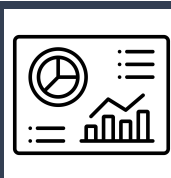




# olist

## E - Commerce Company OVERVIEW PERFORMANCE



REVENUE

\$14.80M

TOTAL CUSTOMER

96K

TOTAL ORDERS

99K

TOTAL STATE

27

TOTAL SELLER

3095

TOTAL PRODUCT

32951

TOTAL REVIEW

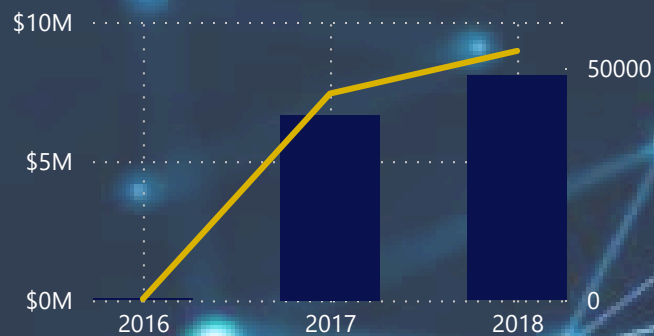
103K

AVERAGE REVIEW SCORE

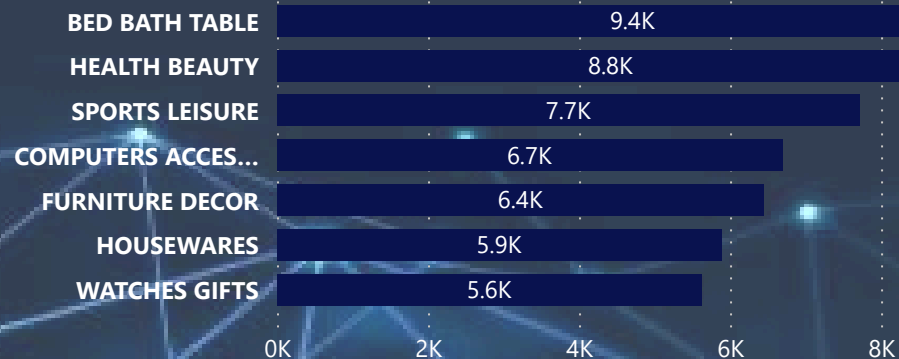
4.06

### REVENUE AND VOLUME

● Total sales ● Total Orders

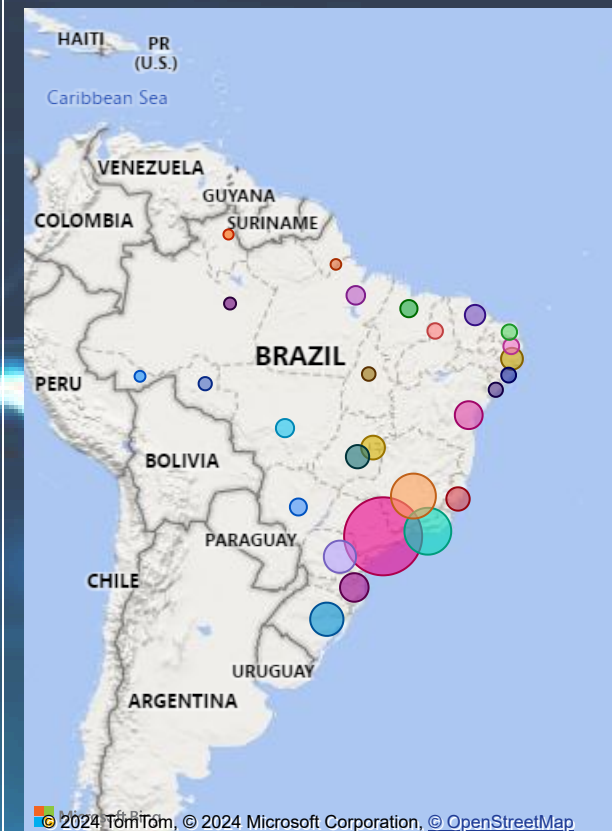


### TOP SELLING PRODUCT

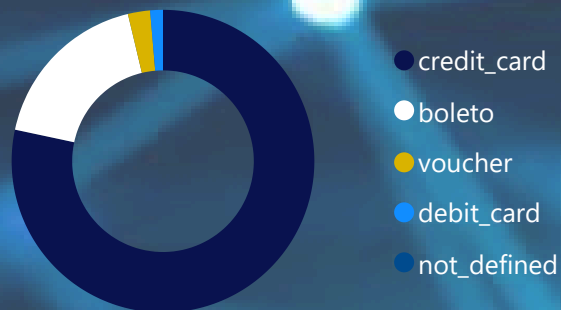


### CUSTOMER BY STATE

● Acre ● Alagoas ● Amapá ● Amazonas



### PAYMENT TYPE



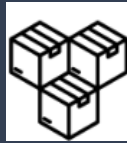
