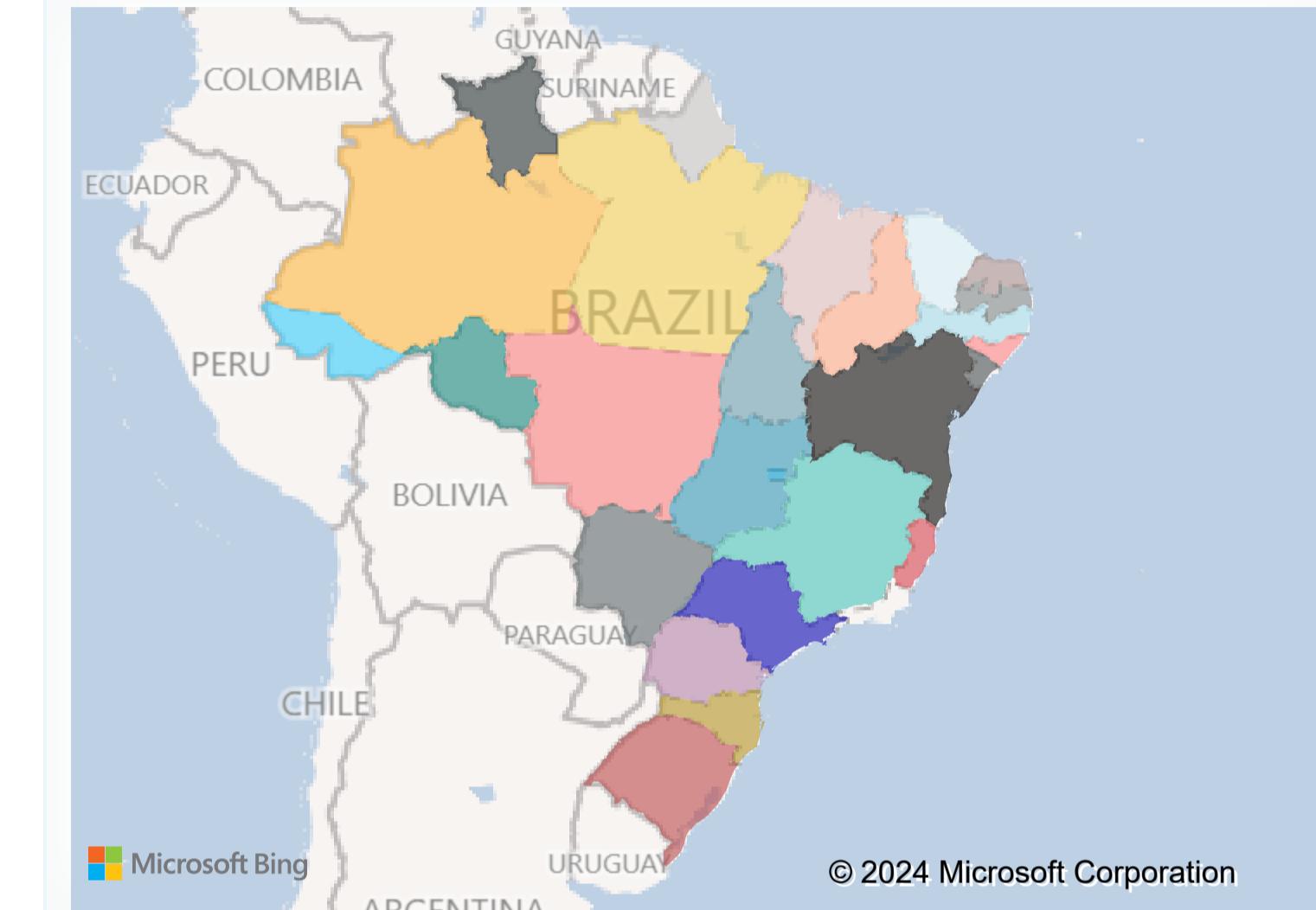
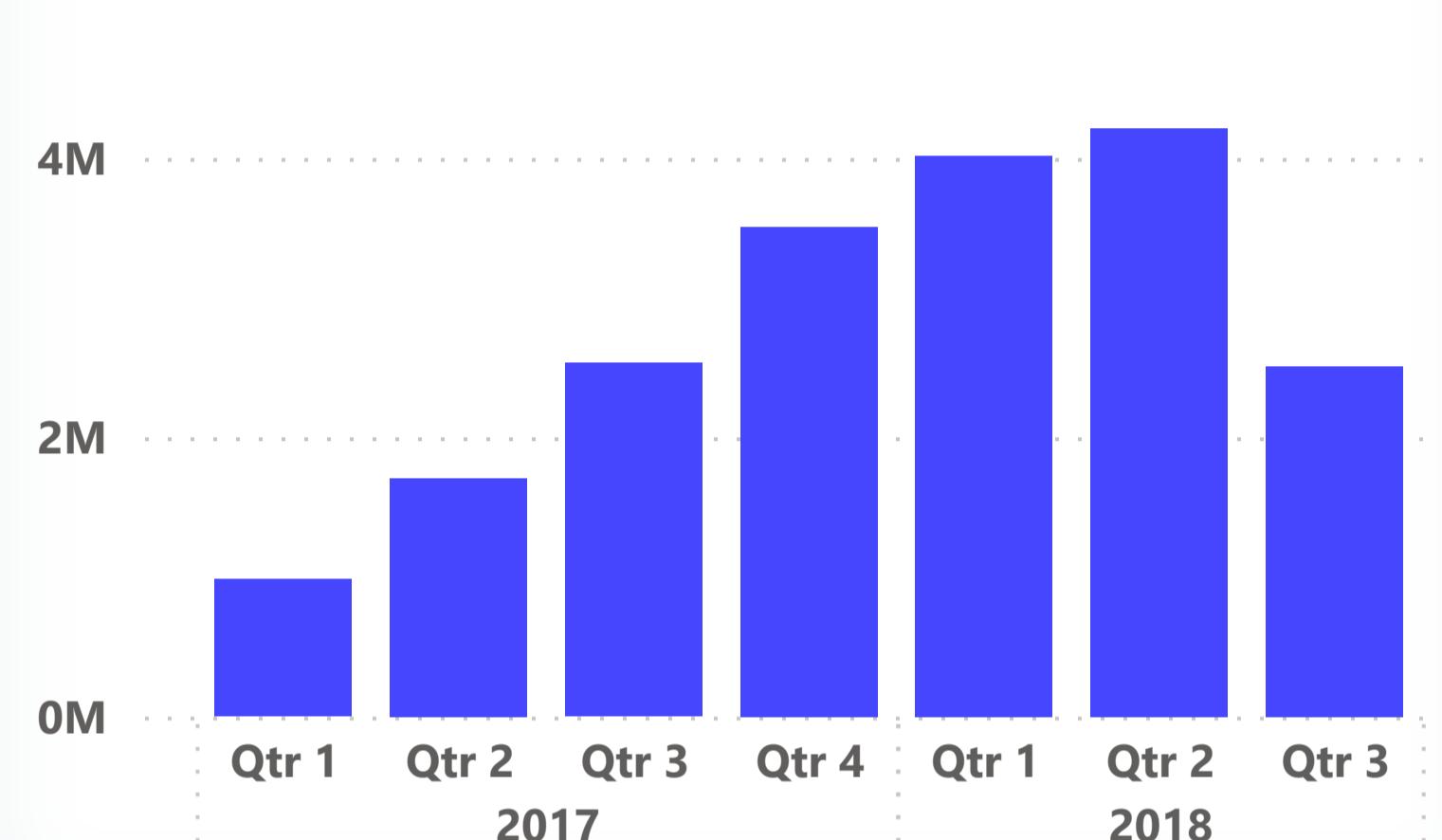
19.47M

