

OLIST - BRAZILIAN ECOMMERCE STORE ANALYSIS

Olist is a Brazilian e-commerce platform that connects sellers to various marketplaces, allowing businesses to list their products for sale online. It facilitates a wide range of products and services, serving customers and sellers across Brazil. Olist connects small businesses from all over Brazil to channels without hassle and with a single contract. Those merchants are able to sell their products through the Olist Store and ship them directly to the customers using Olist logistics partners.

Olist provides the infrastructure and tools for sellers to run their online stores, while also offering a platform for customers to discover and purchase products from a variety of sellers. This marketplace model benefits both sellers by giving them access to a wider customer base and buyers by offering a wider selection of products and competitive prices.

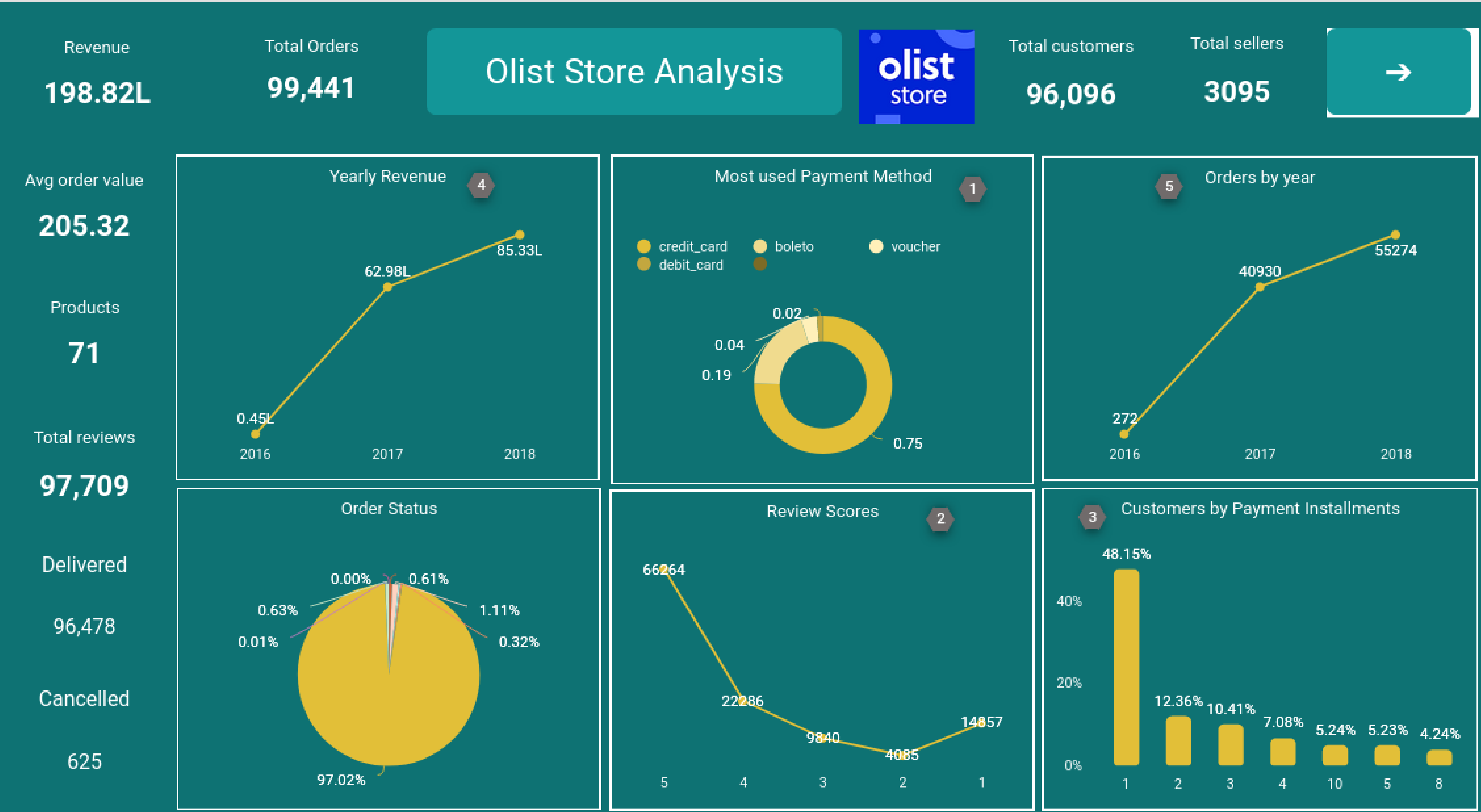


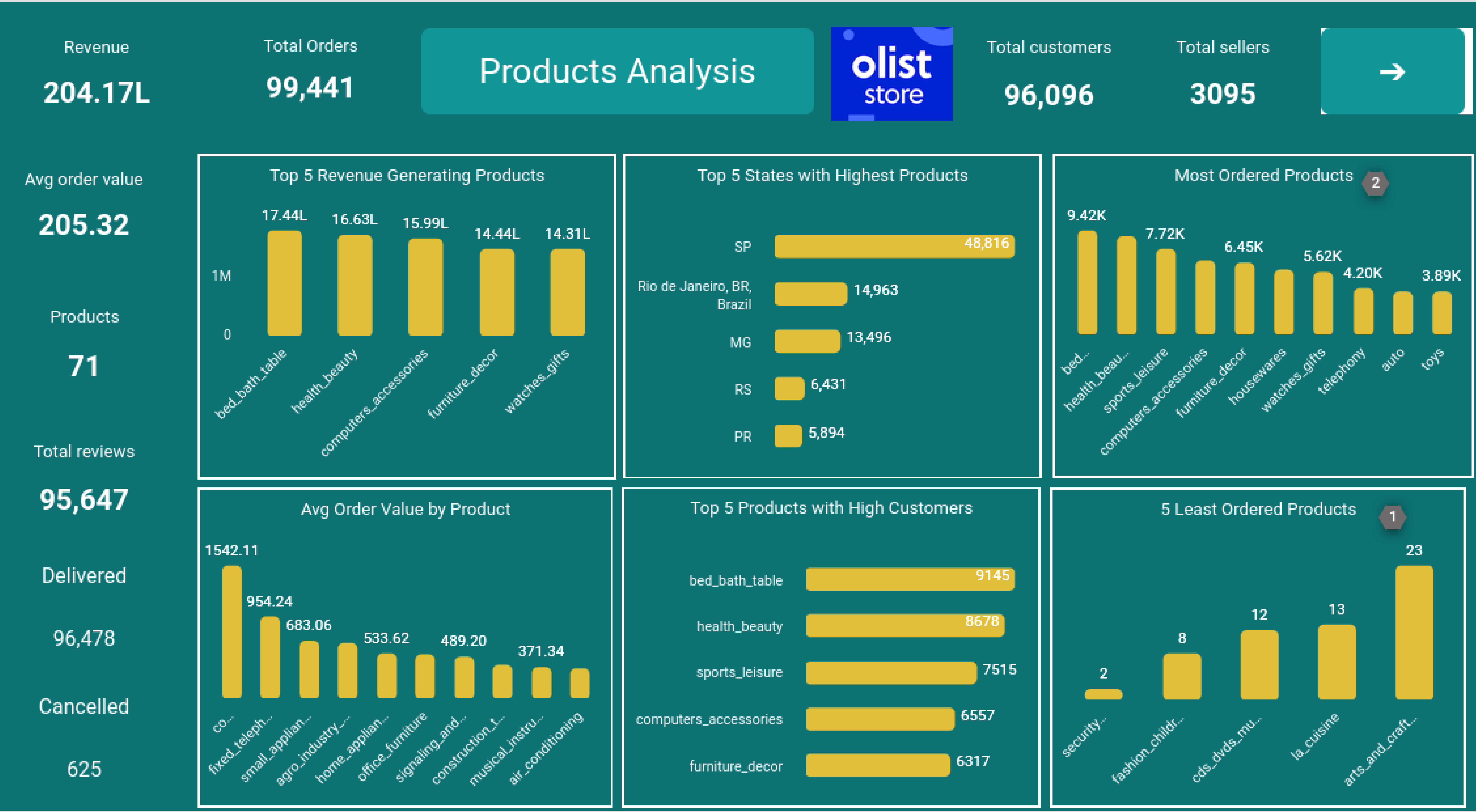
Olist Store Analysis

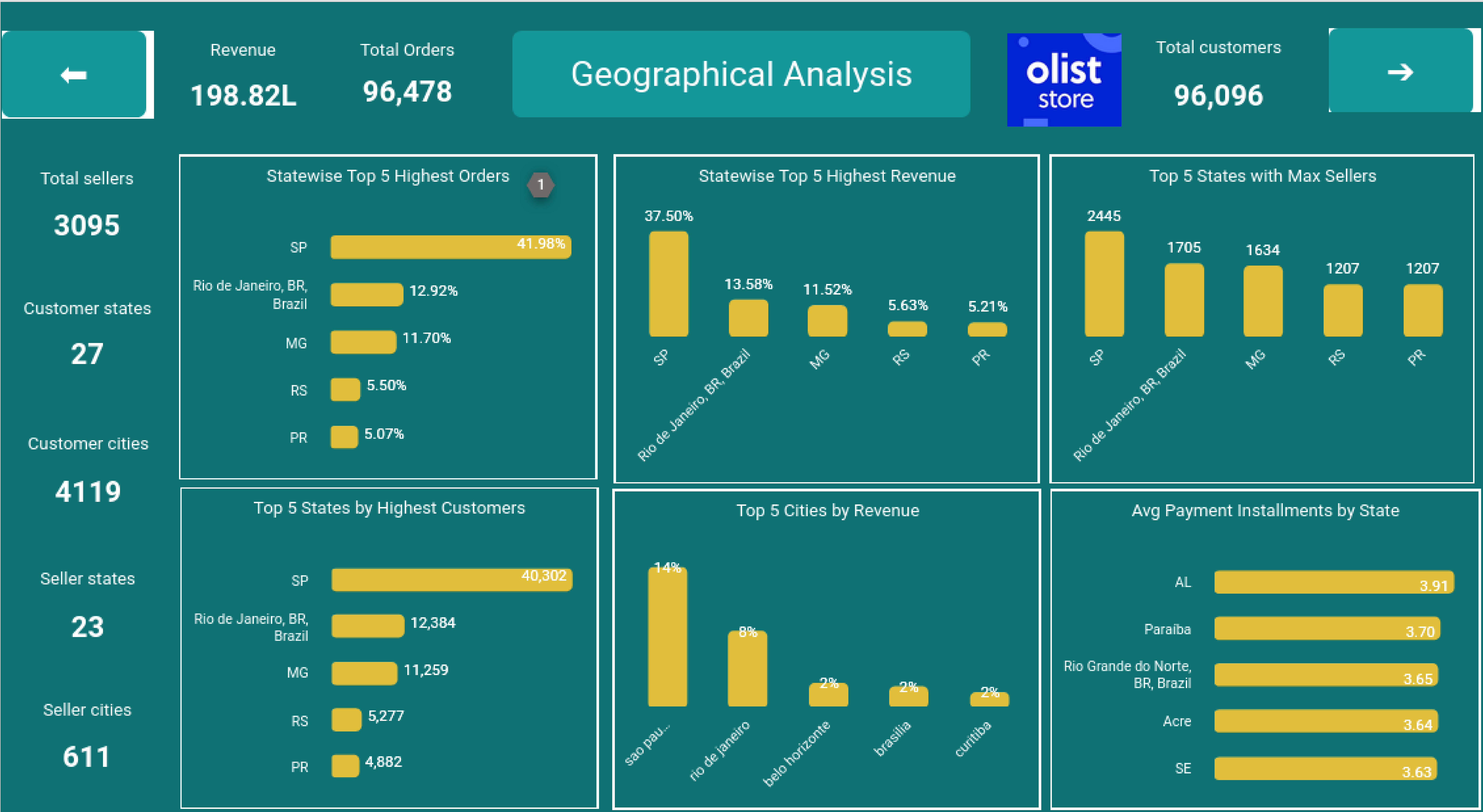
Products Analysis

Geographical Analysis

Predictions Analysis



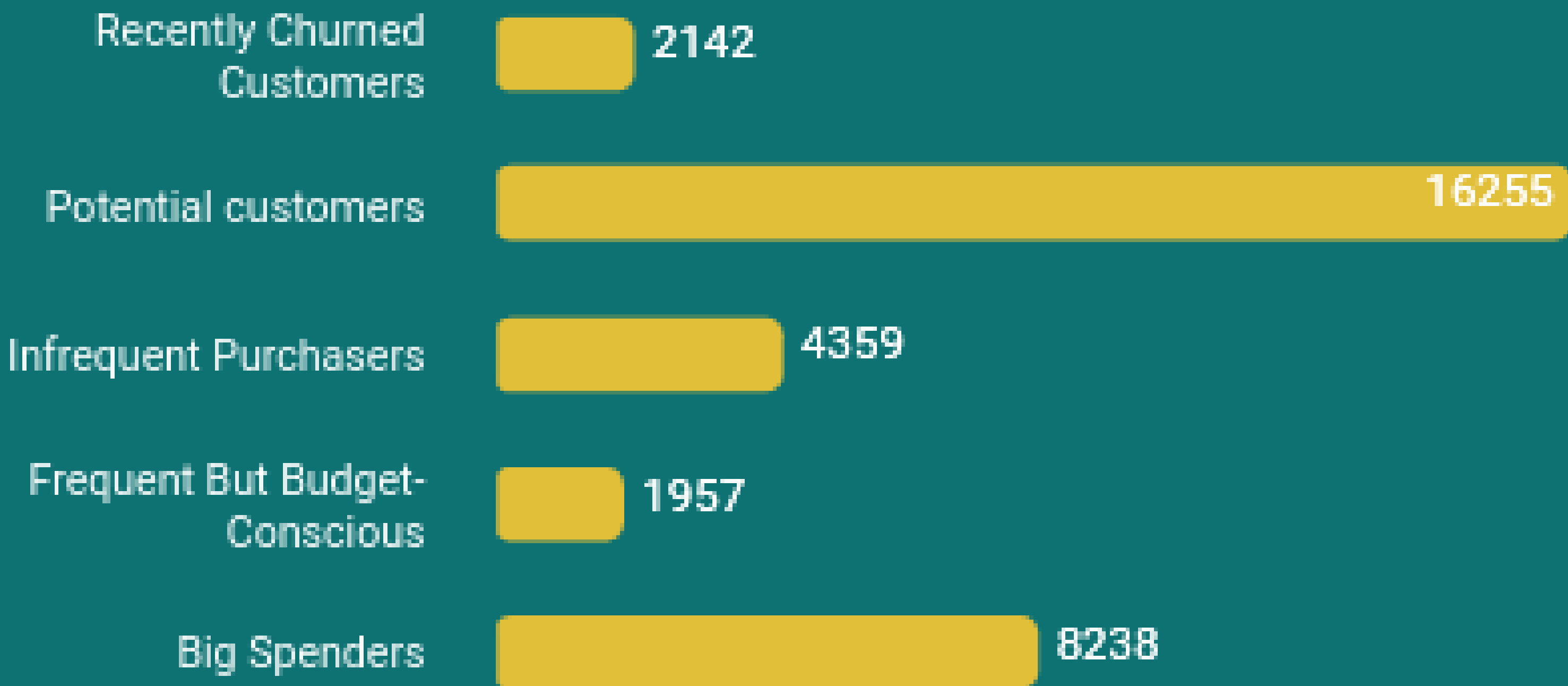




