

# E-commerce Marketplace Olist Performance Analysis

Total Sales Value

16.01M

AVG Payment Value

154.10

Sales Growth Rate by Year

119.03%

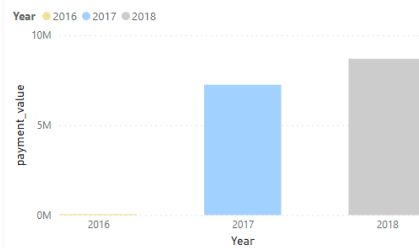
AVG Delivery Days

12.50

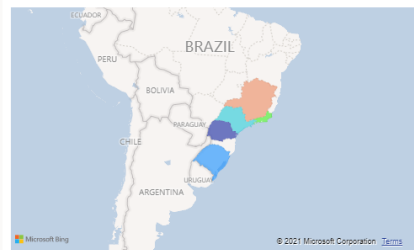
AVG Score



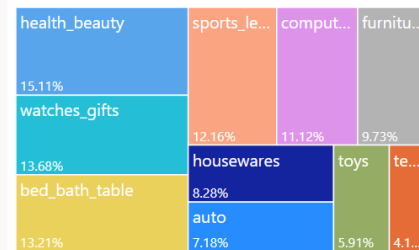
Payment Value



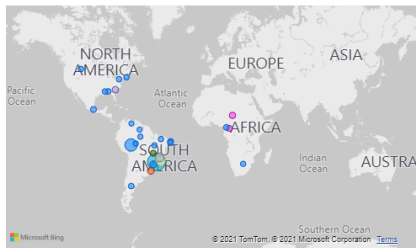
Top 5 Payment States



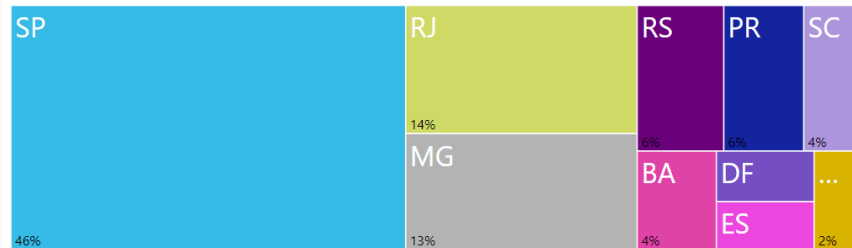
Top10 Popular Product Categories Sales



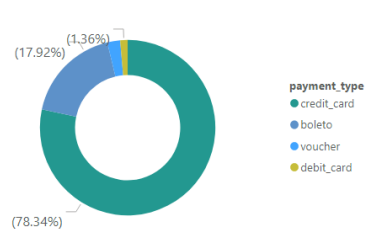
Customers' Location



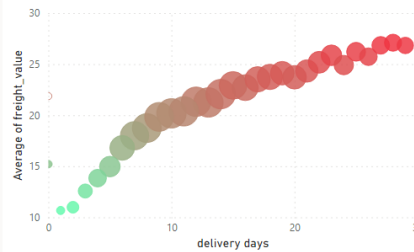
Top 10 Customer Locations



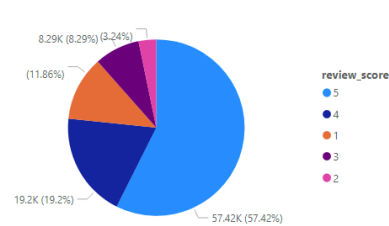
Payment Type



Freight Charge(zoom in)



