



# list E-commerce Dashboard

Approved

Canceled

Created

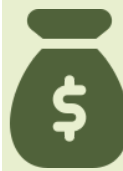
Delivered

Invoiced

Processing

Shipped

Unavailable



R\$ 16,008,872.12

Revenue



R\$ 2,251,909.54

Delivery Fee



99441

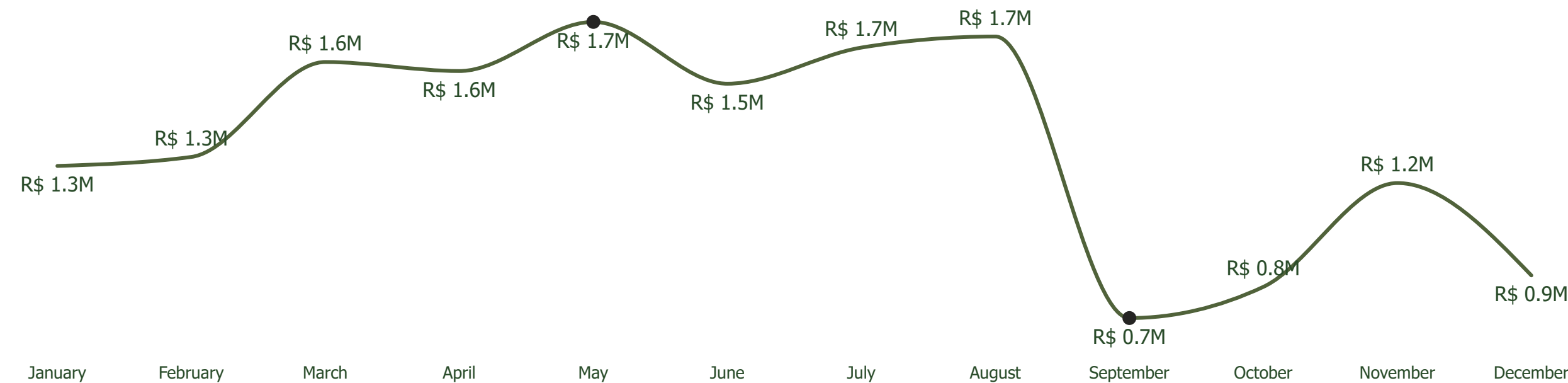
Orders

2016

2017

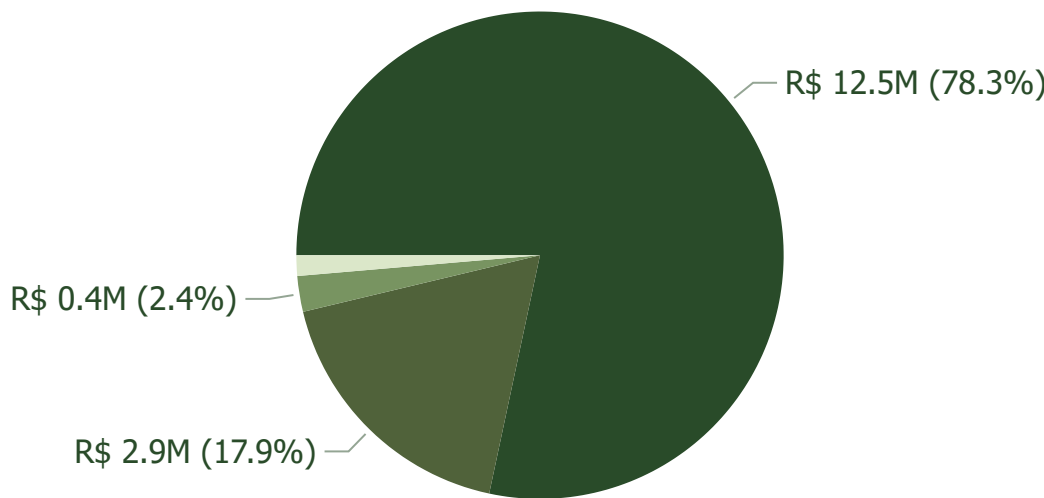
2018

Revenue Trend



Revenue by Payment Type

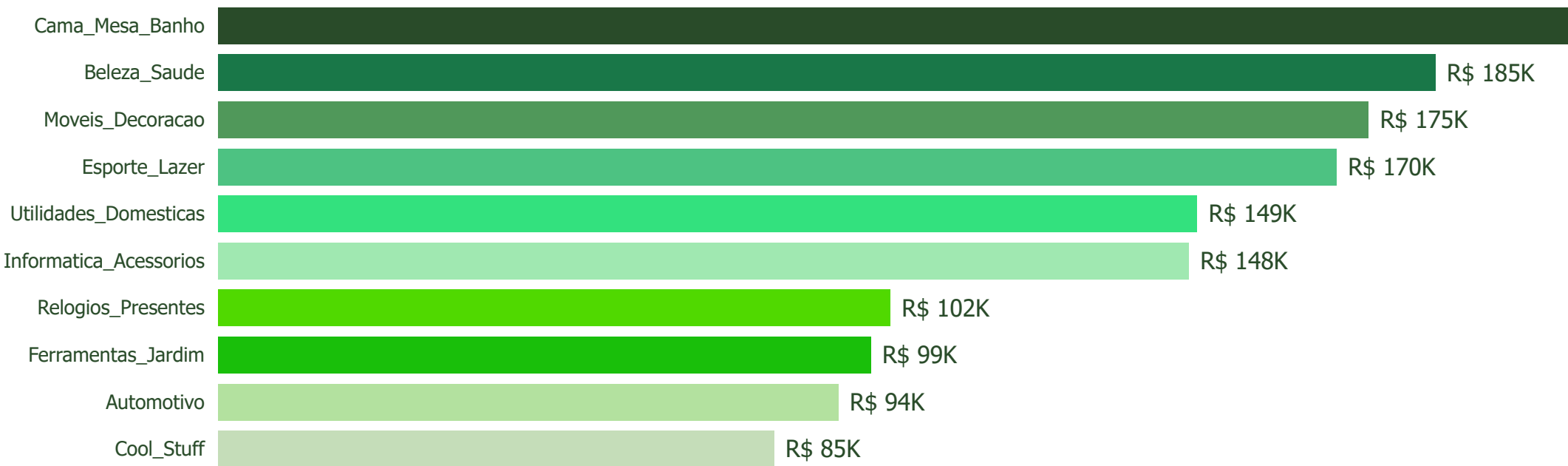
- Credit Card
- Boleto
- Voucher
- Debit Card
- Not Defined



