

# 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
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**

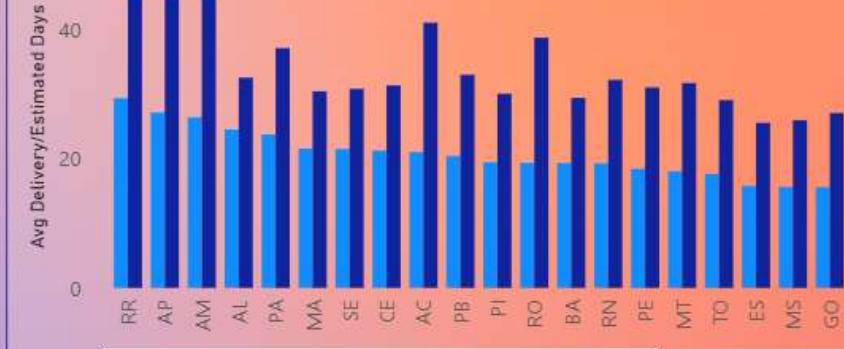
Unique Customers

**95K**

Freight Cost vs. Order Value

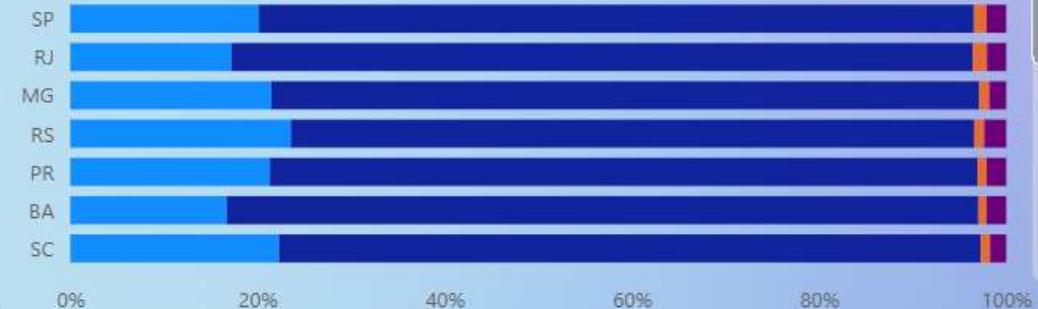


Delivery Performance



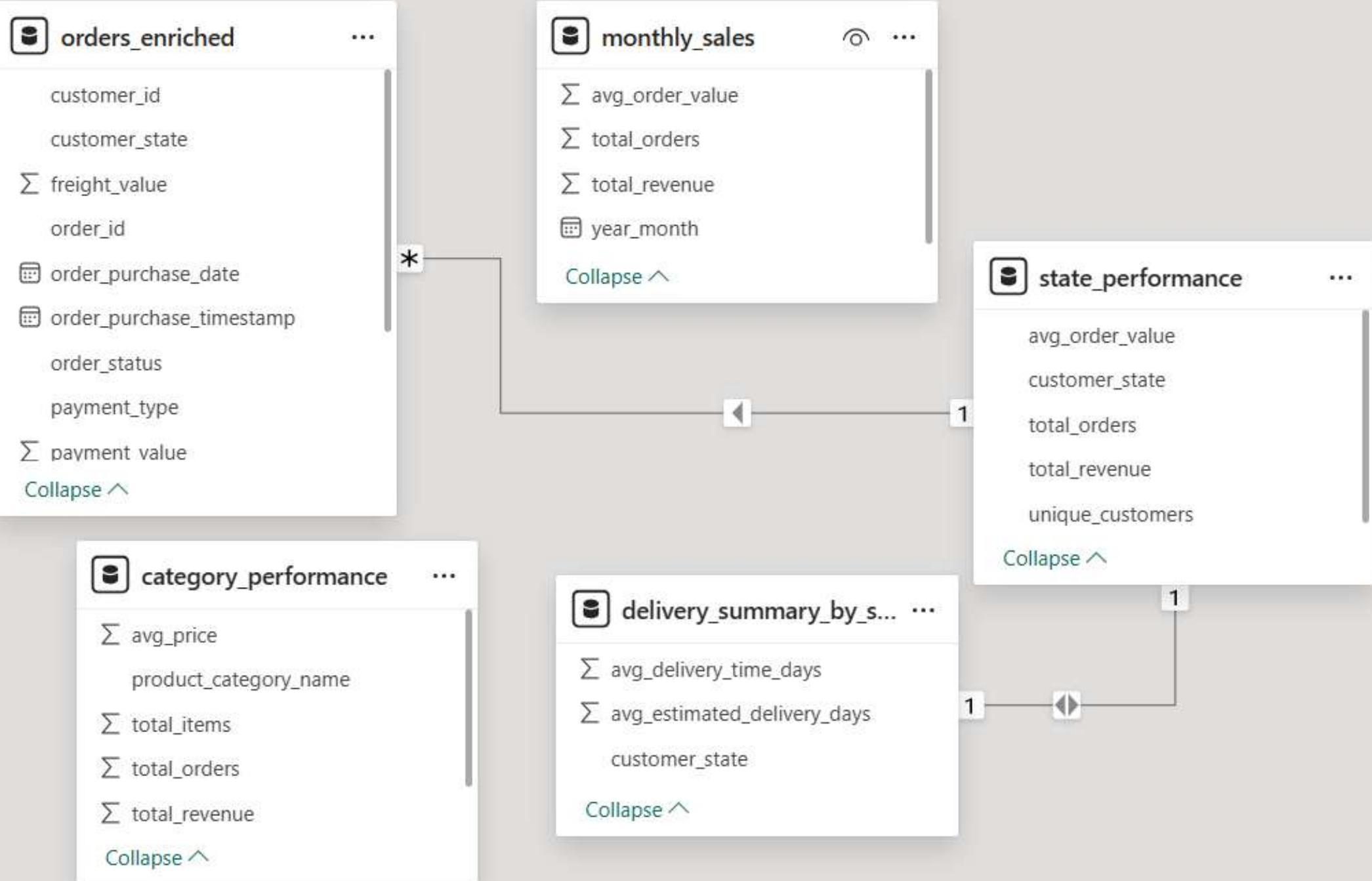
Mode of Payment

payment\_type ● boleto ● credit\_card ● debit\_card ● voucher



- agro\_industry\_and\_commerce
- air\_conditioning
- art
- arts\_and\_craftsmanship
- 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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**15.74M**

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**103K**

Avg Order Value

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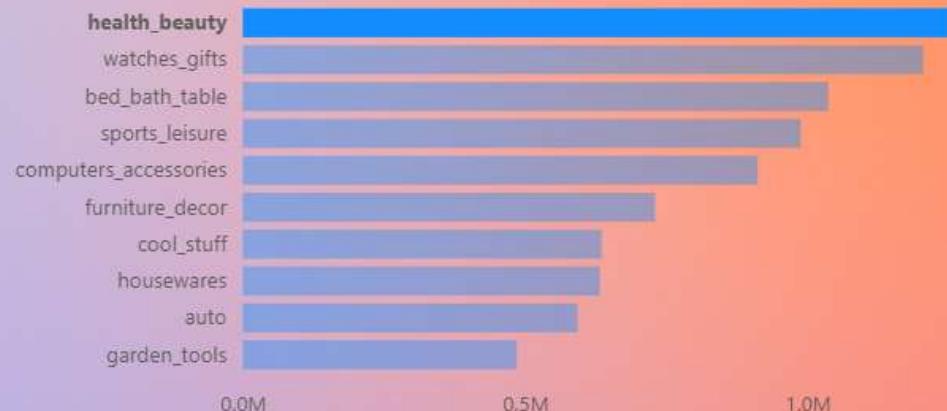
Product Categories