Customer Review Score



16.01M

Total Payment Value

154.10

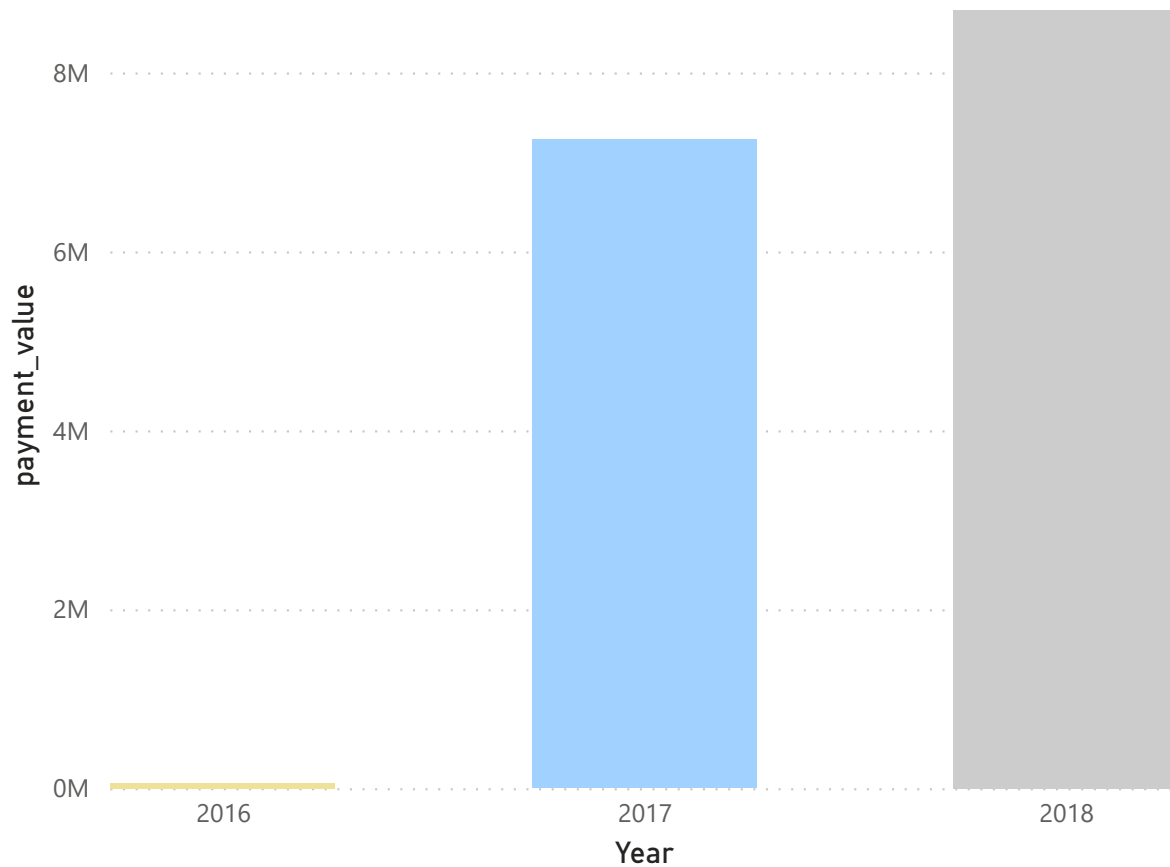
AVG Payment Value

119.03%

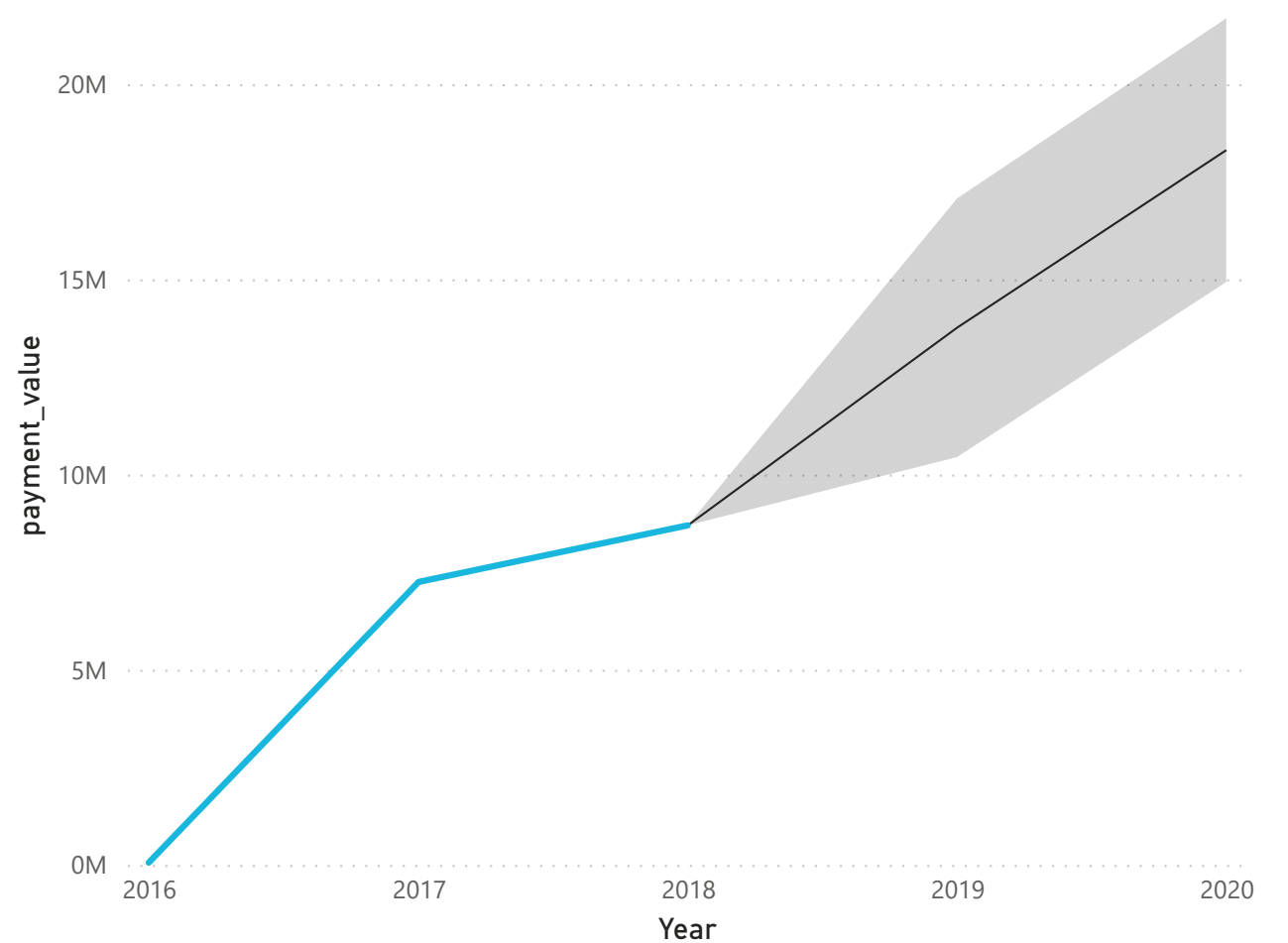
Sales Growth(YoY%)

