



E-COMMERCE ANALYSIS

General | Products | Time & Location | Customers & Sellers

Year

All

Total Orders

99.4K

+118.9%

Total Payment Value

16.0M

+119.0%

Total Customers

99.4K

+118.9%

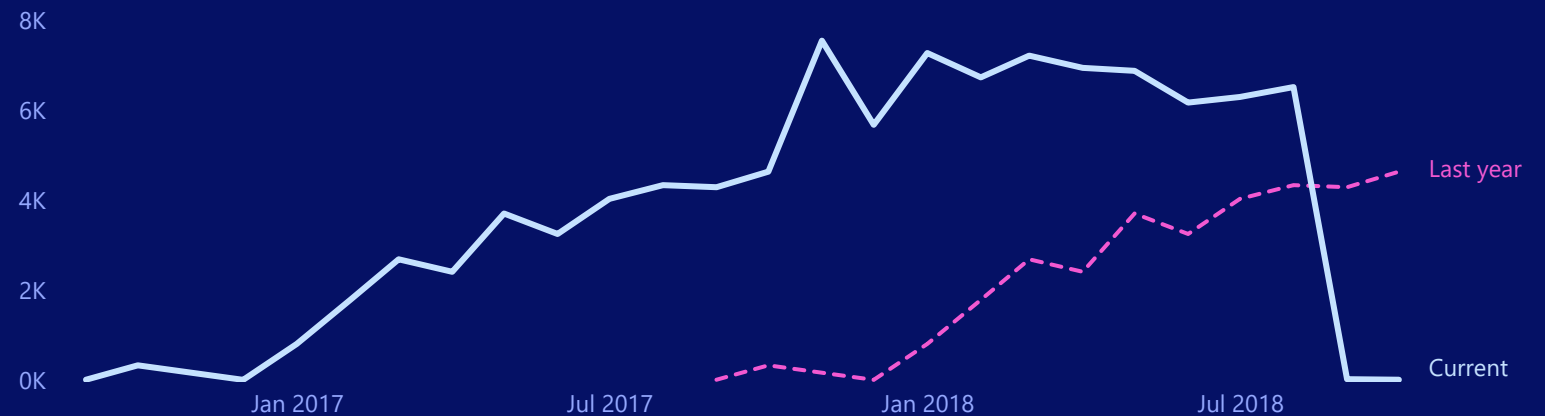
