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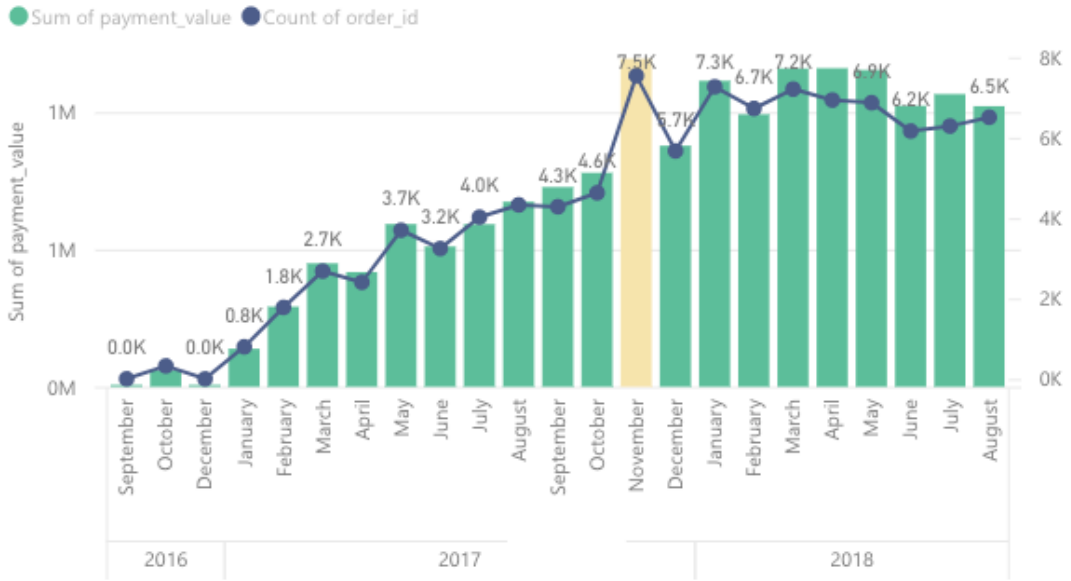
Business Overview

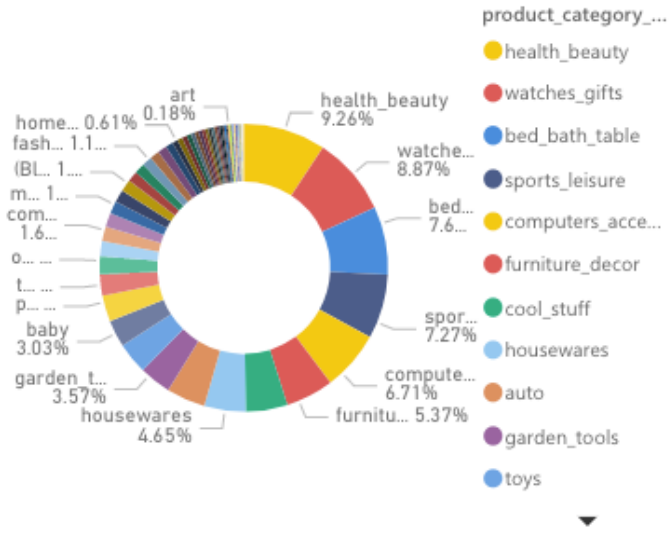
Year: All | Month: All | Product Category: All | Customer State: All

Total of the Sales Revenue	Total Number of Orders	Total Number of Order Items	Total Number of Unique Customers	Total Number of Products
16.01M	98.67K	135K	96.10K	32.95K

Total Sales Revenue and Order Number Per Month



Sales Revenue Distribution by product category



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%**

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Demand & Supply of Product Overview

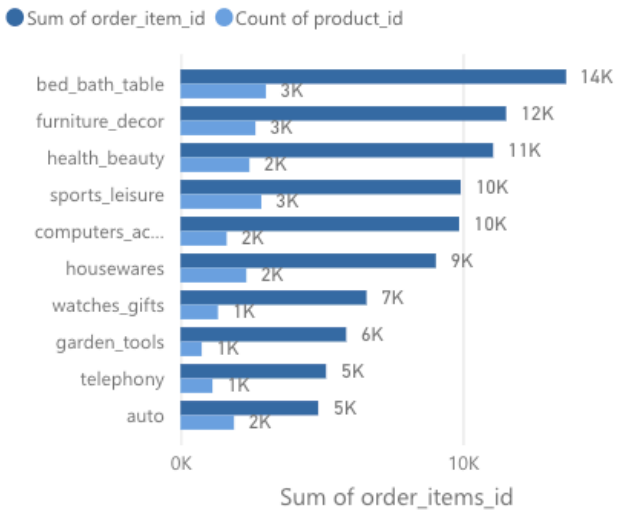
Year: All | Month: All | Customer State: All | Product Category: All | seller_id: All

Total of the Sales Revenue	Total Number of Orders	Total Number of Order Items	Total Number of Sellers	Total Number of Products
13.59M	98.67K	135K	3095	32.95K

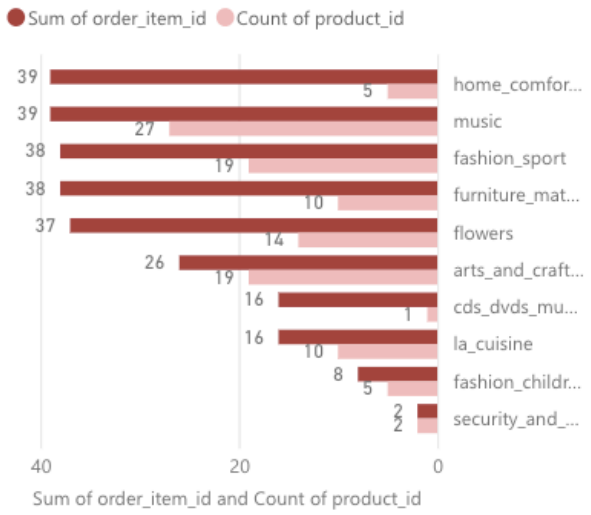
Seller Details

seller_id	product_category_name_english	%GT Sum of price	seller_state
4869f7a5dfa277a7dca6462dcf3b52b2	watches_gifts	1.48%	SP
fa1c13f2614d7b5c4749cbc52fecda94	watches_gifts	1.41%	SP
Total		**100.00%**	

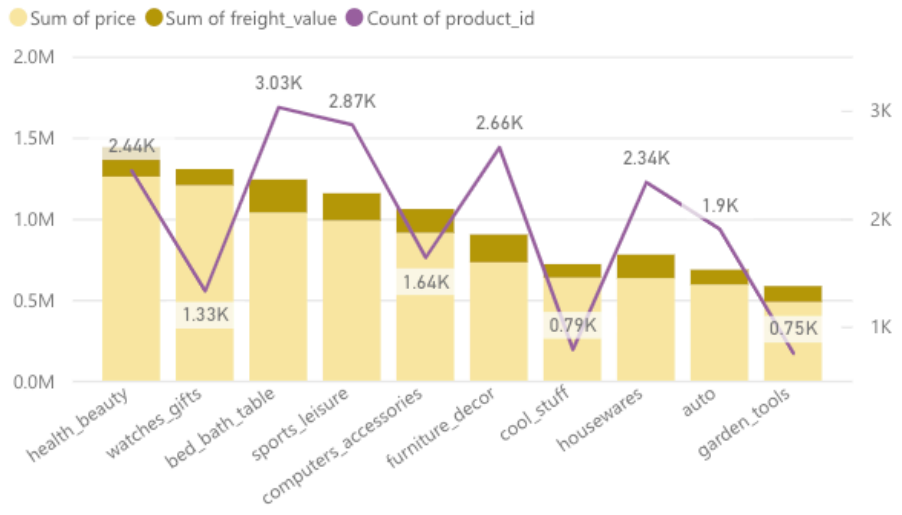
Top 10 Demand and Supply by Total Order Items