Total Revenue

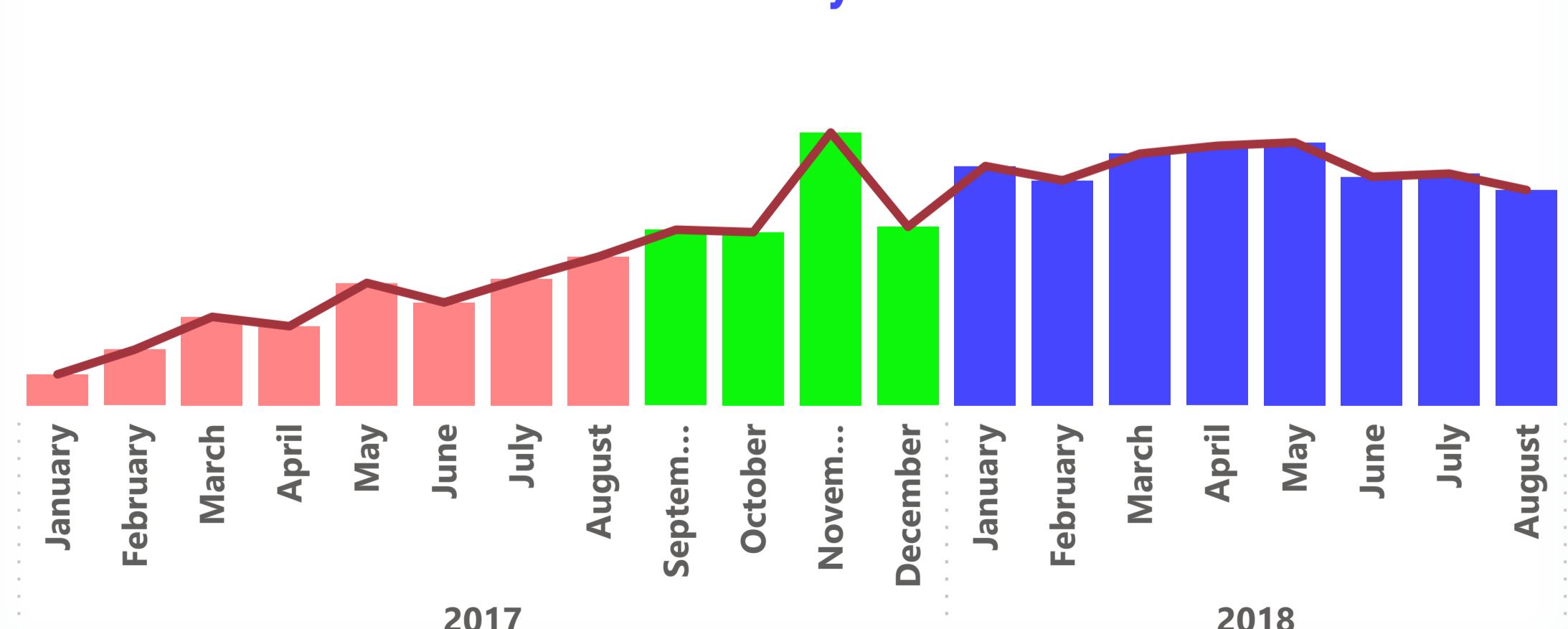
Gross Revenue



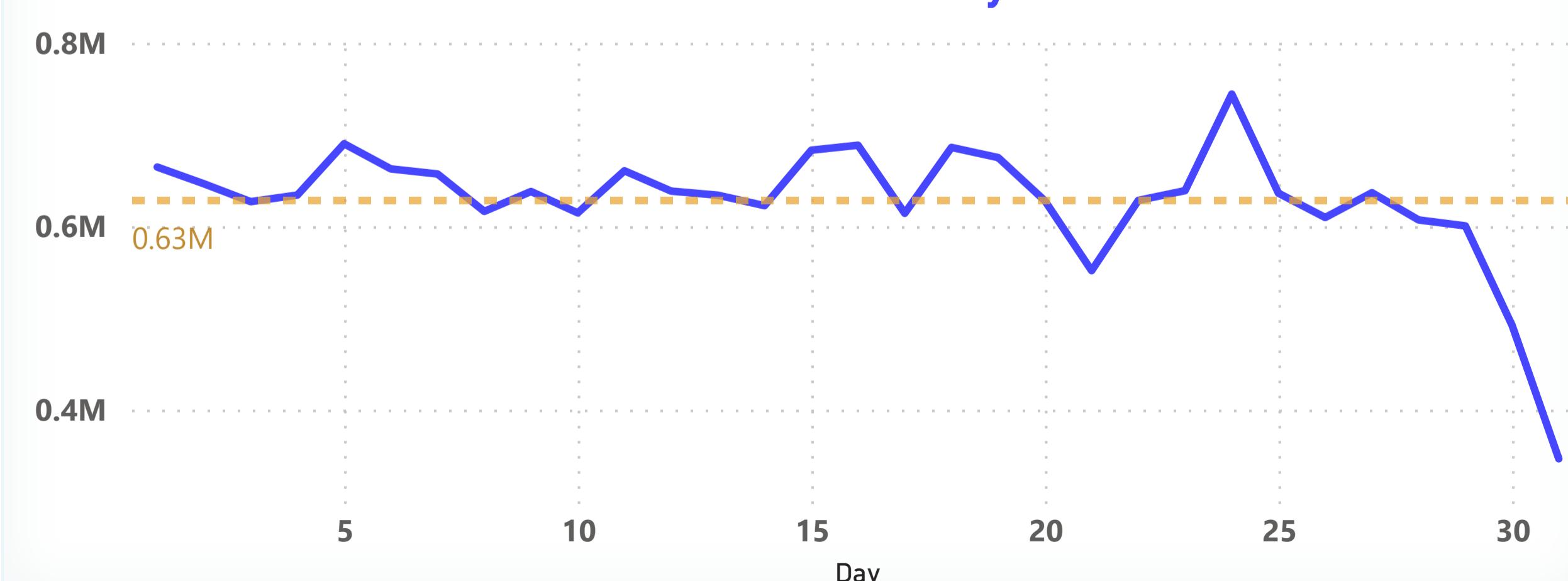
Gross Quarterly Revenue



Gross Monthly Revenue



Gross Revenue on Each Day of Month



GMV Detail

95K

Total Order

205.25

Average Revenue per Order

Year

All



Order Distribution of Month

Year ● 2017 ● 2018

5K

0K

5K

10K

15K

20K



Revenue Distribution on Hour

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
15:00	236,865.83	213,624.75	200,922.93	219,606.71	304,646.93	143,454.65	131,628.27	1,450,750.07
14:00	229,397.72	243,429.28	256,466.20	185,236.54	202,306.86	148,119.66	156,729.45	1,421,685.71
16:00	225,550.26	228,103.07	213,997.38	211,445.53	230,666.90	126,516.71	119,431.34	1,355,711.19
13:00	187,364.05	218,688.57	186,957.28	211,461.64	200,369.59	131,526.40	126,208.64	1,262,576.17
11:00	200,029.89	201,704.82	200,134.45	186,513.36	224,240.05	118,513.30	115,564.20	1,246,700.07
10:00	190,001.28	211,915.57	199,445.27	191,715.39	181,493.72	137,533.74	101,397.44	1,213,502.41
12:00	197,599.56	182,914.89	181,129.87	185,709.63	171,480.83	141,254.86	128,911.28	1,189,000.92
17:00	188,168.40	197,483.12	187,901.83	168,891.45	158,412.19	143,392.66	137,348.00	1,181,597.65
20:00	198,840.90	191,607.85	158,748.99	178,306.26	127,883.15	148,101.49	175,284.47	1,178,773.11

Order and Revenue Distribution on Hour

● Total Orders ● Total Revenue

6K

5K

4K

3K

2K

0K

1.4M

1.2M

1.0M

0.8M

0.6M

0.2M

Total Orders

Total Revenue

0K

10

15

20

5

20

10

15

5

0

15

20

10

15

5

0

15

20

10

15

5

0

15

20

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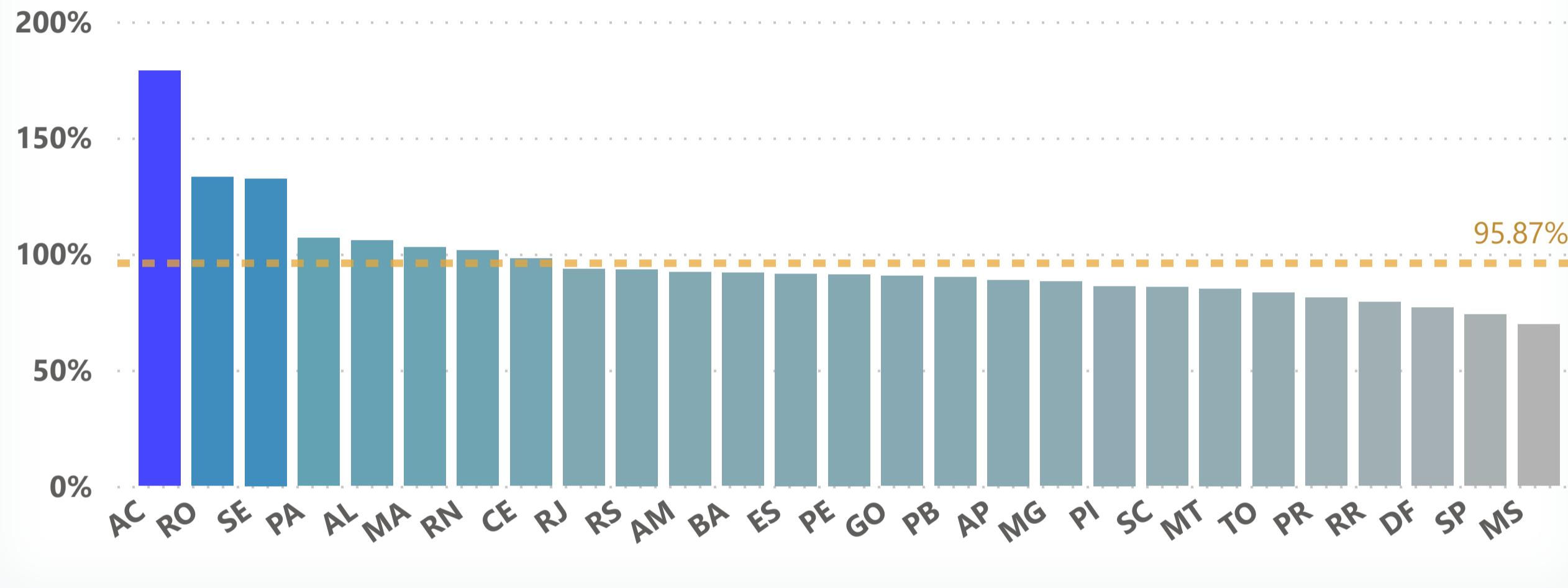
15

State

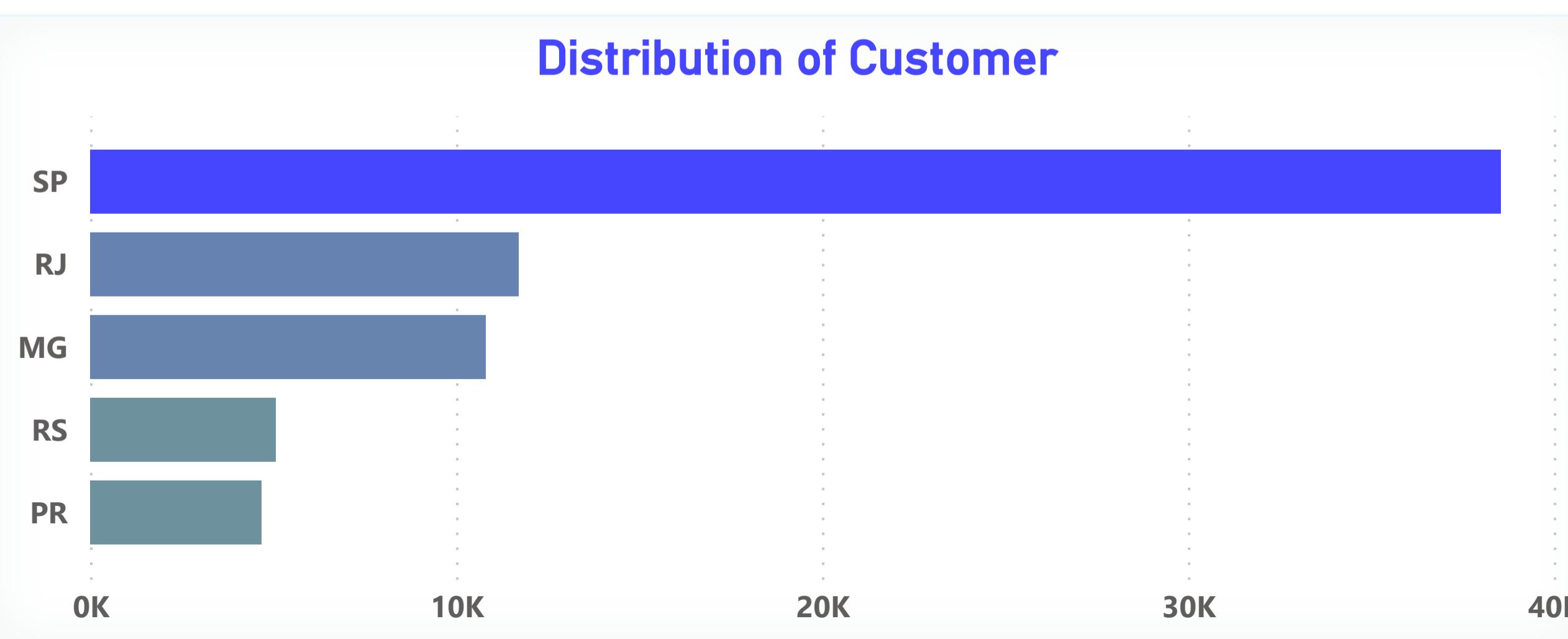
27

Total States

Customer Traffic Growth



Distribution of Customer



Contributions of Rating and Revenue

State	Customers	Average Rating	Proportion of Rating	Total Revenue
SP	38551	4.24	40.07%	7,296,278.15
RJ	11706	3.95	12.20%	2,647,373.15
MG	10814	4.18	11.22%	2,252,405.36
RS	5075	4.18	5.29%	1,089,234.65
PR	4684	4.23	4.85%	1,014,177.23
SC	3389	4.12	3.50%	753,870.99
BA	3117	3.91	3.23%	762,047.87
DF	1984	4.12	2.06%	416,540.41
ES	1909	4.05	1.98%	395,352.02
GO	1844	4.09	1.92%	481,873.33
PE	1528	4.07	1.58%	353,614.22
CE	1238	3.93	1.26%	325,339.62
PA	901	3.89	0.93%	243,428.03
MT	843	4.13	0.88%	250,050.55
MA	689	3.82	0.71%	189,033.14
MS	672	4.17	0.70%	161,972.15
PB	495	4.05	0.51%	174,060.55
PI	456	3.98	0.47%	132,562.53
RN	454	4.12	0.47%	112,973.82
AL	382	3.82	0.40%	107,658.03
SE	324	3.88	0.33%	85,125.36
TO	264	4.15	0.27%	70,255.49
RO	227	4.17	0.24%	64,281.72
AM	140	4.22	0.15%	33,225.72
AC	74	4.06	0.08%	24,763.15
AP	66	4.22	0.07%	21,521.71

Partner(Seller)

