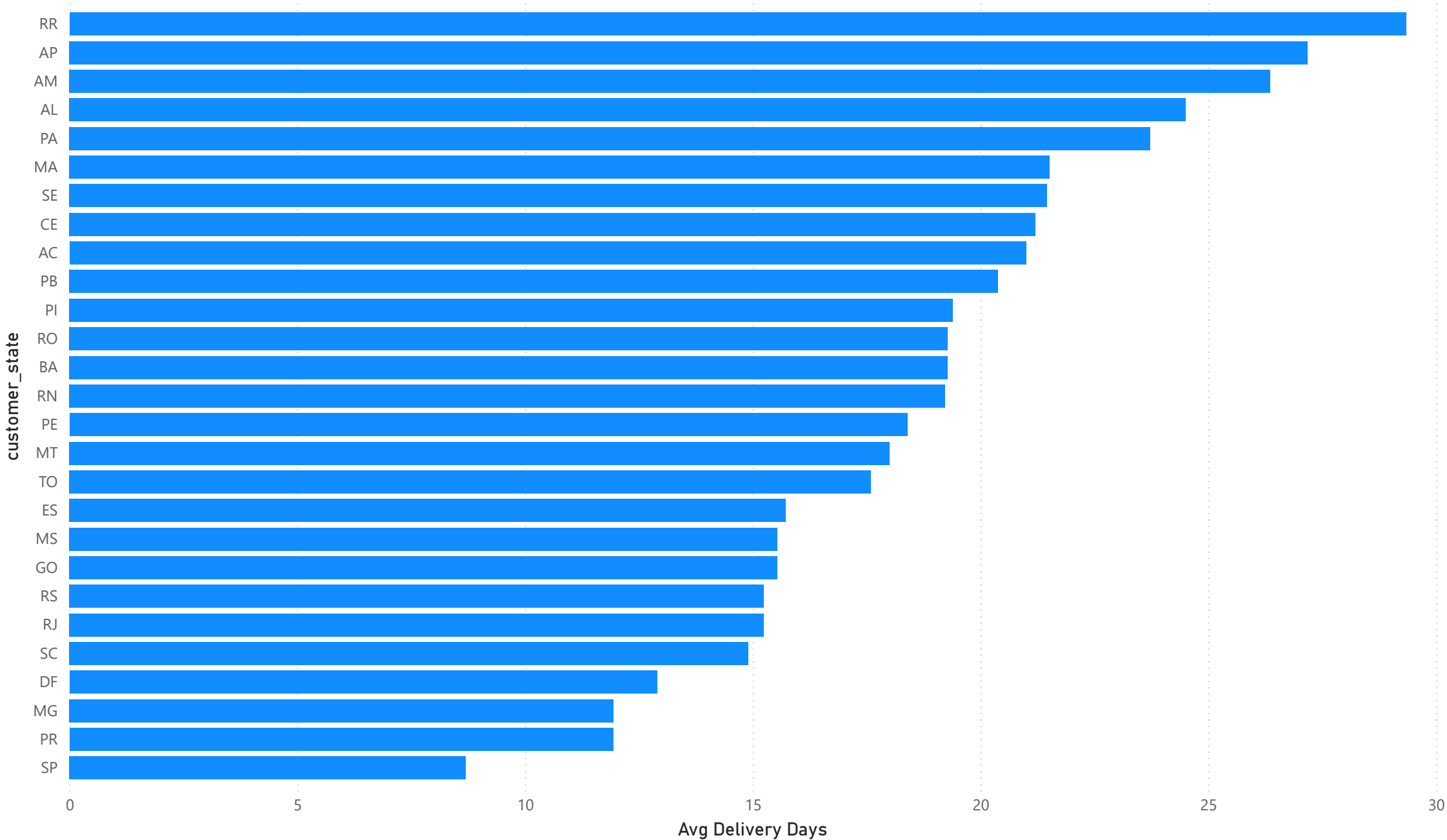


Delivery Performance Varies Significantly Across States (Insight 1)