Bottom 10 Demand and Supply by Total Order Items



Top 10 Product Demand & Supply Distribution by Payment Value



Seller Overview

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product_category... | seller_id | product_id

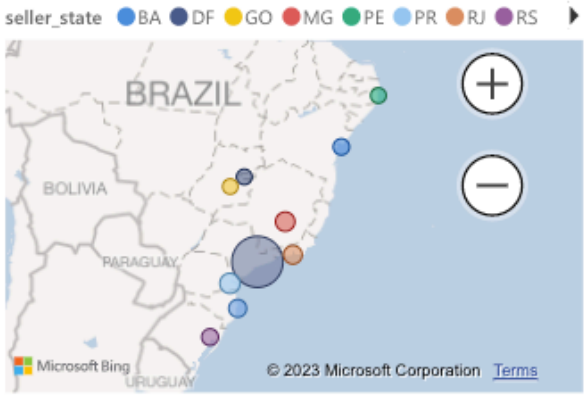
All | All | All

seller_state, seller_city

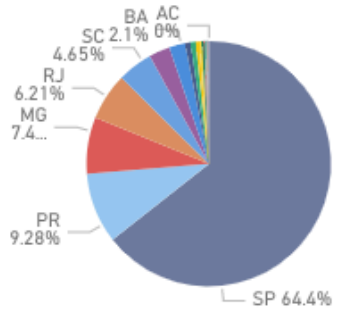
- SP
- SE
- SC
- RS
- RO
- RN

Total Number of Sellers	Total Number of Products	Total of the Sales Revenue	Averaged Sales Revenue	Total Number of Orders	Total Number of Order Items
3095	32.95K	13.59M	120.65	98.67K	135K

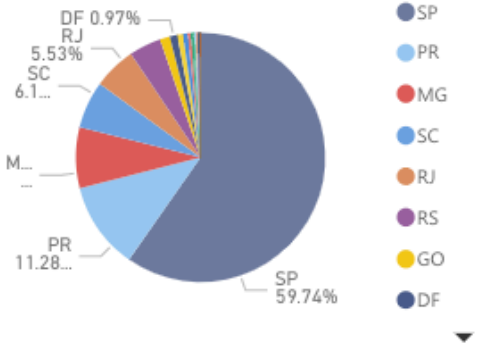
Top 10 Seller by State



Sales Contribution by Seller by State



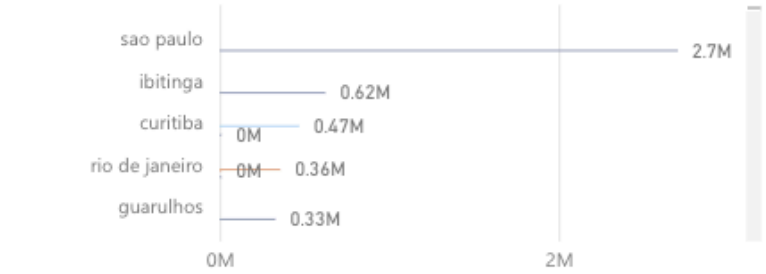
Number of Seller by State



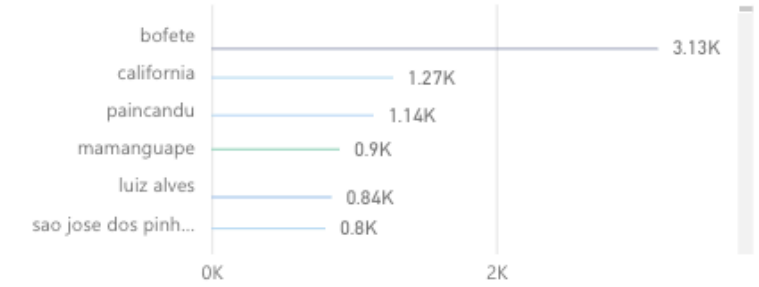
Sales Contribution Details Per Seller

seller_id	seller_state	product_category_name_english	%GT Sum of price	%GT Count of product_id
4869f7a5dfa277a7dca6462dcf3b52b2	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



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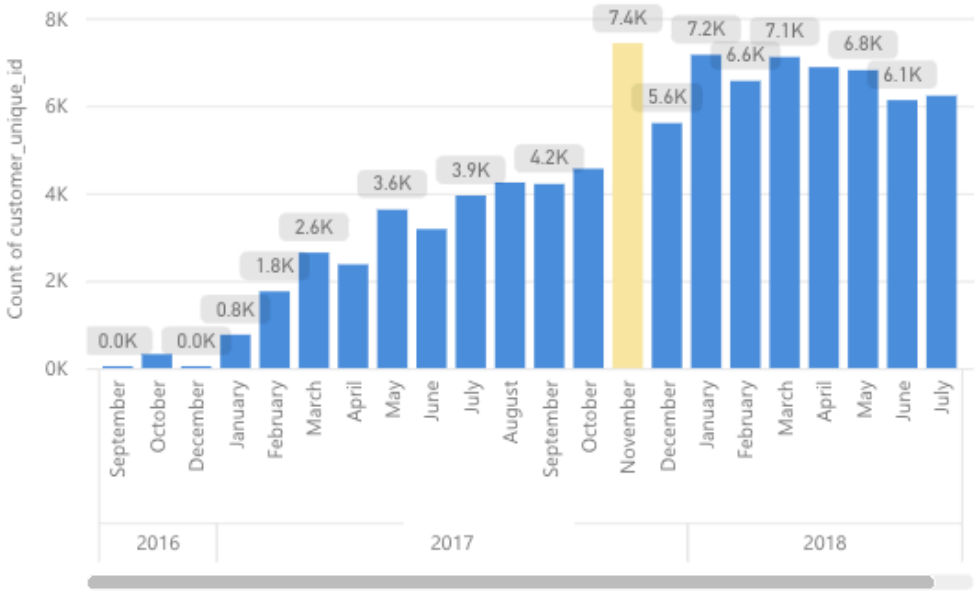
Customer Overview

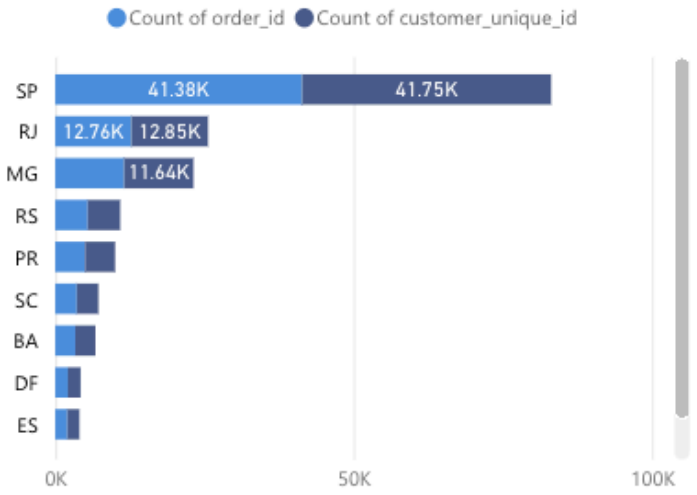
Year: All | Month: All | customer_state: All | customer_city: All

Total Number of Unique Customer	Total Amount of Customer Spending	Average Spending per Order	Total Number of Orders	Total Number of Order Items
96.10K	16.01M	120.65	98.67K	135K

