

Brazilian E-commerce Analysis

Product category

All

Year

All

State

All

Total Customers

99K

Total Sellers

3095

Total Categories

71

Total Orders

96K

Total Sales

13.59M

Total Freight

2.25M

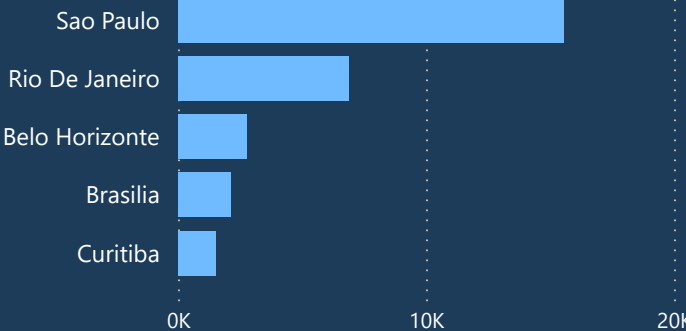
AVG review score

4.09

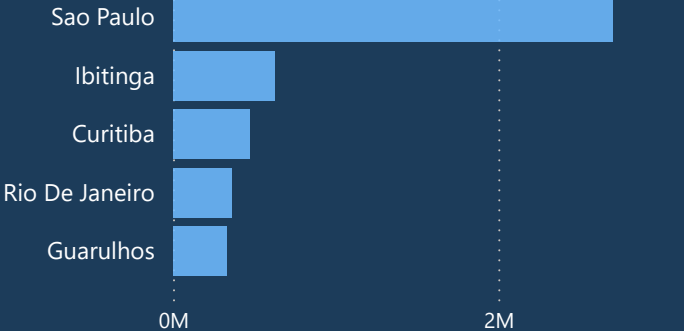
AVG Shipping Days

12.41

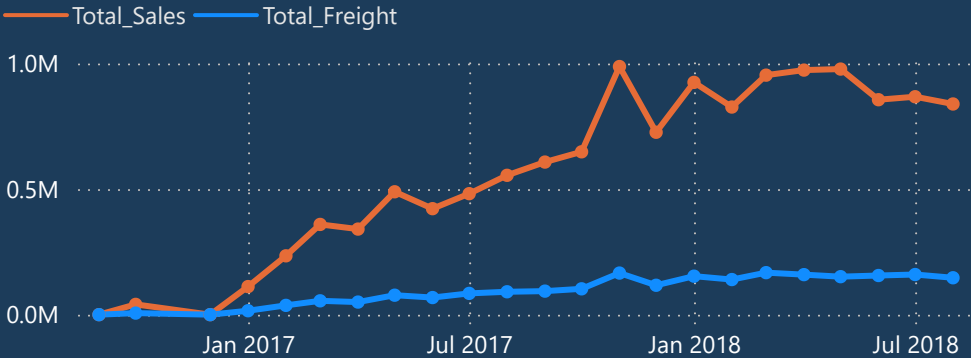
Top 5 cities by Customers



Top 5 cities by Sellers

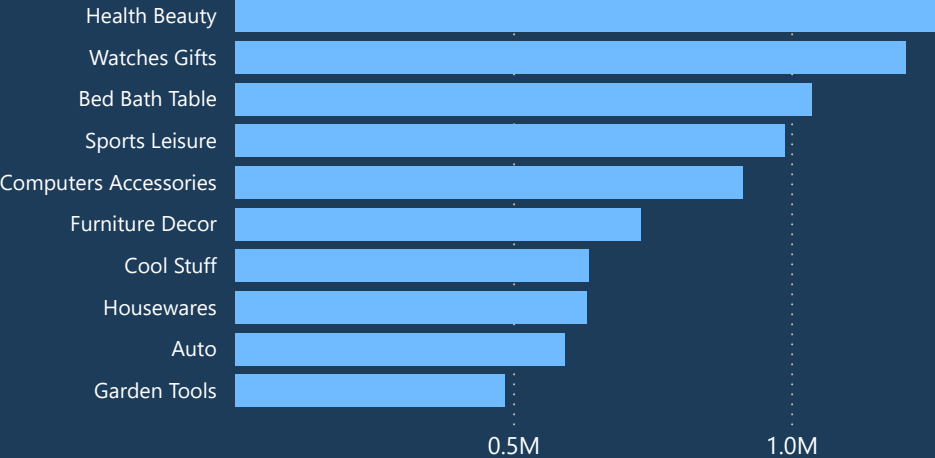


Trends in Total Sales and Freight Costs

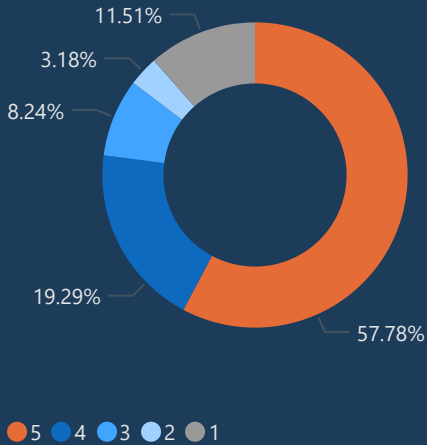


State	Total Sales	Total Orders	Total Freight	AvgShippingDays
	370,748.59		53,661.24	
SP	5,066,672.78	40495	701,985.67	8.66
PR	666,063.51	4923	115,645.29	11.89
MG	1,552,511.82	11355	266,423.94	11.92
DF	296,498.41	2080	49,624.94	12.89
SC	507,147.13	3547	88,134.16	14.95
RJ	1,760,022.52	12353	295,789.81	15.07
RS	728,718.47	5344	132,560.32	15.13
GO	282,836.70	1957	51,375.65	15.34
MS	115,429.97	701	18,937.58	15.46
Total	13,591,643.70	96476	2,251,909.54	12.41

