

Sales Overview

Total Revenue
15.74M

Total Orders
103K

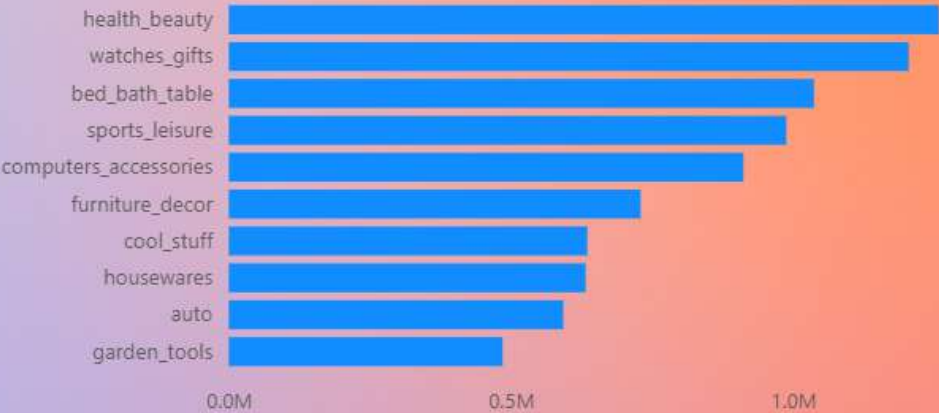
Avg Order Value
153.44

Product Categories
10

Sales By State



Top Sales Category



Order Purchase Date Slicer
All

Customer State Slicer
All

order_status	Count of order_id
shipped	1214
processing	362
invoiced	359
delivered	113387
approved	3
Total	115325

product_category_name	Sum of total_revenue	Sum
health_beauty	1,258,681.34	
watches_gifts	1,205,005.68	
bed_bath_table	1,036,988.68	
sports_leisure	988,048.97	
computers_accessories	911,954.32	
Total	5,400,678.99	

