

STORM

REVENUE-ORDERS

1/1/201712/30/2017

TYPE

ORDER

STATE, CITY

All

PRODUCT CATEGORY

All

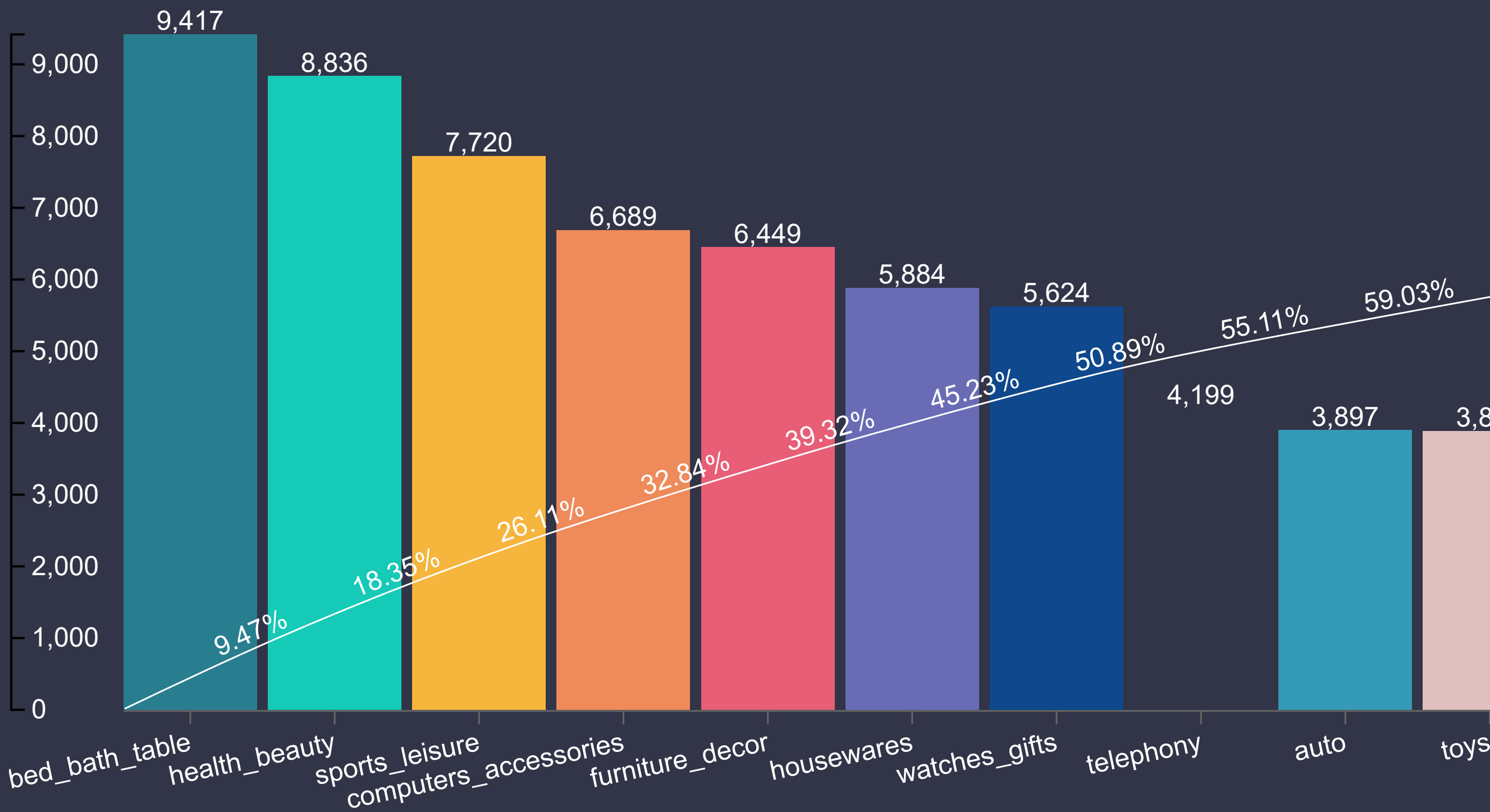
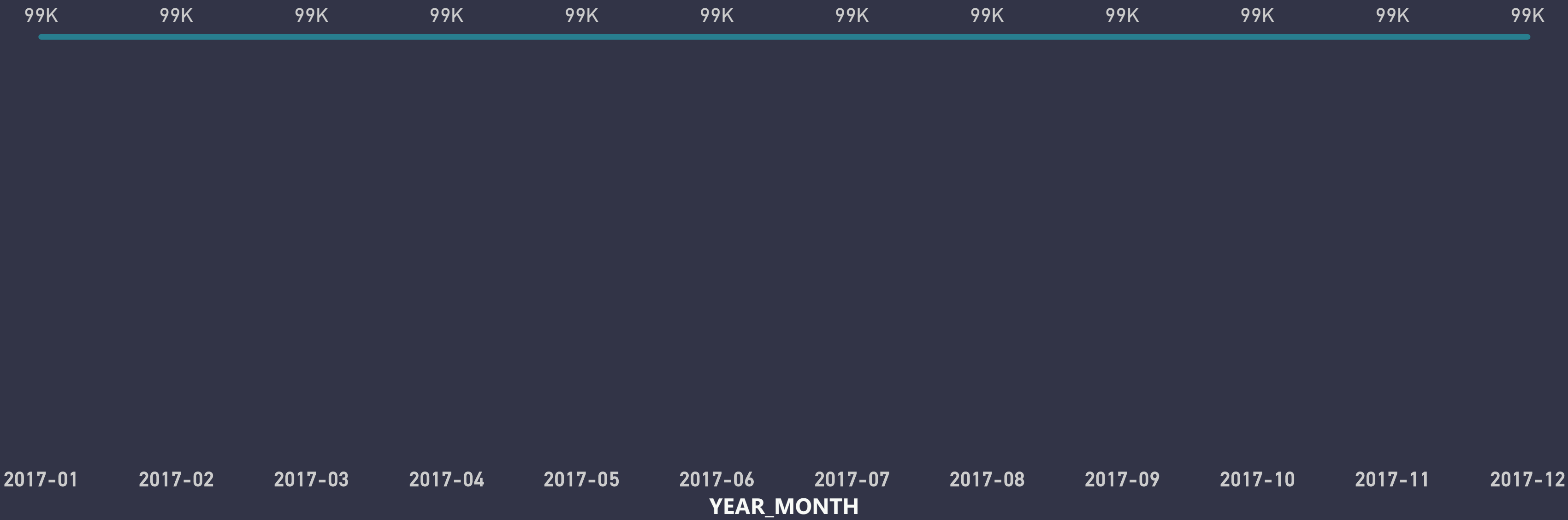
98.67K

