

Overview

Delivery Performance

Delivery Time by Region

Reviews vs Delays

Revenue by Category

Top Sellers

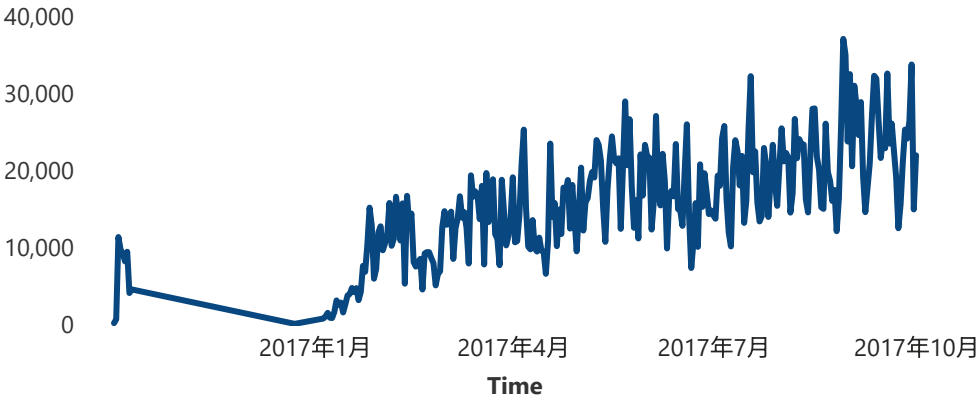
Total Orders
26,544

Total Revenue
4,409,407

Late Orders %
4.30

Avg Review Score
4.24

Revenue Trend



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Delivery Performance

Total Orders

96,814

Late Orders

7,825

Late Sending

8,724

Late Orders %

8.08

Late Sending %

9.01

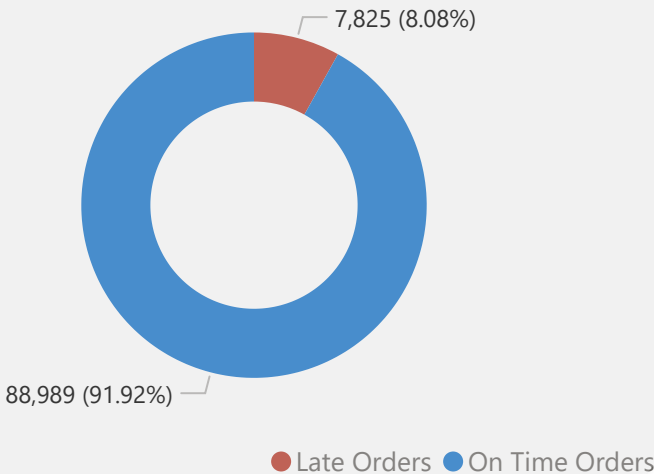
Late Orders



Insight:

- 8% of Orders are **delivered late**, 9% of Orders are **sent late**, indicating some efficiency in fulfillment.
- While the overall delay rate is relatively low, even a small percentage affects thousands of customers, **highlighting the need of shipping control**.

Late Orders vs On Time Orders



Olist E-Commerce Dashboard

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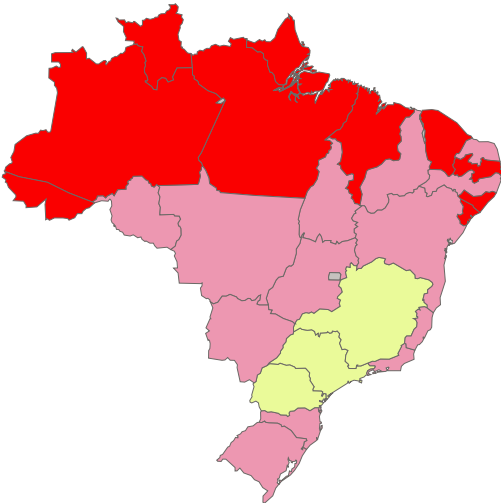
Top Sellers