## Payment Value

Year ● 2016 ● 2017 ● 2018

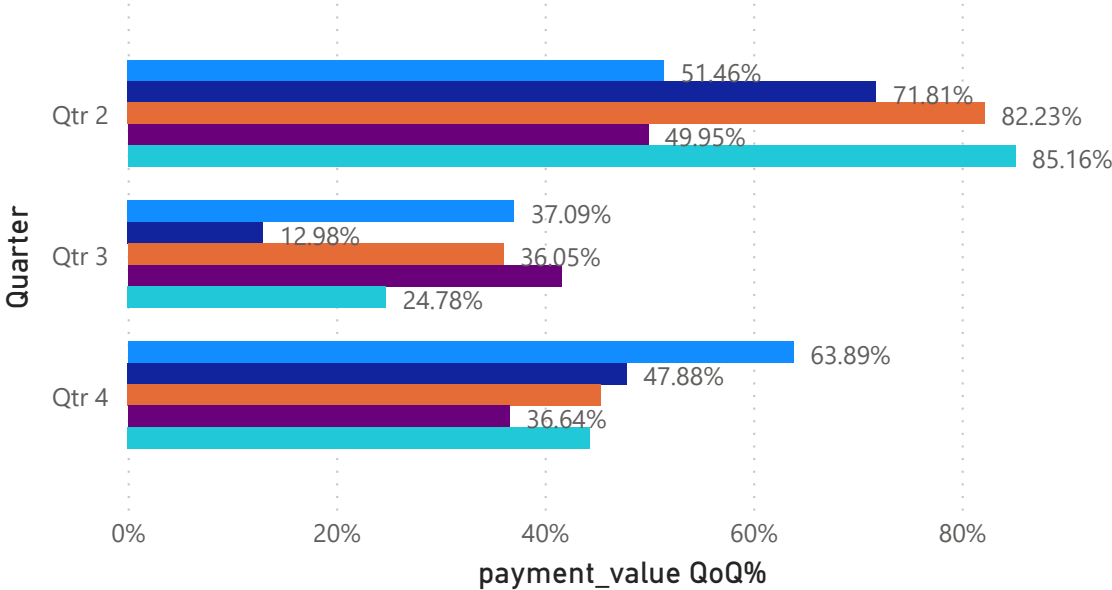


## Forecast Sales Performance



# Payment\_value QoQ% by 2017 Q2-4

customer\_state MG PR RJ RS SP

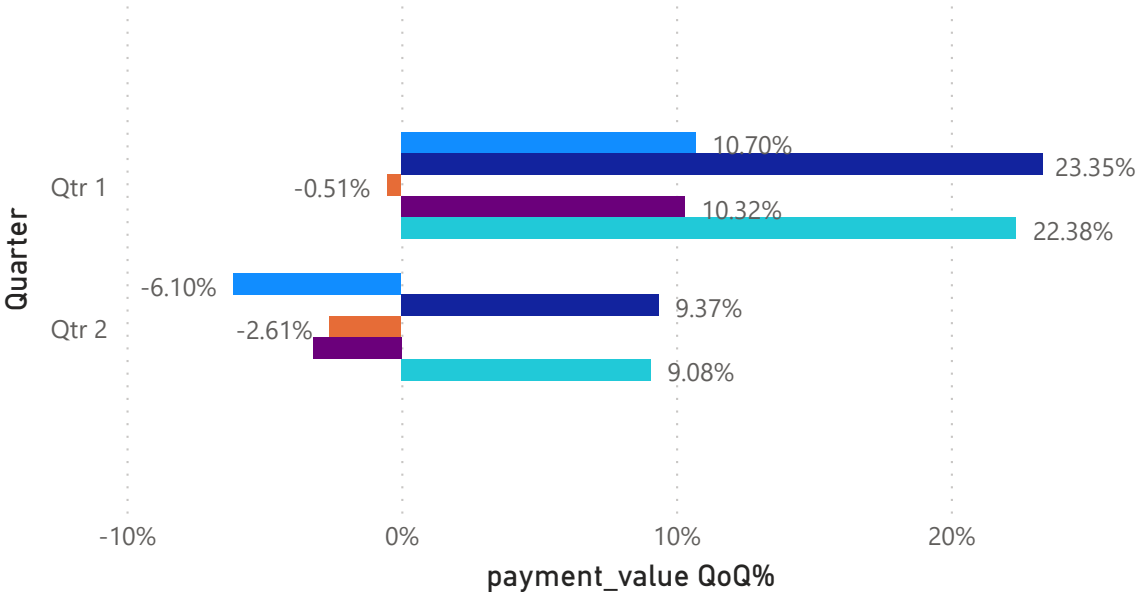


customer\_state, payment\_value

