



# Olist Marketplace Analysis

Brazilian E-commerce Data 10/2/2016 - 8/26/2018

# Main Analysis Directions

- Payments
- Products
- Shipping

# Payments

## Payments KPI's

15,422,462R\$

Total Revenue

-87.20%  
vs. Last Week

96,477

Total # of Orders

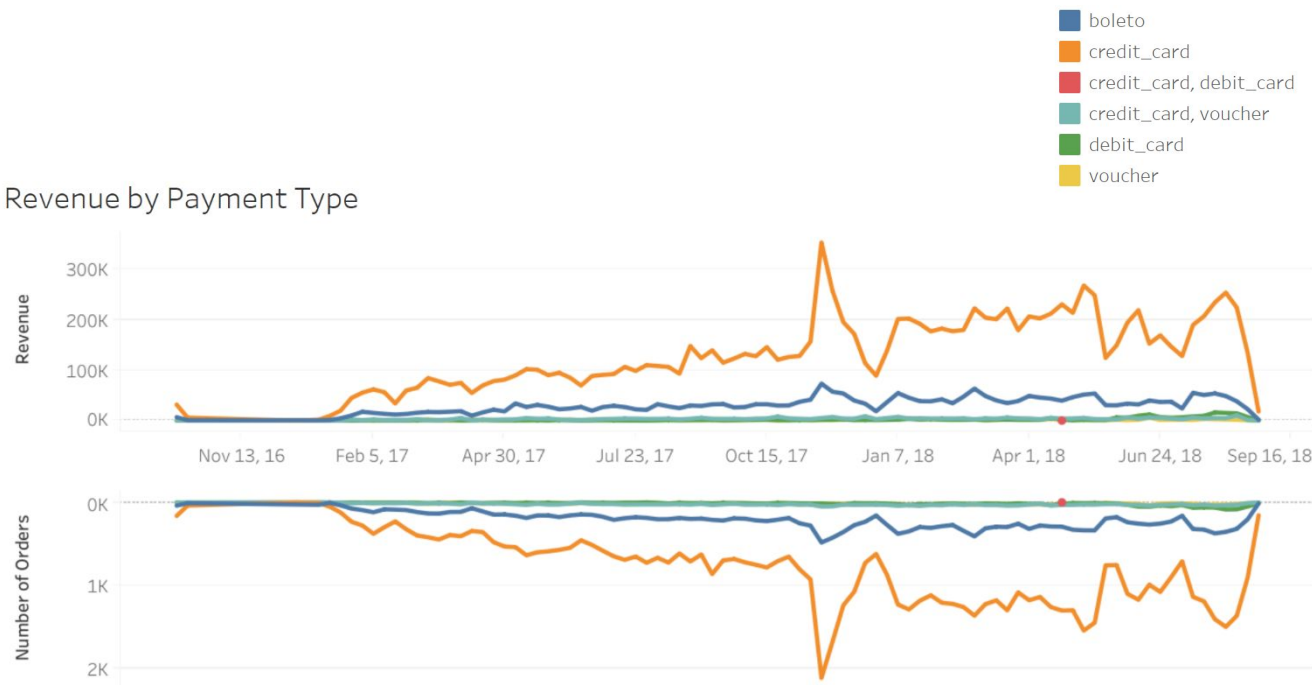
-84.05%  
vs. Last Week

159.9R\$

Average Order Revenue

-19.73%  
vs. Last Week

## Revenue by Payment Type



Credit Card is the most popular/most revenue generating payment type.

