

Olist Business Dashboard & Analysis



olist
empowering commerce

By Zoyi Mok

Year

All

Month

All

Product Category

All

Customer State

All

Total of the Sales Revenue

16.01M

Total Number of Orders

98.67K

Total Number of Order Items

135K

Total Number of Unique Customers

96.10K

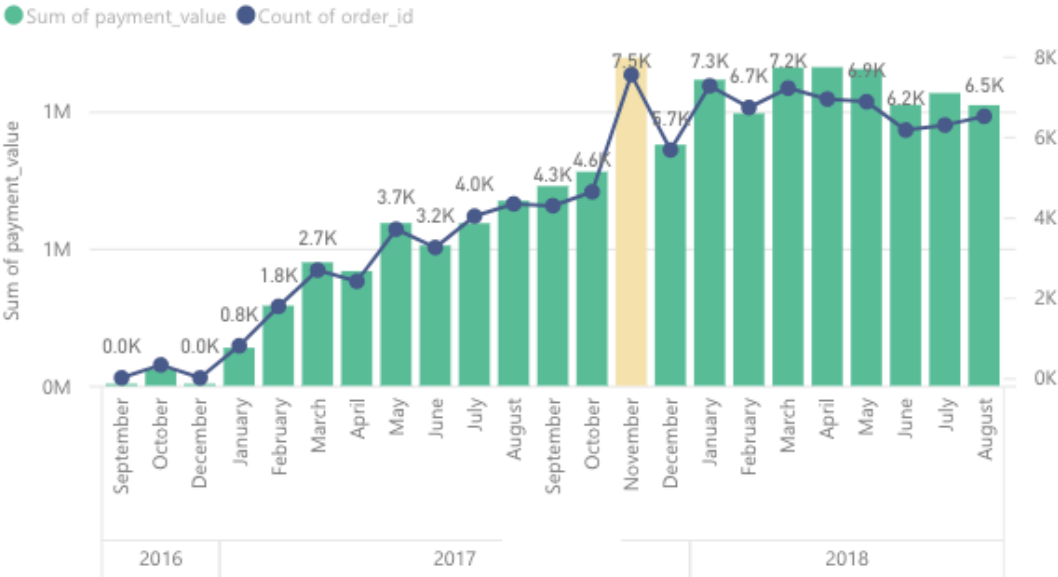
Total Number of Products

32.95K

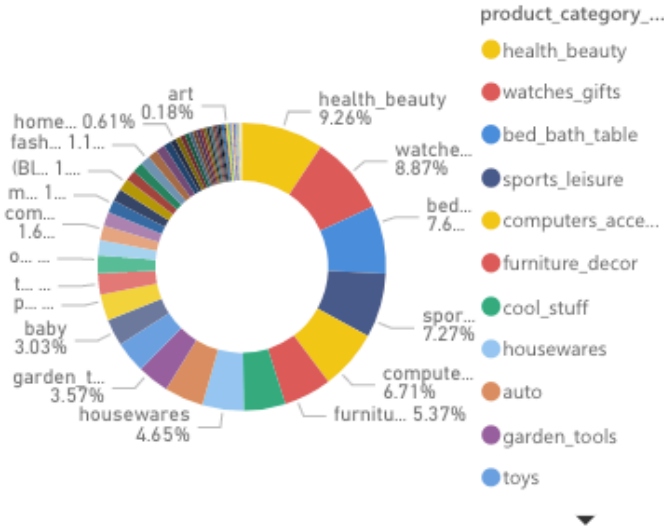
Sales Details

年	月	Sum of price	%GT Sum of price
2017	November	1,010,271.37	7.43%
2018	April	996,647.75	7.33%
2018	May	996,517.68	7.33%
2018	March	983,213.44	7.23%
2018	January	950,030.36	6.99%
2018	July	895,507.22	6.59%
2018	June	865,124.31	6.37%
2018	August	854,686.33	6.29%
2018	February	844,178.71	6.21%
2017	December	743,914.17	5.47%
2017	October	664,219.43	4.89%
2017	Septemb...	624,401.69	4.59%
2017	August	573,971.68	4.22%
2017	May	506,071.14	3.72%
2017	July	498,031.48	3.66%
2017	June	433,038.60	3.19%
2017	March	374,344.30	2.75%
2017	April	359,927.23	2.65%
2017	February	247,303.02	1.82%
2017	January	120,312.87	0.89%
2016	October	49,507.66	0.36%
2016	Septemb...	267.36	0.00%
2018	Septemb...	145.00	0.00%
2016	December	10.90	0.00%
Total		13,591,643.70	100.00%

Total Sales Revenue and Order Number Per Month



Sales Revenue Distribution by product category



Demand & Supply of Product Overview

Year

All

Month

All

Customer State

All

Product Category

All

seller_id

All

Total of the Sales Revenue

13.59M

Total Number of Orders

98.67K

Total Number of Order Items

135K

Total Number of Sellers

3095

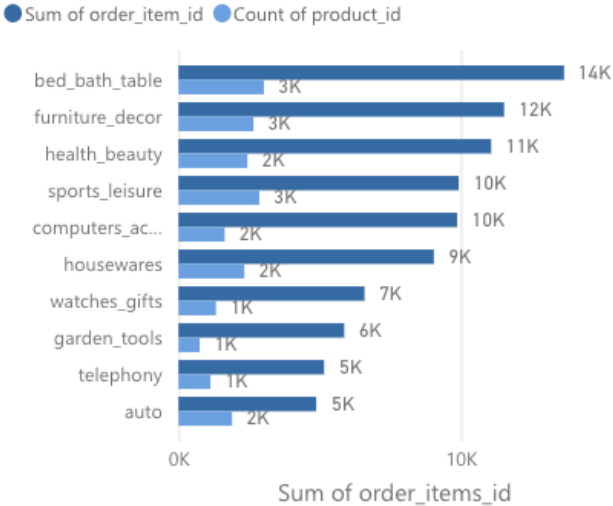
Total Number of Products

32.95K

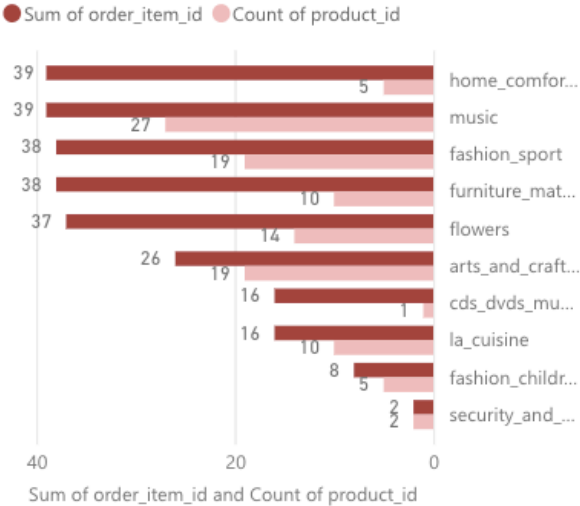
Seller Details

seller_id	product_category_name_english	%GT Sum of price	seller_state
4869f7a5dfa277a7dca6462dcfb52b2	watches_gifts	1.48%	SP
fa1c13f2614d7b5c4749cbc52fecda94	watches_gifts	1.41%	SP
Total		100.00%	

