

Sélectionner la période

Executive summary

total revenue

R\$ 16,07 M

order count

99,7 k

customer count

96,1 k

product count

33,0 k

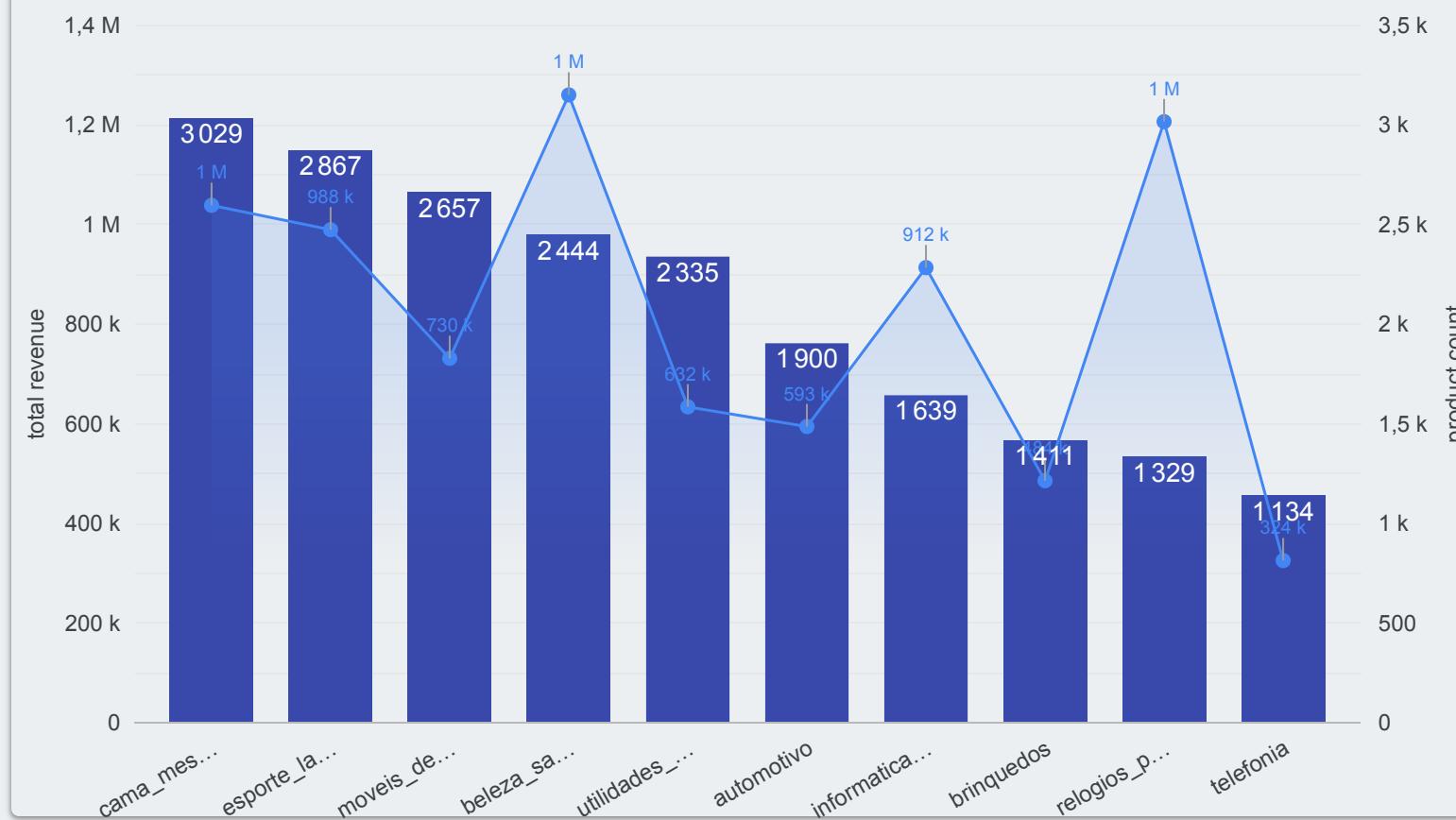
total revenue over time

● total payment amount



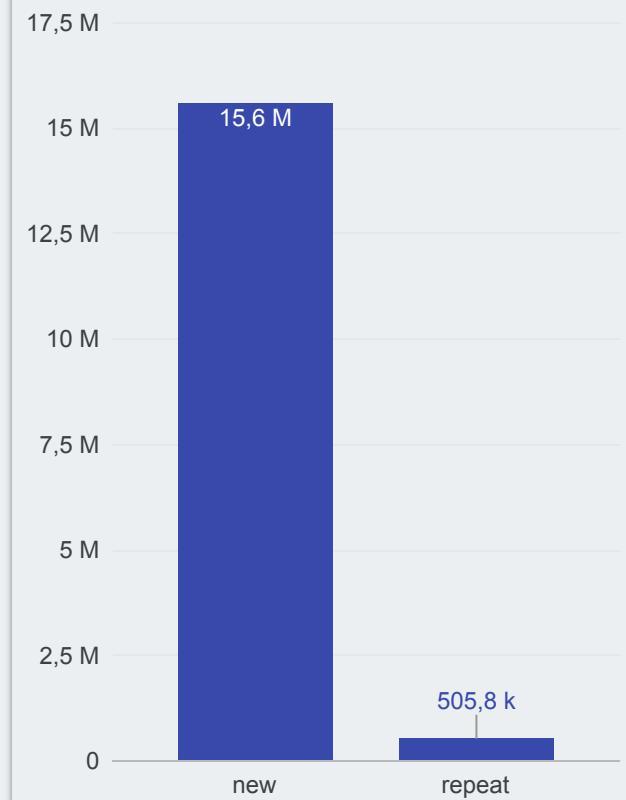
top 10 product categories (by # product and total revenue)

● total revenue ■ product count



sales by order type (first/repeat)