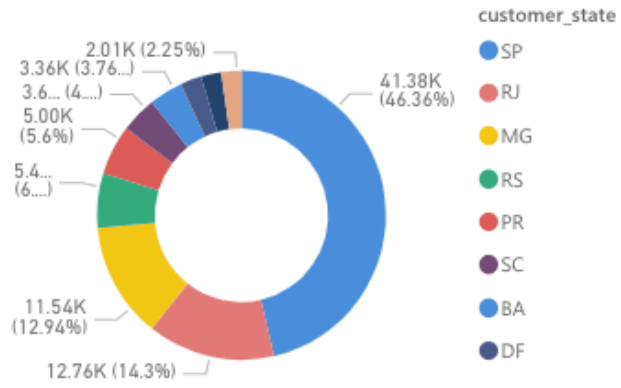
Total Number of Customer Acqusition by Time



Number of Customers and Order Distribution by State



Top 10 Number of Customer by State



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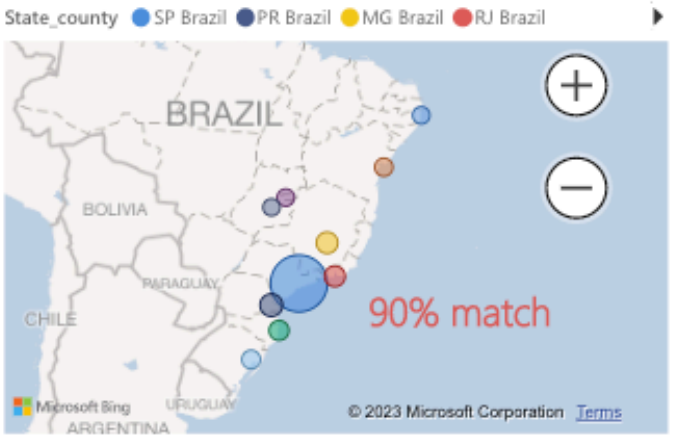
Customer Overview by Location

Year: All | Month: All | customer_state: All | customer_city: All

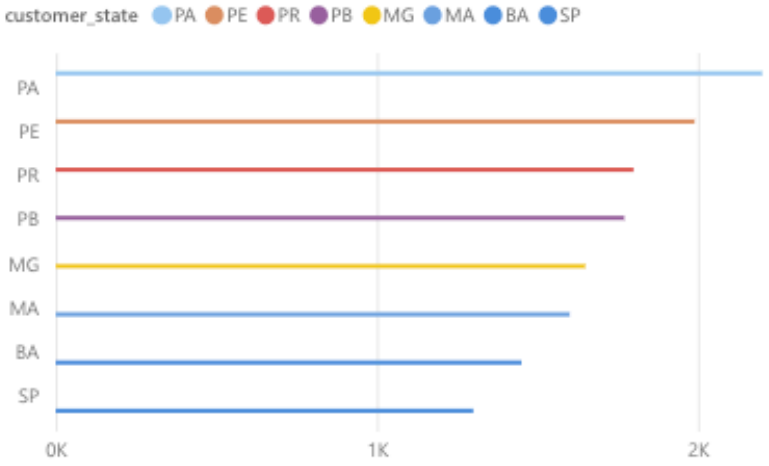
Total Number of Unique Customer	Total Amount of Customer Spending	Average Spending per Order
96.10K	16.01M	120.65

Top 10 State of Customer Spending

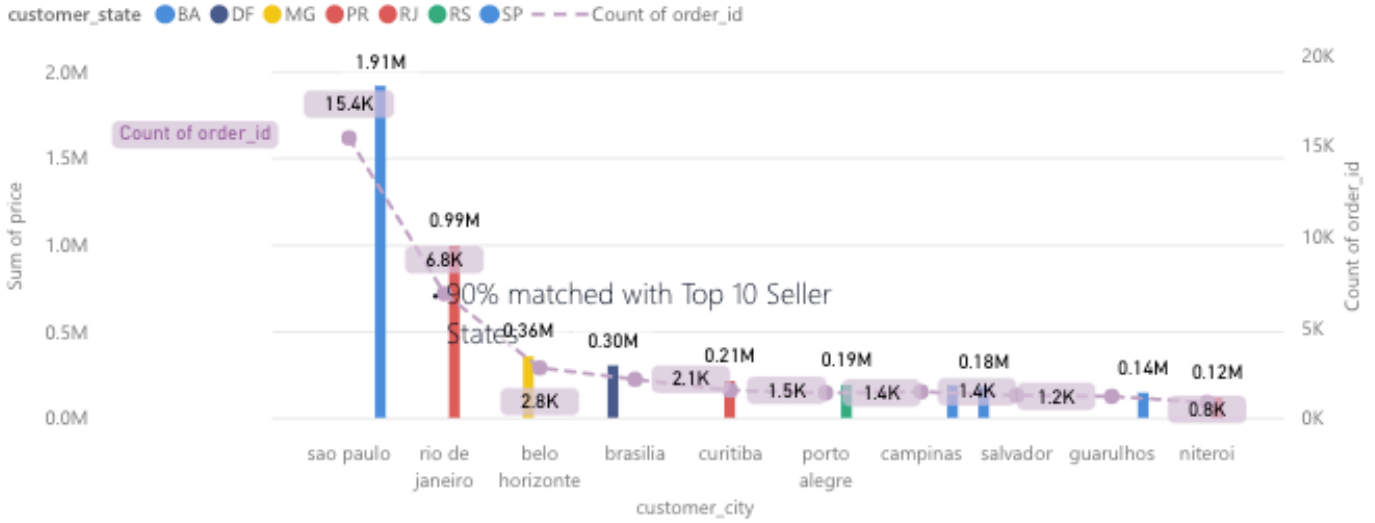
Top 10 Seller by State



Average of price by customer_state and customer_state



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



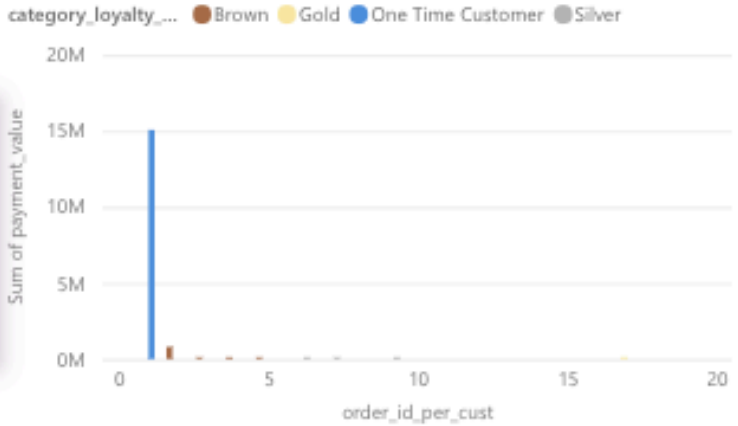
Customer Overview by Purchase Frequency

olist

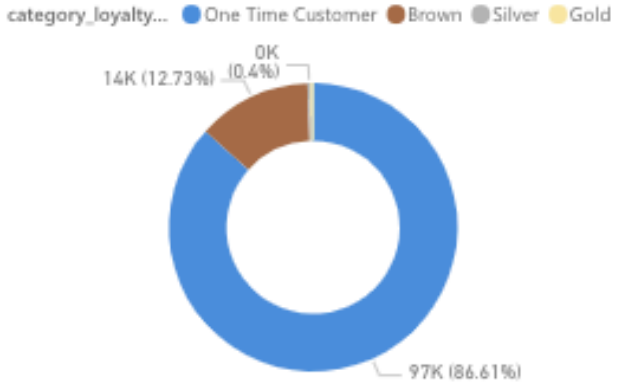
Year: All | Month: All | customer_sta...: All | customer_city: All

Total Number of Unique Customer	Total Amount of Customer Spending	Average Spending per Order
96.10K	16.01M	120.65