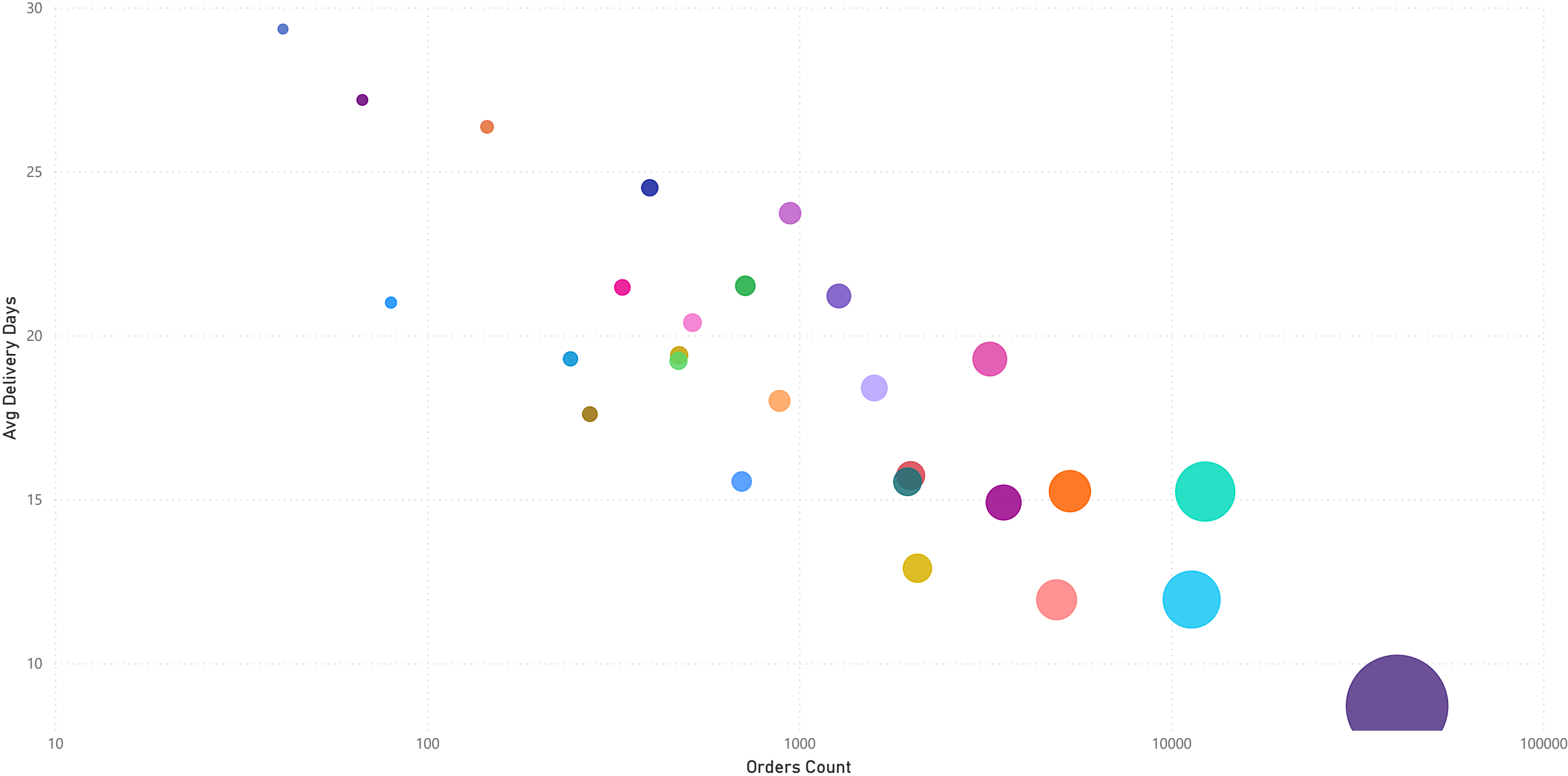
Average delivery times show strong geographic disparities



