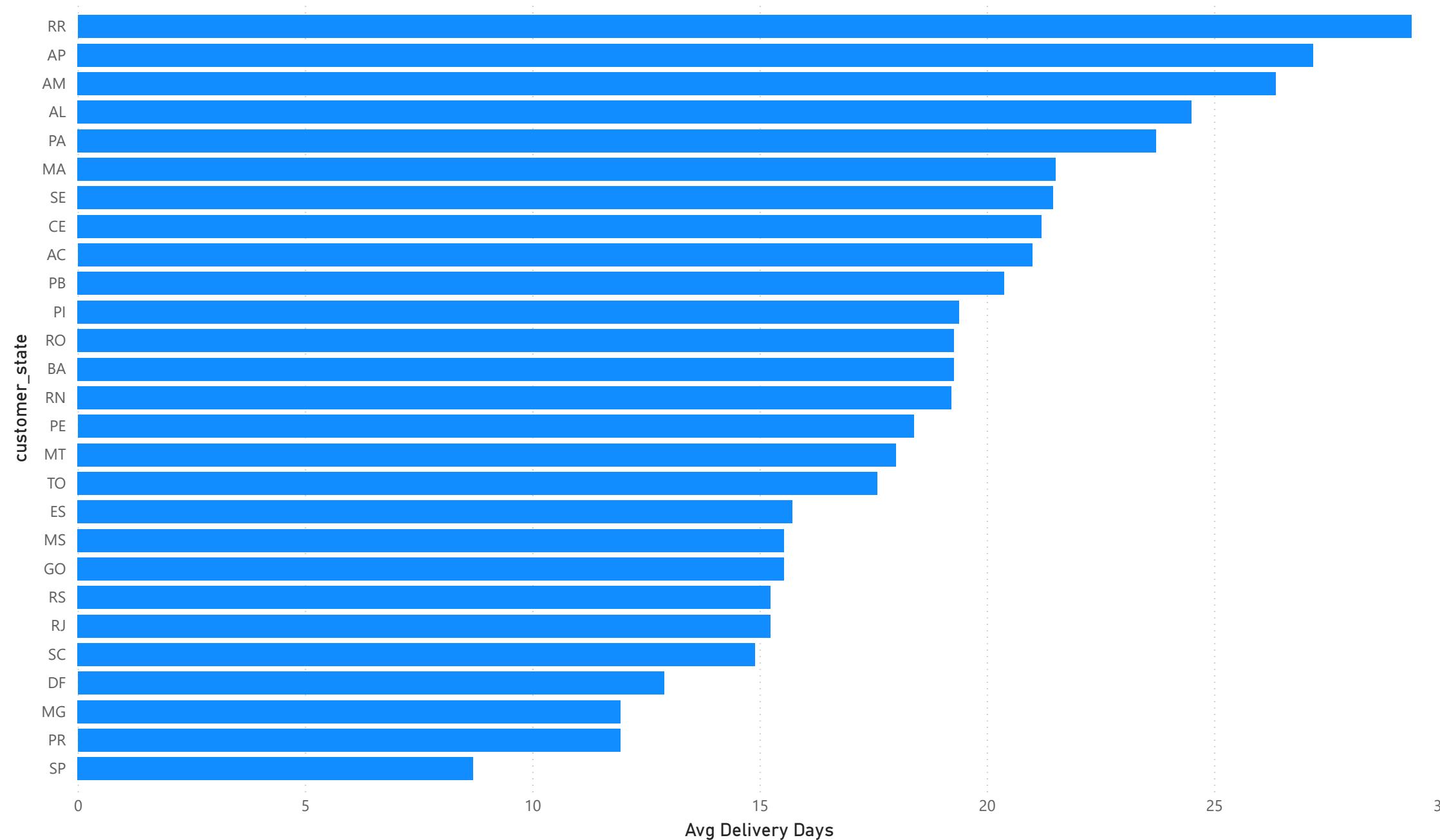


## Delivery Performance Varies Significantly Across States (Insight 