Customer Purchase Pattern by Number of Purchase Frequency



Customer Type by Purchase Freqency Percentage



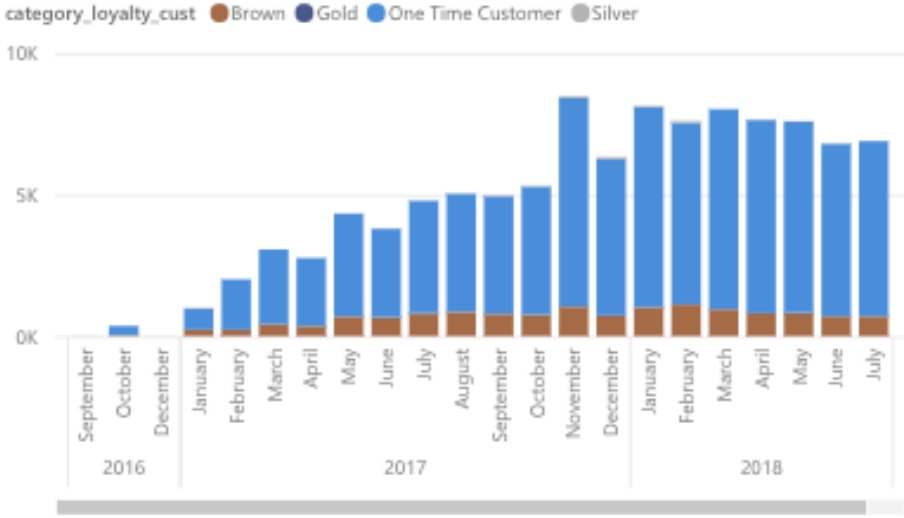
Customer Type by Purchase Frequency

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**

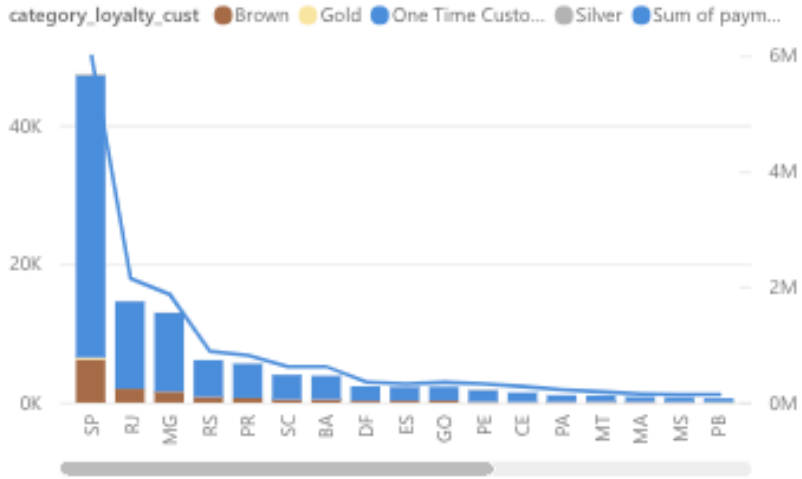
Frequency of Purchase

- Gold: > 10 th
- Sliver: 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



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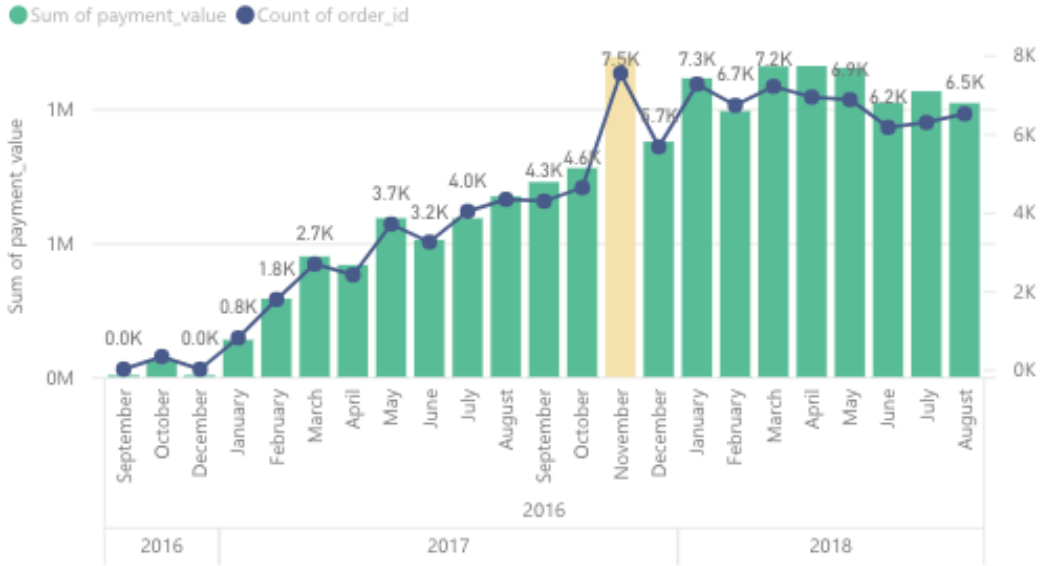
Order Overview by Location

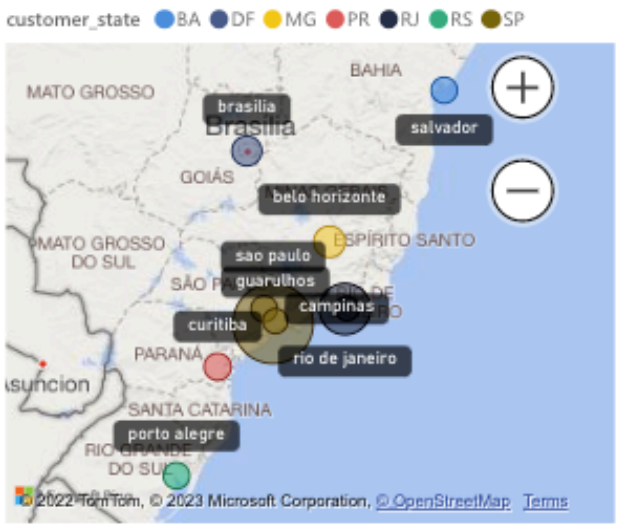
Year	Month	customer_state	customer_city	order_status	price		product_categor...	payment_type
All	All	All	All	All	0.85	6,735.00	All	All

Total Number of Unique Customer	Total Order Amount	Average Amount per Order	Total Number of Orders	Total Number of Order Items
96.10K	16.01M	120.65	98.67K	135K

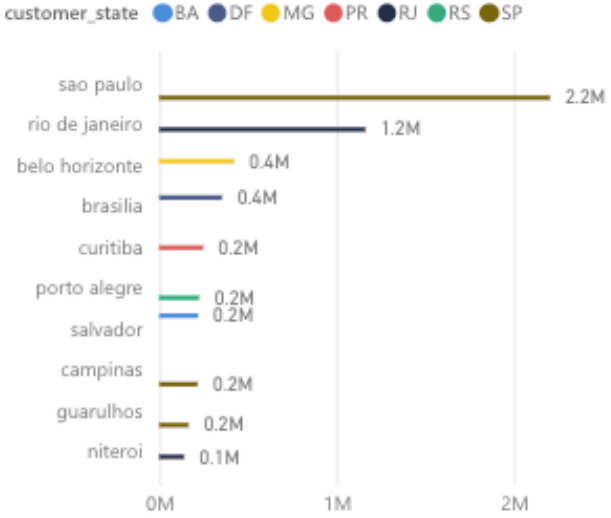
Total Sales Revenue and Order Number Per Month