■ total_payment_amount



order count by status



on-time delivery rate

on time delivery
89,2 %

satisfaction rate

is_satisfied_number
76,4 %

Sélectionner la période

Customer summary

average spend

R\$ 167,05

average order count

1,03

customer count

96,1 k

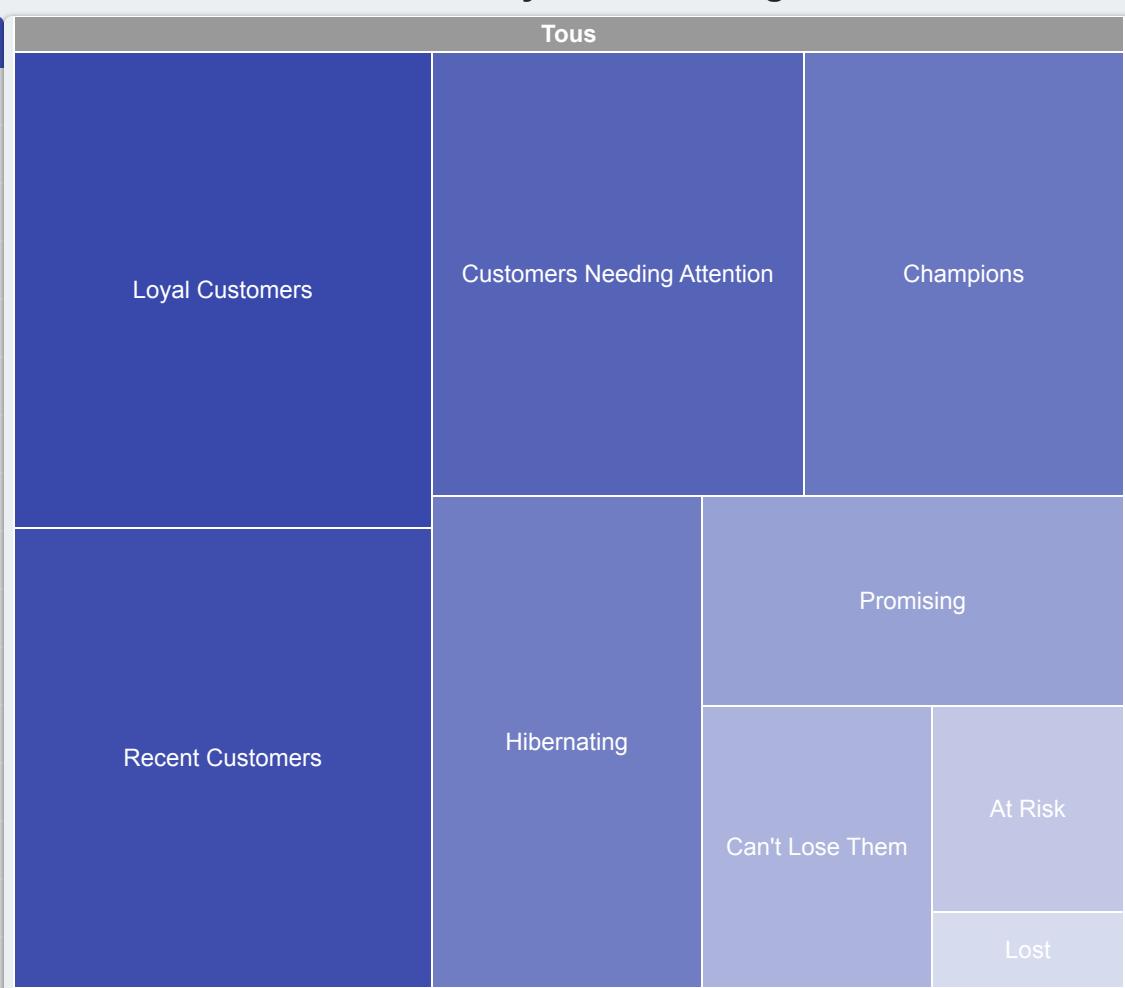
Top spending customers

| customer id | total spent | order count | review score | rfm score |
|----------------------|-------------|-------------|--------------|-----------|
| 1. 0a0a92112bd4... | R\$ 13 440 | 1 | 1 | 2,75 |
| 2. da122df9eedd... | R\$ 7 388 | 2 | 5 | 3,6 |
| 3. 763c8b1c9c68... | R\$ 7 160 | 1 | 1 | 4,7 |