1)

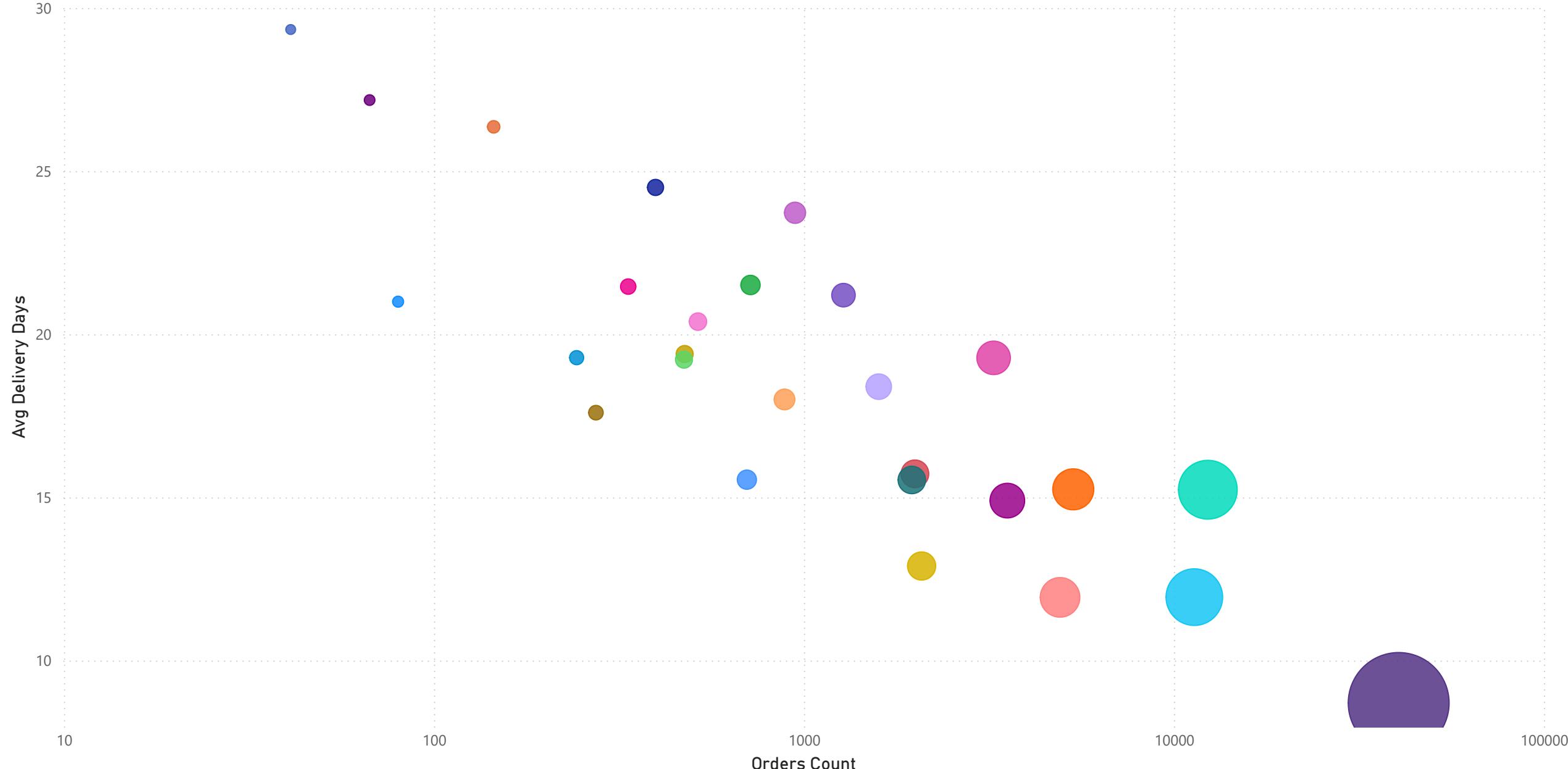
Average delivery times show strong geographic disparities



