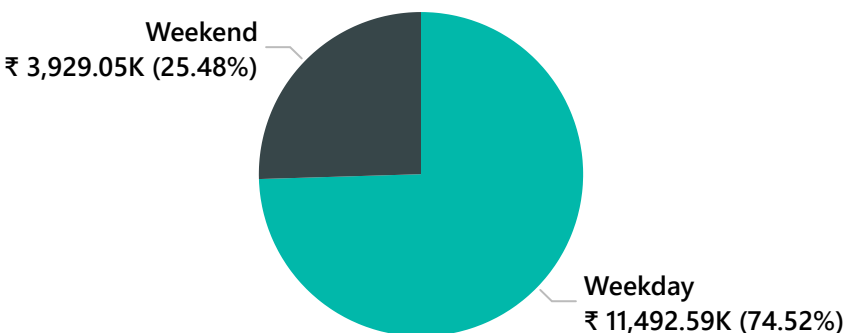


# Brazilian E-Commerce

## Payment value by Weekend or Weekday



## Product Performance by Category and Customer Segment

product_category_name_english	Total Orders	Total Revenue	Average Order Value
agro_industry_and_commerce	177	₹ 72,530.47	₹ 3,748.266
air_conditioning	246	₹ 55,024.96	₹ 2,631.5462
art	195	₹ 24,202.64	₹ 3,155.3247
arts_and_craftmanship	23	₹ 1,814.01	₹ 97.4583
audio	348	₹ 50,688.5	₹ 1,853.9696
auto	3809	₹ 5,92,720.11	₹ 330.7425
baby	2809	₹ 4,11,764.89	₹ 379.1568
bed_bath_table	9272	₹ 10,36,988.68	₹ 198.0852
books_general_interest	495	₹ 46,856.88	₹ 1,296.2966
books_imported	50	₹ 4,639.85	₹ 11,848.3464
Total	95124	₹ 1,34,06,593.94	₹ 166.2188

## Average Price and Payment Value from Sao Paulo

₹ 134.3637

106.89

## Average Number of days taken to deliver Pet Shop Items

11

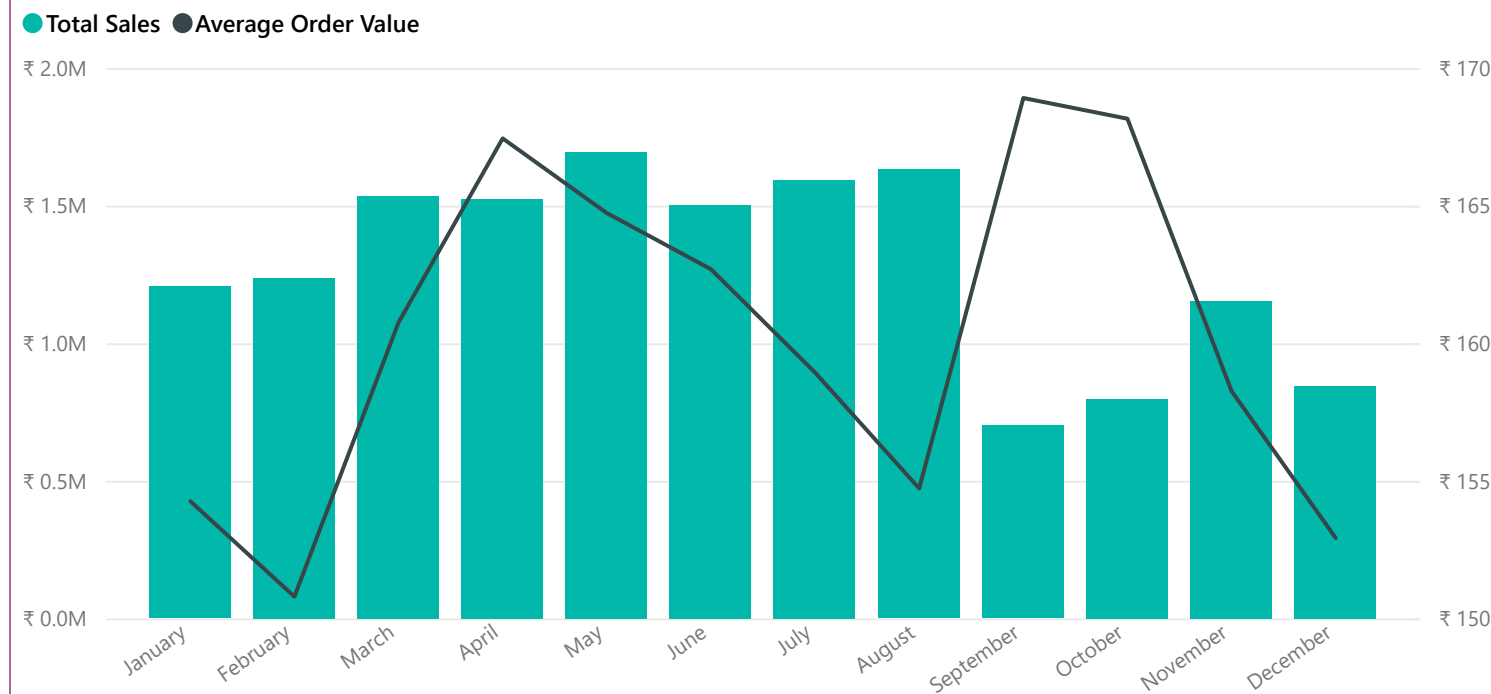
## Total Number of Orders with Score Review of 5 and Payment Type is Credit ...

