**Analyst View – Ecommerce Sales Olist**

1. SP sellers have a lowest mean of freights to all regions. CE sellers have high mean value. We can note that the sellers from southeast could have a better competitive advantage
2. Weekdays from 3-9pm are heaviest postal delivery truck operators
3. Customers tend to shop online on weekdays from 10am to 4pm. There are sudden peaks around 8-9pm too (Mon-Thu) and intuitively, on Sunday nights (5-9pm), online buyers restart their shopping habits from relatively low Saturday
4. 86.99% of items ordered are of only one item
5. Most of the times, people buy cheaply priced goods on Olist
6. Orders with few quantities have highest review score
7. More than 73.5% of all sales are the Payment type is Credit Card.
8. Most profitable category is ‘home and decoration’, followed by bed\_table\_bath
9. SP state is our main base of customers and revenue