Dashboard Summary

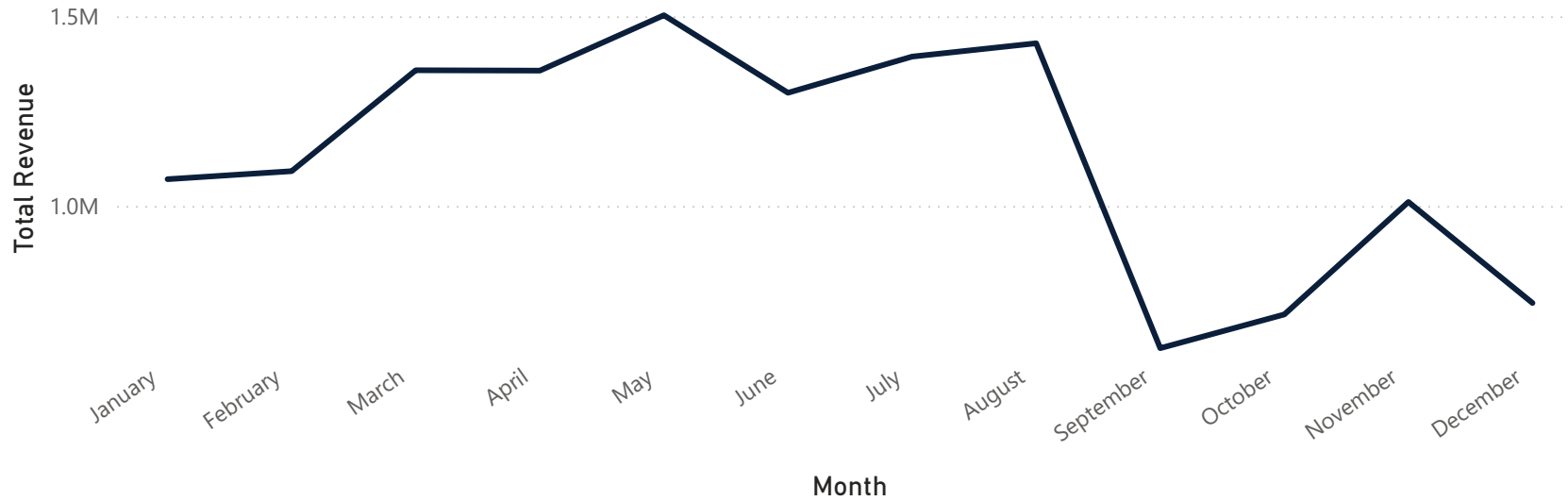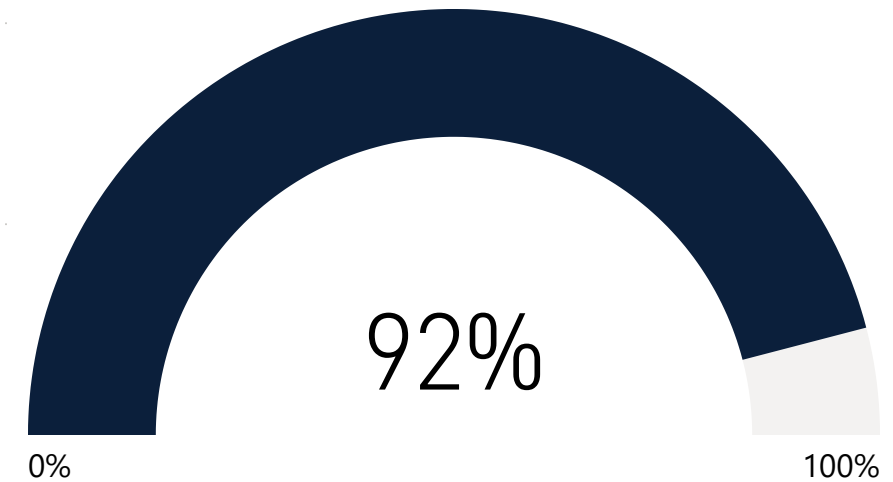| 13.59M	99K	$137.75	4.1
Total Revenue	Total Orders	Average Order Value	Average Review Score

