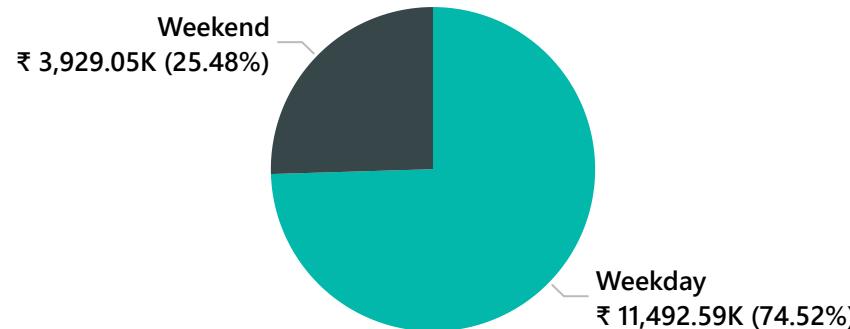


# Brazilian E-Commerce

Average Number of days taken to deliver Pet Shop Items

11

## Payment value by Weekend or Weekday



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

43,791

Total Number of Customers

96,475

## Product Performance by Category and Customer Segment

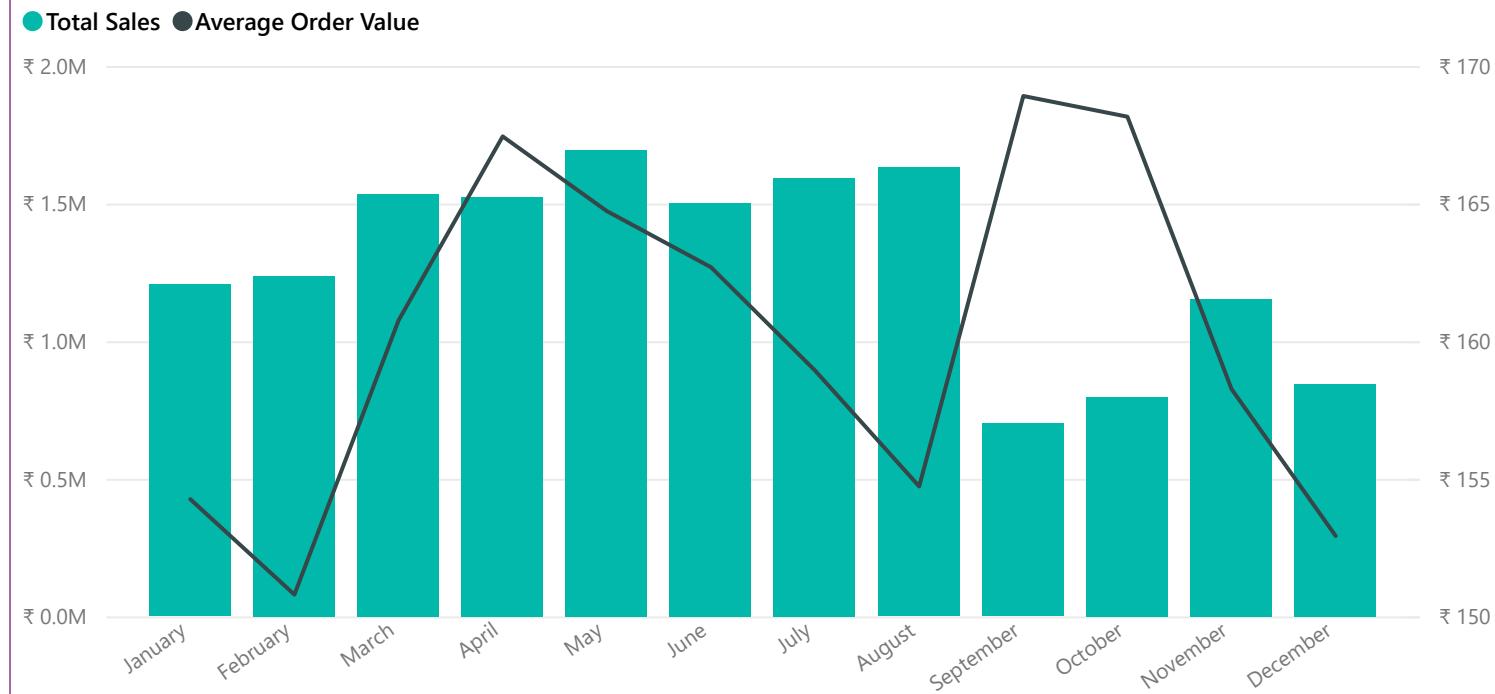
product_category_name_english	Total Orders	Total Revenue	Average Order Value
agro_industry_and_commerce	177	₹ 72,530.47	₹ 3,748.266
air_conditioning	246	₹ 55,024.96	₹ 2,631.5462
art	195	₹ 24,202.64	₹ 3,155.3247
arts_and_craftsmanship	23	₹ 1,814.01	₹ 97.4583
audio	348	₹ 50,688.5	₹ 1,853.9696
auto	3809	₹ 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
<b>Total</b>	<b>95124</b>	<b>₹ 1,34,06,593.94</b>	<b>₹ 166.2188</b>

