

# 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

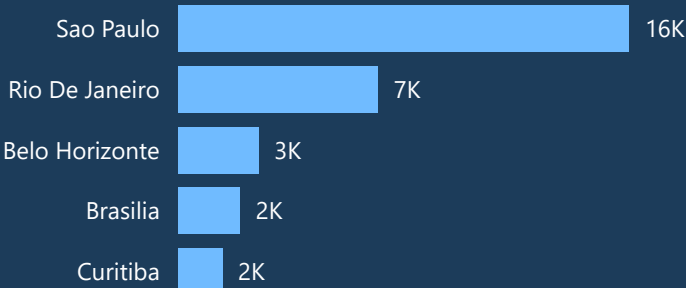
AVG review score

4.09

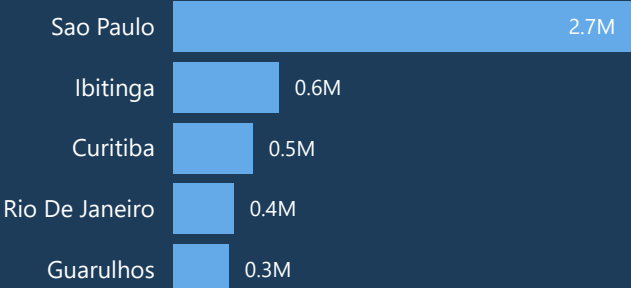
AVG Shipping Days

12.41

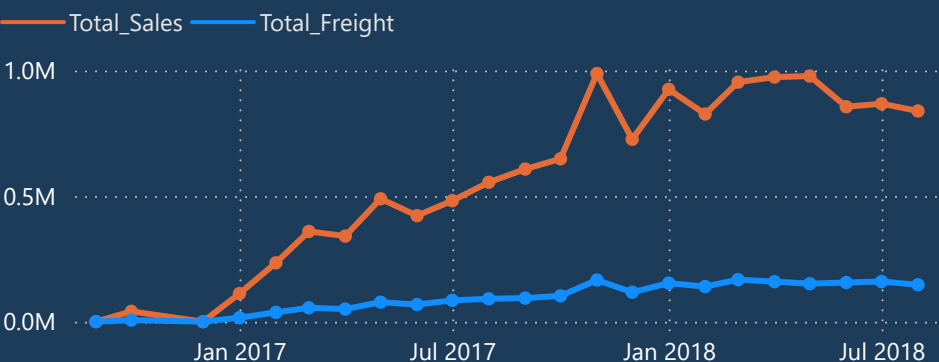
## Cities by Customers



## Top 5 cities by Sellers



## Trends in Total Sales and Freight Costs

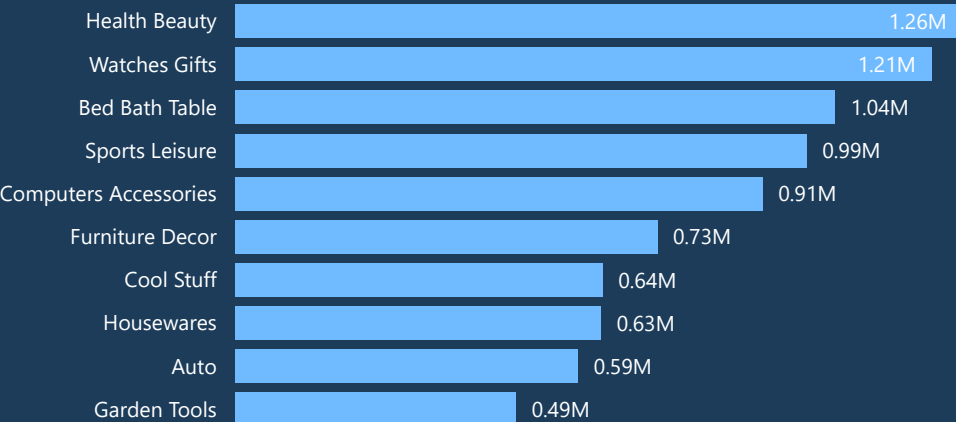


State	Total Orders	Total Sales	Total Freight	AVG Shipping Days
		370,748.59	53,661.24	
SP	40495	5,066,672.78	701,985.67	8.66
PR	4923	666,063.51	115,645.29	11.89
MG	11355	1,552,511.82	266,423.94	11.92
DF	2080	296,498.41	49,624.94	12.89
SC	3547	507,147.13	88,134.16	14.95
RJ	12353	1,760,022.52	295,789.81	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
ES	1995	268,643.45	49,014.48	15.59
Total	96476	13,591,643.70	2,251,909.54	12.41