# Payments

## Payments KPI's

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Total Revenue

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Total # of Orders

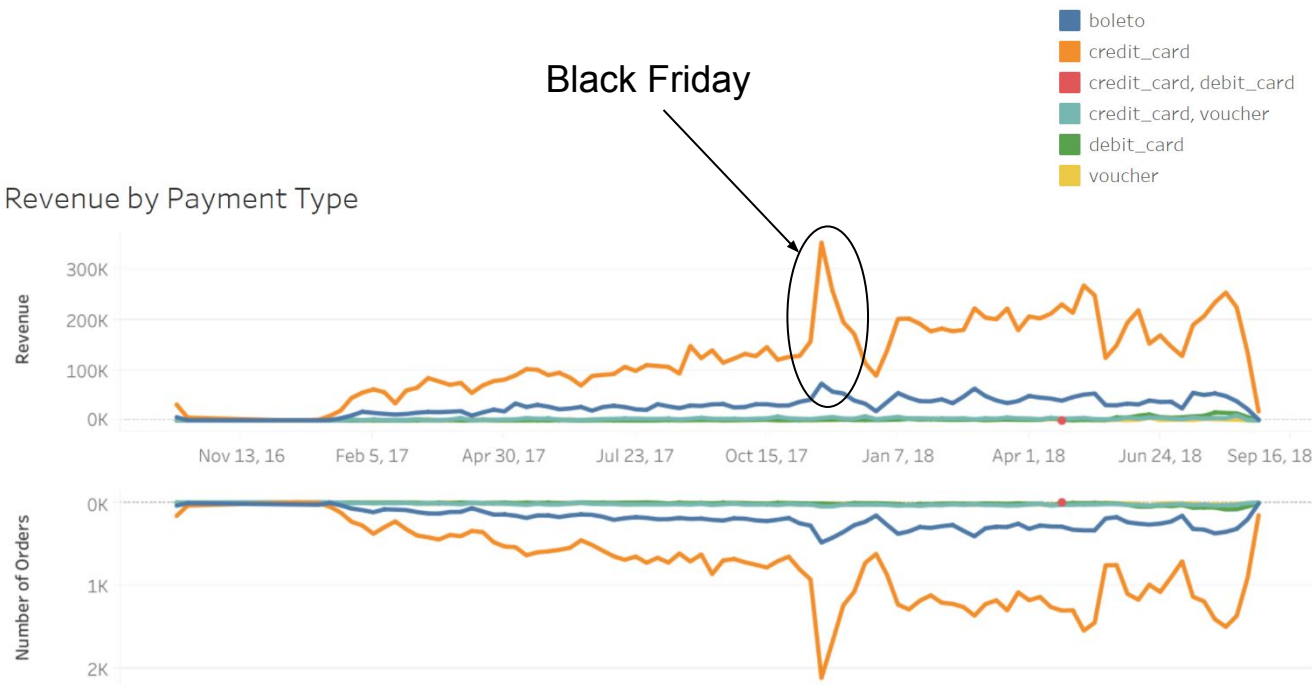
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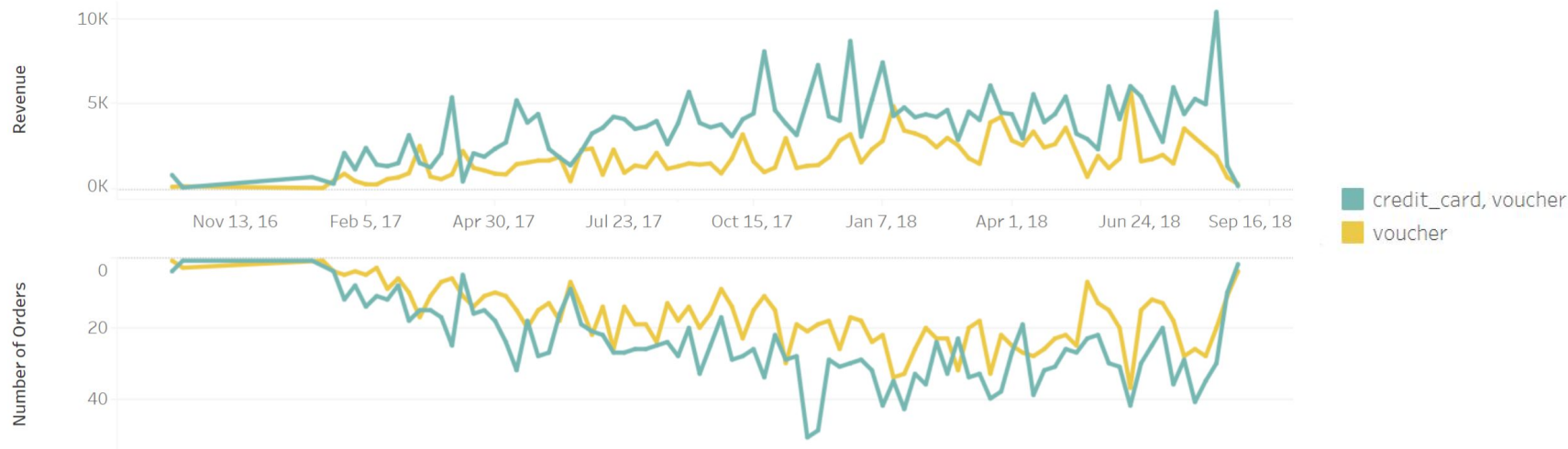
Revenue by Payment Type