### REVIEW PERFORMANCE BY ORDERS





# olist

## E - Commerce Company PRODUCT ANALYSIS



Total sale revenue  
\$14.80M

Total order  
99K

Total Category  
72

Total Product id  
32951

YEAR

All

STATE

All

CATEGORY

All

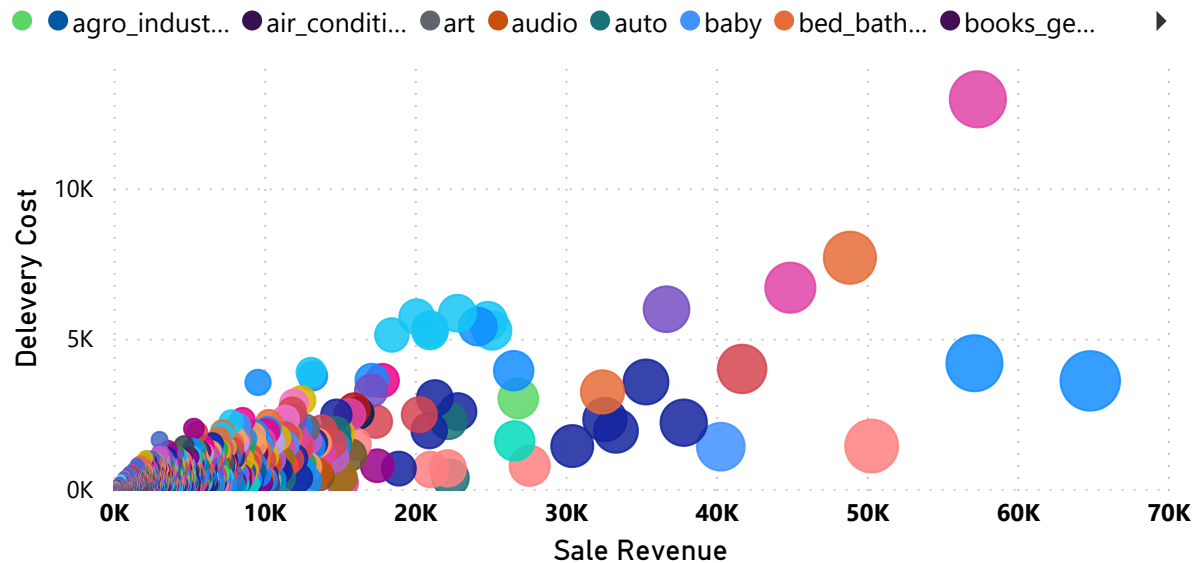
REVIEW SCORE

All

PAYMENT TYPE

All

Correlation analysis between Delivery Cost & Sale Revenue By Product id



% Order

% Sales

Total Sale Revenue by Product Category

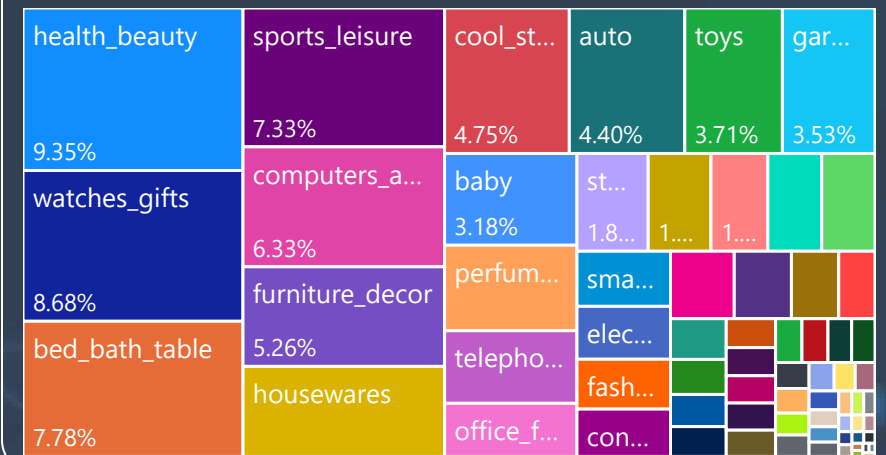


Table Detail By Product Category

category_name	Total Customer	Total Sale revenue	% Growth vs LY	Total Order	Total Delivery Cost	Avg sale revenue of order	Avg Product_w
⊕ bed_bath_table	9417	\$1,151,657.81	1.08	9417	\$188,137.92	\$113.35	
⊕ health_beauty	8836	\$1,384,783.71	1.58	8836	\$172,633.79	\$153.49	
⊕ sports_leisure	7720	\$1,084,444.87	1.17	7720	\$155,173.40	\$138.01	
⊕ furniture_decor	6449	\$778,022.46	1.13	6449	\$144,978.54	\$114.74	
⊕ computers_accessories	6689	\$936,674.78	1.32	6689	\$130,159.65	\$136.01	
⊕ housewares	5884	\$702,968.38	1.72	5884	\$129,120.49	\$116.79	
⊕ watches_gifts	5624	\$1,285,040.70	1.44	5624	\$97,506.74	\$221.60	
Total	97256	\$14,602,144.85	1.21	97256	\$2,033,701.95	\$144.66	