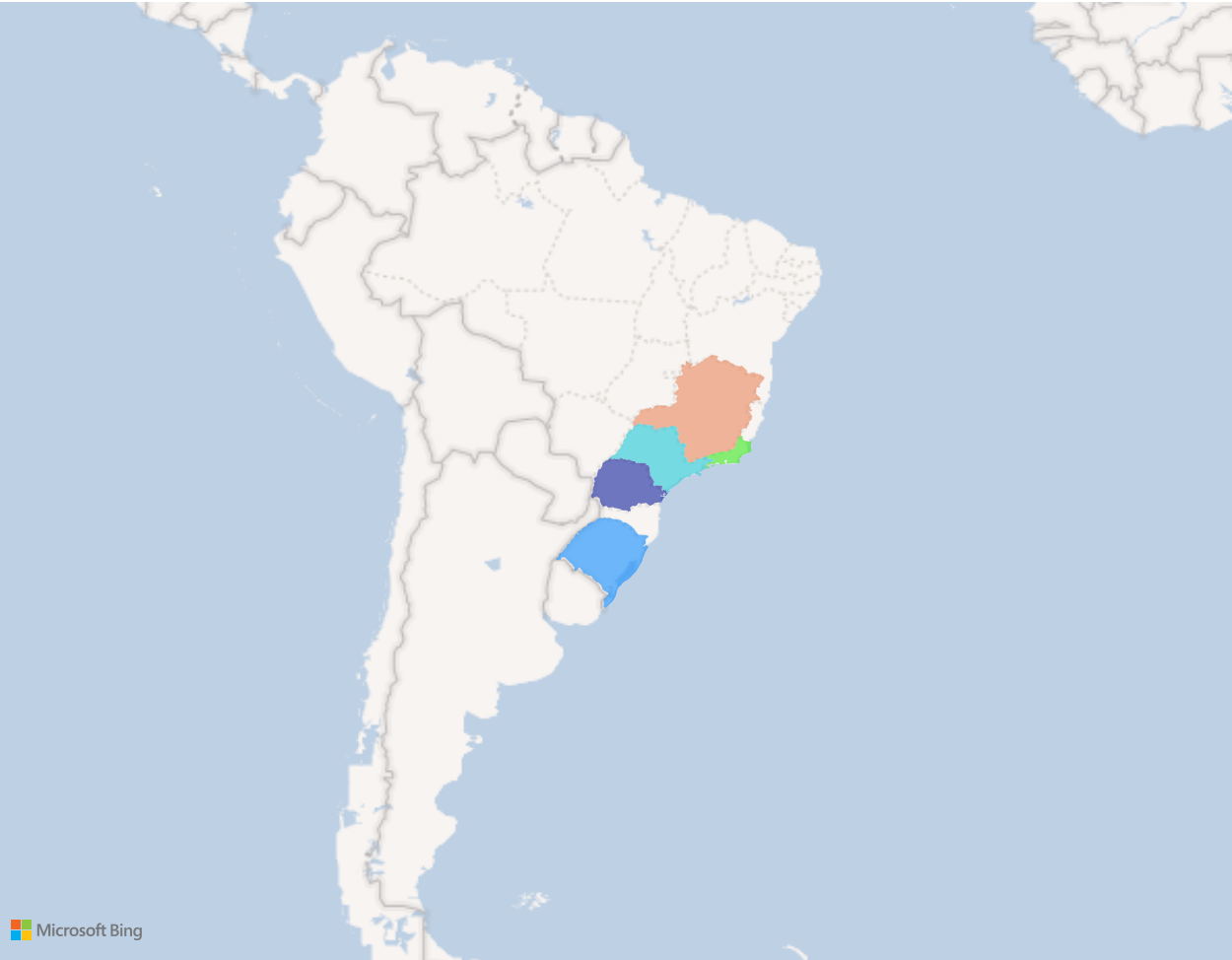
- MG
- PR
- RJ
- RS
- SP

# Payment\_value QoQ% by 2018 Q1-Q2

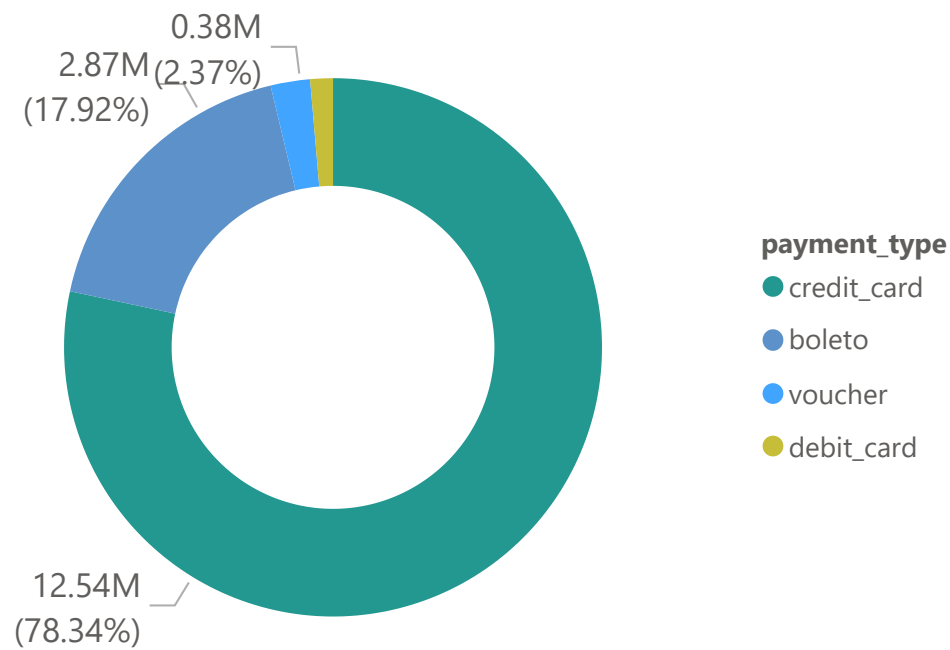
customer\_state MG PR RJ RS SP



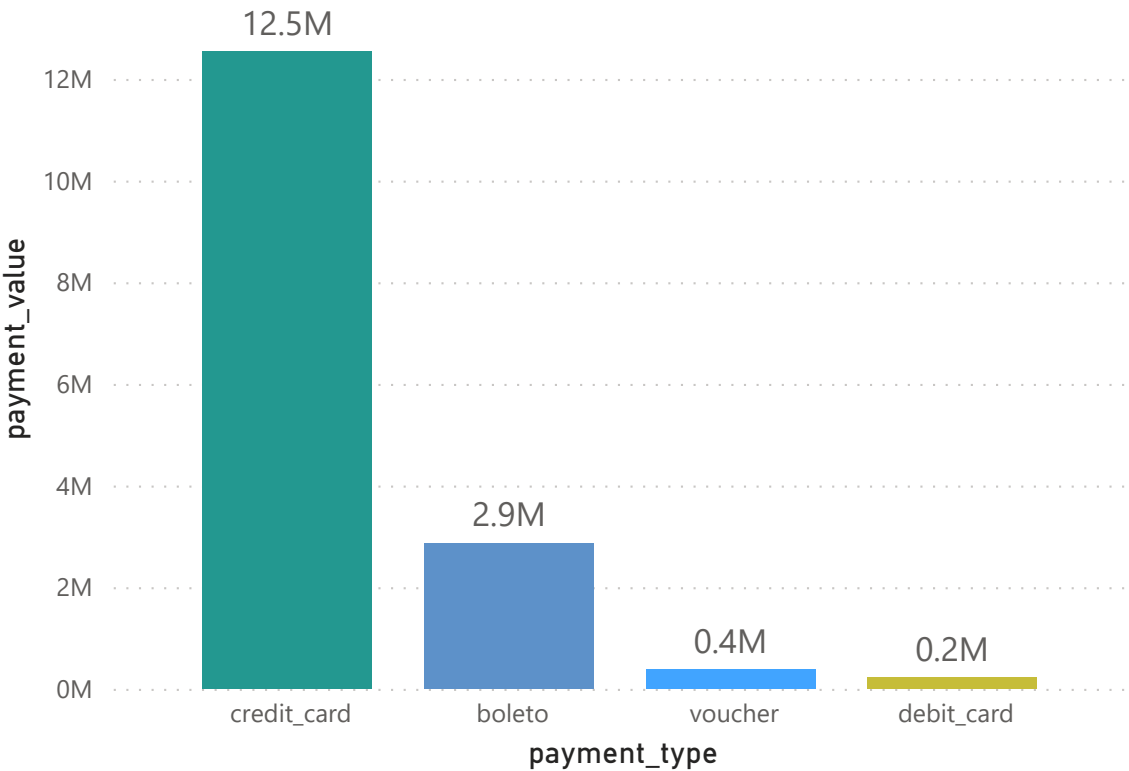