Total Sellers

3095

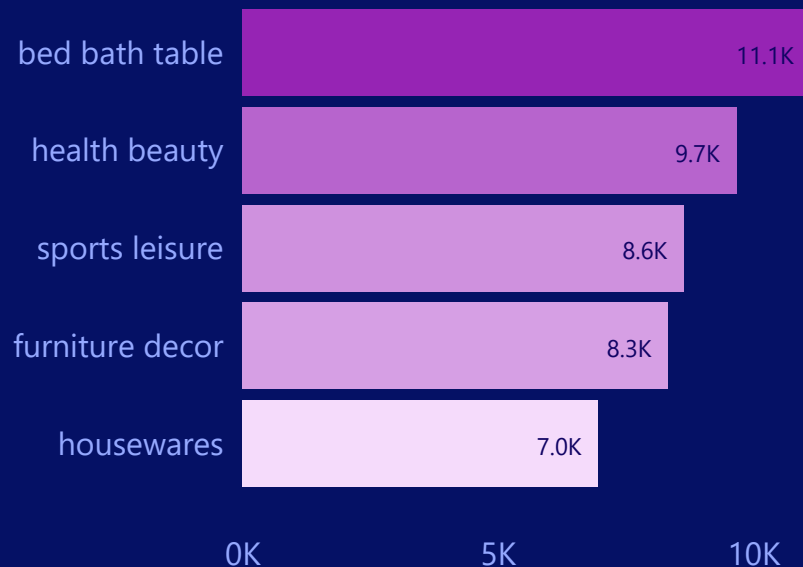
+70.9%

Total orders trend

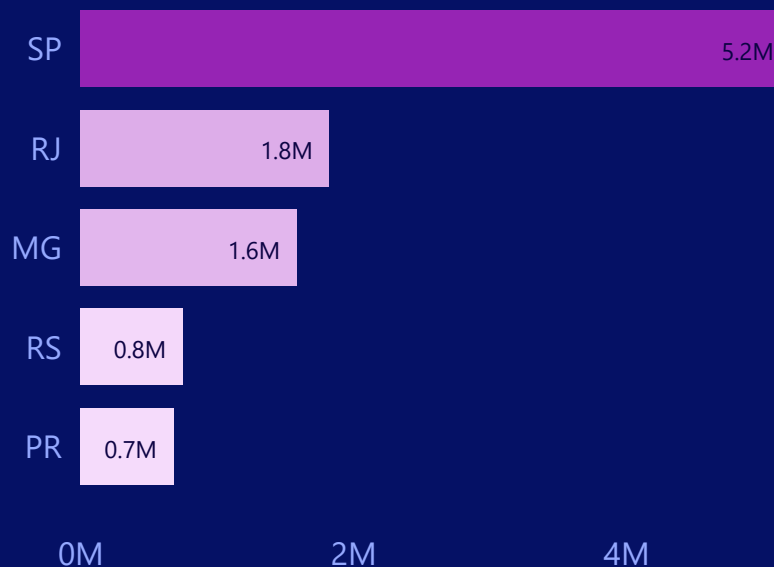
In millions



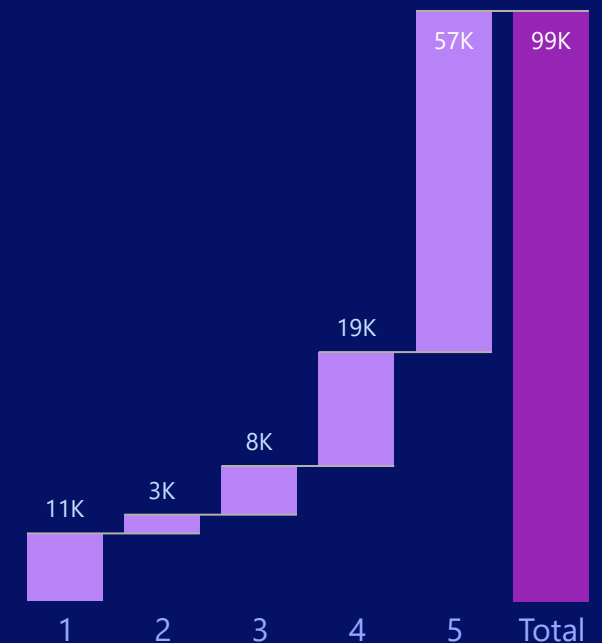
Top 5 Categories generated most product solds