Key Executive Insights

- September revenue declined 56.3% due to sharp drop in order volume
- Average Order Volume improved 9.6% and On-Time Delivery Performance improved 3%
- This indicates a demand-side decline rather than operational issue
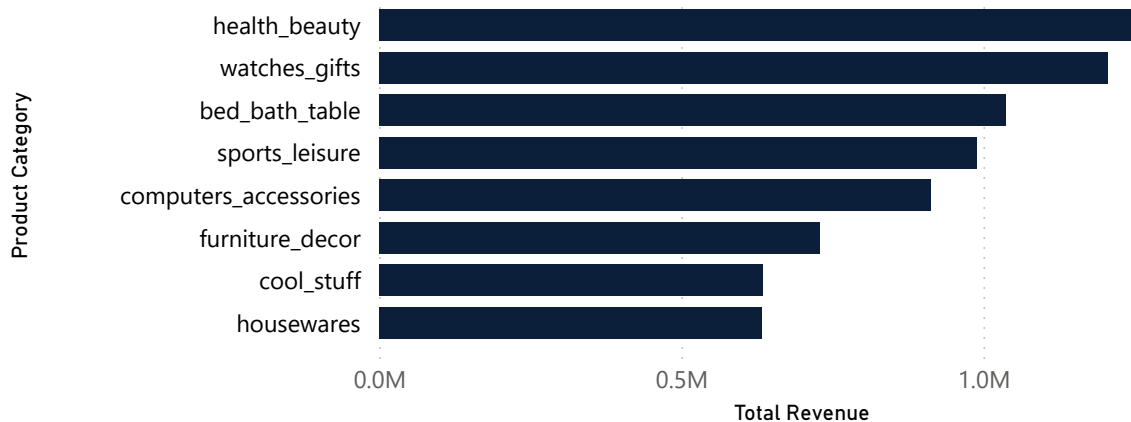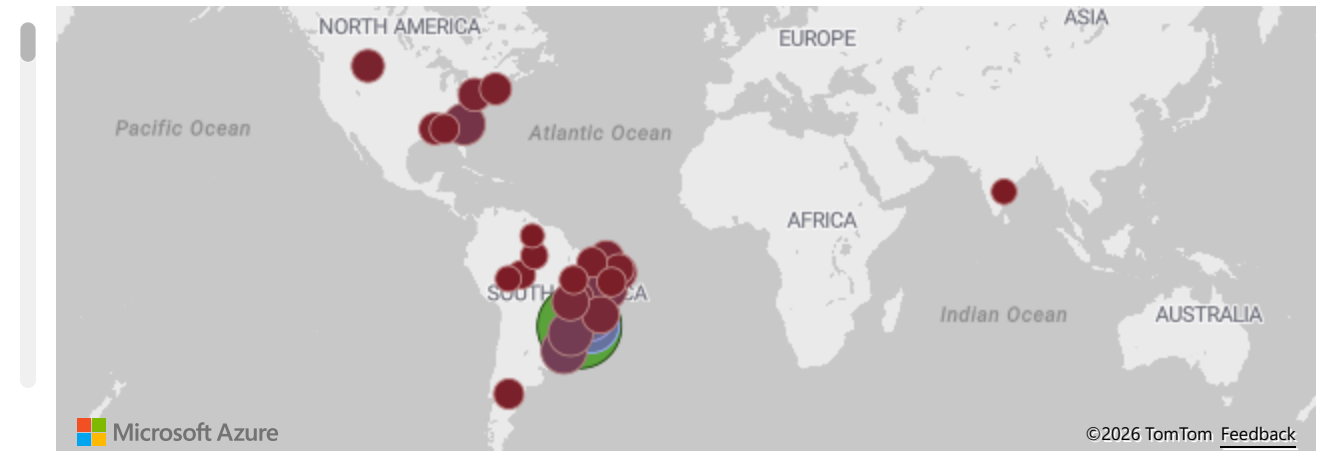- Further analysis is required to determine factors

Monthly Revenue Trend

On-Time Delivery Proformance

92%

0% — 100%

Revenue Categories

Product categories (Total Revenue):
- health_beauty
- watches_gifts
- bed_bath_table
- sports_leisure
- computers_accessories
- furniture_decor
- cool_stuff
- housewares

