

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

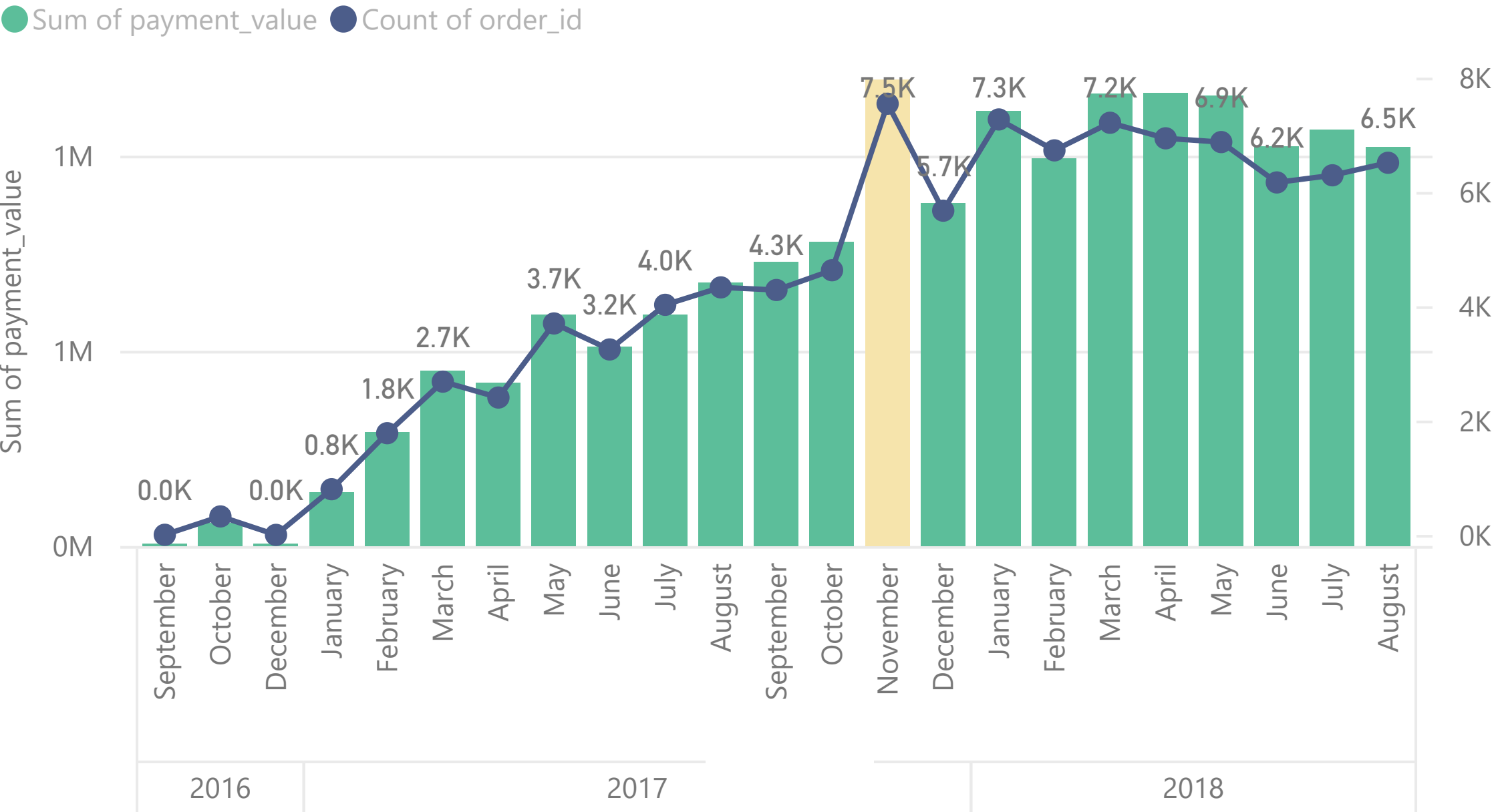
Total Number of Products

32.95K

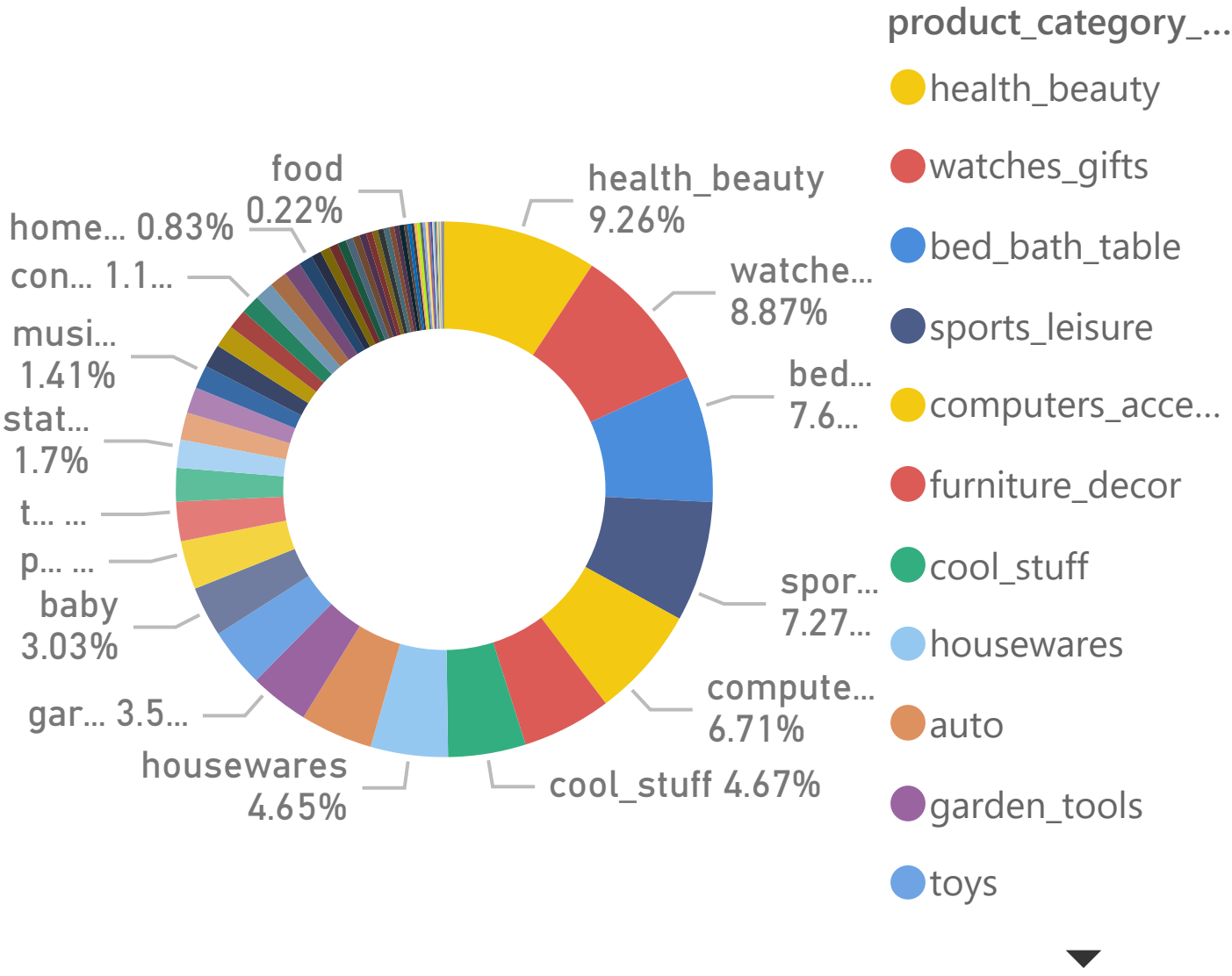
Sales Details

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

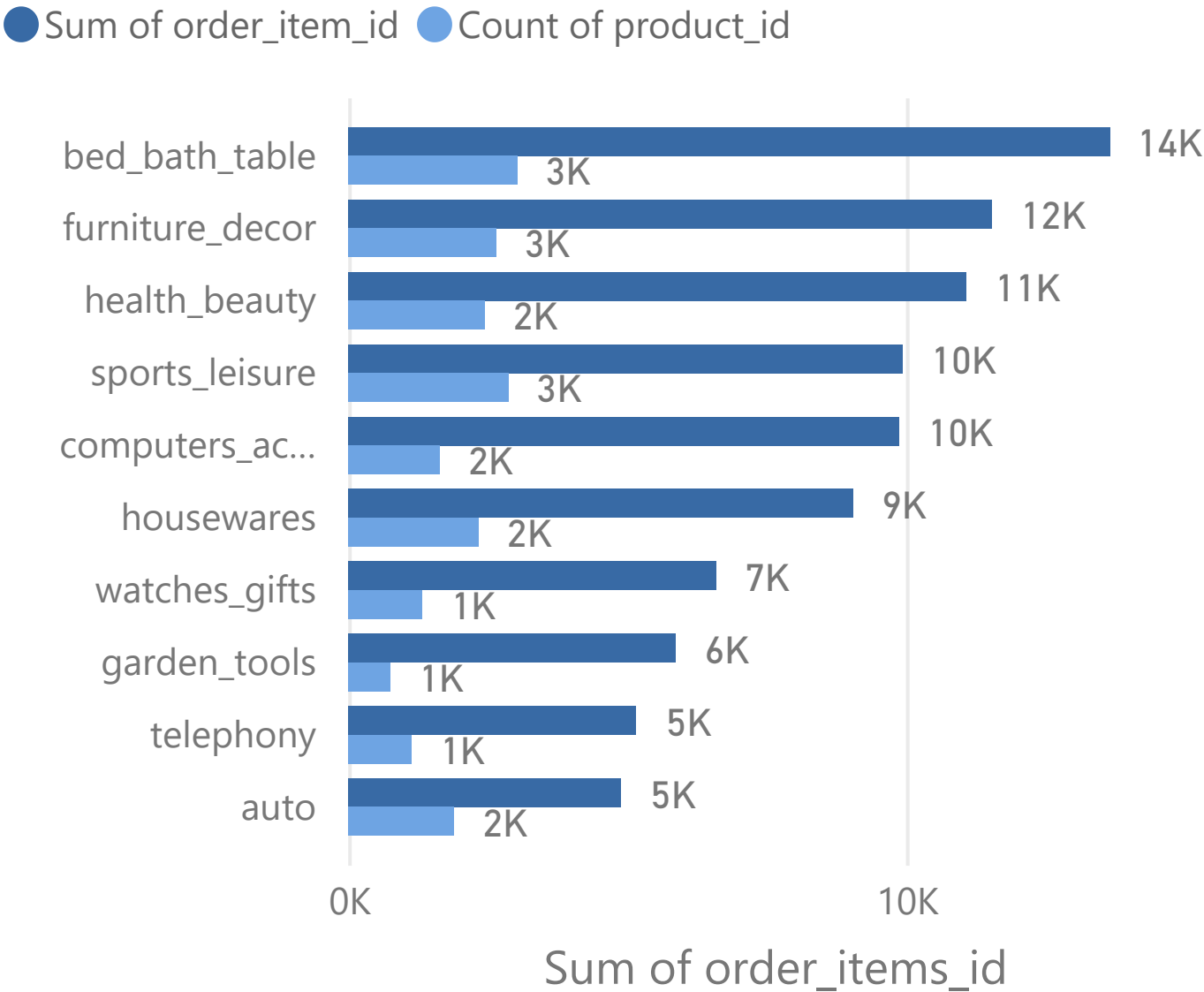
Total Number of Products

32.95K

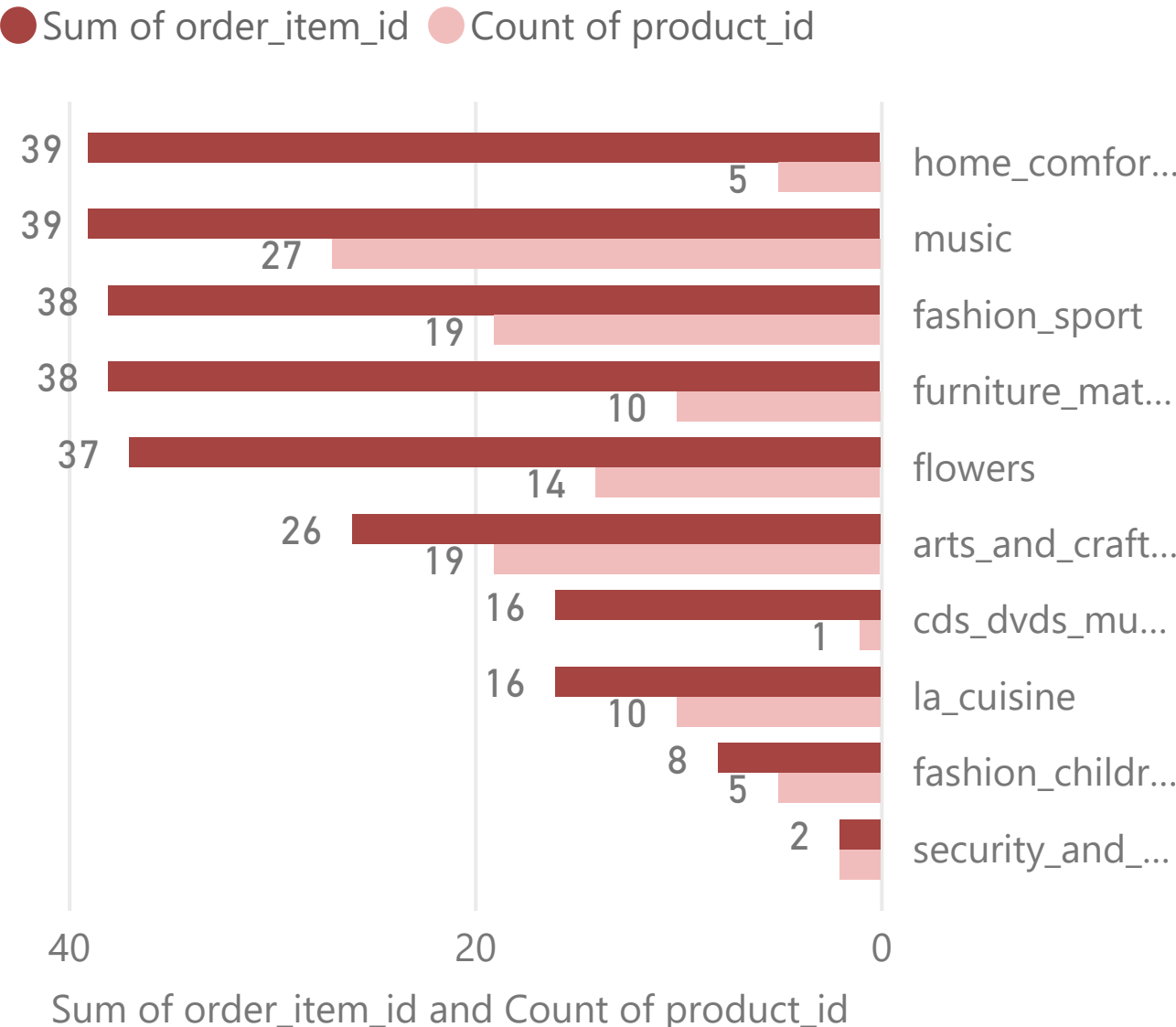
Seller Details

seller_id	product_category_name_english	%GT Sum of price	seller_state
4869f7a5dfa277a7dca6462dcfb52b2fa1c13f2614d7b5c4749cbc52fecda94	watches_gifts	1.48%	SP
fa1c13f2614d7b5c4749cbc52fecda94	watches_gifts	1.41%	SP
Total		100.00%	