**1**

## 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
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Total	115325

product_category_name	Sum of total_revenue	Sum
health_beauty	1,258,681.34	
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**

Freight Cost vs. Order Value

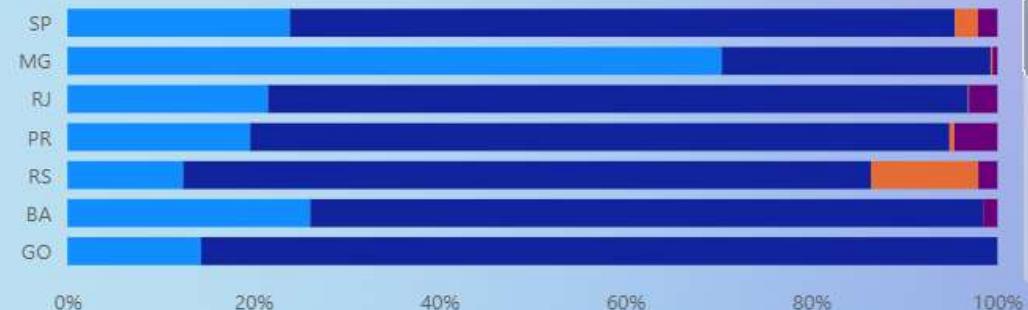


Delivery Performance



Mode of Payment

payment\_type ● boleto ● credit\_card ● debit\_card ● voucher



agro\_industry\_and\_commerce

air\_conditioning

art

arts\_and\_craftmanship

audio

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baby

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- Health and Beauty products covers the top most sales.
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- Majority of payments are made by credit card.
- Heavy weight products have high Freight cost.

```
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;
```