

Olist

E-Commerce

Performance

A complete breakdown of sales, fulfilment, customers and satisfaction across Brazil. Sep 2016 to Oct 2018.

PERIOD	ORDERS	REVENUE	MARKET
Sep 2016 to Oct 2018	99.4K	R\$ 15.4M	Brazil

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Executive Summary

At a glance

R\$ 15.4M revenue across 96K+ delivered orders over 25 months.

Steady growth from 2017 into peak 2018, with 97% delivery success.



R\$ 15.4M

Total Revenue



96,478

Delivered Orders



R\$ 159.85

Average Order Value



96,096

Unique Customers



3,095

Active Sellers

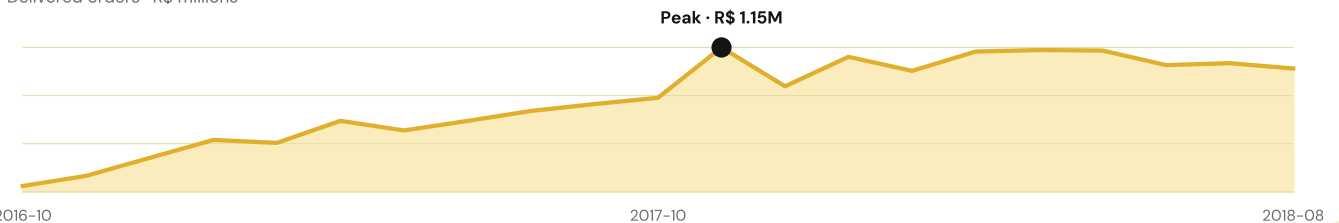


32,951

Products Sold

Monthly Revenue

Delivered orders · R\$ millions



97.0%

Delivery success

12 days

Avg delivery