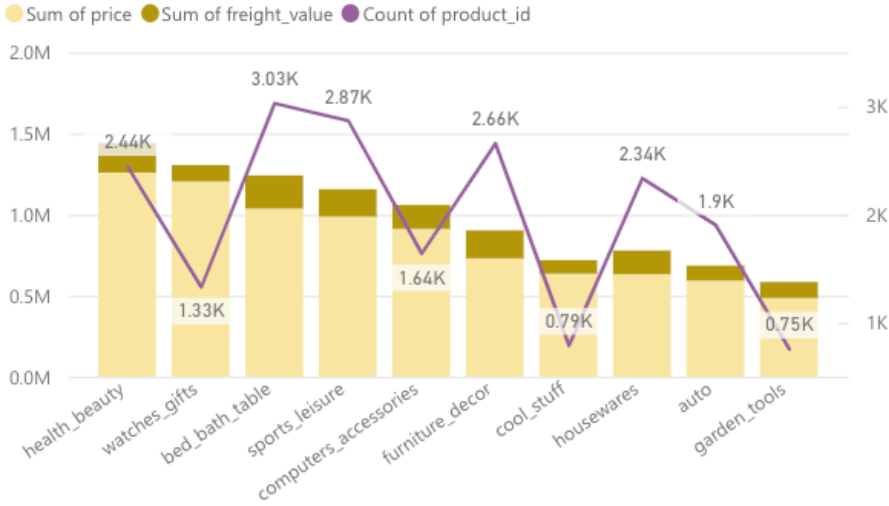
Top 10 Demand and Supply by Total Order Items



Bottom 10 Demand and Supply by Total Order Items



Top 10 Product Demand & Supply Distribution by Payment Value



seller_state, seller_city

- ☐ SP
- ☐ SE
- ☐ SC
- ☐ RS
- ☐ RO
- ☐ RN

Total Number
of Sellers

3095

Total Number
of Products

32.95K

Total of the
Sales Revenue

13.59M

Averaged Sales
Revenue

120.65

Total Number of
Orders

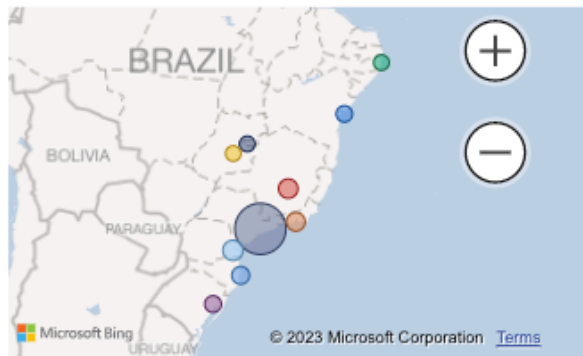
98.67K

Total Number of
Order Items

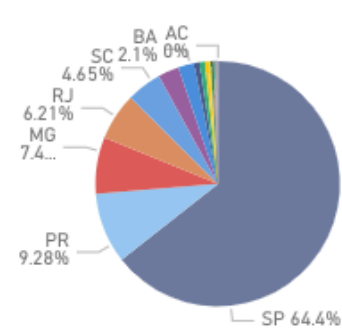
135K

Top 10 Seller by State

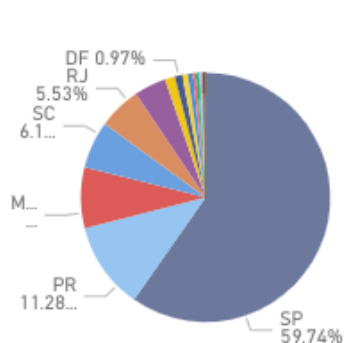
seller_state BA DF GO MG PE PR RJ RS



Sales Contribution by Seller by State



Number of Seller by State



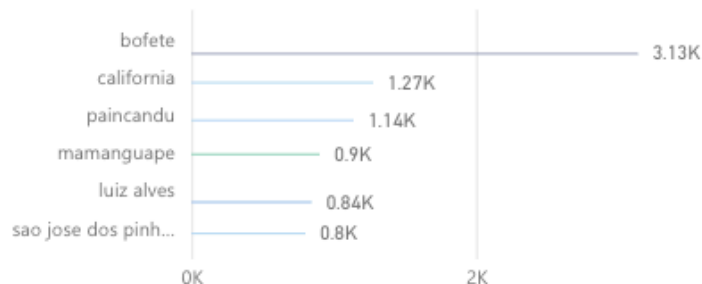
Sales Contribution Details Per Seller

seller_id	seller_state	product_category_name_english	%GT Sum of price	%GT Count of product_id
4869f7a5dfa277a7dca6462dcfb52b2	SP	watches_gifts	1.48%	4.03%
fa1c13f2614d7b5c4749cbc52fecda94	SP	watches_gifts	1.41%	4.03%
7c67e1448b00f6e969d365cea6b010ab	SP	office_furniture	1.27%	0.94%
7e93a43ef30c4f03f38b393420bc753a	SP	watches_gifts	1.25%	4.03%
53243585a1d6dc2643021fd1853d8905	BA	computers	1.23%	0.09%
4a3ca9315b744ce9f8e9374361493884	SP	bed_bath_table	1.22%	9.19%
da8622b14eb17	SP	bed_bath_table	1.12%	9.19%
Total			100.00%	100.00%