Top 10 Categories by Sales

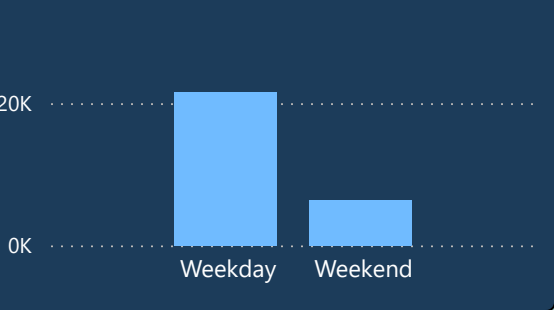


Customer Satisfaction

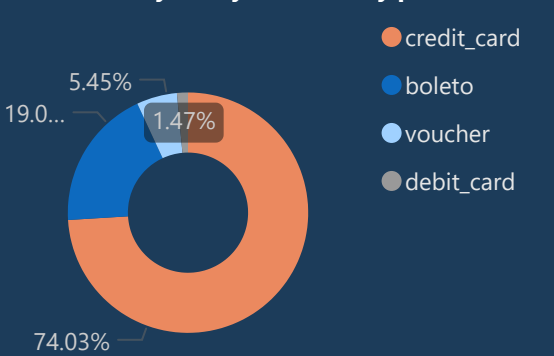


Orders & Sales

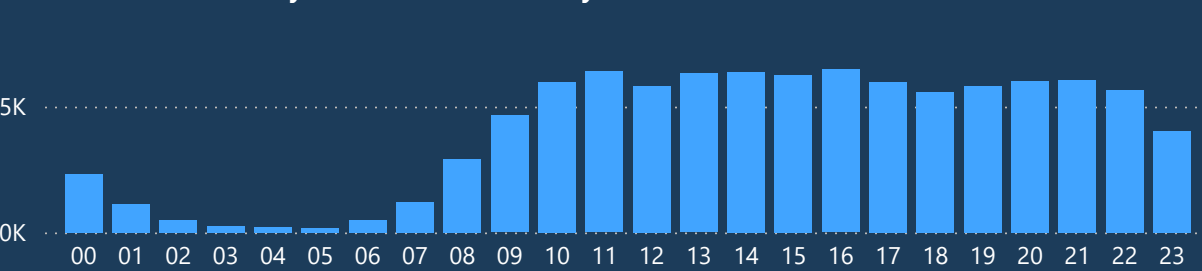
Order Distribution



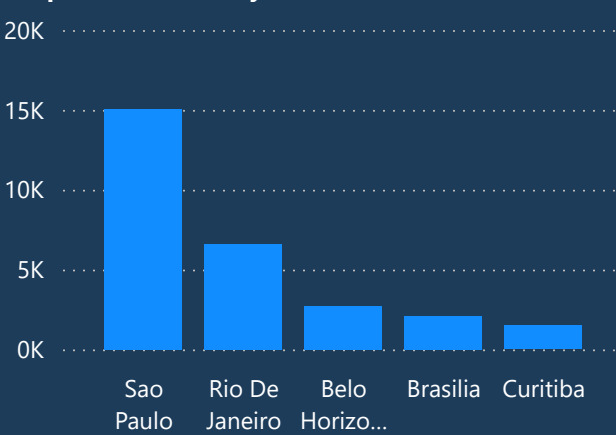
Orders by Payment Type



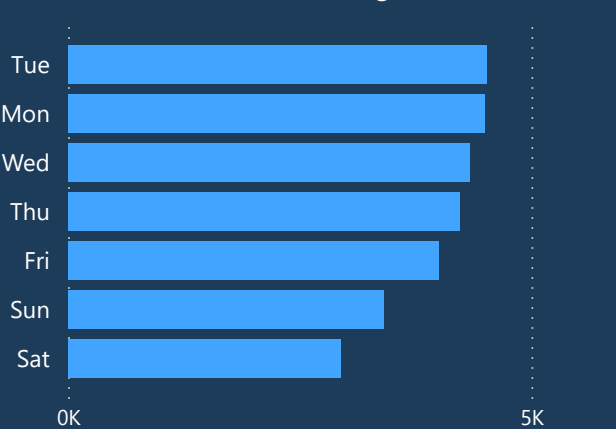