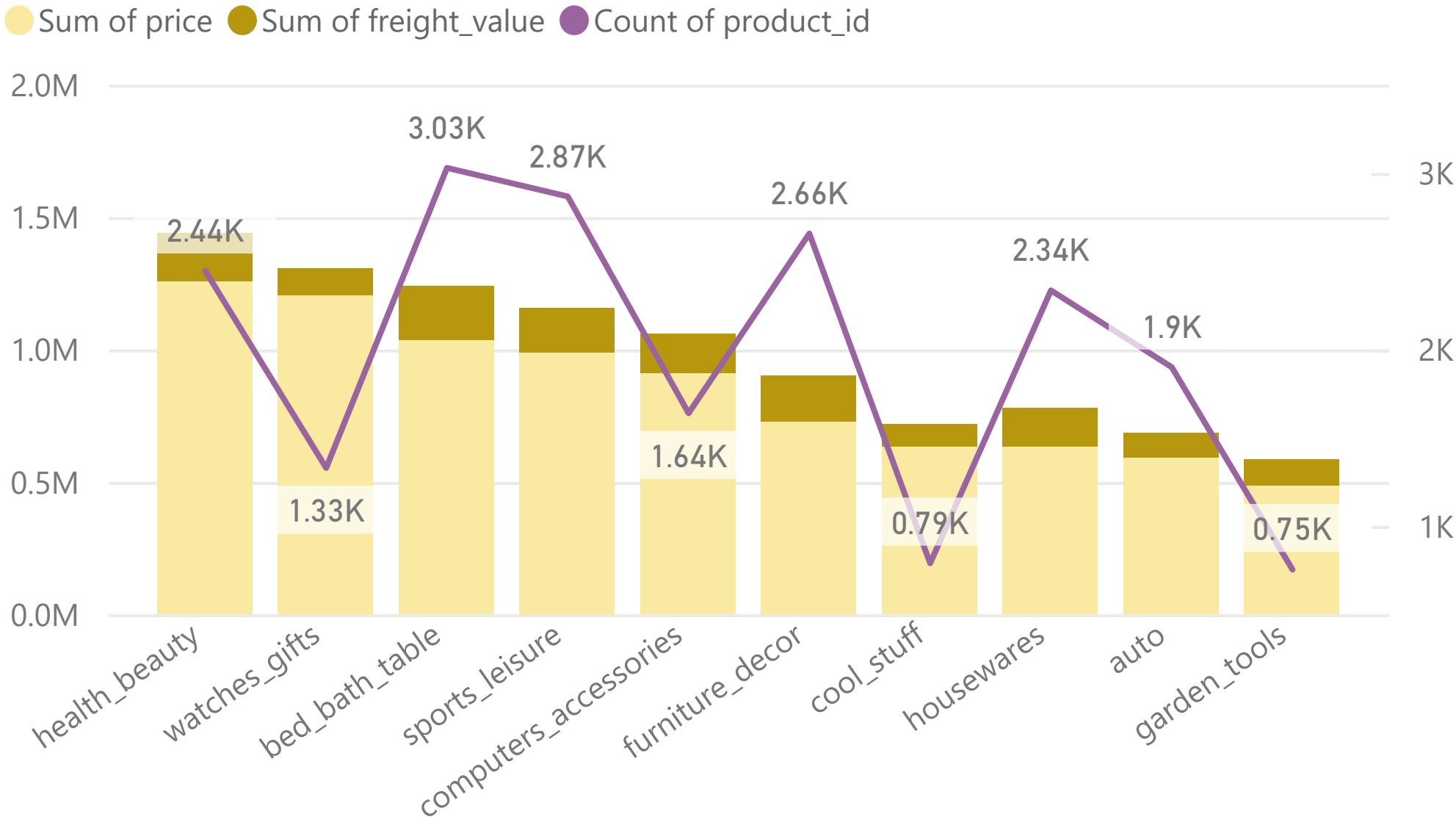
Top 10 Demand and Supply by Total Order Items



Bottom 10 Demand and Supply by Total Order Items



Top 10 Product Demand & Supply Distribution by Payment Value



Seller Overview

product_category_na...