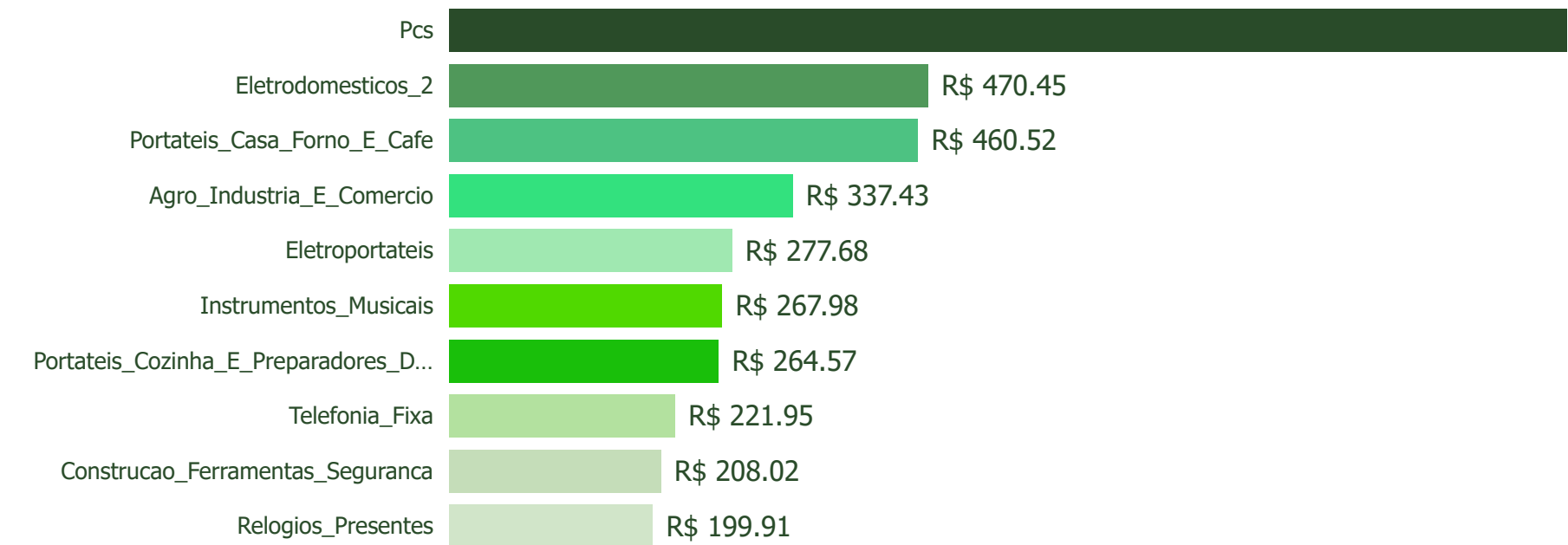
Revenue by Top 10 Customer State



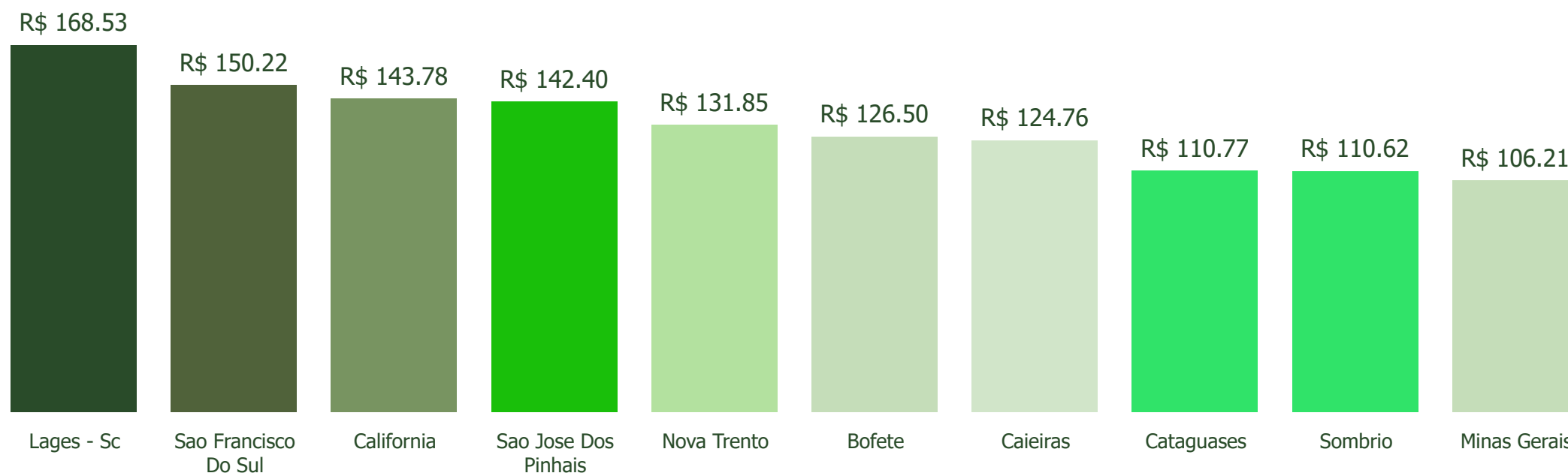
Top 10 Product Category by Total Delivery Fee



Average Price by Top 10 Product Category

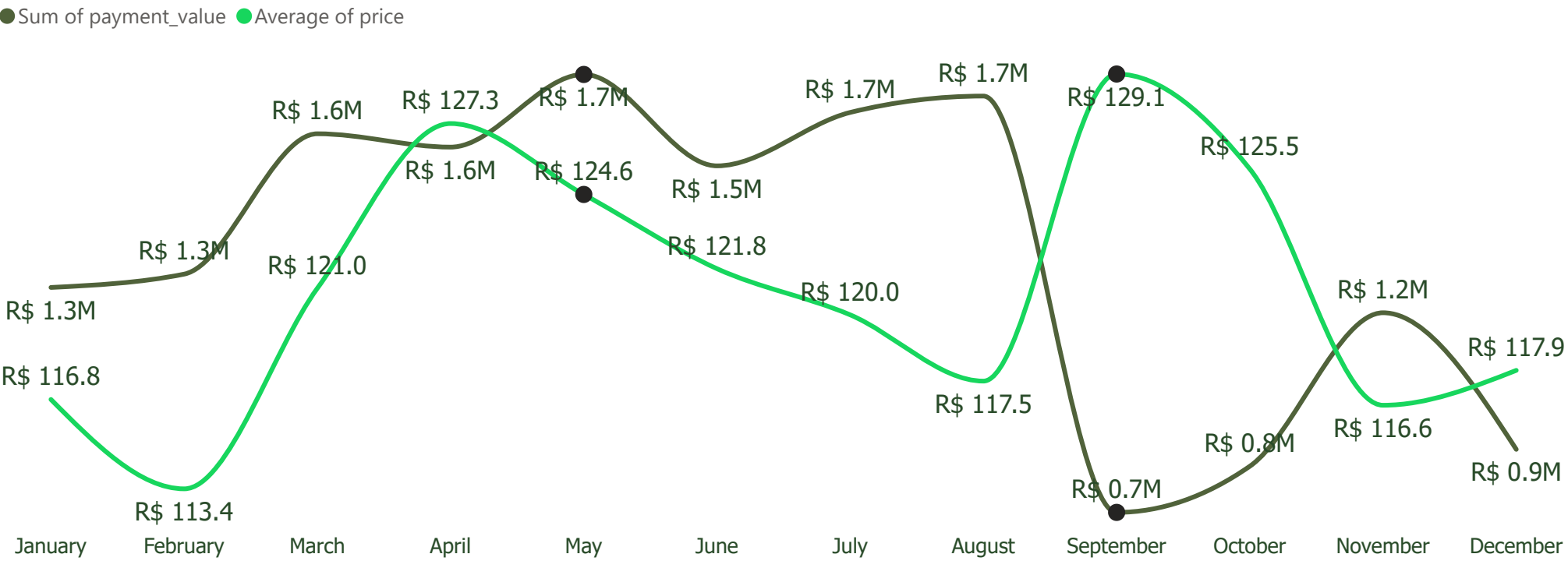


Average Delivery Fee by Top 10 Seller City



# Revenue and Pricing Analysis

Revenue and Price Trend



Focus on replicating the high revenue performance seen in May, which had the highest total revenue at R\$1.75M and an average product price of R\$124.58. Investigate the reasons behind the lowest total revenue in September despite the highest average product price of R\$117.51, and monitor pricing trends to align products and marketing with periods of peak demand.