E - Commerce Company

LOCATION ANALYSIS



Total customer

99K

Total order

99.44K

Total State

27

YEAR

All

STATE

All

CATEGORY

All

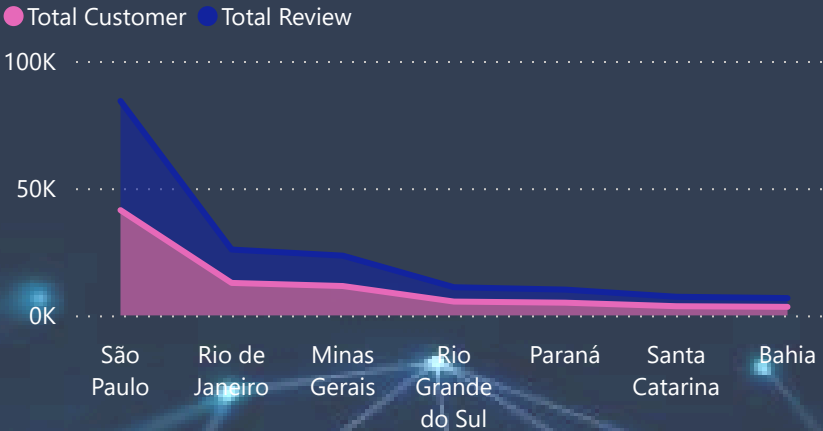
REVIEW SCORE

All

PAYMENT TYPE

All

Top 7 Total Customer and Total Orders by State



Top 7 Delivered orders and Canceled orders by State

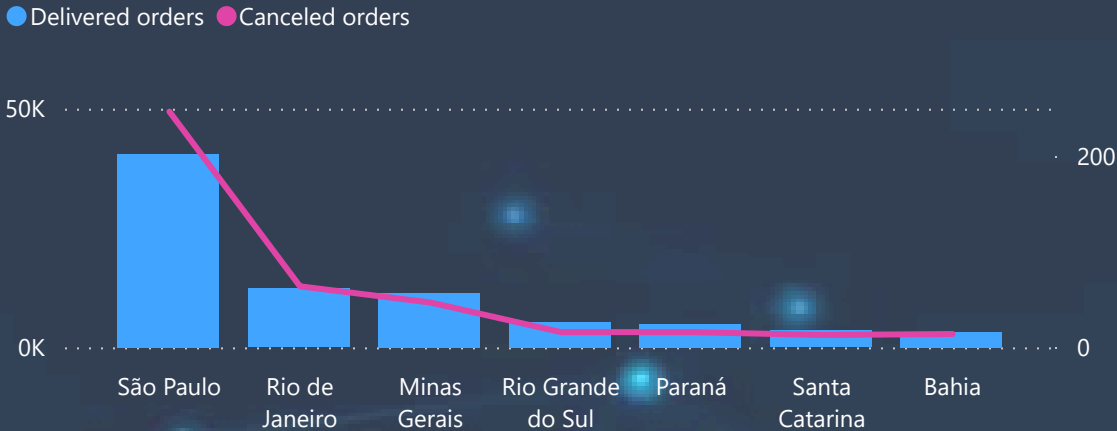
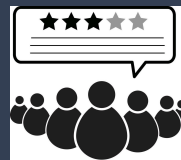


Table Detail By State

State name	Total Orders	Total Product	Revenue	Avg Order Value	Avg Freight
⊕ São Paulo	41375	19149	\$5,534,919.01	\$128.56	\$15.24
⊕ Rio de Janeiro	12762	7898	\$1,985,032.34	\$149.87	\$21.06
⊕ Minas Gerais	11544	7320	\$1,740,465.48	\$145.21	\$20.75
⊕ Rio Grande do Sul	5432	4006	\$825,079.13	\$146.37	\$21.93
⊕ Paraná	4998	3763	\$739,428.92	\$143.38	\$20.53
⊕ Bahia	3358	2638	\$566,543.39	\$162.80	\$26.29
⊕ Santa Catarina	3612	2792	\$565,692.13	\$151.38	\$21.68
⊕ Distrito Federal	2125	1805	\$334,941.87	\$151.49	\$21.26
⊕ Goiás	2007	1687	\$318,632.69	\$152.24	\$22.98
⊕ Pernambuco	1648	1356	\$286,566.65	\$181.62	\$22.84
Total	98666	32951	\$14,803,808.78	\$144.53	\$20.11