All

seller_id

All

product_id

All

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

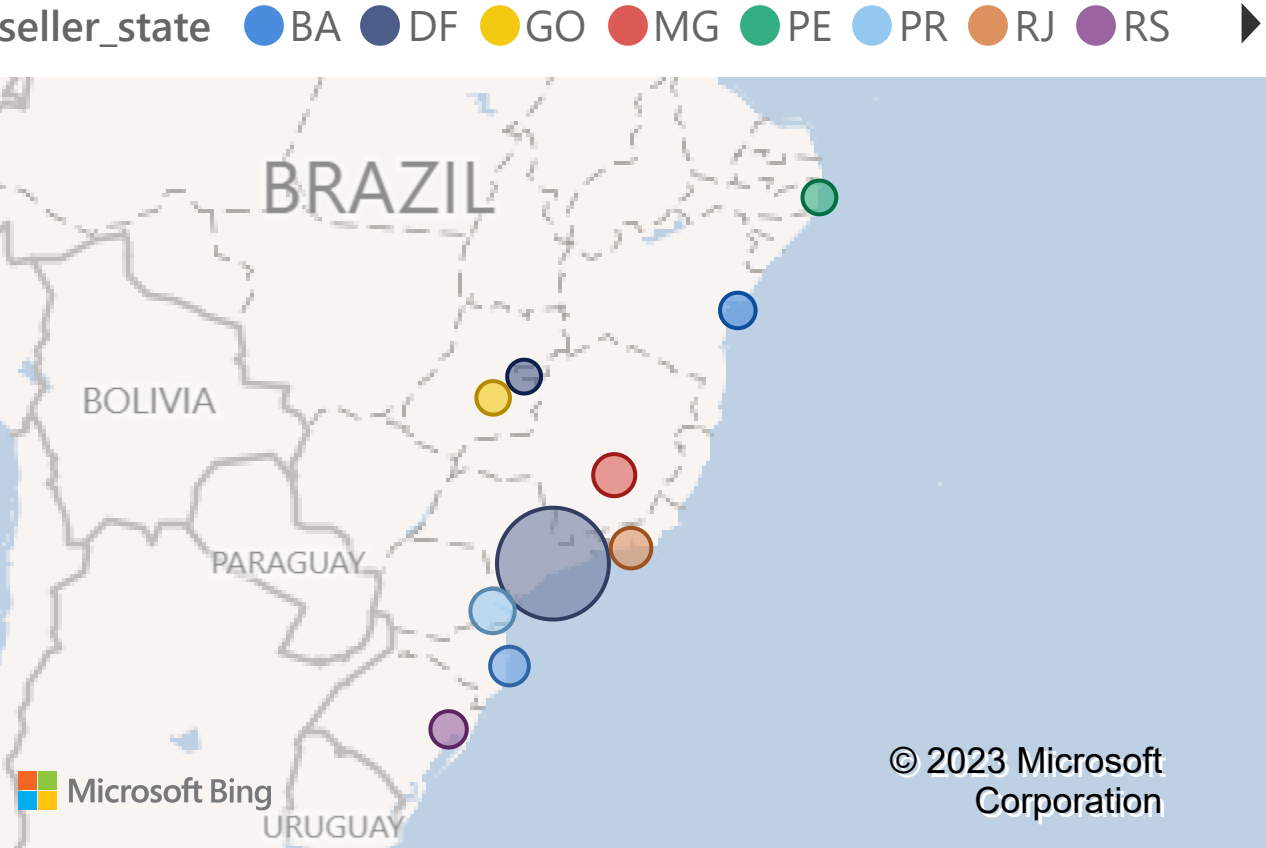
Total Number of Orders

98.67K

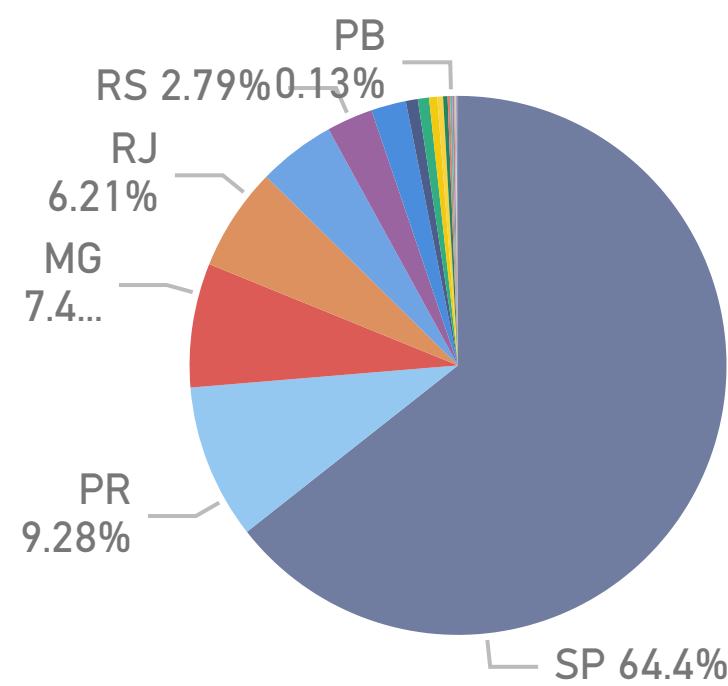
Total Number of Order Items

135K

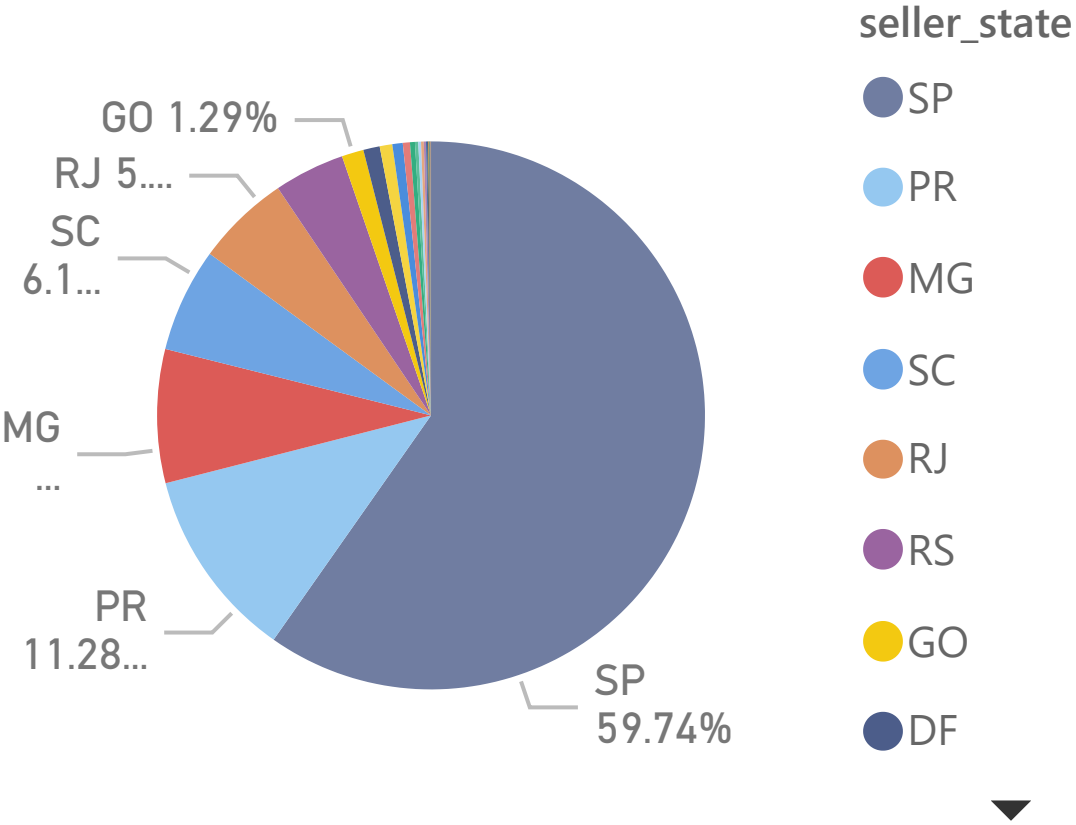
Top 10 Seller by State



Sales Contribution by Seller by State



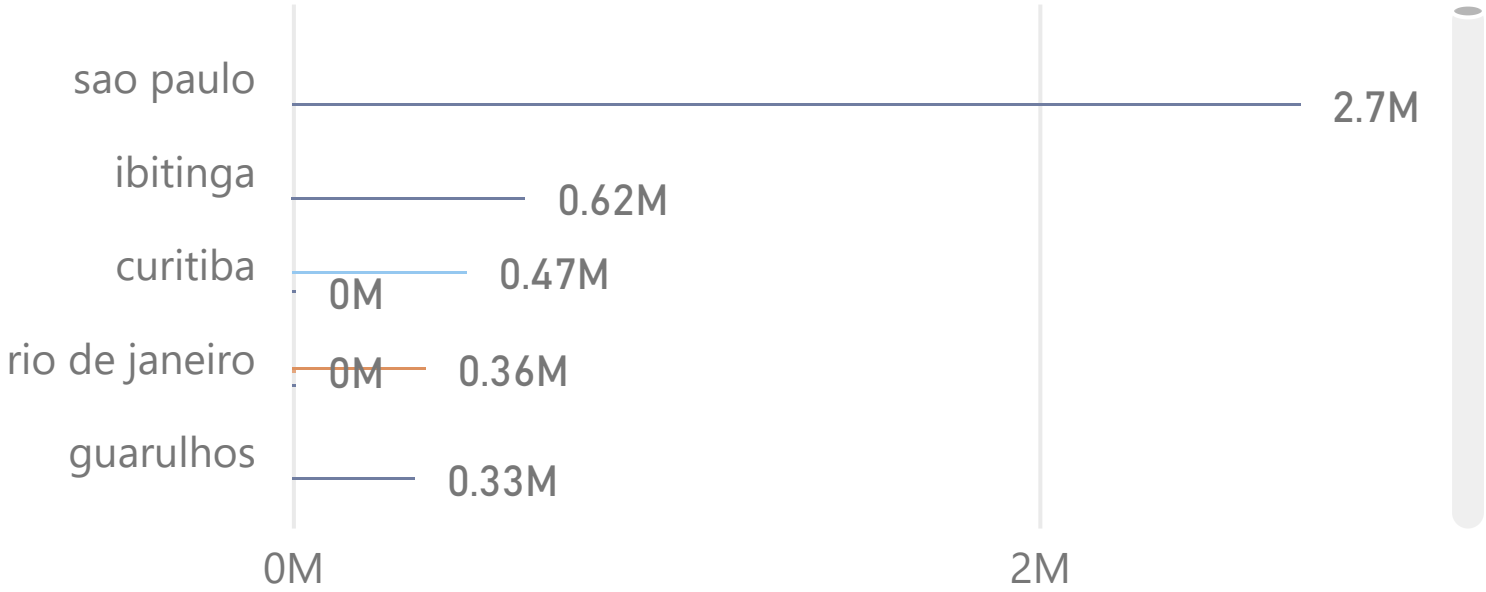
Number of Seller by State



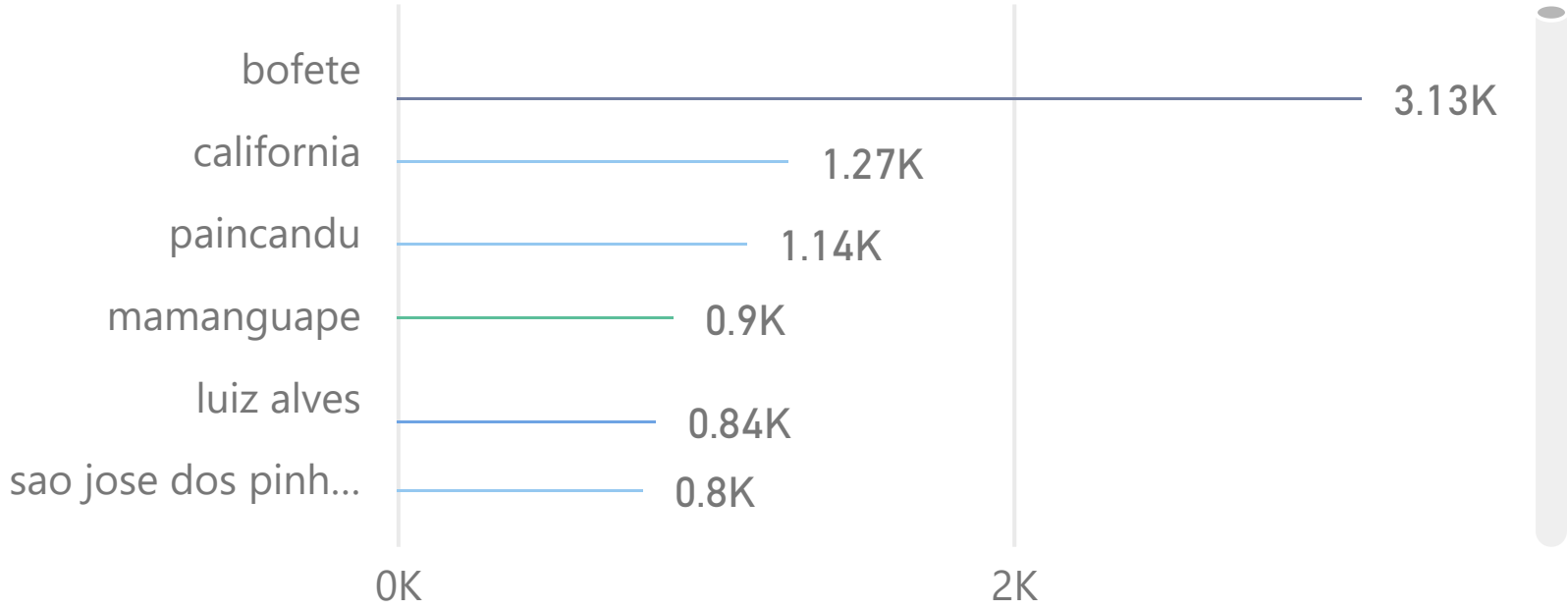
Sales Contribution Details Per Seller

seller_id	seller_state	product_category_name	%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%
da8622b14eb17ae2831f4ac5b9deb84a	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

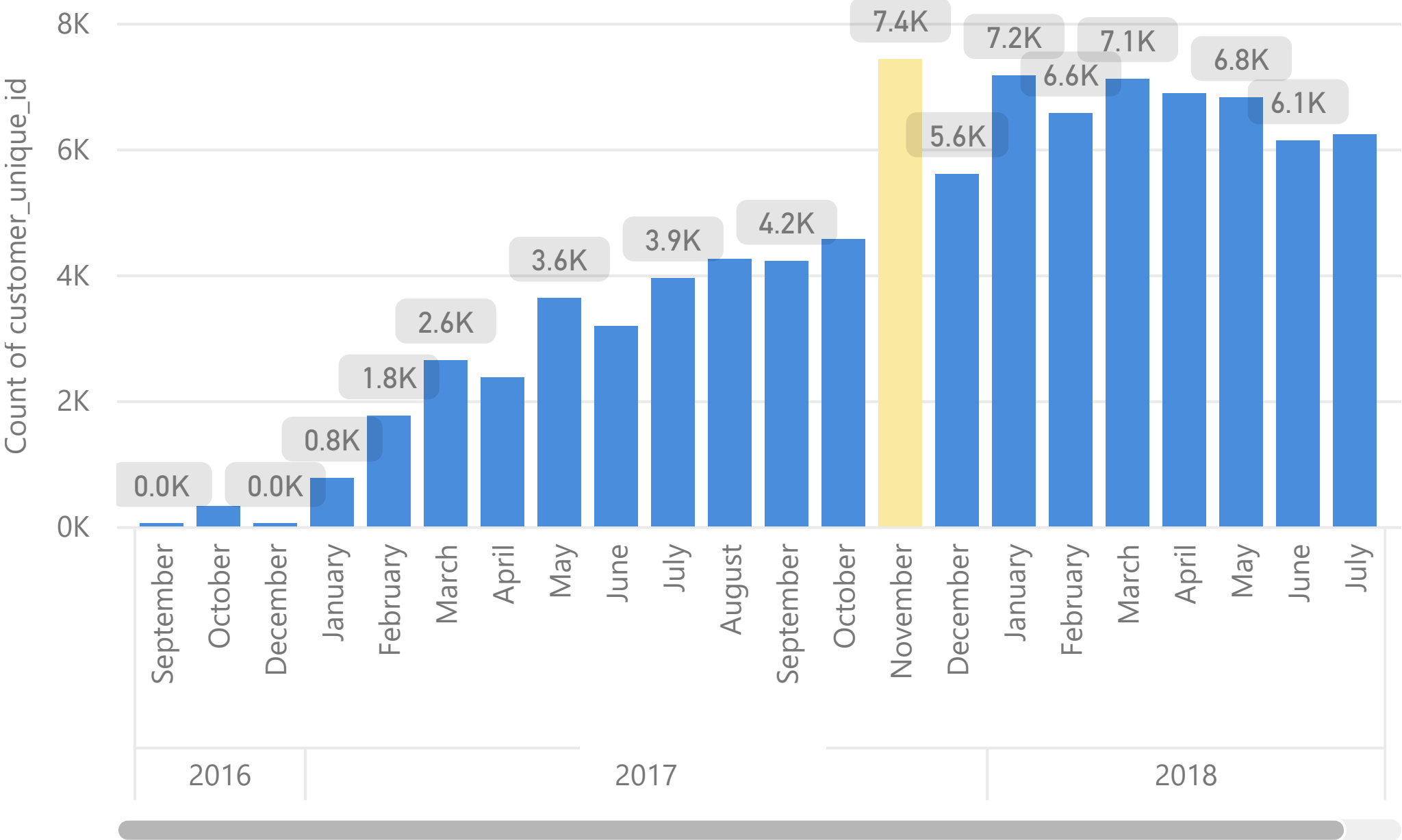
Total Number of
Orders

98.67K

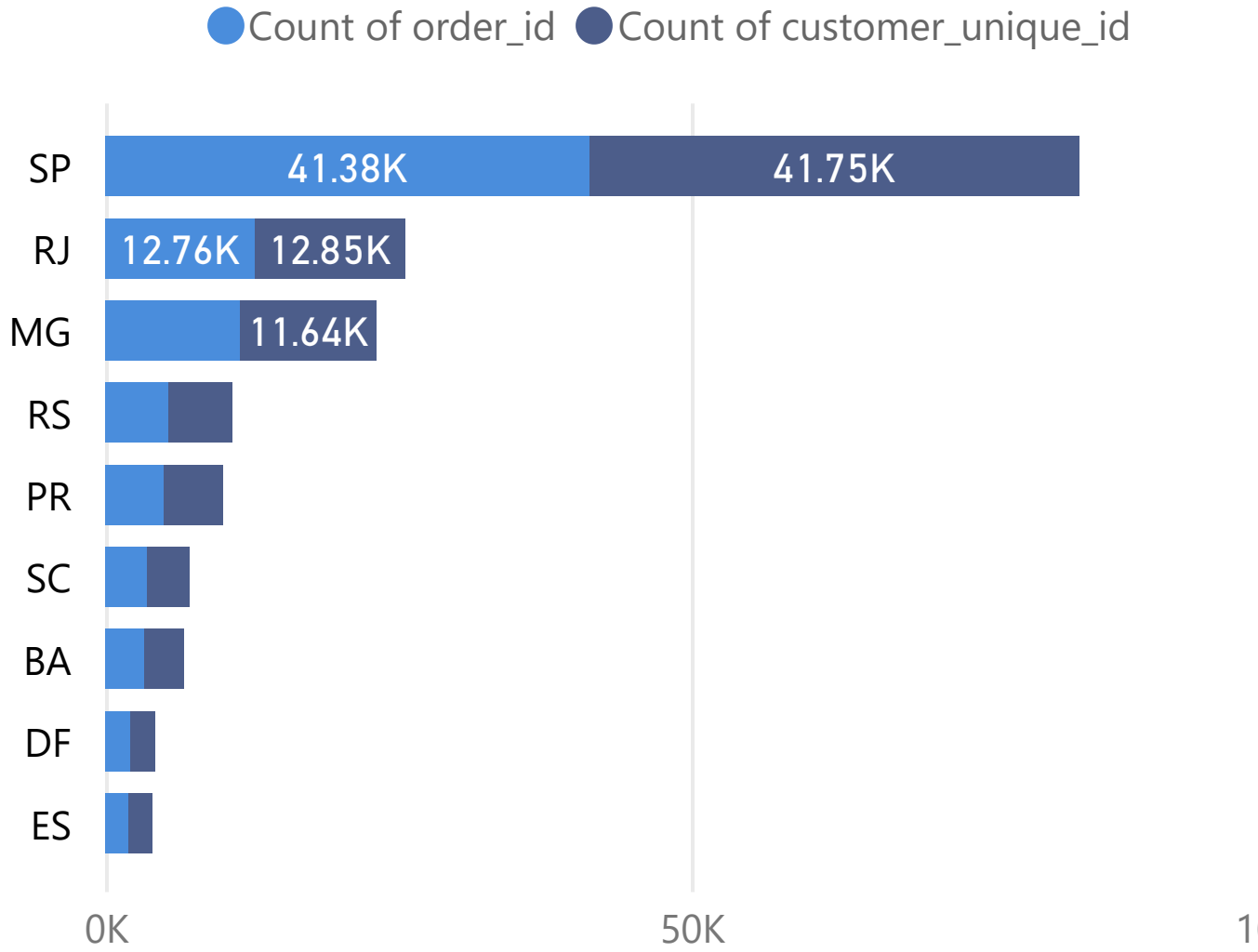
Total Number of
Order Items

135K

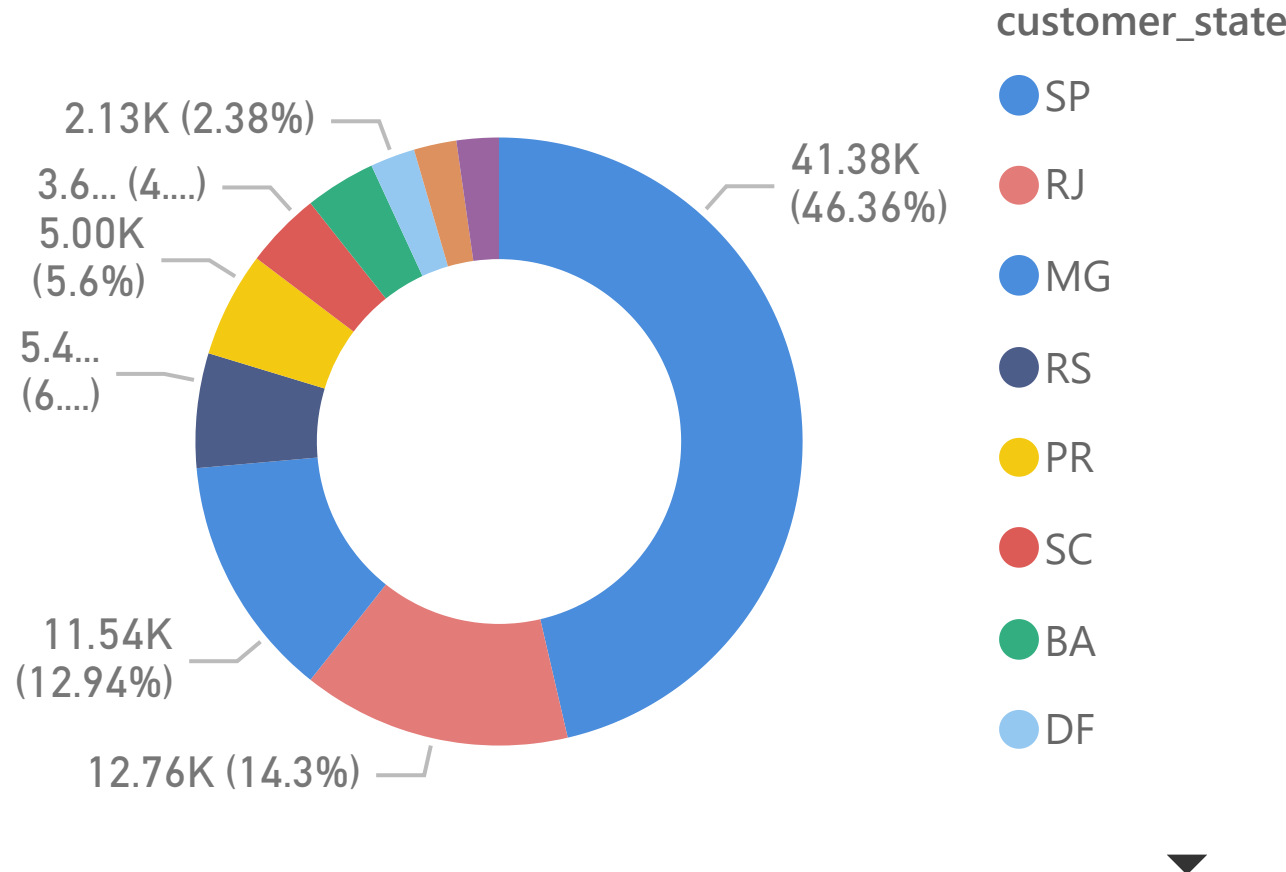
Total Number of Customer Acquisition by Time