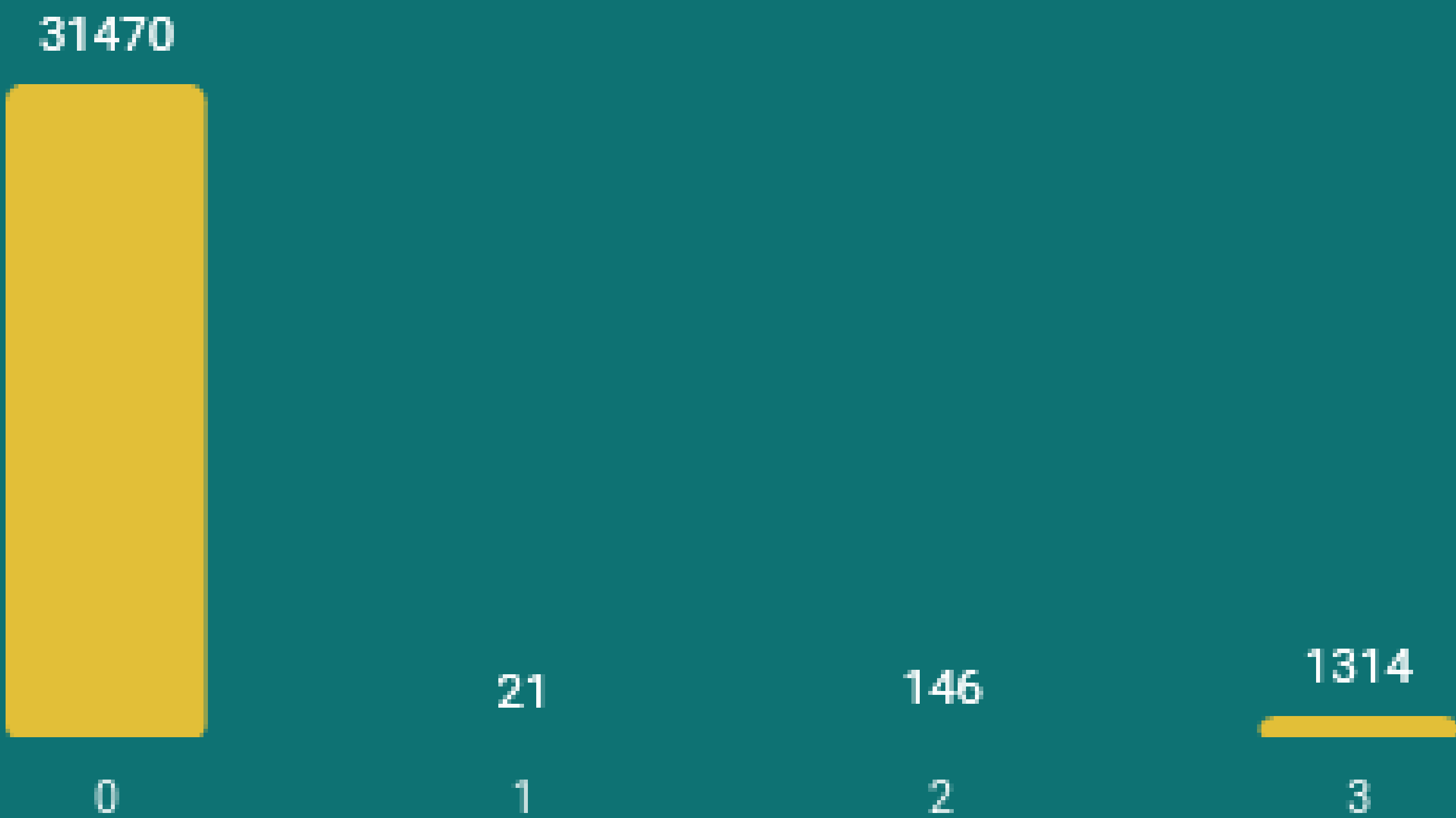


Predictions Analysis

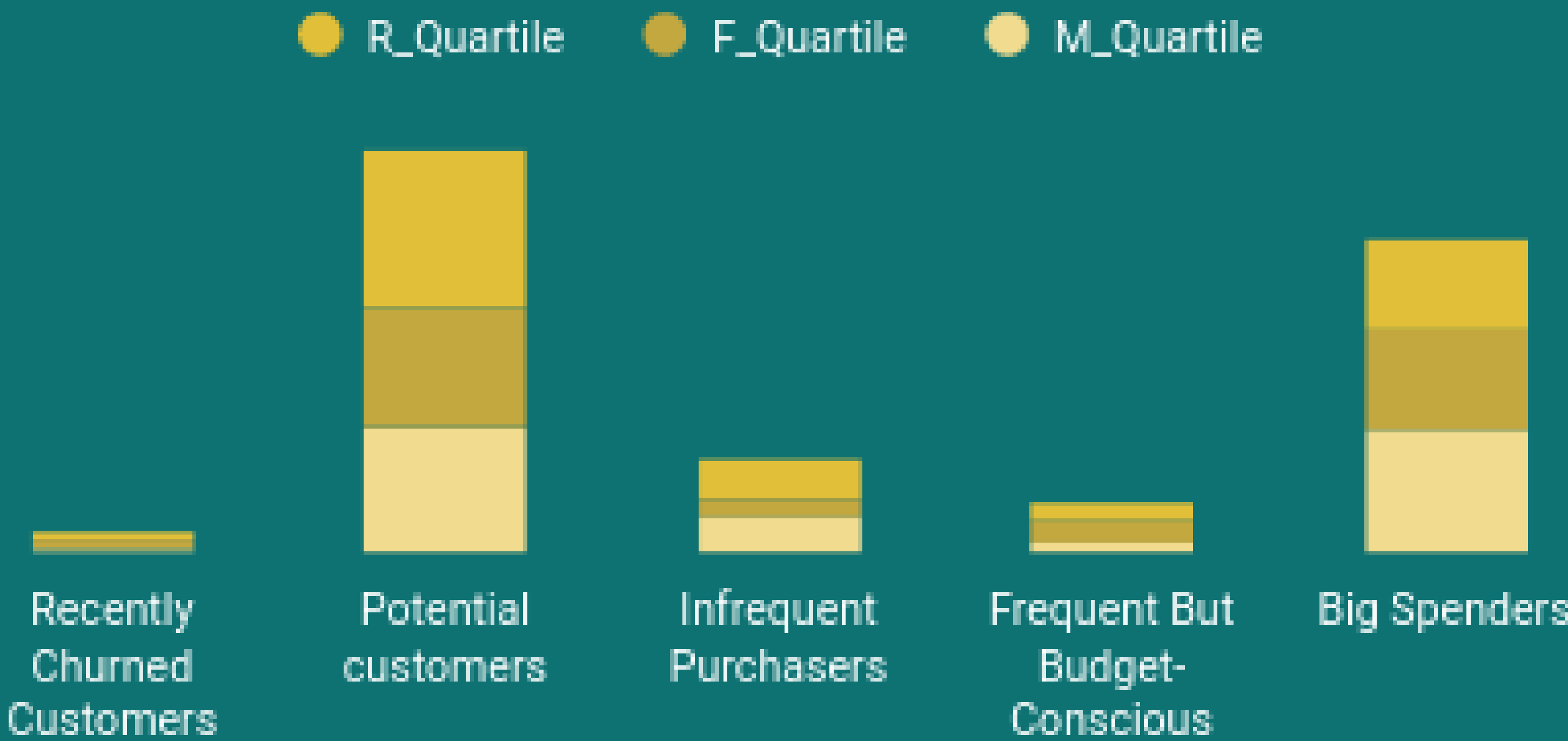
Segments



K-Means Clusters Distribution



Quartiles by Segment



Centroid based Clusters Distribution