3095

Partner

73

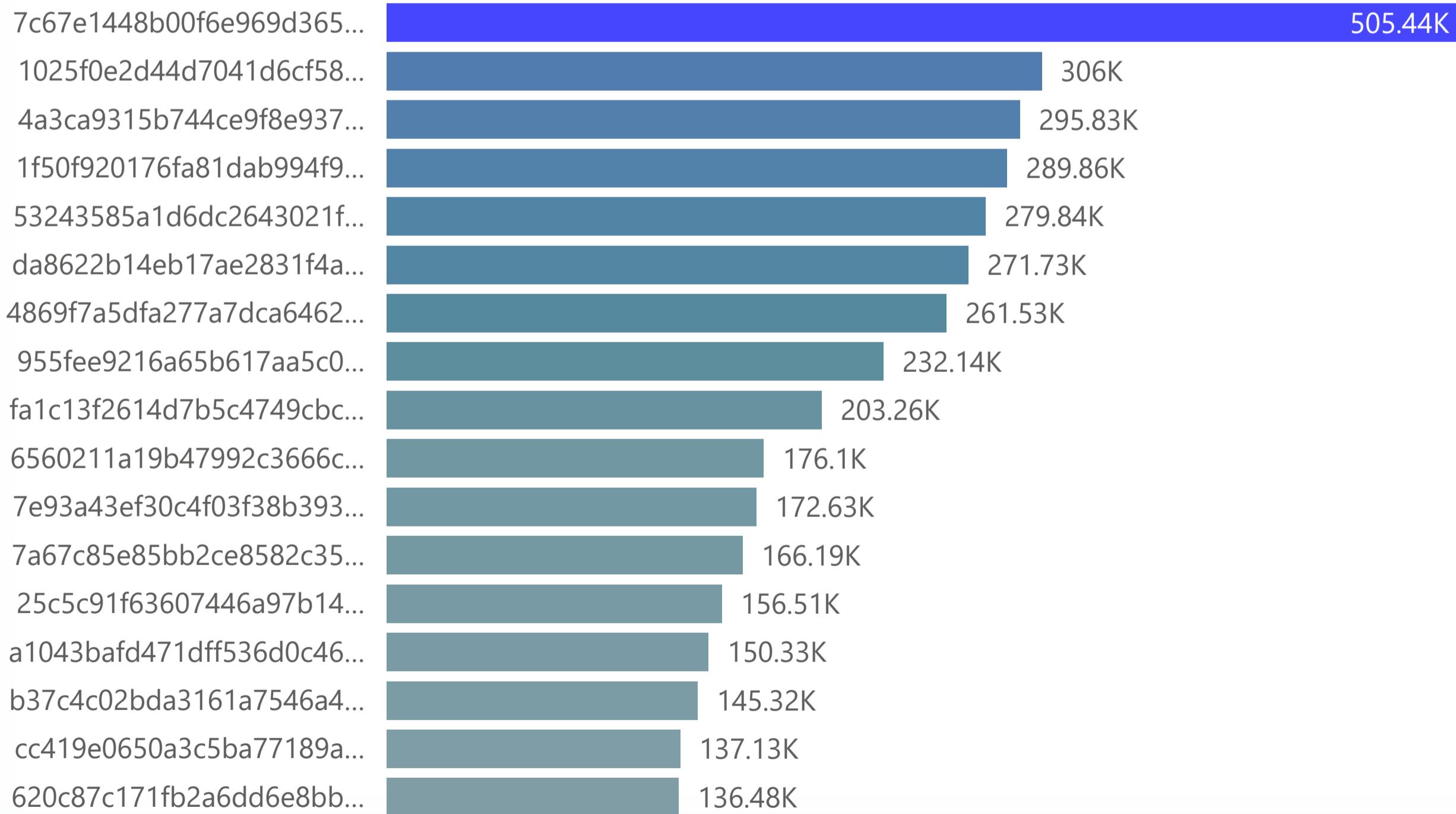
Category

ALL

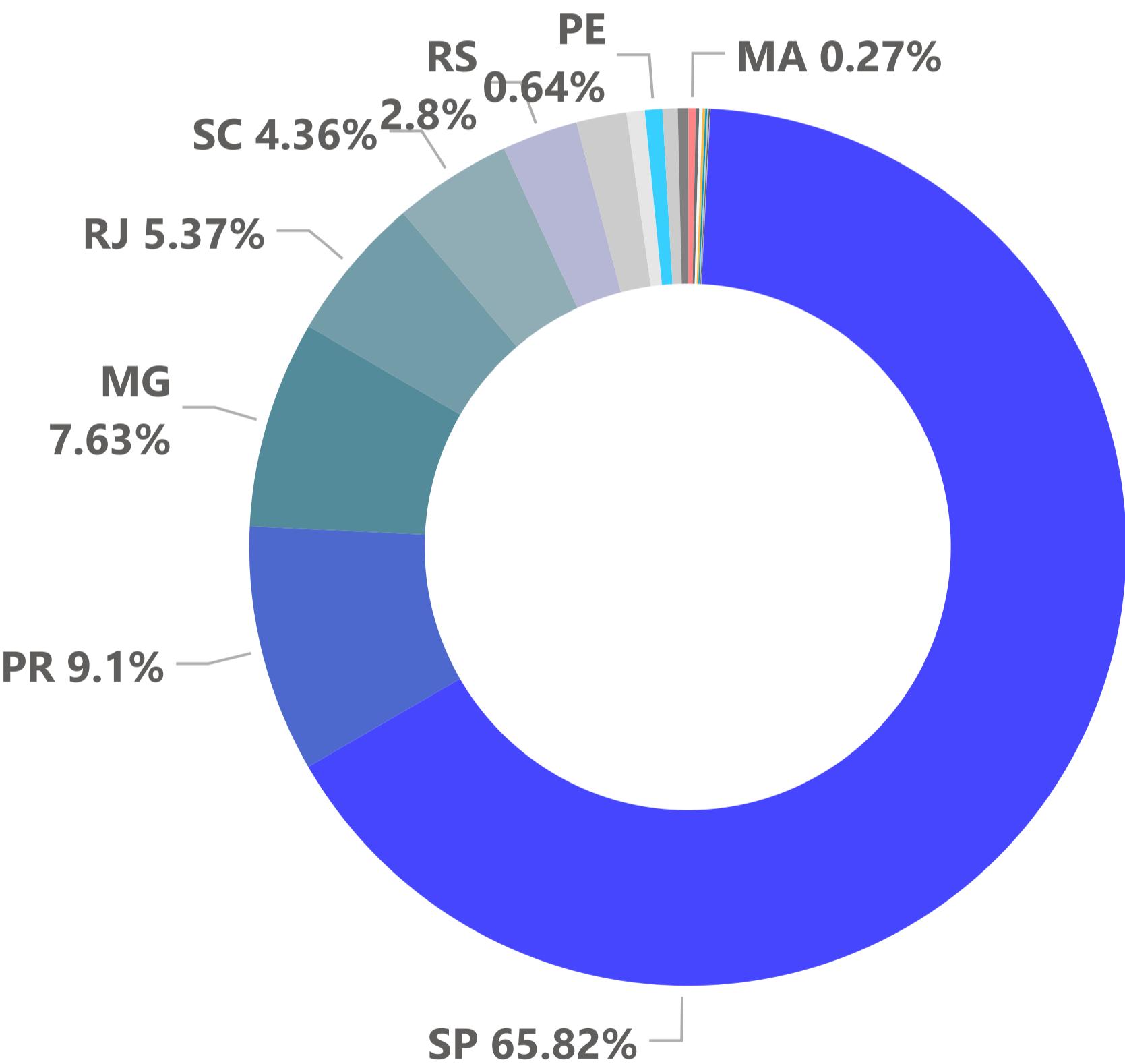
Top 5

Bottom 5

Total Revenue of Seller



Contribution of Sellers by State



Year

All



Product

113K

Total Product Sales

95K

Total Order

ALL

Top 5

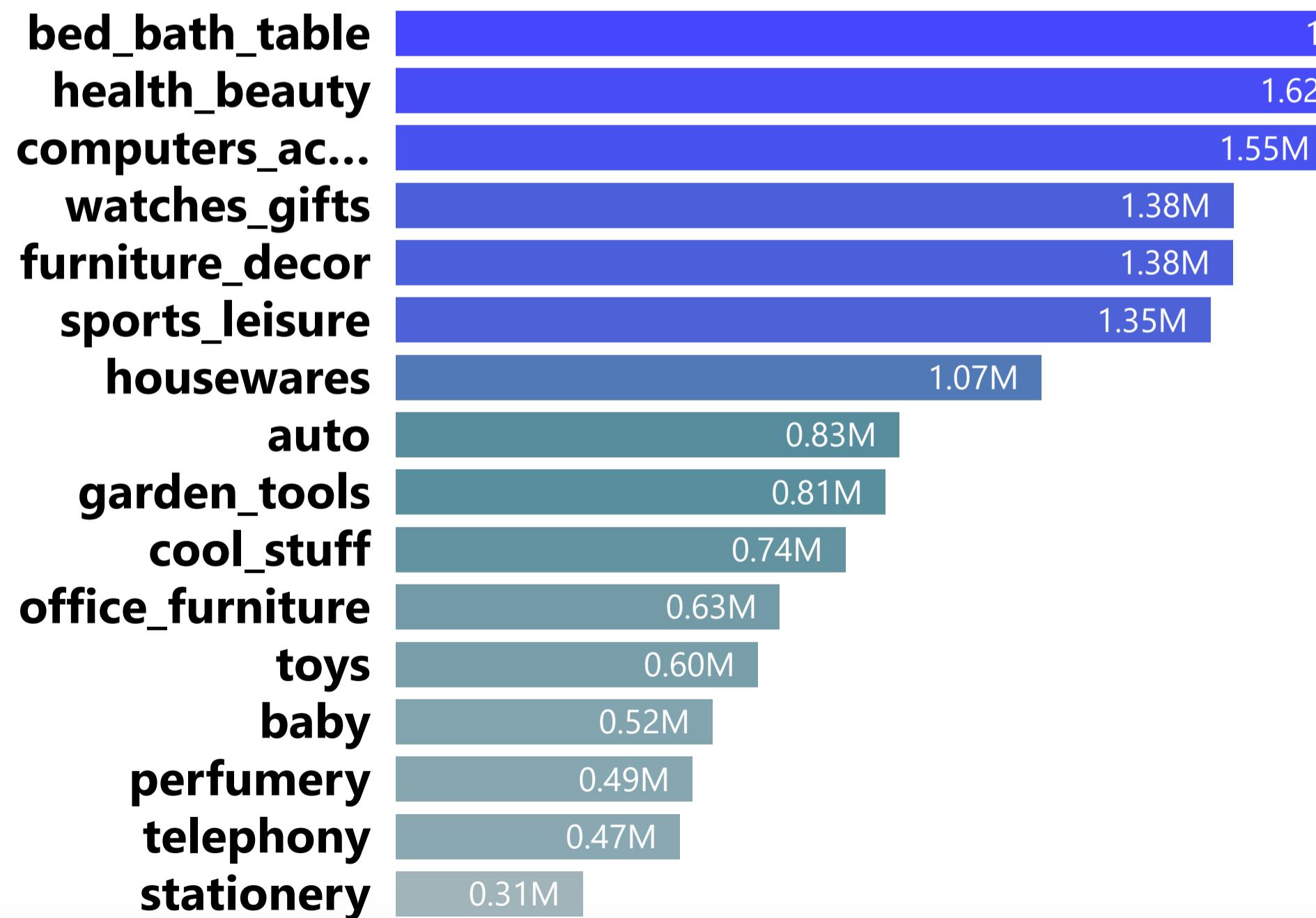
Bottom 5

ALL

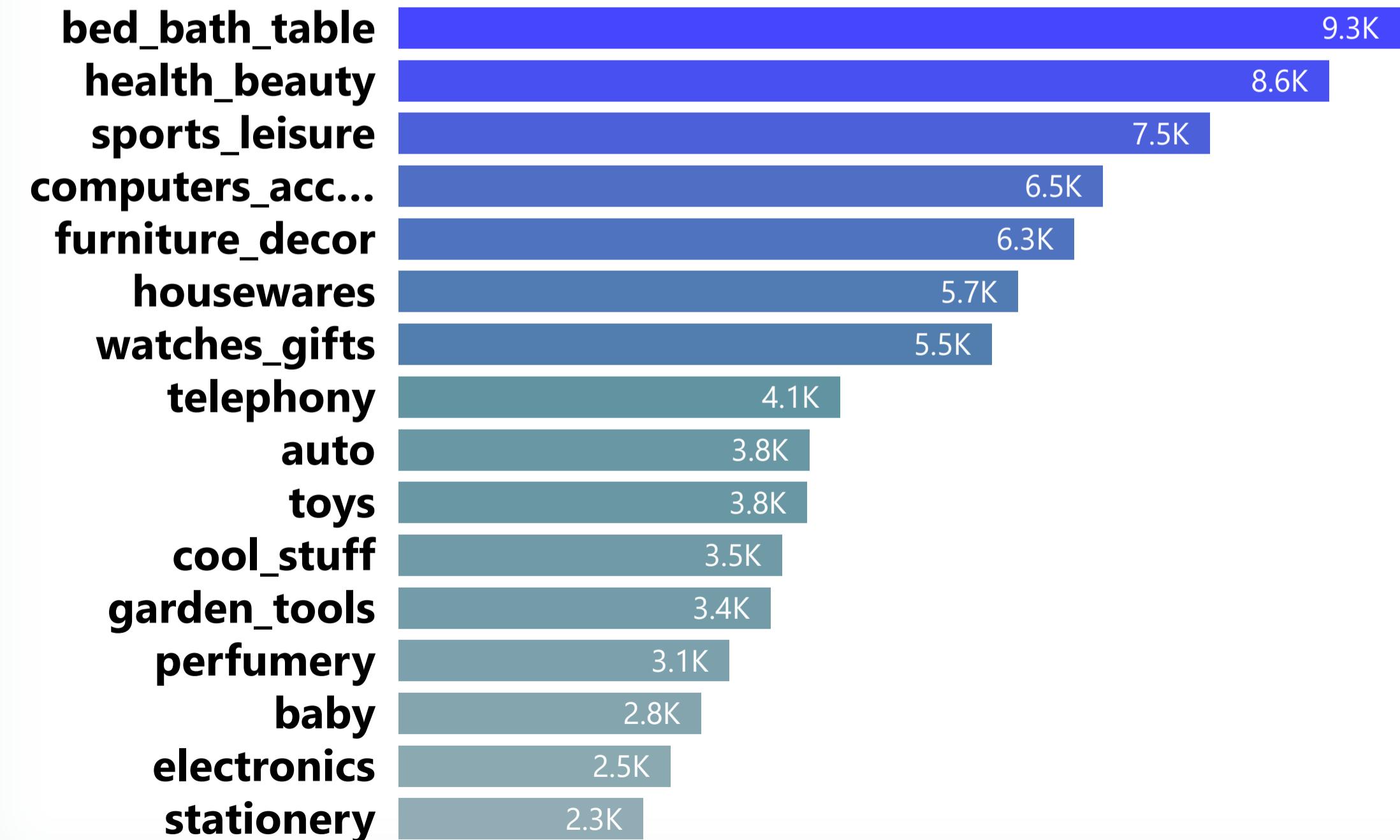