Top 10 City by Order Amount



Sum of payment_value by customer_city and customer_state



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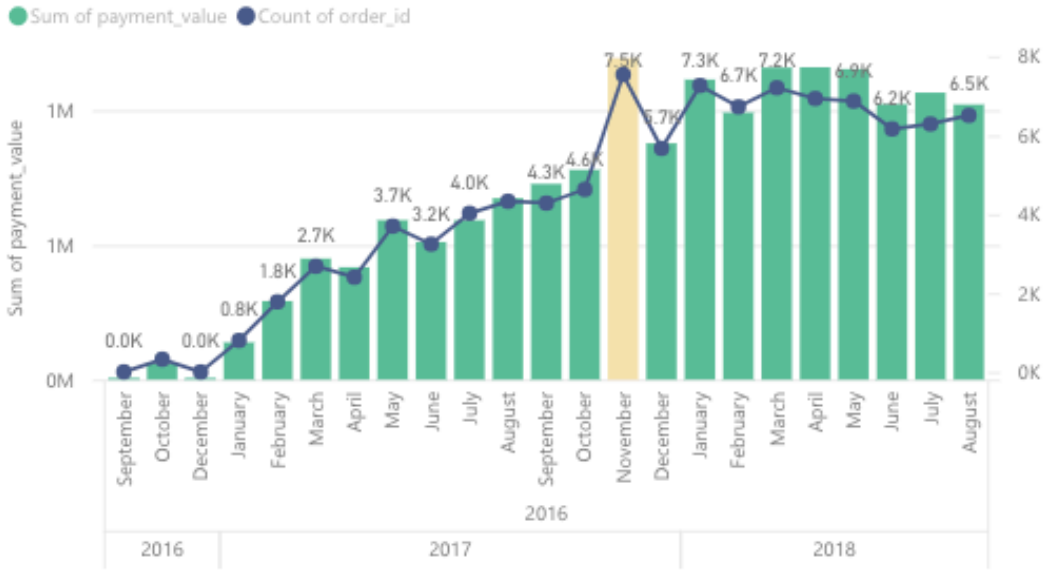
Order Overview by Time

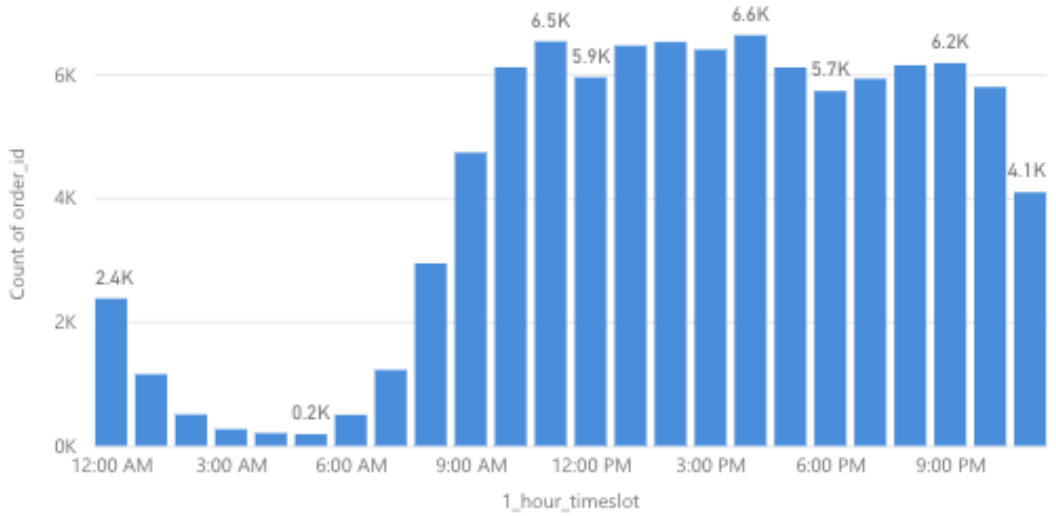
Year: All | Month: All | customer_state: All | customer_city: All | order_status: All | price: 0.85 – 6,735.00 | product_categor...: All | payment_type: All

Total Number of Unique Customer	Total Order Amount	Average Amount per Order	Total Number of Orders	Total Number of Order Items
96.10K	16.01M	120.65	98.67K	135K

Total Sales Revenue and Order Number Per Month



Order Purchase Time Hourly Distribution



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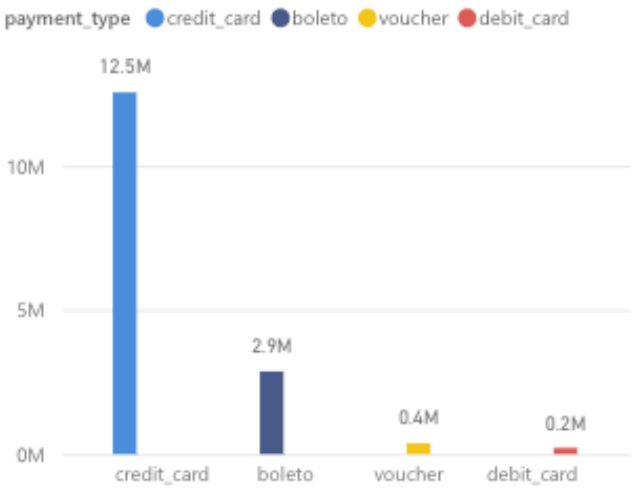
Order Payment Overview

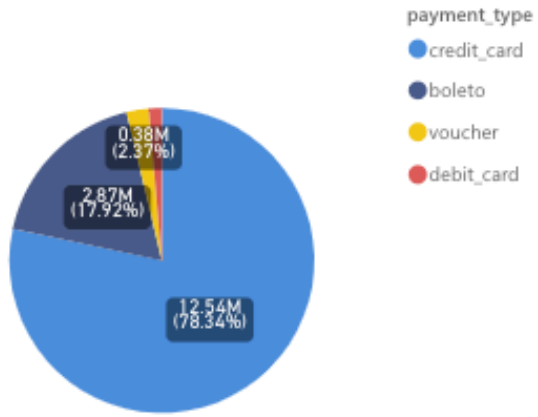
Year: All | Month: All | customer_state: All | customer_city: All | order_status: All | price: 0.85 – 6,735.00 | product_categor...: All | payment_type: All

Total Number of Unique Customer	Total Order Amount	Average Amount per Order	Total Number of Orders	Total Number of Order Items	Avg Payment Installement
96.10K	16.01M	120.65	98.67K	135K	2.85

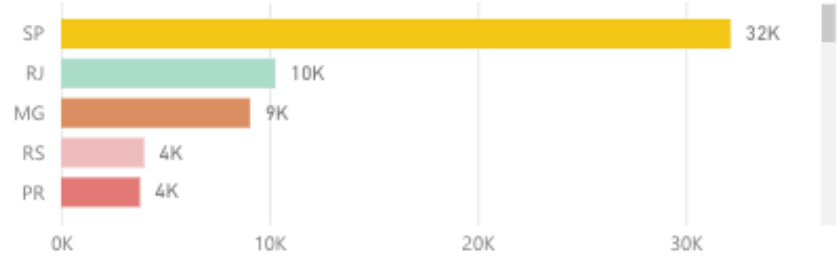
Order Amount by Payment Type



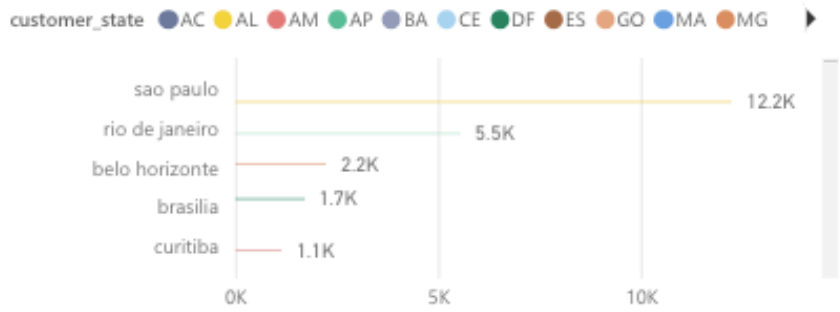
Order Amount by Payment Type by Percentage