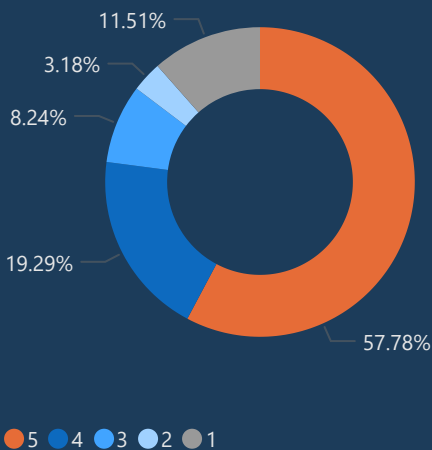
Top 10

Bottom 10

## Top 10 Categories by Sales

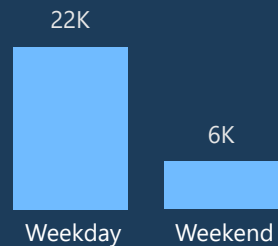


## Customer Satisfaction

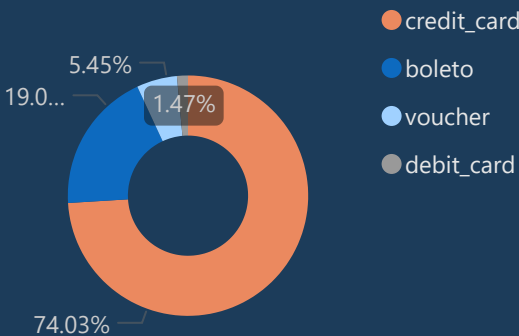


# Orders & Sales

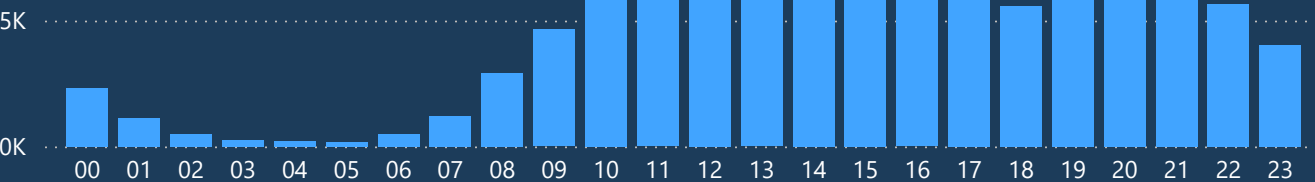
Order Distribution



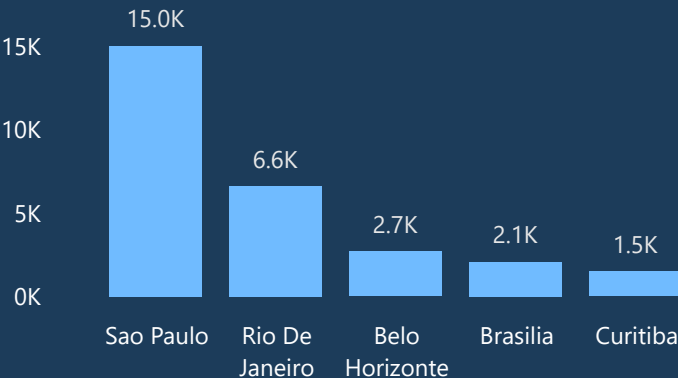
Orders by Payment Type