Customers are responsive to campaigns.

# Payments

Revenue by Payment Type



There are more orders with credit cards and vouchers than vouchers alone.

# Products

## Products KPI's

71

unique product categories

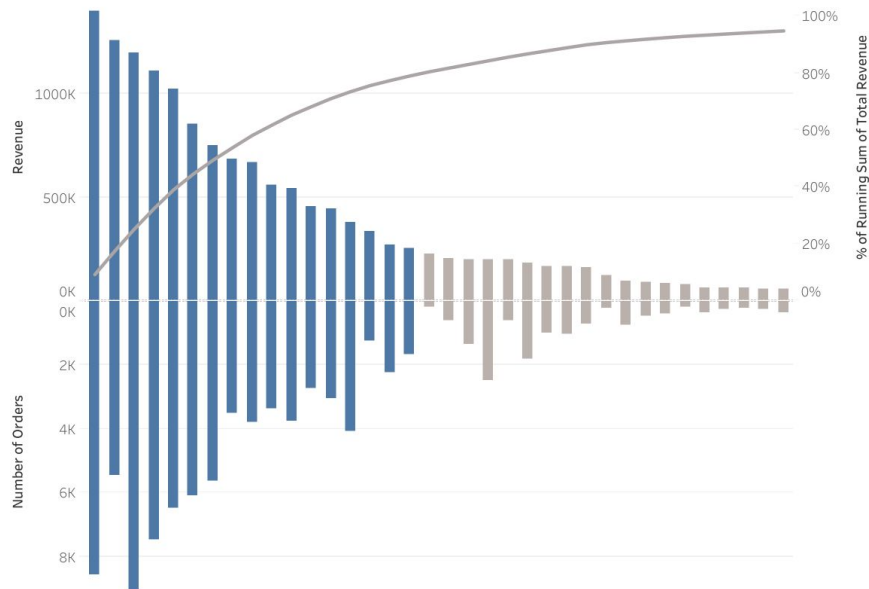
243

unique product category pairs

Product Categories accounting for 80% of Revenue

	Revenue (R\$) / # of Orders
health_beauty	1,402,648 / 8,577
watches_gifts	1,257,931 / 5,455
bed_bath_table	1,199,723 / 9,075
sports_leisure	1,110,003 / 7,463
computers_accessories	1,026,308 / 6,480
furniture_decor	854,358 / 6,105
housewares	748,756 / 5,641
cool_stuff	683,035 / 3,494
auto	666,060 / 3,775
garden_tools	558,047 / 3,377
toys	541,618 / 3,754
baby	455,020 / 2,716
perfumery	441,091 / 3,061
telephony	377,427 / 4,066
office_furniture	331,858 / 1,239
stationery	267,209 / 2,233
pet_shop	250,526 / 1,678