Sales Trend



Orders Trend



Delivery & Customers

Avg Delivery Time
18.78

Avg Freight Cost
20.08

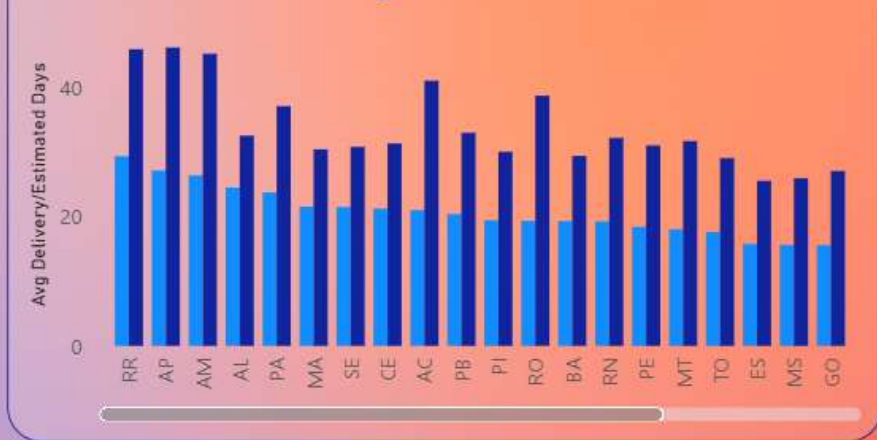
Total Delivered Orders
113K

Unique Customers
95K

Freight Cost vs. Order Value



Delivery Performance

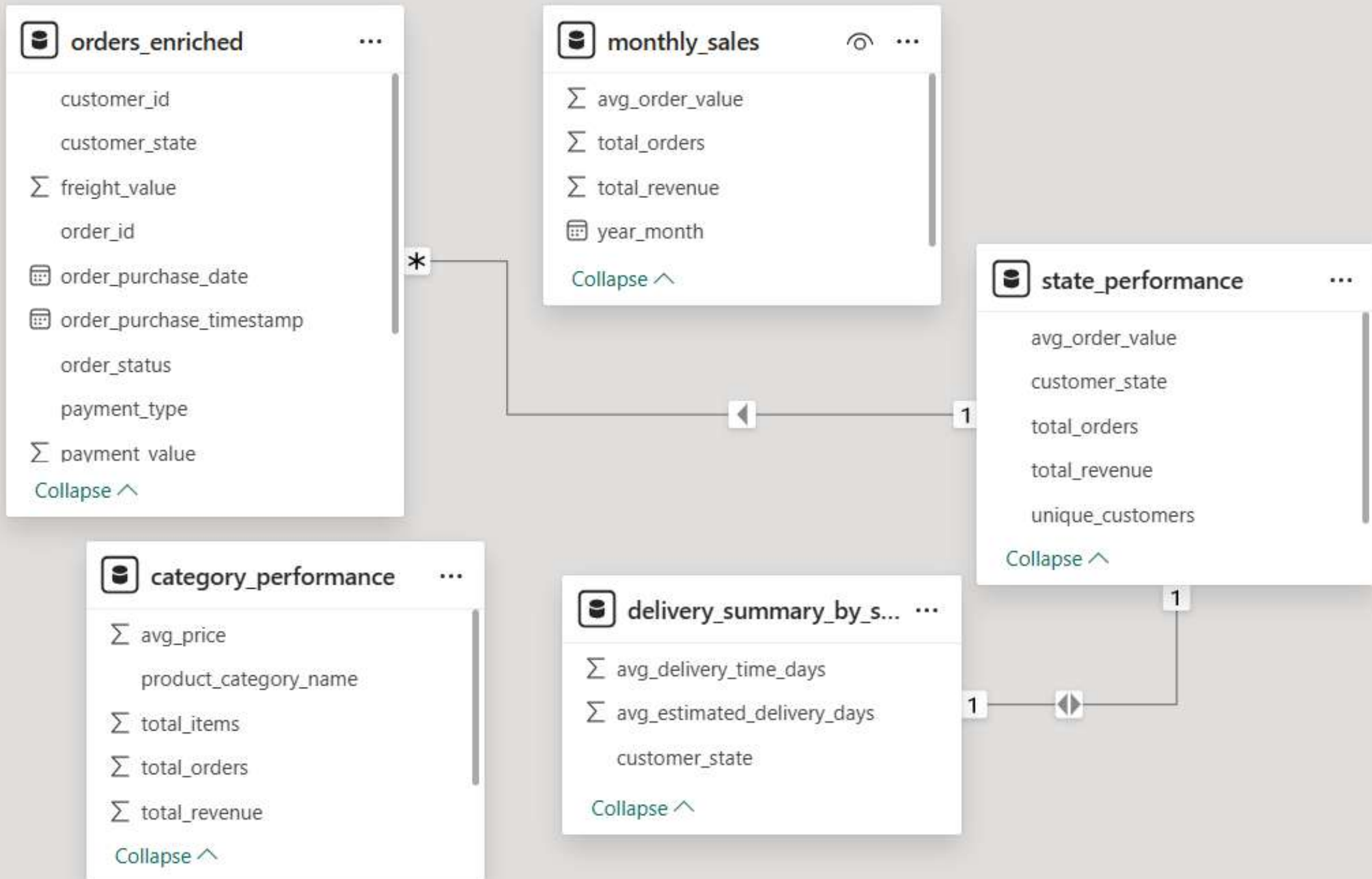


Mode of Payment



- ☐ agro_industry_and_commerce
- ☐ air_conditioning
- ☐ art
- ☐ arts_and_craftmanship
- ☐ audio
- ☐ auto
- ☐ baby
- ☐ bed_bath_table

- Health and Beauty products covers the top most sales.
- Oct-Nov is the high sales period every year.
- Majority of sales are from South America.
- Product is always delivered before estimated day.
- Majority of payments are made by credit card.
- Heavy weight products have high Freight cost.



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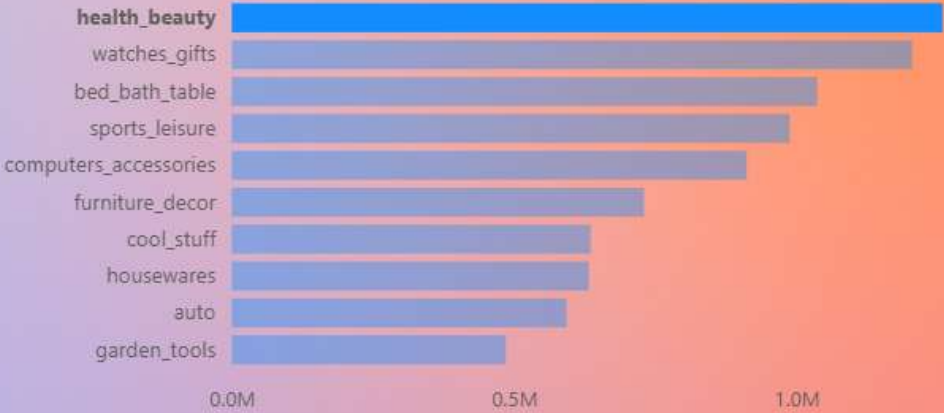
Product Categories