Delivery Time by Region

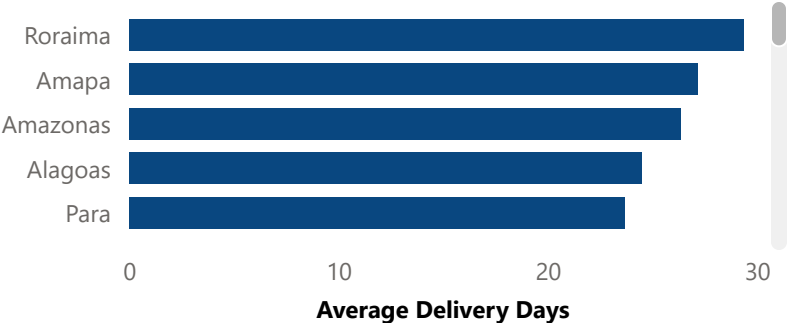
Select State

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Average Delivery Time



Average Delivery Time by State



Insight:

- **Northern regions** show the highest average delivery times, with some exceeding 15 days.
- **Southeast and South regions** have the most efficient deliveries, typically under 7 days.

Regional performance suggests a **need to optimize logistics networks or establish localized hubs** in slower areas.

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★ Reviews vs Delays

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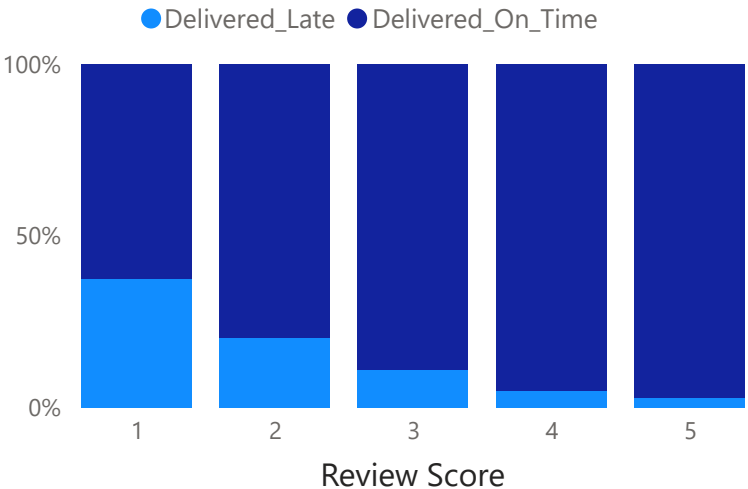
Avg Review Score

4.15

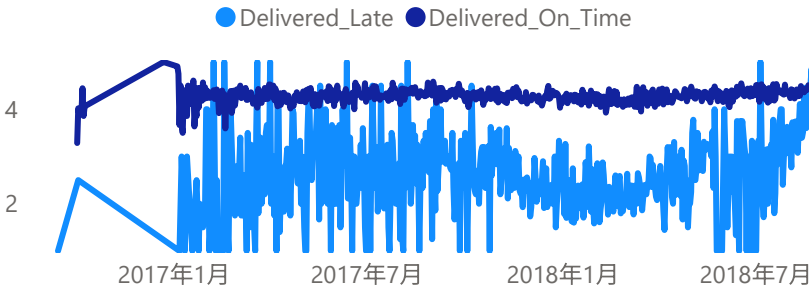
Pearson Correlation

-0.36

Review Score vs Delays



Average Review Score Over Time



💡 **Insight:** Pearson Correlation shows late delivery **do lower customer satisfaction**, but not all late orders result in bad review score, **3%** of **delivered late** orders still have 5 points in review score.