Number of Customers and Order Distribution by State



Top 10 Number of Customer by State





olist

Customer Overview by Location

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

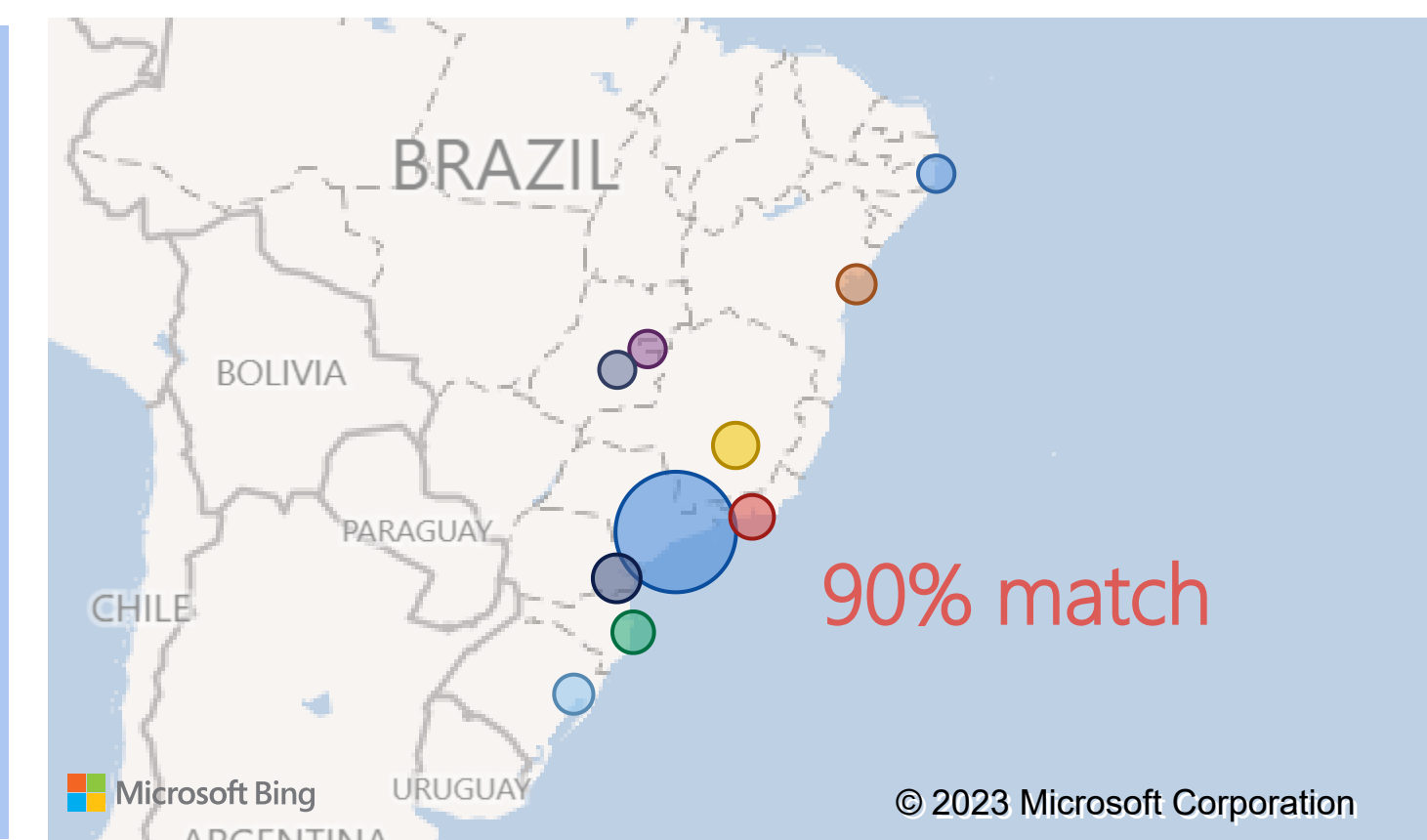
Top 10 State of Customer Spending

state_county ● SP Brazil ● RJ Brazil ● MG Brazil ● RS Brazil ● PR Brazil



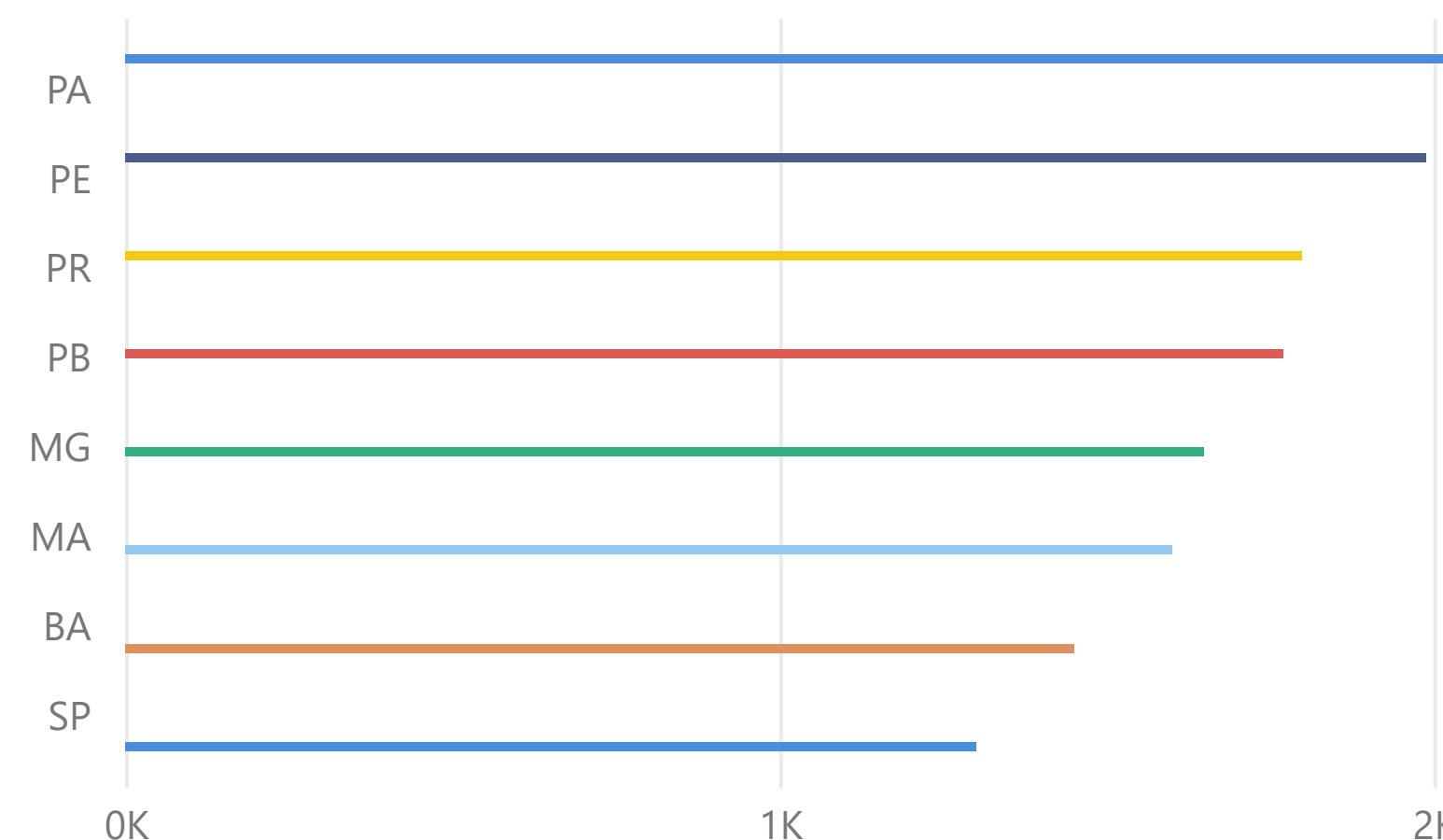
Top 10 Seller by State

State_county ● SP Brazil ● PR Brazil ● MG Brazil ● RJ Brazil



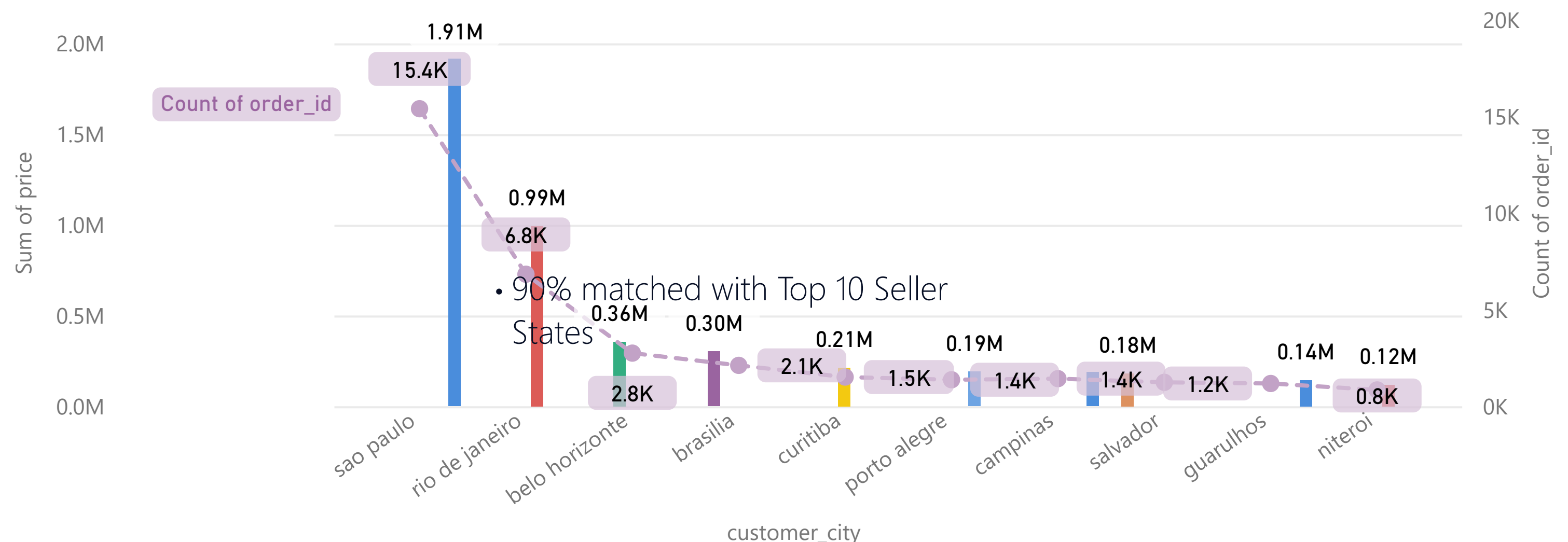
Average of price by customer_state and customer_state