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

States with more orders still face significant logistics delays

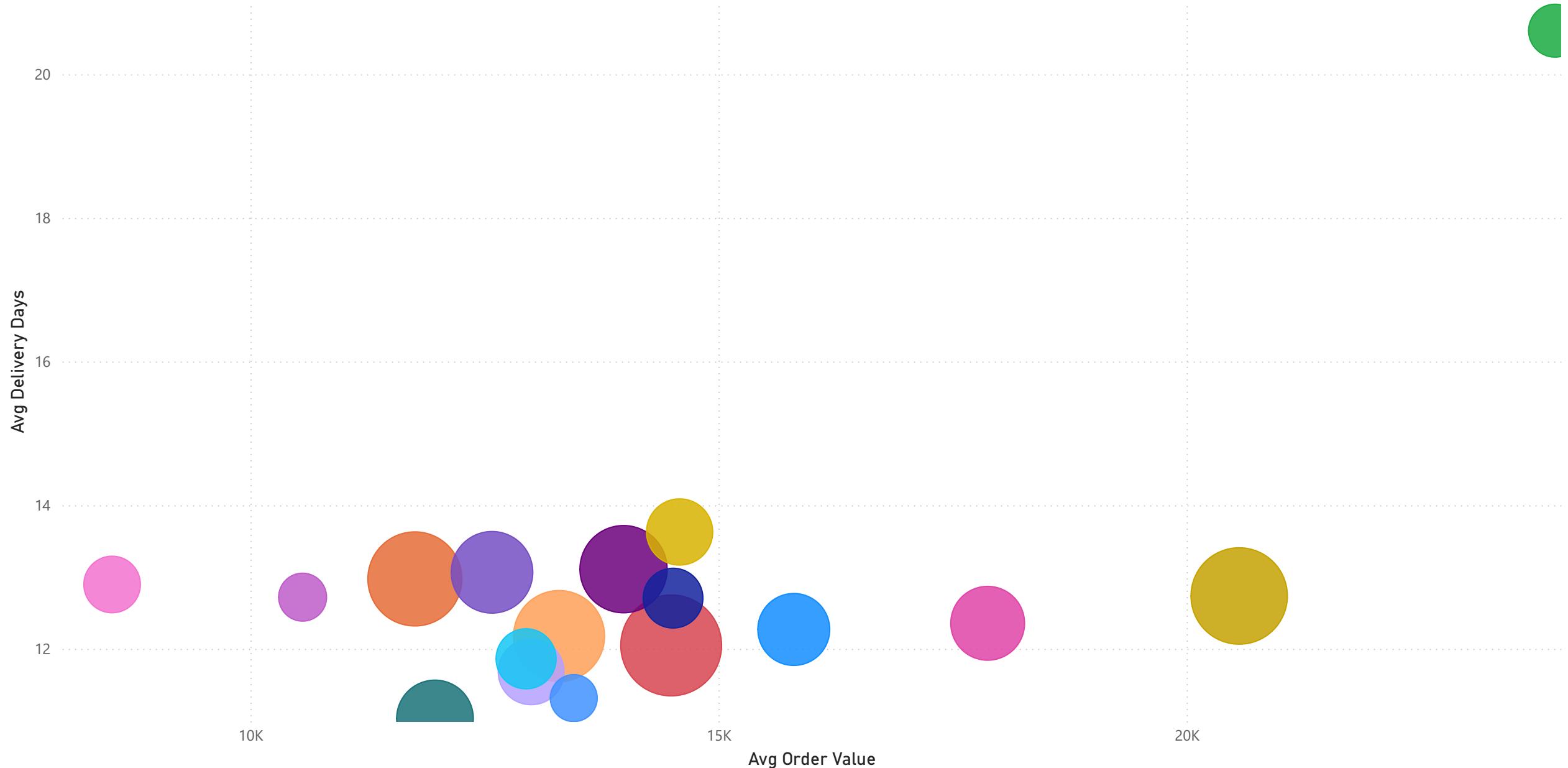
customer\_state ● AC ● AL ● AM ● AP ● BA ● CE ● DF ● ES ● GO ● MA ● MG ● MS ● MT ● PA ● PB ● PE ● PI ● PR ● RJ ● RN ● RO ● RR ● RS ● SC ● SE ● SP ● TO