Top 5

Bottom 5

Total Revenue in Category



Total Orders in Category



Customer

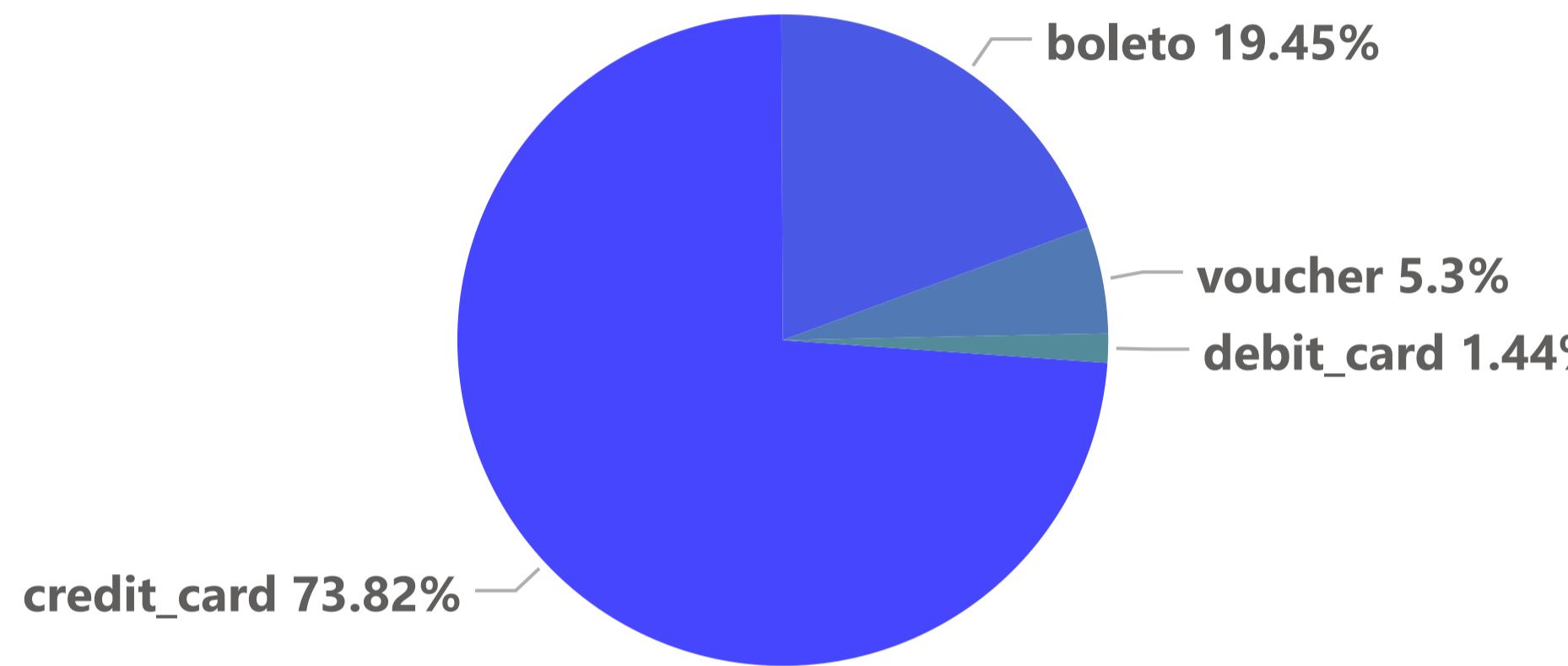
92K

Total Customers

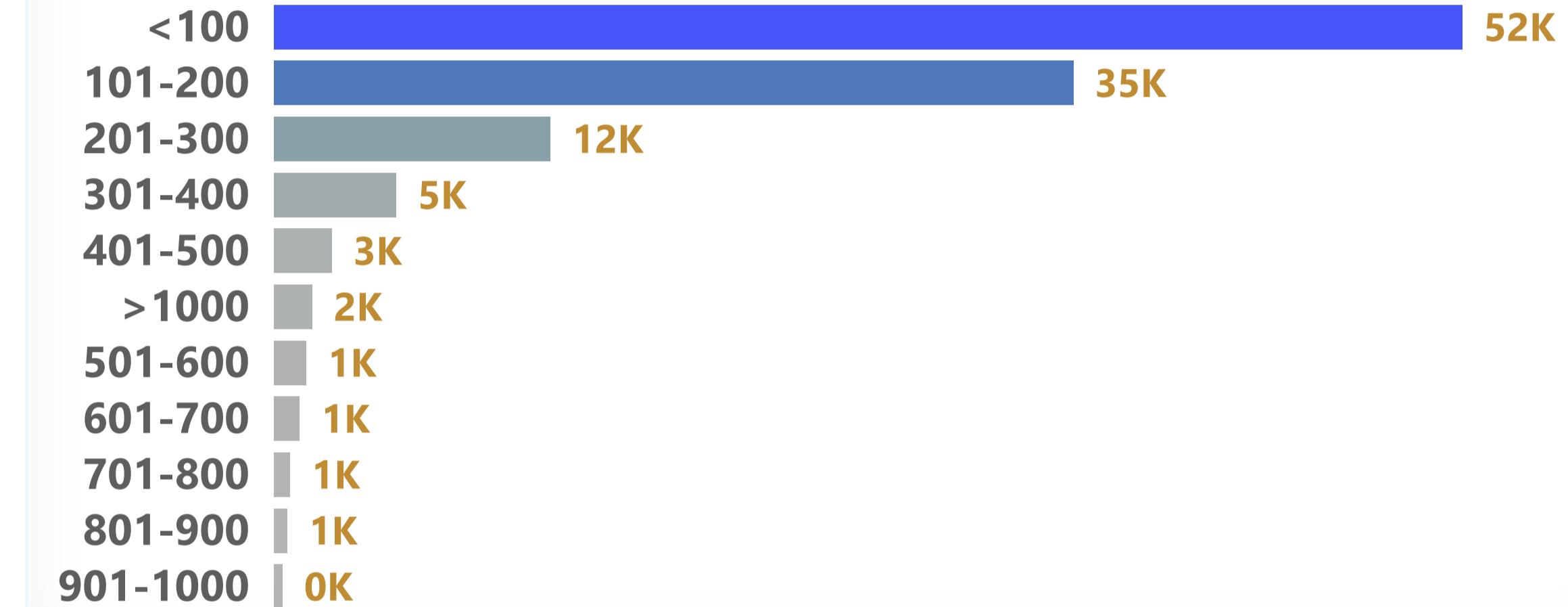
4071

City

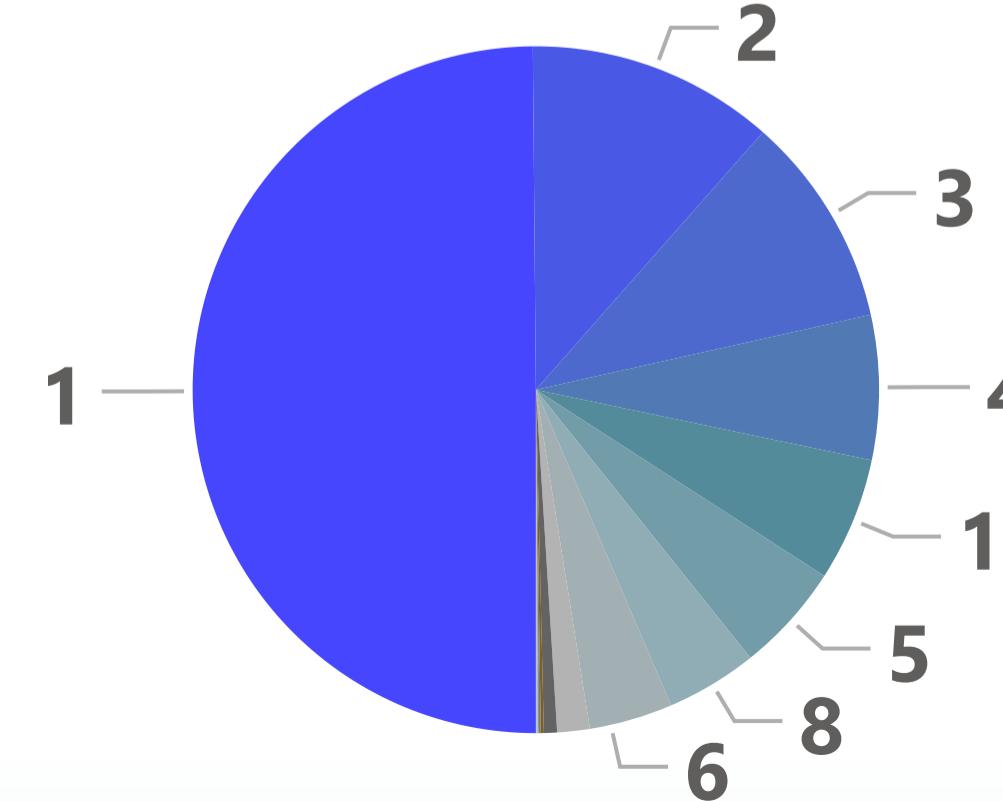
Payment Type



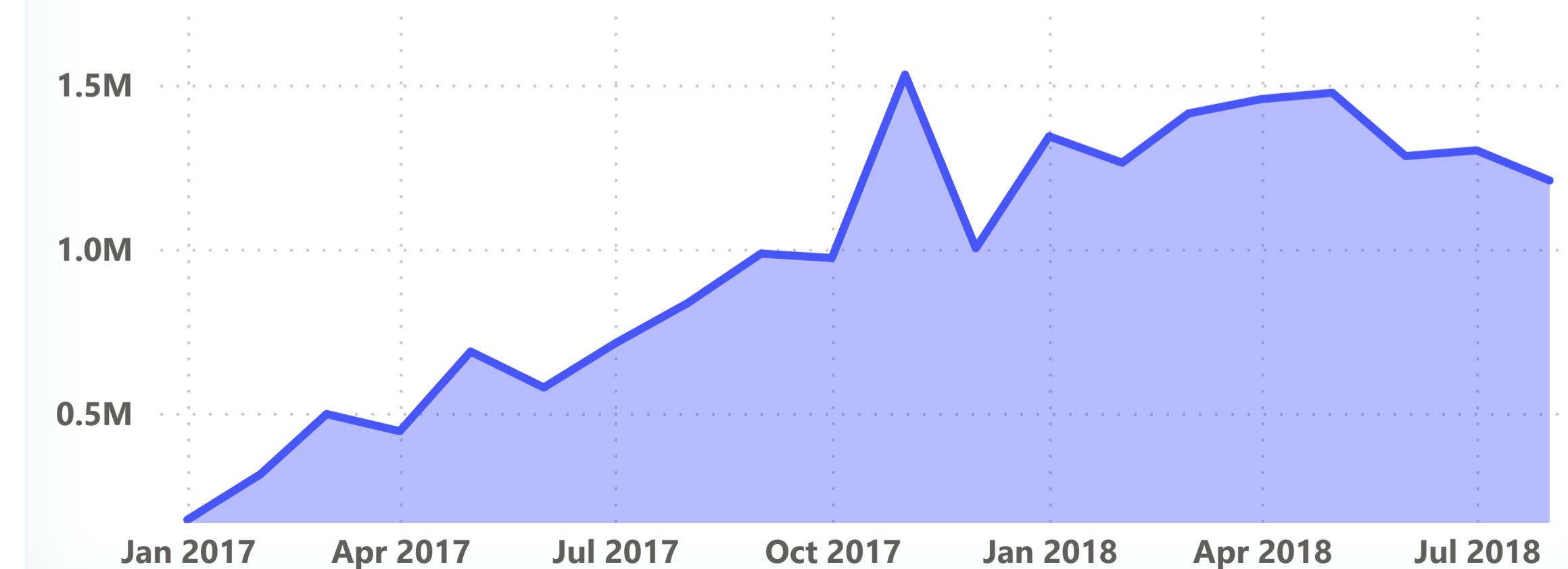
Distribution of Different Range of Amount