Sum of price by seller_city and seller_state



Average of price by seller_city and seller_state



Customer Overview

Year

All

Month

All

customer_state

All

customer_city

All

Total Number
of Unique
Customer

96.10K

Total Amount
of Customer
Spending

16.01M

Average
Spending per
Order

120.65

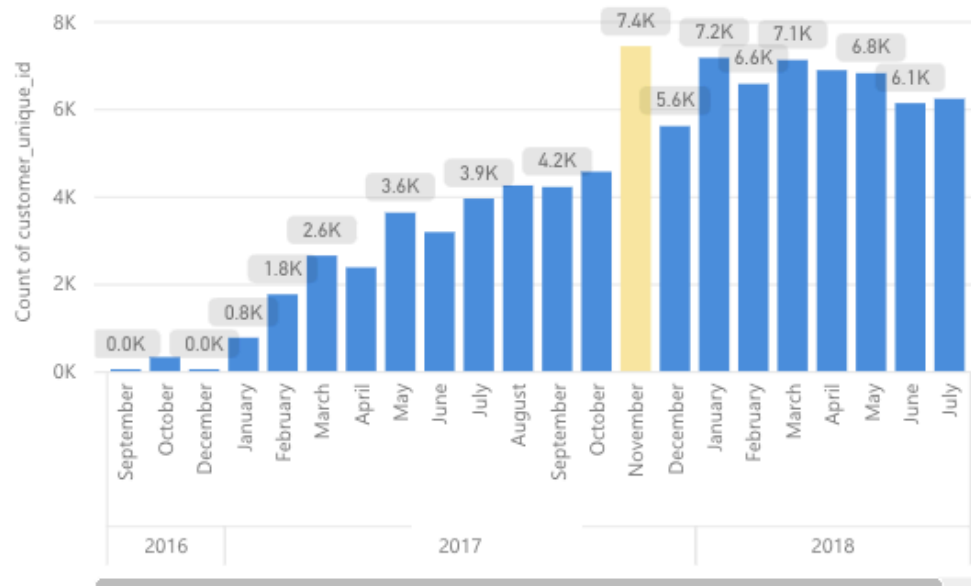
Total Number of
Orders

98.67K

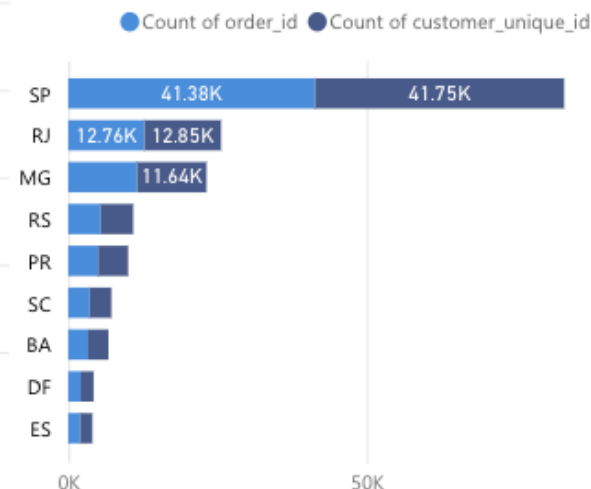
Total Number of
Order Items

135K

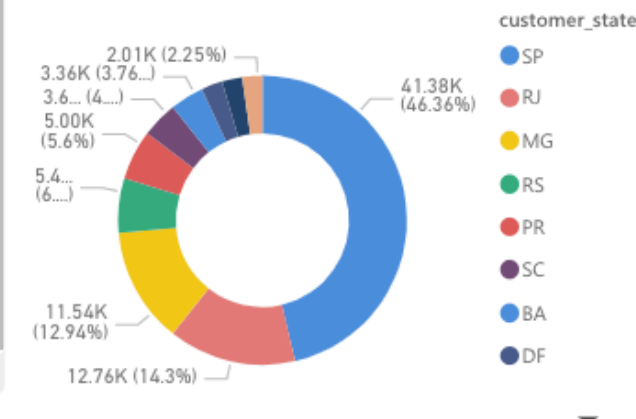
Total Number of Customer Acquisition by Time