customer_state ● PA ● PE ● PR ● PB ● MG ● MA ● BA ● SP



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



olist

Customer Overview by Purchase Frequency

Year

All

Month

All

customer_state

All

customer_city

All

Total Number of Unique Customer

96.10K

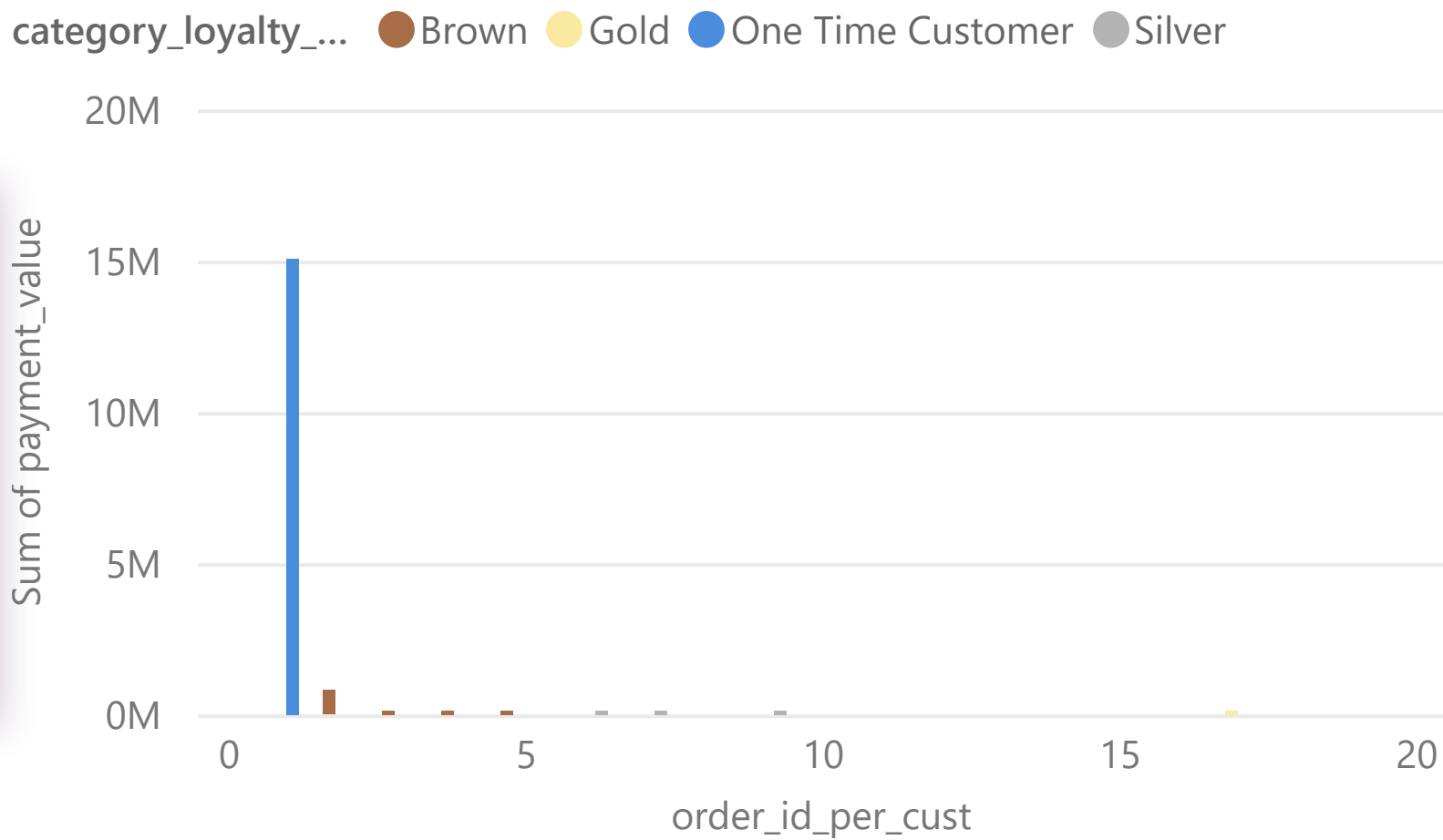
Total Amount of Customer Spending

16.01M

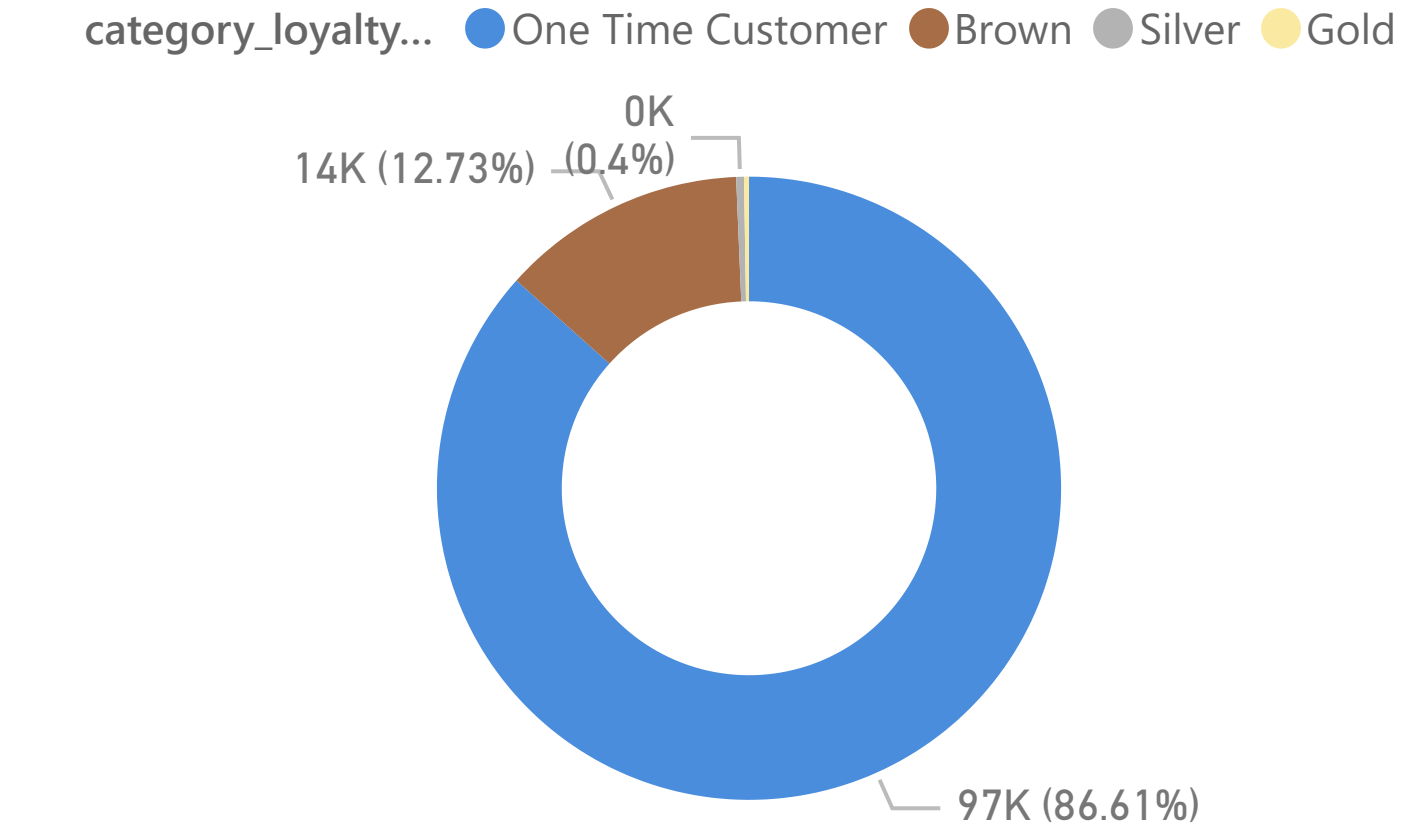
Average Spending per Order

120.65

Customer Purchase Pattern by Number of Purchase Frequency



Customer Type by Purchase Frequency Percentage



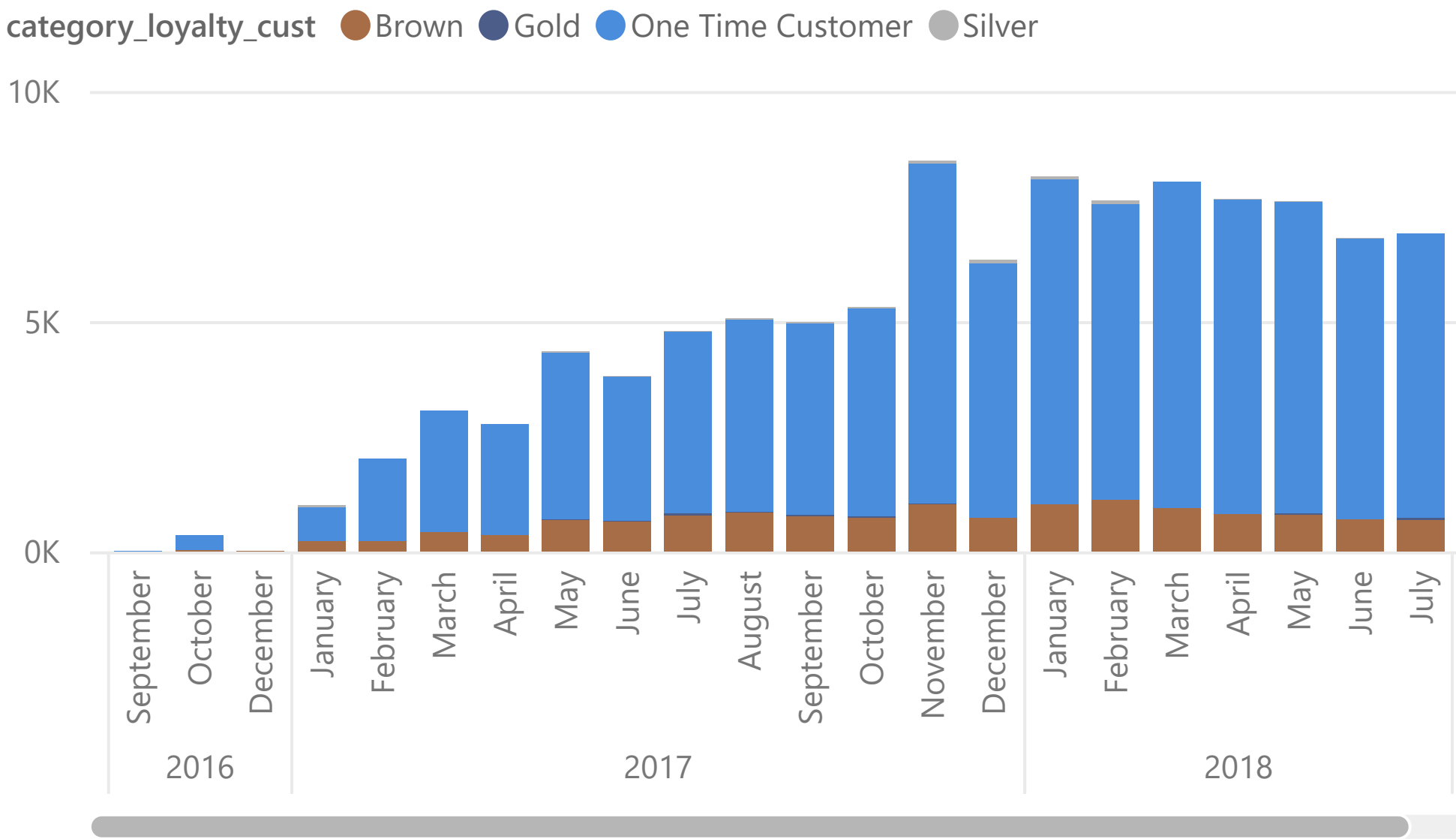
Customer Type by Purchase Frequency

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

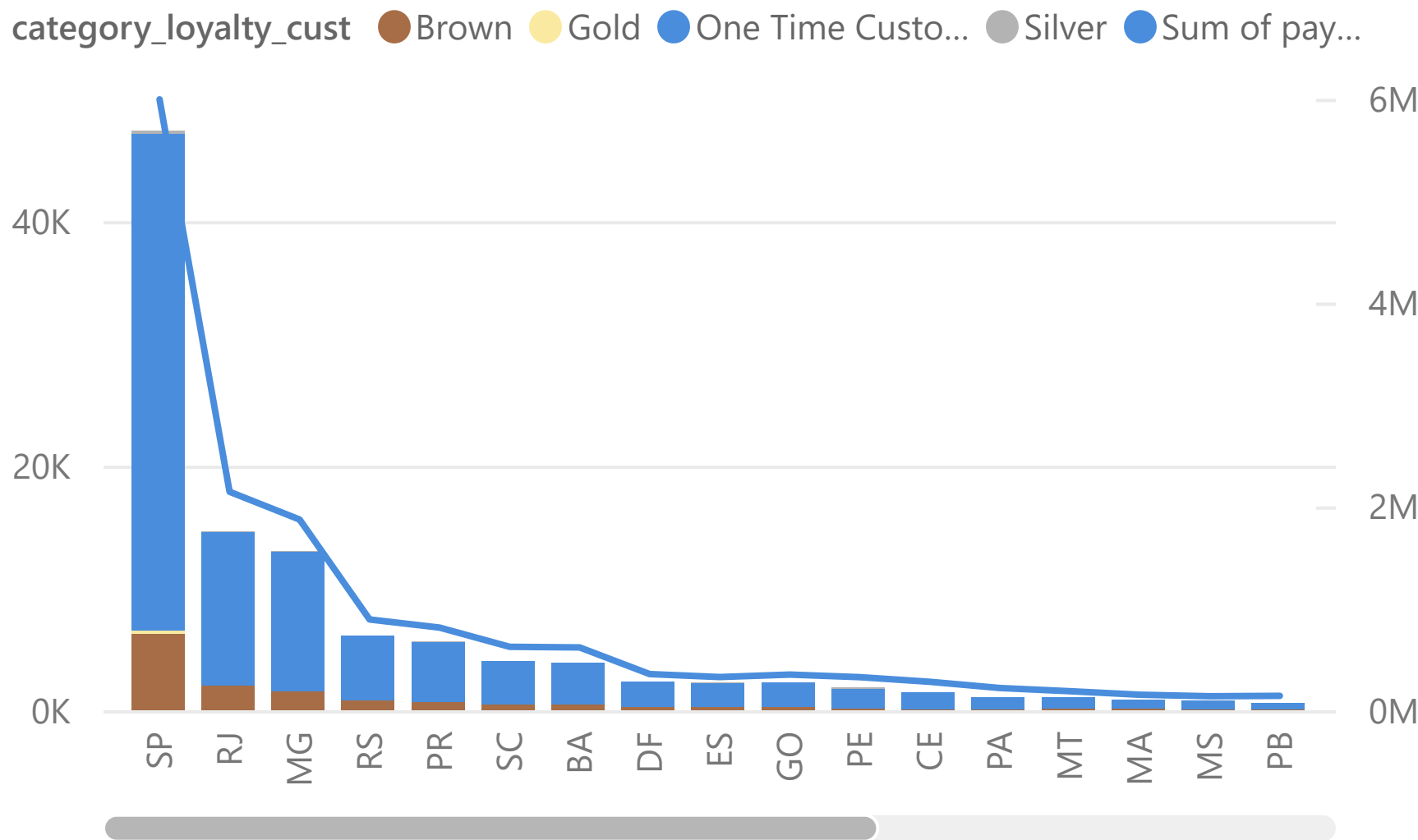
Frequency of Purchase

- Gold: > 10 th
- 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



olist

Order Overview by Location

Year

All

Month

All

customer_state

All

customer_city

All

order_status

All

price

0.85

6,735.00

product_category_n...