# Higher Order Volume Does Not Guarantee Faster Delivery (Insight 1)

States with more orders still face significant logistics delays

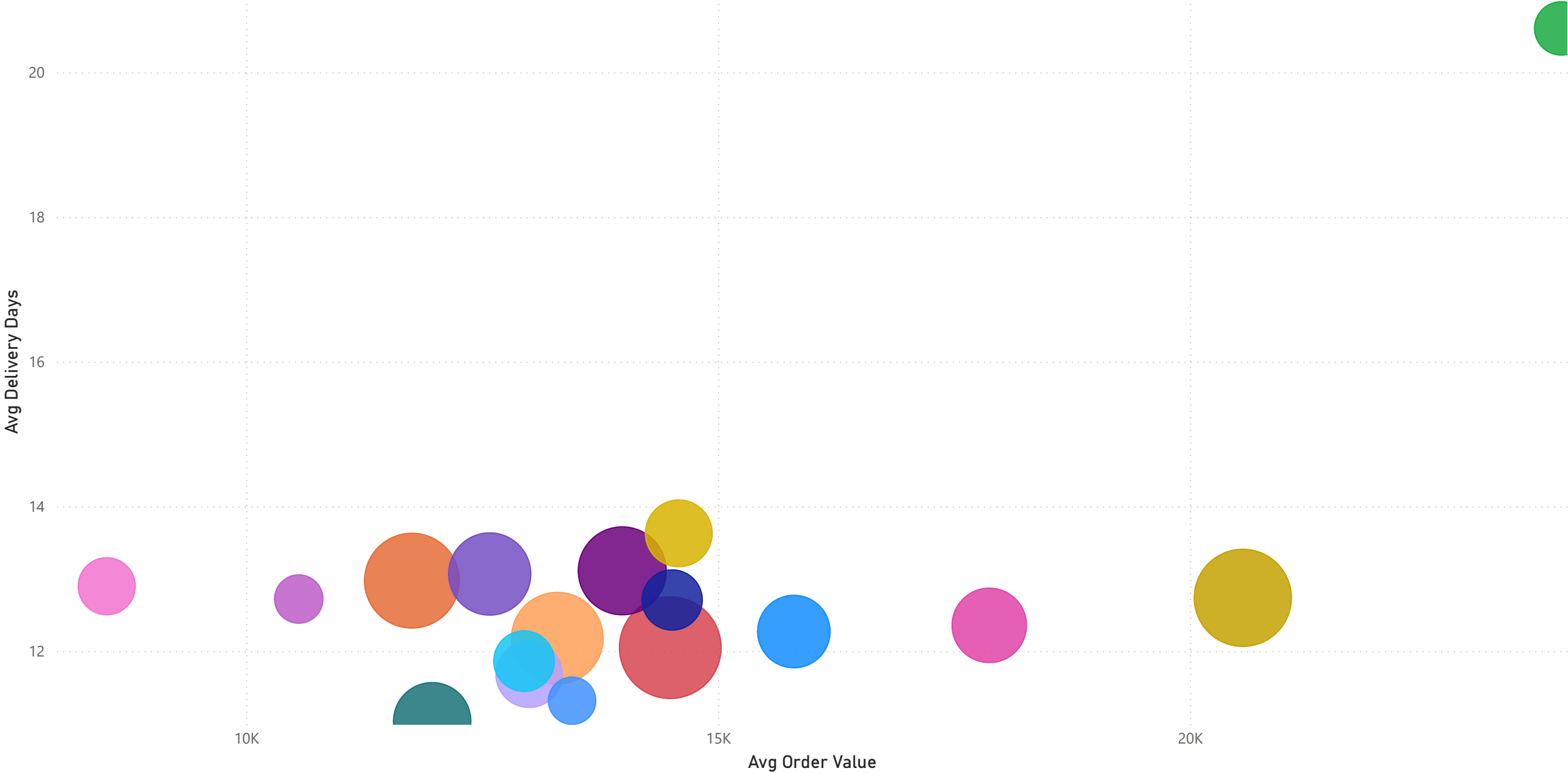
customer\_state AC AL AM AP BA CE DF ES GO MA MG MS MT PA PB PE PI PR RJ RN RO RR RS SC SE SP TO