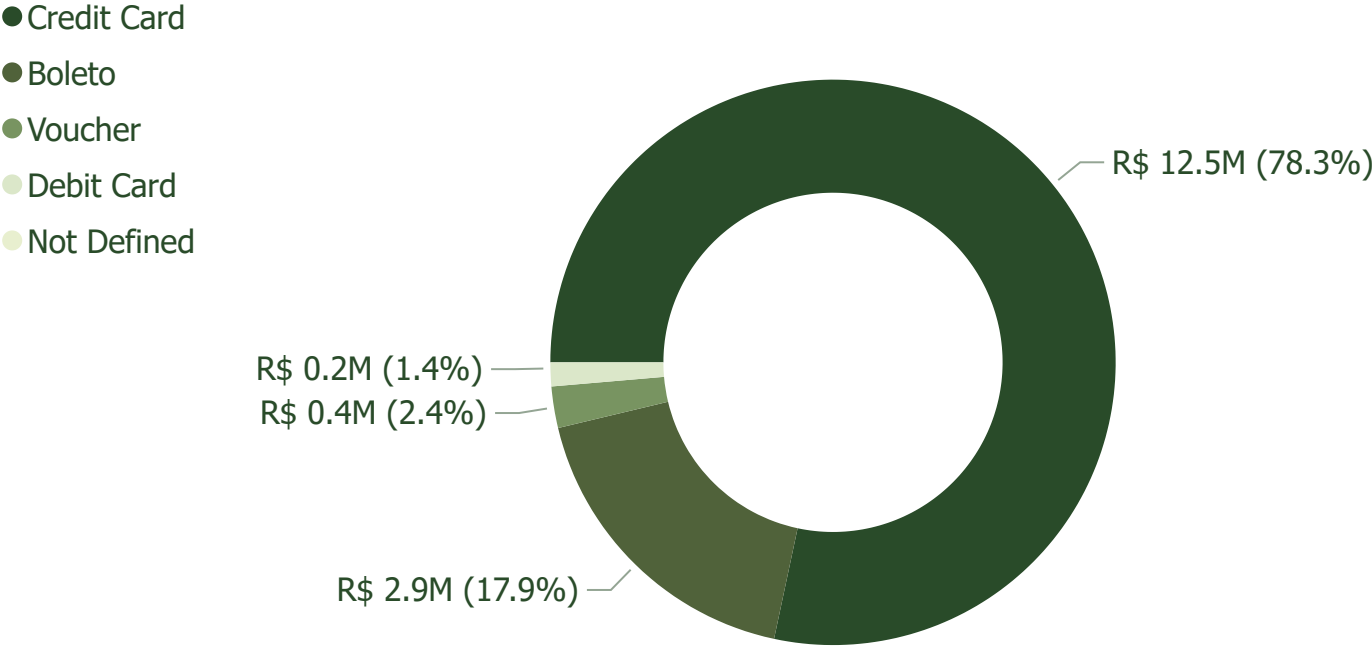
Consider adjusting pricing and product selection around February when average prices were lowest at R\$113.4 to drive revenue during slower periods.

The key takeaway is that the Credit Card payment method is the dominant contributor, accounting for about 78.3% of total revenue. This suggests that Olist should continue to focus on optimizing the credit card payment experience and potentially explore ways to further incentivize or promote credit card usage among its customers.

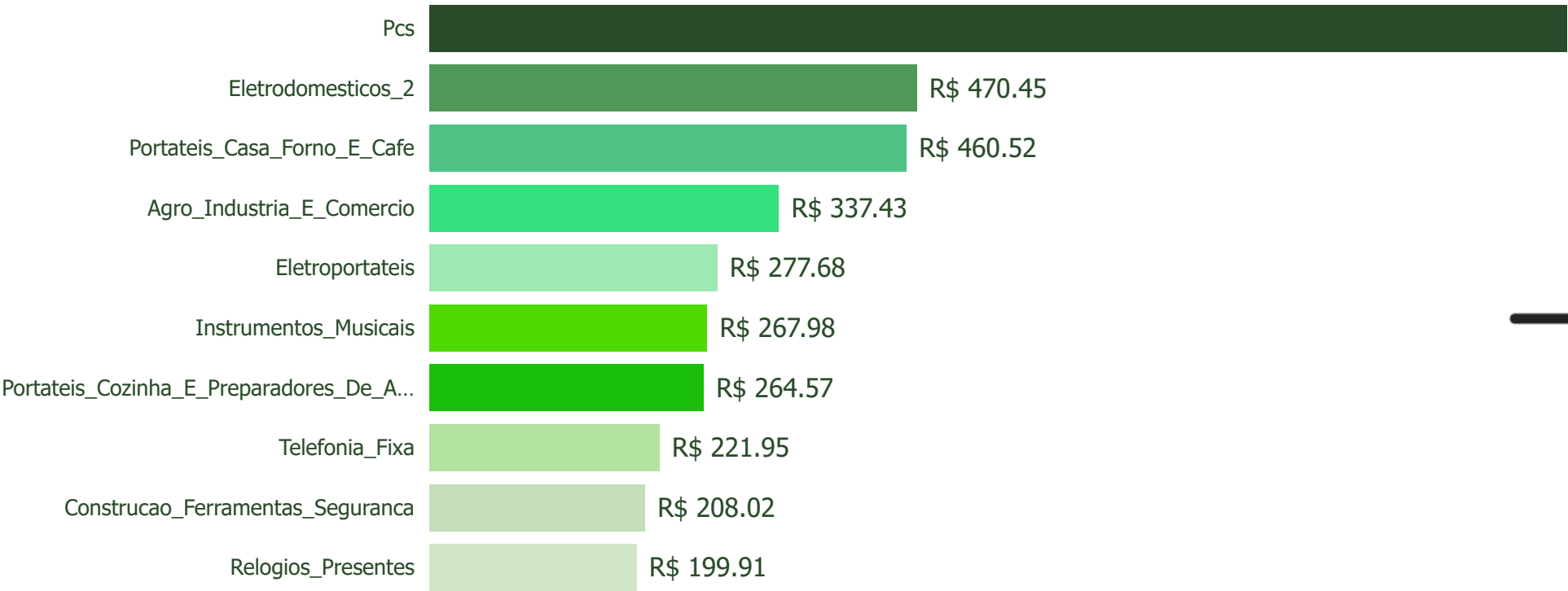
At the same time, Boleto, which accounts for 17.9% of revenue, is also an important payment method that Olist should continue to support and potentially look for ways to increase adoption.