TOTAL ORDERS

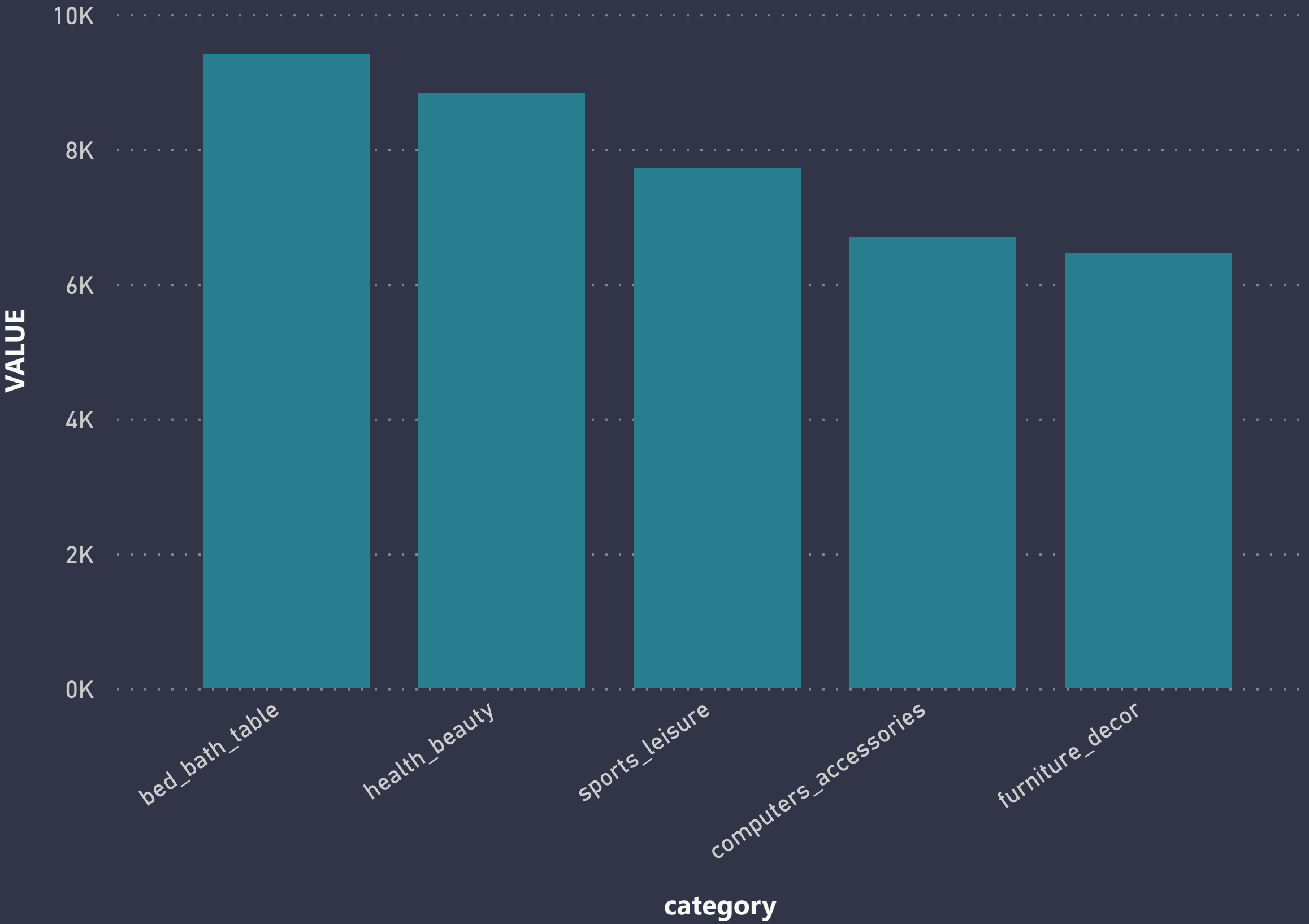
R\$ 162.25

ABS

YEAR_MONTH	MOM	SPLY
2017-01	-0.78%	0.00%
2017-02	-0.78%	0.00%
2017-03	-0.78%	0.00%
2017-04	-0.78%	0.00%
2017-05	-0.78%	0.00%
2017-06	-0.78%	0.00%
2017-07	-0.78%	0.00%
2017-08	-0.78%	0.00%
2017-09	-0.78%	0.00%
2017-10	-0.78%	0.00%
2017-11	-0.78%	0.00%
2017-12	-0.78%	0.00%



VALUE by category



TOP 5 HIGHEST

CITY	VALUE	CONTRIBUTE
sao paulo	15,402.00	15.61%
rio de janeiro	6,834.00	6.93%
belo horizonte	2,750.00	2.79%
brasilgia	2,116.00	2.14%
curitiba	1,510.00	1.53%
Total	28,612.00	29.00%

TOP 5 LOWEST

CITY	VALUE
abadiania	1.00
abdon batista	1.00
acajutiba	1.00
acari	1.00
acucena	1.00
adhemar de barros	1.00
adrianopolis	1.00
Total	1,143.00