Total Seller by State





Satisfaction Rate

0% 76% 100%

Average Rating Score

1.00 4.06 5.00

YEAR

All

STATE

All

CATEGORY

All

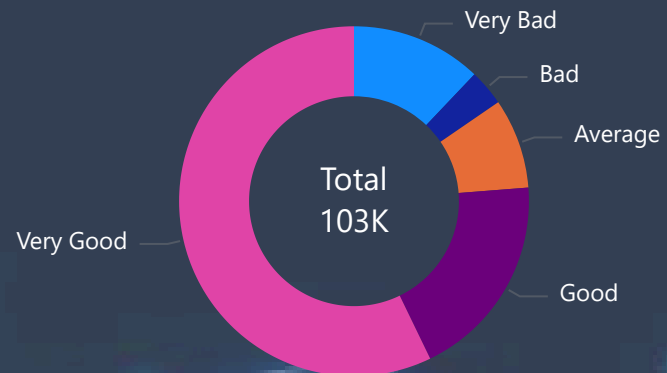
REVIEW SCORE

All

PAYMENT TYPE

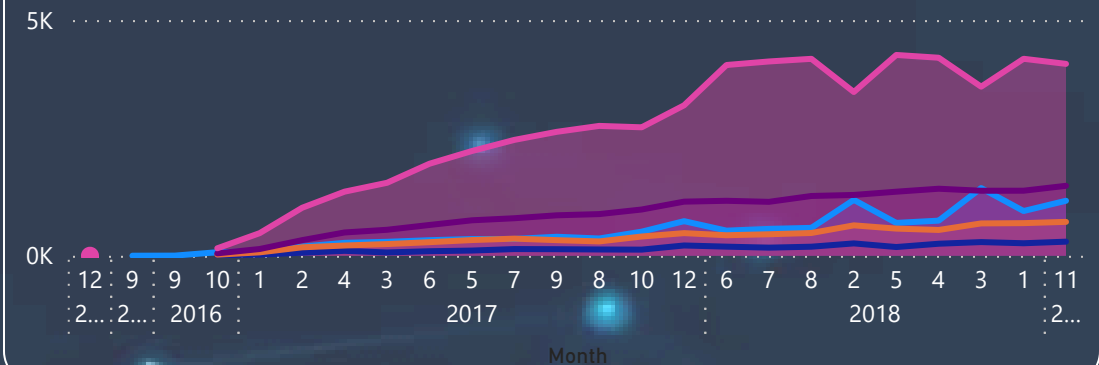
All

Total Reviews

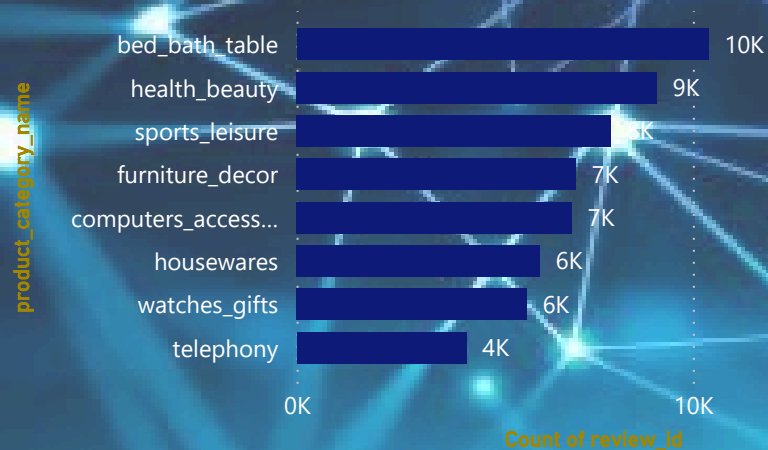


Rating Trends Over Time

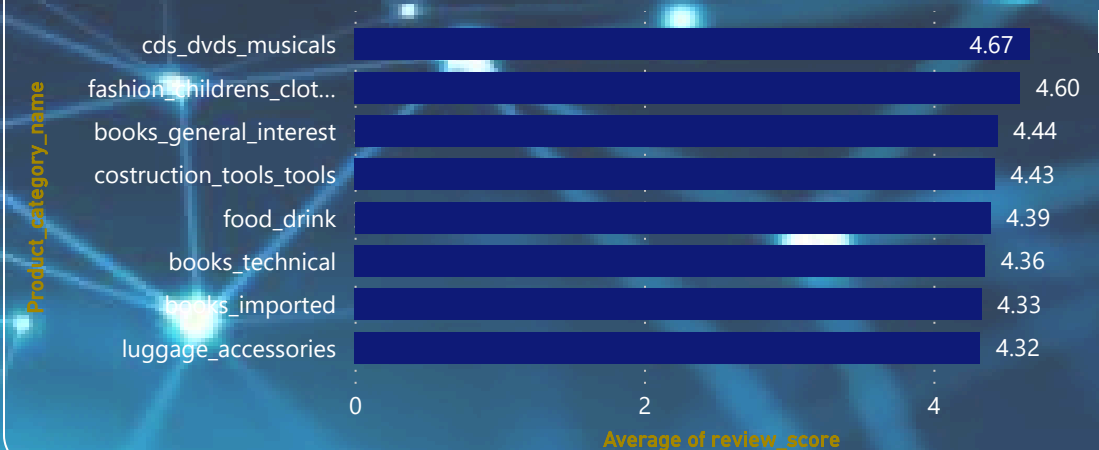
Score 1 2 3 4 5



Reviews by Product Category



Product Category Reviewed





Payment type

4

Total Payments Value

\$16.01M

AVG Payment Installments

2.85

YEAR

All

STATE

All

CATEGORY

All

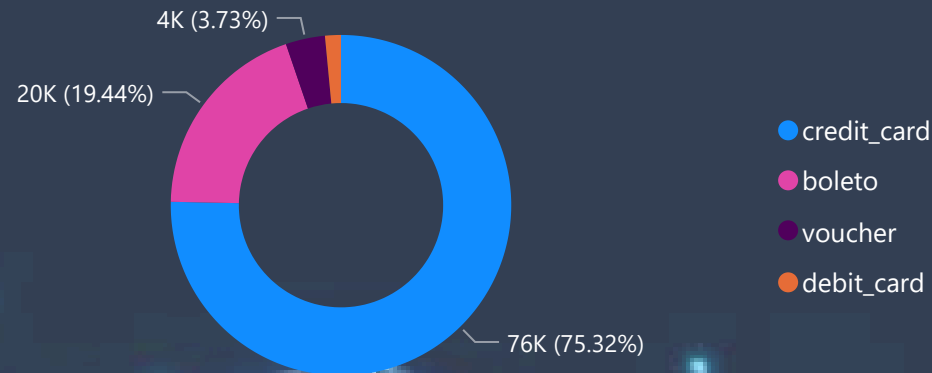