The Voucher and Debit Card payment methods contribute a smaller portion of revenue at 2.4% and 1.4% respectively. Olist may want to evaluate whether investing resources into growing these payment methods would be worthwhile, or if the focus should remain on the top revenue generators - credit card and Boleto.

Revenue by Payment Type



Average Price by Top 10 Product Category



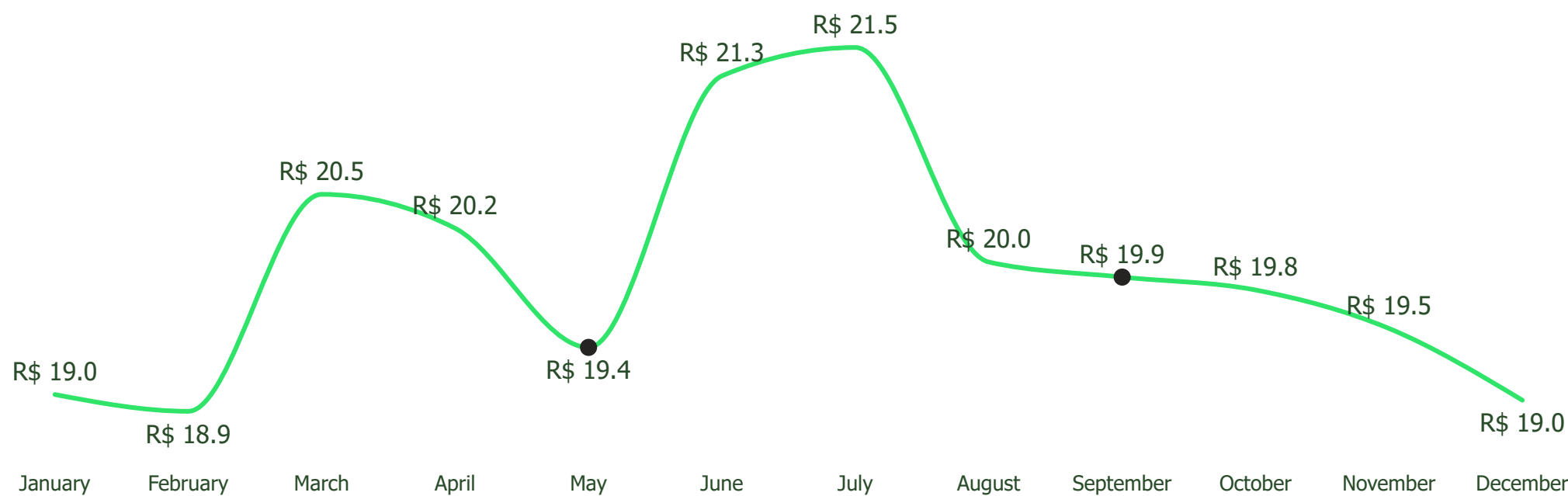
For the top 10 product categories, the most expensive on average is PCs with an average price of R\$1,098.34. This is followed by Eletrodimeesticos\_2 with an average price of R\$470.45. The least expensive on average is Relogios\_Presentes with an average price of R\$199.91.

A simple recommendation would be that the higher-priced categories could represent opportunities for Olist to generate more revenue.

Additionally, the Relogios\_Presentes category has the lowest average price at R\$199.91. This could indicate a high-volume, lower-margin product segment.

# Delivery Fee Analysis

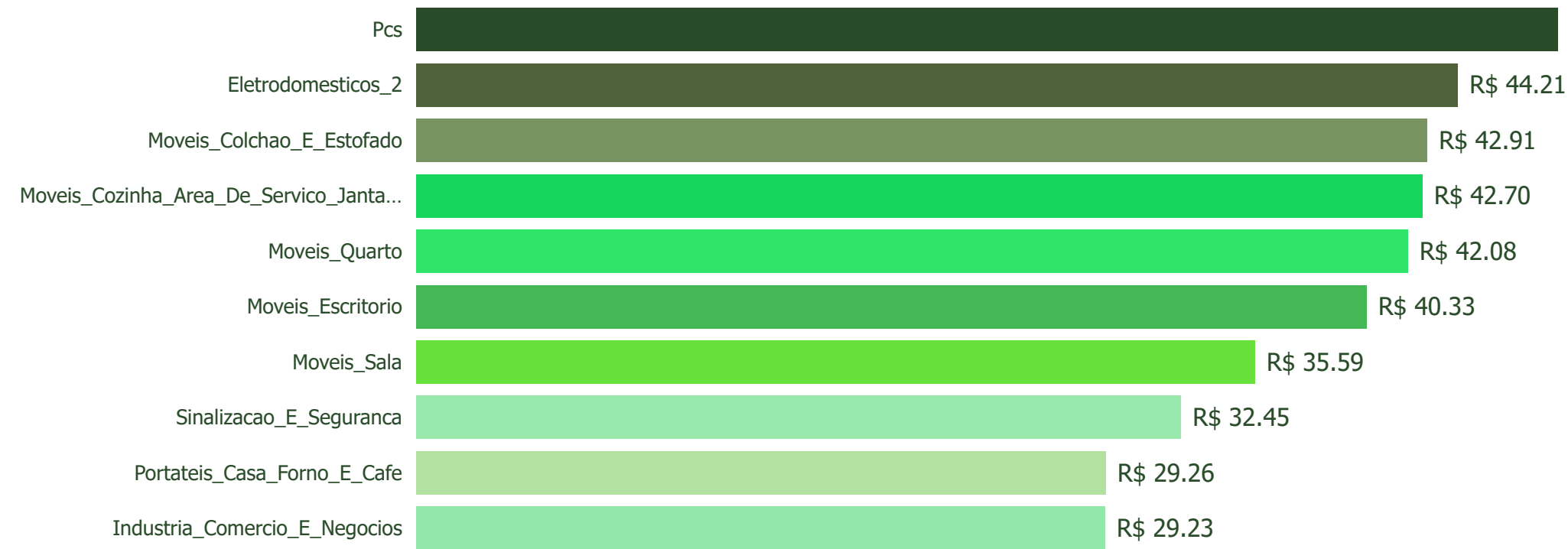
Average Delivery Fee Trend



The delivery fee trend shows that July had the highest total delivery fee paid at R\$21.55, while February had the lowest at R\$18.88. Olist should analyze the factors contributing to the higher delivery fees in July, such as order volume, average order size, or geographic distribution, and look for ways to replicate those successful strategies.

Additionally, Olist should investigate the reasons behind the lower delivery fees in February to understand if there are opportunities to optimize delivery costs and margins during slower periods.

Top 10 Product Category by Average Delivery Fee



The PCs category has the highest average delivery fee at R\$48.45, followed by Eletrodomesticos\_2 at R\$44.21, while Industria Comerico E Negocios has the lowest average delivery fee at R\$29.23.

Olist should further analyze the factors driving the higher delivery costs for the PCs and Eletrodomesticos\_2 categories, such as product size, weight, or shipping distance, and explore ways to optimize the delivery fees or adjust pricing accordingly.

Additionally, Olist may want to prioritize strategies to reduce delivery costs for the lower-margin categories like Industria Comerico E Negocios to improve overall profitability.