# High-Revenue Categories Drive Operational Complexity (Insight 2)

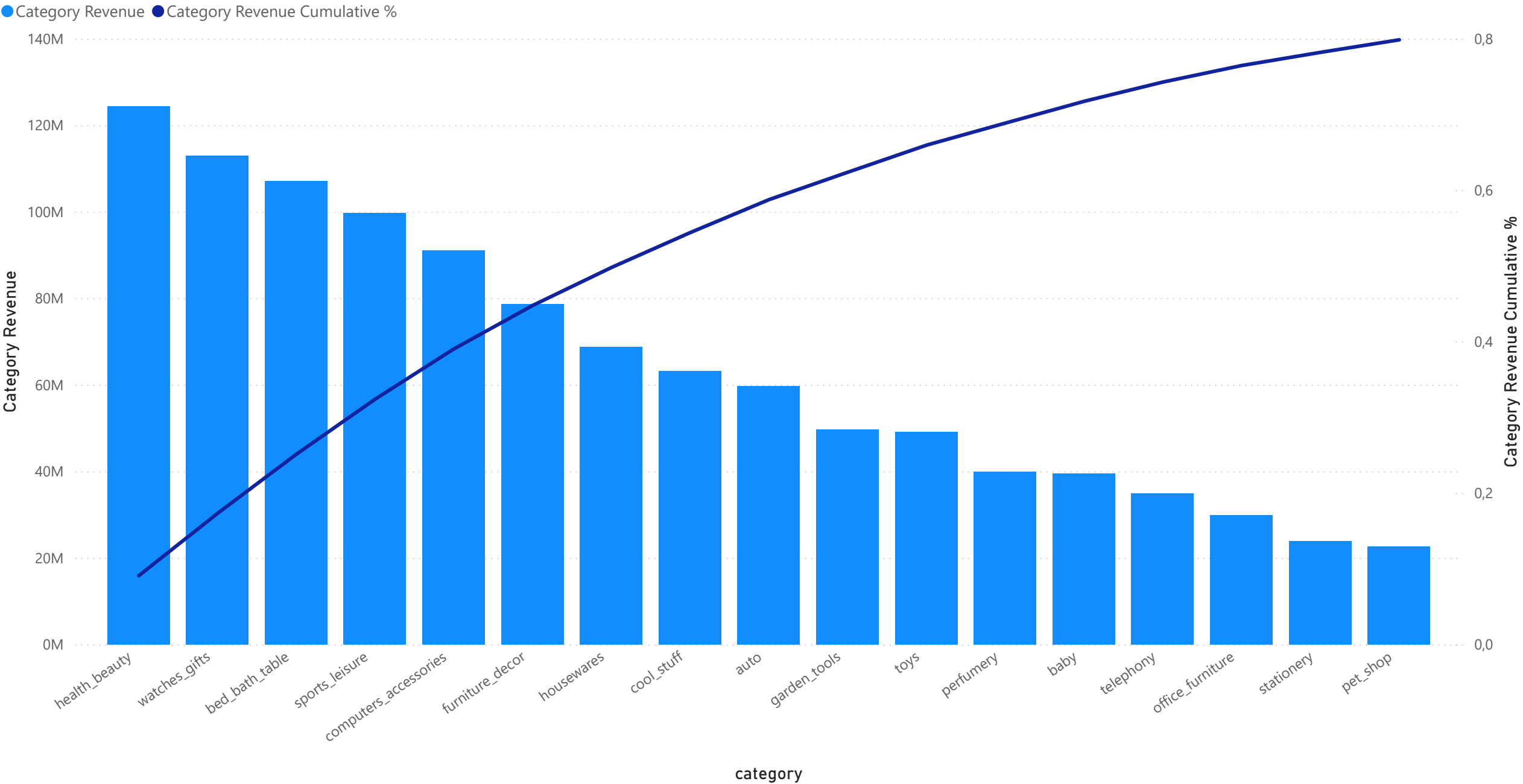
Categories generating 80% of revenue have higher order value and longer delivery times

category auto baby bed\_bat... comput... cool\_stuff furnitur... garden\_... health\_b... housew... office\_fu... perfumery pet\_shop sports\_l... stationery telephony toys watches...