Number of Customers and Order Distribution by State



Top 10 Number of Customer by State



Customer Overview by Location

Year Month customer_state customer_city
All All All All

Total Number
of Unique
Customer

96.10K

Total Amount
of Customer
Spending

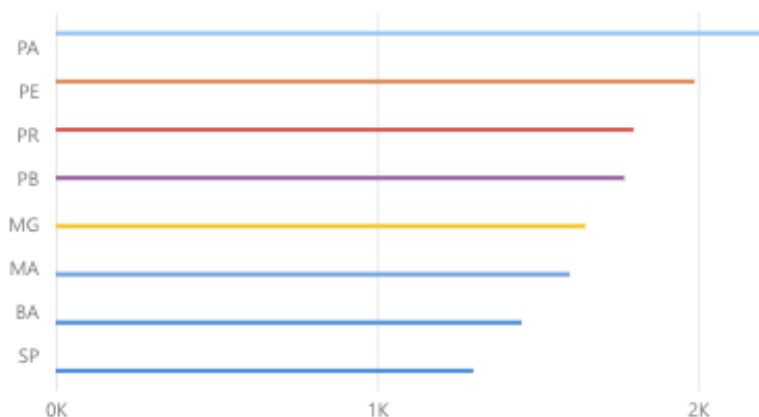
16.01M

Average
Spending per
Order

120.65

Average of price by customer_state and customer_state

customer_state PA PE PR PB MG MA BA SP



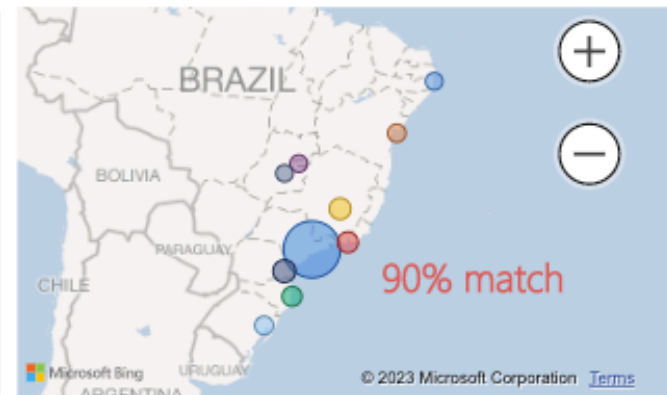
Top 10 State of Customer Spending

state_county SP Brazil RJ Brazil MG Brazil RS Brazil PR Brazil



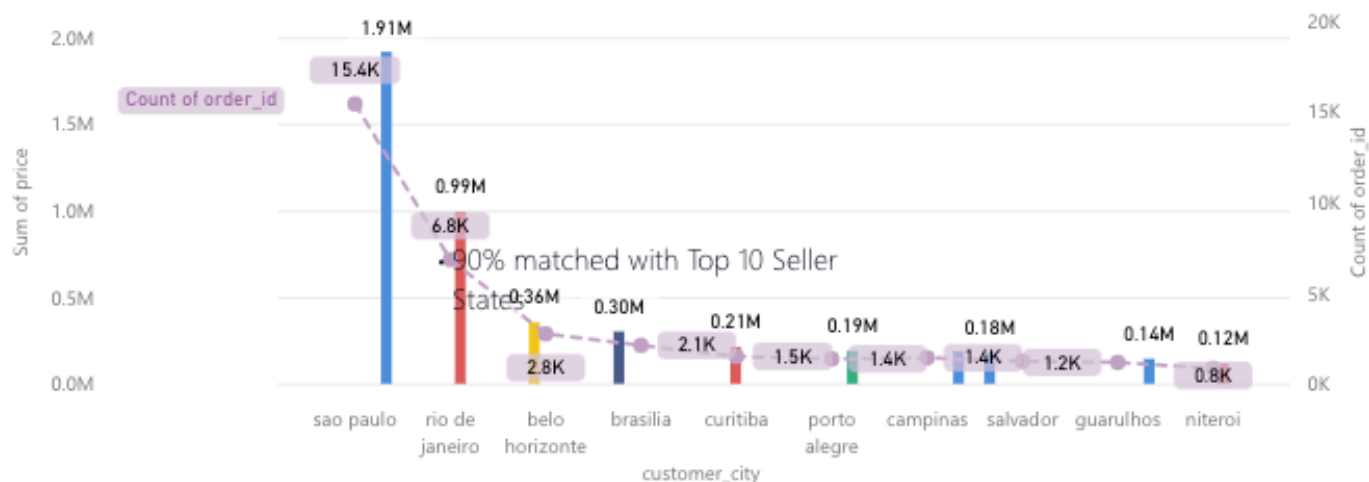
Top 10 Seller by State

State_county SP Brazil PR Brazil MG Brazil RJ Brazil



Total Sales and Total Number of Order of Top 10 Revenue-driven Cities

customer_state BA DF MG PR RJ RS SP Count of order_id



Customer Overview by Purchase Frequency

Year: All | Month: All | customer_status: All | customer_city: All

Total Number of Unique Customer

96.10K

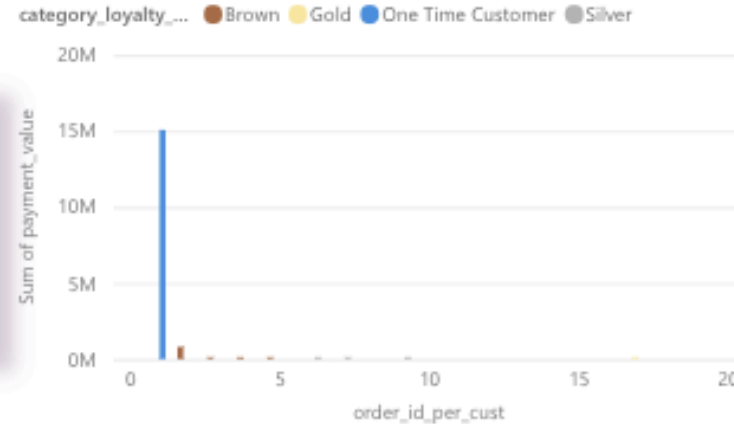
Total Amount of Customer Spending

16.01M

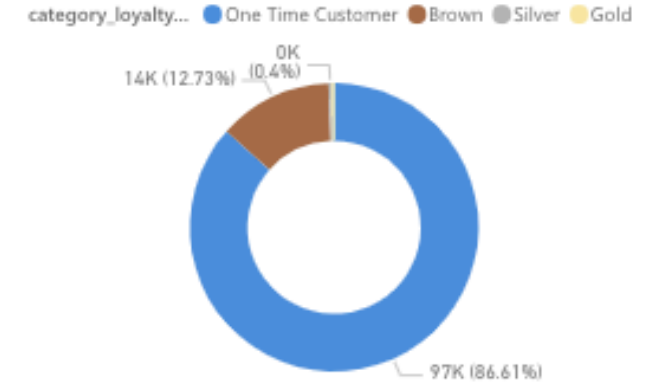
Average Spending per Order

120.65

Customer Purchase Pattern by Number of Purchase Frequency



Customer Type by Purchase Frequency Percentage



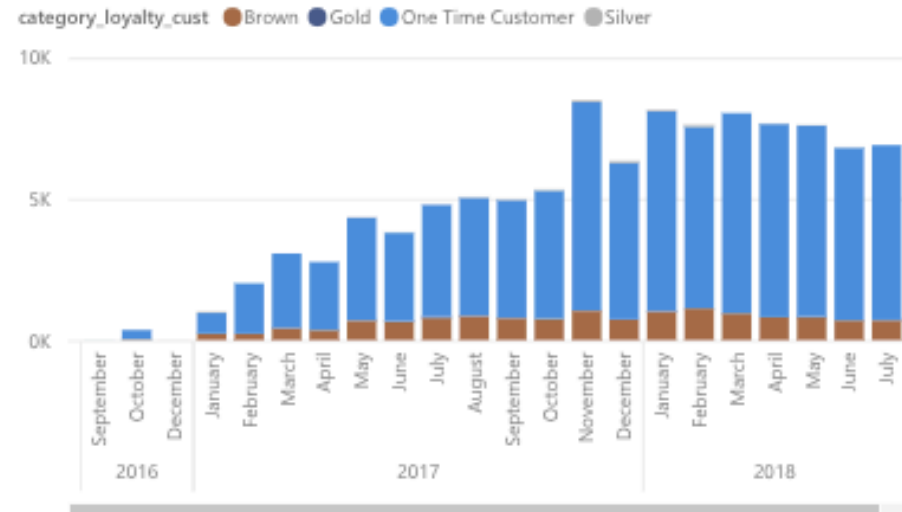
Customer Type by Purchase Frequency

category_loyalty_cust	Sum of order_id_per_cust	Sum of payment_value
Gold	289	927.63
Silver	451	8,190.73
Brown	14274	933,041.20
One Time Customer	97156	15,061,619.46
Total	112170	16,003,779.02

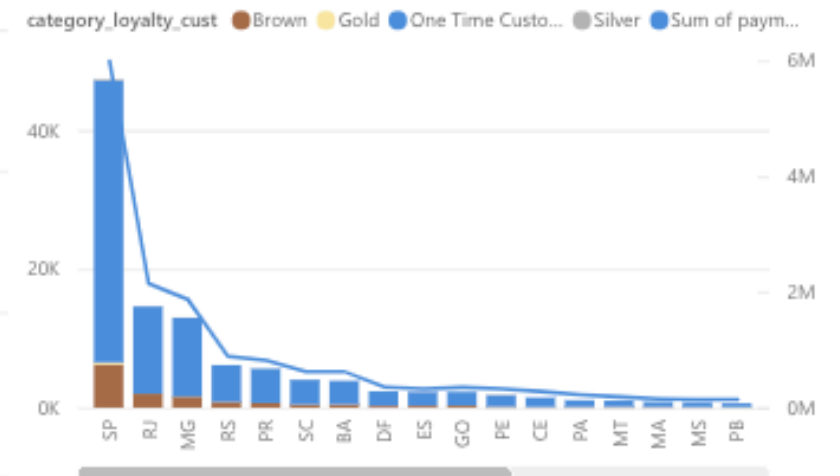
Frequency of Purchase

- Gold: > 10 th
- Silver: 6th - 10th
- Brown: 2nd - 5th
- One Time Customer: 1st

Total Number of Order per category of Customers between Sep 2016 and A...



Total Number of Order per category of Customers per Customer State



Order Overview by Location

Year: All | Month: All | customer_state: All | customer_city: All | order_status: All | price: 0.85 | 6,735.00 | product_categoria...: All | payment_type: All

Total Number
of Unique
Customer

96.10K

Total Order
Amount

16.01M

Average
Amount per
Order

120.65

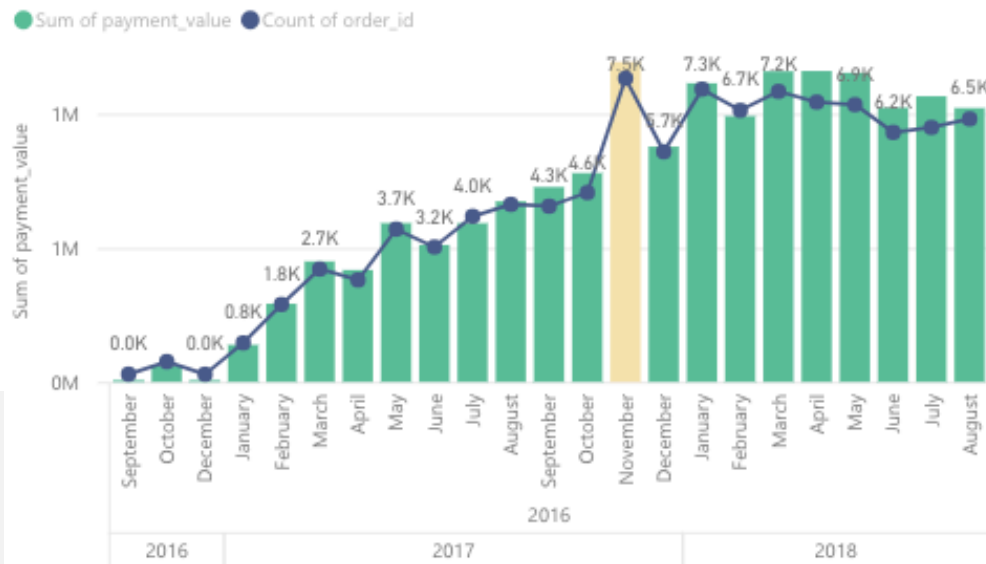
Total Number of
Orders

98.67K

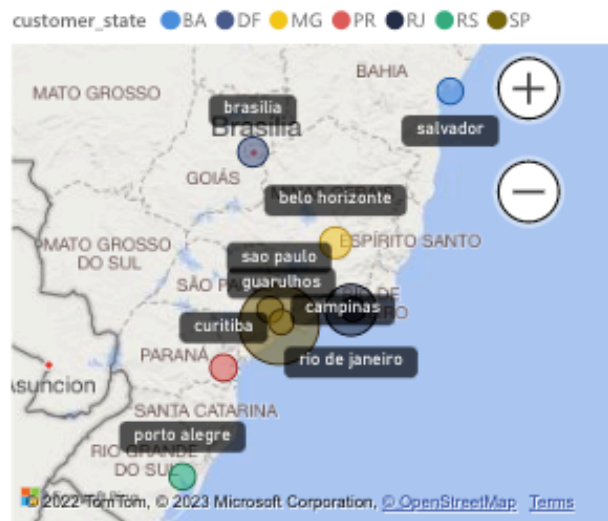
Total Number of
Order Items

135K

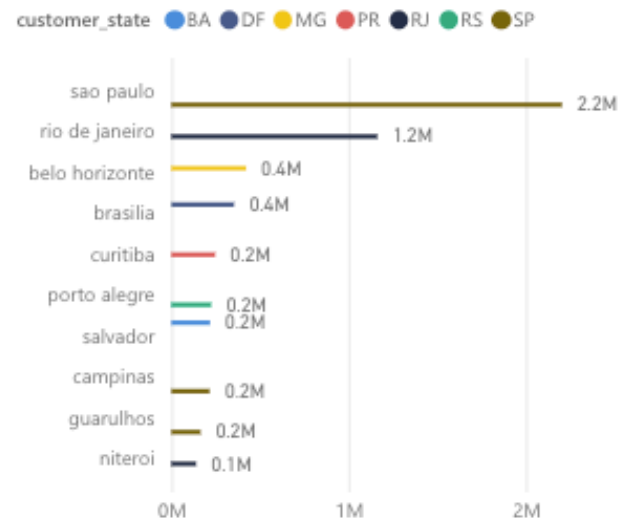
Total Sales Revenue and Order Number Per Month