# Top 5 Payment States



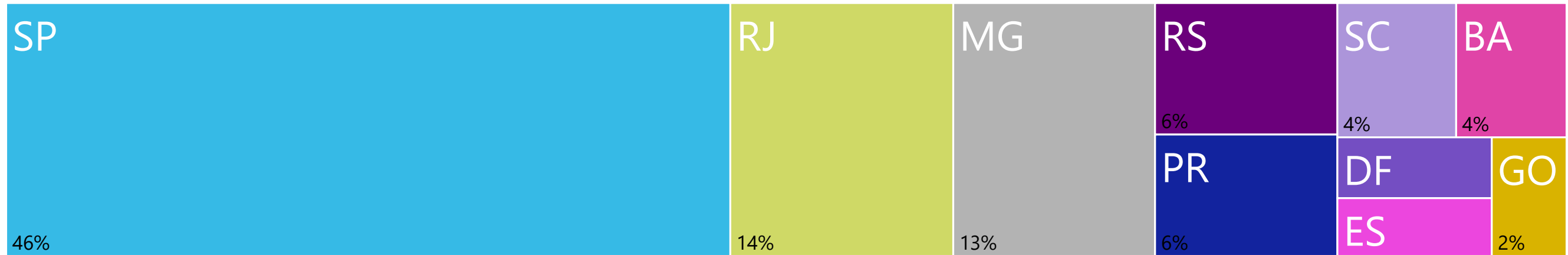
Payment Type



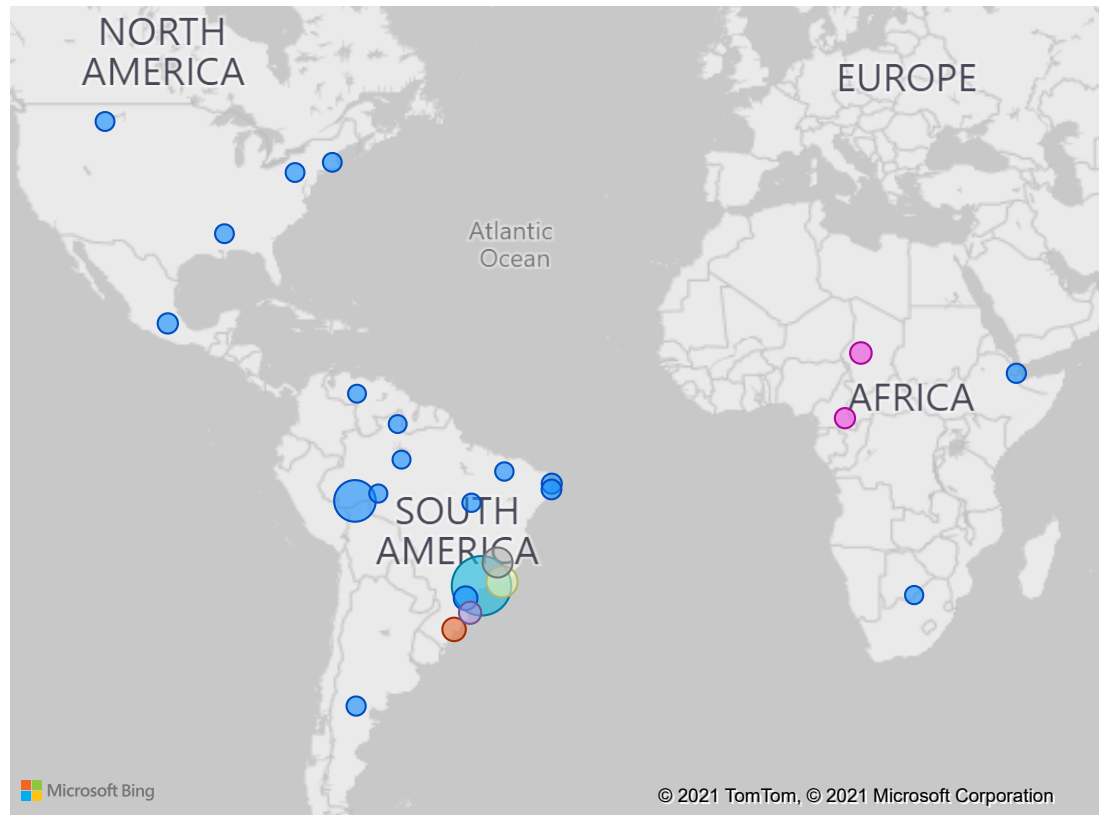
Payment Type



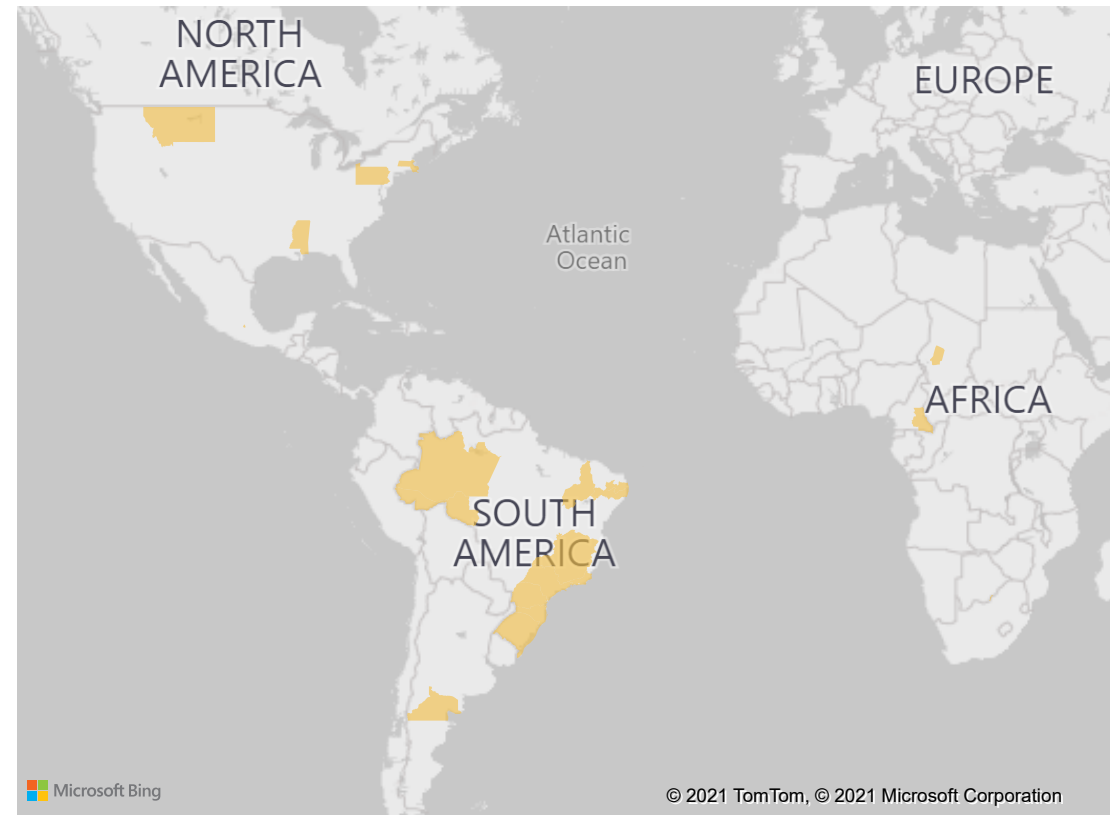
## Top 10 Customer Locations



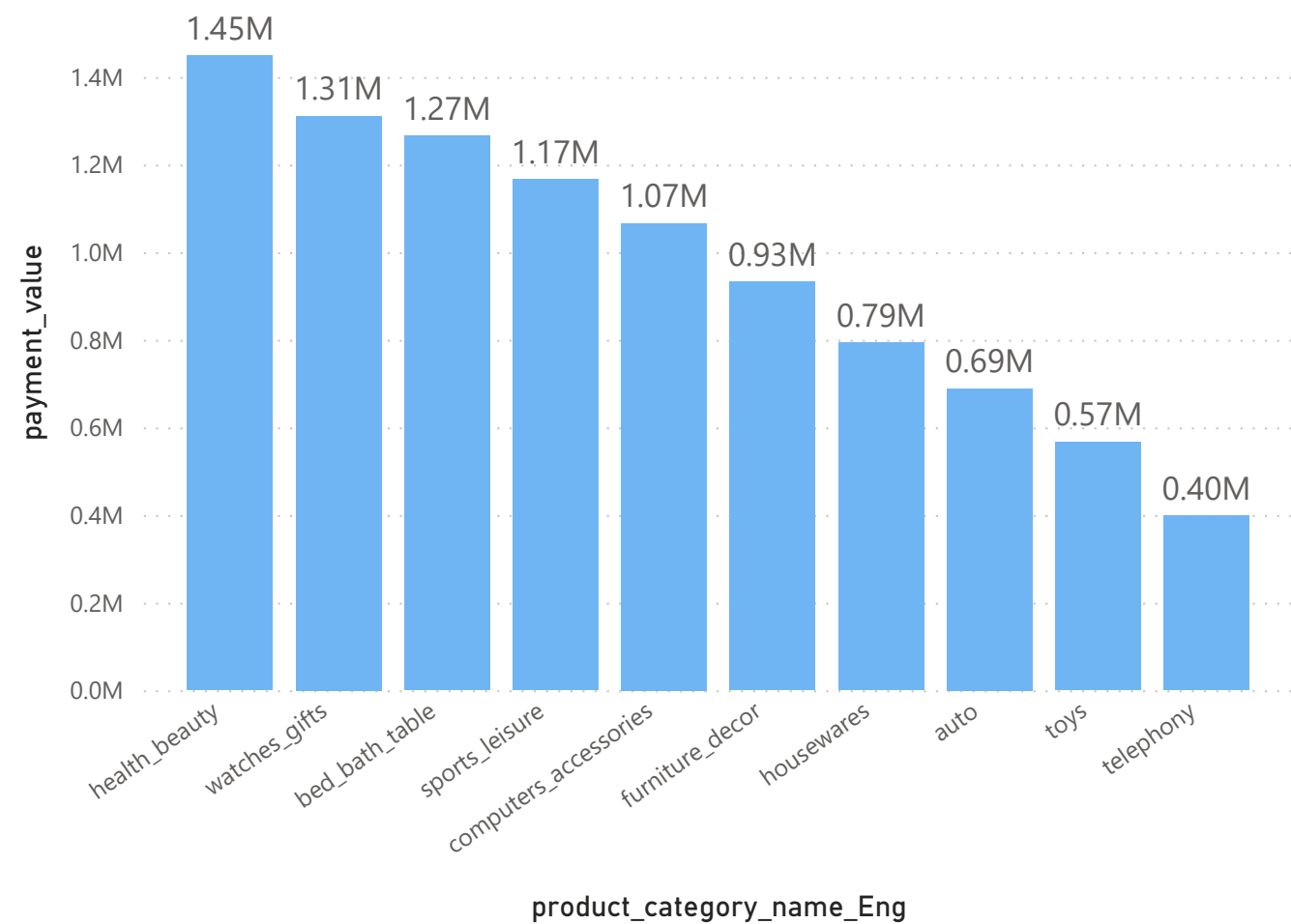
## Customers' Location



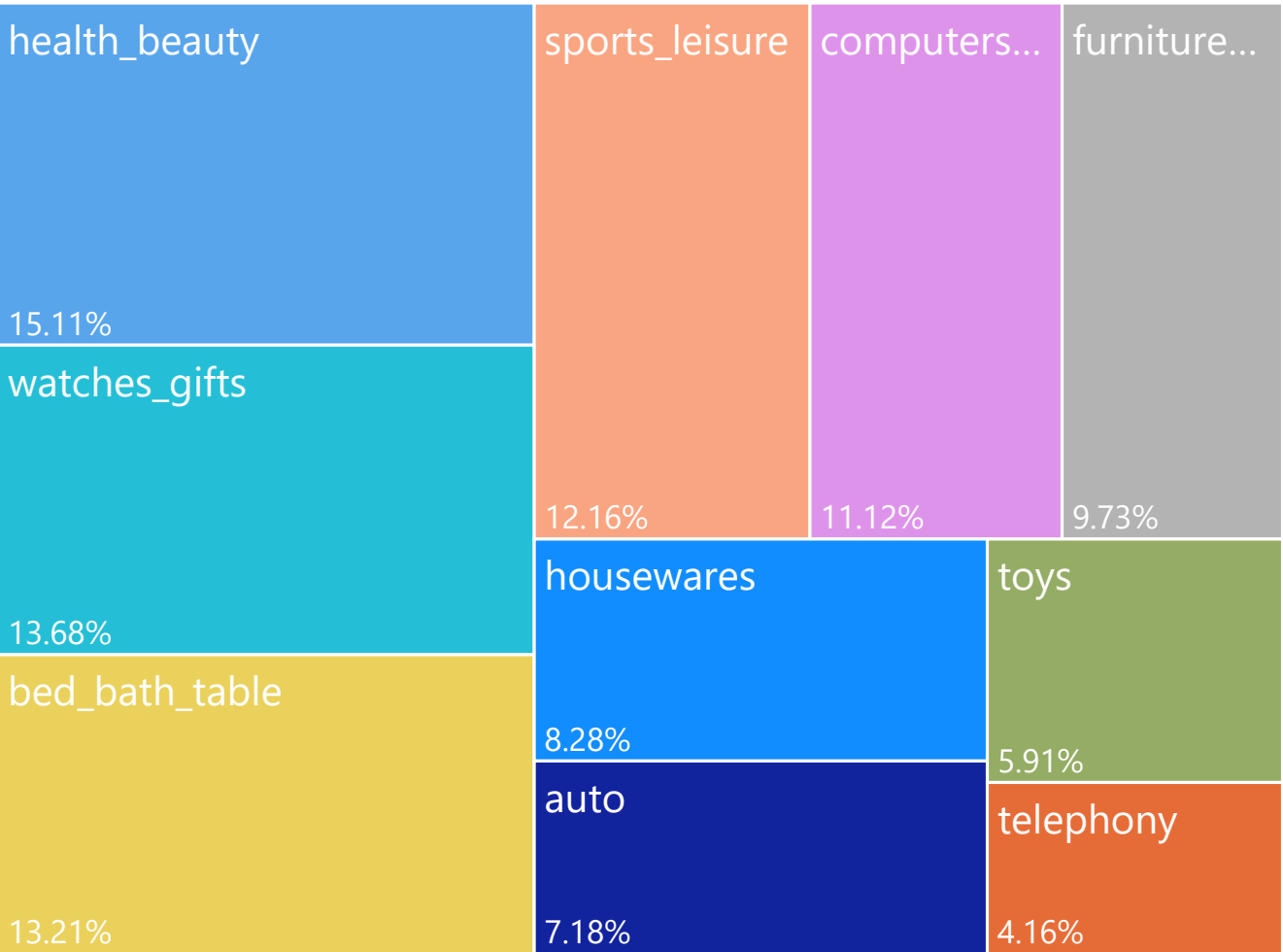