Customer using credit card by State



Customers using credit card by City



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Order Review Overview

review_creation_date: 10/2/2016 – 8/31/2018

seller_state: All

customer_state: All

customer_city: All

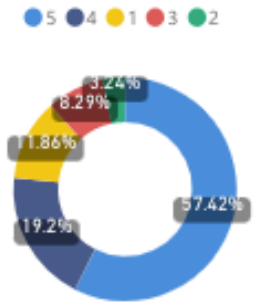
product_category_name_e...: All

Average Review Score	Total Number of Review	Total Number of Customer Account	Total Number of Customer Review Account	Average of Review Creation Day
4.07	35.78K	99.42K	99.17K	15.73

Number of Review Message of Customer Review Account

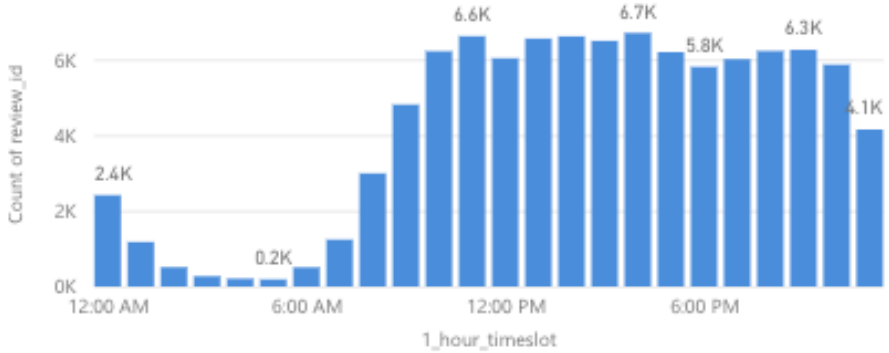
only 36% of customers leave a review message among all customers with a review account

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

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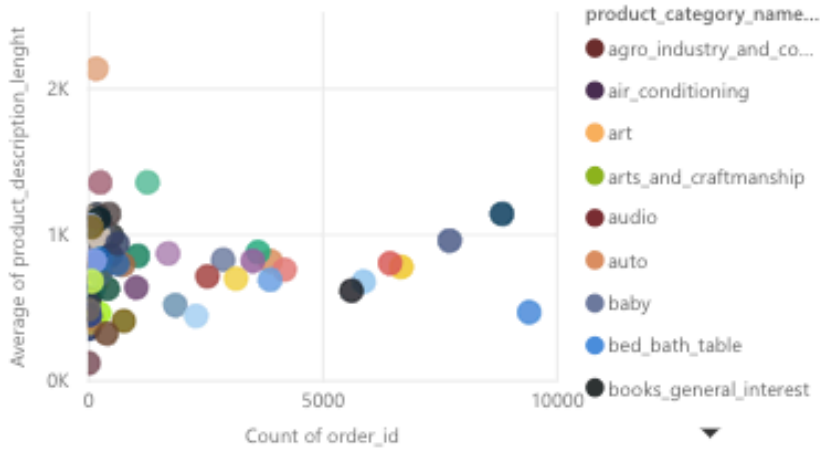
Product Overview

product_category_na...
All

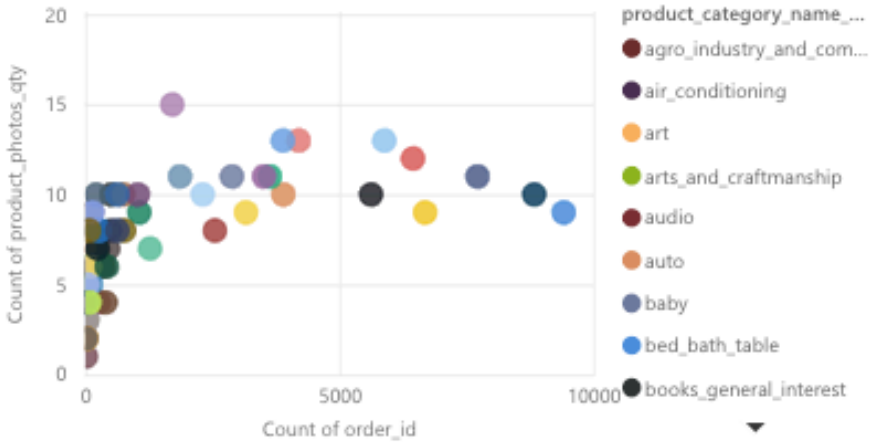
年	月	Sum of payment_value
2016	September	252.24
2016	October	59,090.48
2016	December	19.62
2017	January	138,488.04
2017	February	291,908.01
2017	March	449,863.60
2017	April	417,788.03
2017	May	592,918.82
2017	June	511,276.38
2017	July	592,382.92
2017	August	674,396.32
2017	September	727,762.45
2017	October	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



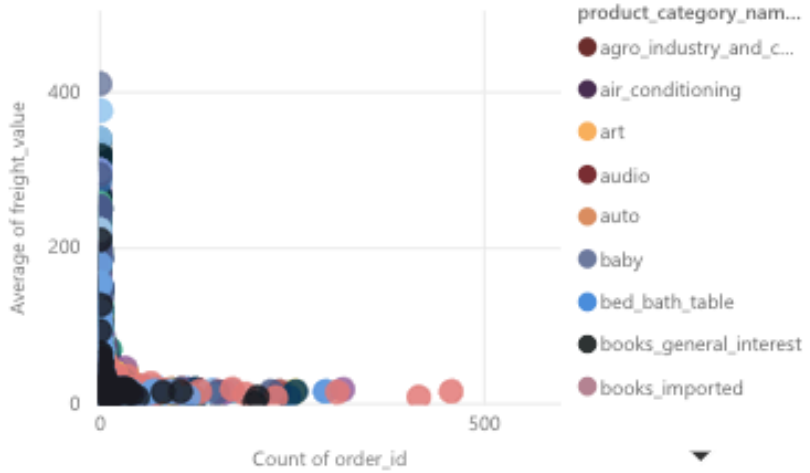
The more photo description, the more customer order

Number of Order and Product Photo Correlation



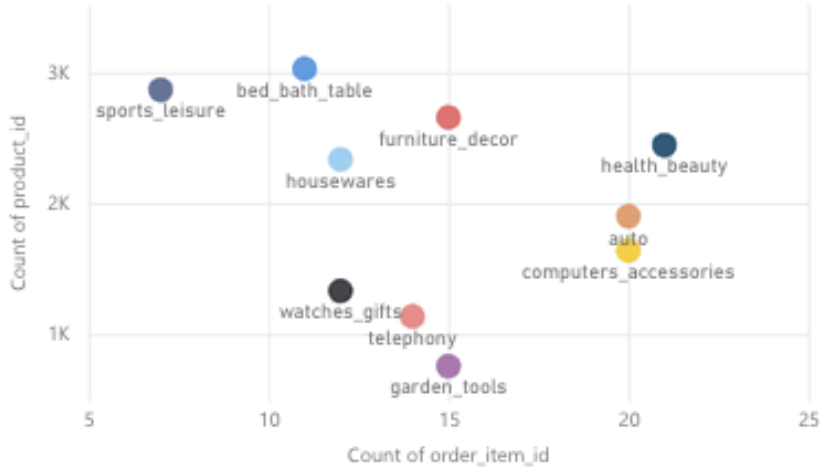
The more product photo, the more customer order