All

payment_type

All



Total Number of Unique Customer

96.10K

Total Order Amount

16.01M

Average Amount per Order

120.65

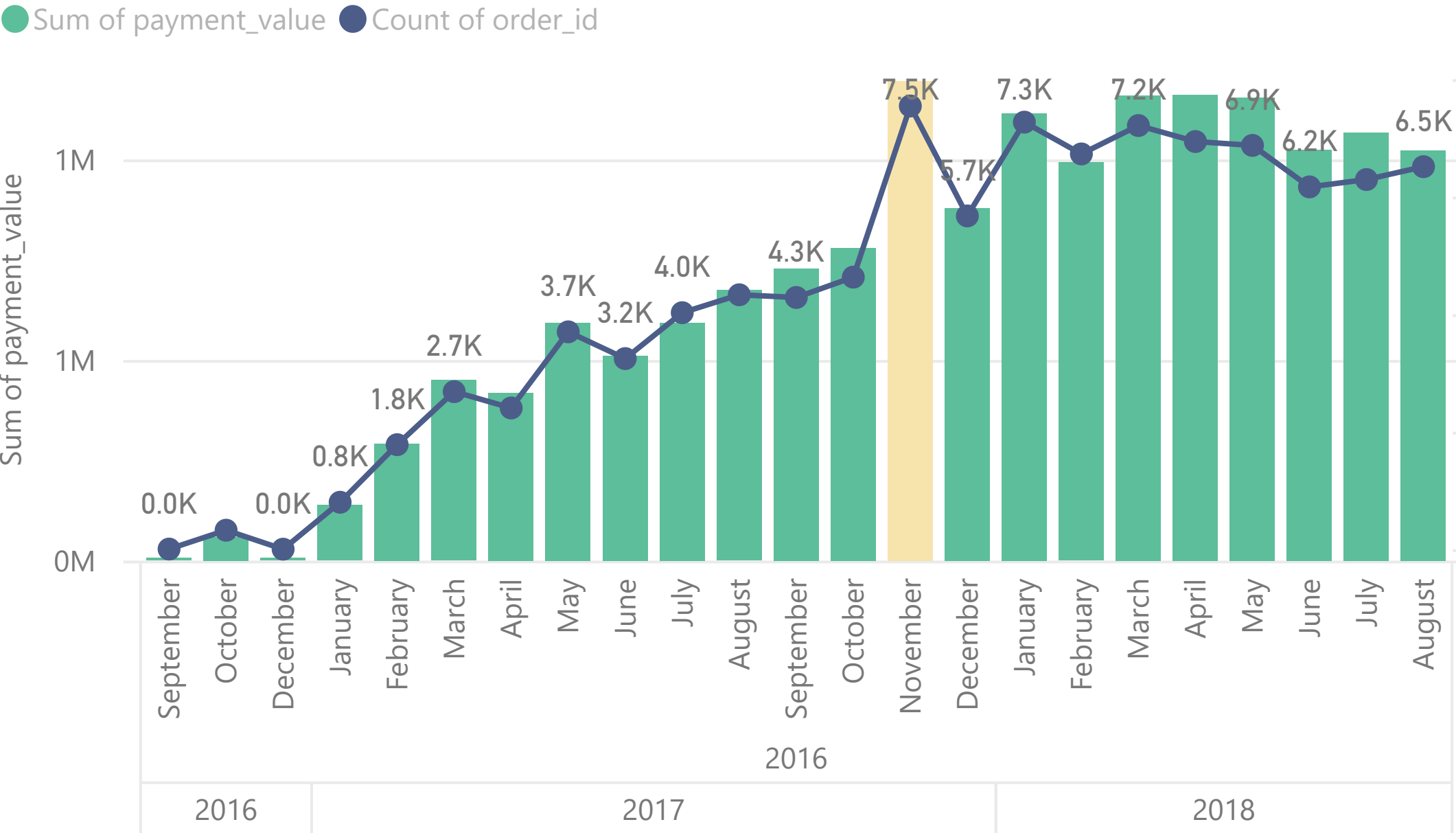
Total Number of Orders

98.67K

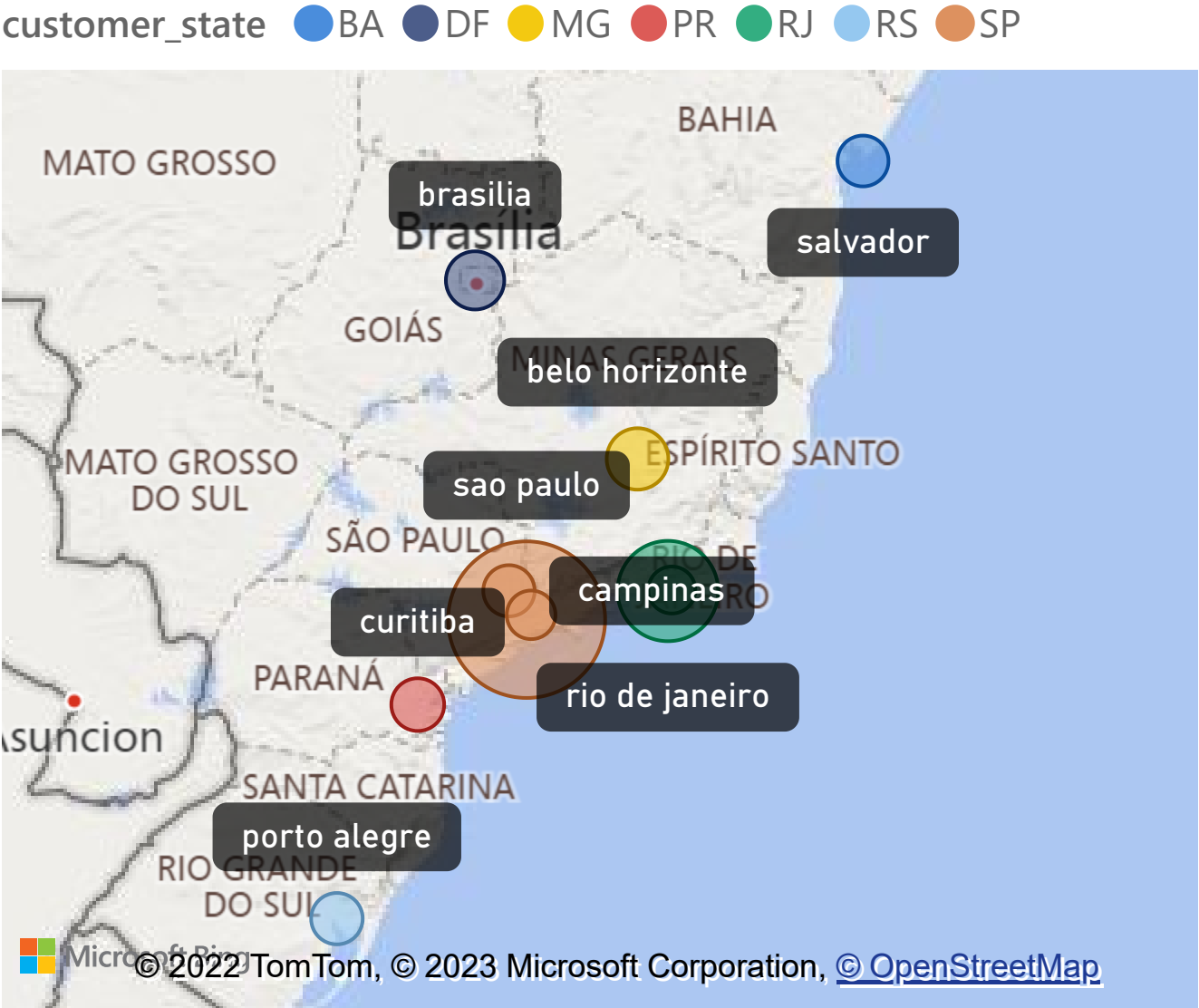
Total Number of Order Items

135K

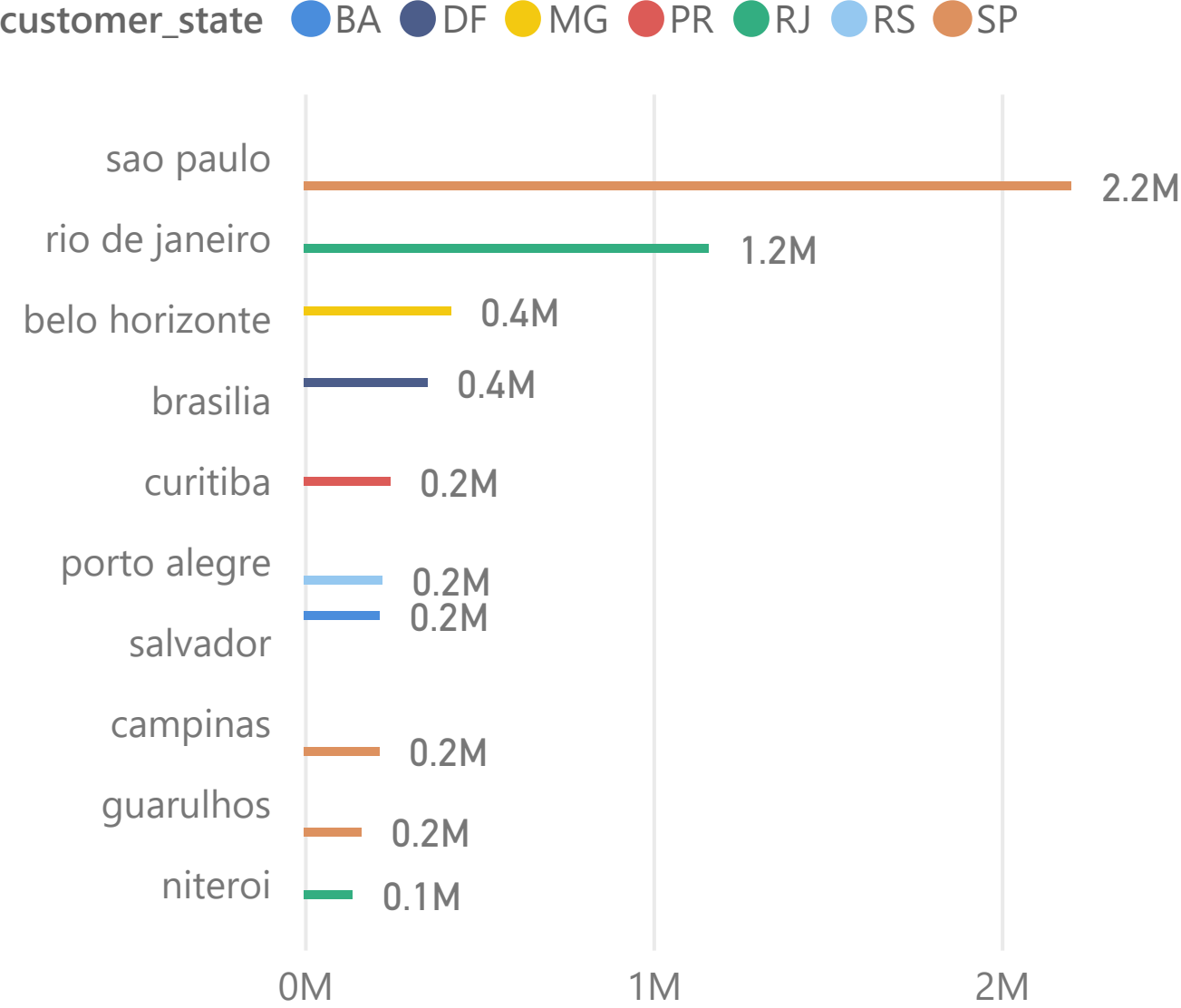
Total Sales Revenue and Order Number Per Month



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_n...

All

payment_type

All

Total Number of Unique Customer

96.10K

Total Order Amount

16.01M

Average Amount per Order

120.65

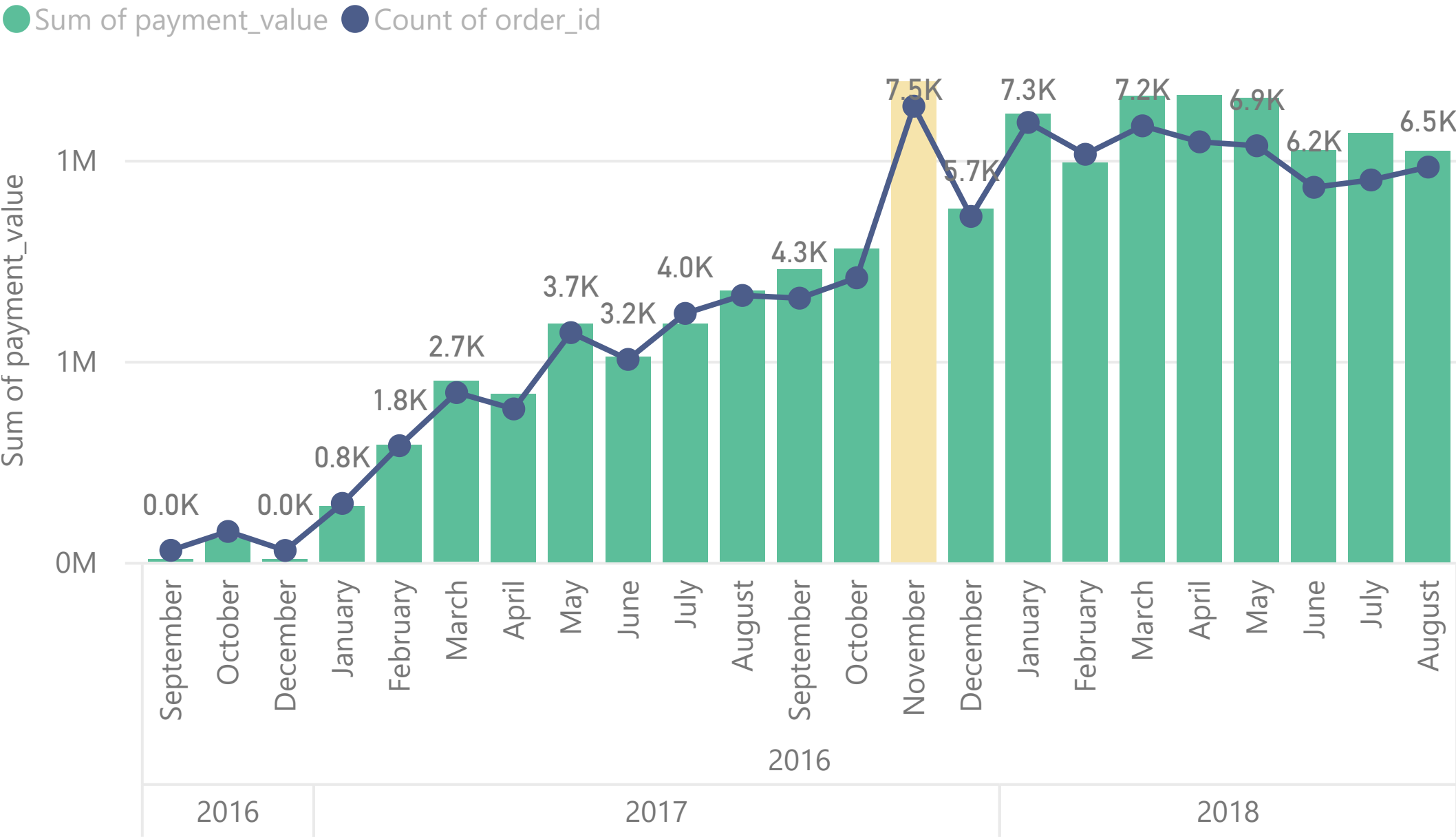
Total Number of Orders

98.67K

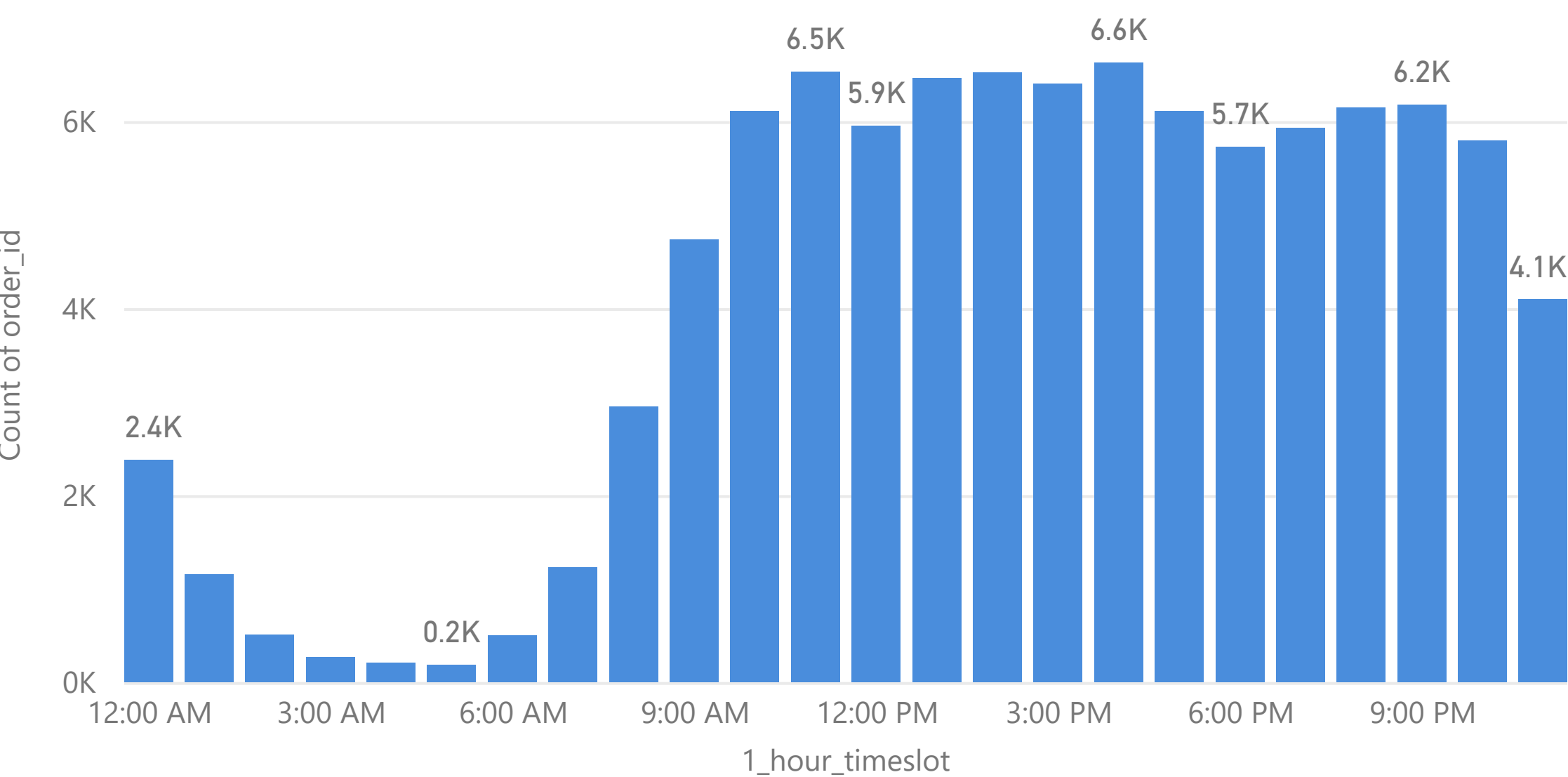
Total Number of Order Items

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_category_n...