Top 10 City by Order Amount



Sum of payment_value by customer_city and customer_state



Order Overview by Time

Year: All | Month: All | customer_state: All | customer_city: All | order_status: All | price: 0.85 | 6,735.00 | product_category: All | payment_type: All

Total Number
of Unique
Customer

96.10K

Total Order
Amount

16.01M

Average
Amount per
Order

120.65

Total Number of
Orders

98.67K

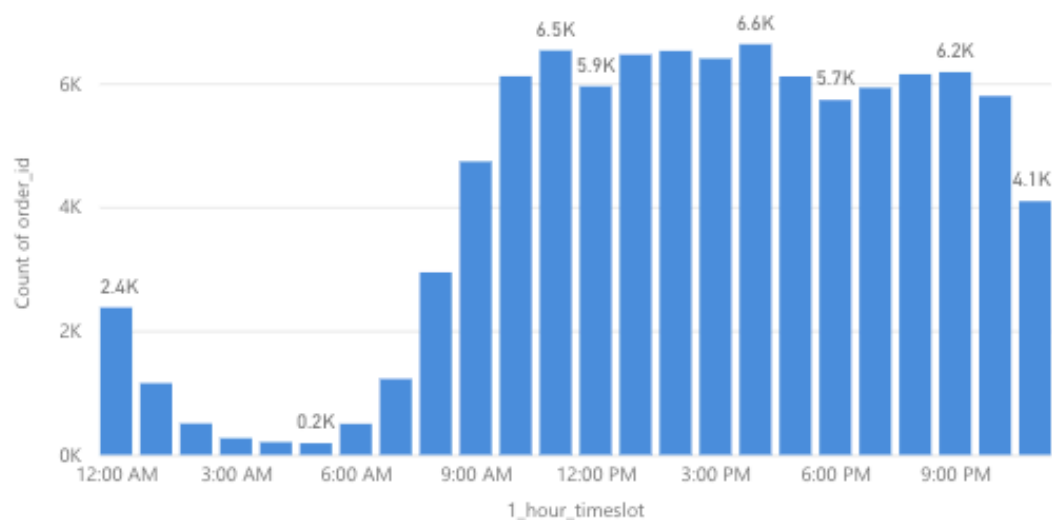
Total Number of
Order Items

135K

Total Sales Revenue and Order Number Per Month



Order Purchase Time Hourly Distribution



Order Payment Overview

Year: All | Month: All | customer_state: All | customer_city: All | order_status: All | price: 0.85 | 6,735.00 | product_categoria: All | payment_type: All



Total Number
of Unique
Customer

96.10K

Total Order
Amount

16.01M

Average
Amount per
Order

120.65

Total Number of
Orders

98.67K

Total Number of
Order Items

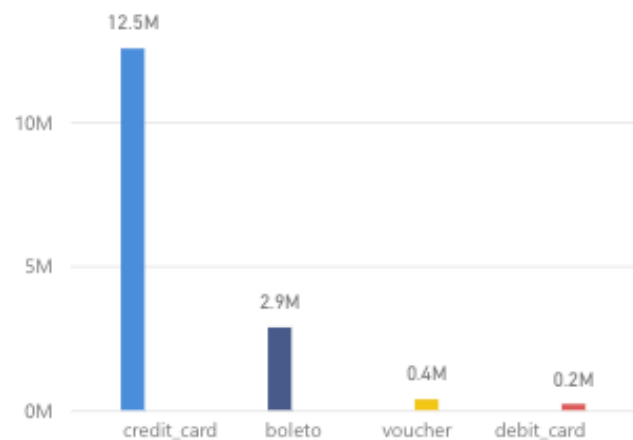
135K

Avg Payment
Installement

2.85

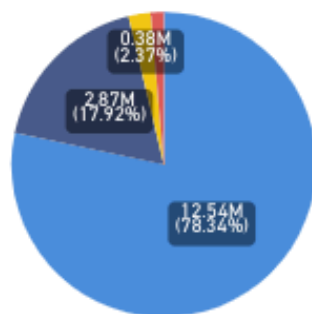
Order Amount by Payment Type

payment_type: credit_card, boleto, voucher, debit_card

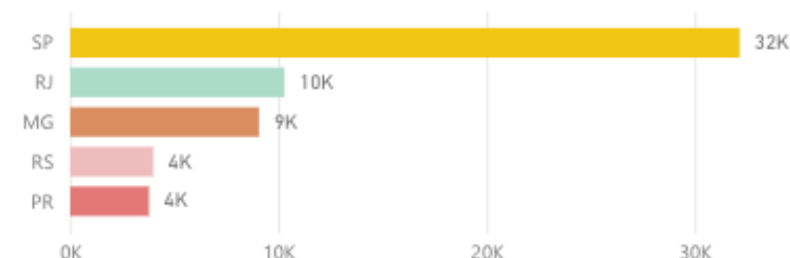


Order Amount by Payment Type by Percentage

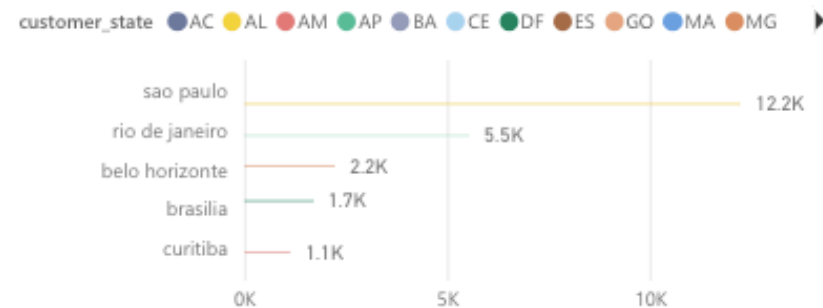
payment_type: credit_card, boleto, voucher, debit_card



Customer using credit card by State



Customers using credit card by City



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review_creation_date seller_state customer_state customer_city product_category_name_e...

