

Brazilian E-commerce Analysis

Overview

Orders & Sales

Delivery

Year

All

State

All

Total Customers

99K

Total Sellers

3095

Total Categories

71

Total Orders

96K

Total Sales

13.59M

Total Freight

2.25M

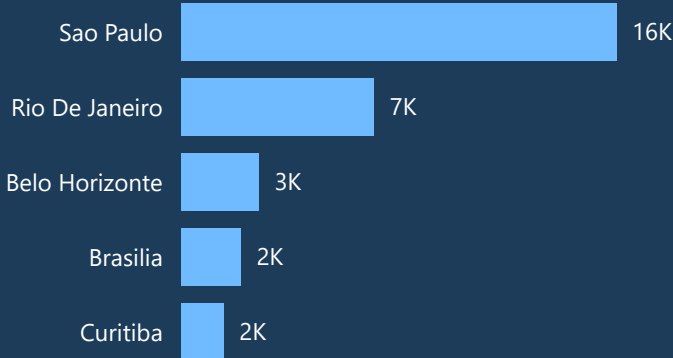
AVG review score

4.09

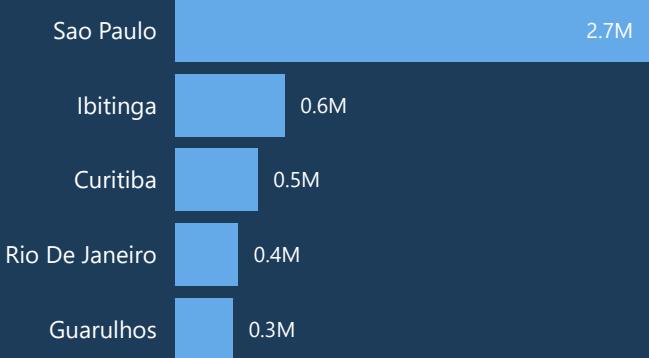
AVG Shipping Days

12.41

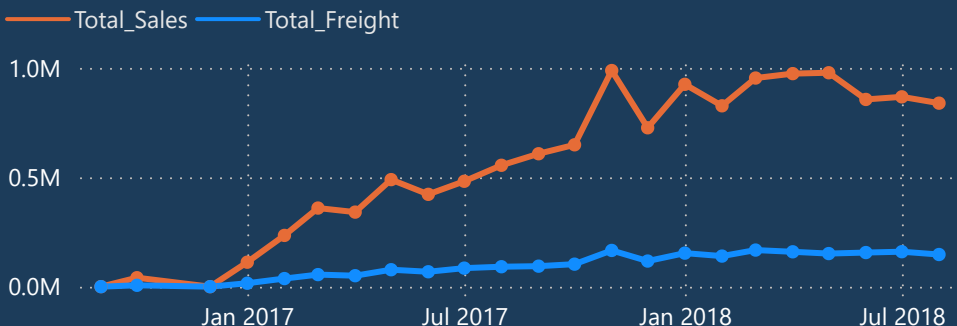
Cities by Customers



Top 5 cities by Sellers



Trends in Total Sales and Freight Costs

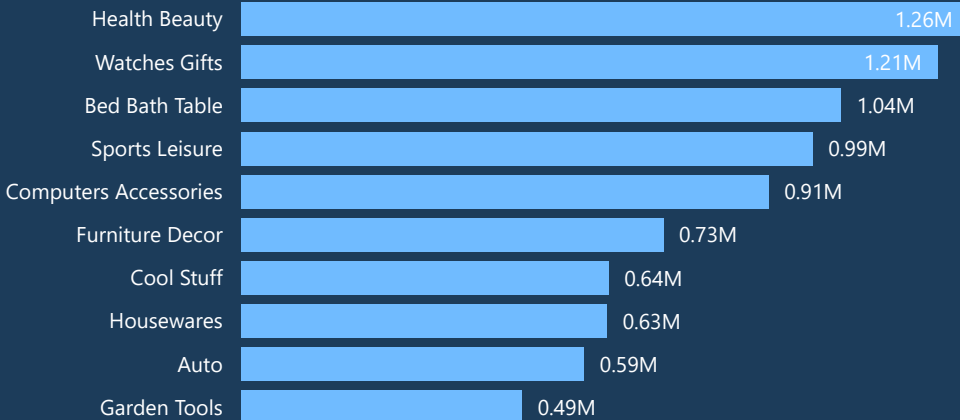