43,791

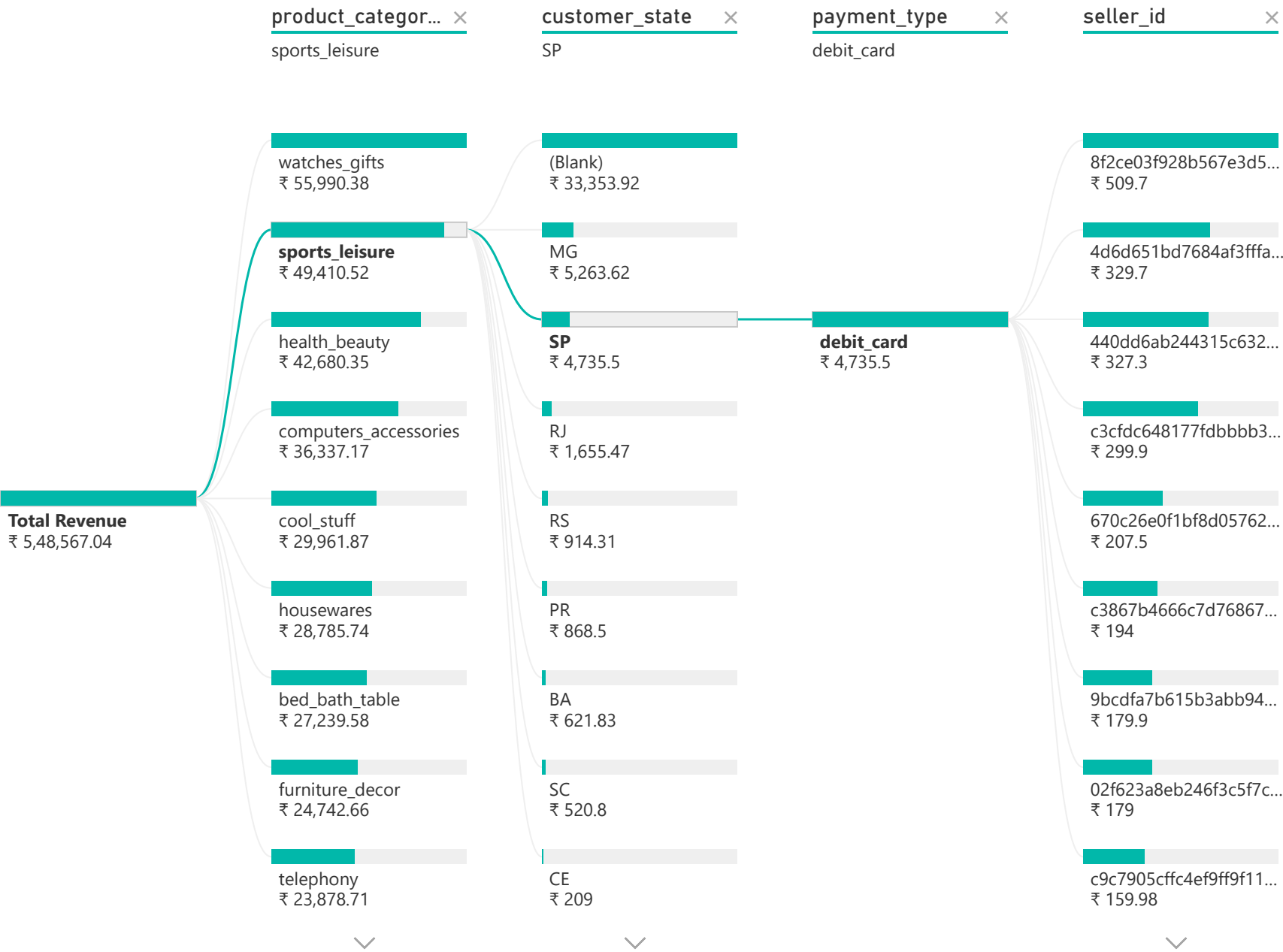
## Total Number of Customers

96,475

## Monthly Sales & Average Order Value Trend



# Decomposition of Revenue by Product, Seller, and Region



## Review Score

1

5



## Payment Type

- ☐ boleto
- ☐ credit\_card
- ☒ debit\_card
- ☐ voucher

## Product Category

- ☐ agro\_industry\_and\_commerce
- ☐ air\_conditioning
- ☐ art
- ☐ arts\_and\_craftmanship
- ☐ audio
- ☐ auto
- ☐ baby
- ☐ bed\_bath\_table