Order Distribution

Microsoft Azure   ©2026 TomTom Feedback

12
Avg Delivery Days

92%
On-Time Delivery %

8K
Late Deliveries

$19.99
Avg Freight Cost

Delivery Performance Trend
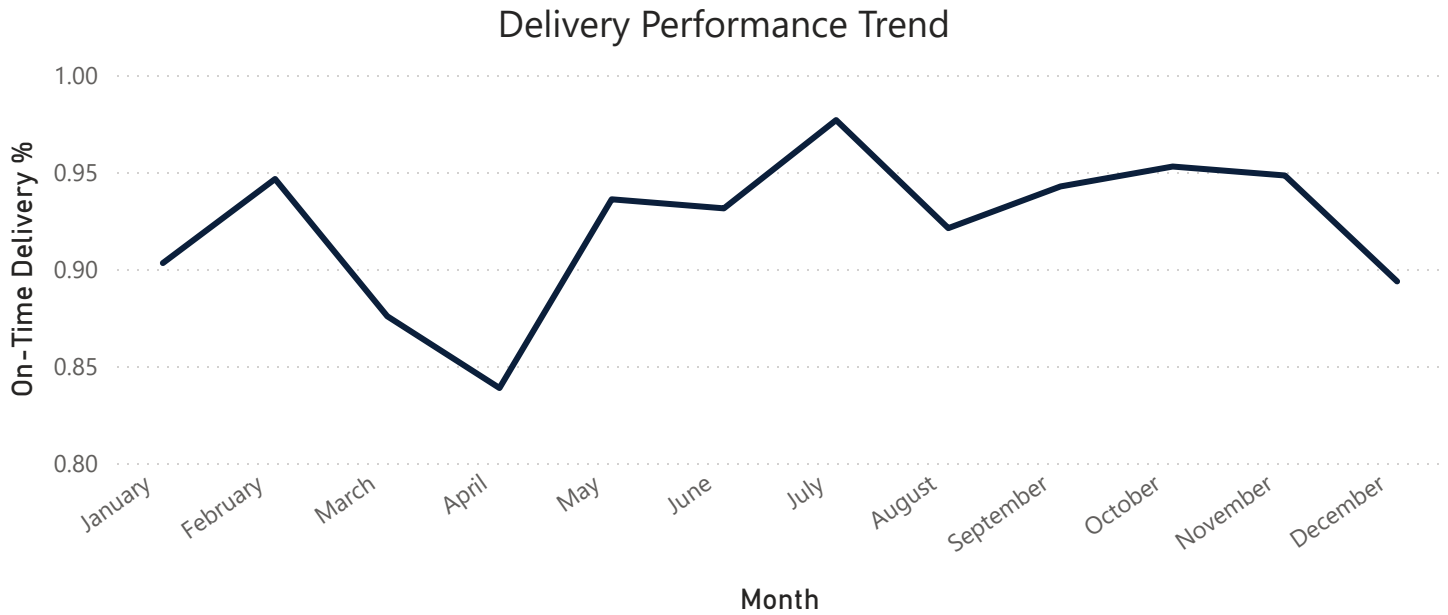
State-Level Delivery Performance

Total Orders	Average Delivery Days	On-Time Delivery %	Average Review Score	State
41375	8.70	94.11%	4.17	SP
12762	15.24	86.53%	3.87	RJ
11544	11.95	94.38%	4.14	MG
5432	15.25	92.85%	4.13	RS
4998	11.94	95.00%	4.18	PR
3612	14.91	90.25%	4.07	SC
3358	19.28	85.96%	3.86	BA
2125	12.90	92.93%	4.06	DF
2025	15.72	87.77%	4.04	ES
2007	15.54	91.82%	4.04	GO
1648	18.40	89.20%	4.01	PE
1327	21.20	84.68%	3.85	CE
98666	**12.50**	**91.89%**	**4.09**	