Payment Installment



Consumption



Rating

4.07

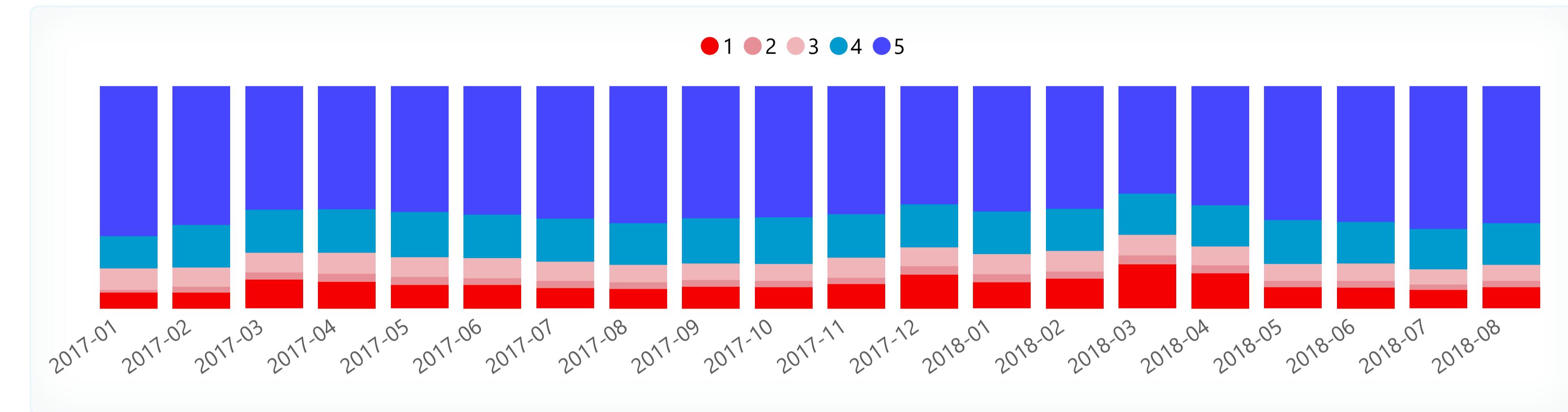
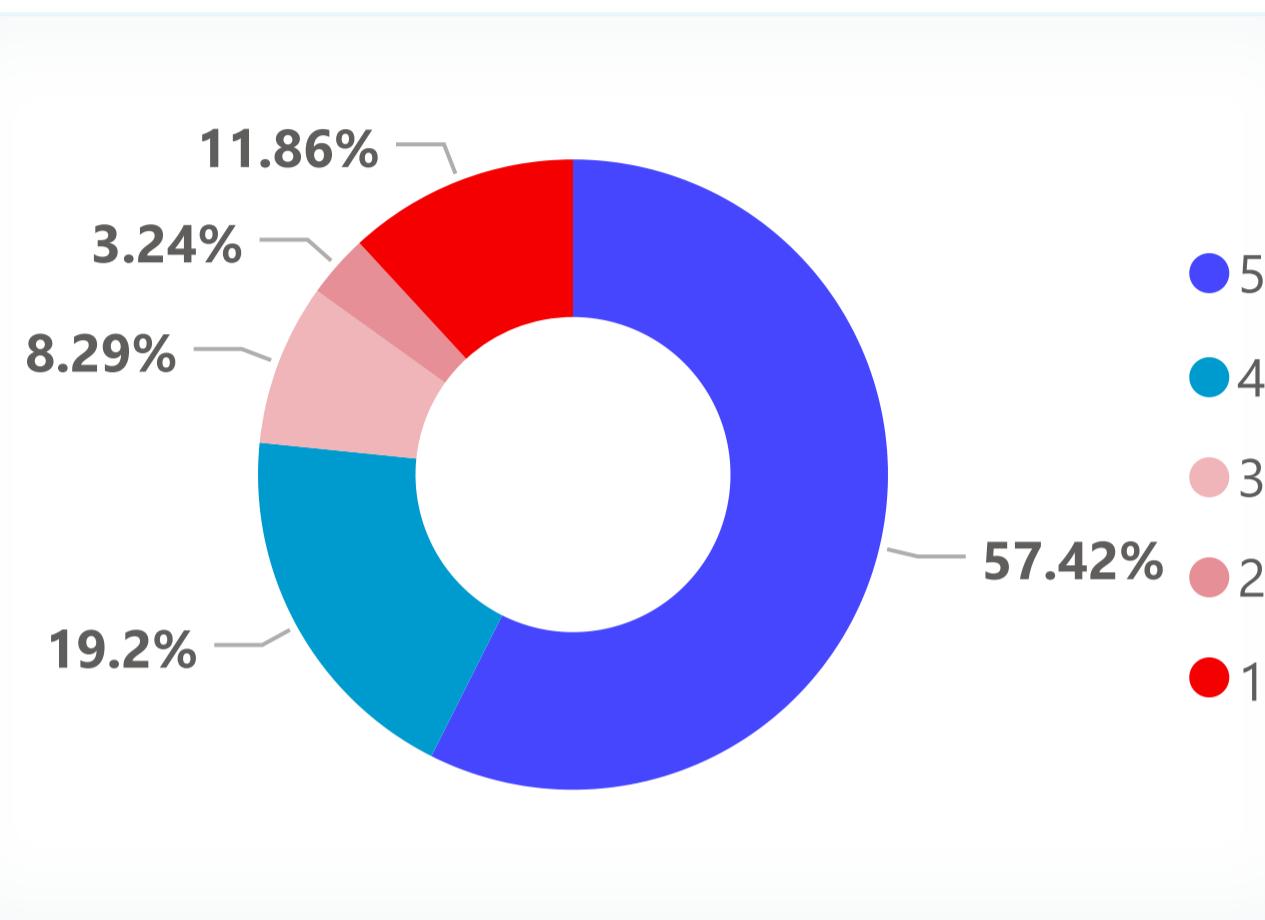
Average Rating

100000

Total Feedback

Year

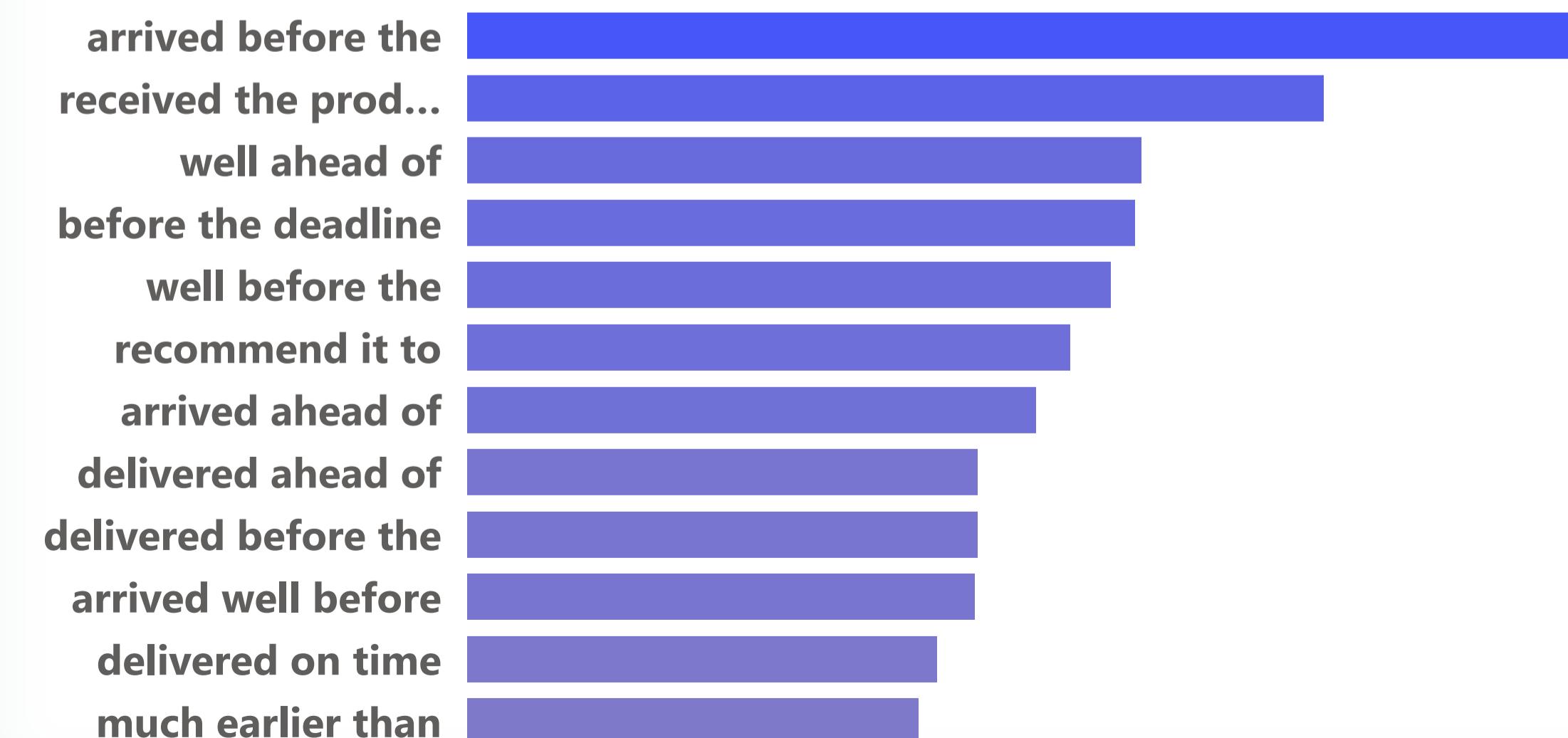
All



Average Rating in Category (Top 10)

health_beauty	housewares	computers_...	telephony
4.22	4.18		
toys	auto	4.07	4.04
4.22	4.14	furniture_d...	bed_bath_t...
sports_leisure	watches_gifts	4.04	3.98
4.22	4.11		

Common Words in 5-Stars Rating



Low Rating

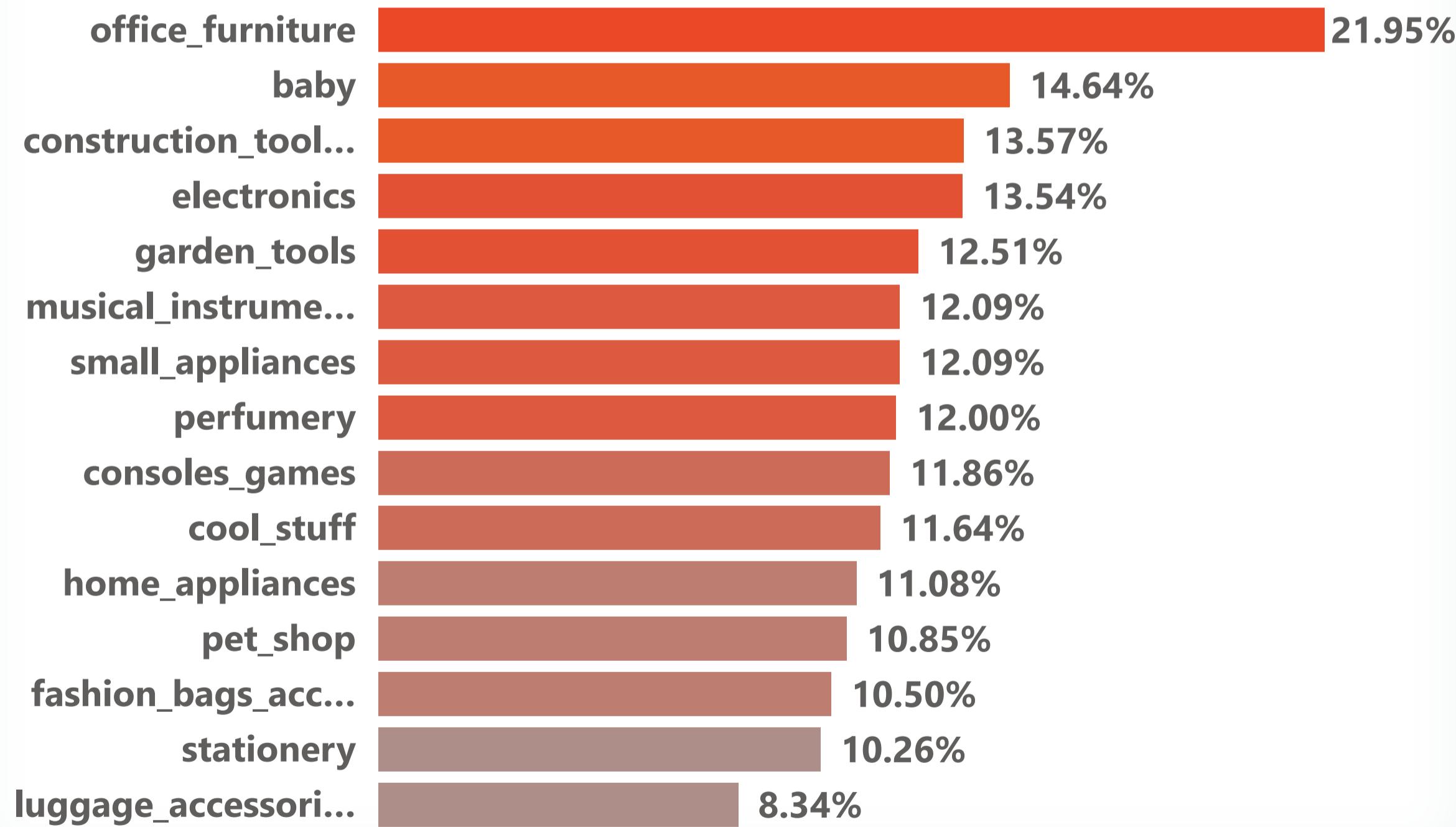
15093

Low Rating(rating <=3)

