



Olist E-Commerce Dashboard

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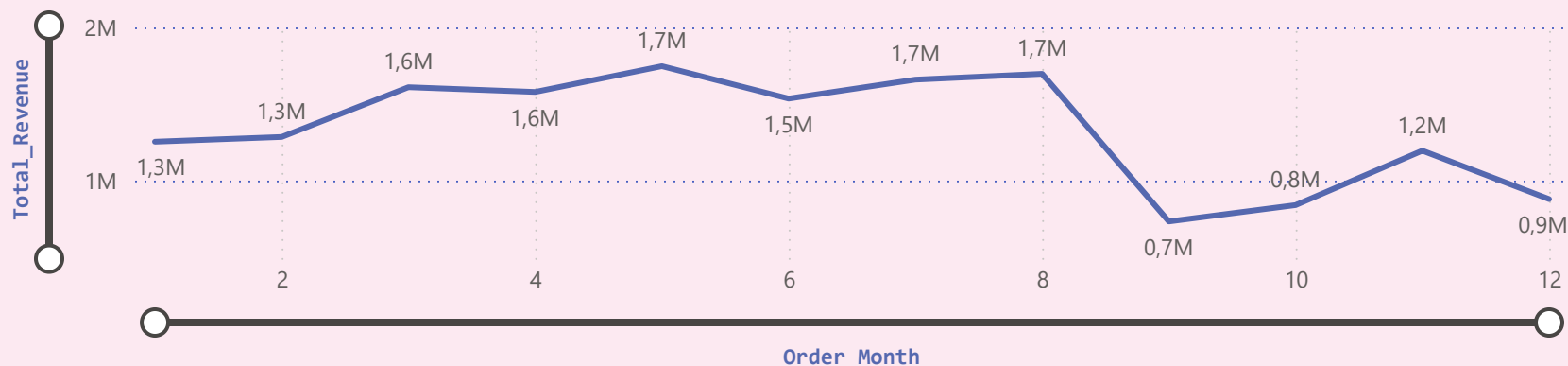
Olister E-commerce Dashboard

16,01M
Total Revenue

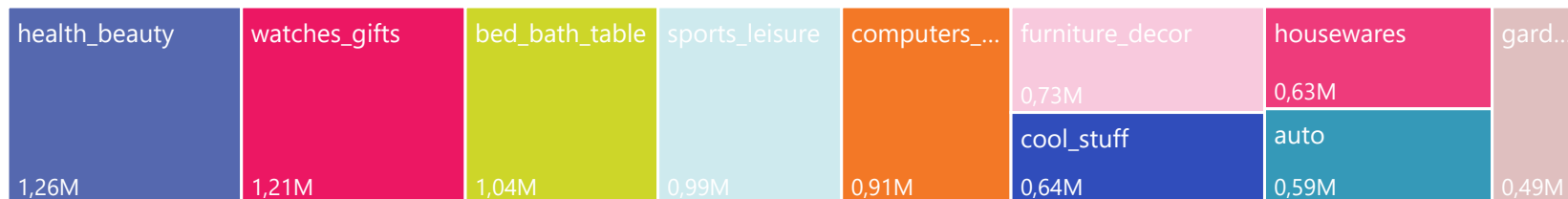
99,44K
Total Orders

96,10K
Total Customers

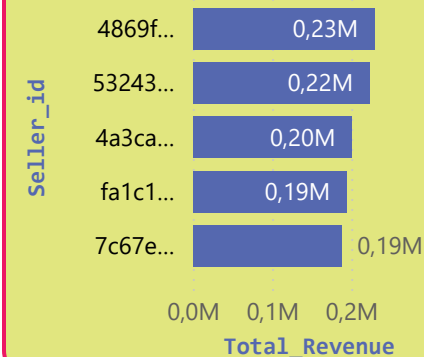
Revenue Trend Over Time



Top-Selling Categories



Top 5 Sellers



Category

- Select all
- agro_industry_and_commer...

Seller_id

- Select all
- 0015a82c2db00af6aaaf3ae...