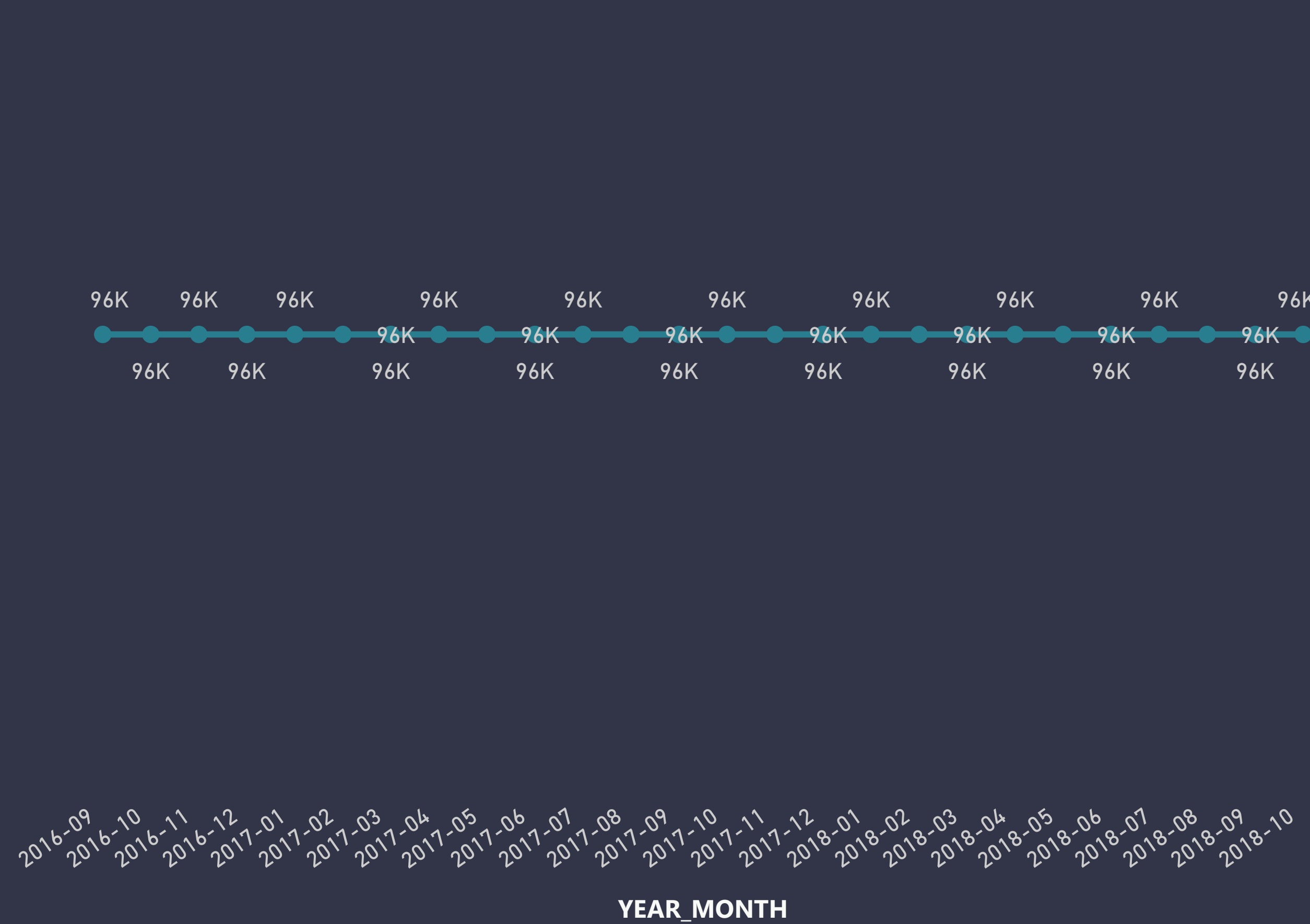
STORM

CUSTOMER OVERVIEW

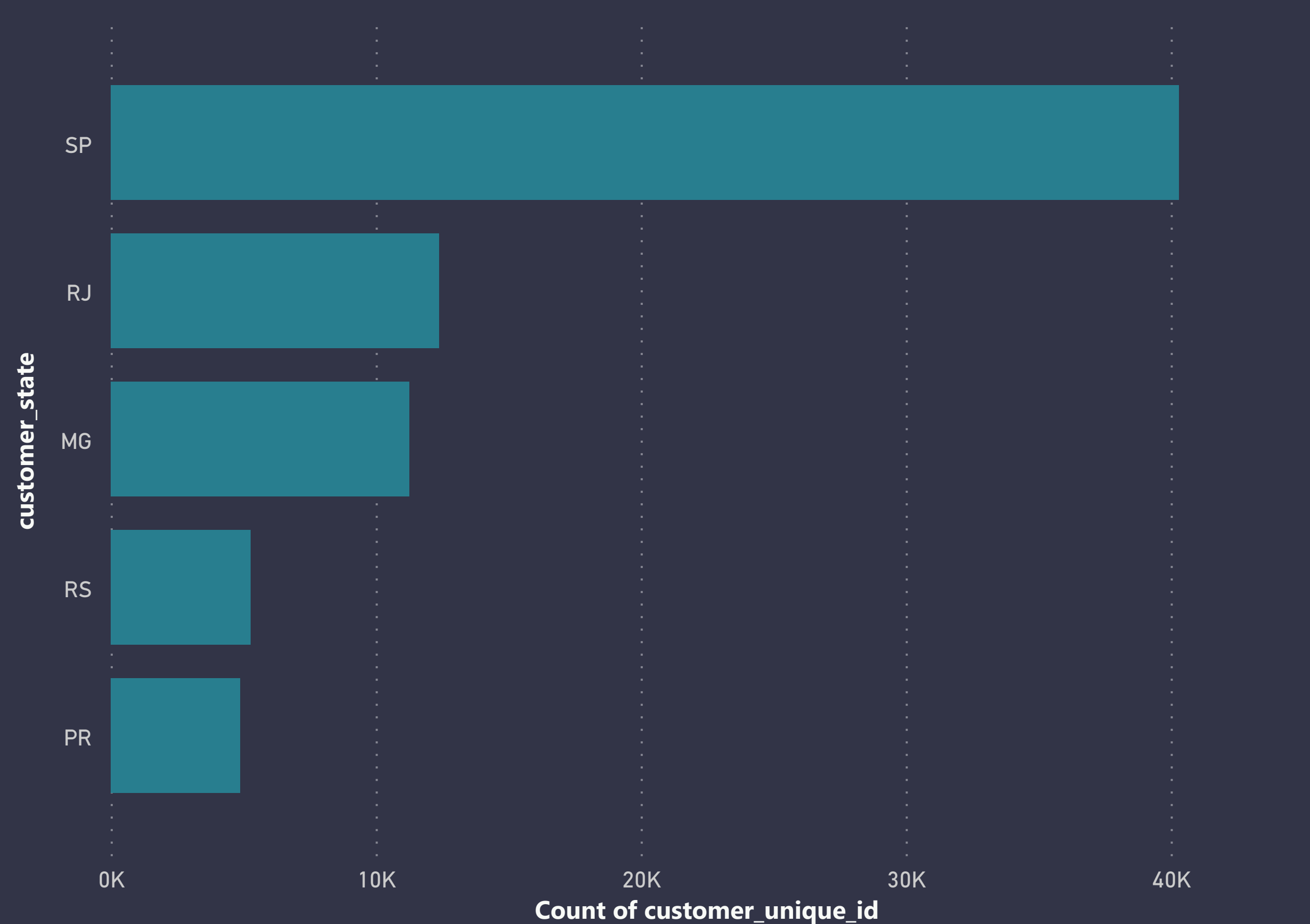


96.10K
CUSTOMERS

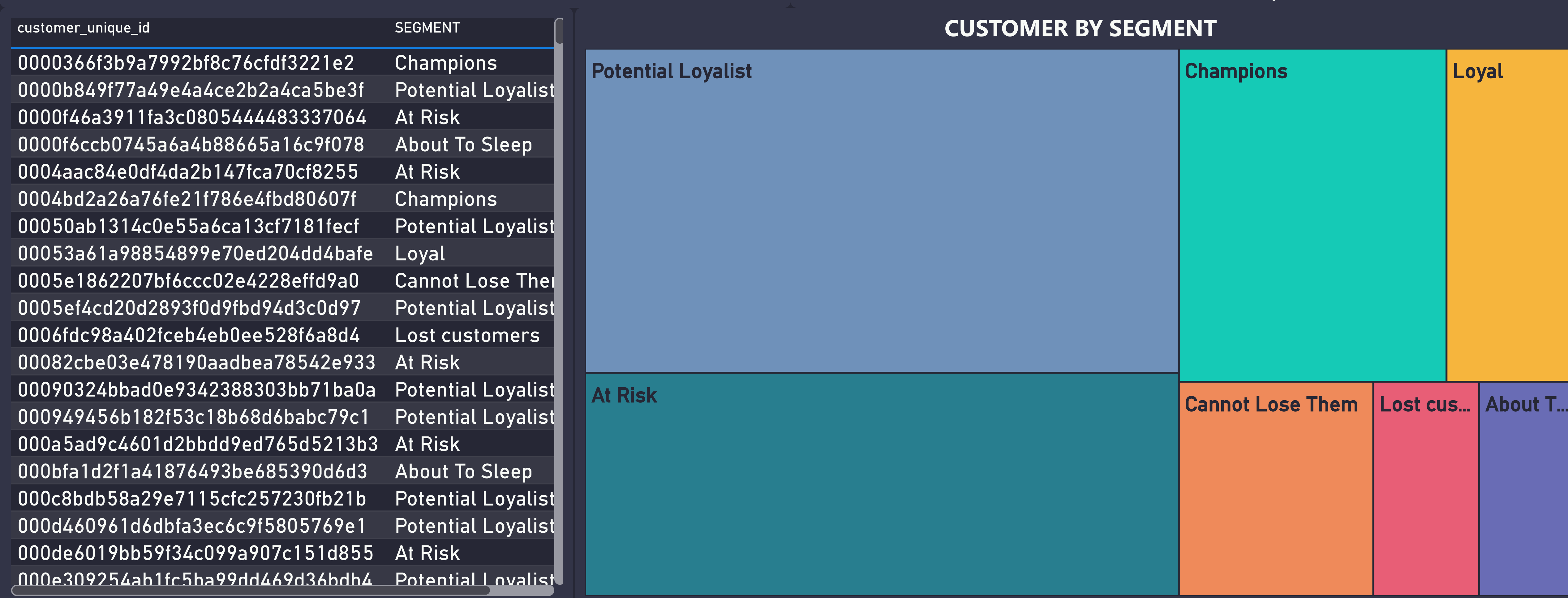
TOTAL CUSTOMERS BY TIME