Total Delivery Fee by Top 10 Customer State



Sao Paulo had the highest total delivery fee of R\$718.7k, followed by Rio de Janeiro at R\$305.6k, while Distrito Federal had the lowest total delivery fee of R\$50.63k.

Olist should further analyze the customer demographics and buying patterns in the high-delivery-fee states like Sao Paulo and Rio de Janeiro to identify opportunities to optimize delivery logistics and costs, potentially through strategic partnerships or expanded fulfillment capabilities.

Additionally, Olist may want to explore ways to drive greater sales and customer acquisition in the lower-delivery-fee states like Distrito Federal, which could improve overall profitability.

# Location Demography Analysis

Among the top 10 customer states, Paraiba had the highest average product price at R\$191.48, followed by Alagoras at R\$180.89, while Ceara had the lowest average price at R\$153.76.

Olist should investigate the factors driving the higher average prices in states like Paraiba and Alagoras, such as product mix, customer demographics, or regional pricing strategies, and consider implementing similar approaches in other high-potential states.

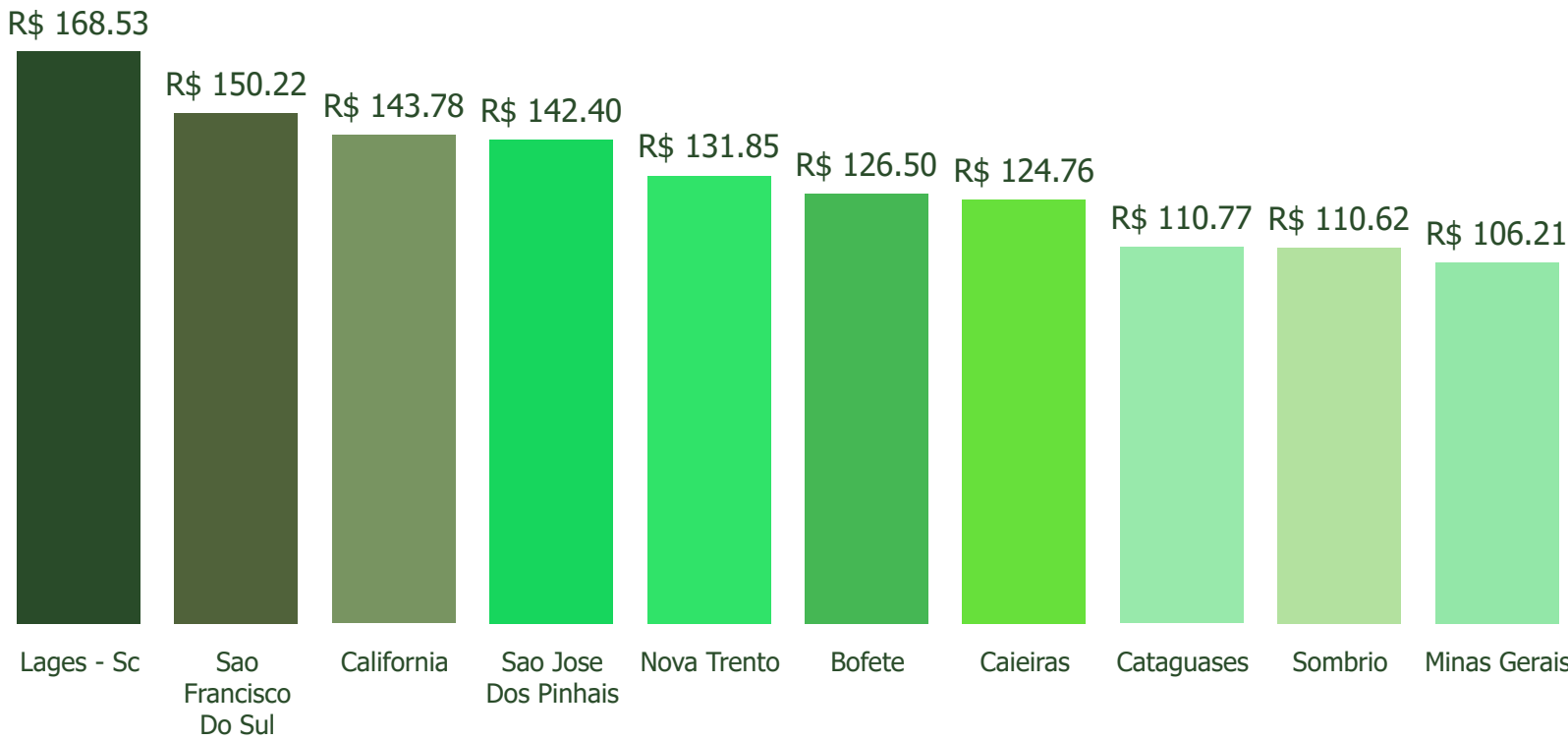
Additionally, Olist may want to analyze the reasons behind the lower average prices in Ceara and explore opportunities to optimize pricing or product selection in order to improve overall profitability in that market.



Average Price by Top 10 Customer State



Average Delivery Fee by Top 10 Seller City



Among the top 10 seller cities, Lages-SC had the highest average delivery fee at R\$168.53, followed by Sao Francisco Do Sul at R\$150.22, while Minas Gerais had the lowest average delivery fee at R\$106.21.

Olist should analyze the factors contributing to the higher delivery fees in cities like Lages-SC and Sao Francisco Do Sul, such as transportation costs, distance from distribution centers, or product characteristics, and explore strategies to optimize logistics and reduce delivery expenses in these areas.

Additionally, Olist may want to focus on growing sales in lower-cost delivery markets like Minas Gerais to improve overall profitability.