Date Range

04.09.2016
17.10.2018





Cover

Overview &
Key Metrics

Revenue &
Sales Trends

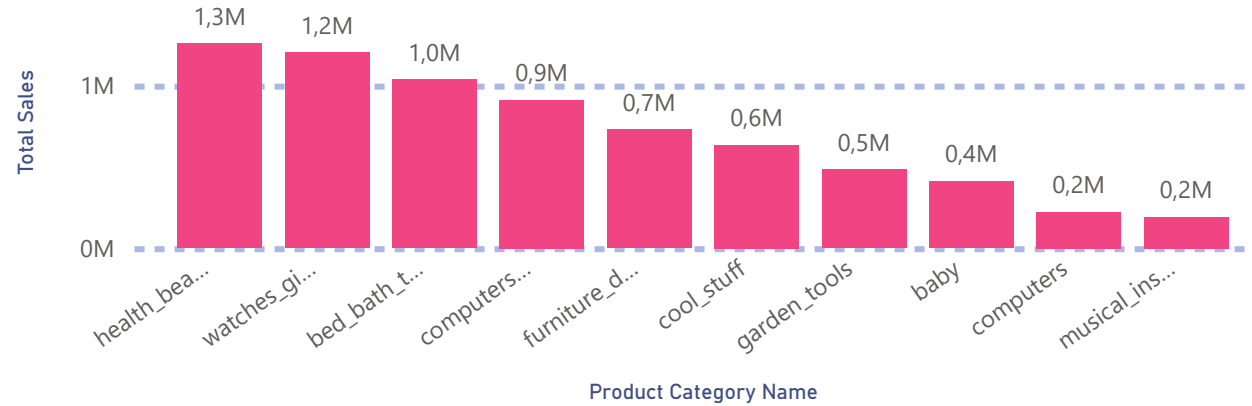
Customer
Analysis &...

Logistics
Insights

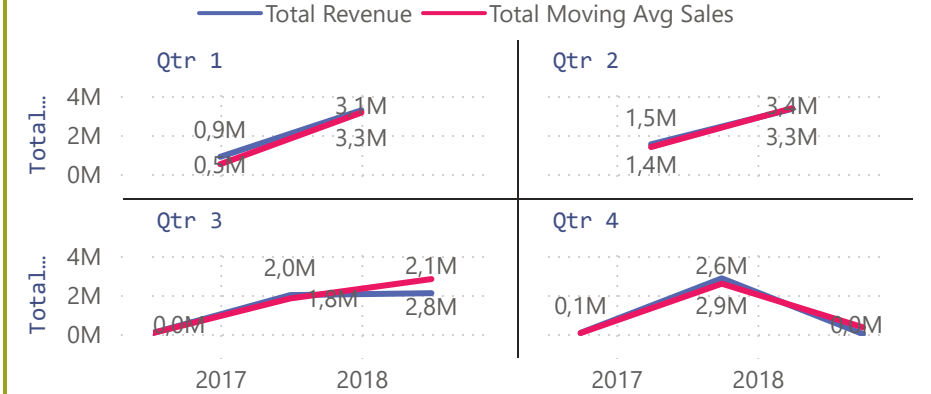
Marketing
Insights &...