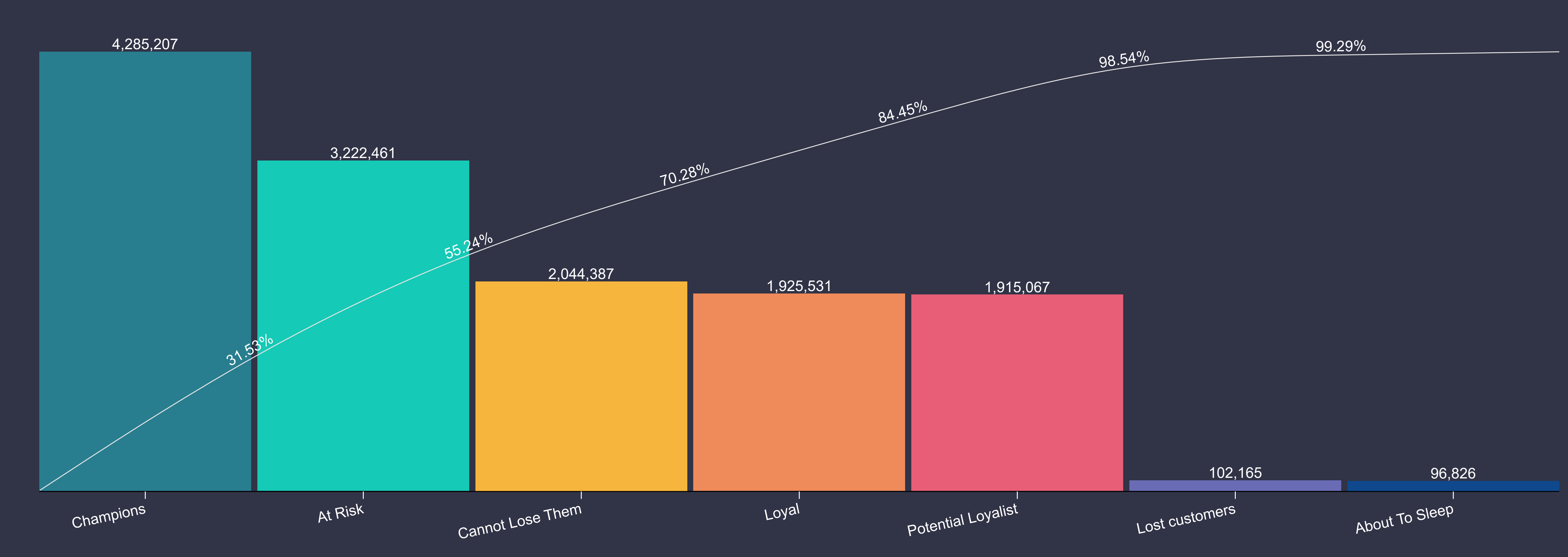
TOTAL CUSTOMERS BY STATE,,CITY



CUSTOMER BY SEGMENT



REVENUE BY CUSTOMER SEGMENT



STORM

DELIVERY OVERVIEW

order_status

All