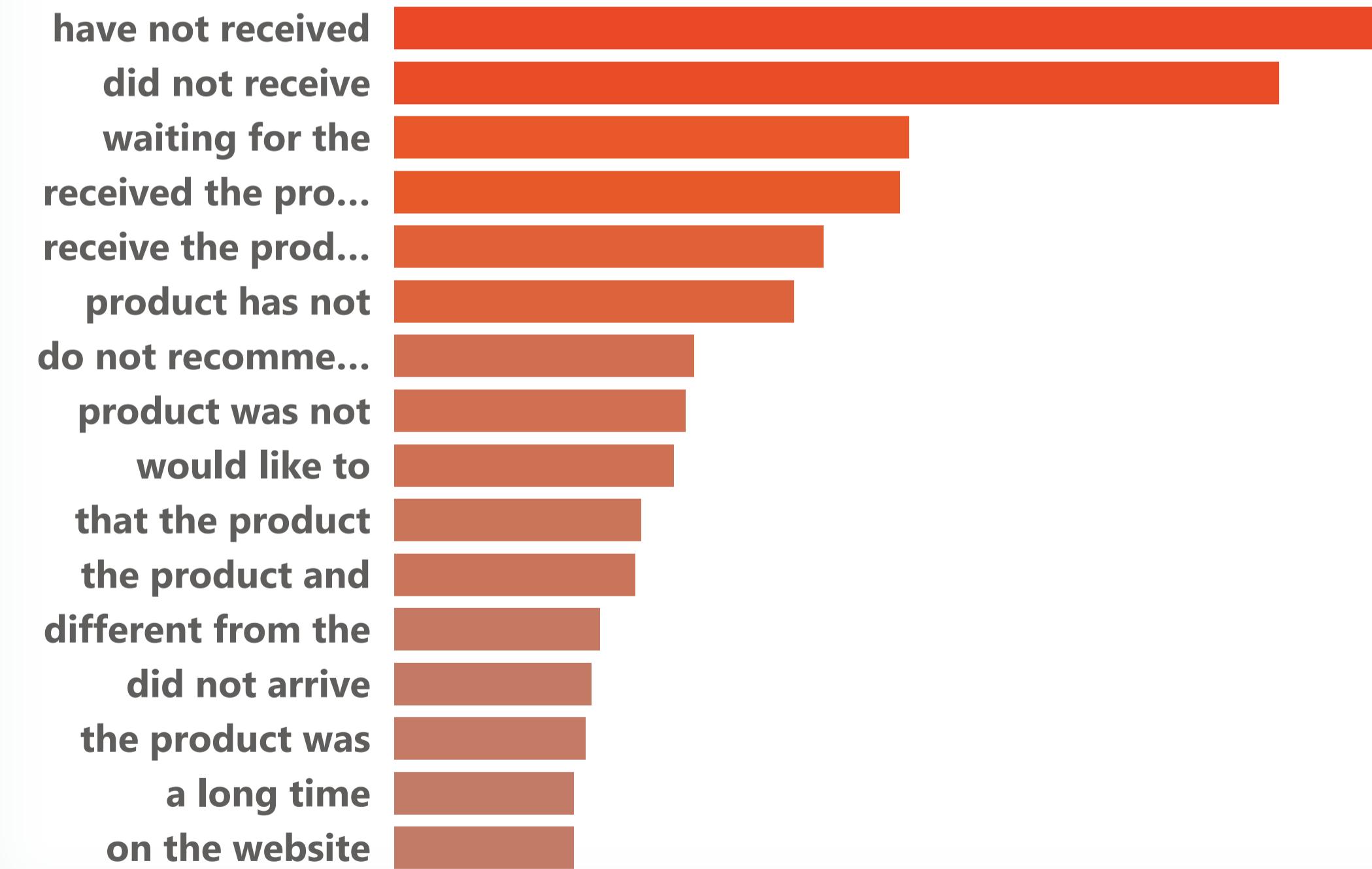
15.09%

Proportion of Low Rating

Proportion of Low Rating in Category



Common Words in 1-Star Rating



Delivery

10.39

Average Process Hour

2.71

Average Day to Carrier

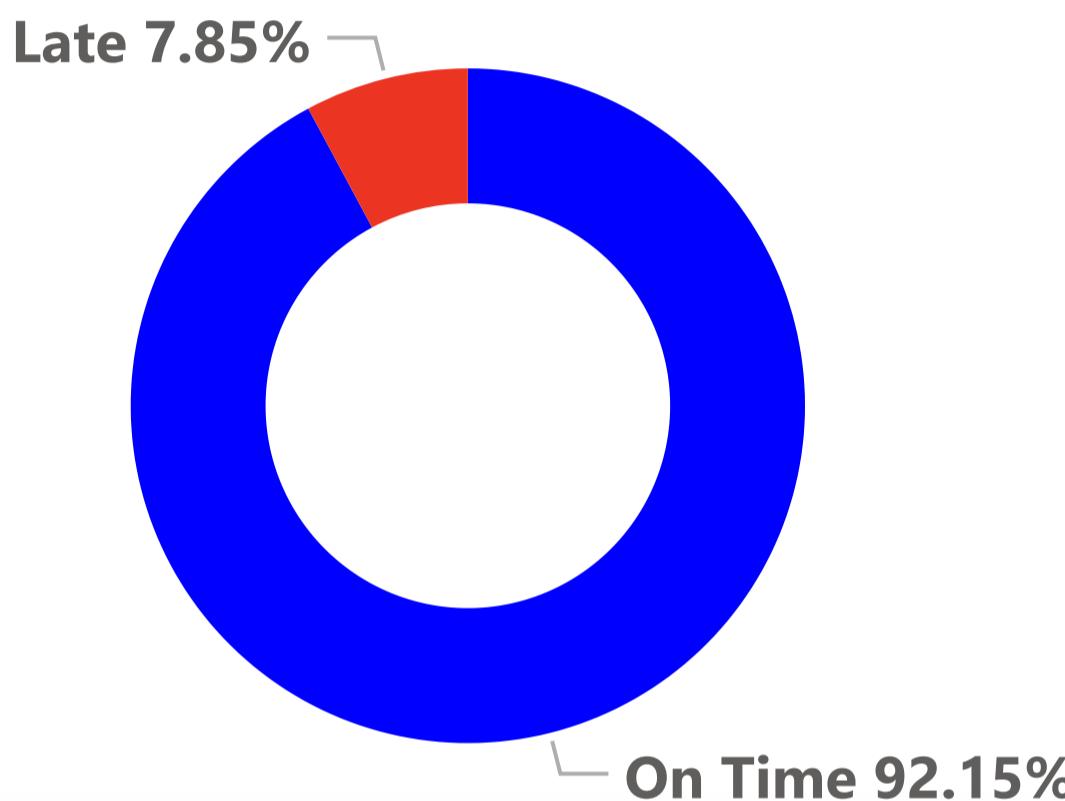
12.40

Average Day for Delivery

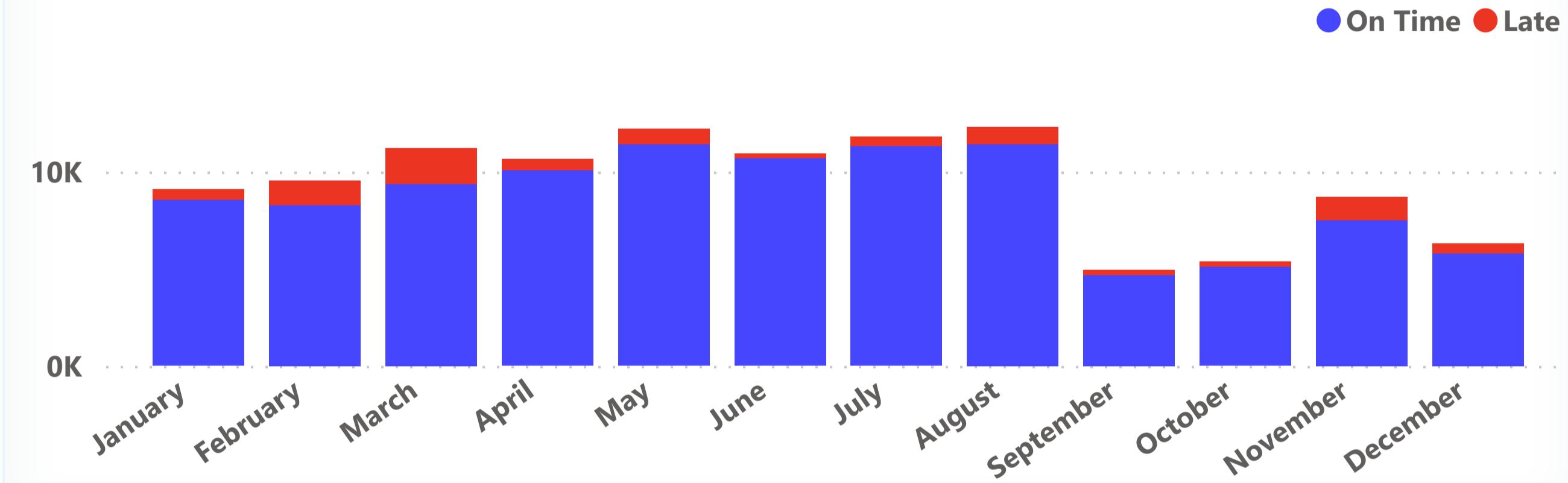
8873

Late Delivery

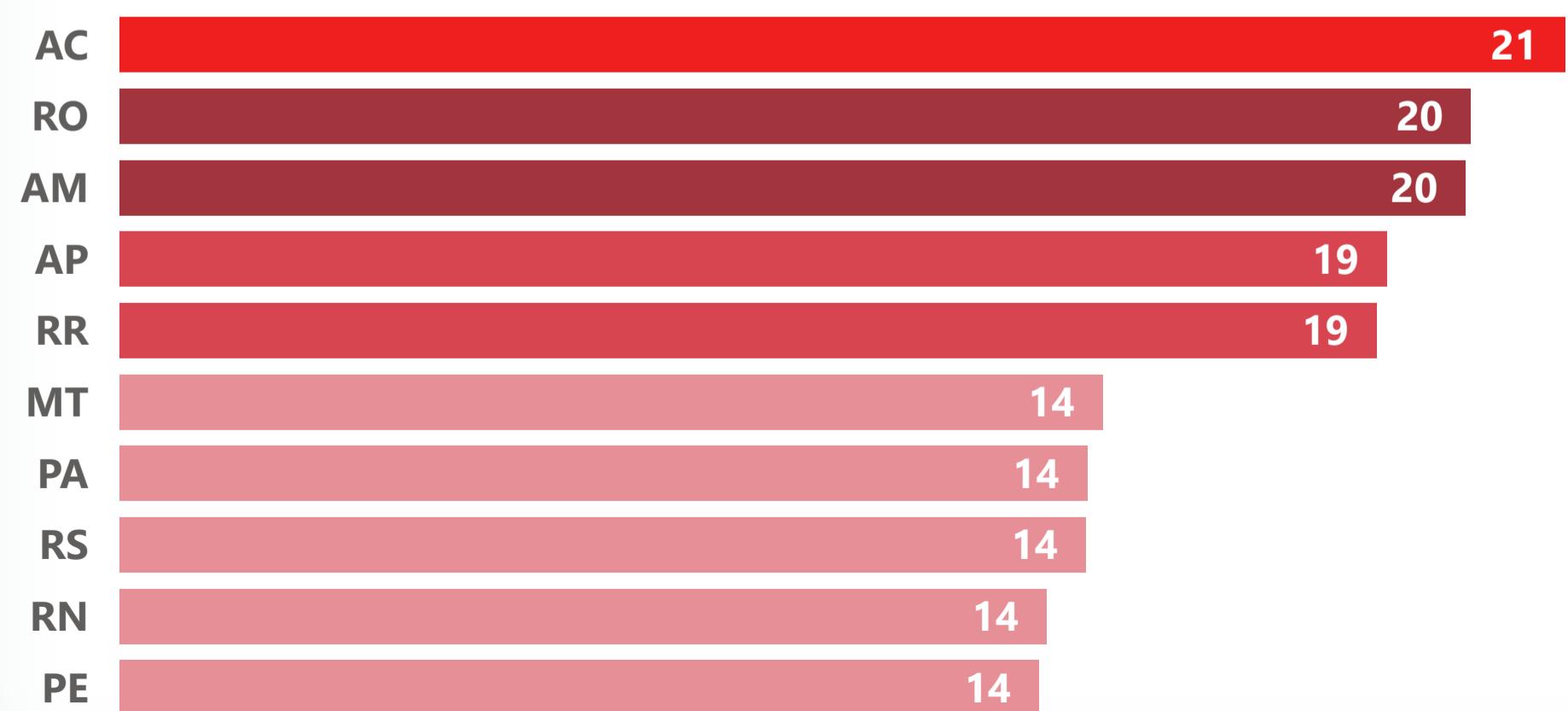
Delivery Status



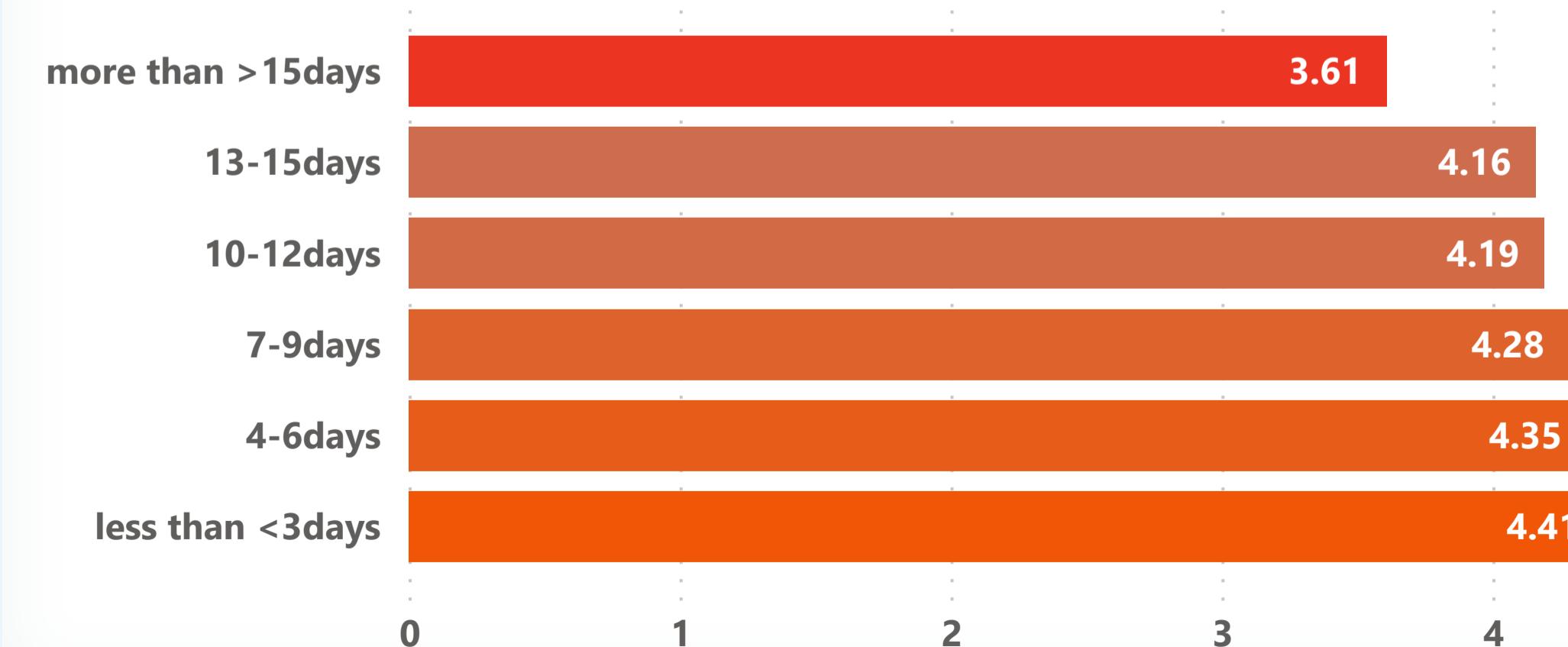
Delivery Status Proportion



Average Days on Delivery for State



Correlation Between Average Rating and Shipping Time



Freight

0.01

Lowest Freight

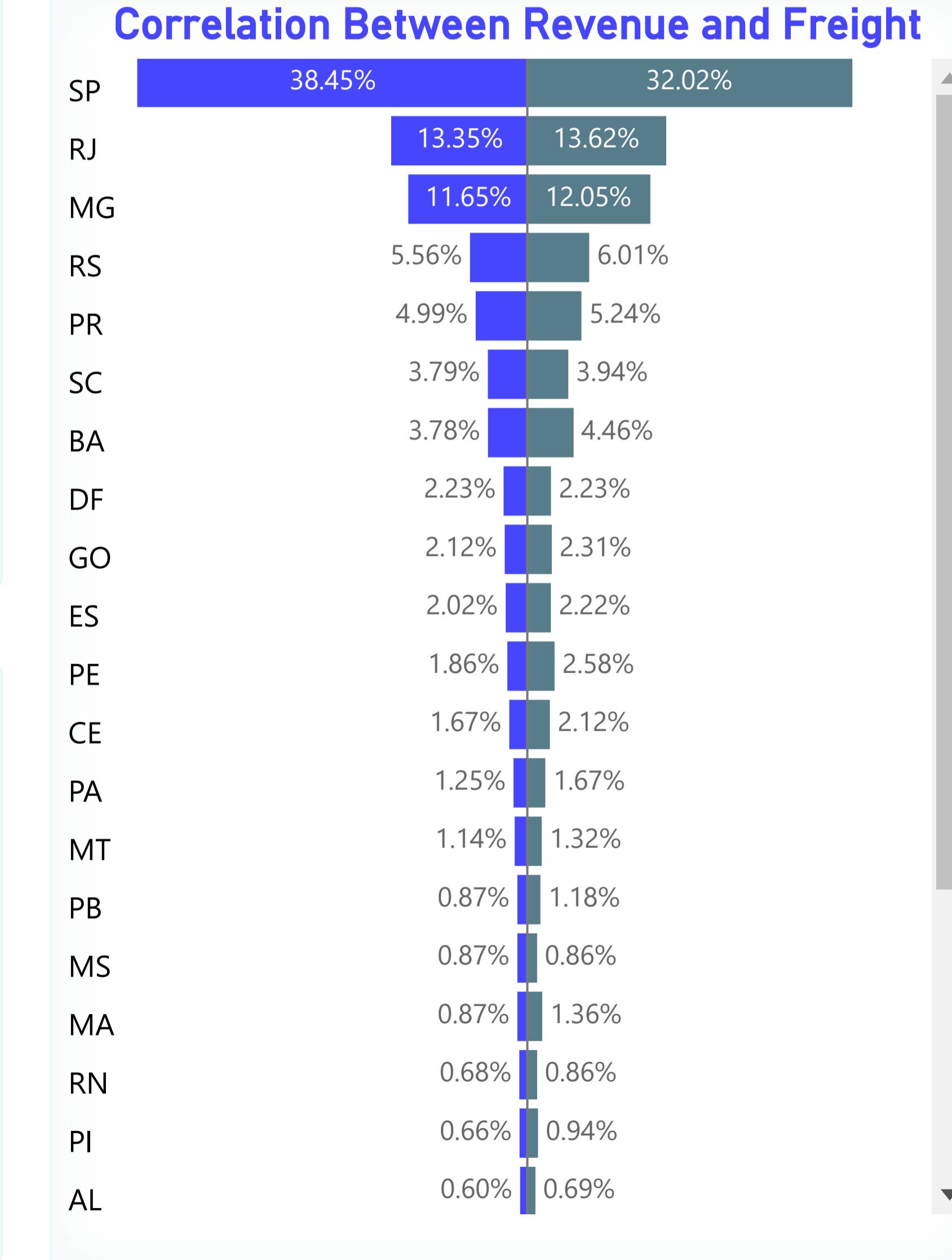
409.68

Highest Freight