🏠 Overview

📦 Delivery Performance

📖 Delivery Time by Region

★ Reviews vs Delays

💰 Revenue by Category

🛒 Top Sellers

💰 Revenue by Category

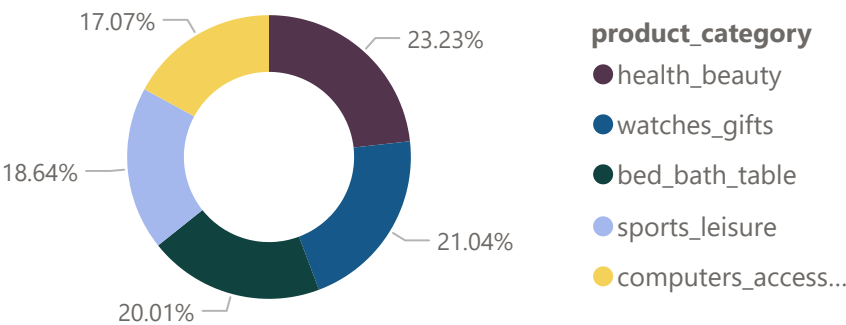
Total Revenue

15,843,553

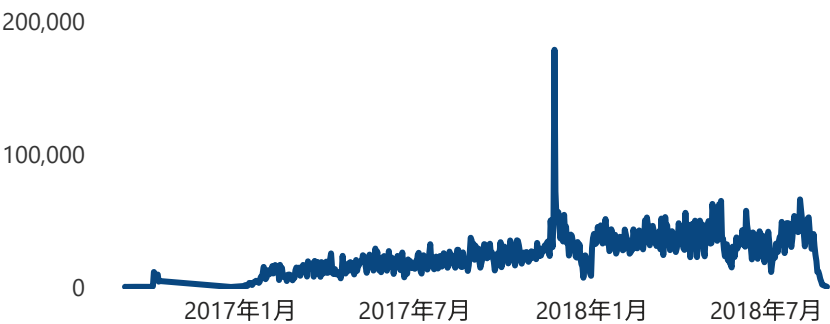
Product Category	Total Revenue	Order Count
health_beauty	1,441,248	9670
watches_gifts	1,305,542	5991
bed_bath_table	1,241,682	11115
sports_leisure	1,156,656	8641
computers_accessories	1,059,272	7827
Total	6,204,400	43244

💡 **Insight:** **Healthy & Beauty** is the **largest contributor to total revenue** in absolute terms. **Watches & Gifts** generate **high revenue per order** (~218) despite fewer orders → premium products.

Percentage of Product Category



Revenue Trend



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Delivery Performance

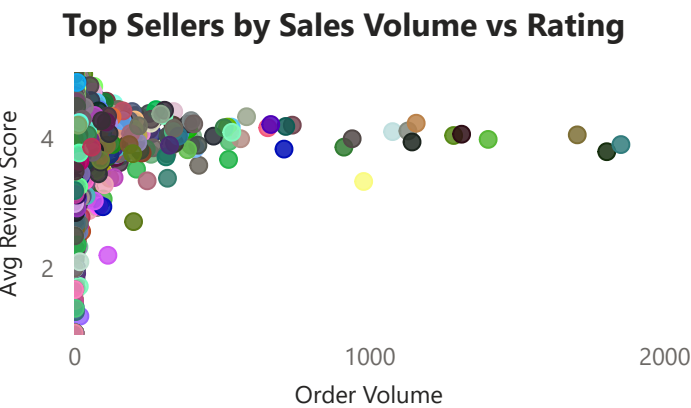
Delivery Time by Region

Reviews vs Delays

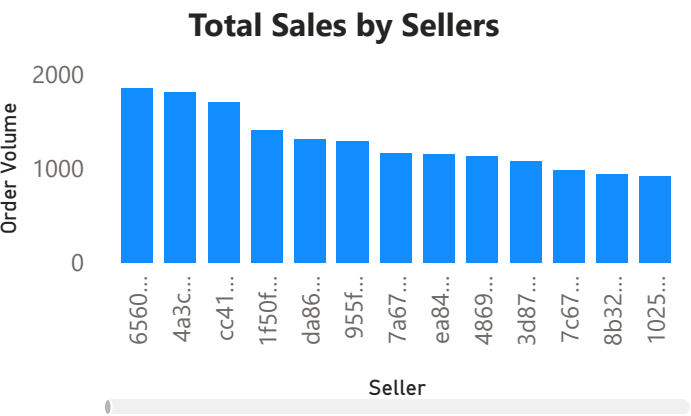
Revenue by Category

Top Sellers

Top Sellers



Seller ID	Total Sales	Total Orders	Avg Review Score
4869f7a5dfa277 a7dca6462dcf3 b52b2	229,472.63	1132	4.12
53243585a1d6d c2643021fd185 3d8905	222,776.05	358	4.08
Total	13,591,643.70	100010	12,273.41



Insight:

- Most sellers cluster around **low order volume (< 200 orders)** with a wide range of review scores.
- Only a few **high-volume sellers (> 1000 orders)** exist, and their review scores tend to stay in the middle (not too high, not too low).
- Outliers (e.g., sellers with **many orders but very low review score**) may indicate **quality issues**.
- While the marketplace's top sellers drive revenue, **3 out of the top 10 sellers have an average review score below 4.0**, indicating potential customer dissatisfaction. Olist should investigate these sellers to ensure sustainable long-term growth