## Average Price and Payment Value from Sao Paulo

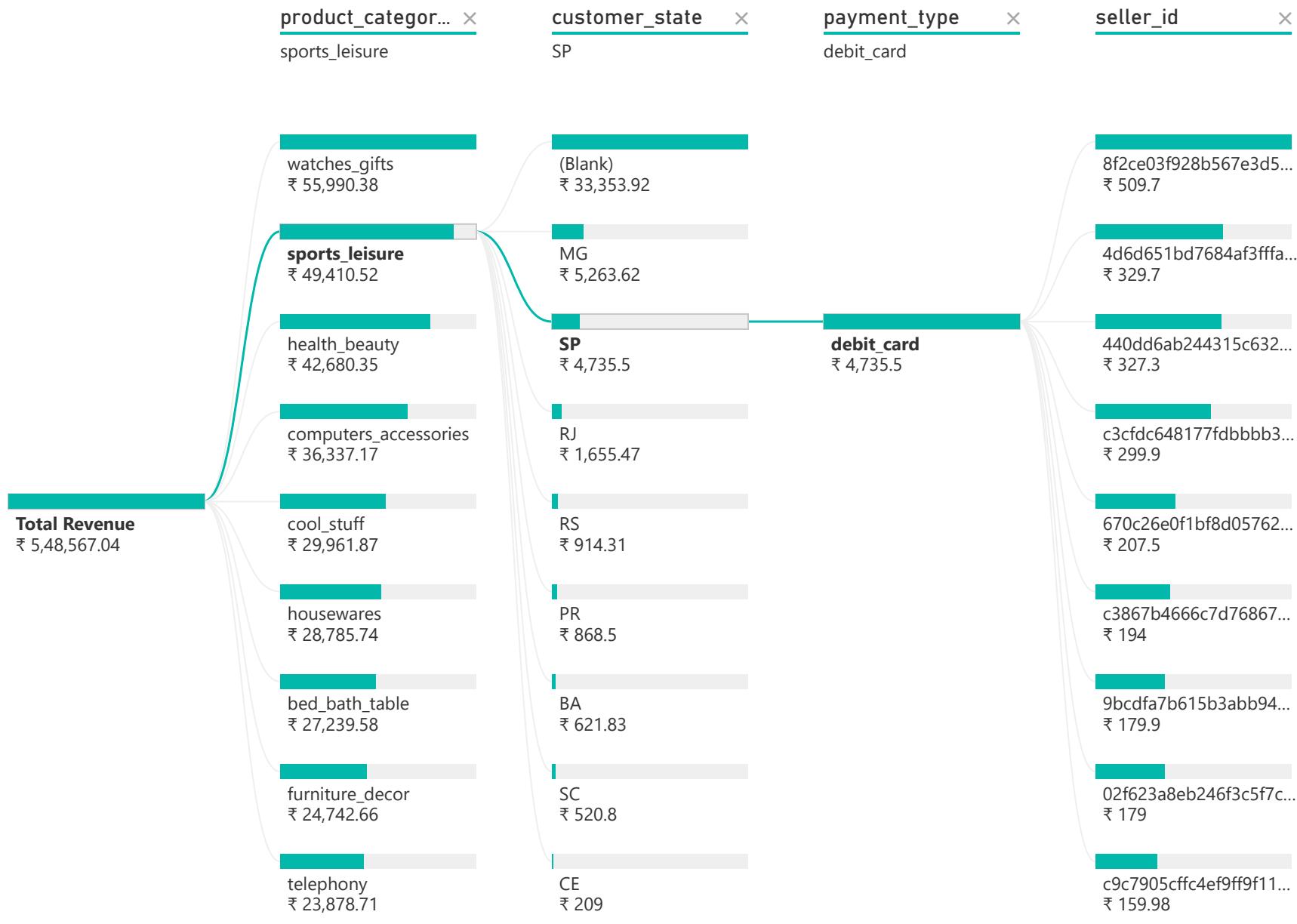
₹ 134.3637

106.89

## Monthly Sales & Average Order Value Trend



## Decomposition of Revenue by Product, Seller, and Region



## Review Score


## 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%

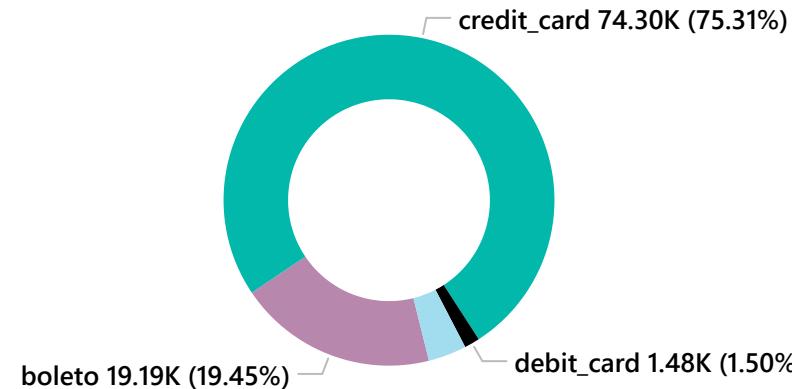
Target: 5.00% (-67.57%)