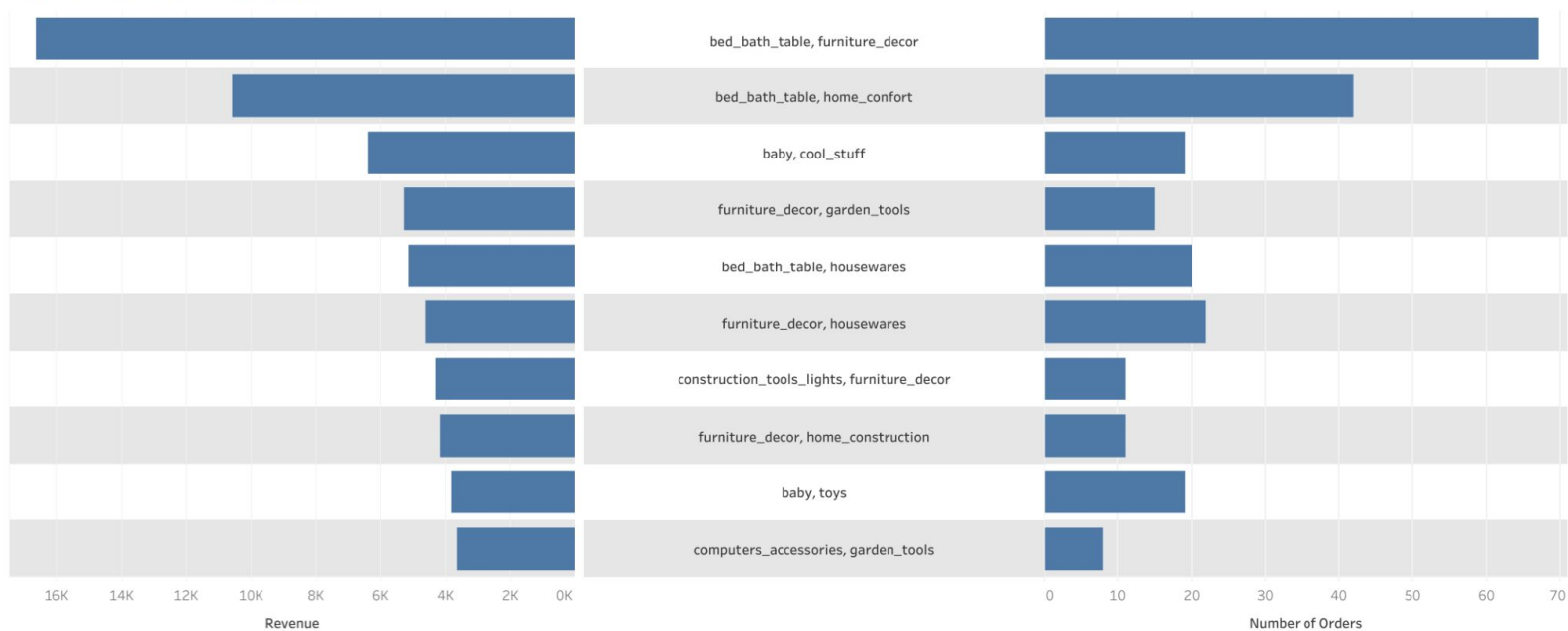
Product Categories by Revenue and Number of Orders



~5% of all product categories account for 80% of revenue.

# Products

Top Selling Product Category Pairs



Product category pairs can be used as a suggestion for engaged customers.

# Shipping

## Shipping KPI's

2.738 (days)  
average order assembly

12.09 (days)  
average order delivery

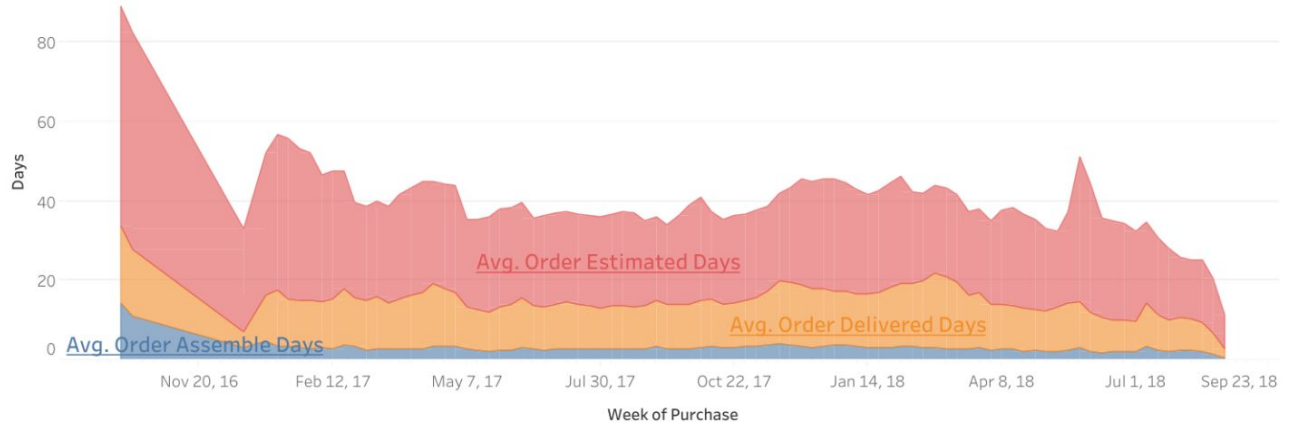
23.37 (days)  
average order esitimated delivery

