E-Commerce Dashboard

Overview

Market

Product & Customer

Summary

State
All

Product Categ...
All

Payment Type
All

Clear all slicers

by Soumi Mukherjee

Total Sales
$16.01M
Total Sales by Month

Total Orders
99.44K
Total_Orders by Month

Total Revenue
$15.42M
Total_Revenue by Month

Sales by Year

$10M

$5M

$8.7M

$7.2M

$0M $0.1M

2016   2017   2018

Sales & Revenue by Year

$10M

$5M

$8.7M

$7.2M

$0M $0.1M
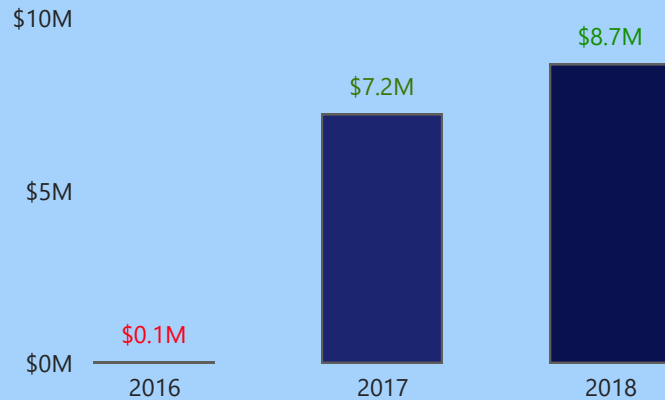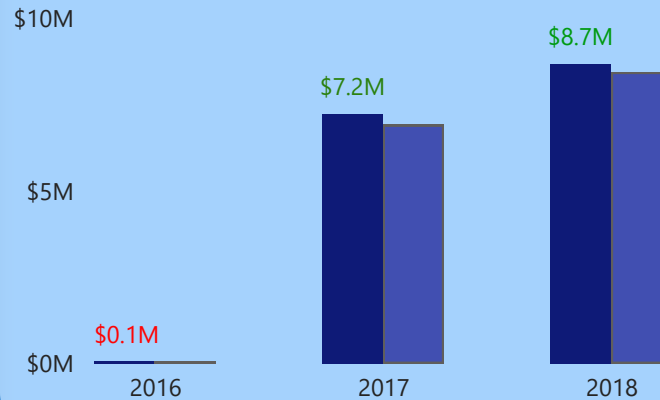
2016   2017   2018

Top 10 States by Total Sales

$6.0M

$6M

$4M

$2M $2.1M

$0.9M $0.6M $0.4M $0.3M

$0M

SP RJ MG RS PR SC BA DF GO ES
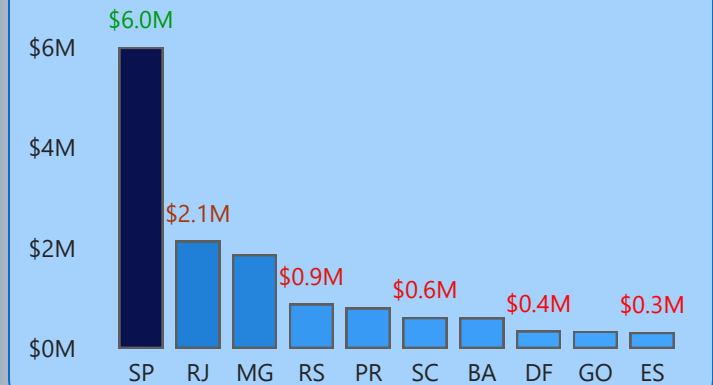
Total Sales by Payment Type

$2.87M
(17.92%)

payment_type
- credit_card
- boleto
- voucher
- debit_card
- not_defined

$12.54M
(78.34%)