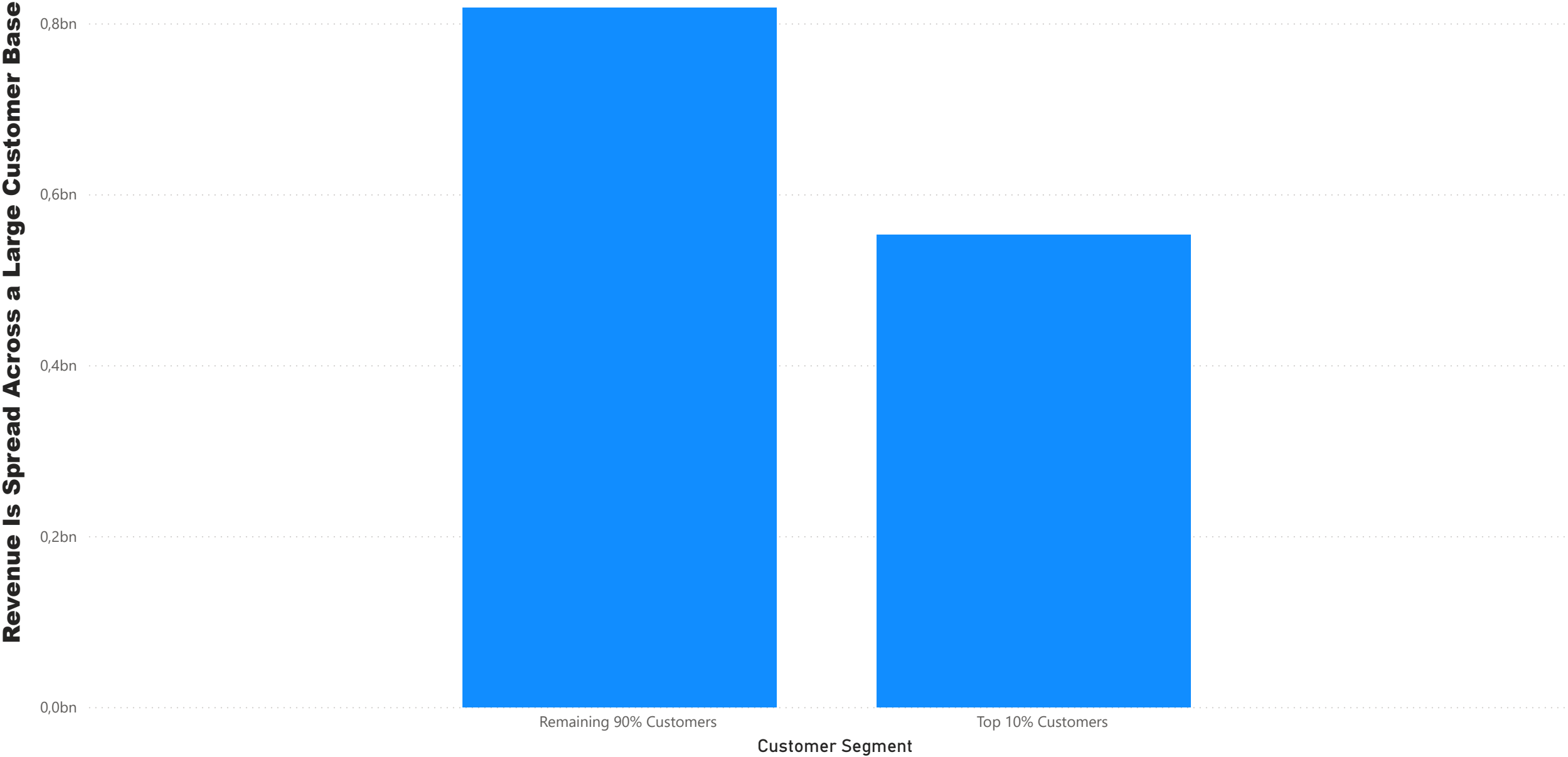
# Revenue Is Highly Concentrated Across a Few Categories (Insight 3)