4.09 / 5

Avg review

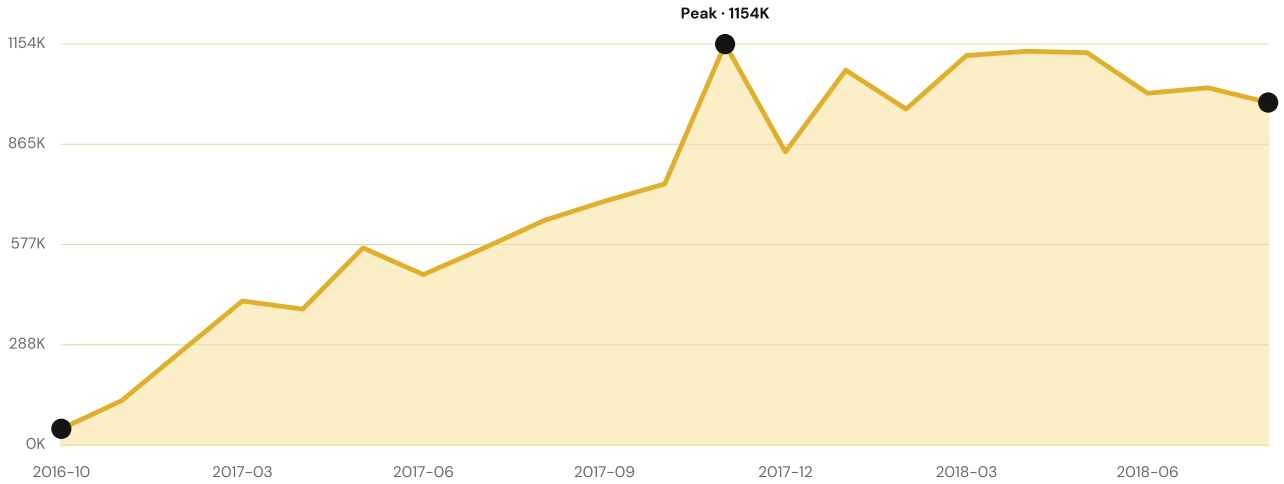
43

NPS score

Revenue & Sales

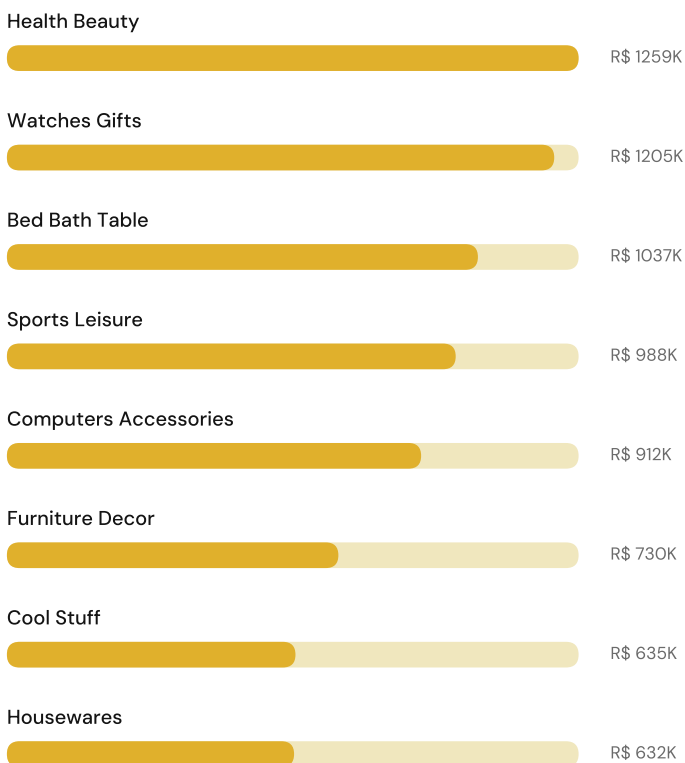
Monthly Revenue Trend

Delivered orders · R\$ thousands



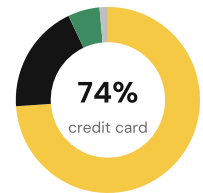
Top Categories

Revenue · top 8 product categories



Payment Mix

- Credit Card 73.9%
- Boleto 19.0%
- Voucher 5.6%
- Debit Card 1.5%



2.9x

Average Installments

Credit-card buyers split
purchases monthly

Fulfilment Journey

Order Funnel

From order placement to final delivery



12.1

days

Average Delivery Time



10

days

Median Delivery Time



92%

on-time

Beats Estimated ETA

Key Insight

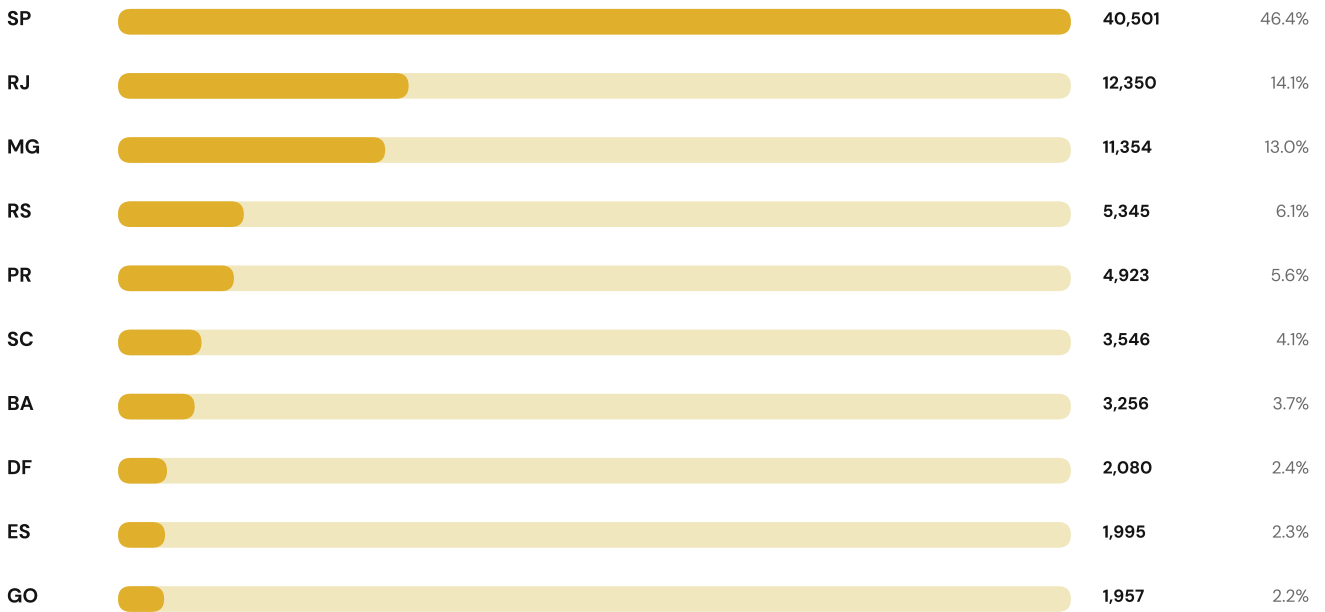
97% of orders delivered, with 92% arriving before the estimated date.

