

Olist E-commerce Sales Analysis by Judith Okon

Total Revenue

R\$15.74M

Total Number of Orders

98.21K

Average Order Value

R\$153.44

Total Number of Customers

96.10K

Total Number of Repeat Customers

2997

Total Number of Canceled Orders

1234

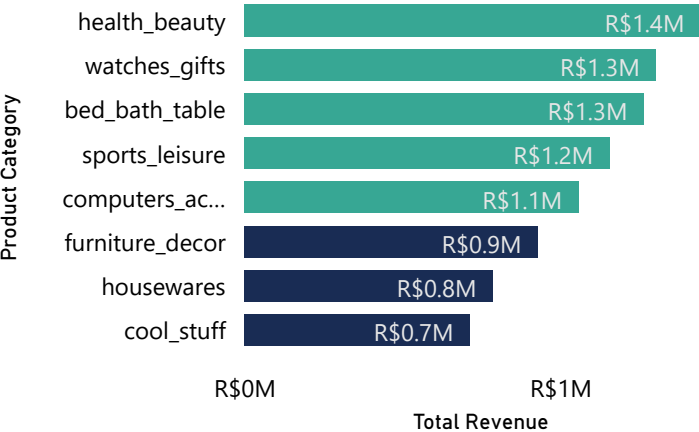
Date

2016

2017

2018

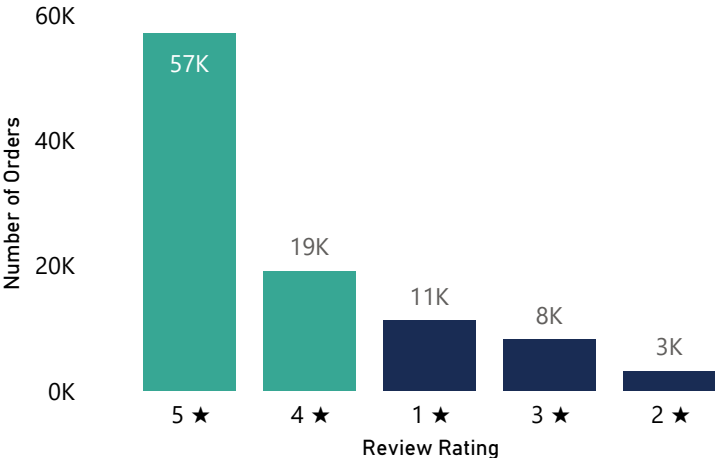
Top 10 Popular Product Categories based on Total Revenue



Trend of Revenue for each Month and Year



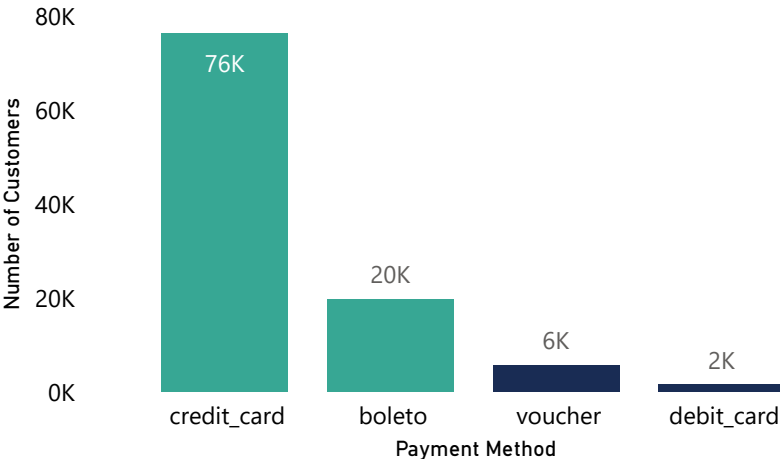
Number of Product Orders per Review Rating



Top Active Sellers based on Order Volume

Seller ID	Number of Orders
6560211a19b47992c3666cc44a7e94c0	2033
4a3ca9315b744ce9f8e9374361493884	1987
1f50f920176fa81dab994f9023523100	1931
cc419e0650a3c5ba77189a1882b7556a	1775
da8622b14eb17ae2831f4ac5b9dab84a	1551
955fee9216a65b617aa5c0531780ce60	1499
1025f0e2d44d7041d6cf58b6550e0bfa	1428
7c67e1448b00f6e969d365cea6b010ab	1364
ea8482cd71df3c1969d7b9473ff13abc	1203
Total	112650

Number of Customers using each Payment Method



States with the Most Orders

