#### **EXECUTIVE SUMMARY**

**Total Revenue** R\$ 16.07M **Order Count** 99.7K

**Customer Count** 96.1K

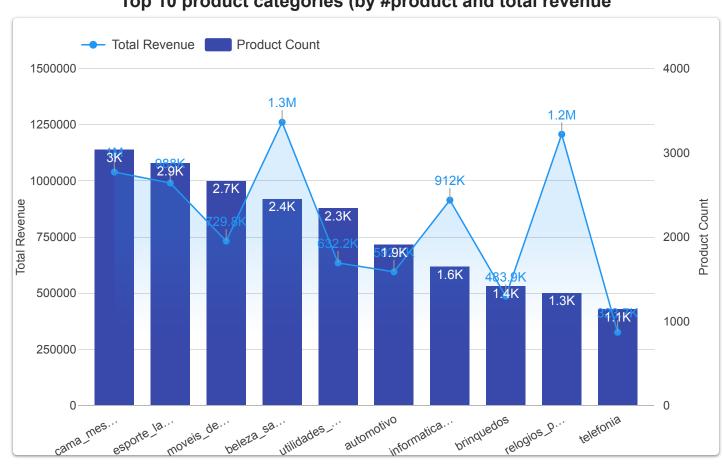
33.0K

**Product Count** 

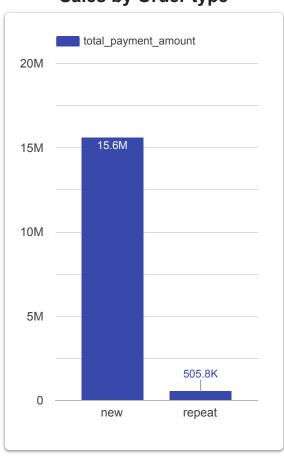
#### **Total Revenue over time**

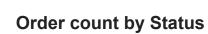


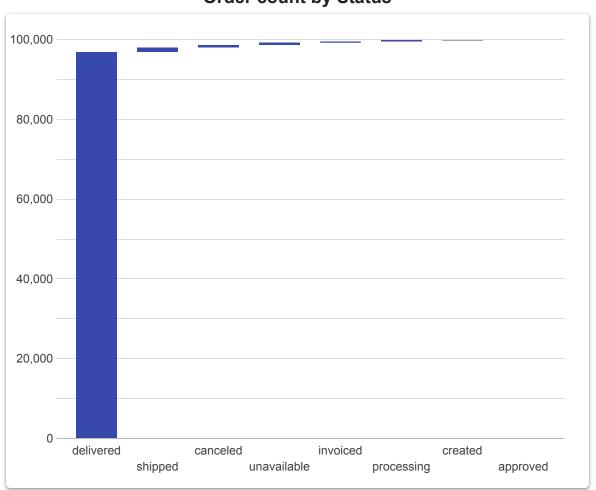
Top 10 product categories (by #product and total revenue



#### Sales by Order type







#### On-time delivery rate



### **Satisfaction rate**



## **CUSTOMER SUMMARY**

average spend

R\$ 161.18

average order count

1.03

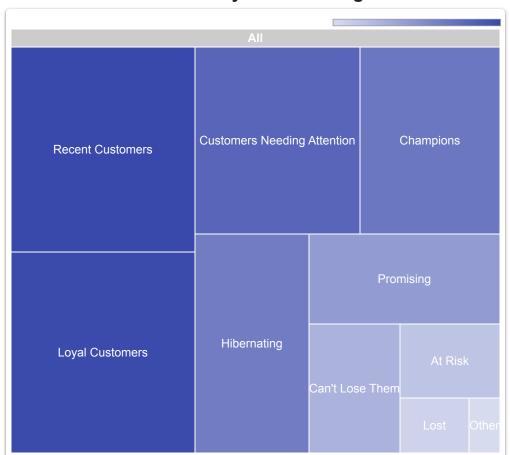
customer count

96.1K

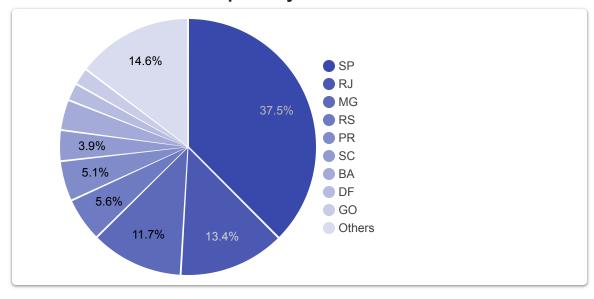
#### **Top spending customers**

	Customer U	Total spent ▼	total_orders	Review Score	rfm_score
1.	0a0a92112bd4c	R\$ 13,664.08	1	1	2.75
2.	46450c74a0d8c	R\$ 9,553.02	3	1	4.1
3.	da122df9eeddfe	R\$ 7,571.63	2	5	3.6
4.	763c8b1c9c68a	R\$ 7,274.88	1	1	4.7
5.	dc4802a71eae9	R\$ 6,929.31	1	5	2.7
6.	459bef486812a	R\$ 6,922.21	1	null	4.7
7.	ff4159b92c40eb	R\$ 6,726.66	1	5	2.4
8.	4007669dec559	R\$ 6,081.54	1	1	2.75
9.	d130666a33d36	R\$ 5,583.04	2	7	6.1
1	5d0a2980b292d	R\$ 4,809.44	1	1	4.7
1	eebb5dda148d3	R\$ 4,764.34	1	4	3.6
1	48e1ac109decb	R\$ 4,681.78	1	5	3.8
1	c8460e4251689	R\$ 4,655.91	4	4	5
1	edde2314c6c30	R\$ 4.513.32	1	5 1 - 100 / 96096	4.4 <b>&gt;</b>

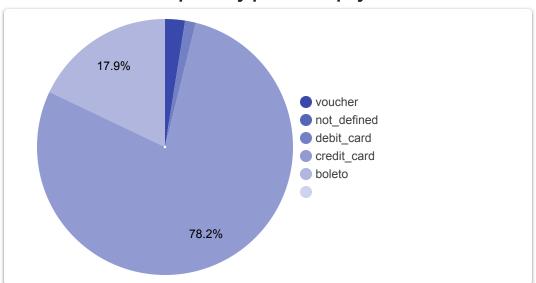
#### total revenue by customer segment



### **Total Spend by customer state**



### total spend by preferred payment



# Total revenue by geolocation