Top 5 states have highest total sales



Distribution of review scores





E-COMMERCE ANALYSIS

General | **Products** | Time & Location | Customers & Sellers

Year

▼

All

▼

Product category

All

Total Products

33.0K

Total Orders

112.7K

Total Sales

13.6M

Total Freight

2.3M

Average
Review score

4.1

Average volume

in dm³

296.2

16.6

0.2

Average weight

in kg

40.4

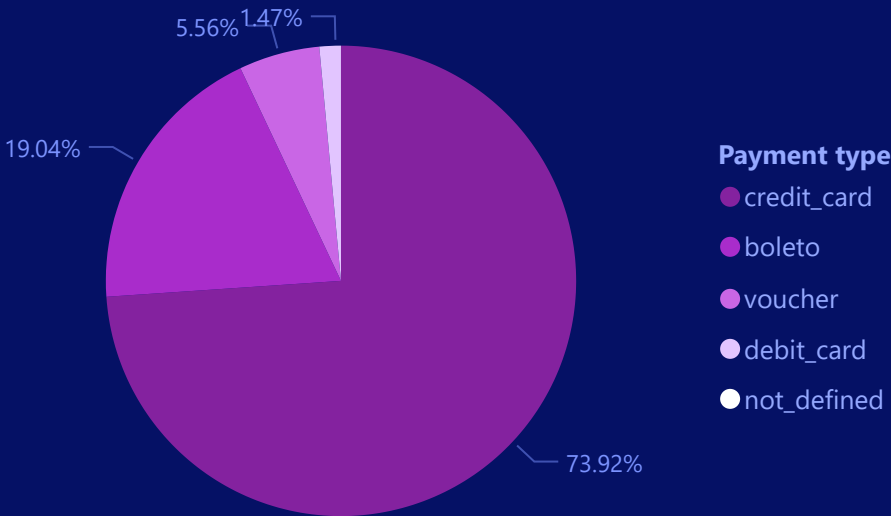
2.3

0.0

Top 5 categories have highest total sales



Distribution of payment types



Top 5 categories have highest average freights





E-COMMERCE ANALYSIS

General | Products | Time & Location | Customers & Sellers

Year

▼

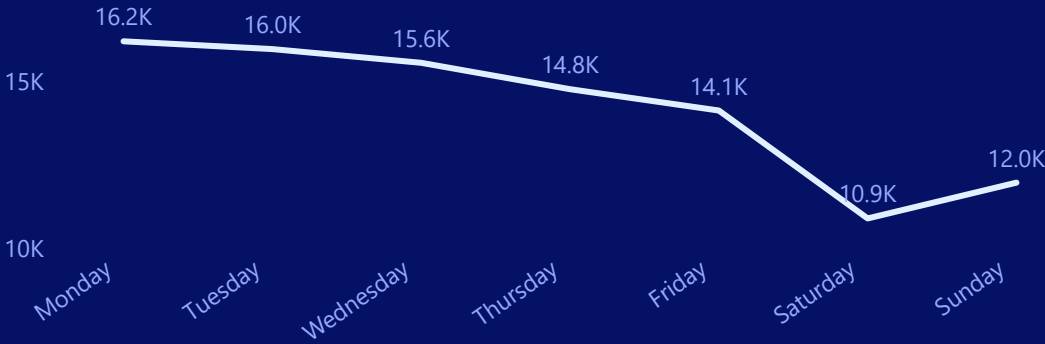
All

▼

Number of orders by status in the latest year



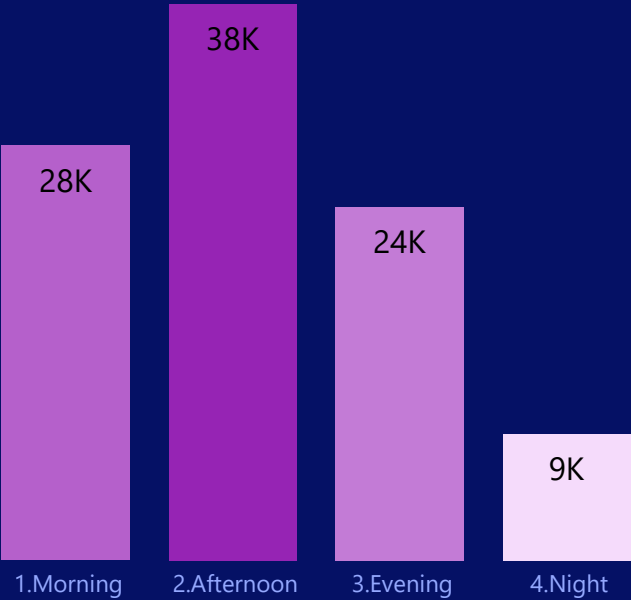
Number of Orders by Day



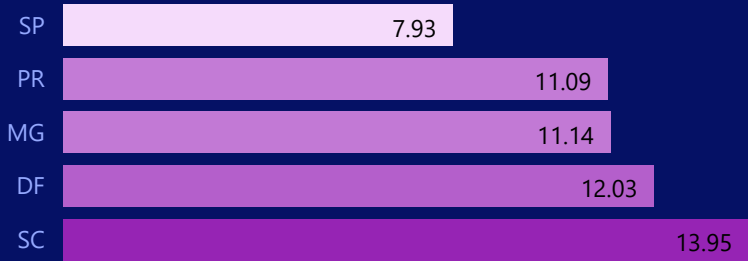
Top 5 states have highest average freights



Orders purchased by time of the day



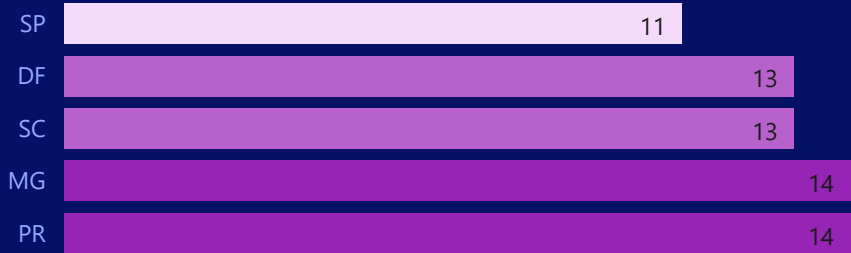
Top 5 states having fastest avg. delivery (in days)