-71.24%  
vs. Last Week

-58.53%  
vs. Last Week

-38.05%  
vs. Last Week

## Order Assembly, Delivery and Estimation Time

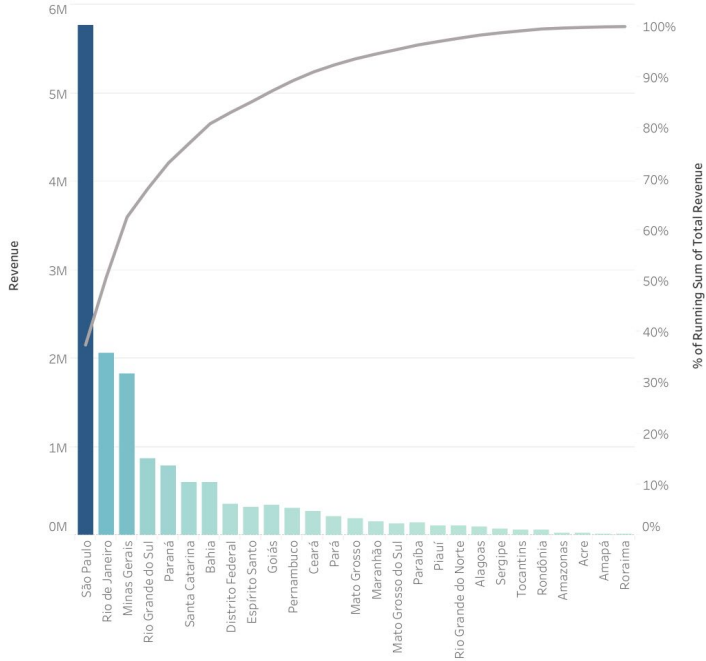


Lower estimated delivery to provide a useful metric for the customer.