Total Revenue per state

NORTH AMERICA   EUROPE   ASIA   NOR

Pacific Ocean

Atlantic Ocean

Pacific Ocean

AFRICA

Indian Ocean

SOUTH AMERICA

AUSTRALIA

AUSTRALIA

Microsoft Bing

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| 2016 | 2017 | 2018 |

State
All

Product Categ...
All

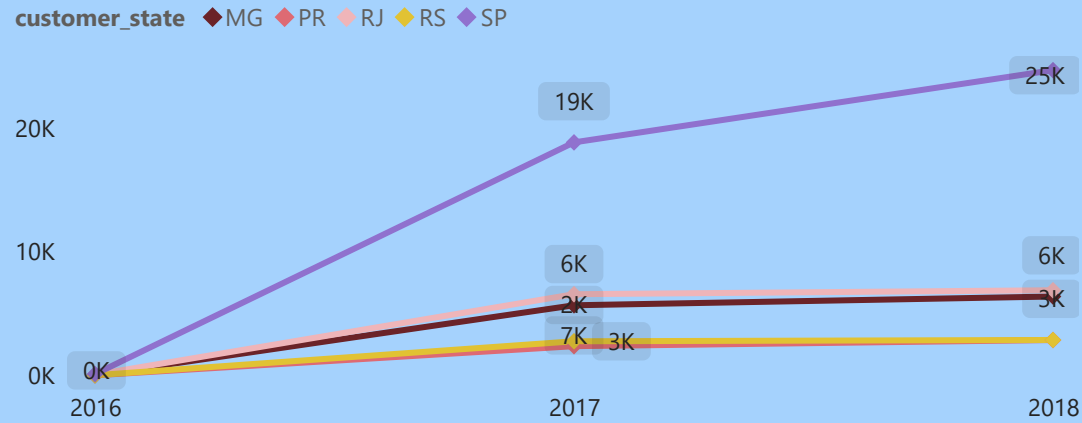## Payment Type
All

Clear all slicers

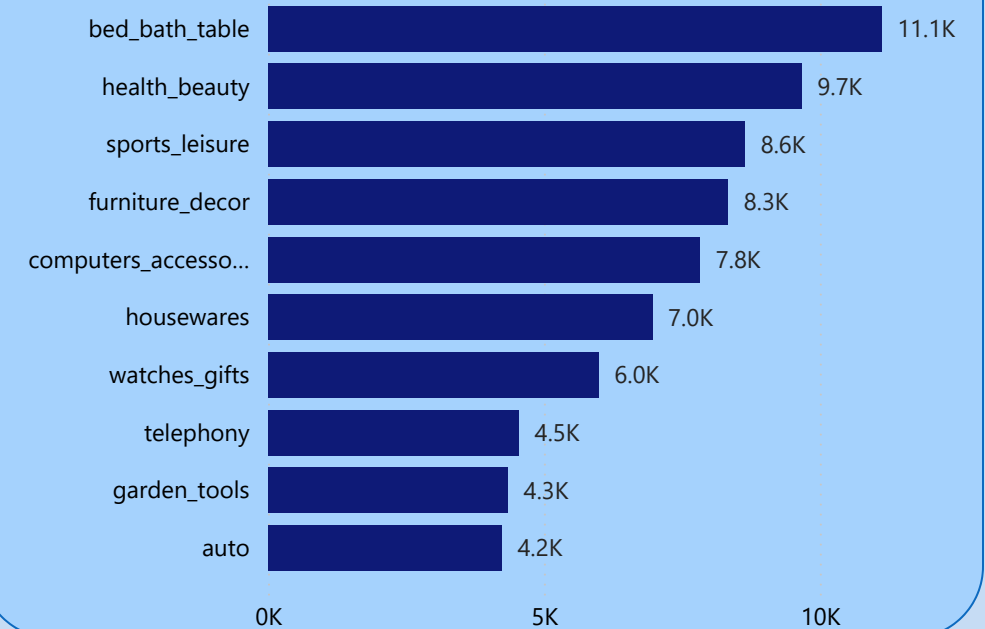by Soumi Mukherjee

Top 5 States by Sales per Year

customer_state ◆ MG ◆ PR ◆ RJ ◆ RS ◆ SP

- SP: 0K (2016), 19K (2017), 25K (2018)
- RJ/MG: 6K, 3K
- 2K
- RS: 7K, 3K

20K
10K
0K

2016 2017 2018

Top 10 City by Total Sales

- sao paulo: $2.2M
- rio de janeiro: $1.2M
- belo horizonte: $0.4M
- brasilia: $0.4M
- curitiba: $0.2M
- porto alegre: $0.2M
- salvador: $0.2M
- campinas: $0.2M
- guarulhos: $0.2M
- niteroi: $0.1M
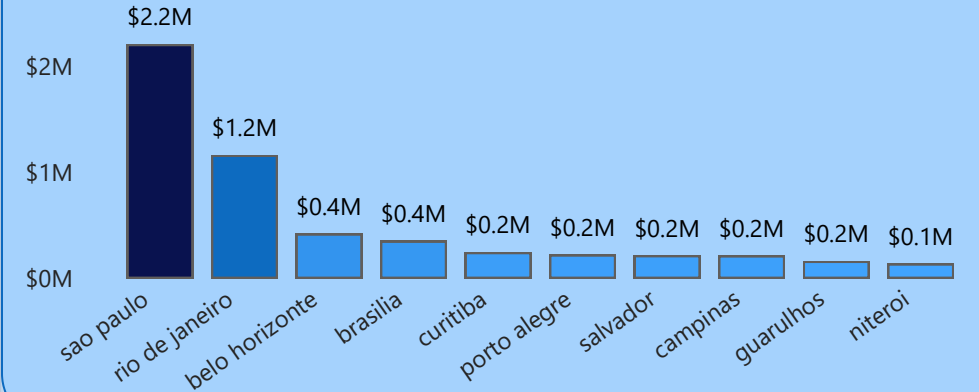
Top 10 State by Total Orders