REVIEW SCORE

All

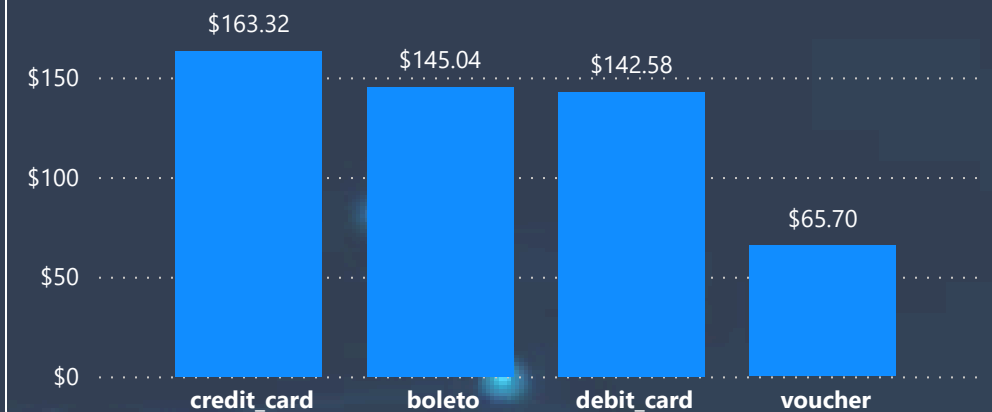
PAYMENT TYPE

All

Total Order by Payment Type



Average of payment value

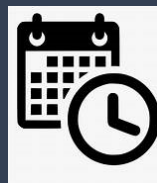


Payment type by product

product_category_name	boleto	credit_card	debit_card	voucher
bed_bath_table	1702	8165	131	439
health_beauty	1743	7015	151	250
sports_leisure	1603	6021	119	280
computers_accessories	1774	4880	142	229
furniture_decor	1405	5178	80	287
housewares	1065	4725	103	292
watches_gifts	953	4705	63	194
telephony	961	3178	79	161
auto	796	3067	72	144
toys	702	3179	43	139
Total	20288	78974	1583	3900