Interactive
Report

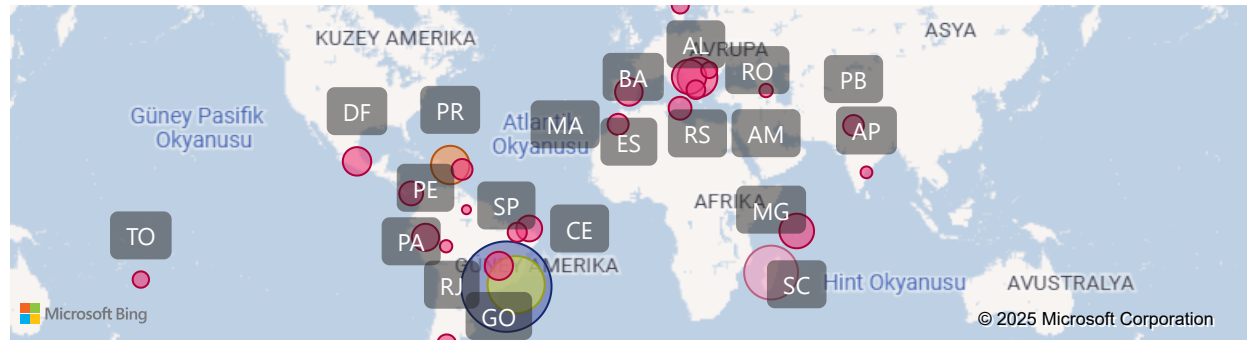
Top Revenue-Generating Categories



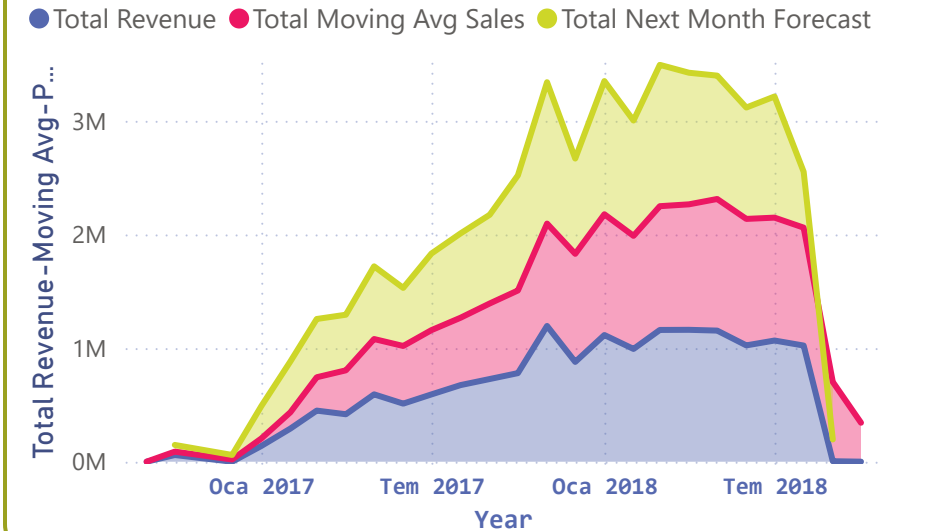
Quarterly Sales with Moving Average



Sales Distribution by Region



Predicted Sales



Category

All

Seller_id

All

Region

All

Date Range

04.09.2016

17.10.2018



Cover

Overview & Key Metrics

Revenue & Sales Trends

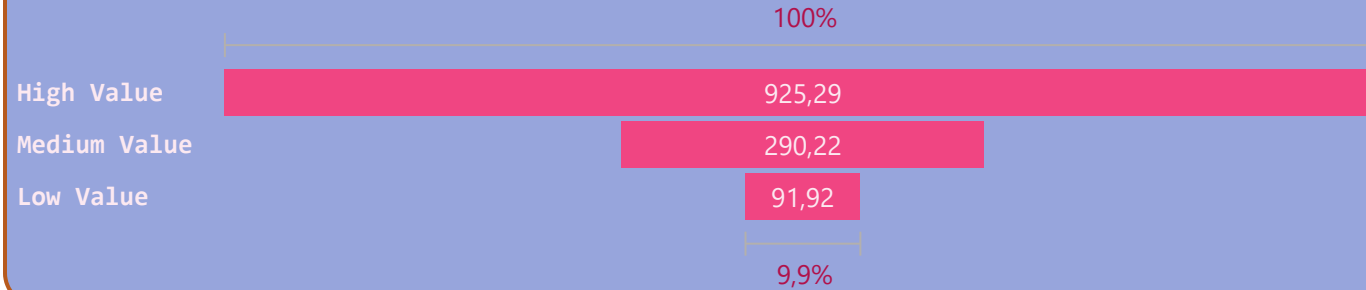
Customer Analysis &...

Logistics Insights

Marketing Insights &...

Interactive Report

Average Customer Lifetime Value (CLV)