- ☐ books\_general\_interest
- ☐ books\_imported
- ☐ books\_technical
- ☐ christmas\_supplies
- ☐ cine\_photo
- ☐ computers
- ☐ computers\_accessories
- ☐ consoles\_games
- ☐ construction\_tools\_construction
- ☐ construction\_tools\_lights
- ☐ construction\_tools\_safety

Total Orders

98.67K

Average Review

4.09

On-Time Delivery Rate

91.62%

Target: 90% (+1.8%)

Late Delivery Rate

8.38%

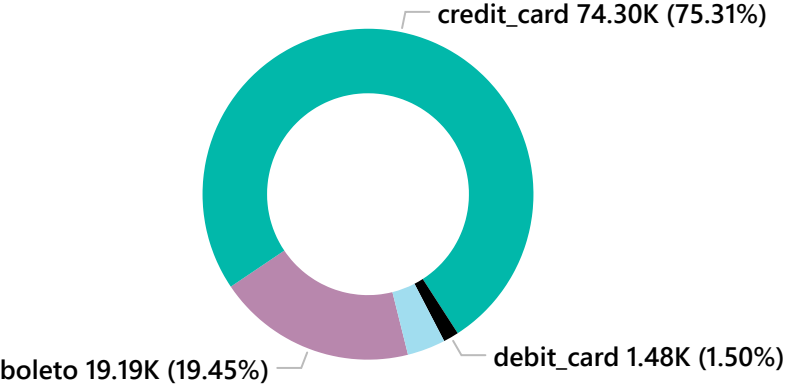
Target: 5.00% (-67.57%)