Payment type by location and customers



REVENUE  
\$14.80MTotal Order  
99KTotal Seller  
3095

YEAR

All

STATE

All

CATEGORY

All

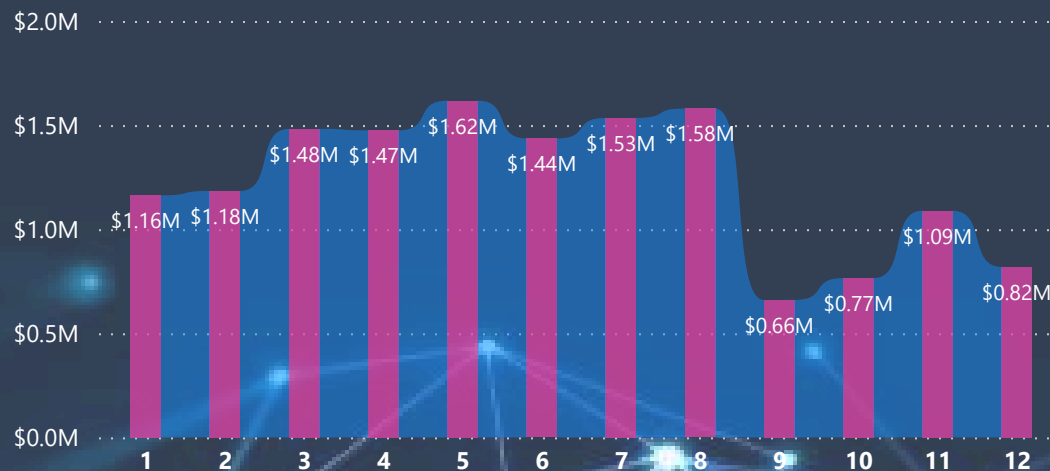
REVIEW SCORE

All

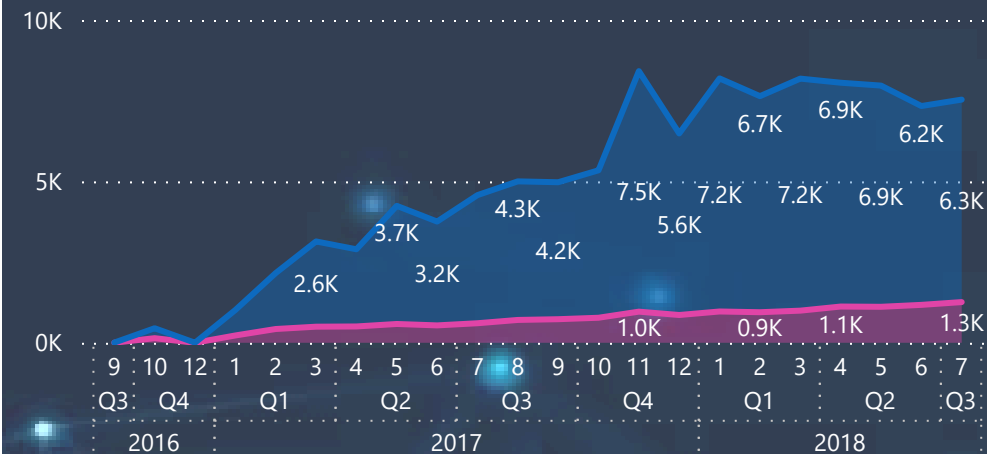
PAYMENT TYPE

All

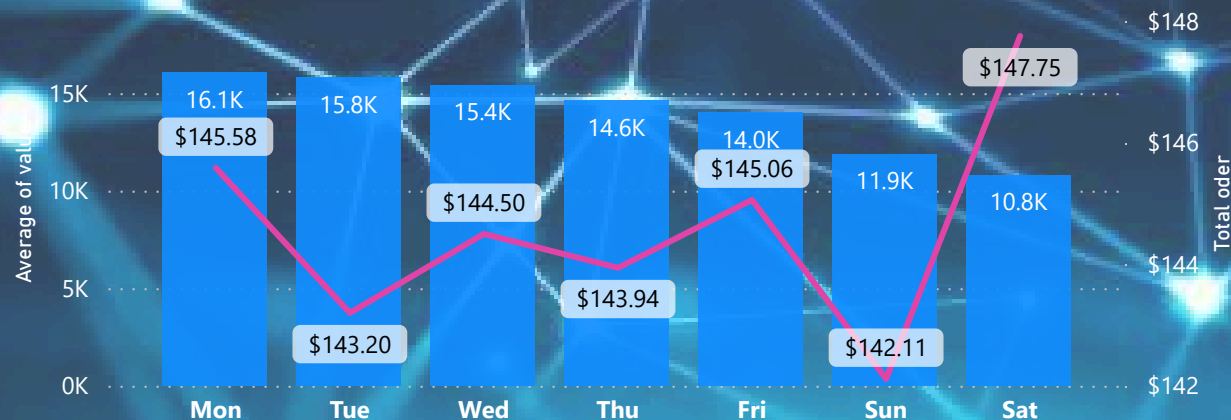
Total Revenue by Month



Total Seller and Total Customer Overtime



Total Order and Average Order Value by Date



Average of Lead Time and Processing Time