Weight_range

All

YEAR

2016

2017

2018

AVG of Delivery
time

299.94

AVG of
APPROVAL time

12.44

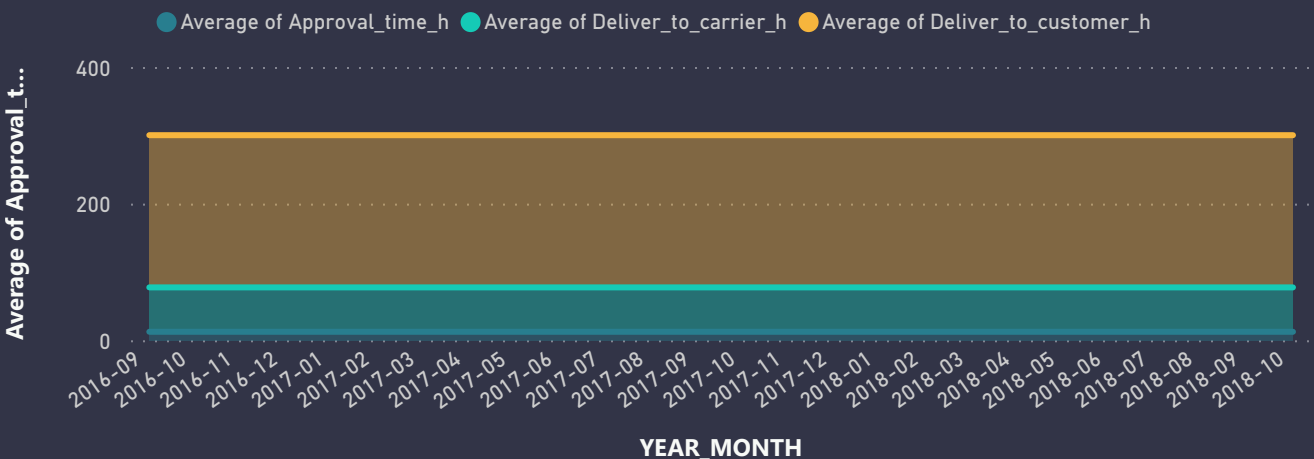
AVG of
Deliver-to-Carrier Time

64.97