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

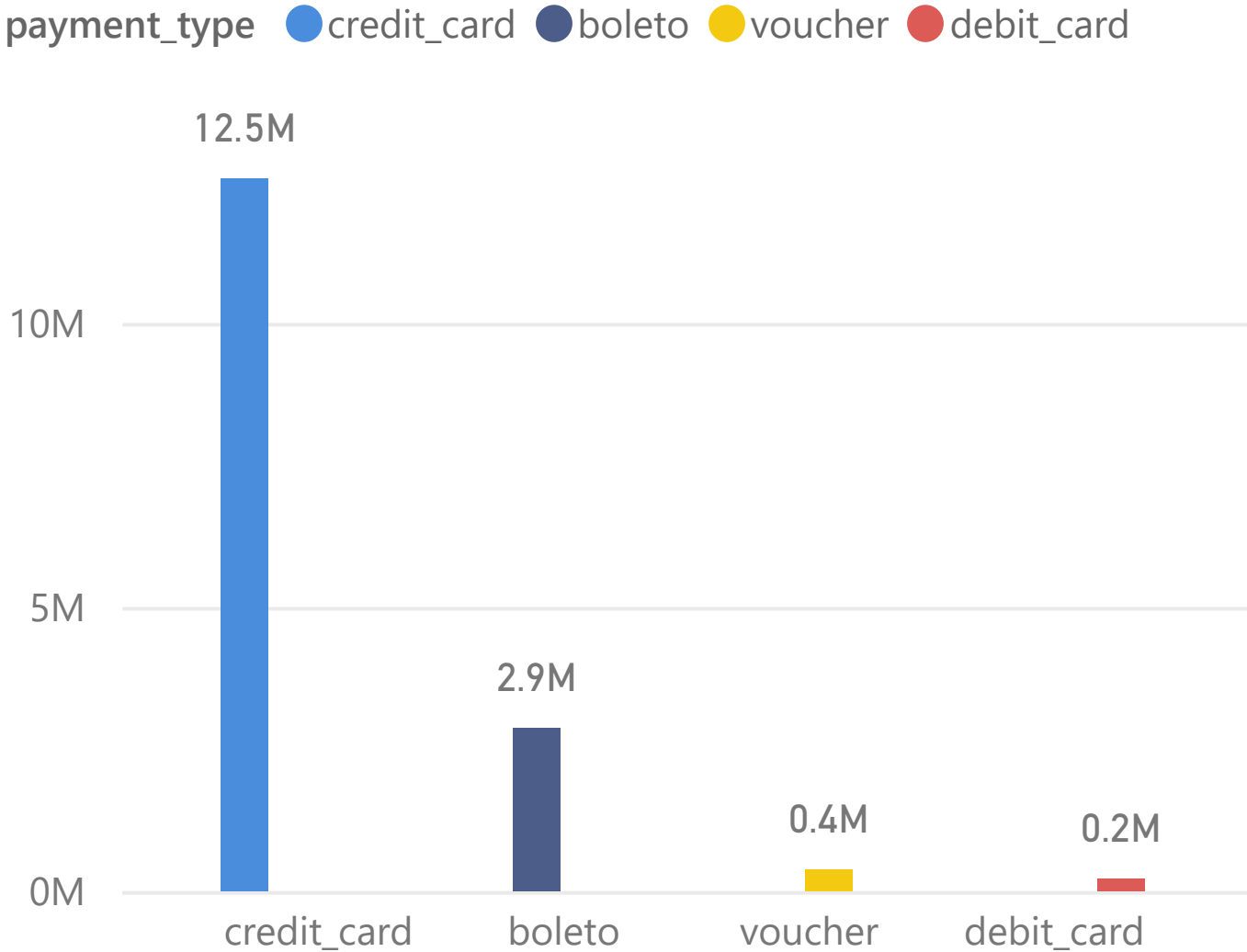
Total Number of Order Items

135K

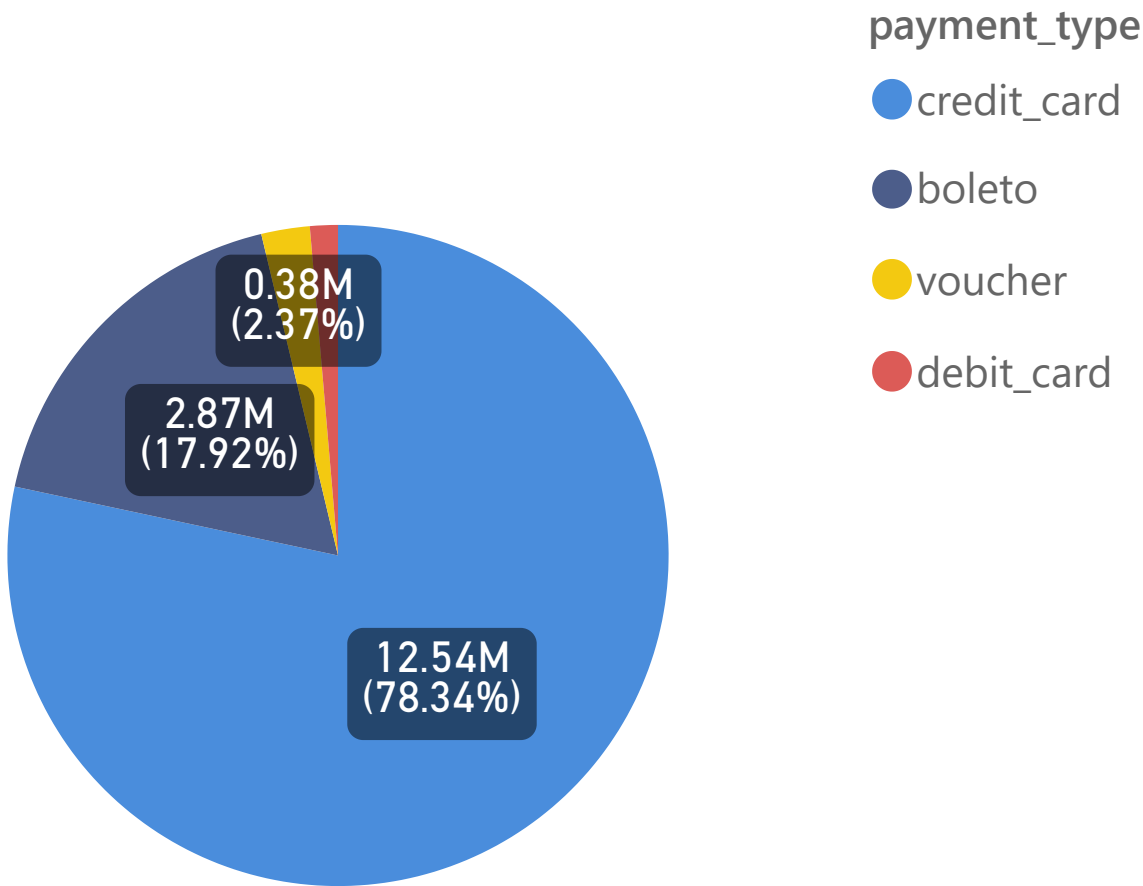
Avg Payment Installement

2.85

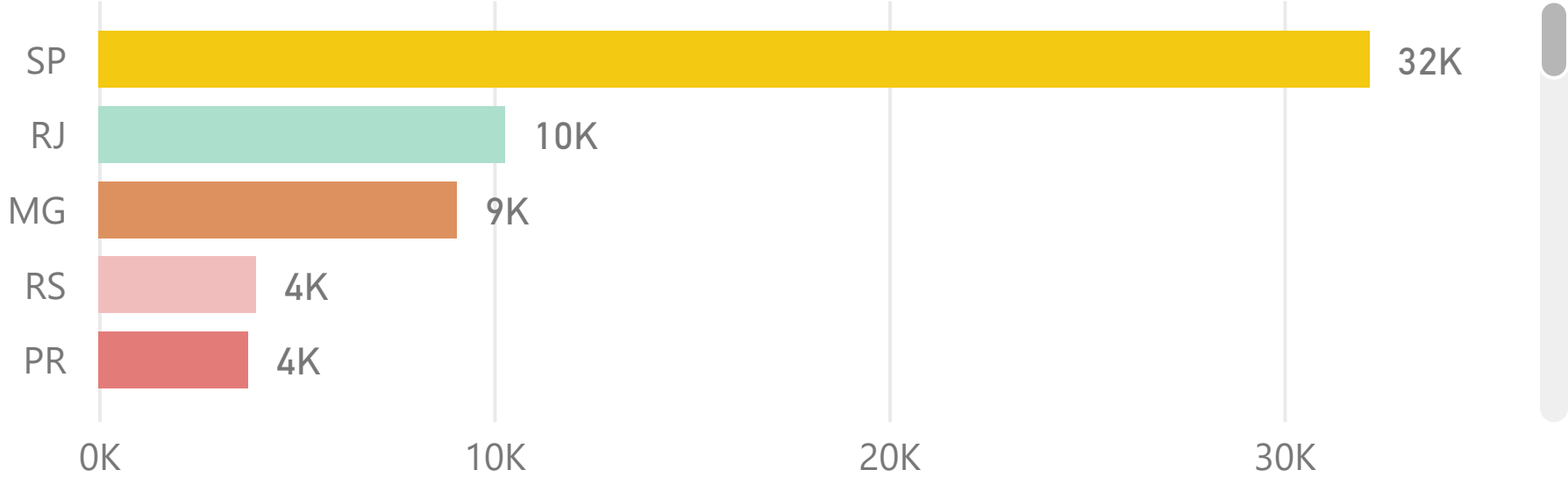
Order Amount by Payment Type



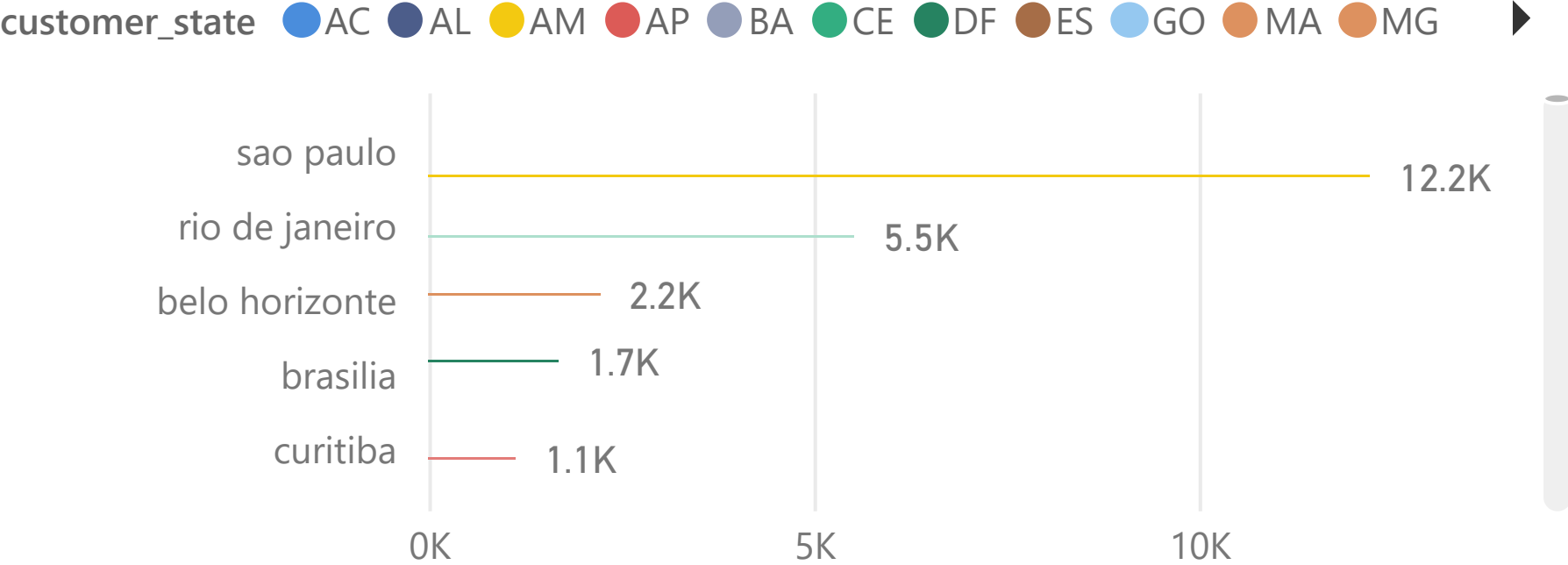
Order Amount by Payment Type by Percentage



Customer using credit card by State



Customers using credit card by City



Order Review Overview

review_creation_date

10/2/2016

8/31/2018



seller_state

All

customer_state

All

customer_city

All

product_category_name_english

All

Average Review Score

4.07

Total Number of Review

35.78K

Total Number of Customer Account

99.42K

Total Number of Customer Review Account

99.17K

Average of Review Creation Day

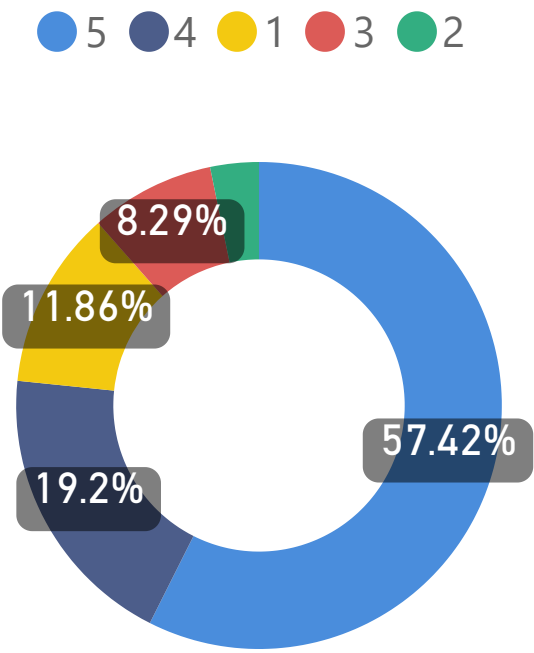
15.73

Number of Review Message of Customer Review Account



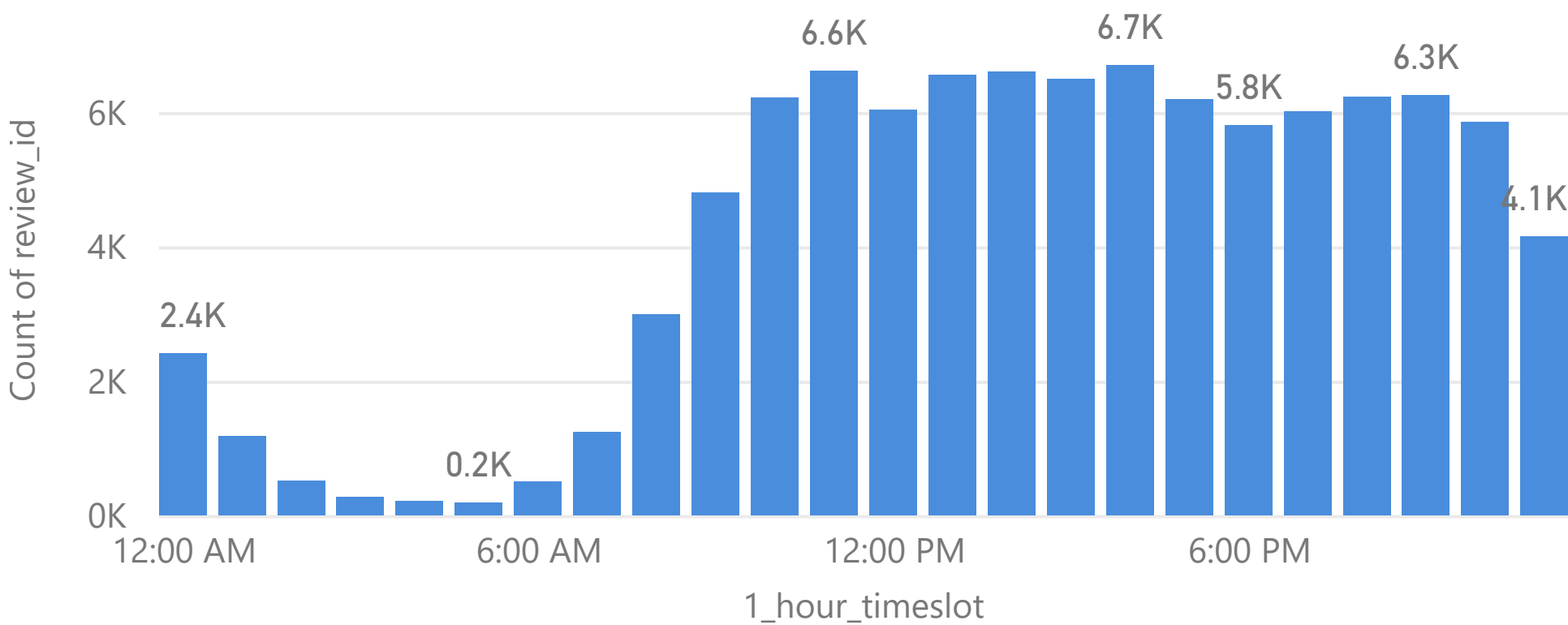
only 36% of customers leave a review message among all customers with a review account