Date Range

04.09.2016

17.10.2018

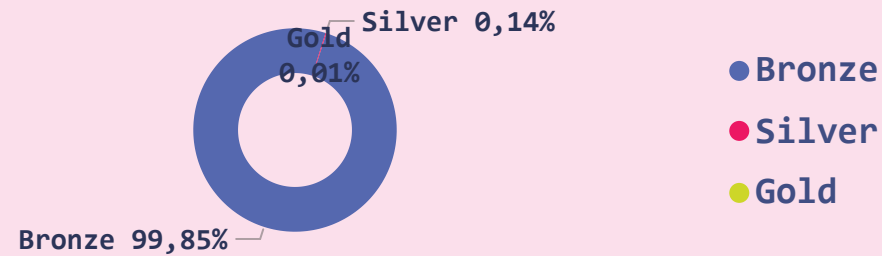
Purchase Frq

All

Customer_id

All

Customer Segmentation



Top 10 High-Value Customers

Customer_id	Total Orders	Total Spent
10de381f8a8d23fff822753305f71cae	15	982
8c20d9bfbcb96c5d39025d77a3ba83d7f	11	1.362
91f92cfee46b79581b05aa974dd57ce5	12	1.296
adb32467ecc74b53576d9d13a5a55891	15	765
bd5d39761aa56689a265d95d8d32b8be	20	1.974
be1b70680b9f9694d8c70f41fa3dc92b	20	2.000
be1c4e52bb71e0c54b11a26b8e8d59f2	11	715
d5f2b3f597c7ccafbb5cac0bcc3d6024	14	826
daf15f1b940cc6a72ba558f093dc00dd	12	959
f4c13379ddd0ed4f4fc1c0b49c2c5e51	11	774
Total	141	11.653

Customer Churn

Churn Status	Avg days since last order	Total Customer
Active	72	8.896
At-Risk	138	18.648
Churned	360	68.552
Total	290	96.096



Cover

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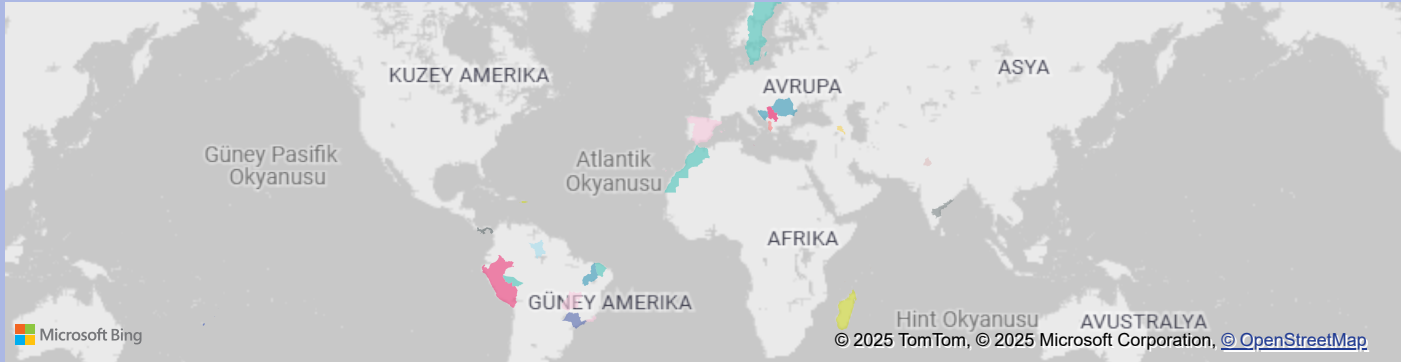
Customer
Analysis &...

Logistics
Insights

Marketing
Insights &...