- SP: 44K
- RJ: 14K
- MG: 12K
- RS: 6K
- PR: 5K
- SC: 4K
- BA: 4K
- DF: 2K
- GO: 2K
- ES: 2K

0K 10K 20K 30K 40K
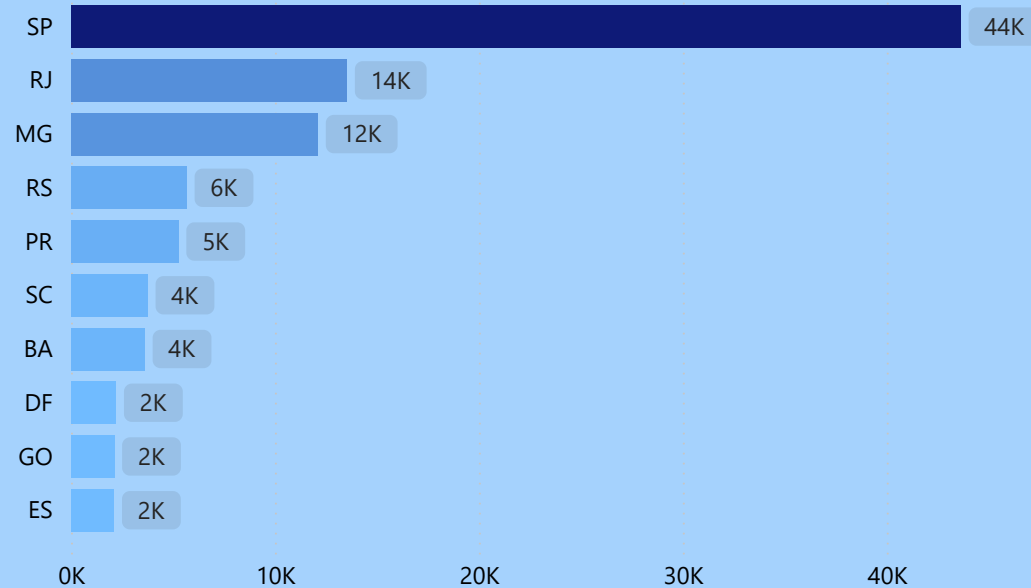
Top 10 Products Category Sales

- bed_bath_table: 11.1K
- health_beauty: 9.7K
- sports_leisure: 8.6K
- furniture_decor: 8.3K
- computers_accesso...: 7.8K
- housewares: 7.0K
- watches_gifts: 6.0K
- telephony: 4.5K
- garden_tools: 4.3K
- auto: 4.2K

0K 5K 10K

E-Commerce Dashboard

2016   2017   2018

State
All

Product Categ...
All

Payment Type
All

Clear all slicers

by Soumi Mukherjee

Top 10 Product Category Shipping Income

Category	Value
bed_bath_t...	0.20M
health_bea...	0.18M
furniture_d...	0.17M
sports_leis...	0.17M
computers...	0.15M
housewares	0.15M
watches_gi...	0.10M
garden_tools	0.10M
auto	0.09M
cool_stuff	0.08M

0.0M   0.1M   0.2M
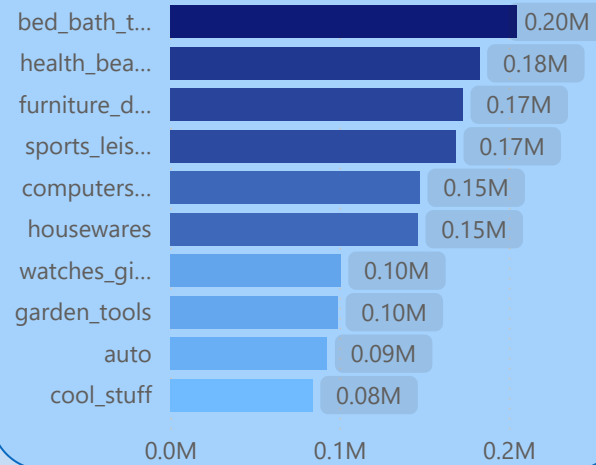
Top 10 Product Category Revenue