## Sellers' Location



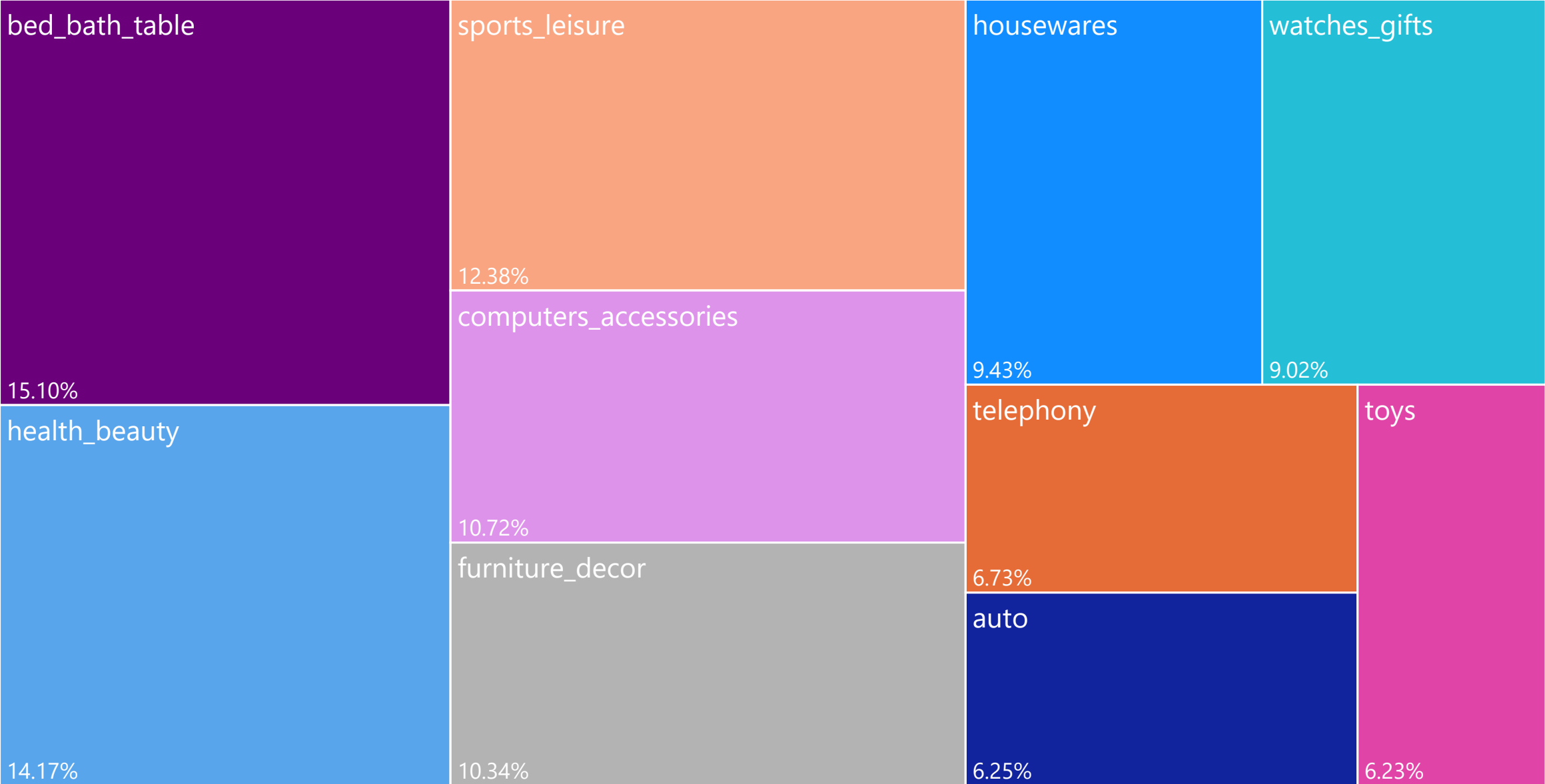
Top10 Popular Product Categories Sales



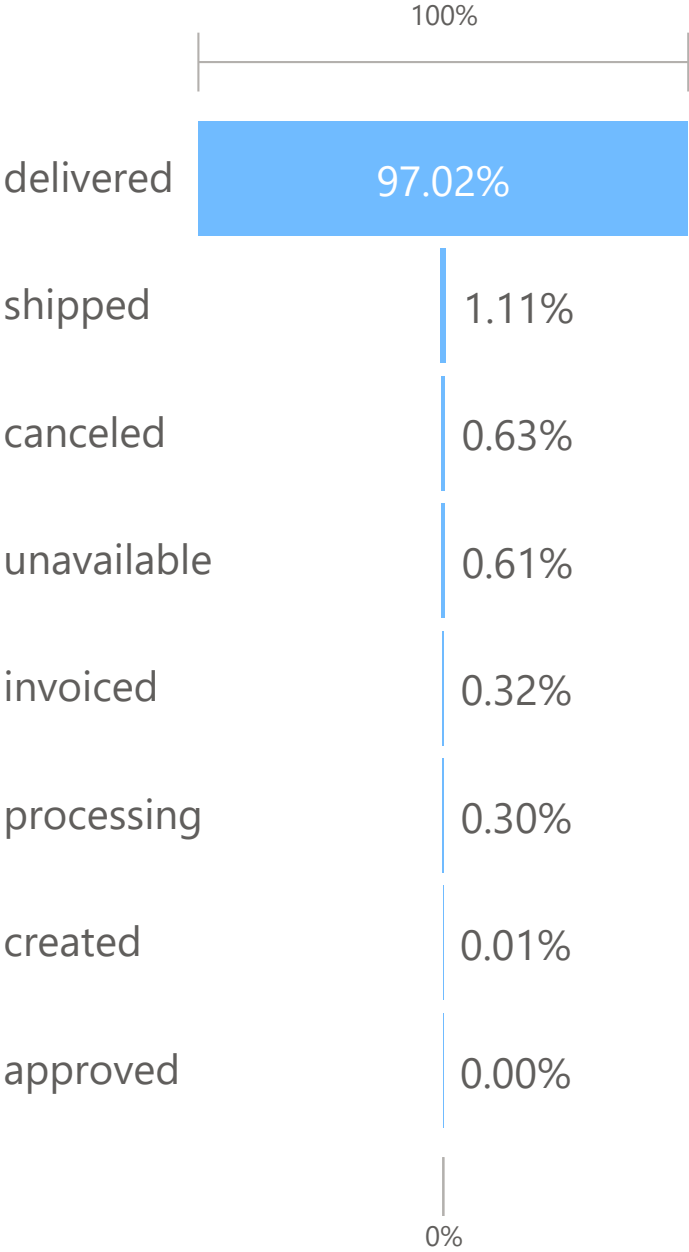
Top10 Popular Product Categories Sales



# Top10 Popular Product Categories



Order Status