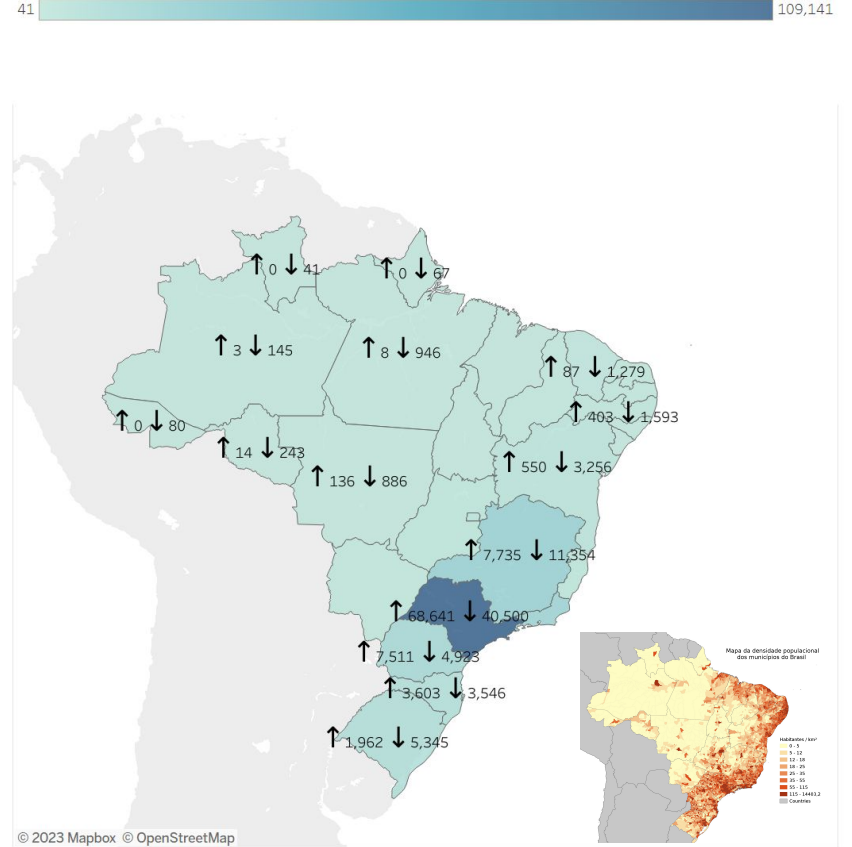


# Shipping

States by Revenue



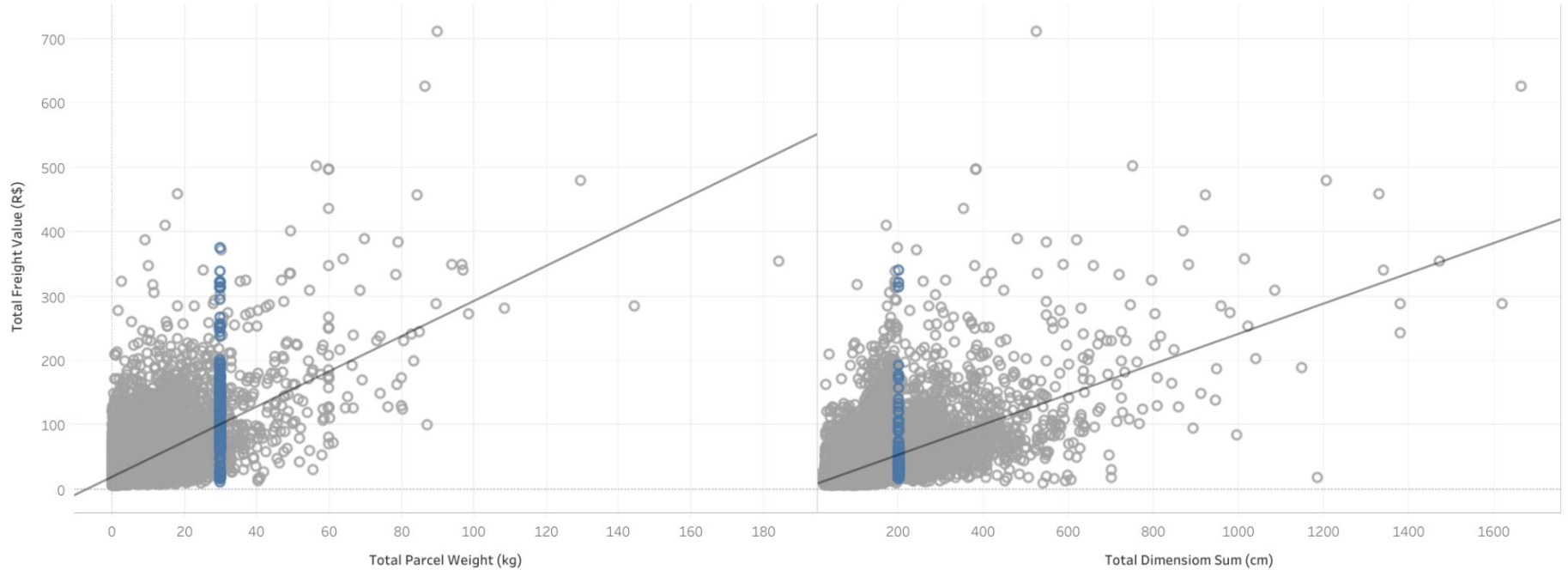
States by Order Intensity (Orders Shipped + Orders Received)



Most action is where the most people live.

# Shipping

Freight Value by Parcel Weight and Volume



Delivery companies can exploit parcel weight and volume limits.

## Key points:

- Use vouchers to increase the amount of returning customers.
- More campaigns!
- Advertisement focus on top 5% of product categories (their pairs).
- Lower the estimated delivery time.