Average Delivery Days

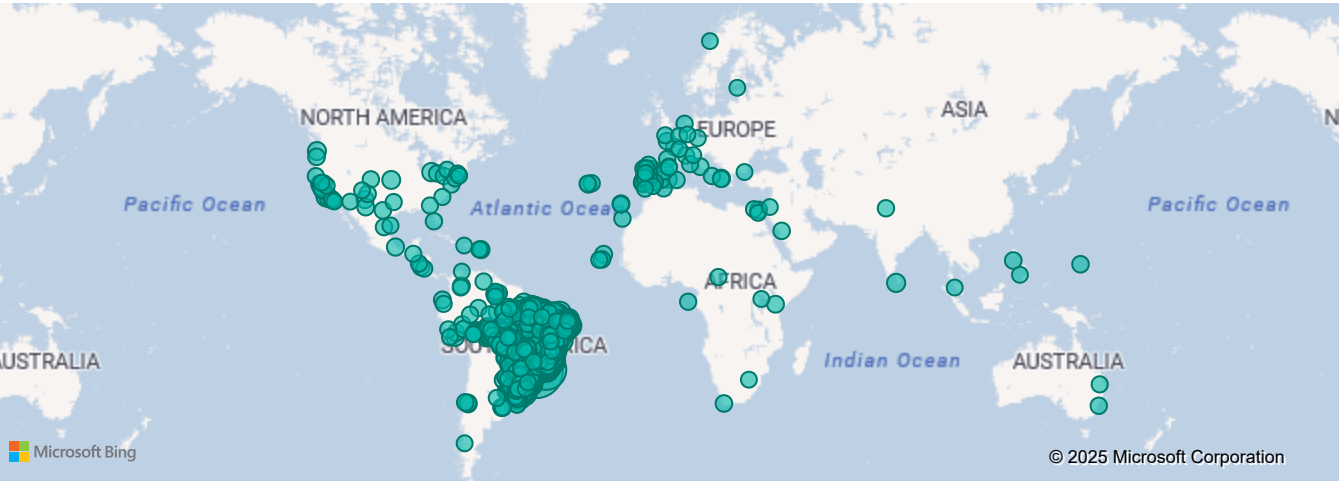
12.09

Preferred Payment Method

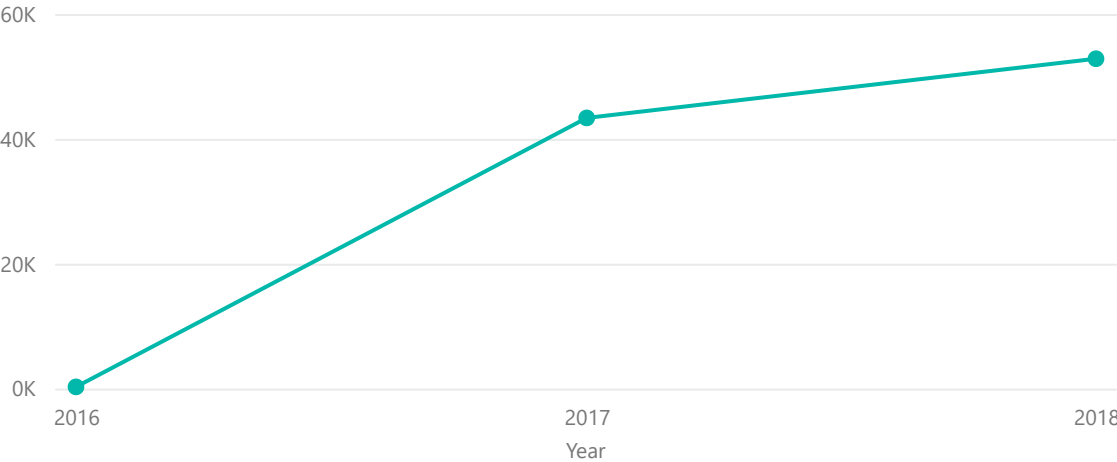
boleto credit\_card debit\_card voucher



Total Orders by City/State



Number of Orders



Order Status Distribution