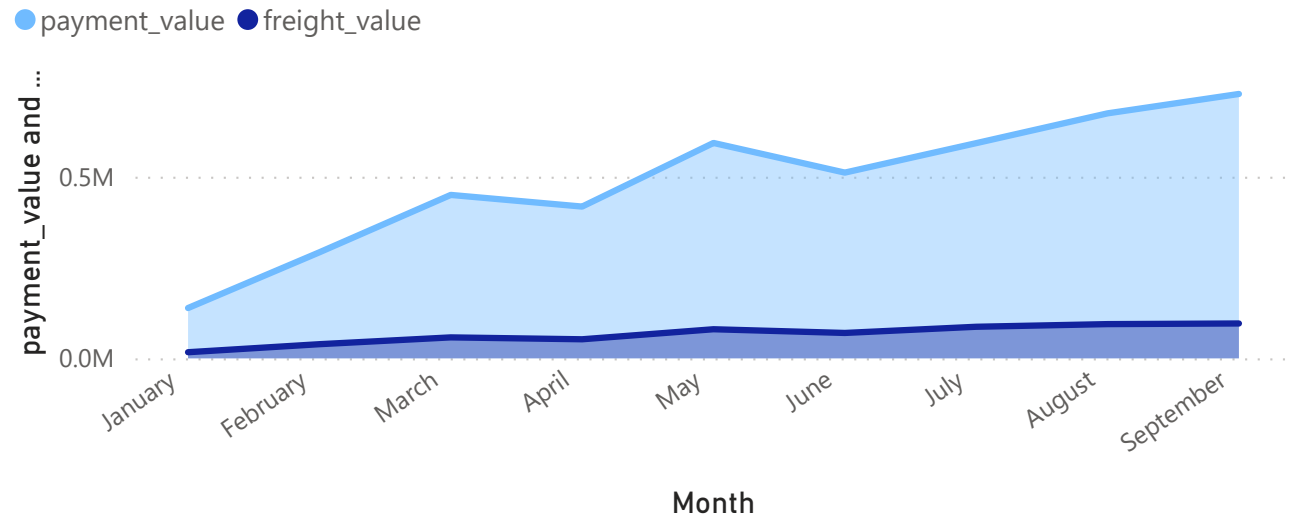


12.50

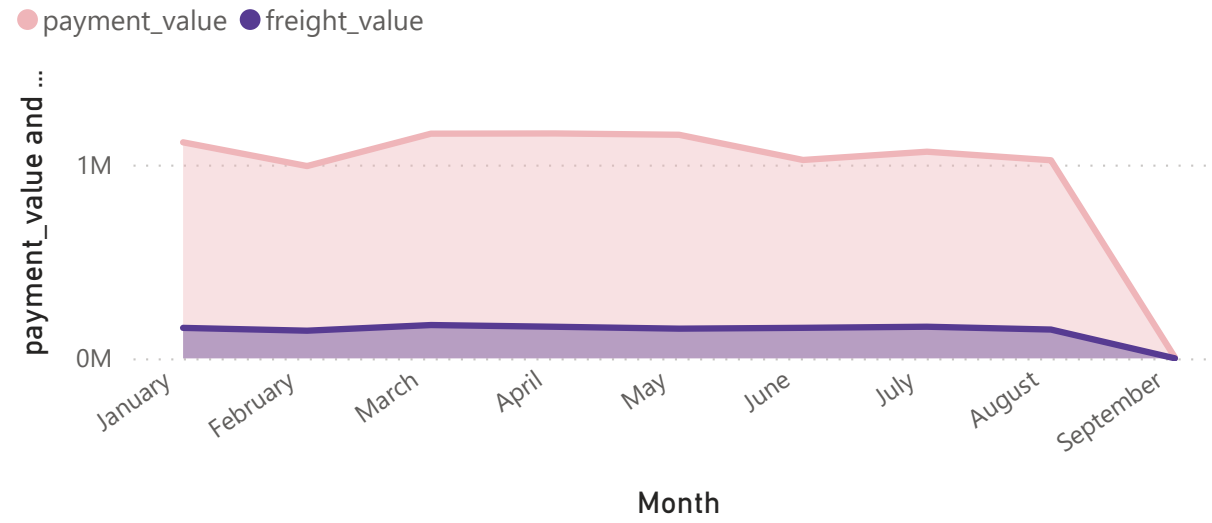
Average of delivery days



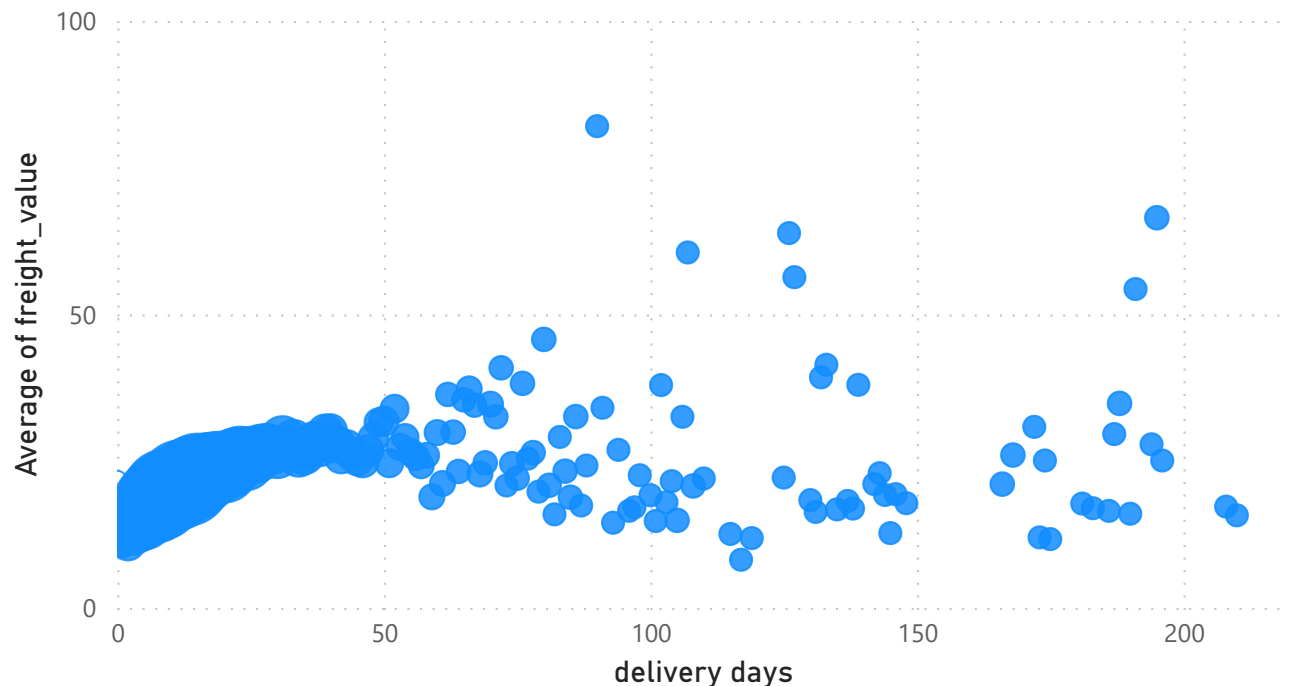
Freight Charge in 2017 Q1-Q3



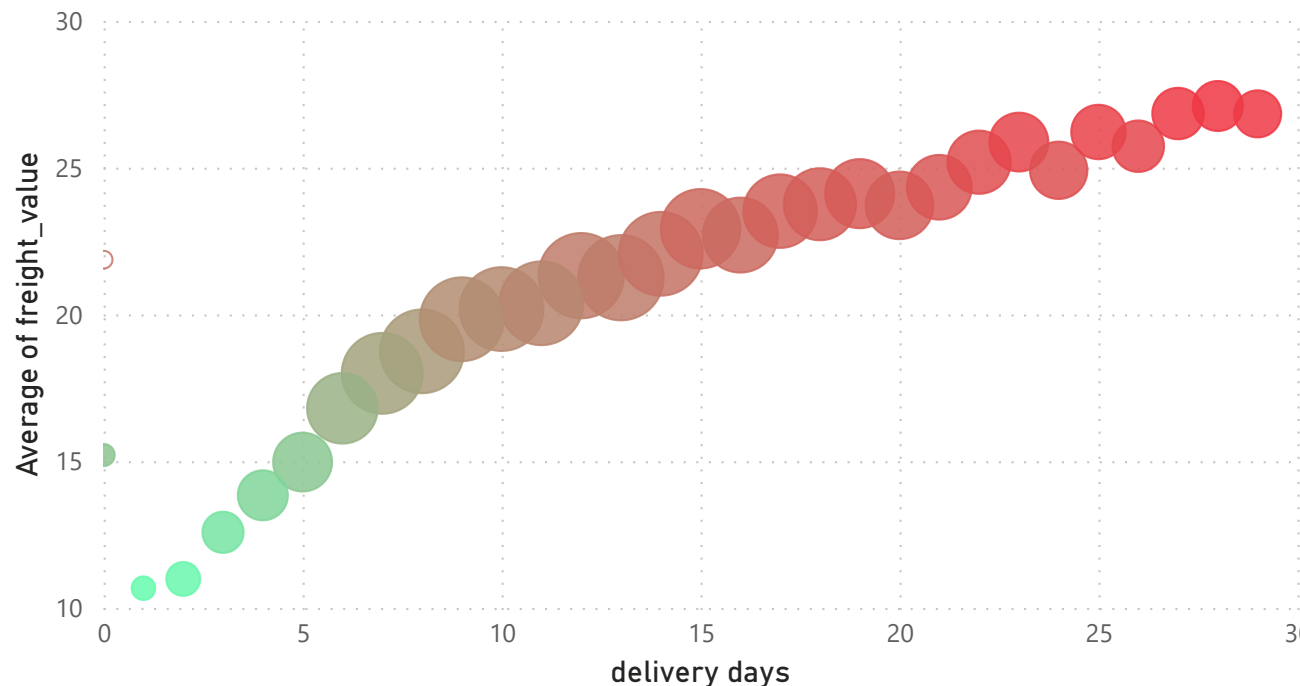