Interactive
Report

Average Delivery Time by Region



Average of Delivery Days Trend



Date Range

04.09.2016

17.10.2018

Region

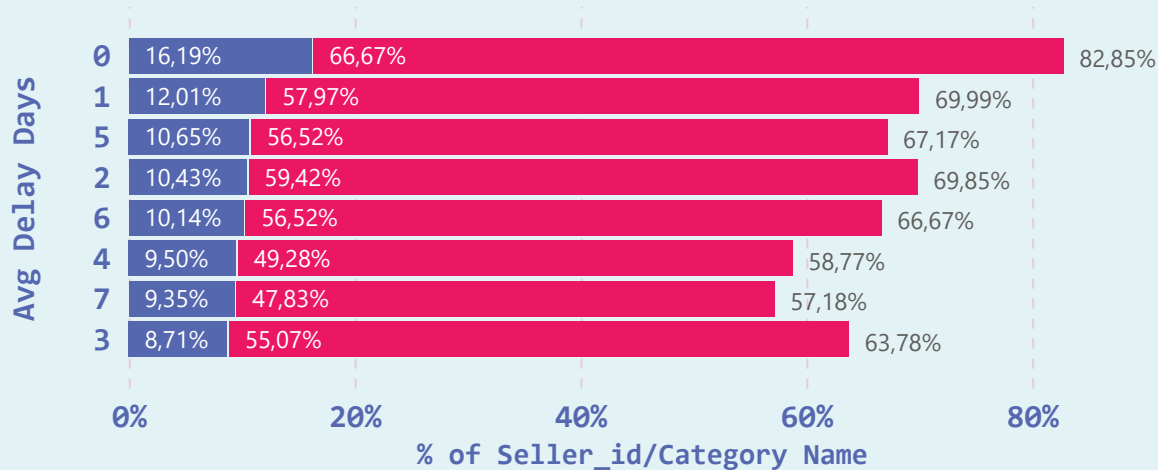
All

Seller_id

All

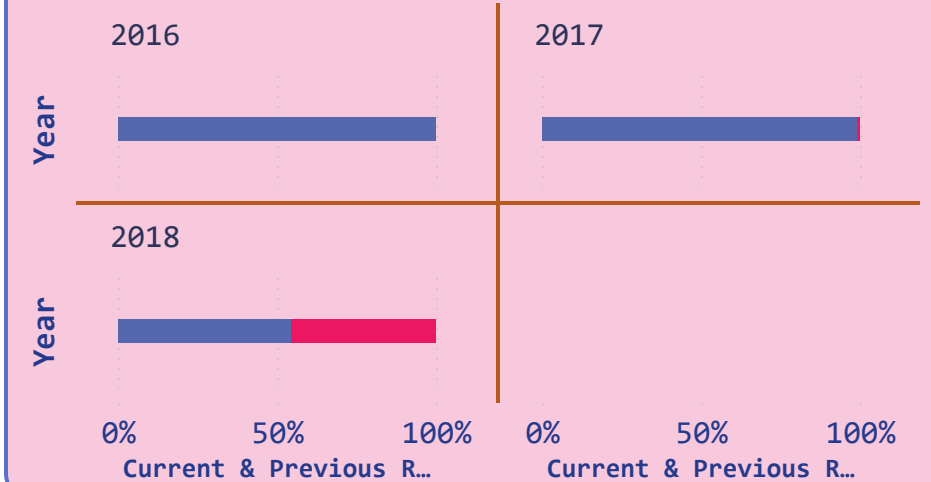
Delayed Deliveries % by Seller/Product

● %GT Seller_id ● %GT Category



YOY Growth

● Total Revenue ● Previous Year Total Revenue





Cover

Overview & Key Metrics

Revenue & Sales Trends

Customer Analysis &...

Logistics Insights

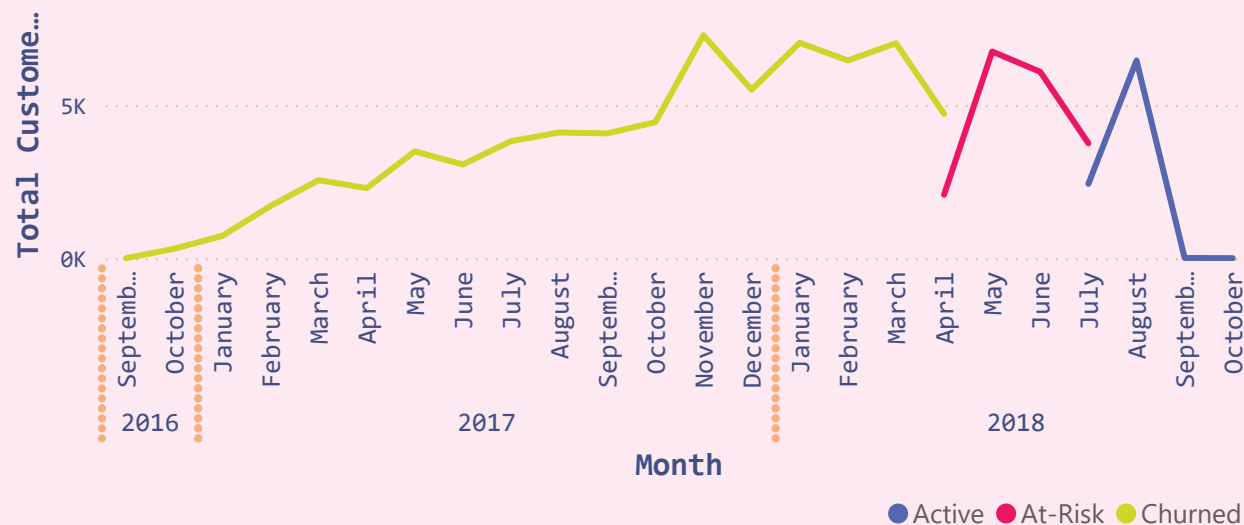
Marketing Insights &...