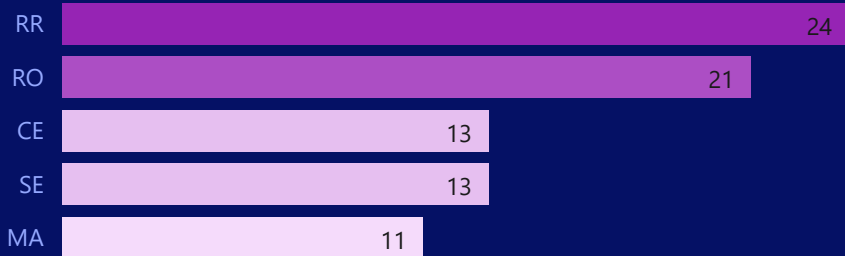
Top 5 states having slowest avg. delivery time (in days)



Top 5 states whose actual delivery days is less than estimated



Top 5 states whose actual delivery days is more than estimated





E-COMMERCE ANALYSIS

General | Products | Time & Location | Customers & Sellers

Year

▼

All

▼

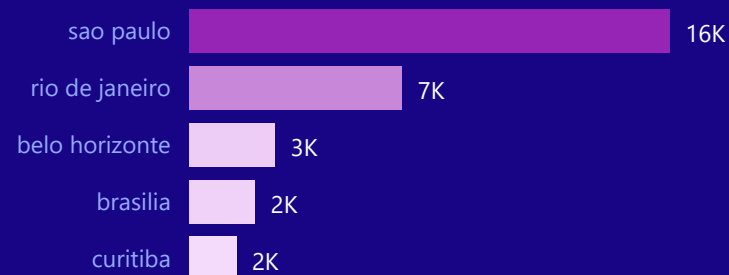
Customer indexes

Total Customers

99.4K

+118.9%

Top 5 cities have the most customers



Number of Customers over time



Top 5 highest-values customers

Customer ID	Total Purchased
0a0a92112bd4c708ca5fde585afaa872	13,664.08
46450c74a0d8c5ca9395da1daac6c120	9,553.02
da122df9eeddfedc1dc1f5349a1a690c	7,571.63
763c8b1c9c68a0229c42c9fc6f662b93	7,274.88
dc4802a71eae9be1dd28f5d788ceb526	6,929.31

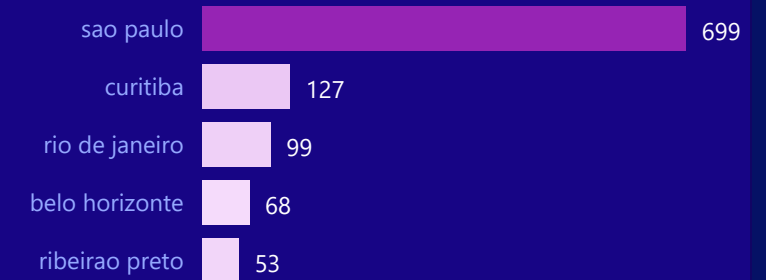
Seller indexes

Total Sellers

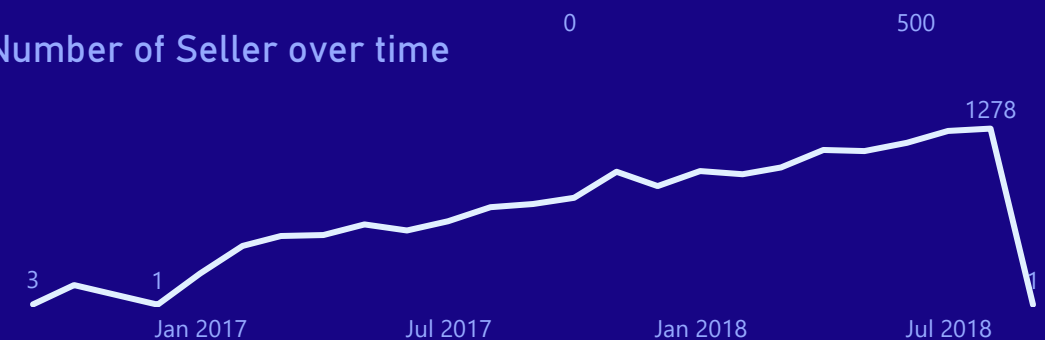
3095

+70.9%

Top 5 cities have the most customers



Number of Seller over time



Top 5 highest sales sellers

Seller ID	Total Sales
4869f7a5dfa277a7dca6462dcf3b52b2	229,472.63
53243585a1d6dc2643021fd1853d8905	222,776.05
4a3ca9315b744ce9f8e9374361493884	200,472.92
fa1c13f2614d7b5c4749cbc52fecda94	194,042.03
7c67e1448b00f6e969d365cea6b010ab	187,923.89