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

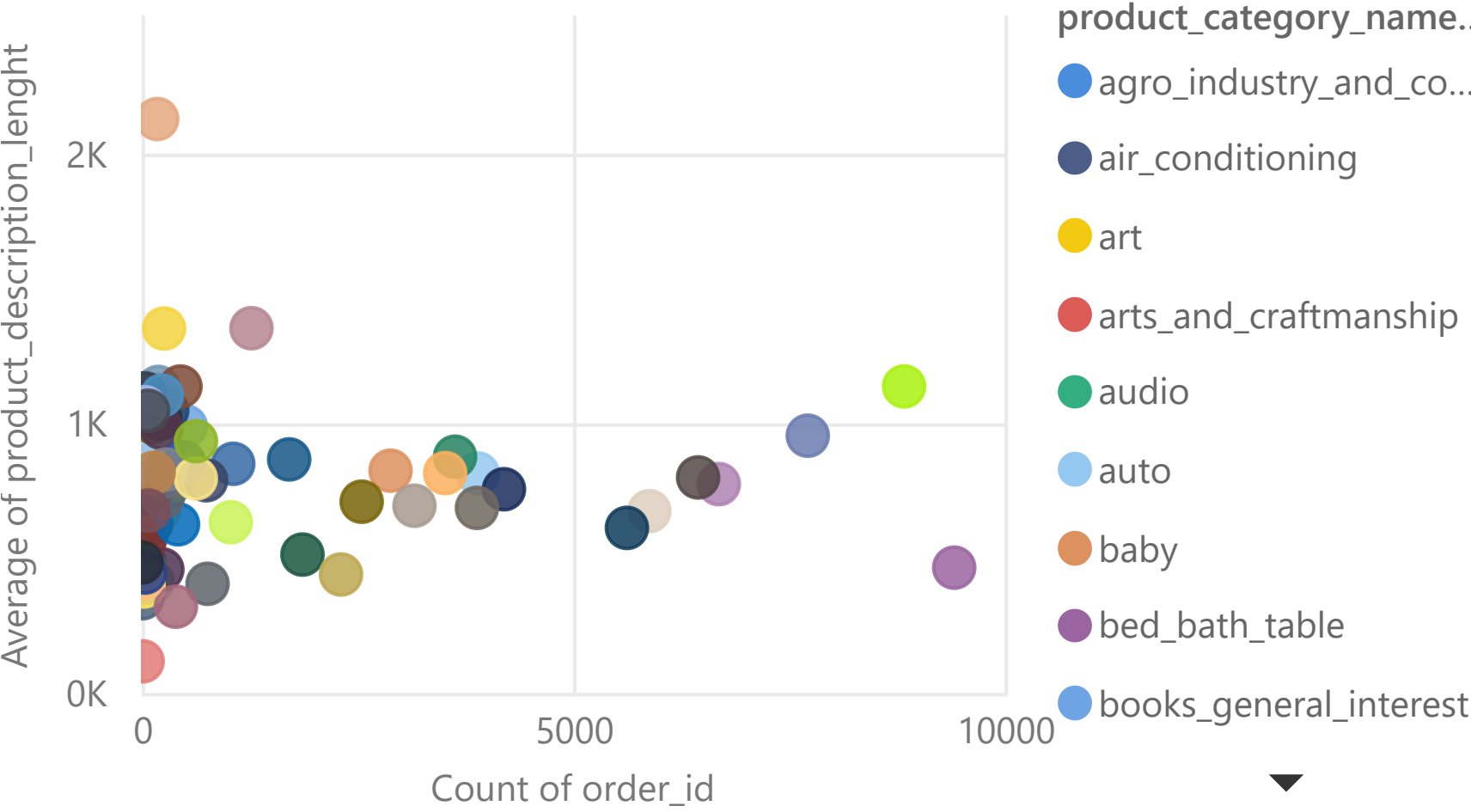
Review Creation Time Distribution



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

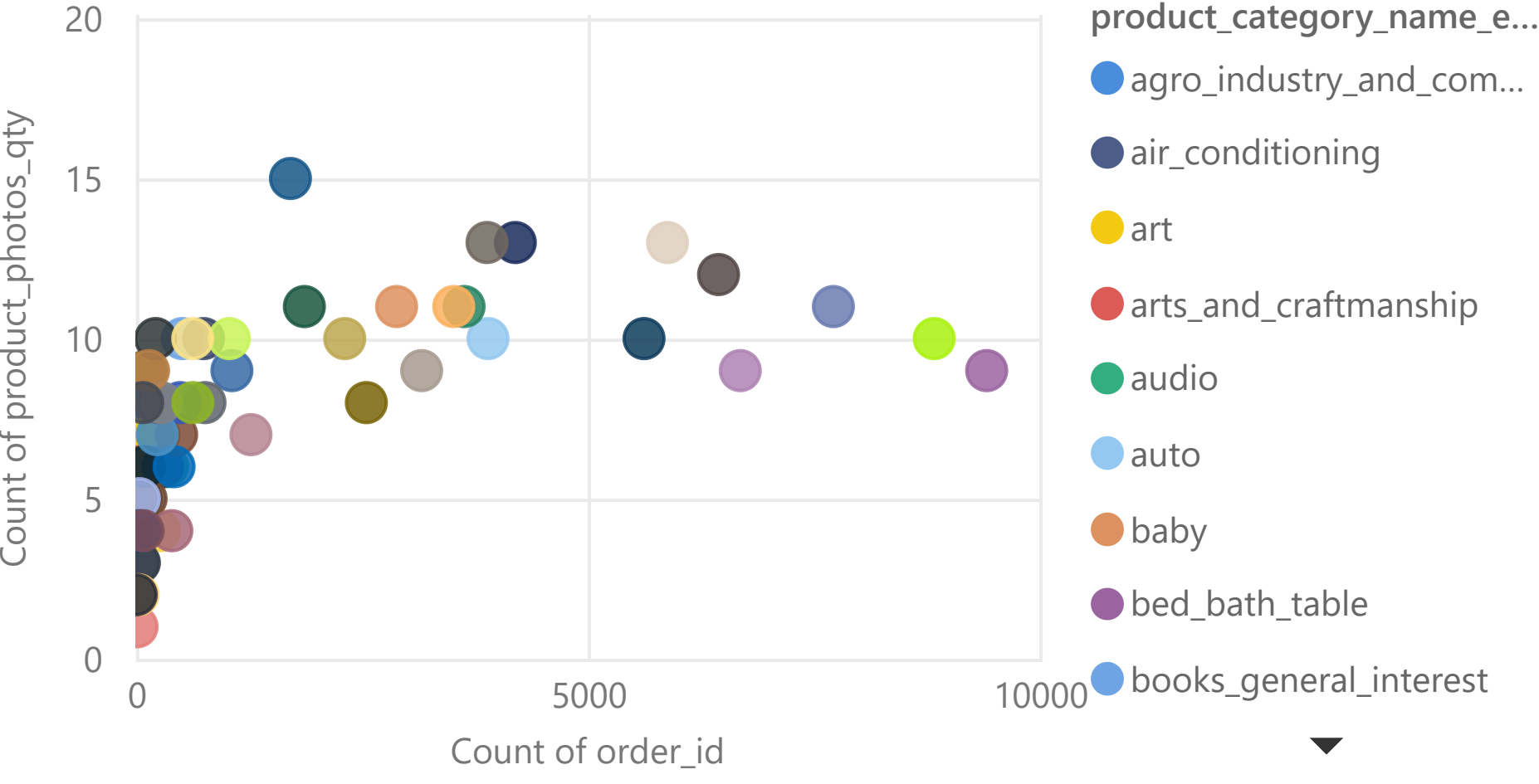
年	月	Sum of payment_value
2016	September	252.24
2016	October	59,090.48
2016	December	19.62
2017	January	138,488.04
2017	February	291,908.01
2017	March	449,863.60
2017	April	417,788.03
2017	May	592,918.82
2017	June	511,276.38
2017	July	592,382.92
2017	August	674,396.32
2017	September	727,762.45
2017	October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



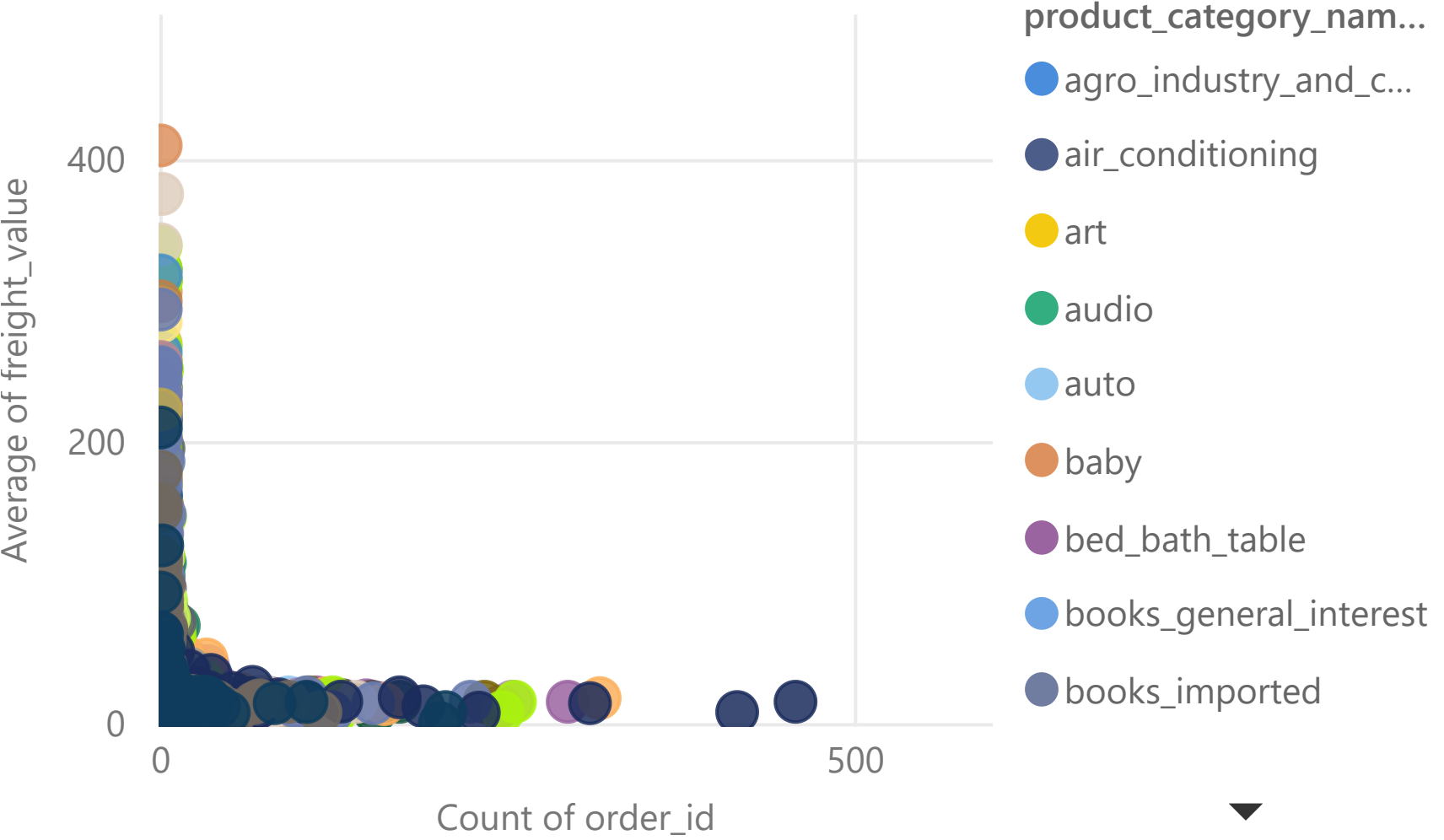
The more photo description, the more customer order

Number of Order and Product Photo Correlation



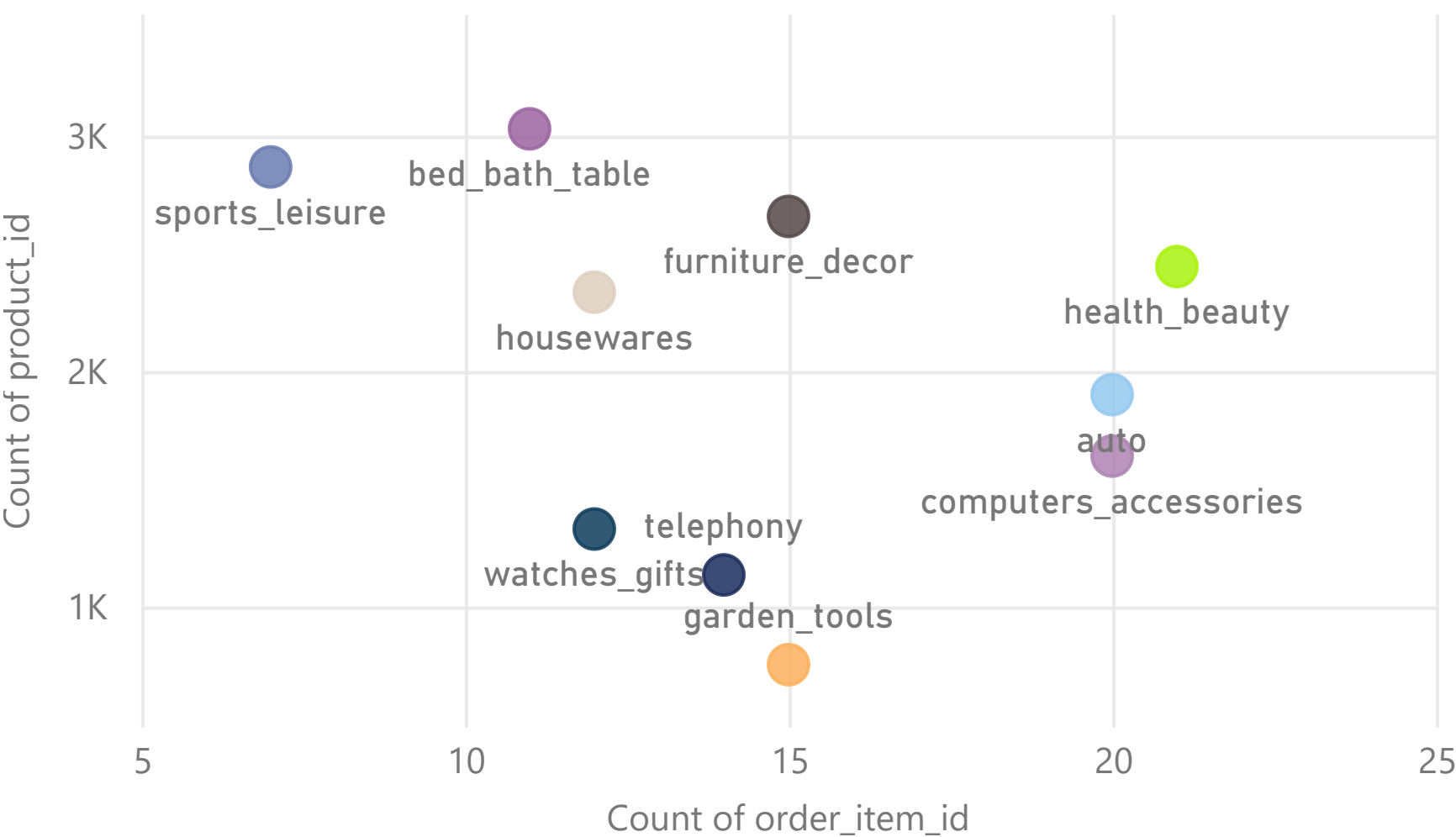
The more product photo, the more customer order

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