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

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

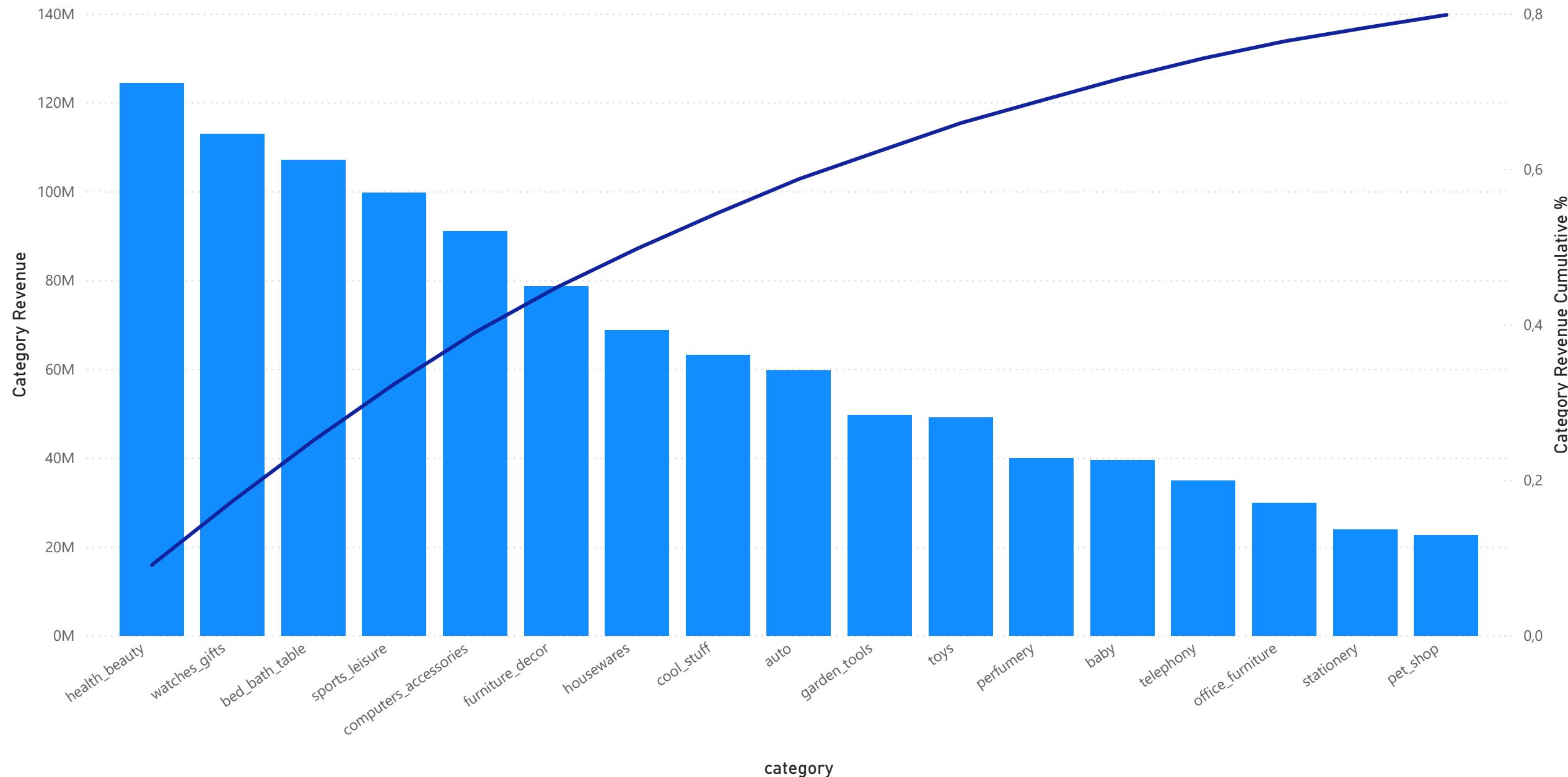
category ● auto ● baby ● bed\_bat... ● comput... ● cool\_stuff ● furnitur... ● garden\_... ● health\_b... ● housew... ● office\_fu... ● perfumery ● pet\_shop ● sports\_l... ● stationery ● telephony ● toys ● watches...