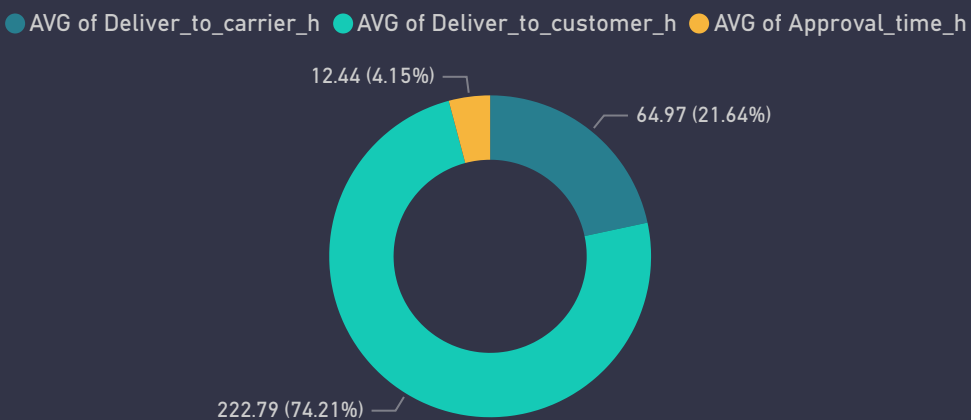
AVG of
Deliver-to-Customer time

222.79

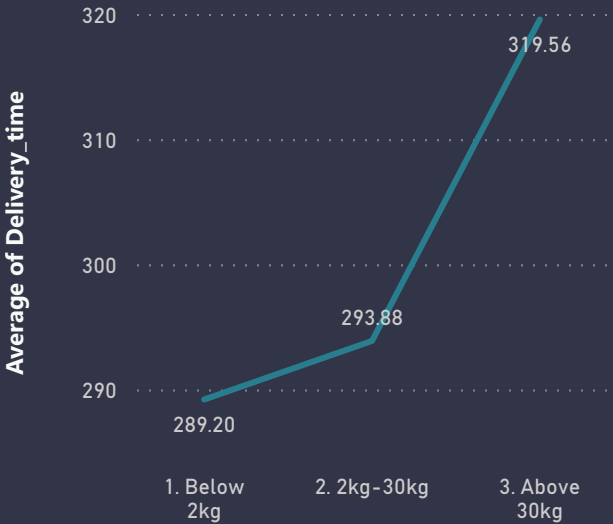
AVG of Approval_time, Deliver_to_carrier and Deliver_to_customer