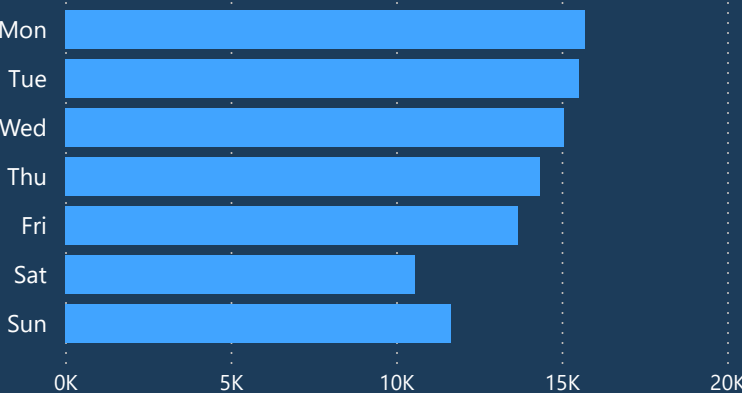
Orders Placed by Hour of the Day



Top 5 Cities by Orders



Order Distribution during the week



Month

All

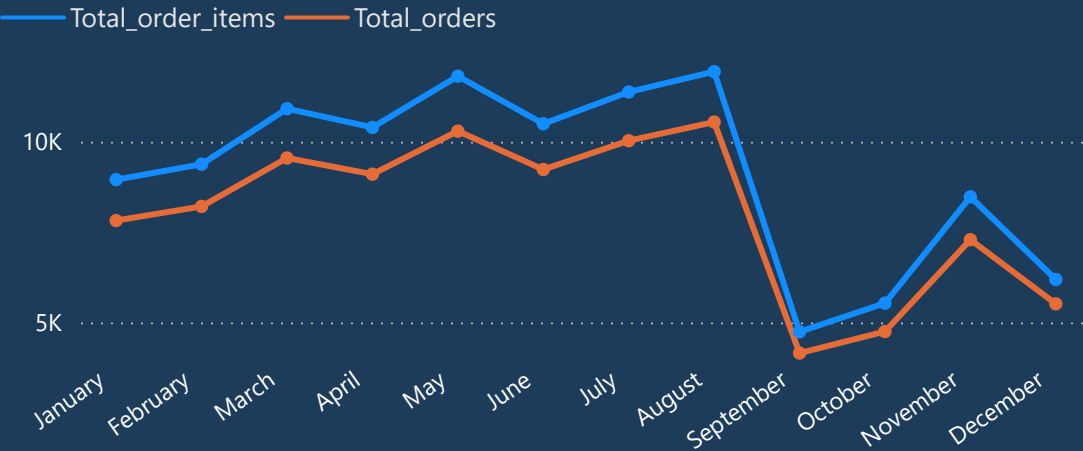
Year

All

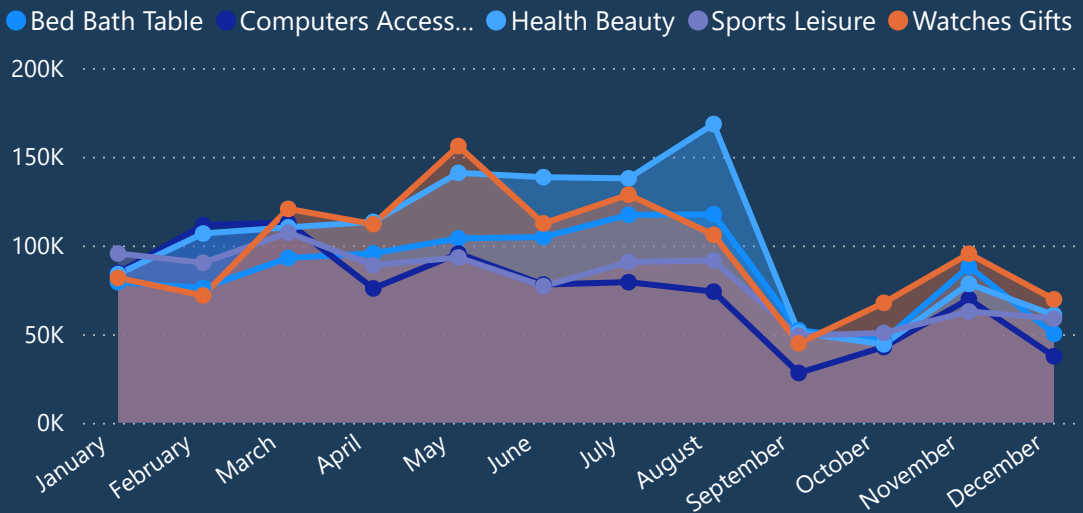
State

All

Distribution of Orders and Items Over Months



Monthly sales trends for Top 5 categories



# Delivery Performance

State

All