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

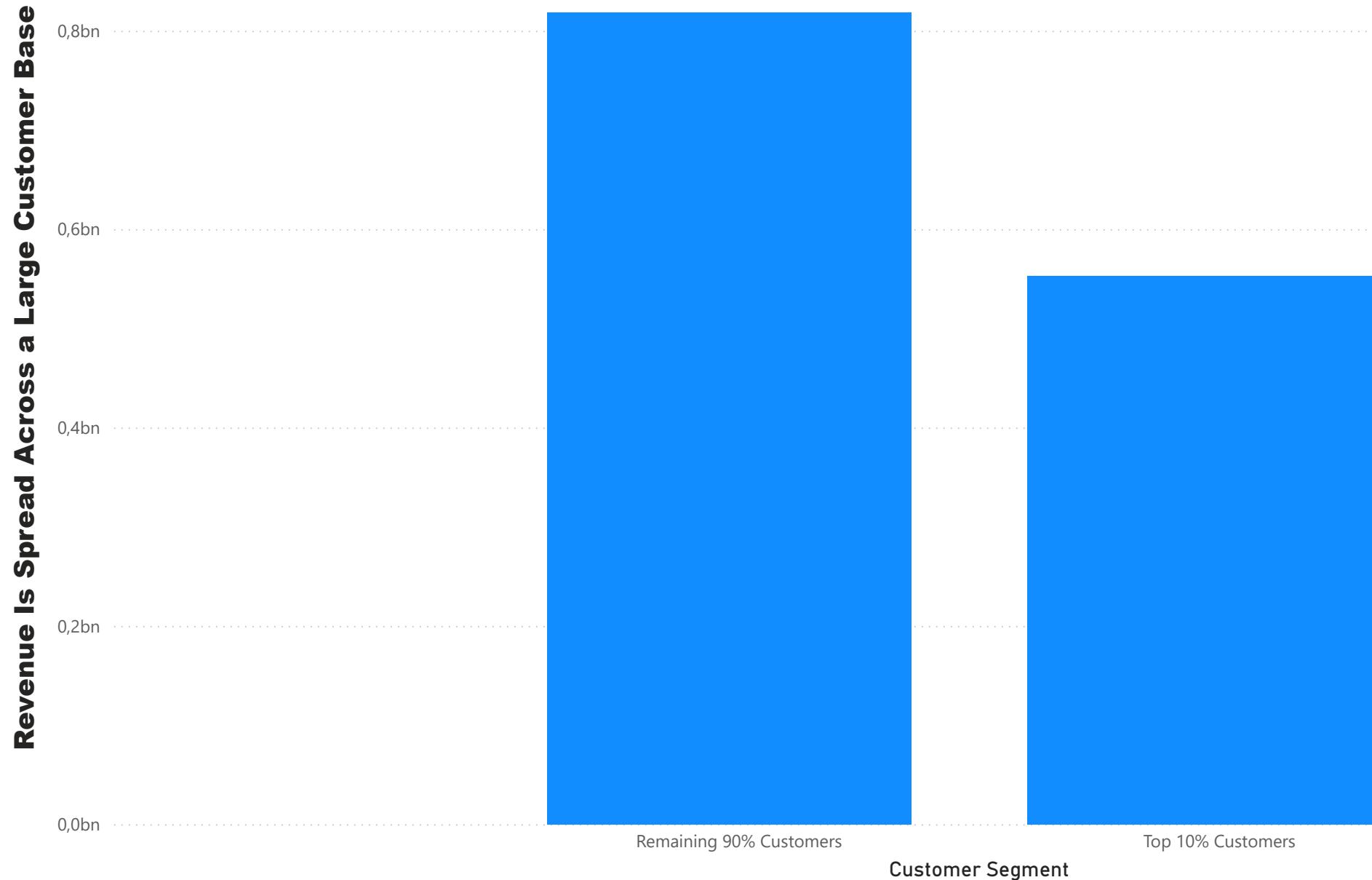
The business relies on a limited number of categories to sustain overall revenue