1

Sales By State



Top Sales Category



Order Purchase Date Slicer

All

Customer State Slicer

All

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Total	1,258,681.34	

Sales Trend



Orders Trend



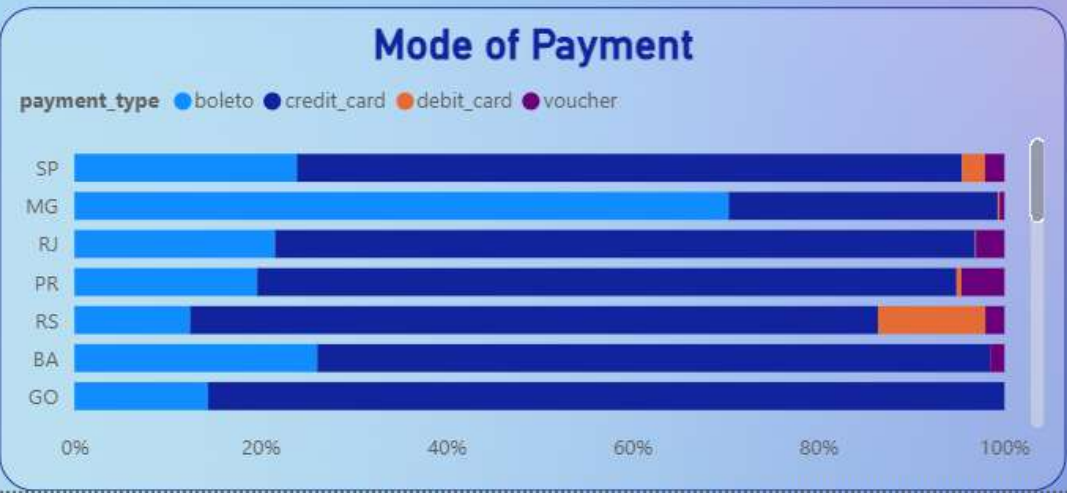
Delivery & Customers

Avg Delivery Time
18.78

Avg Freight Cost
20.71

Total Delivered Orders
1149

Unique Customers
95K



- ☒ agro_industry_and_commerce
- ☒ air_conditioning
- ☒ art
- ☒ arts_and_craftmanship
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- ☐ auto
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- ☐ bed_bath_table

- Health and Beauty products covers the top most sales.
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SELECT

o.order_id,

DATE(o.order_purchase_timestamp) AS order_purchase_date, -- Creates the Date-only column

o.order_purchase_timestamp,

o.customer_id,

c.customer_state,

oi.product_id,

t.product_category_name_english AS product_category_name, -- Translates to English

oi.price,

oi.freight_value,

op.payment_type,

op.payment_value,

o.order_status

FROM orders o

JOIN order_items oi ON o.order_id = oi.order_id

JOIN customers c ON o.customer_id = c.customer_id

JOIN products p ON oi.product_id = p.product_id

LEFT JOIN order_payments op ON o.order_id = op.order_id

LEFT JOIN product_category_name_translation t ON p.product_category_name = t.product_category_name

WHERE o.order_status != 'canceled' AND o.order_status != 'unavailable';

```
SELECT

    strftime('%Y-%m', o.order_purchase_timestamp) AS year_month,

    COUNT(o.order_id) AS total_orders,

    SUM(op.payment_value) AS total_revenue,

    SUM(op.payment_value) * 1.0 / COUNT(o.order_id) AS avg_order_value

FROM orders o

JOIN order_payments op ON o.order_id = op.order_id

WHERE o.order_status != 'canceled' AND o.order_status != 'unavailable'

GROUP BY 1

ORDER BY 1;
```

```
SELECT

    t.product_category_name_english AS product_category_name,

    COUNT(DISTINCT oi.order_id) AS total_orders,

    COUNT(oi.product_id) AS total_items,

    SUM(oi.price) AS total_revenue,

    AVG(oi.price) AS avg_price

FROM order_items oi

JOIN products p ON oi.product_id = p.product_id

JOIN product_category_name_translation t ON p.product_category_name = t.product_category_name

GROUP BY 1

ORDER BY 4 DESC

LIMIT 10;
```



```
SELECT

    c.customer_state,

    COUNT(DISTINCT c.customer_unique_id) AS unique_customers,

    COUNT(DISTINCT o.order_id) AS total_orders,

    SUM(op.payment_value) AS total_revenue,

    SUM(op.payment_value) * 1.0 / COUNT(DISTINCT o.order_id) AS avg_order_value

FROM orders o

JOIN customers c ON o.customer_id = c.customer_id

JOIN order_payments op ON o.order_id = op.order_id

WHERE o.order_status != 'canceled' AND o.order_status != 'unavailable'

GROUP BY 1

ORDER BY 4 DESC;
```

```
SELECT  
  
    c.customer_state,  
  
    AVG(julianday(order_delivered_customer_date) - julianday(order_purchase_timestamp)) AS avg_delivery_time_days,  
  
    AVG(julianday(order_estimated_delivery_date) - julianday(order_purchase_timestamp)) AS avg_estimated_delivery_days  
  
FROM orders o  
  
JOIN customers c ON o.customer_id = c.customer_id  
  
WHERE o.order_status = 'delivered'  
  
GROUP BY 1;
```