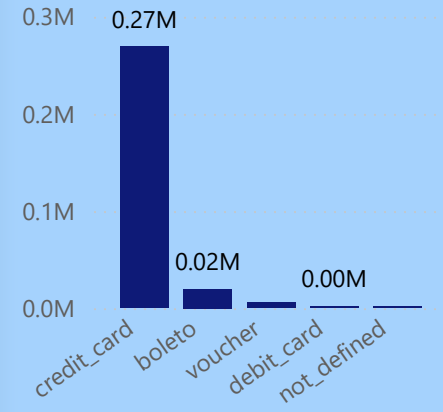| Category	Value
health_b...	1.3M
watches...	1.2M
bed_bat...	1.0M
sports_l...	1.0M
comput...	0.9M
furnitur...	0.7M
cool_stuff	0.6M
housew...	0.6M
auto	0.6M
garden_...	0.5M

0M   1M
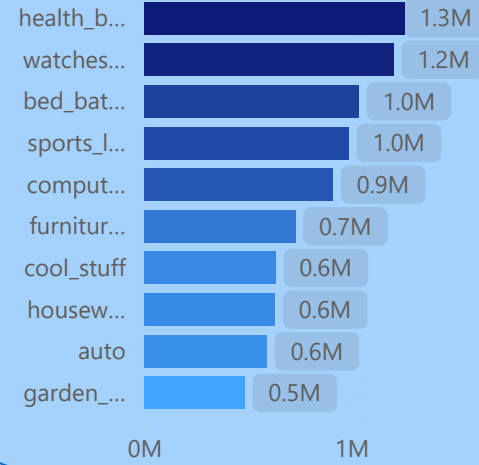
Total Sales by Type of Payment

Payment	Value
credit_card	$12.5M
boleto	$2.9M
voucher	$0.4M
debit_card	$0.2M
not_defined	$0.0M

$10M $5M $0M
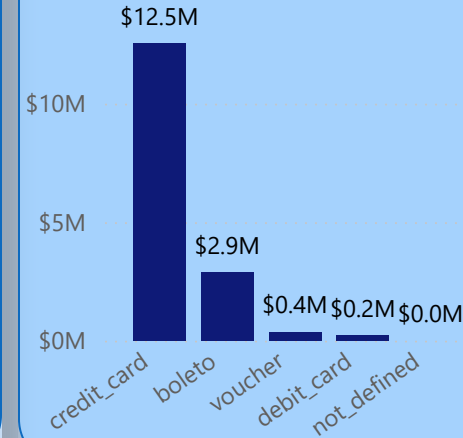
Total Payment Installments by Payment Type

Payment	Value
credit_card	0.27M
boleto	0.02M
voucher	0.00M
debit_card	
not_defined	

0.3M 0.2M 0.1M 0.0M

Top 15 Sellers

seller_id	seller city	Count of order_item_id
1025f0e2d44d7041d6cf58b6550e0bfa	sao paulo	1428
1f50f920176fa81dab994f9023523100	sao jose do rio preto	1931
3d871de0142ce09b7081e2b9d1733cb1	campo limpo paulista	1147
4869f7a5dfa277a7dca6462dcf3b52b2	guariba	1156
4a3ca9315b744ce9f8e9374361493884	ibitinga	1987
620c87c171fb2a6dd6e8bb4dec959fc6	petropolis	798
6560211a19b47992c3666cc44a7e94c0	sao paulo	2033
7a67c85e85bb2ce8582c35f2203ad736	sao paulo	1171
7c67e1448b00f6e969d365cea6b010ab	itaquaquecetuba	1364
8b321bb669392f5163d04c59e235e066	sao paulo	1018
955fee9216a65b617aa5c0531780ce60	sao paulo	1499
cc419e0650a3c5ba77189a1882b7556a	santo andre	1775
cca3071e3e9bb7d12640c9fbe2301306	ibitinga	830
da8622b14eb17ae2831f4ac5b9dab84a	piracicaba	1551
ea8482cd71df3c1969d7b9473ff13abc	sao paulo	1203