Freight Charge in 2018 Q1-Q3



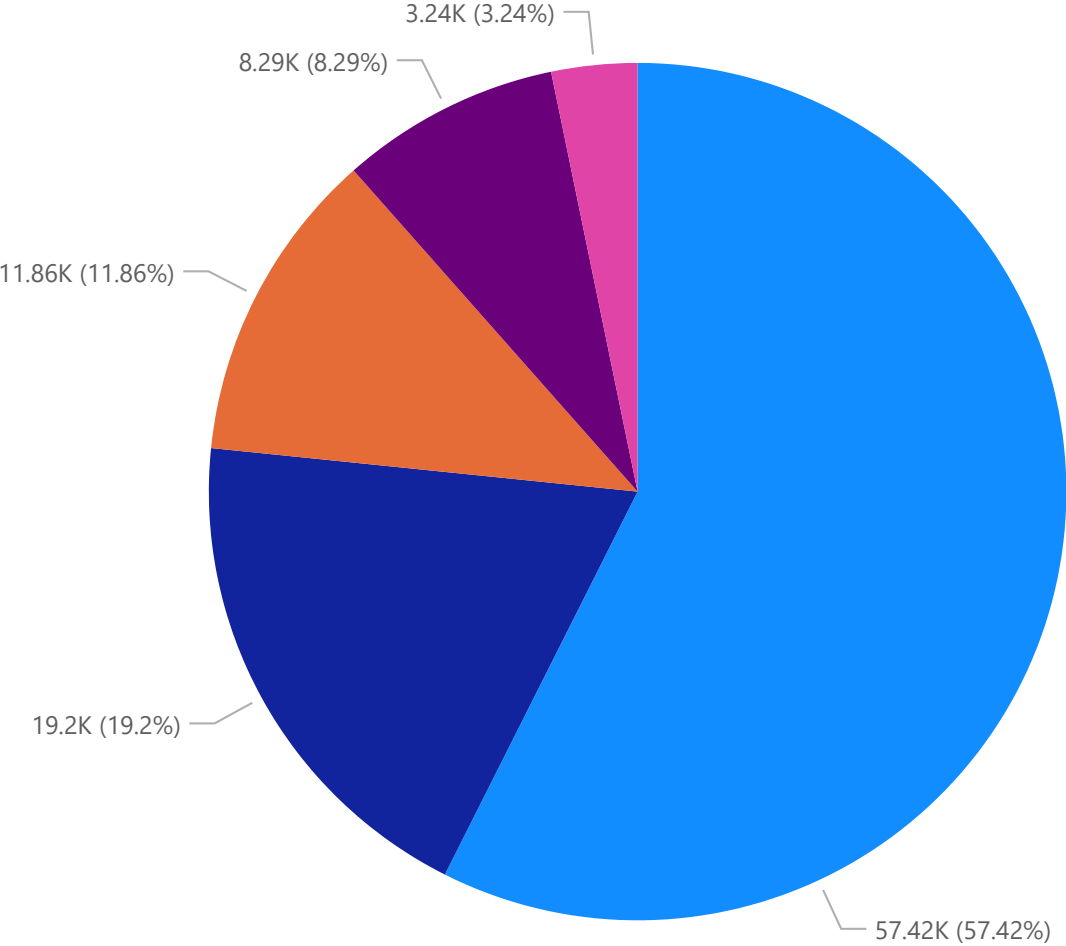
Overall Freight Charge



Freight Charge(zoom in)



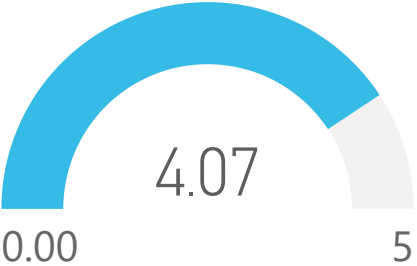
# Customer Review Score



review\_score

- 5
- 4
- 1
- 3
- 2

## AVG Score



## Review by Customers