Cancellation rate of <1% signals strong fulfilment discipline and operational reliability that customers can trust.

Customers & Geography

Top 10 States by Orders

Delivered orders by customer state



Customer Base

Unique buyers across Brazil

96.1K

unique customers



Seller Network

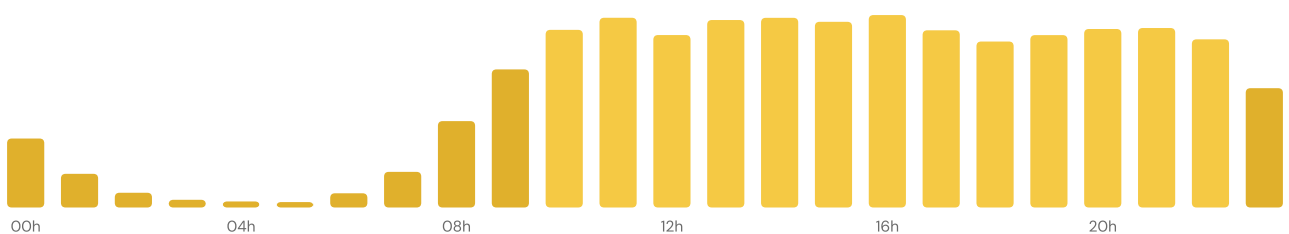
Active merchants on the platform

3,095

sellers

Purchase Activity by Hour

Orders placed per hour of day



Satisfaction & Reviews

Average Review Score

Out of 99K+ customer reviews

4.09 / 5.0



Net Satisfaction

Promoters (5-star) minus Detractors (1-2 star)

43

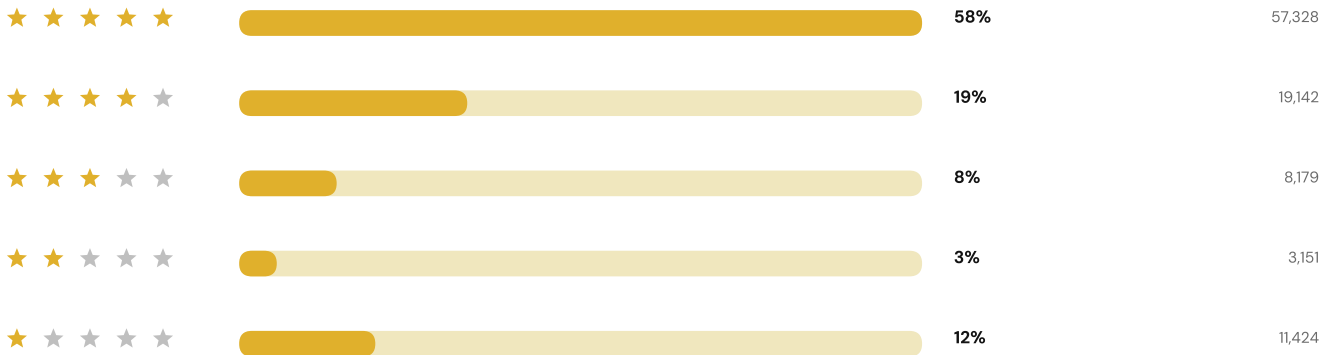


58% promoters

15% detractors

Review Score Distribution

How customers rate their purchase experience



Recommendations

- 1 Double down on fulfilment excellence. 97% delivery rate is a key differentiator.
- 2 Invest in São Paulo infrastructure. The state drives 40%+ of all orders.
- 3 Address the 15% of low-rated (1-2 star) reviews with seller quality programs.
- 4 Capitalise on evening purchase peaks (19:00 to 22:00) with timed promotions.
- 5 Expand credit-card instalment options. 74% of revenue flows through this channel.