

# Olist E-Commerce Dashboard

2016/10/1

2017/10/1

Overview

Delivery Performance

Delivery Time by Region

Reviews vs Delays

Revenue by Category

Top Sellers

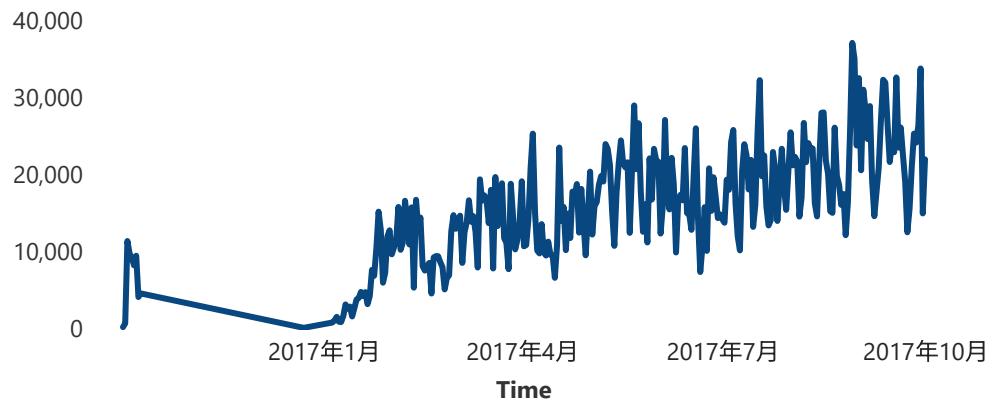
**Total Orders**  
**26,544**

**Total Revenue**  
**4,409,407**

**Late Orders %**  
**4.30**

**Avg Review Score**  
**4.24**

**Revenue Trend**



[Overview](#)[Delivery Performance](#)[Delivery Time by Region](#)[Reviews vs Delays](#)[Revenue by Category](#)[Top Sellers](#)

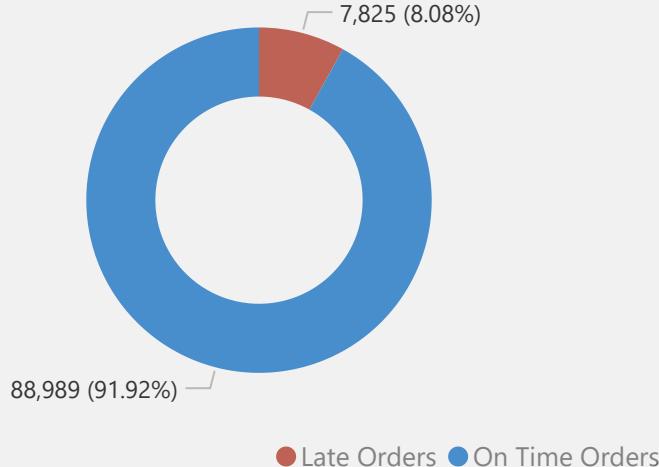
## Delivery Performance

**Total Orders****96,814****Late Orders****7,825****Late Sending****8,724****Late Orders %****8.08****Late Sending %****9.01**