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

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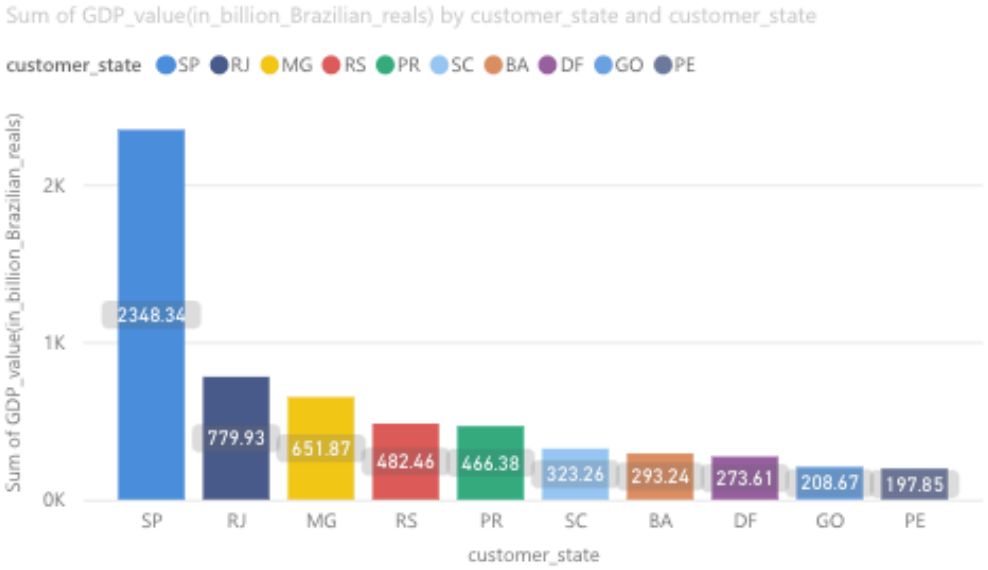
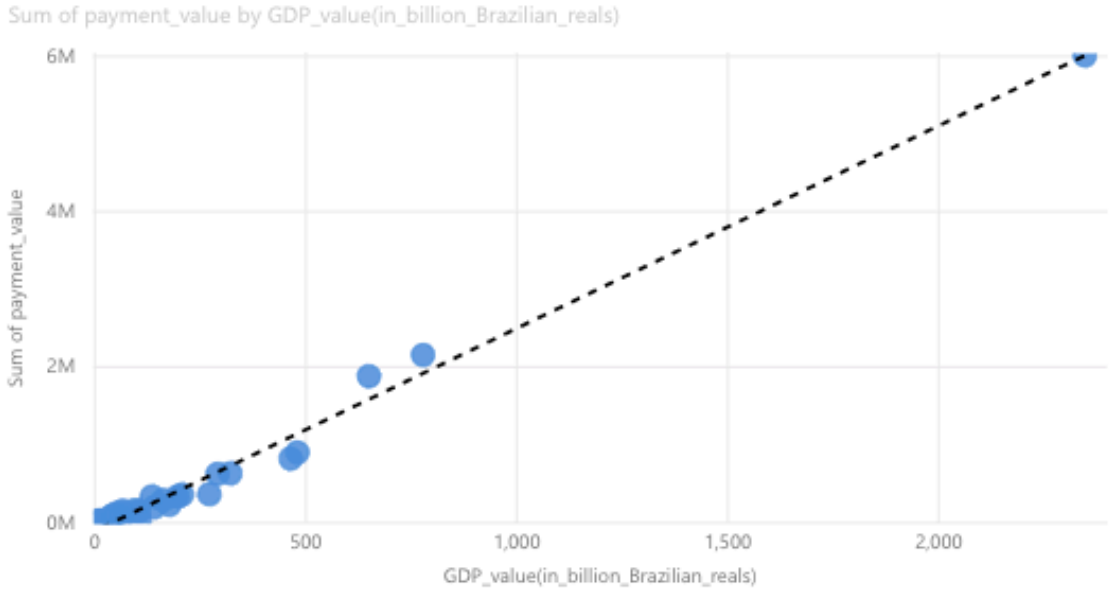
Forecast Overview

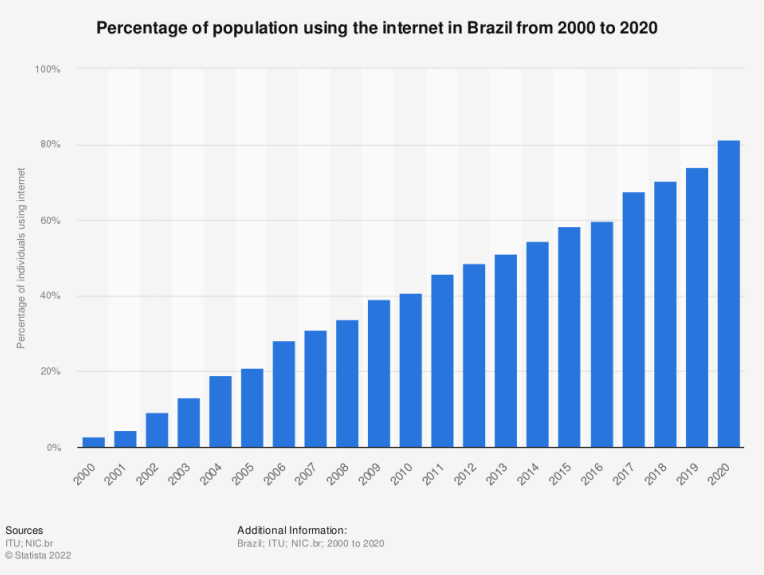


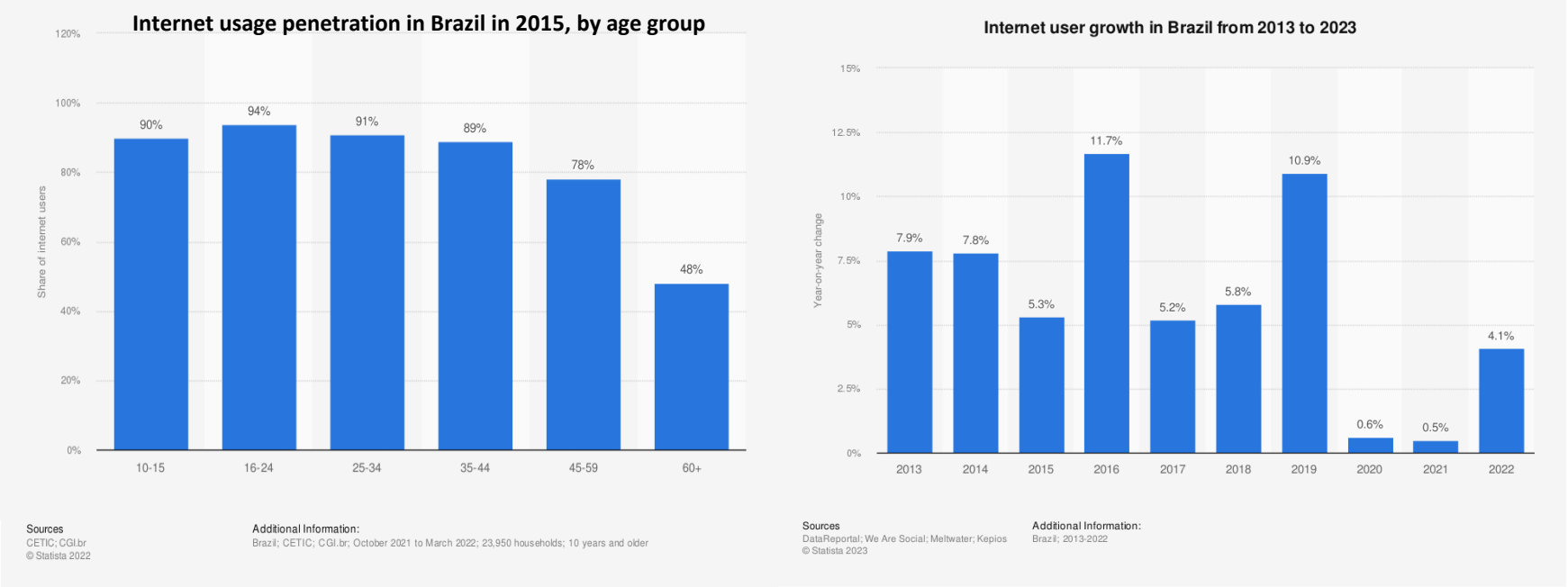
Top 10 State of Customer Spending



Recommendations - Business Strategic Planning

Situation	Recommendations
Customer • > 40% customer focus in SP states • One-time purchase • No significant customer demographic info collected • Online marketplace in Brazil only	• Local acquisition, to enrich acquisition on other states • Membership reward phase by phase, on credit, giveaway • Registration system with more customer details on age, gender, preference, and target young adult and adult • Develop nearby international market