Delivery Time vs Customer Satisfaction

Delivery Time Distribution
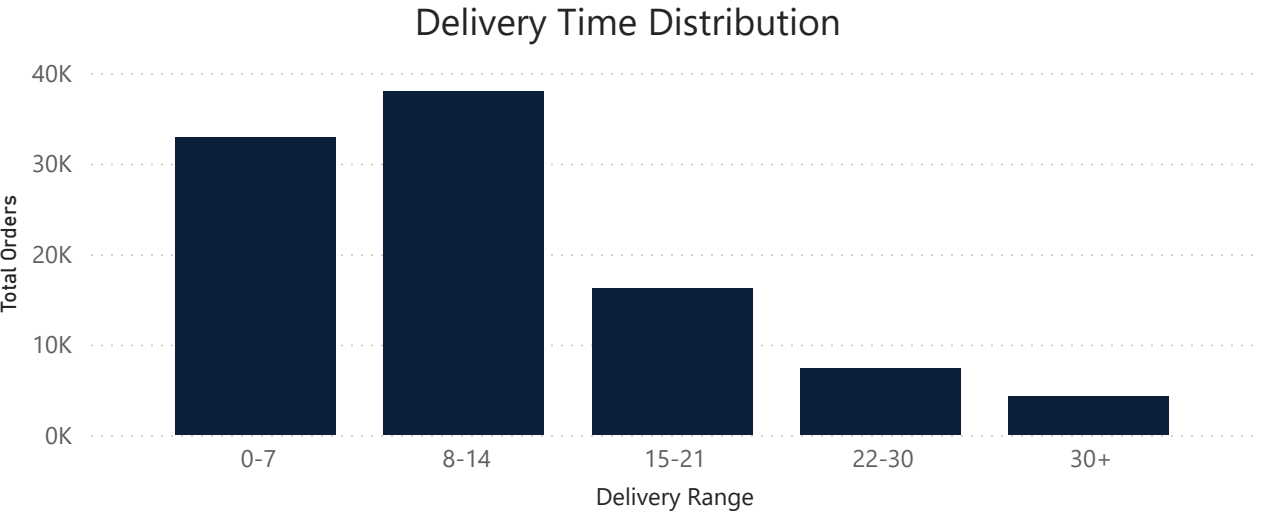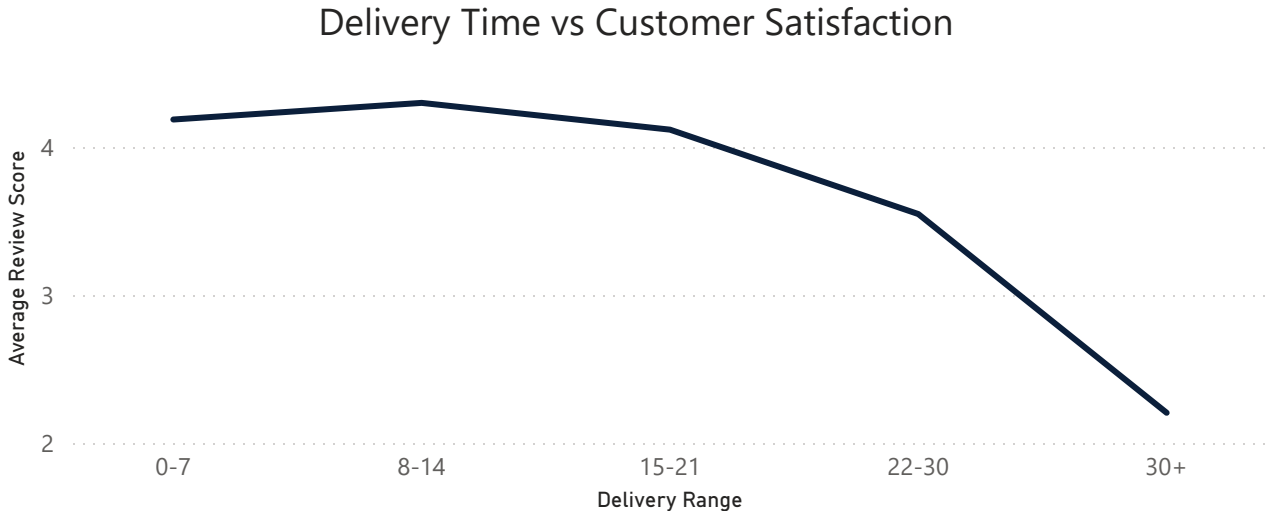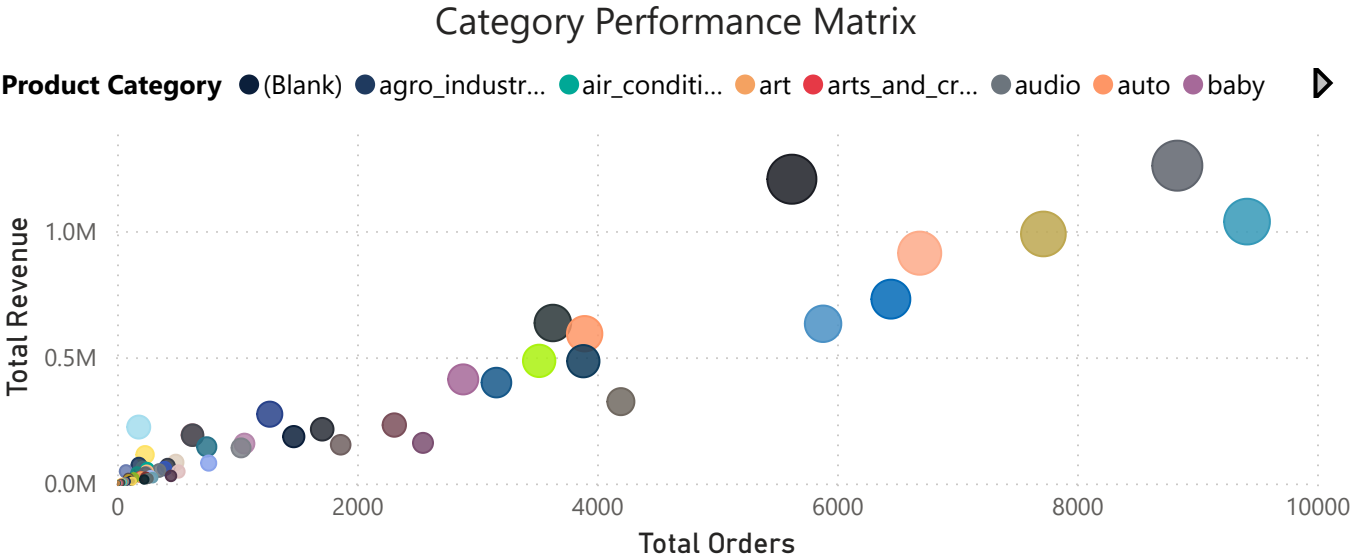
113K
Total Products Sold