### Average Delivery Days

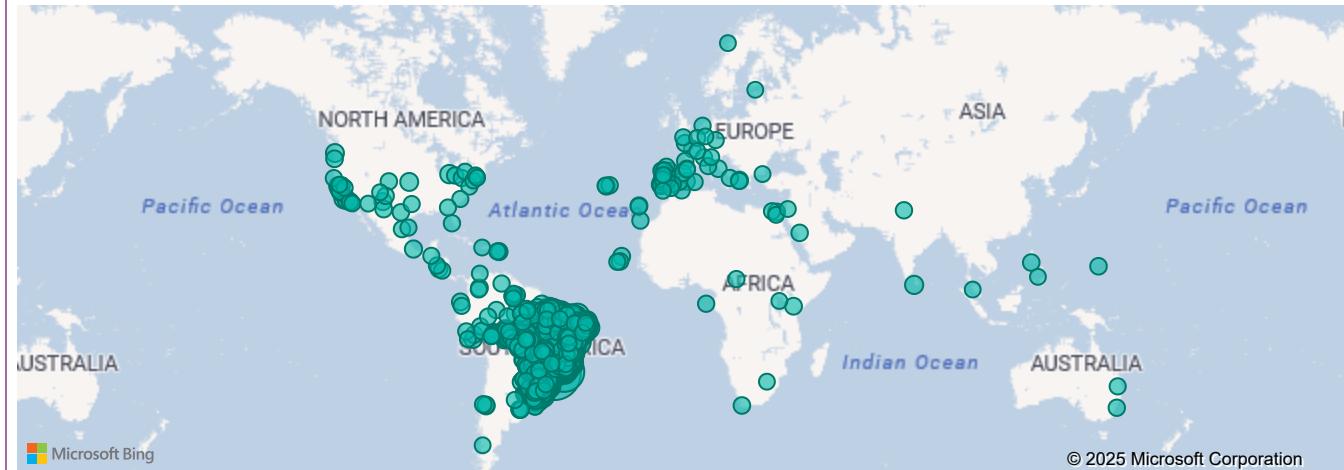
12.09

### Preferred Payment Method

boleto credit\_card debit\_card voucher



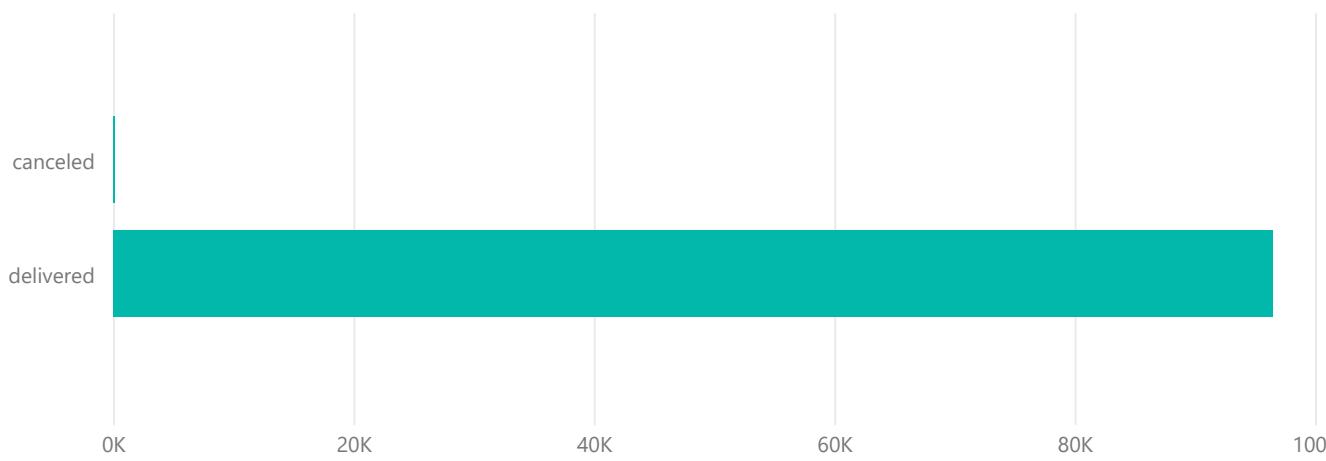