The business relies on a limited number of categories to sustain overall revenue



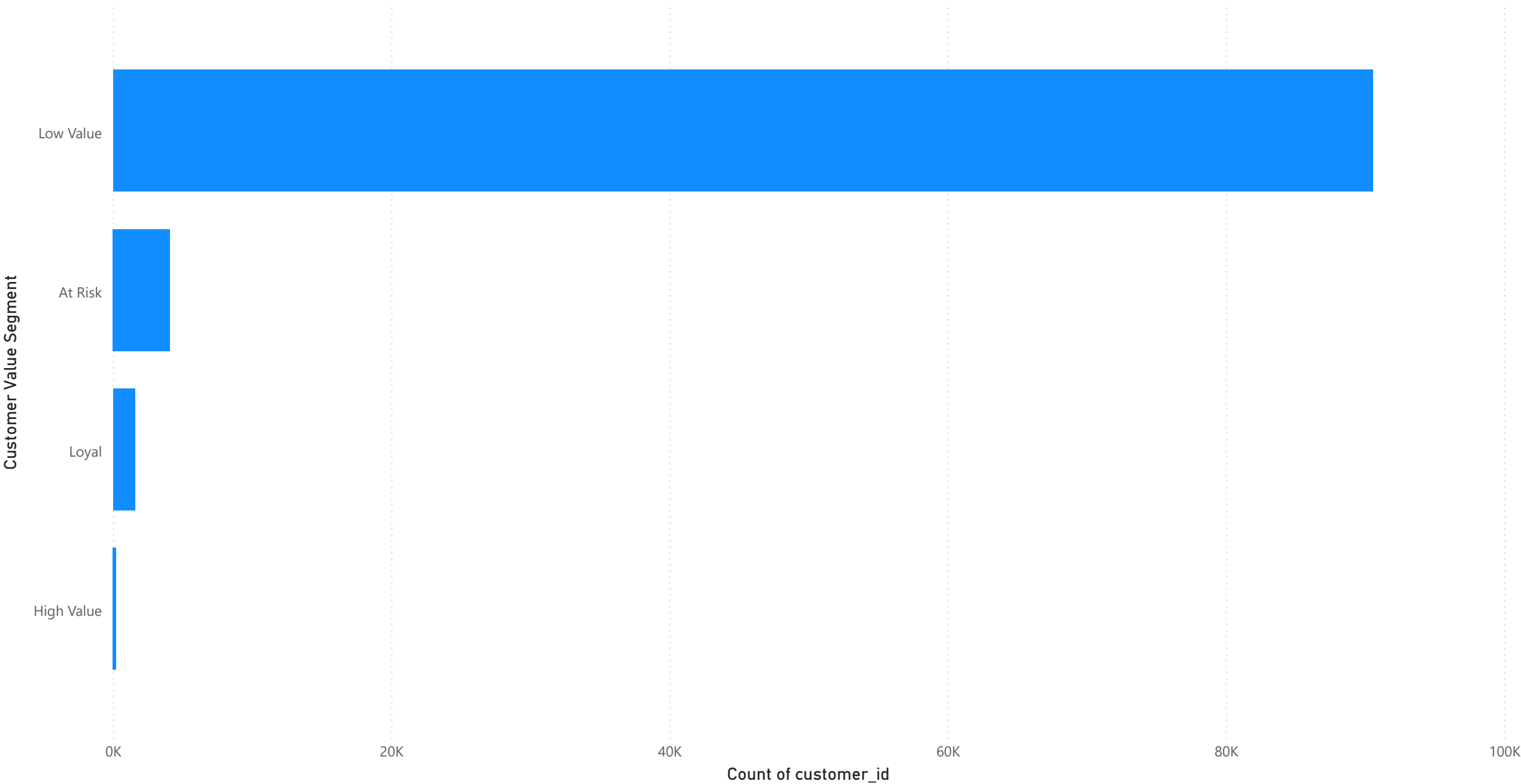
# Revenue Is Spread Across a Large Customer Base (Insight 3)

Even the top 10% of customers account for less than half of total revenue



Most Customers Fall into Low-Value Segments (Insight 4)

Customer distribution shows limited repeat purchasing behavior



Revenue Is Not Driven by Loyal Customers (Insight 4)

Sales are spread across low-value and at-risk customer segments