Top 10

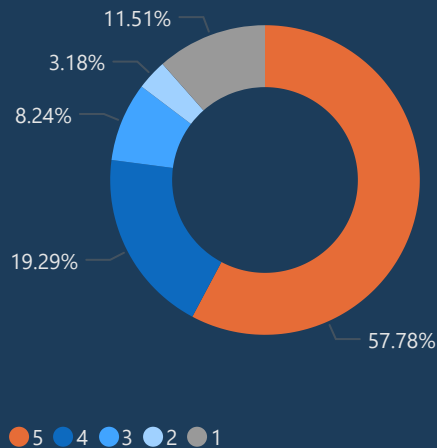
Bottom 10

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

Top 10 Categories by Sales



Customer Satisfaction



Orders & Sales

Overview

Orders & Sales

Delivery

Month

All

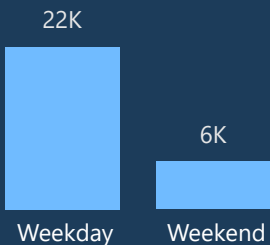
Year

All

State

All

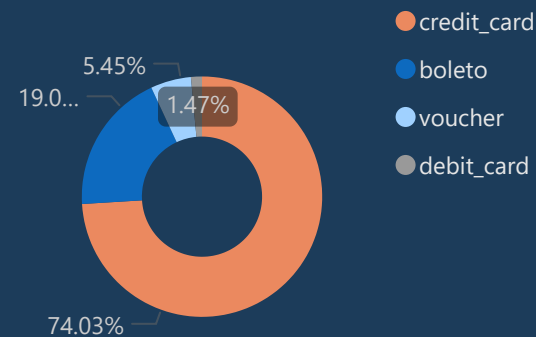
Order Distribution



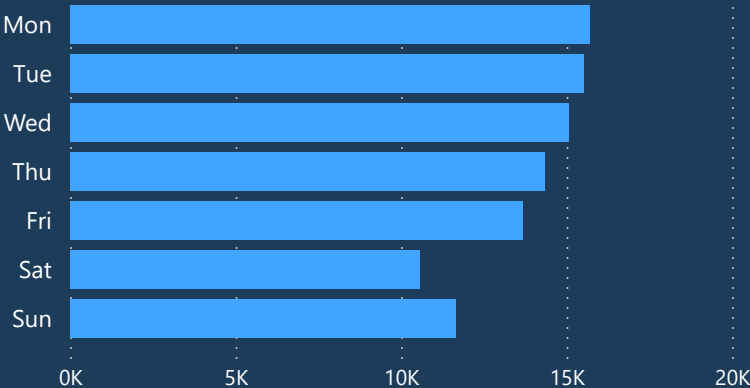
Top 5 Cities by Orders



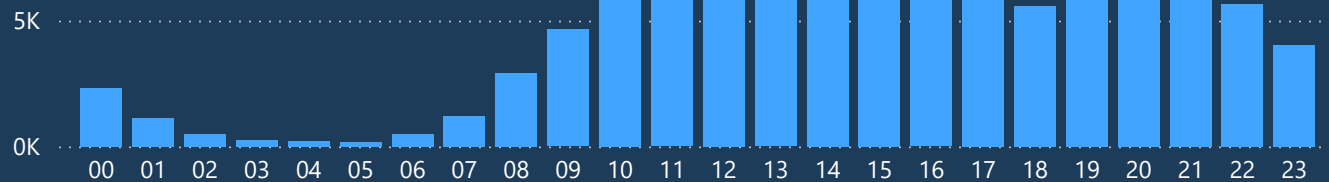
Orders by Payment Type



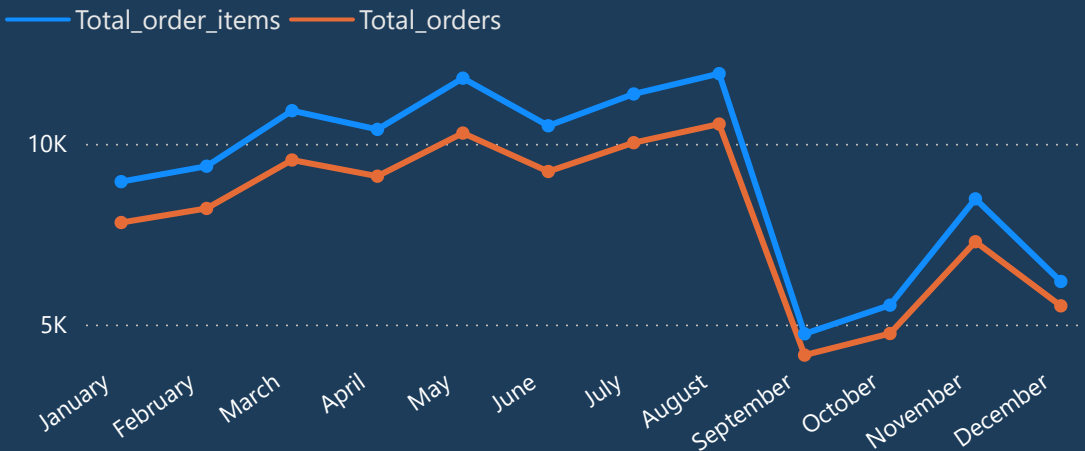