● Category Revenue ● Category Revenue Cumulative %



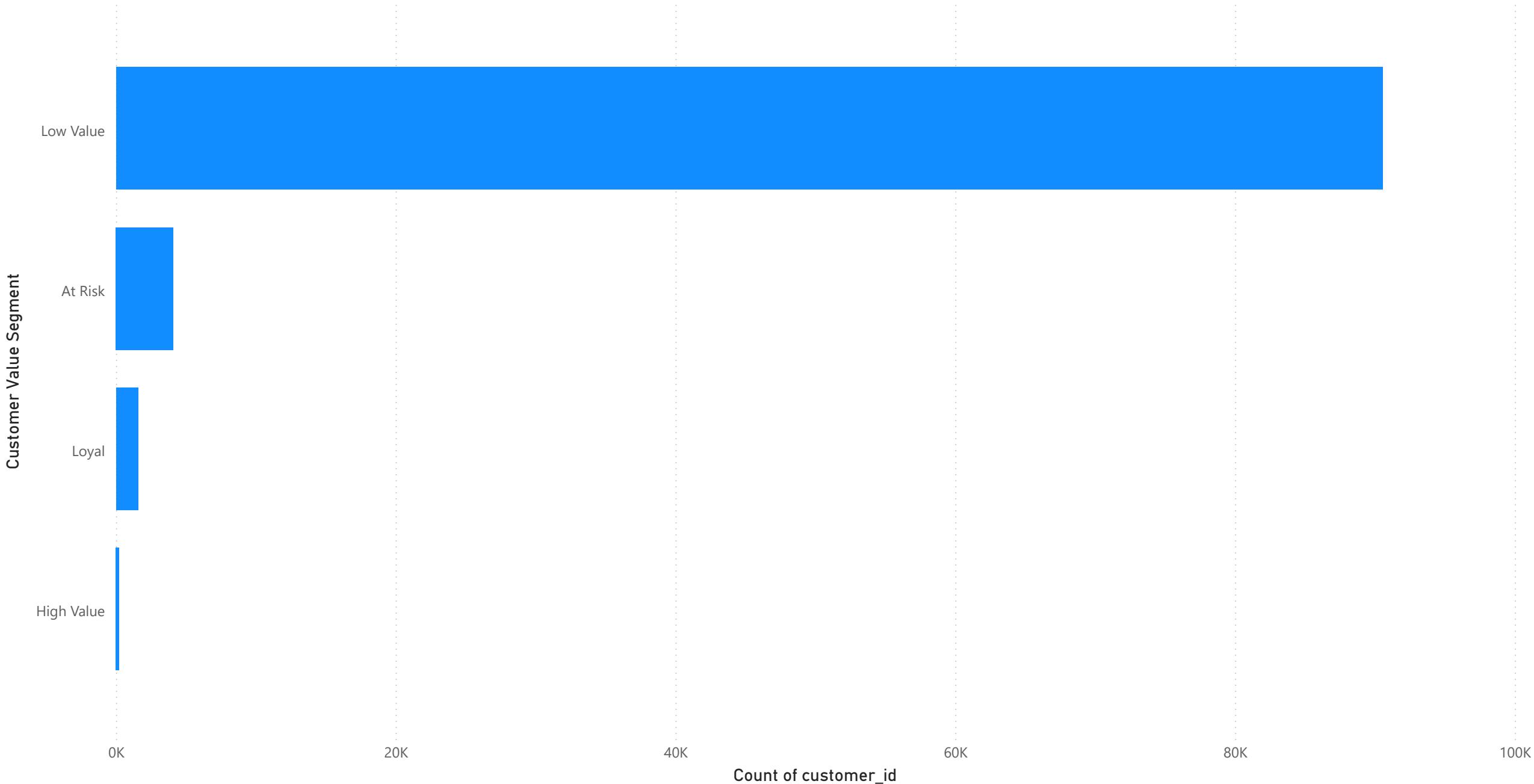
## **Revenue Is Spread Across a Large Customer Base (Insight 3)**

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