Orders Placed by Hour of the Day



Top 5 Cities by Orders



Order Distribution during the week



Product category

All

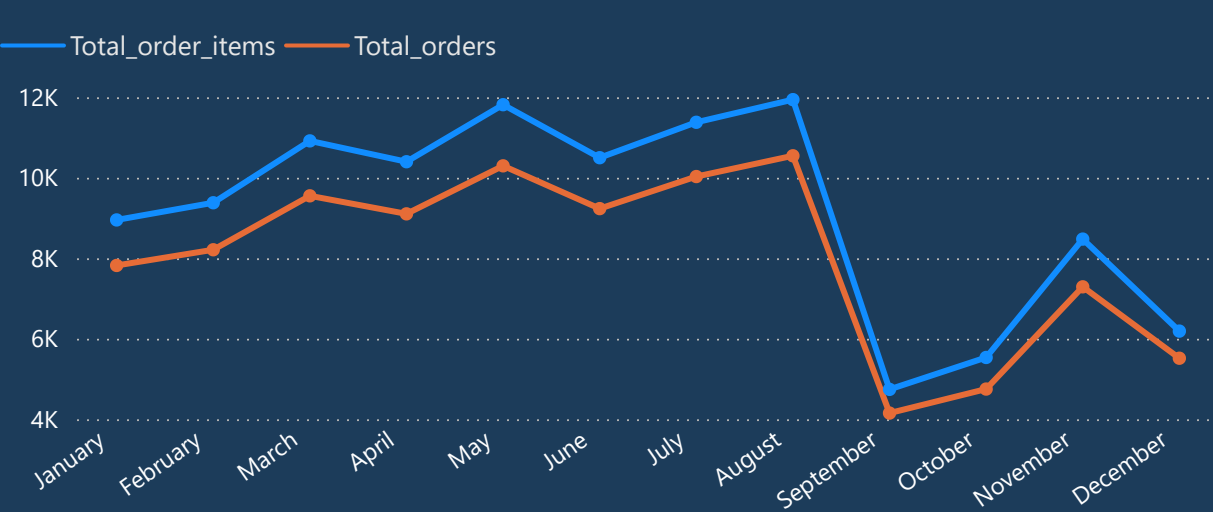
Year

All

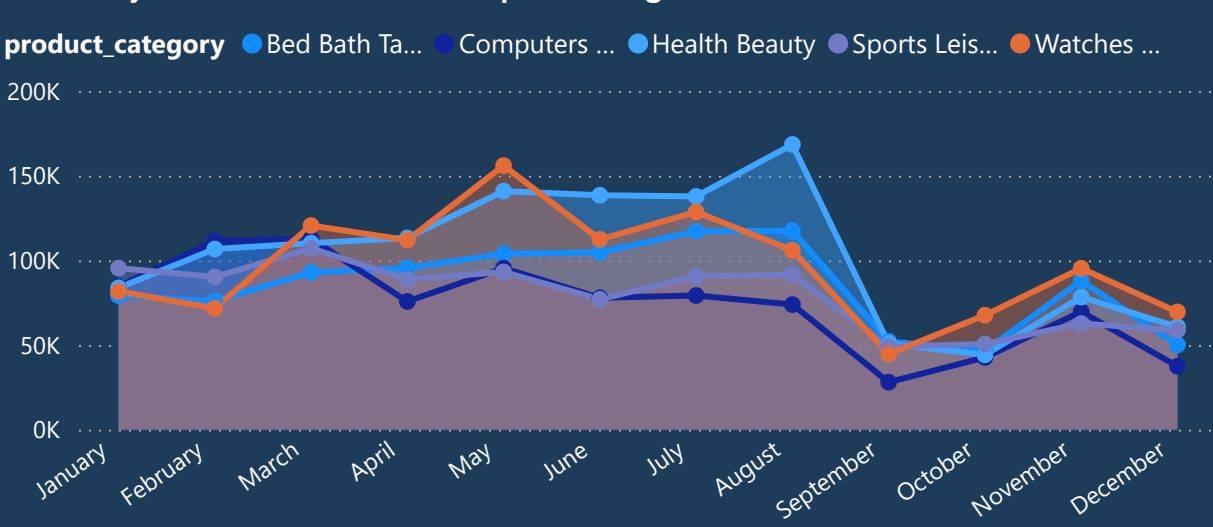
State

All

Distribution of Orders and Items Over Months



Monthly sales trends for Top 5 categories



Delivery Performance

Product category