Top 15 Customers

customer_id	Customer state	Sum of payment_value
05455dfa7cd02f13d132aa7a6a9729c6	MG	$6,081.54
1617b1357756262bfa56ab541c47bc16	RJ	$13,664.10
1afc82cd60e303ef09b4ef9837c9505c	SP	$4,513.32
24bbf5fd2f2e1b359ee7de94defc4a15	SP	$4,764.34
35a413c7ca3c69756cb75867d6311c0d	MG	$4,175.26
3d979689f636322c62418b6346b1c6d2	PB	$4,681.78
3fd6777bbce08a352fddd04e4a7cc8f6	SP	$6,726.66
926b6a6fb8b6081e00b335edaf578d35	DF	$4,194.76
c6e2731c5b391845f6800c97401a43a9	MS	$6,929.31
cc803a2c412833101651d3f90ca7de24	RJ	$4,445.50
df55c14d1476a9a3467f131269c2477f	RJ	$4,950.34
e0a2412720e9ea4f26c1ac985f6a7358	GO	$4,809.44
e9b0d0eb3015ef1c9ce6cf5b9dcbee9f	MG	$4,163.51
ec5b2ba62e574342386871631fafd3fc	ES	$7,274.88
f48d464a0baaea338cb25f816991ab1f	ES	$6,922.21

Olist Brazilian E-Commerce Dashboard Summary

Objective:

Deliver actionable insights into sales performance, customer behavior, operational efficiency, product trends, seller activity, and customer satisfaction to guide strategic decisions for Olist — Brazil's leading marketplace connecting small & medium businesses to customers nationwide.

Key Period Analyzed:

Sep 2016 – Oct 2018 Currency: Brazilian Real (R$) Total Orders (delivered): ~99,441 Total Revenue Generated: ≈ R$15.42 million Unique Customers: ~96,000+ Unique Sellers: ~3,095

Target / Benchmark KPIs (Typical for Growing Marketplace):

1. Revenue Growth YoY: >50–100% during scaling phase
2. Average Order Value (AOV): >R$140–160
3. Customer Satisfaction (Avg Review Score): ≥4.0 / 5
4. On-time Delivery Rate: ≥90%
5. Repeat Customer Contribution: ≥20–25% of revenue/orders
6. Credit Card Payment Adoption: ≥70%

Top Insights:

- Revenue & Growth Trend (2016–2018): Strong growth observed — revenue increased significantly from 2017 (~R$7.1M) to 2018 (~R$8.6M partial year). Clear seasonal peaks in Q4 (especially November – Black Friday) and strong performance in mid-2018.
- Most Valuable Product Categories (by Revenue):
  a. bed_bath_table — highest number of orders + solid revenue contributor
  b. health_beauty — very strong performer (~R$1.2–1.3M range in many analyses)
  c. computers_accessories & watches_gifts — highest AOV categories (premium items driving higher ticket value)
- Geographic Concentration: Extreme concentration in Southeast Brazil — São Paulo & Rio de Janeiro states represent ~60–70% of customers and sellers. Opportunities in the North/Northeast regions remain largely untapped.
- Payment Methods: Credit card dominates (~73–78% of orders and value), followed by boleto (~19%). Low adoption of other methods presents an opportunity for incentives.
- Customer Behavior: Very high percentage of one-time buyers (low repeat purchase rate — typically <10–15% repeat customers). Major opportunity for loyalty programs and retention strategies.
- Seller Performance: The Number of active sellers grew consistently from 2016–2018. Top sellers concentrated heavily in São Paulo — fast shipping + good communication strongly correlate with higher ratings & sales.
- Operational & Satisfaction Metrics: Average delivery time ~12–15 days. Review score drops significantly when delivery >20 days (average satisfaction <4.0 with major delays). Overall average review score ~4.1–4.15 / 5 — product quality & delivery experience are the main drivers.

Profit & Performance Highlights:

- Healthy contribution from top categories, though freight costs hurt lower-ticket items.
- High discounts/promotions during peak periods (Black Friday) drive volume but may compress margins.
- Very low order cancellation rate overall, but monitoring is needed for high-value items.

Overall Recommendations:

- Focus on High-Growth Categories Double down on health_beauty, computers_accessories, and watches_gifts through targeted promotions, cross-selling with bed_bath_table items.
- Improve Logistics & Delivery Speed: Target average delivery <12 days and maximum <20 days → directly improves review scores and retention. Expand carrier partnerships in underserved regions (North, Northeast, Central-West).
- Drive Customer Retention Launch loyalty/rewards program, personalized recommendations, and post-purchase follow-ups to convert one-time buyers → repeat customers.
- Diversify Payment Options. Incentivize boleto, debit card, and installment plans to reduce credit card fee dependency.
- Geographic Expansion Strategy: Replicate Southeast success model (incentives for sellers, faster shipping, local marketing) in other Brazilian regions.
- Seasonality & Peak Management Ramp up inventory, staffing, and promotions in Q4 (especially November) while smoothing revenue in slower months.

by Soumi