$120.65
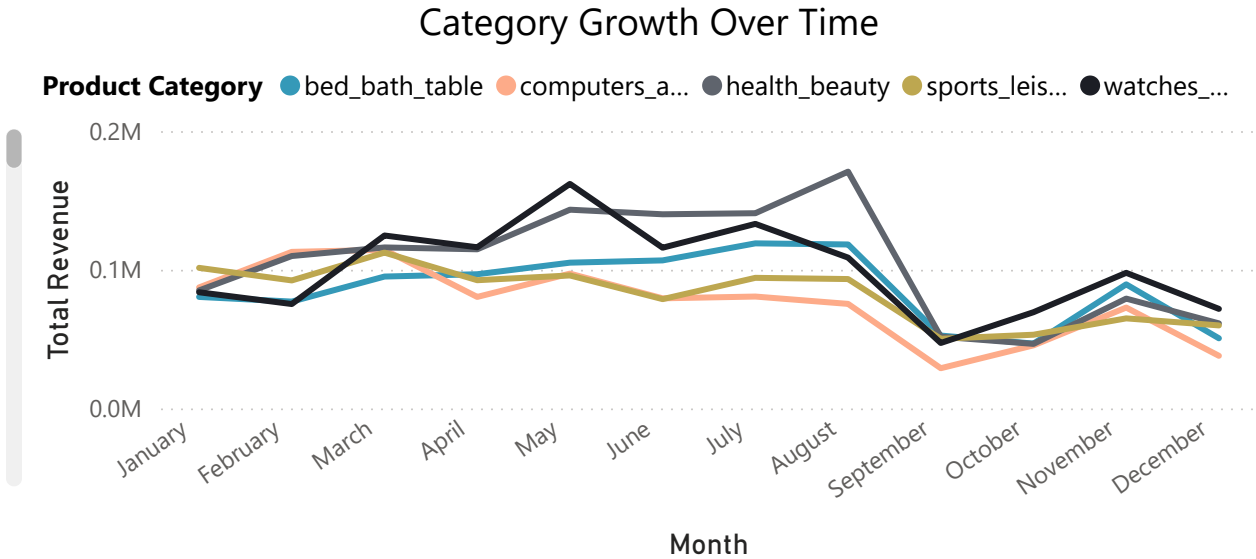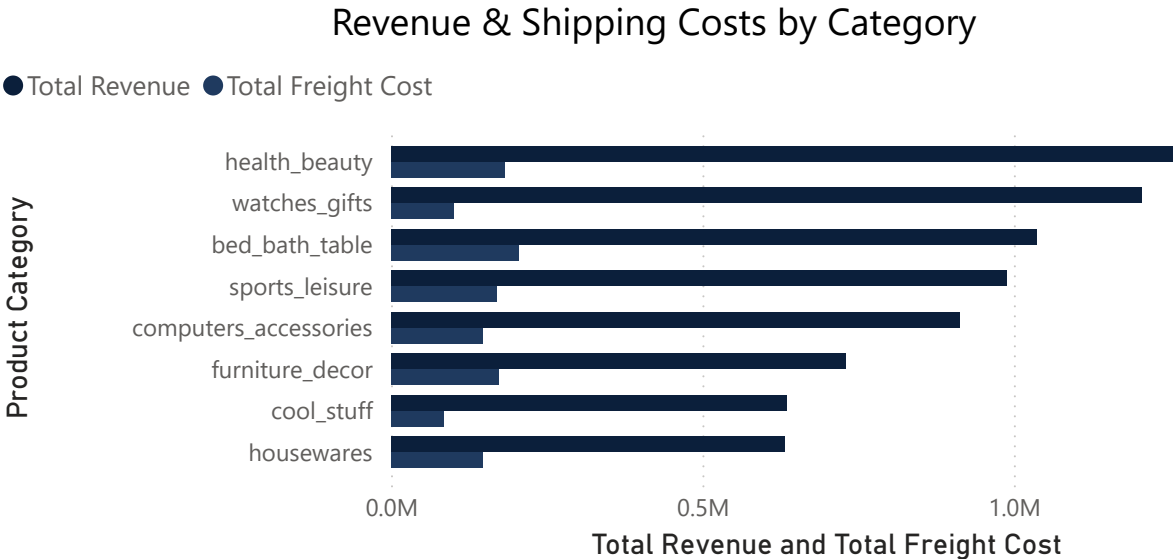Average Product Price

2.25M
Total Freight Cost

Key Product Insights

- Category growth over time reflects the monthly revenue trend, confirming demand shifts
- The watches-gifts category provides high revenue with low order volume, showing premium pricing strength
- The watches-gifts category shows lower freight costs, improving margins