Order Distribution during the week



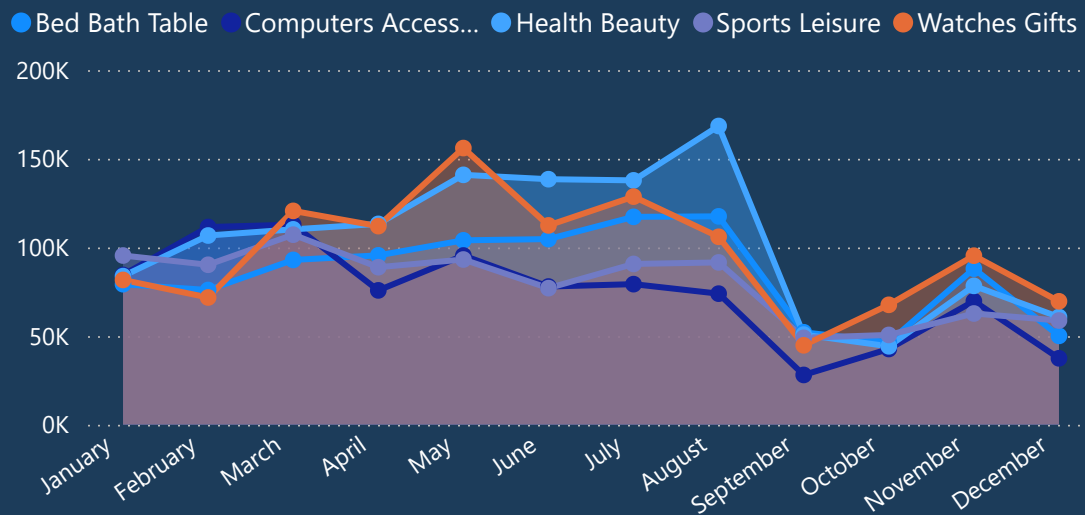
Orders Placed by Hour of the Day



Distribution of Orders and Items Over Months



Monthly sales trends for Top 5 categories



Delivery Performance

Overview

Orders &
Sales

Delivery

State

All

Year

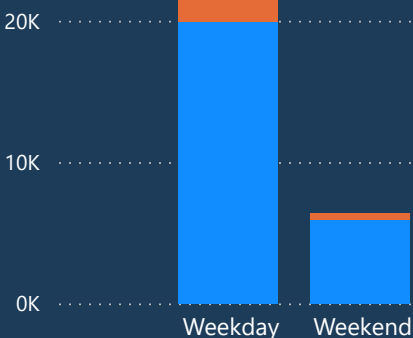
All

Product category

All

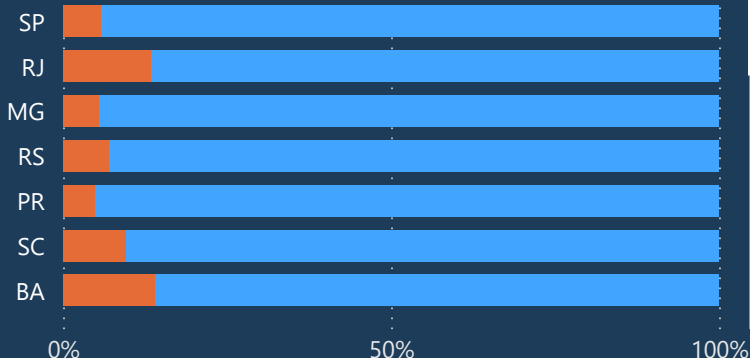
Delivery Status

On Time Late



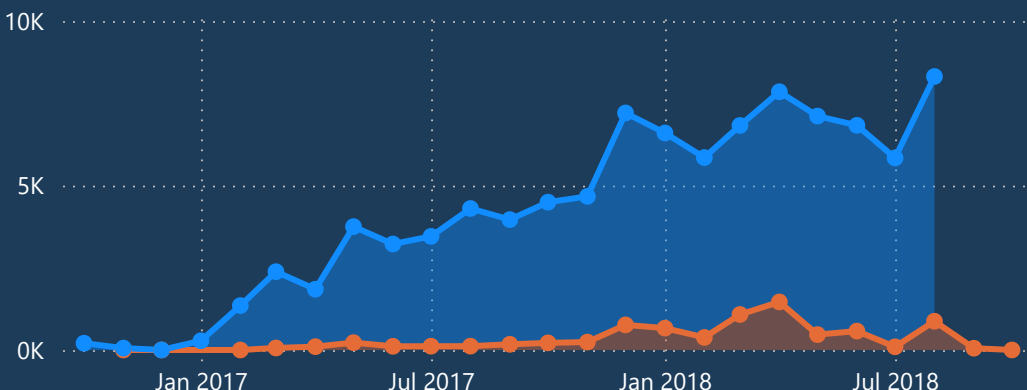
Delivery Status per state

Late On Time