### Total Orders by City/State



### Number of Orders



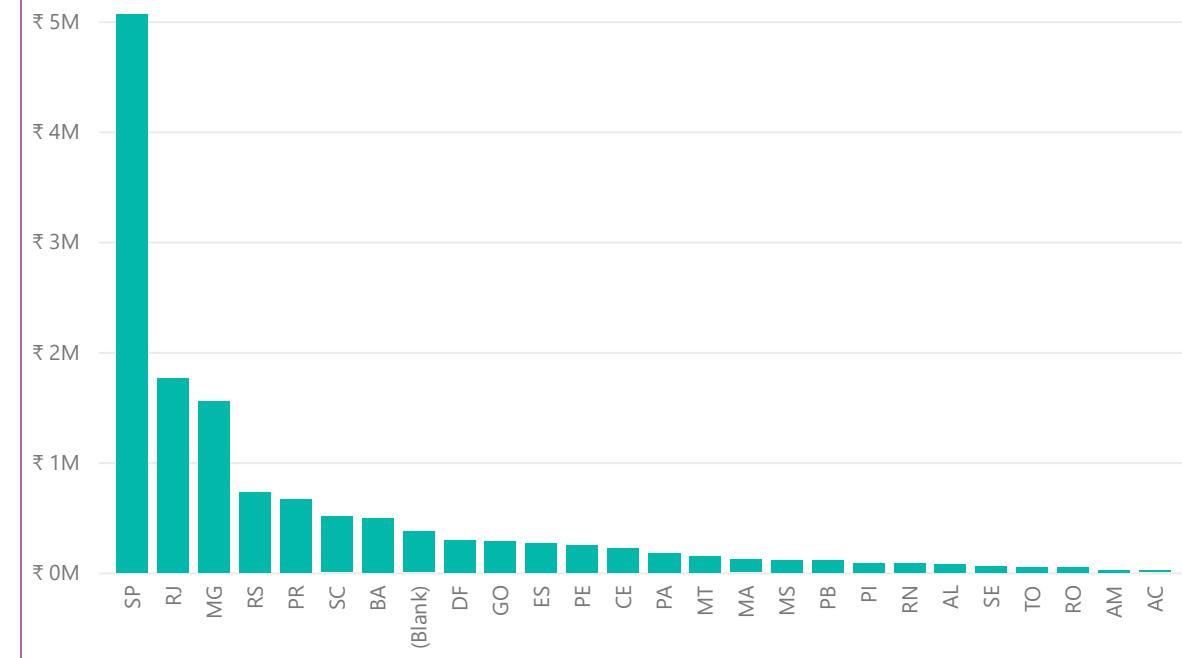
### Order Status Distribution



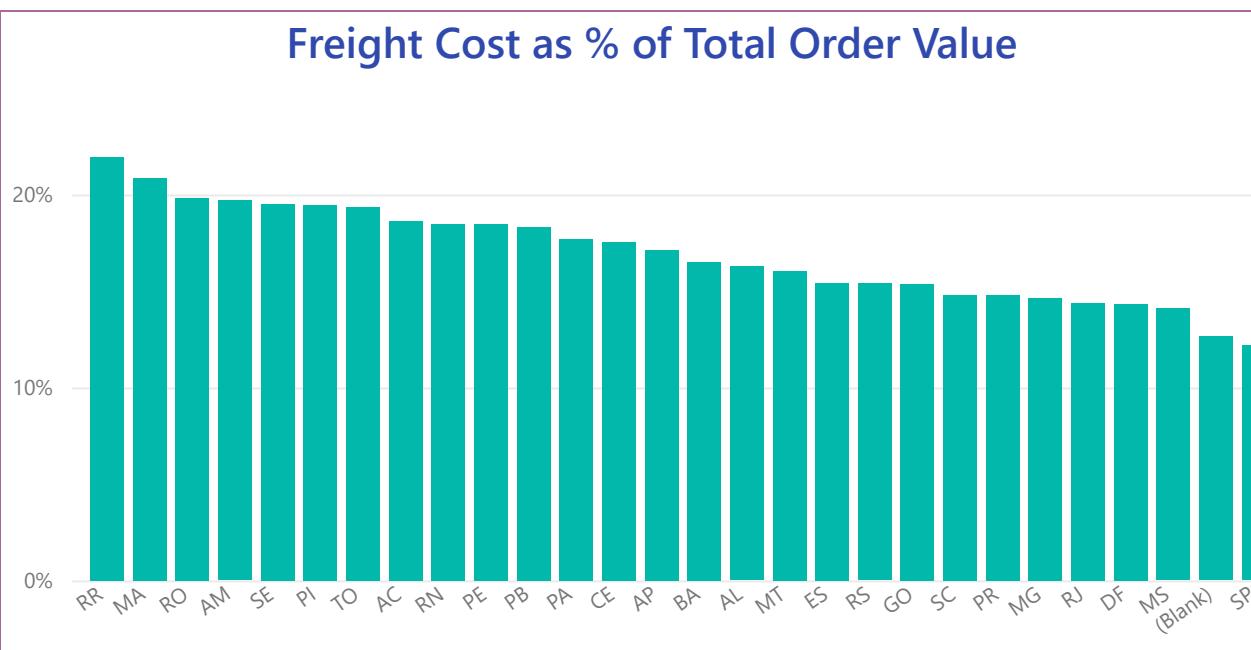
## Payment Value by Year/Month



## Total Revenue by Customer State



## Freight Cost as % of Total Order Value



## Delivery Performance Distribution