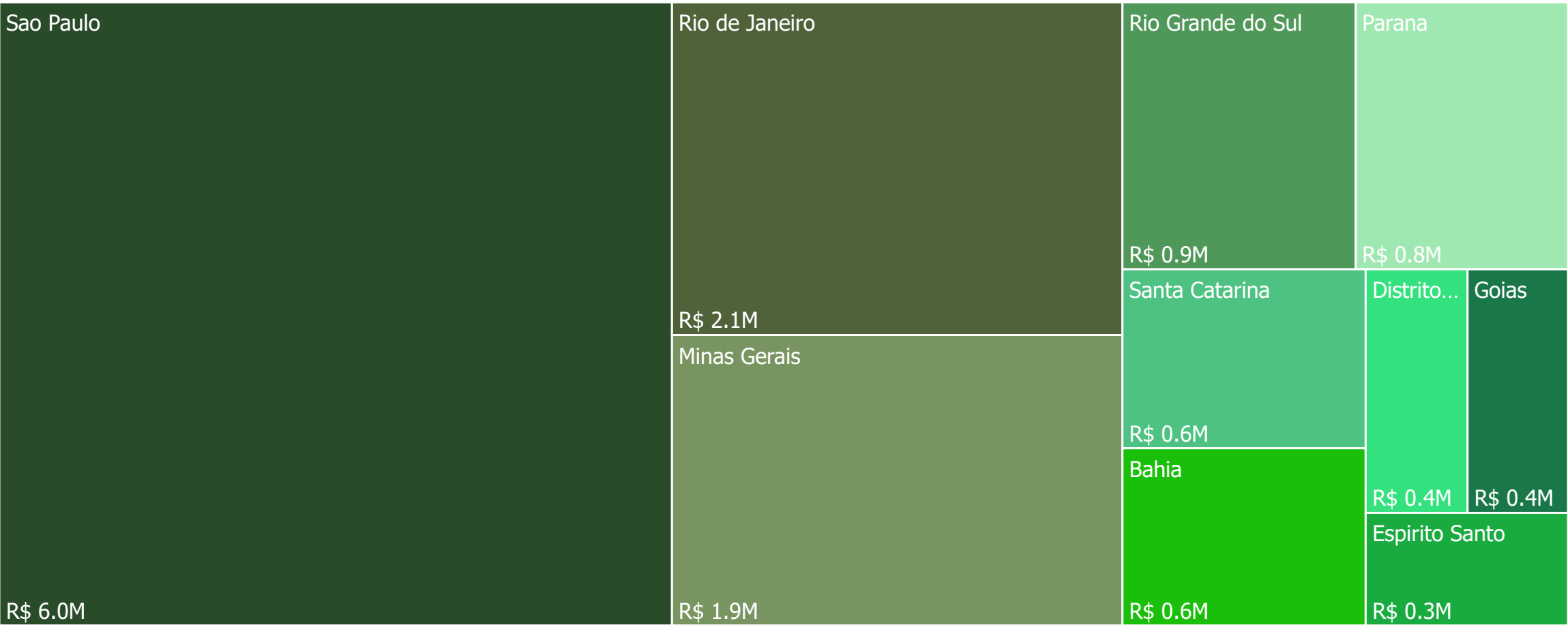
Among the top 10 customer states, Sao Paulo had the highest total revenue at R\$6.0M, followed by Rio de Janeiro at R\$2.1M and Minas Gerais at R\$1.87M, while Espirito Santo had the lowest total revenue at R\$0.33M.

Olist should focus on further optimizing its strategies and investments in the high-revenue states of Sao Paulo, Rio de Janeiro, and Minas Gerais, as they appear to be the most important contributors to the company's overall sales.

Additionally, Olist may want to explore opportunities to drive increased customer acquisition and sales in the lower-revenue state of Espirito Santo, potentially through targeted marketing, product selection, or delivery optimization.



Revenue by Top 10 Customer State





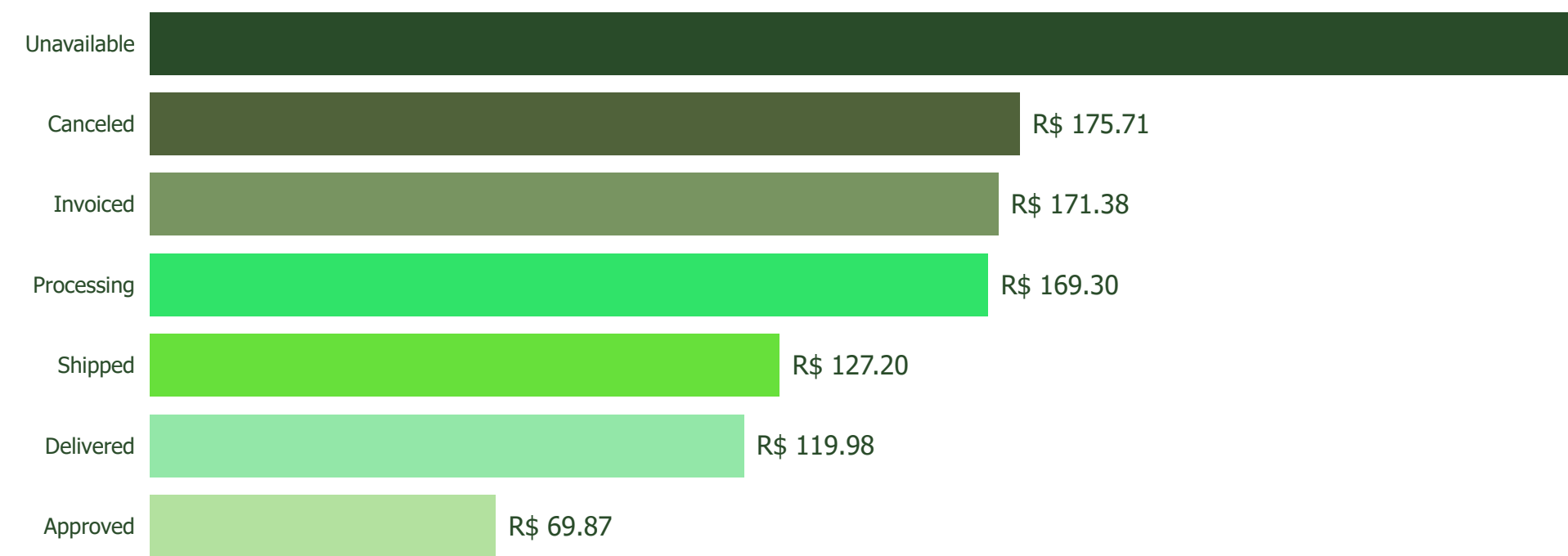
# Purchase Orders Analysis

From the chart, a successful delivered orders account for 96.3% of total revenue, which is by far the largest contributor, followed by shipped orders at 1.11%, canceled orders at 0.89%, unavailable orders at 0.79%, and both canceled and processing orders at 0.43% each.

Olist should focus its efforts on optimizing the delivery process and customer experience for successful orders, as this is clearly the critical driver of revenue.

Additionally, Olist should analyze the reasons behind the lower-revenue order statuses, such as canceled or unavailable orders, and explore strategies to minimize these unproductive order types.

Average Price by Order Status

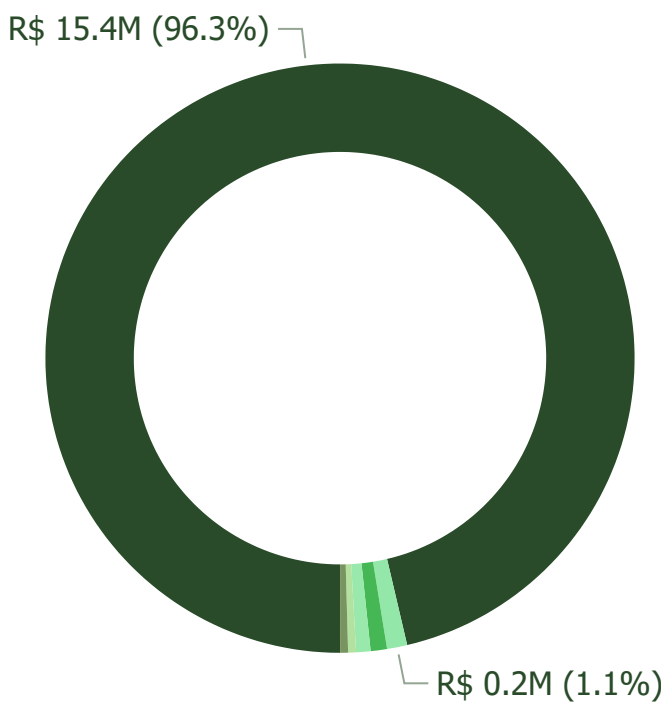


The data shows that the processing order status has the highest average delivery fee at R\$25.08, followed by shipped orders at R\$22.28, invoiced at R\$20.769, and delivered at R\$19.95, while approved orders have the lowest average delivery fee at R\$10.49.