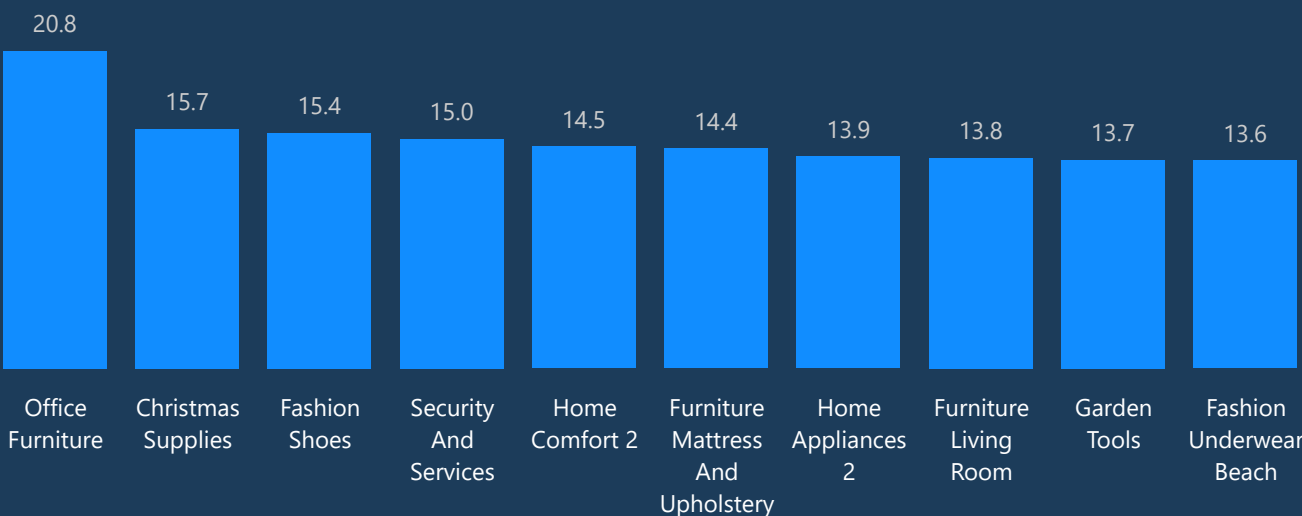


On-Time and Late Deliveries Over Time

Late On Time



AVG Delivery Days by Product Category



Product Category	AVG Review Score	Avg Delivery Days
Office Furniture	2.33	20.79
Christmas Supplies	1.86	15.67
Fashion Shoes	1.95	15.40
Security And Services	2.50	15.00
Home Comfort 2	3.83	14.53
Furniture Mattress And Upholstery	1.79	14.41
Home Appliances 2	1.94	13.86
Furniture Living Room	2.05	13.78
Garden Tools	3.08	13.66
Fashion Underwear Beach	1.85	13.61
Consoles Games	2.39	13.54
Total	4.09	12.41