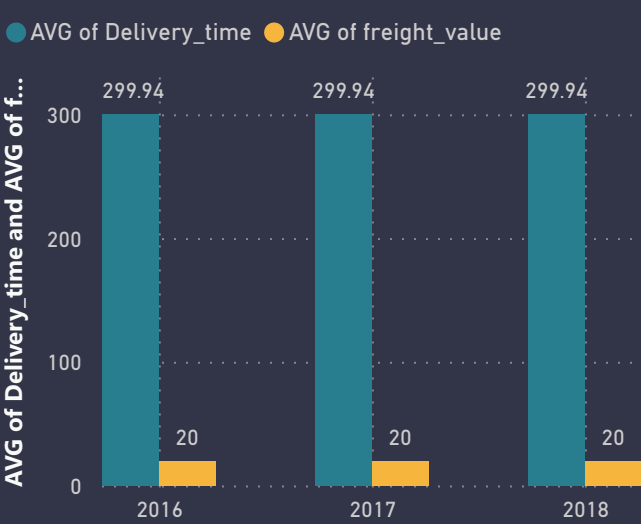
AVG of Delivery Process Time



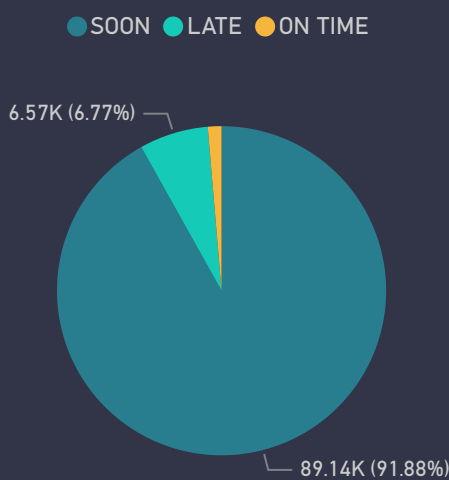
Average of Delivery_time by Weight_range



Delivery_time and Freight_value

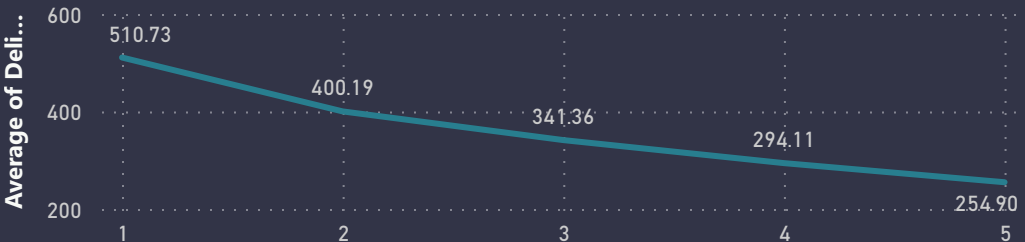


TOTAL ORDERS BY DELIVERY TIME



Score	LATE	ON TIME	SOON
1	54%	9%	7%
2	9%	4%	3%
3	11%	14%	8%
4	10%	23%	20%
5	16%	50%	62%

Average of Delivery_time by AVG_review_score



Score	approved	canceled	created	delivered	invoiced	processing	shipped	unavailable
1	50%	69%	80%	10%	74%	86%	62%	78%
2		7%		3%	8%	6%	8%	7%
3		8%		8%	5%	3%	11%	6%
4	50%	4%		20%	5%	2%	8%	3%
5		11%	20%	59%	8%	2%	12%	6%