Category Performance Matrix

Product Category ● (Blank) ● agro_industr... ● air_conditi... ● art ● arts_and_cr... ● audio ● auto ● baby

Best Selling Products

product_category_name_english	Total Revenue	Total Orders	Average Product Price
health_beauty	1,258,681.34	8836	130.16
watches_gifts	1,205,005.68	5624	201.14
bed_bath_table	1,036,988.68	9417	93.30
sports_leisure	988,048.97	7720	114.34
computers_accessories	911,954.32	6689	116.51
furniture_decor	729,762.49	6449	87.56
cool_stuff	635,290.85	3632	167.36
housewares	632,248.66	5884	90.79
auto	592,720.11	3897	139.96
garden_tools	485,256.46	3518	111.63
Total	**13,591,643.70**	**98666**	**120.65**

Revenue & Shipping Costs by Category

● Total Revenue ● Total Freight Cost

Category Growth Over Time

Product Category ● bed_bath_table ● computers_a... ● health_beauty ● sports_leis... ● watches_...

## Key Customer Insights

- The customer satisfaction trend mirrors the delivery performance trend, with ratings dropping in March and April
- Sao Paulo holds 15.4% of the customer base, more than double the next state, which could be a dependency risk.
- Customer satisfaction remains strong with only 3 months under a 4 rating

99.44K
Total Customers

4.1
Average Review Score

100%
Customer Review Rate

Customer Satisfaction Trend
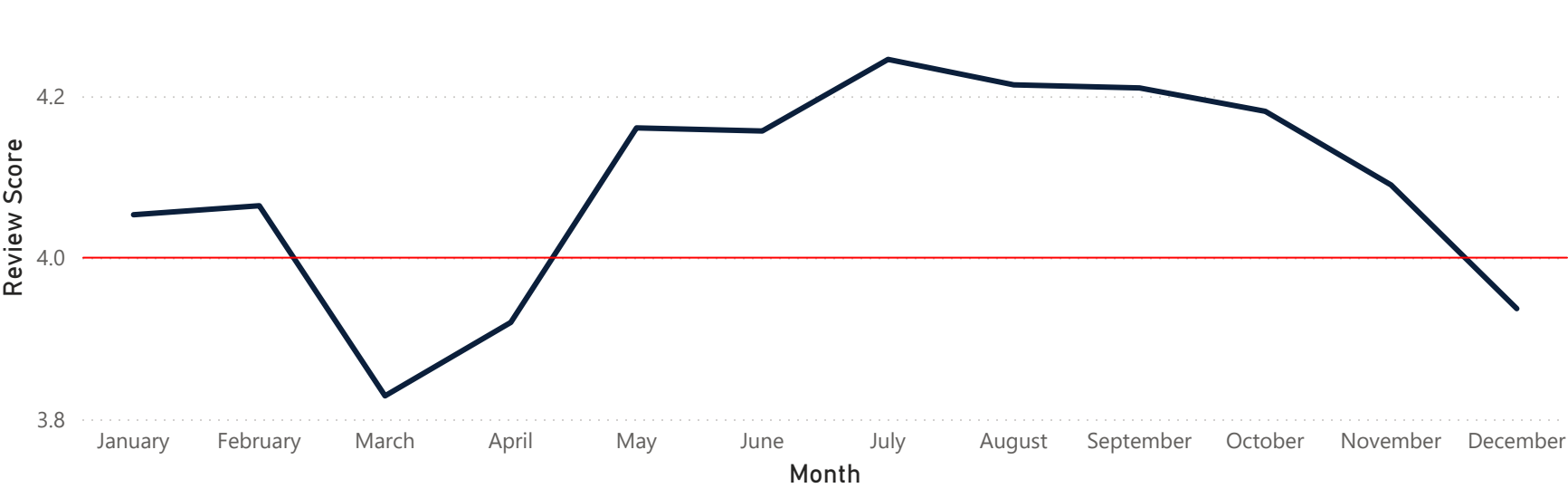
State Satisfaction Matrix

State	1 Star	2 Star	3 Star	4 Star	5 Star	Average Review
AP	3	2	8	20	34	4.19
AM	12	10	6	30	89	4.18
PR	473	156	381	1009	3019	4.18
SP	4054	1211	3299	7991	25135	4.17
MG	1207	339	969	2259	6851	4.14
RS	560	172	449	1098	3204	4.13
MS	81	23	54	137	429	4.12
RN	54	14	39	95	280	4.11
MT	93	31	78	189	512	4.10
TO	26	12	23	66	152	4.10
SC	413	119	321	712	2058	4.07
DF	255	68	170	445	1210	4.06
Total	**11424**	**3151**	**8179**	**19142**	**57328**	**4.09**