20.03

Average Freight

Customer State	Average Freight	Average Order Amount
SP	15.19	109.48
PR	20.59	117.78
MG	20.68	120.02
RJ	21.13	124.25
DF	21.17	127.39
SC	21.52	124.05
RS	21.70	120.45
ES	21.97	120.34
GO	22.62	124.75
MS	23.48	142.62
BA	26.21	133.11
MT	28.00	145.05
CE	32.50	153.91
PE	32.52	140.66
AM	33.00	132.14
AP	34.24	163.31
RN	35.43	167.85
PA	35.45	159.87
AL	35.85	185.84
SE	36.78	152.53
MA	38.64	147.42
PI	39.25	163.50
TO	40.09	165.45
AC	40.21	184.14
RO	41.26	167.01
PR	43.76	192.91



RFM Model



A three - month timeline

2016-9-1

2018-8-31



High - Value

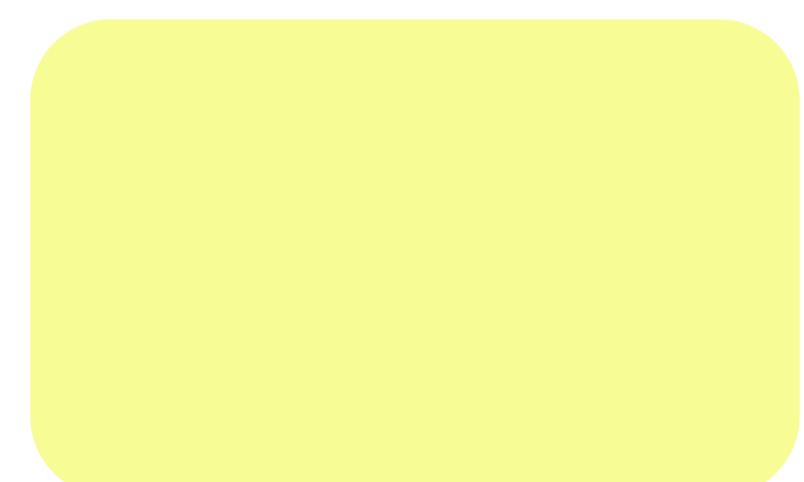
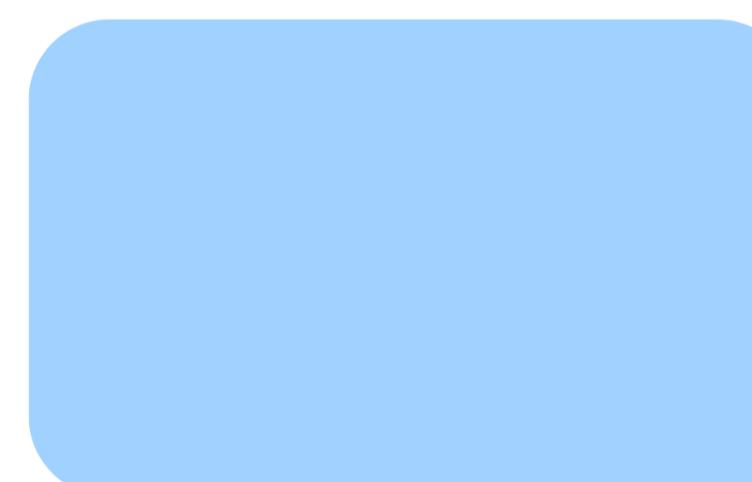
Low - Value