Olist should analyze the factors driving the higher delivery fees for processing, shipped, and invoiced orders, such as logistics, fulfillment, or transportation costs, and explore strategies to optimize these expenses.

Additionally, Olist should investigate why the approved order status has a significantly lower average delivery fee and consider whether there are opportunities to adjust pricing or delivery options to improve profitability for this high-volume order type.

Revenue by Order Status

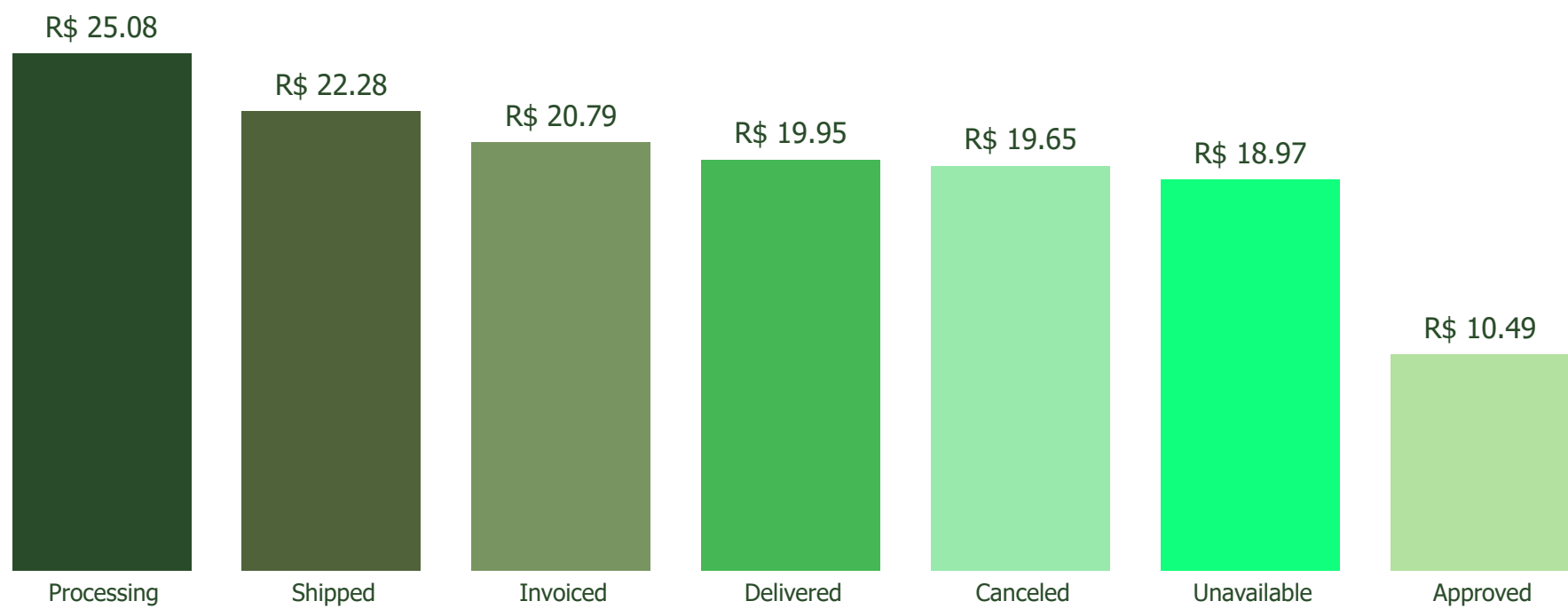


The data shows that the unavailable order status has the highest average product price at R\$286.81, followed by canceled orders at R\$175.71, while approved orders have the lowest average price at R\$69.87.

Olist should investigate the reasons behind the higher average prices for unavailable and canceled orders, as this may indicate issues with pricing, product selection, or customer demand that could be optimized.

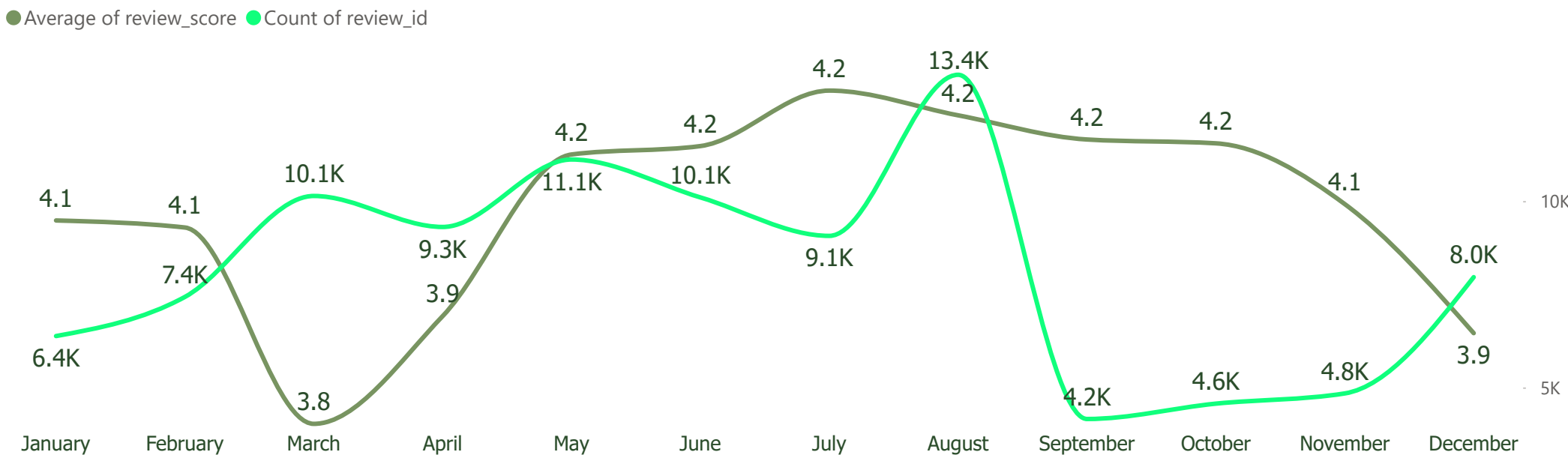
Additionally, Olist should analyze the factors contributing to the lower average prices for approved orders and explore strategies to maintain profitability, such as reviewing pricing, costs, or product mix for this high-volume order status.