All

Year

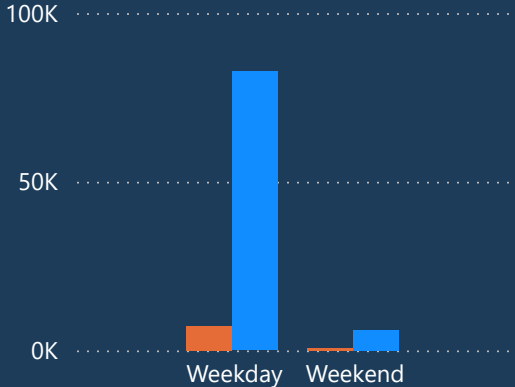
All

State

All

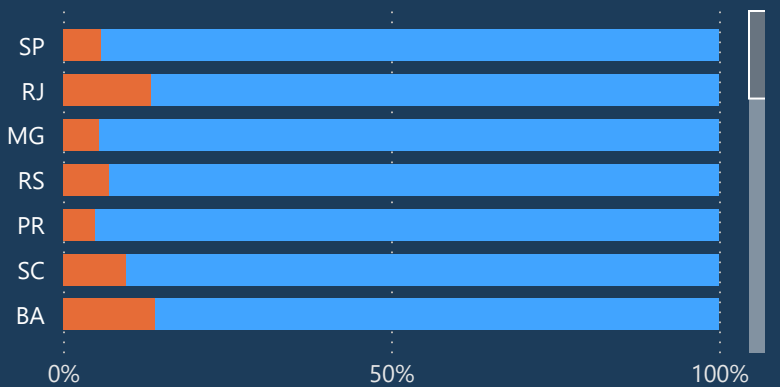
Delivery Status

Late On Time



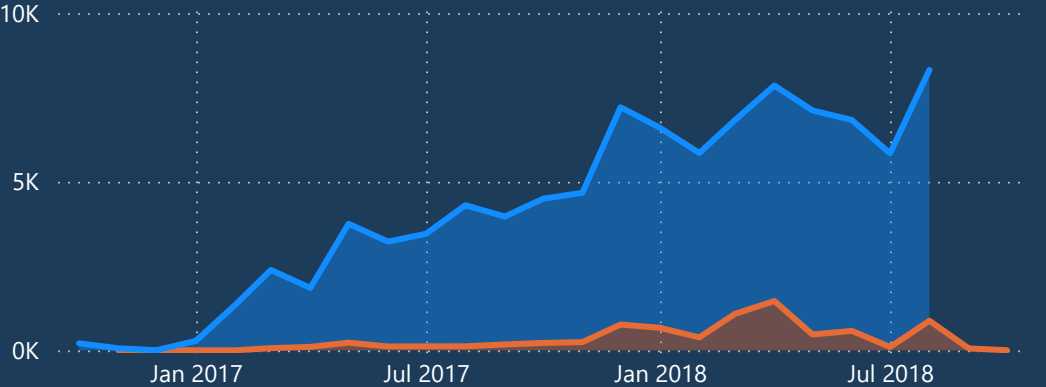
Delivery Status per state

Late On Time

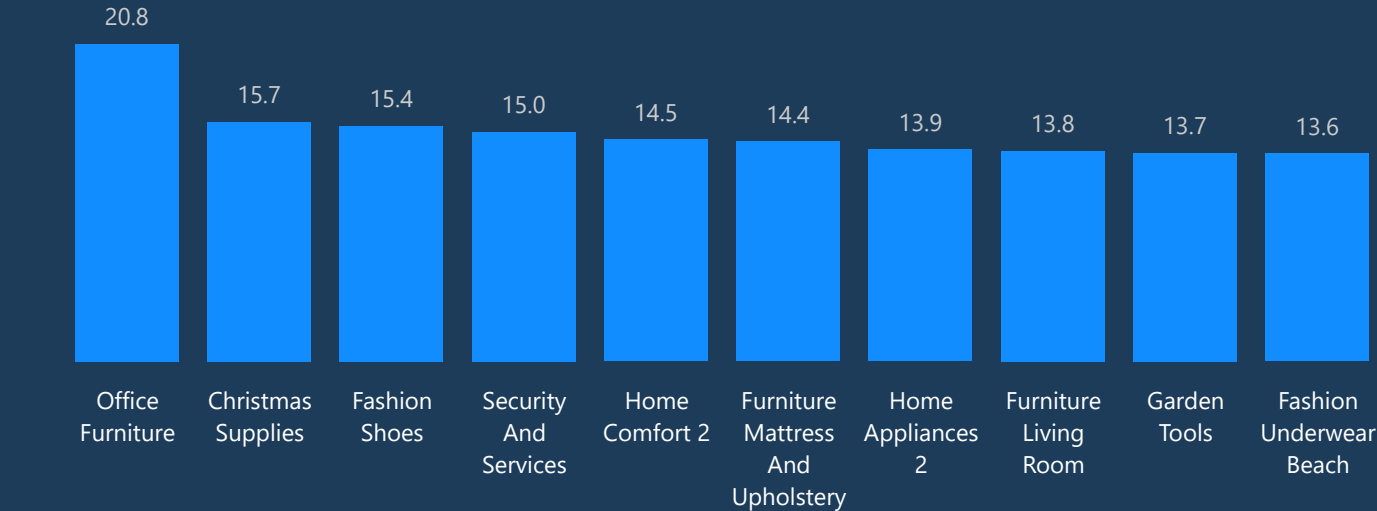


On-Time and Late Deliveries Over Time

Late On Time



Delivery Status



product_category	AVG Review Score	AvgShippingDays
Agro Industry And Commerce	1.90	11.58
Air Conditioning	1.94	12.19
Art	1.91	11.30
Arts And Craftmanship	4.17	5.67
Audio	1.98	13.27
Auto	3.12	12.16
Baby	2.92	12.45
Bed Bath Table	3.47	12.75
Books General Interest	2.17	11.55
Books Imported	1.81	7.96
Books Technical	1.98	10.58
Total	4.09	12.41