### Late Orders



### Late Orders vs On Time 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**.

# Olist E-Commerce Dashboard

Overview

Delivery Performance

Delivery Time by Region

Reviews vs Delays

Revenue by Category

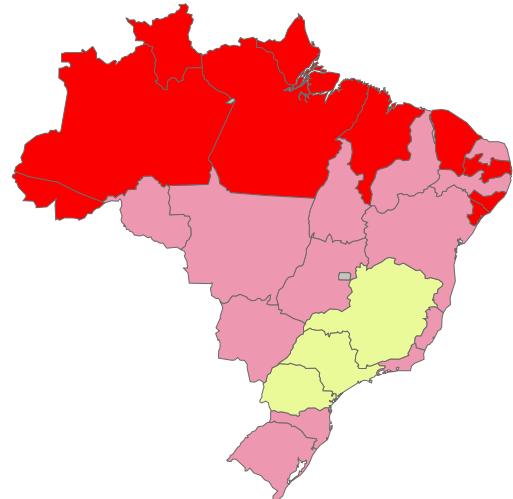
Top Sellers

## Delivery Time by Region

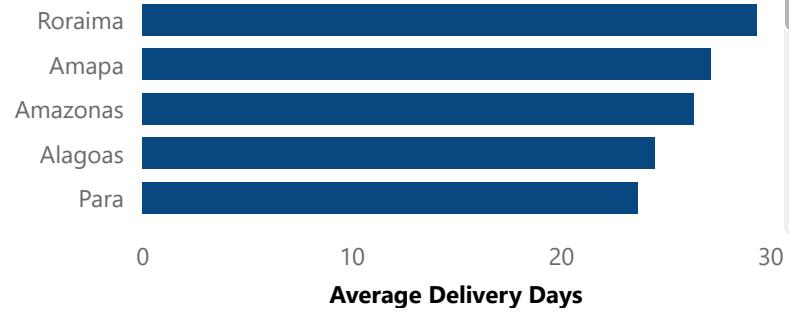
Select State

所有

### 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.

Overview

Delivery Performance

Delivery Time by Region

Reviews vs Delays

Revenue by Category

Top Sellers

## ⭐ Reviews vs Delays

**Late Orders****7,825****Late Orders %****8.08****Avg Review Score****4.15****Pearson Correlation****-0.36**

### Review Score vs Delays

Delivered\_Late Delivered\_On\_Time



### Average Review Score Over Time

Delivered\_Late Delivered\_On\_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

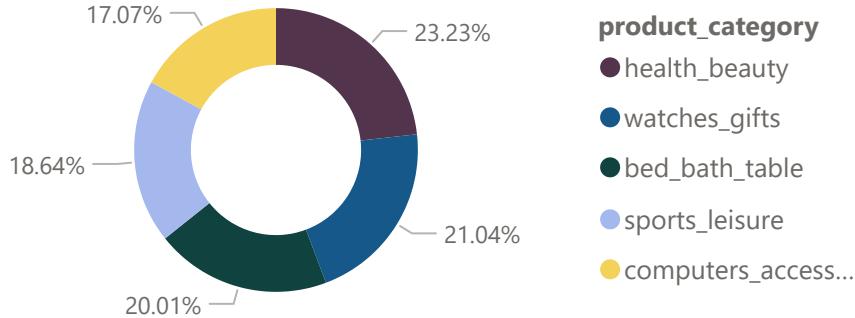
### Total Revenue

**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
<b>Total</b>	<b>6,204,400</b>	<b>43244</b>

**💡 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



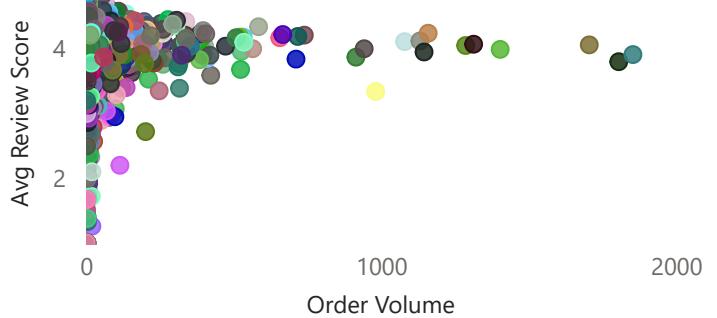
## Revenue Trend



[Overview](#)
[Delivery Performance](#)
[Delivery Time by Region](#)
[Reviews vs Delays](#)
[Revenue by Category](#)
[Top Sellers](#)

## Top Sellers

### Top Sellers by Sales Volume vs Rating



### Total Sales by Sellers



Seller ID	Total Sales	Total Orders	Avg Review Score
4869f7a5dfa277	229,472.63	1132	4.12
a7dca6462dcf3b52b2			
53243585a1d6dc2643021fd185	222,776.05	358	4.08
3d8905			
<b>Total</b>	<b>13,591,643.70</b>	<b>100010</b>	<b>12,273.41</b>

#### 💡 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.