10/2/2016 8/31/2018 All All All All



Number of Review Message of Customer Review Account



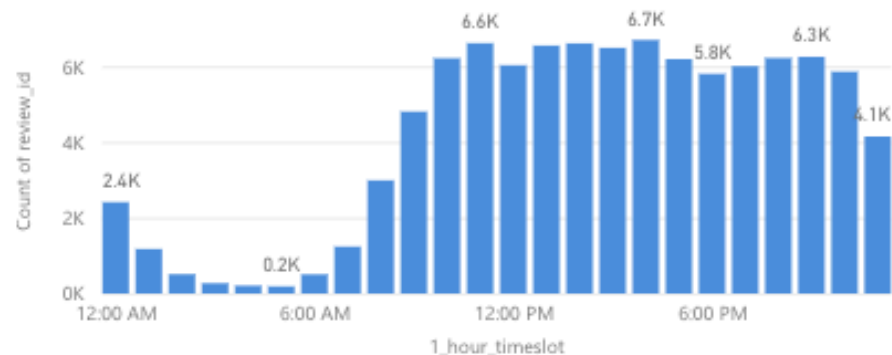
only 36% of customers leave a review message among all customers with a review account

Score Review Distribution of Review Account



The average review score is 4.07, and over 76% of customers rated scores of 4 and 5 among all order reviews, indicated the majority of customers feel satisfied with the user experience

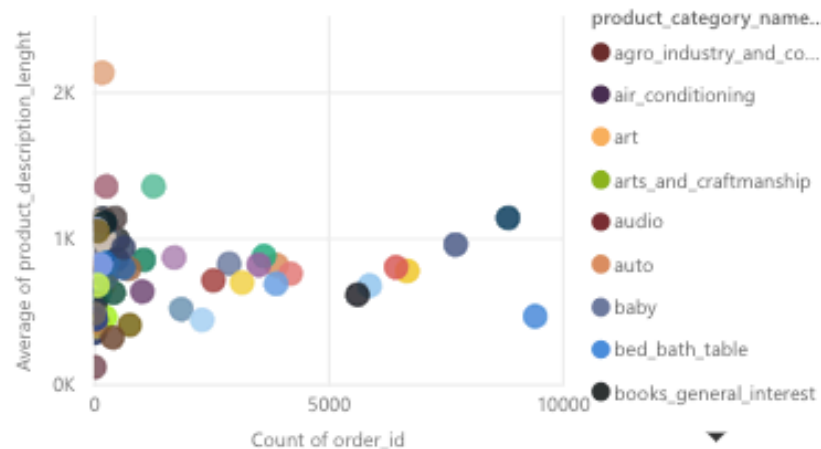
Review Creation Time Distribution



Customers tend to write the order review between 11 a.m. and 10:00 p.m., It is recommended Olist could schedule and set the app/ email reminder to encourage customers to write the product review within the timeframe

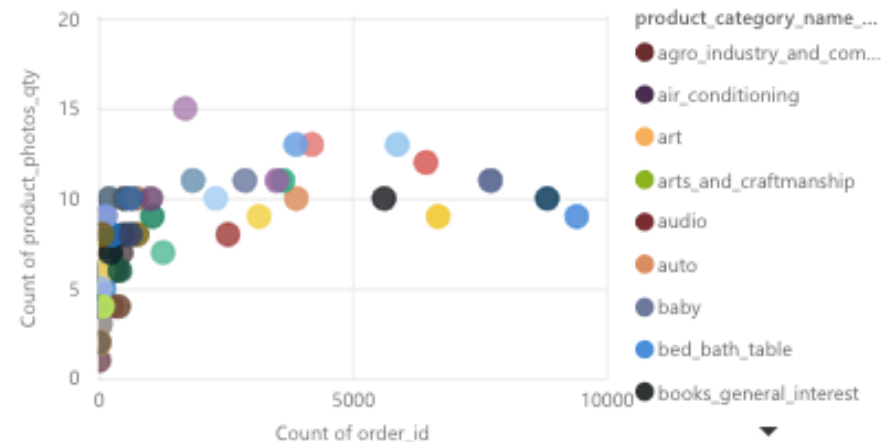
年	月	Sum of payment_value
2016	September	252.24
2016	October	59,090.48
2016	December	19.62
2017	January	138,488.04
2017	February	291,908.01
2017	March	449,863.60
2017	April	417,788.03
2017	May	592,918.82
2017	June	511,276.38
2017	July	592,382.92
2017	August	674,396.32
2017	September	727,762.45
2017	October	779,677.88
2017	November	1,194,882.80
2017	December	878,401.48
2018	January	1,115,004.18
2018	February	992,463.34
2018	March	1,159,652.12
2018	April	1,160,785.48
2018	May	1,153,982.15
2018	June	1,023,880.50
2018	July	1,066,540.75
2018	August	1,022,425.32
2018	September	4,439.54
2018	October	589.67
Total		16,008,872.12

Number of Order and Product Description Correlation



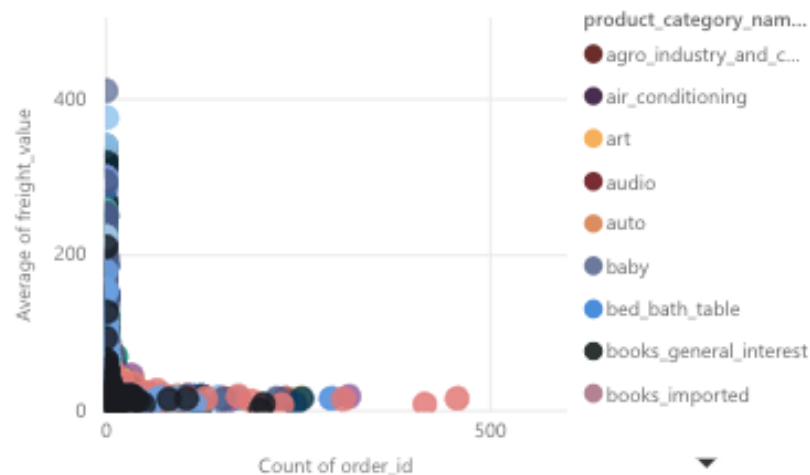
The more photo description, the more customer order

Number of Order and Product Photo Correlation



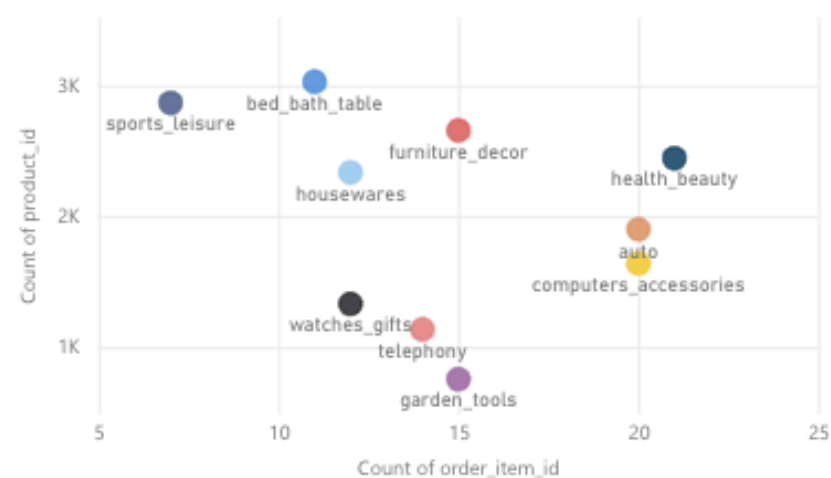
The more product photo, the more customer order