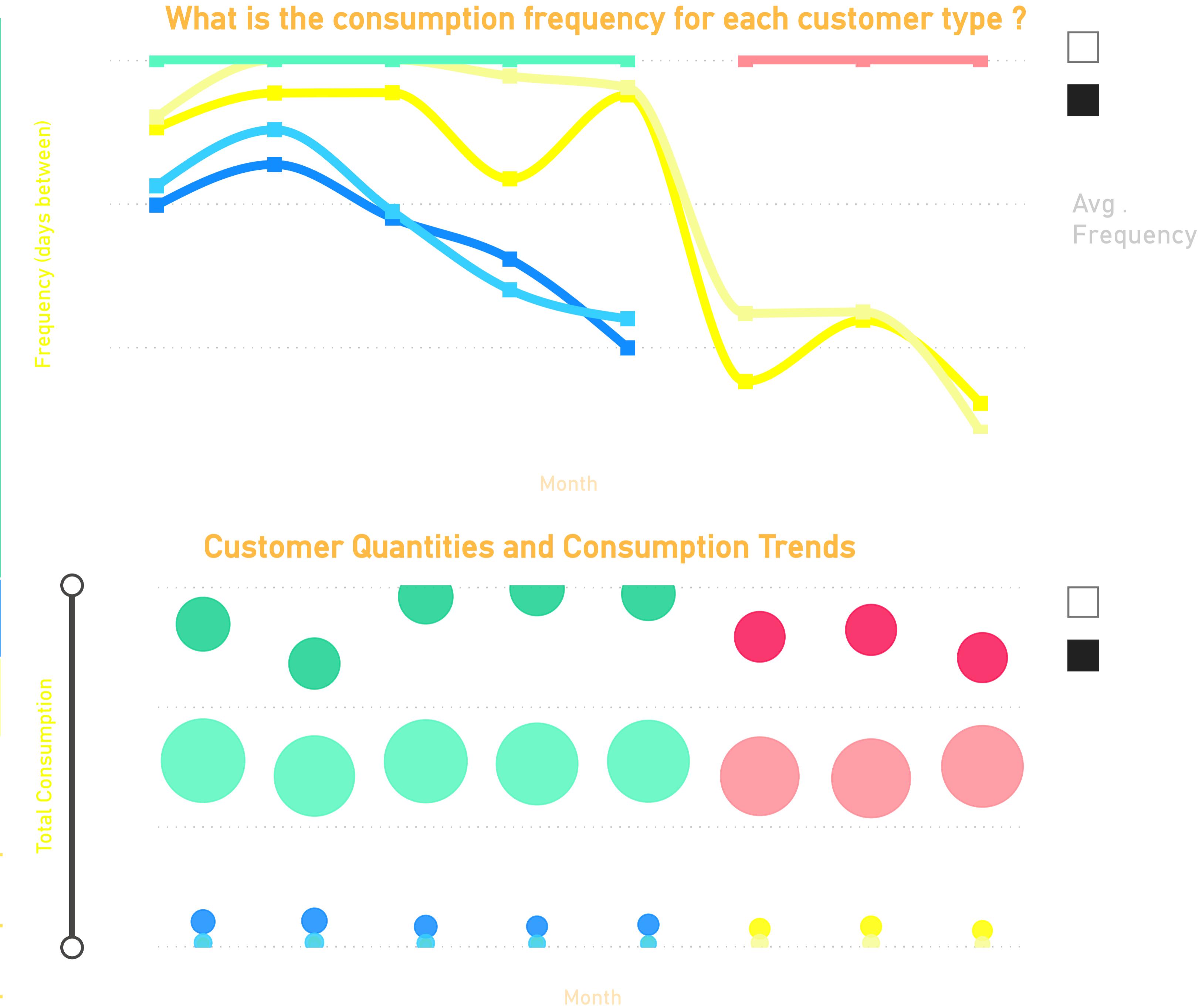
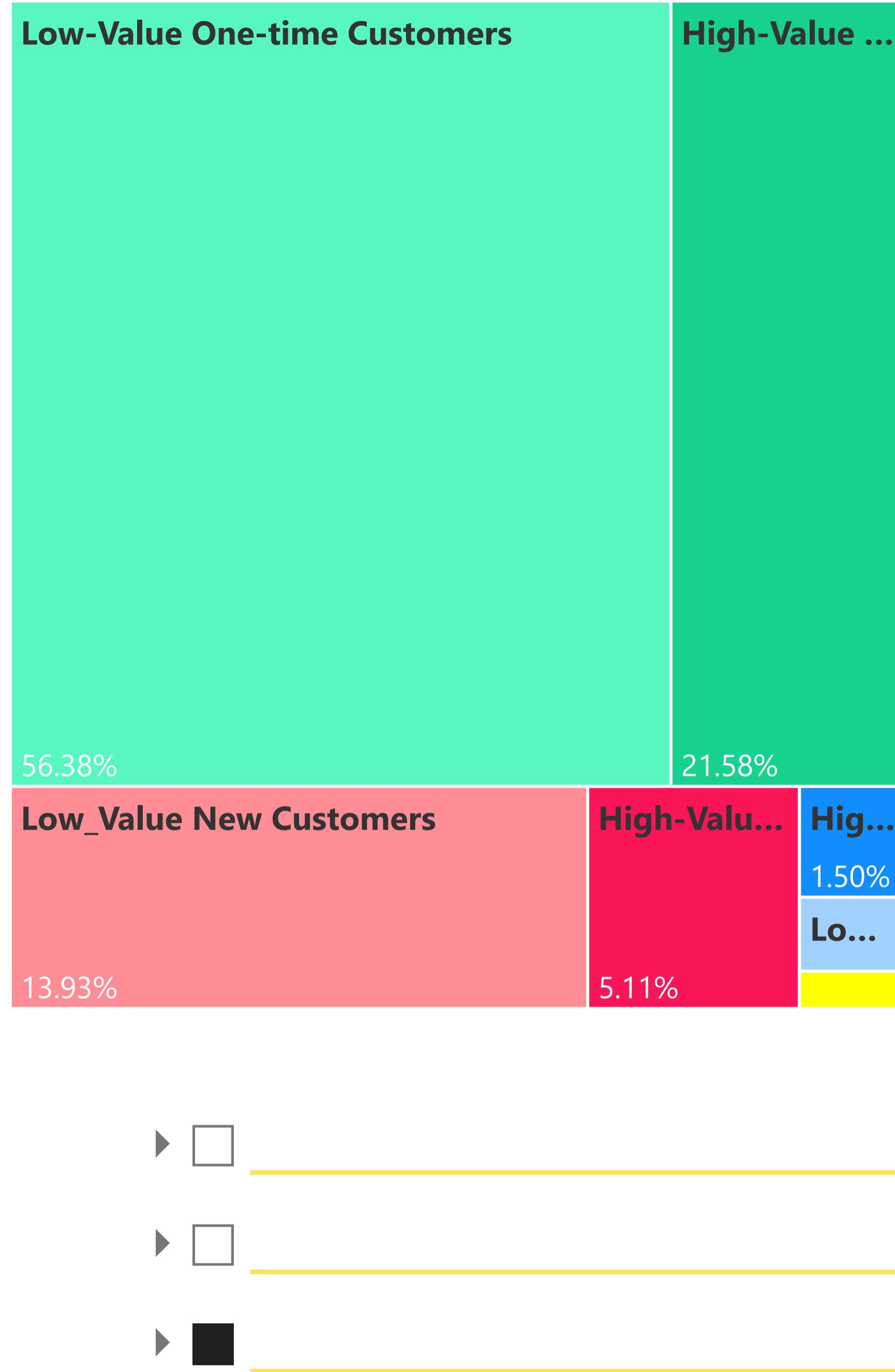
One-time Customers

Churned Customers

New Customers

Gold Customers





High-Value One-time Customers



What are the customers' product preferences ?

bed bath table

131 2338

computers accessories

77 2228

watches gifts

78 2205

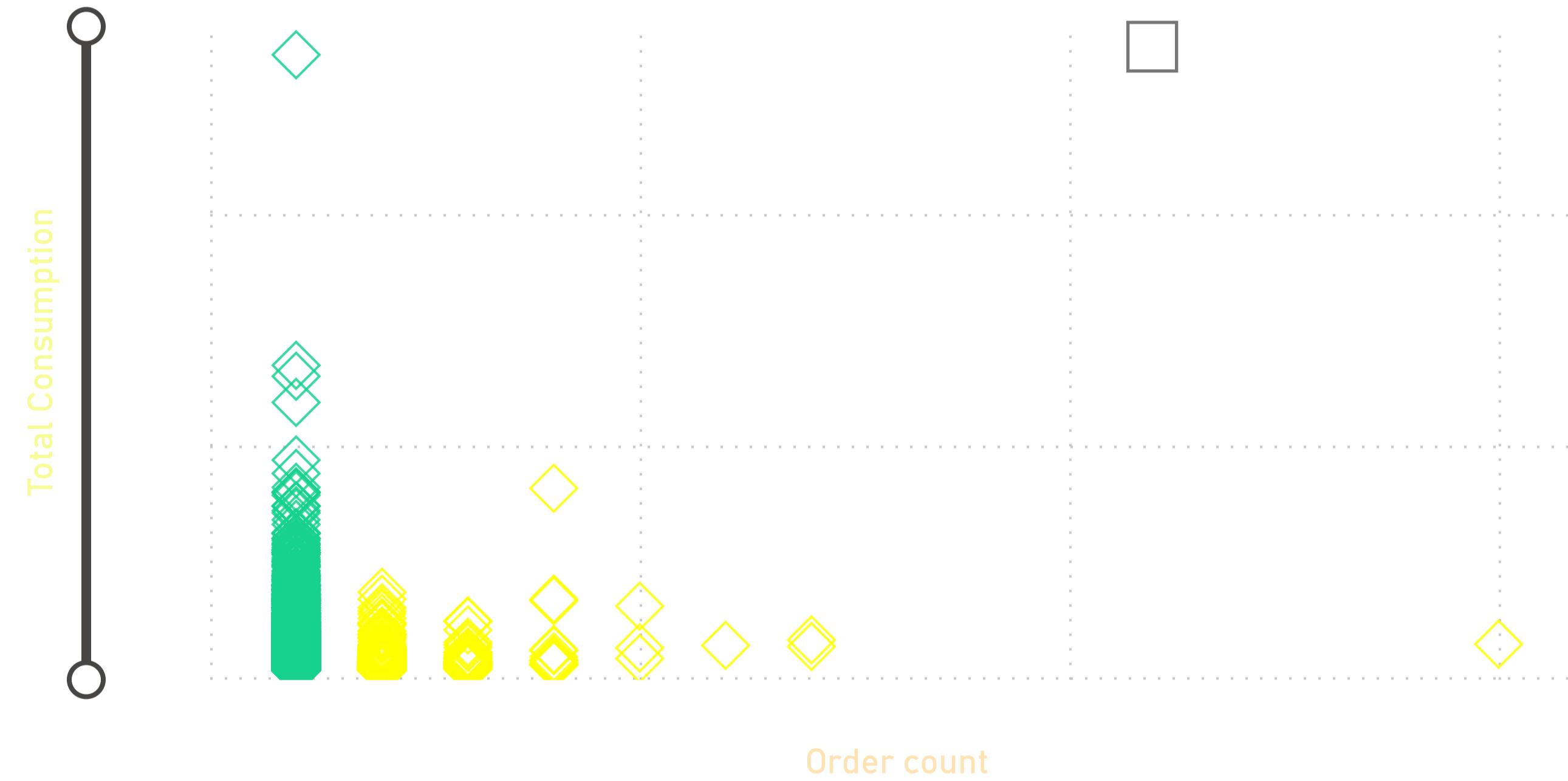
health beauty

90 1860

sports leisure

81 1825

Customer/Order Distribution



What made our customer unsatisfied?

**** Base on on rating ****

- 1-2 stars consider as unsatisfied
- 3 stars consider as neutral
- 4-5 stars consider as satisfied

Year

2016

2018

2017



Key influencers Top segments

What influences Customer Satisfaction to be Unsatisfied ▼ ?

When...

**Delivery is Late or on Time
is Late**

Month is March

Customer State is AM

Sum of Payment Value is
more than 217.57

Customer State is PA

Customer State is AL

Sort by: Impact Count

....the likelihood of
Customer Satisfaction being
Unsatisfied increases by

4.14x

1.84x

1.83x

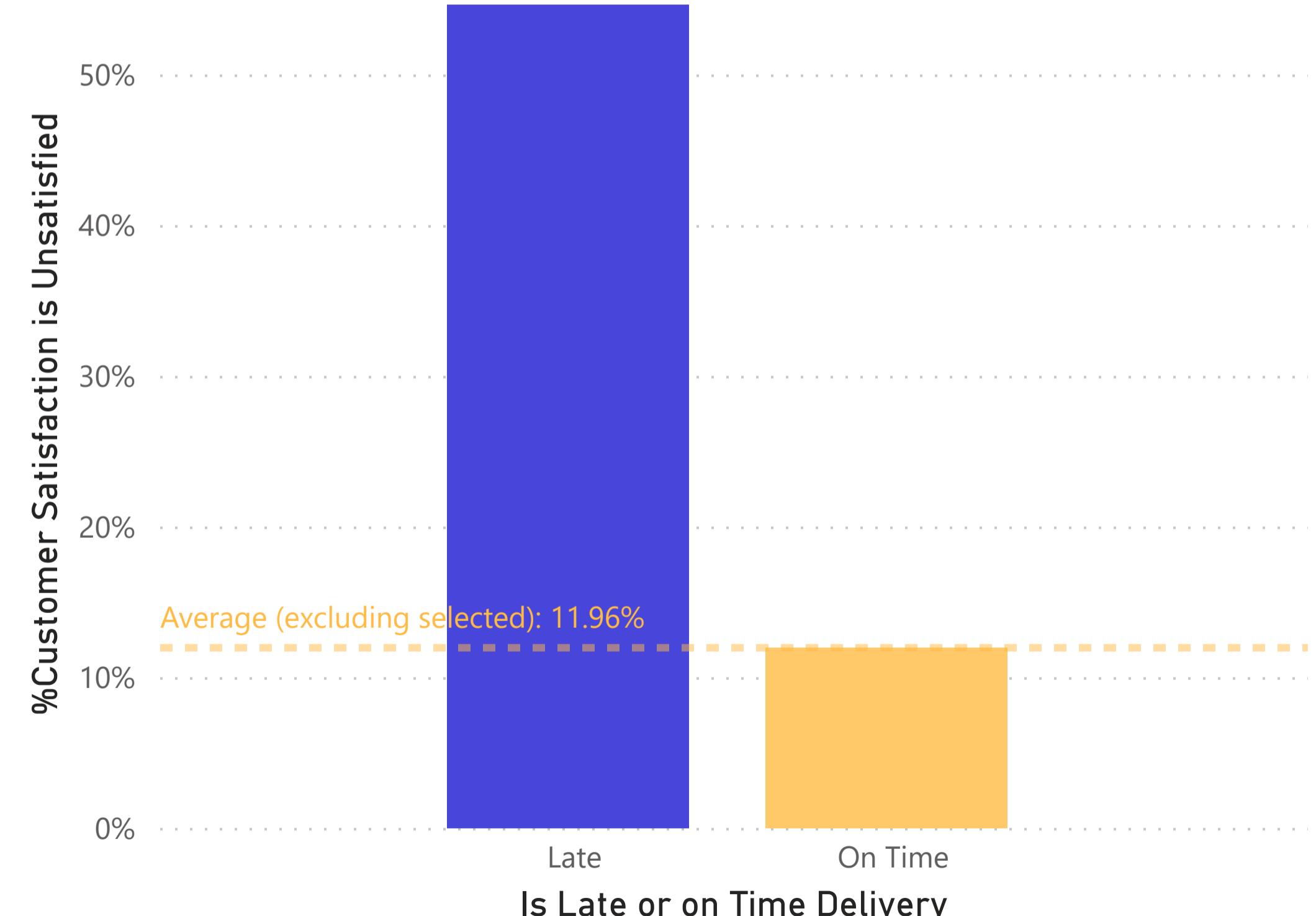
1.67x

1.65x

1.53x

1.50x

← Customer Satisfaction is more likely to be Unsatisfied when Delivery is Late or on Time is Late than otherwise (on average).



**** Base on on rating ****

1-2 stars consider as unsatisfied

3 stars consider as neutral

4-5 stars consider as satisfied