Review Score Distribution
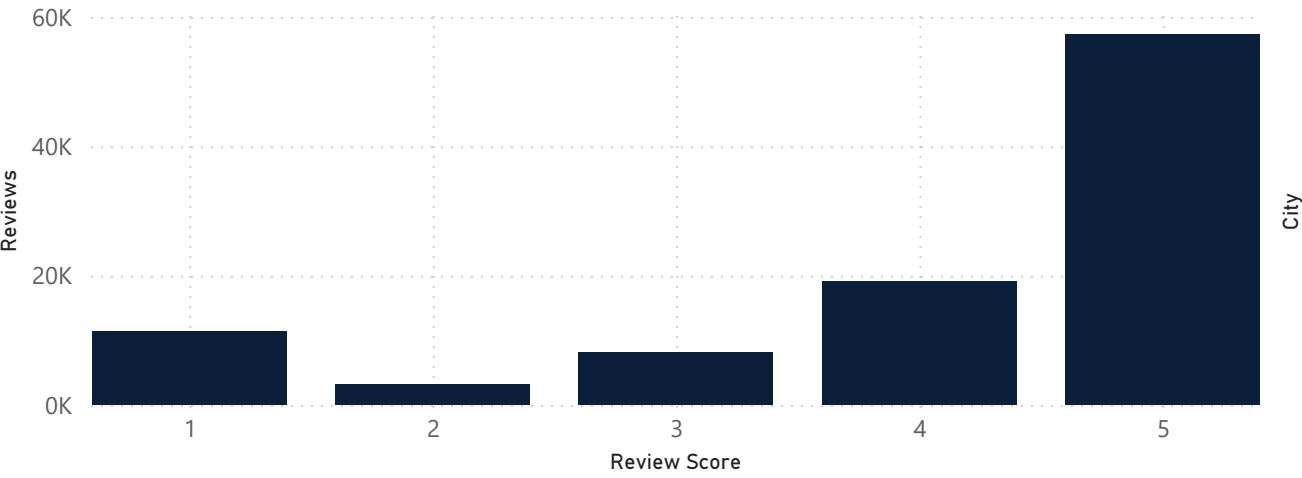
Top Customer Cities

Seller Performance
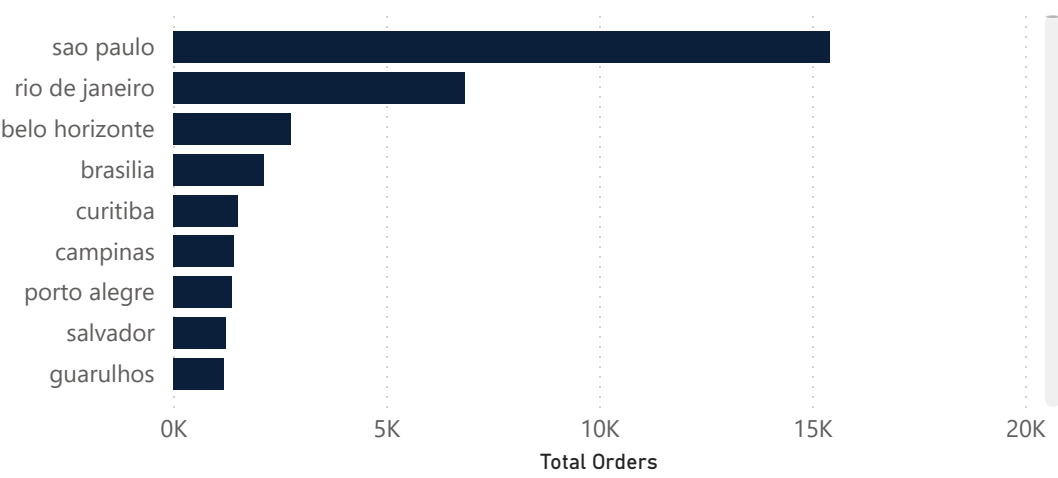
3K
Total Sellers

$229.47K
Top Seller's Revenue

32
Average Orders Per Seller

Key Seller Insights

- The seller base is heavily concentrated in Sao Paulo, over 5x the next closest state, which is a supply dependency issue
- One of the top 20 sellers has an average review rating much lower than their peers, which is a brand risk causing poor customer satisfaction
- Revenue distribution is skewed, indicating a reliance on a few sellers