Interactive Report

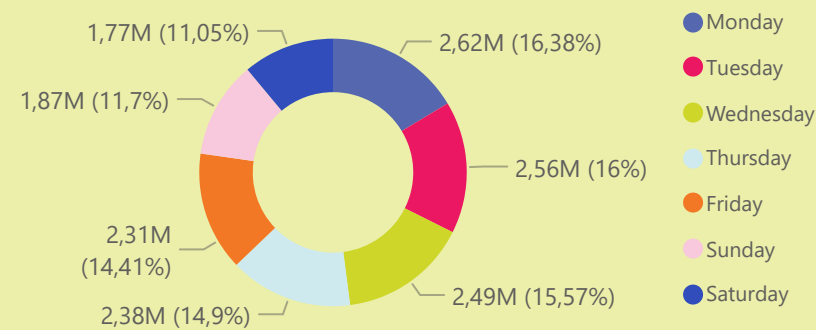
Top Cross Sell Products

Category	air_conditioning	art	arts_and_craftmanship	audio	auto	baby	bed_bath_table	books_general_interest	books_technical	chri
bed_bath_table					2	11	1147			
furniture_decor		4			4	16	57			1
health_beauty							6			
housewares					2	3	27		1	
computers_accessories					1					
garden_tools				1	1	6	6			
watches_gifts				3	1	2				
Total	1	5		1	3	146	1327		24	1

Churn Status by Month



Weekday vs Weekend



Date Range

04.09.2016

17.10.2018

Category

All

Churn S...

All

Cover

Overview & Key Metrics

Revenue & Sales Trends

Customer Analysis &...

Logistics Insights

Marketing Insights &...

Interactive Report

Dynamic Top 10 Products/Sellers by Revenue

Category	Seller_id	Total_Revenue
watches_gifts	4869f7a5dfa277a7dca6462dcf3b52b2	201.072
watches_gifts	fa1c13f2614d7b5c4749cbc52fecda94	192.093
office_furniture	7c67e1448b00f6e969d365cea6b010ab	172.960
watches_gifts	7e93a43ef30c4f03f38b393420bc753a	169.768
computers	53243585a1d6dc2643021fd1853d8905	166.872
bed_bath_table	4a3ca9315b744ce9f8e9374361493884	165.219
bed_bath_table	da8622b14eb17ae2831f4ac5b9dab84a	152.308
cool_stuff	7a67c85e85bb2ce8582c35f2203ad736	135.414
furniture_decor	1025f0e2d44d7041d6cf58b6550e0bfa	111.530
telephony	53243585a1d6dc2643021fd1853d8905	55.904
furniture_decor	955fee9216a65b617aa5c0531780ce60	38.869
housewares	955fee9216a65b617aa5c0531780ce60	30.844
home_comfort	4a3ca9315b744ce9f8e9374361493884	24.553
construction_tools_lights	1025f0e2d44d7041d6cf58b6550e0bfa	16.686
sports_leisure	955fee9216a65b617aa5c0531780ce60	15.866
health_beauty	955fee9216a65b617aa5c0531780ce60	11.980
garden_tools	955fee9216a65b617aa5c0531780ce60	10.322
home_construction	1025f0e2d44d7041d6cf58b6550e0bfa	10.228
Total		1.787.242

Chart Type

All

Seller_id

All

Customer_id

All

Region

All

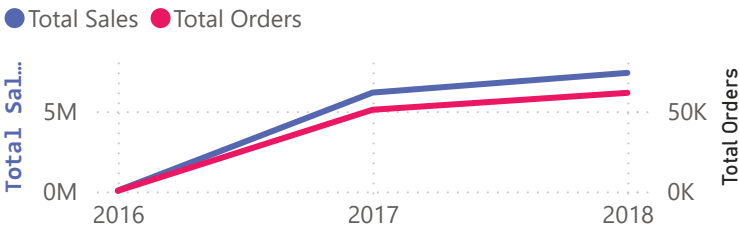
Date Range

04.09.2016

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LineChart

Total Sales/Orders by Year



BarChart

Total Sales by Seller/Category

Seller_id

PieChart

Sales Distribution by Region