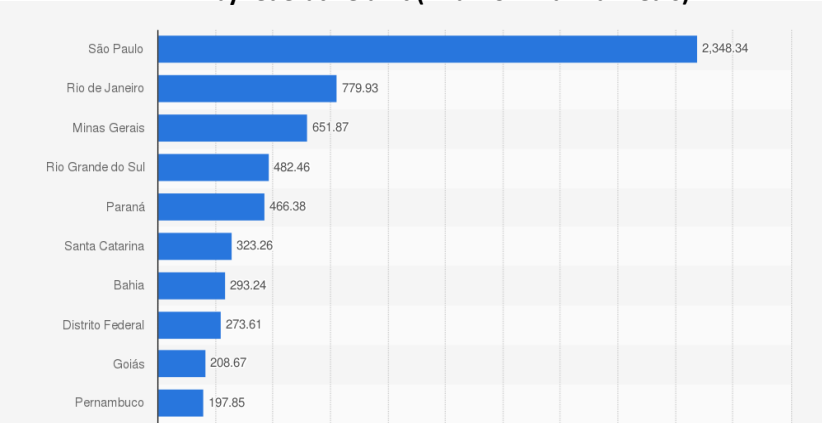




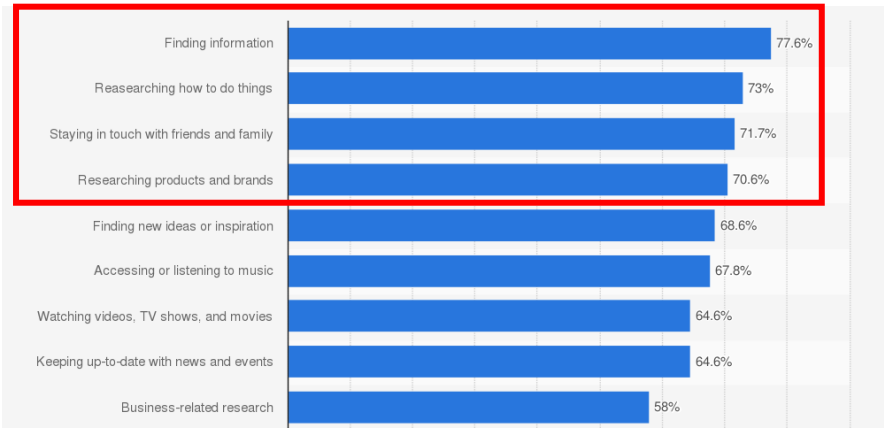
Recommendations - Business Strategic Planning

Situation	Recommendations
Seller • 60% seller revenue & number of sellers in SP states • Slow growth on number of sellers	• Enrich the SP States number of sellers to other cities • Enlarge acquisition scales to other nearest states and related cities, e.g. RG & MG (3.2 times difference)
Marketing • No enough with “WoW” products and market noise	• Social Media promotion on platforms • Partnership for credit card and electronic payment/ bank partners & logistic company • Referral credits as incentives for customer • Active SEO, SEM • EDM for subscription / SMS • Seasonal product sales campaign • Blog feature

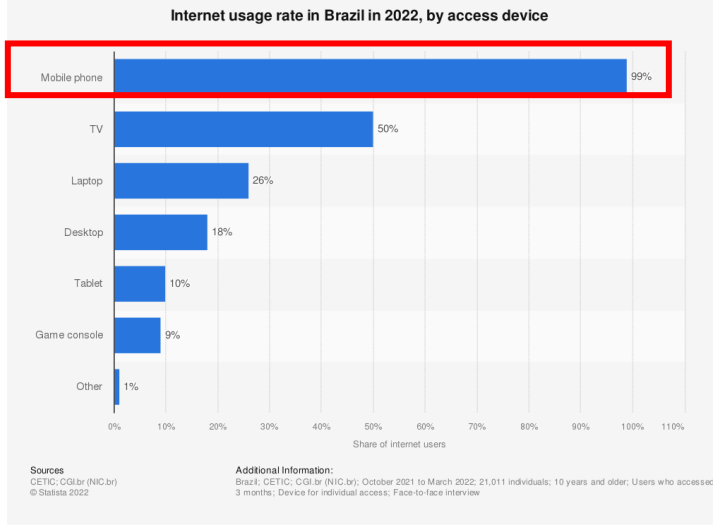
Value of Gross Domestic Product (GDP) in Brazil in 2018, by federative unit (in billion Brazilian reals)



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

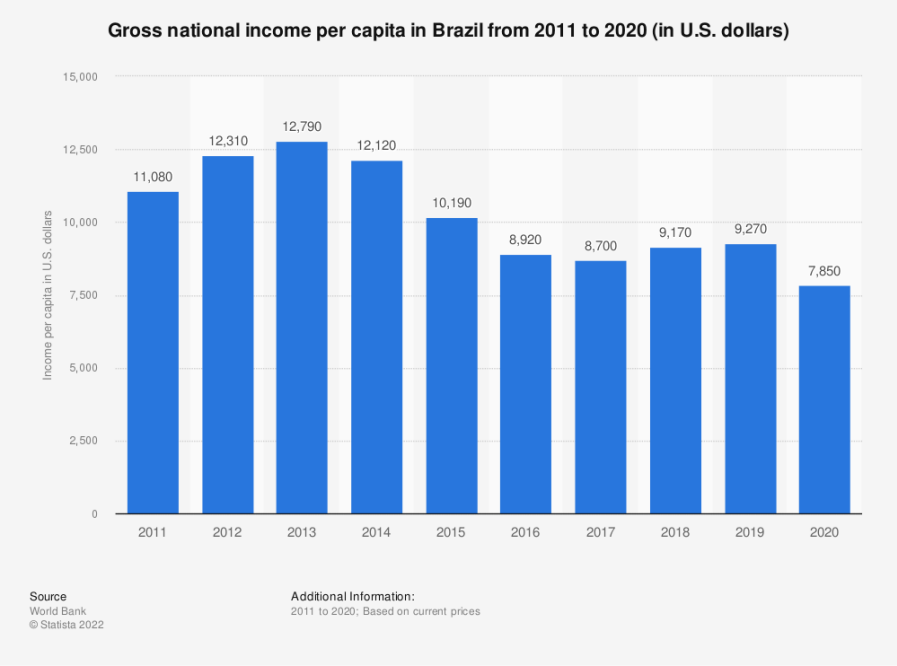


Internet usage rate in Brazil in 2022, by access device



Recommendations - Product

Situation	Recommendations
Product • NO attractive product category to keep customer • Routine product rankings • Lacking interesting / gimmick product	• 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



Recommendations - Order

Situation	Recommendations
Order • 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	• 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