Seller Performance

Seller Revenue Distribution
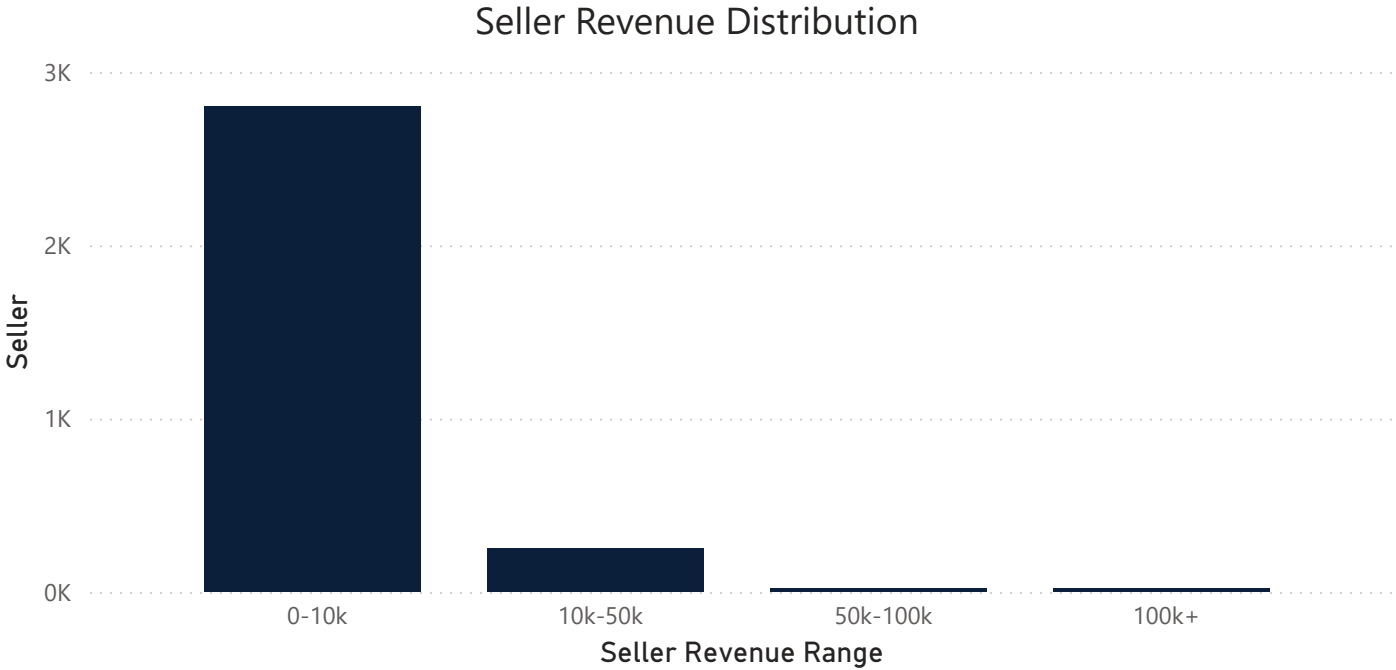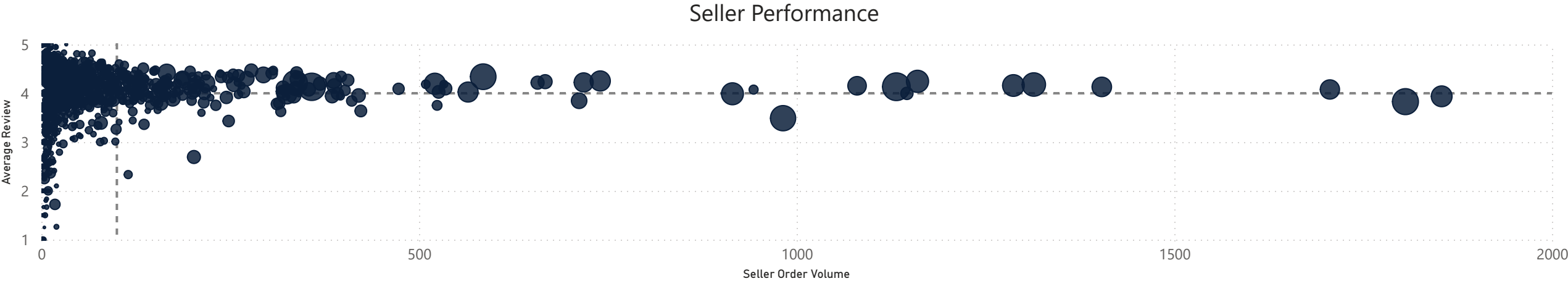
Top 20 Sellers

Seller	State	Revenue	Orders	Average Review Score
4869f7a5dfa277a7dca6462dcf3b52b2	SP	$229,472.63	1132	4.13
53243585a1d6dc2643021fd1853d8905	BA	$222,776.05	358	4.13
4a3ca9315b744ce9f8e9374361493884	SP	$200,472.92	1806	3.83
fa1c13f2614d7b5c4749cbc52fecda94	SP	$194,042.03	585	4.34
7c67e1448b00f6e969d365cea6b010ab	SP	$187,923.89	982	3.49

Seller Distribution by State