Number of order and Average of Freight Value by Correlation



The lower average freight value, the more customer order

Number of Order and Product Supply Correlation

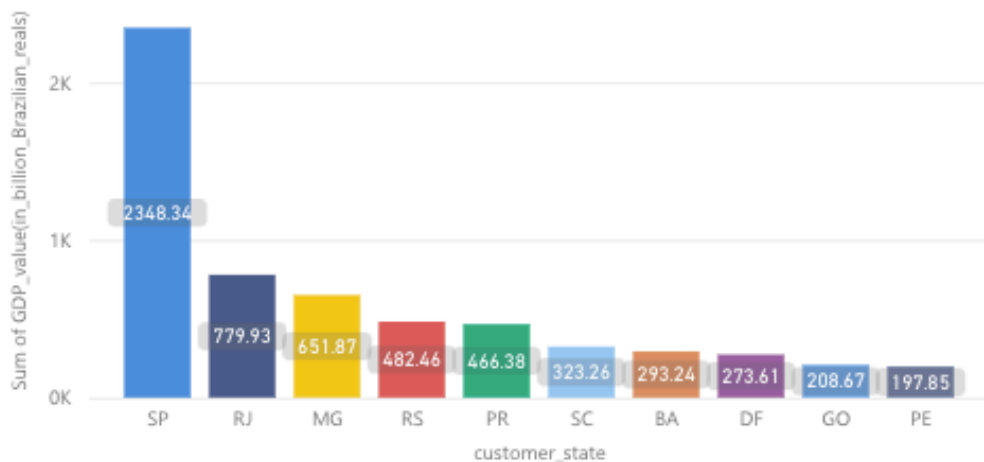


Generally, the more product supply, the more customer order

Olist should increase the product supply based on the number of customer order, based on the data of top sales revenue-driven products, Olist should increase the product supply of health beauty, auto and computers accessories

Sum of GDP_value(in_billion_Brazilian_reals) by customer_state and customer_state

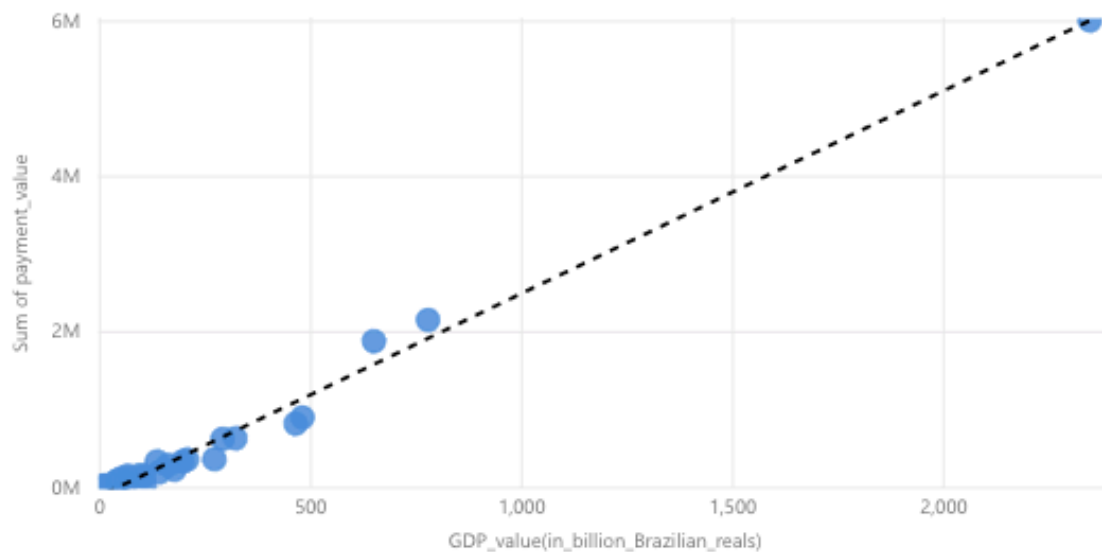
customer_state SP RJ MG RS PR SC BA DF GO PE



Top 10 State of Customer Spending



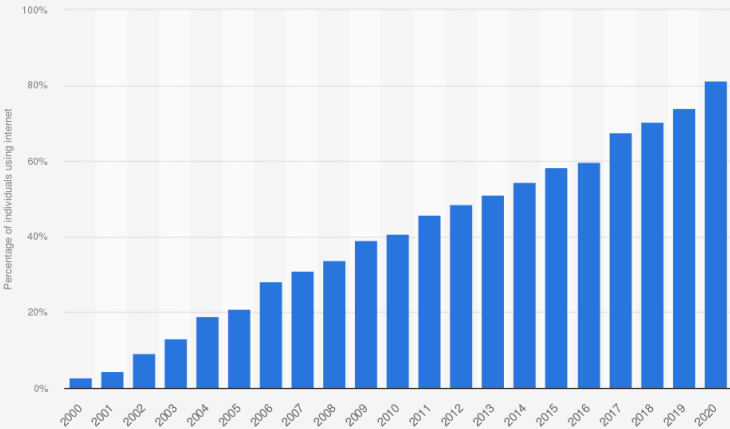
Sum of payment_value by GDP_value(in_billion_Brazilian_reals)



Recommendations - Business Strategic Planning

Situation	Recommendations
<p>Customer</p> <ul style="list-style-type: none">> 40% customer focus in SP statesOne-time purchaseNo significant customer demographic info collectedOnline marketplace in Brazil only	<ul style="list-style-type: none">Local acquisition, to enrich acquisition on other statesMembership reward phase by phase, on credit, giveawayRegistration system with more customer details on age, gender, preference, and target young adult and adultDevelop nearby international market

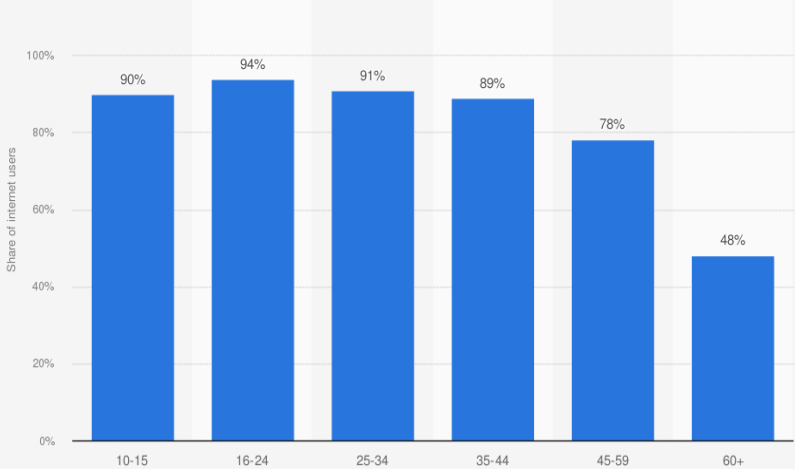
Percentage of population using the internet in Brazil from 2000 to 2020



Sources
ITU; NIC.br
© Statista 2022

Additional Information:
Brazil; ITU; NIC.br; 2000 to 2020

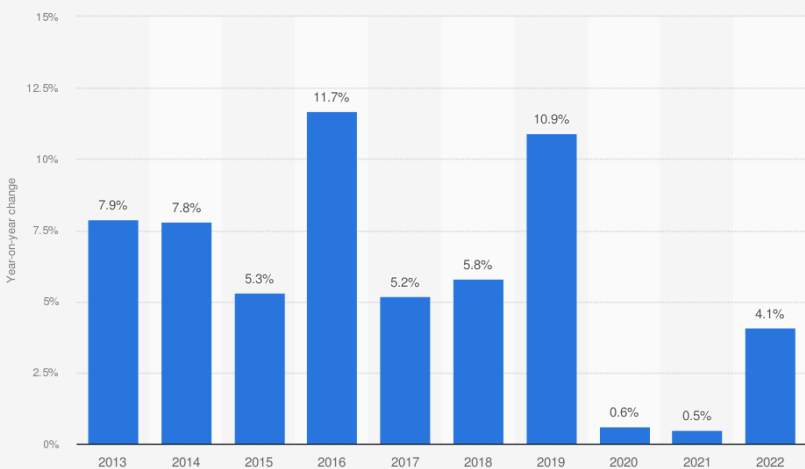
Internet usage penetration in Brazil in 2015, by age group



Sources
CETIC; CGI.br
© Statista 2022

Additional Information:
Brazil; CETIC; CGI.br; October 2021 to March 2022; 23,950 households; 10 years and older