Product category

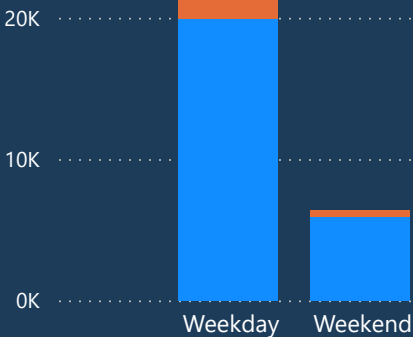
All

Year

All

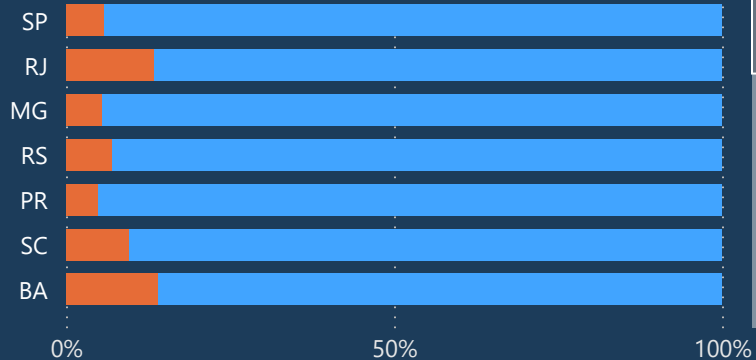
## Delivery Status

On Time Late



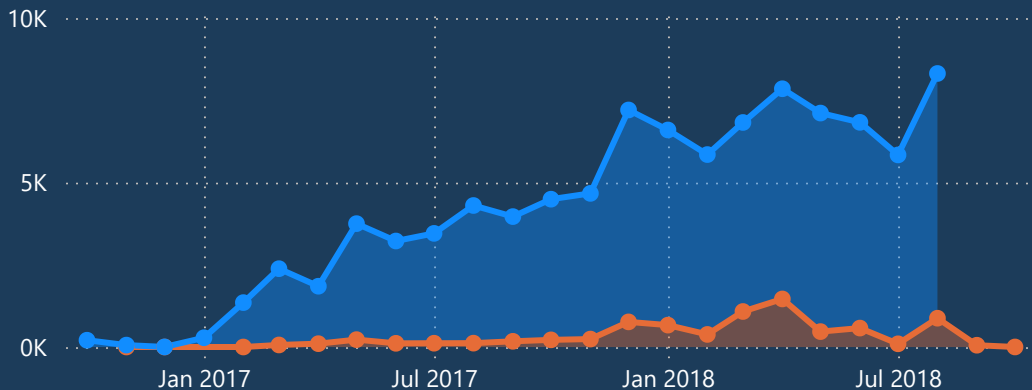
## Delivery Status per state

Late On Time

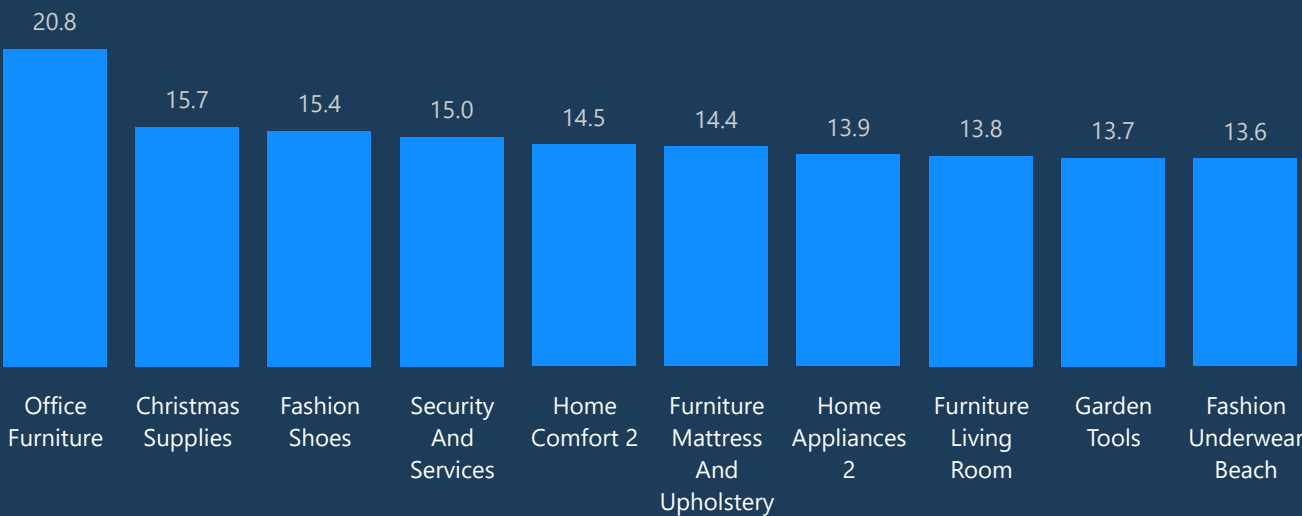


## On-Time and Late Deliveries Over Time

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