Average Delivery fee by Order Status



# Customer Reviews Analysis

Average Review Score and Count of Review Trend

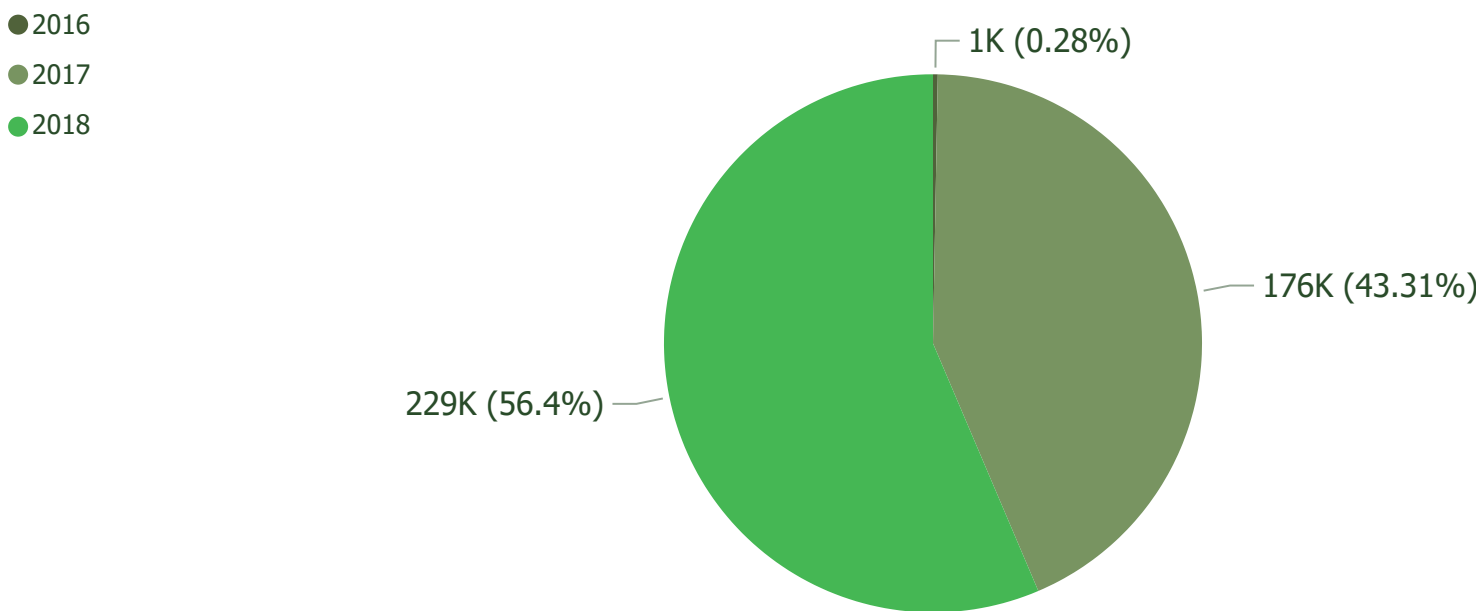


The highest average review score was 4.25 in July, while the lowest was 3.8 in March, indicating opportunities to better understand and address customer satisfaction trends. August had the highest total review count at 13.4k, followed by a significant drop to 4.2k in September, suggesting potential seasonality or product launch factors influencing review volumes.

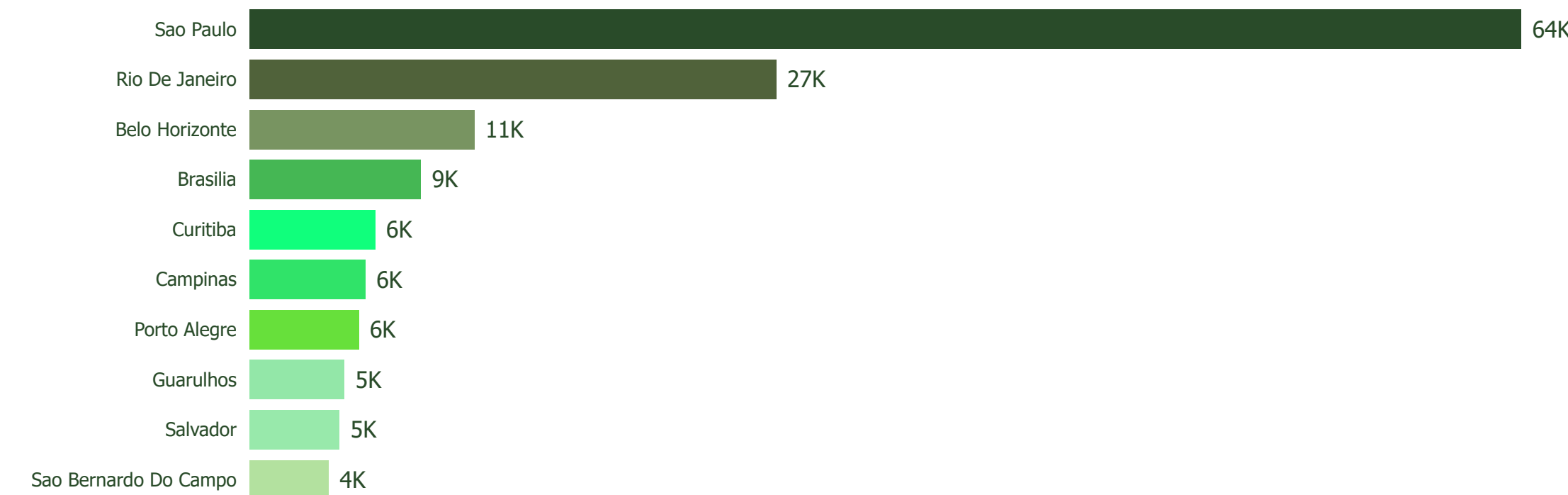
Olist should analyze the drivers behind the monthly fluctuations in both average review scores and total review counts to identify strategies for maintaining high customer satisfaction and consistently generating positive reviews throughout the year.



Total Review Score by Year



Total Review Score by Top 10 Seller City



The data shows that Sao Paulo has the highest total review score at 64k, followed by Rio de Janeiro at 27k and Belo Horizonte at 11k, while Sao Bernado Do Campo has the lowest at 4k.

Olist should further analyze the factors driving the high review scores in major cities like Sao Paulo and Rio de Janeiro, such as product selection, customer service, or marketing strategies, and look for ways to replicate those successful approaches in other key seller cities.

Additionally, Olist should investigate the reasons behind the lower review scores in areas like Sao Bernado Do Campo and develop targeted plans to improve customer satisfaction and drive more positive reviews in those markets.

## Executive Summary

The data analysis for Olist has uncovered several important insights that can inform the company's strategic priorities:

- 1. Revenue Drivers:** Credit card payments are the dominant revenue source, accounting for 78.3% of total revenue. Olist should continue optimizing the credit card payment experience and explore ways to further drive adoption. The highest revenue month was May at R\$1.75M, suggesting opportunities to replicate successful strategies.
- 2. Delivery Costs:** Delivery fees vary significantly by product category, with PCs and Electrodomesticos\_2 having the highest average fees. Olist should analyze the factors driving these higher costs and find ways to optimize logistics and pricing. The top customer states like Sao Paulo and Rio de Janeiro also have the highest total delivery fees, indicating potential for cost improvements.
- 3. Pricing Trends:** Average product prices peaked in September at R\$117.51, but the lowest prices were in February at R\$113.40. Olist should monitor pricing trends closely and adjust strategies to align with periods of high demand and profitability.
- 4. Customer Insights:** Sao Paulo is the top customer state, generating the highest total revenue (R\$6.0M) and review scores (64k). Olist should prioritize this high-potential market. Conversely, lower-performing regions like Espirito Santo (R\$0.33M revenue) represent opportunities to drive growth.
- 5. Review Performance:** Review volumes and scores fluctuate monthly, with August seeing the most reviews (13.4k) and July the highest average score (4.25). Olist should analyze the drivers of these trends and implement tactics to maintain consistent, high-quality customer feedback.