Internet user growth in Brazil from 2013 to 2023



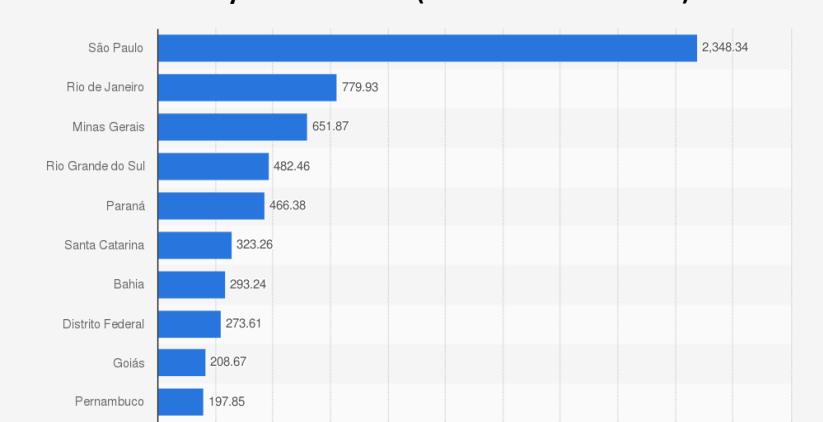
Sources
DataReportal; We Are Social; Meltwater; Kepios
© Statista 2023

Additional Information:
Brazil; 2013-2022

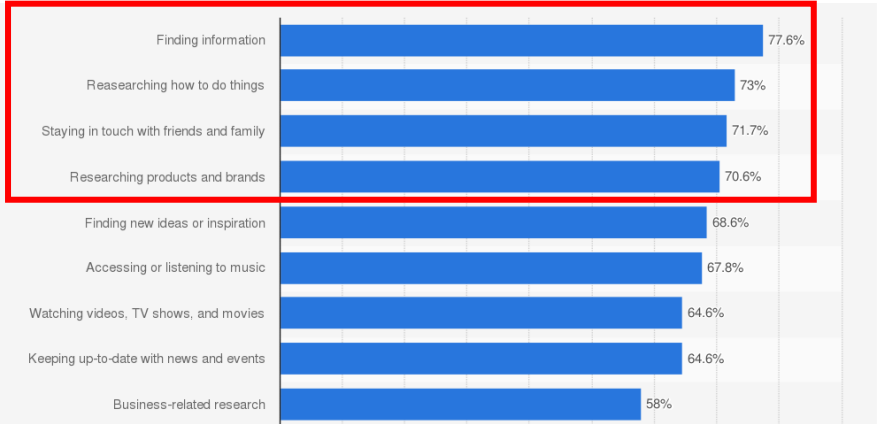
Recommendations - Business Strategic Planning

Situation	Recommendations
<p>Seller</p> <ul style="list-style-type: none">60% seller revenue & number of sellers in SP statesSlow growth on number of sellers	<ul style="list-style-type: none">Enrich the SP States number of sellers to other citiesEnlarge acquisition scales to other nearest states and related cities, e.g. RG & MG (3.2 times difference)
<p>Marketing</p> <ul style="list-style-type: none">No enough with “WoW” products and market noise	<ul style="list-style-type: none">Social Media promotion on platformsPartnership for credit card and electronic payment/ bank partners & logistic companyReferral credits as incentives for customerActive SEO, SEMEDM for subscription / SMSSeasonal product sales campaignBlog feature

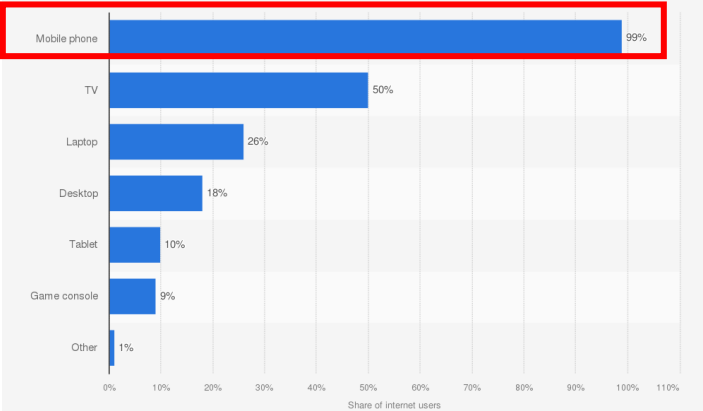
Value of Gross Domestic Product (GDP) in Brazil in 2018, by federative unit (in billion Brazilian reais)



Most Popular Reason Online Users in Brazil Using Internet as of 2015 Q3



Internet usage rate in Brazil in 2022, by access device



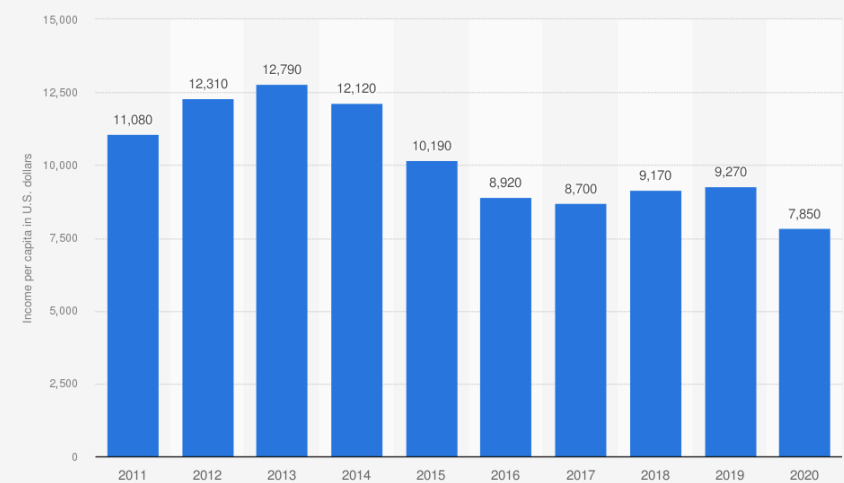
Sources
CETIC, CGL.br (NIC.br)
© Statista 2022

Additional Information:
Brazil, CETIC, CGL.br (NIC.br), October 2021 to March 2022; 21,011 individuals; 10 years and older; Users who accessed 3 months; Device for individual access; Face-to-face interview

Recommendations - Product

Situation	Recommendations
<p>Product</p> <ul style="list-style-type: none">• NO attractive product category to keep customer• Routine product rankings• Lacking interesting / gimmick product	<ul style="list-style-type: none">• Optimize current product coverage and mix on website and app• Increase number of products supply based on sales revenue e.g. beauty, watch & gifts, sports• Product with more description and photos• Launch more seasonal product offerings with theme Black Friday Sales, Happy Easter/ Post Xmas/ Valentine’s Day• Launch gimmick products, e.g. for first trial beauty products/ free sample

Gross national income per capita in Brazil from 2011 to 2020 (in U.S. dollars)



Source
World Bank
© Statista 2022

Additional Information:
2011 to 2020; Based on current prices

Recommendations - Order



Situation	Recommendations
<div>Order</div> <div><ul style="list-style-type: none">• Low activeness to score and comment, no photo sharing• Many customer with one time purchase• Delivery on late problem• Olist afford much on delivery fee</div>	<div><ul style="list-style-type: none">• Reminder notification for customer• Optimize the frontend part• Credit rebate for score and comment for the community• Recommendation on related choices of products, 5% discount voucher for repurchase• Punishment and reward scheme internally for seller on delivery on-time and delay, e.g. higher ranking, prime position/ EDM• Adjust the free-delivery minimum spending , develop membership of delivery scheme</div>