STORM

PAYMENT OVERVIEW

order_status

All

payment_type

All

YEAR

- ☐ 2016
☐ 2017
☐ 2018

Total Payment

16.01M

Total Payment by
CASH

2.87M

Total Payment by
CREDIT CARD

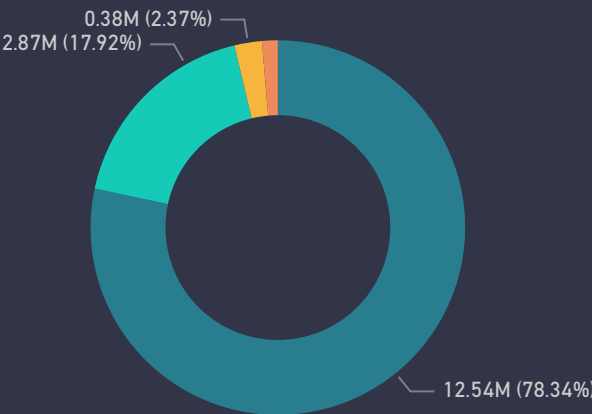
12.54M

Total payment by
OTHER TYPES

597.43K

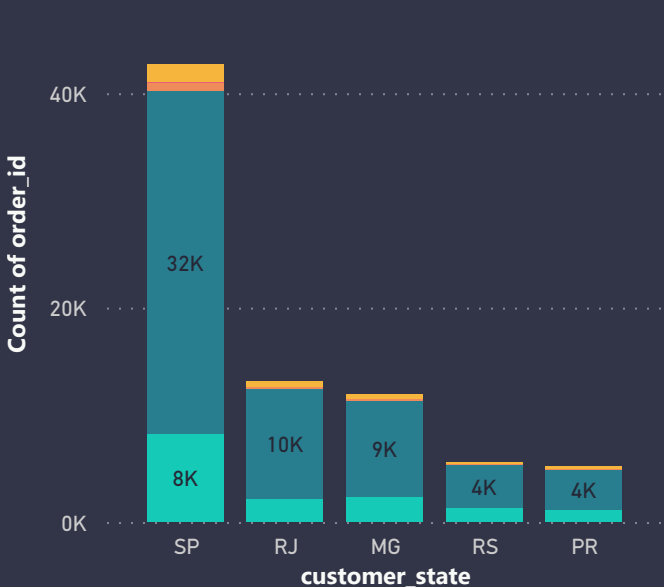
PAYMENT VALUE BY PAYMENT TYPE

credit_card cash voucher debit_card not_defined



TOP 5 States take Highest Orders

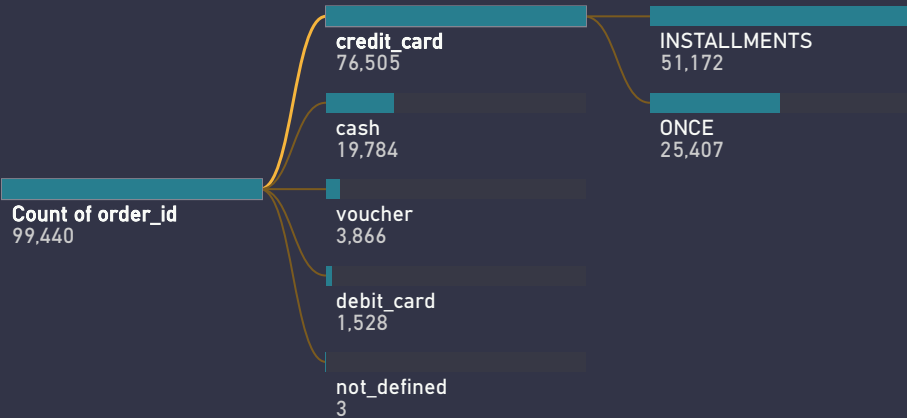
cash credit_card debit_card not_defined



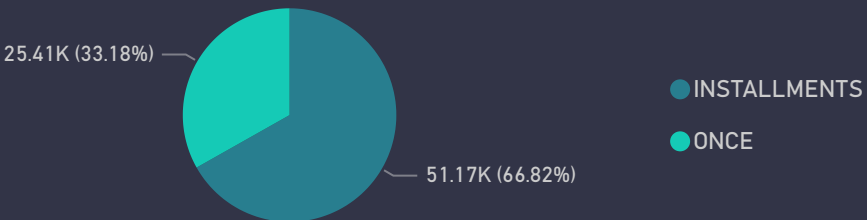
payment_type

credit_card

Payment_method

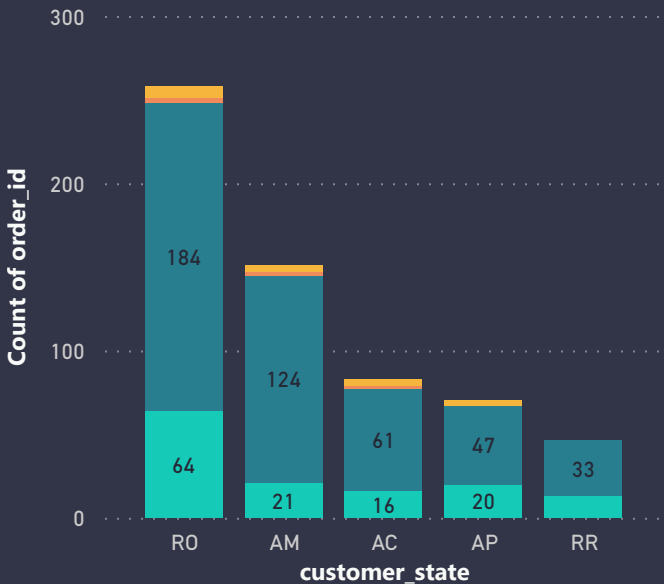


Order_id by Credit card method



TOP 5 States take Lowest Orders

cash credit_card debit_card voucher



Order_status	cash	credit_card	debit_card	voucher
approved		0%		
canceled	1%	1%	1%	7%
created	0%	0%		
delivered	97%	96%	96%	90%
invoiced	1%	0%	0%	0%
processing	1%	0%	0%	0%
shipped	1%	1%	1%	1%
unavailable	1%	1%	1%	1%