| 4. dc4802a71eae... | R\$ 6 735 | 1 | 5 | 2,7 |
| 5. 459bef486812... | R\$ 6 729 | 1 | null | 4,7 |
| 6. ff4159b92c40e... | R\$ 6 499 | 1 | 5 | 2,4 |
| 7. 4007669dec55... | R\$ 5 935 | 1 | 1 | 2,75 |
| 8. eebb5dda148... | R\$ 4 690 | 1 | 4 | 3,6 |
| 9. 5d0a2980b29... | R\$ 4 600 | 1 | 1 | 4,7 |
| 10. 48e1ac109dec... | R\$ 4 590 | 1 | 5 | 3,8 |
| 11. a229eba70ec1... | R\$ 4 400 | 1 | 5 | 4,4 |
| 12. edde2314c6c3... | R\$ 4 400 | 1 | 5 | 4,4 |
| 13. fa562ef24d41... | R\$ 4 100 | 1 | 5 | 3,45 |
| 14. c8460e425168... | R\$ 4 080 | 4 | 4 | 5 |
| 15. ca27f3dac28fb... | R\$ 4 059 | 1 | 4 | 3,8 |

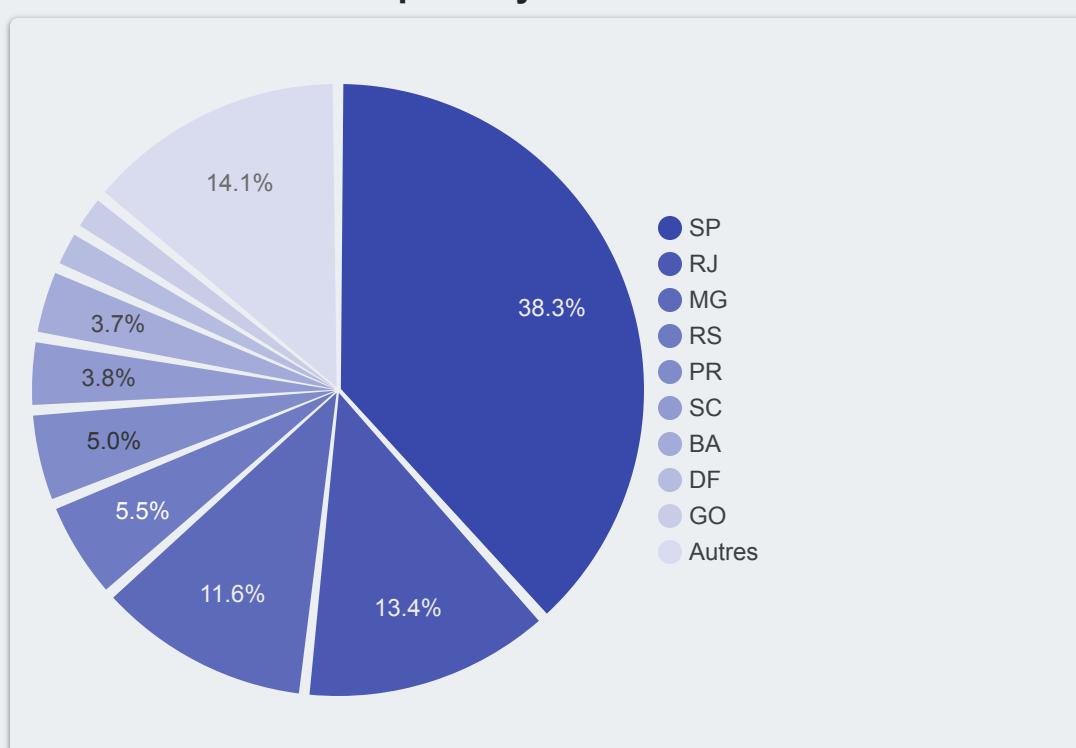
1 - 100 / 96096



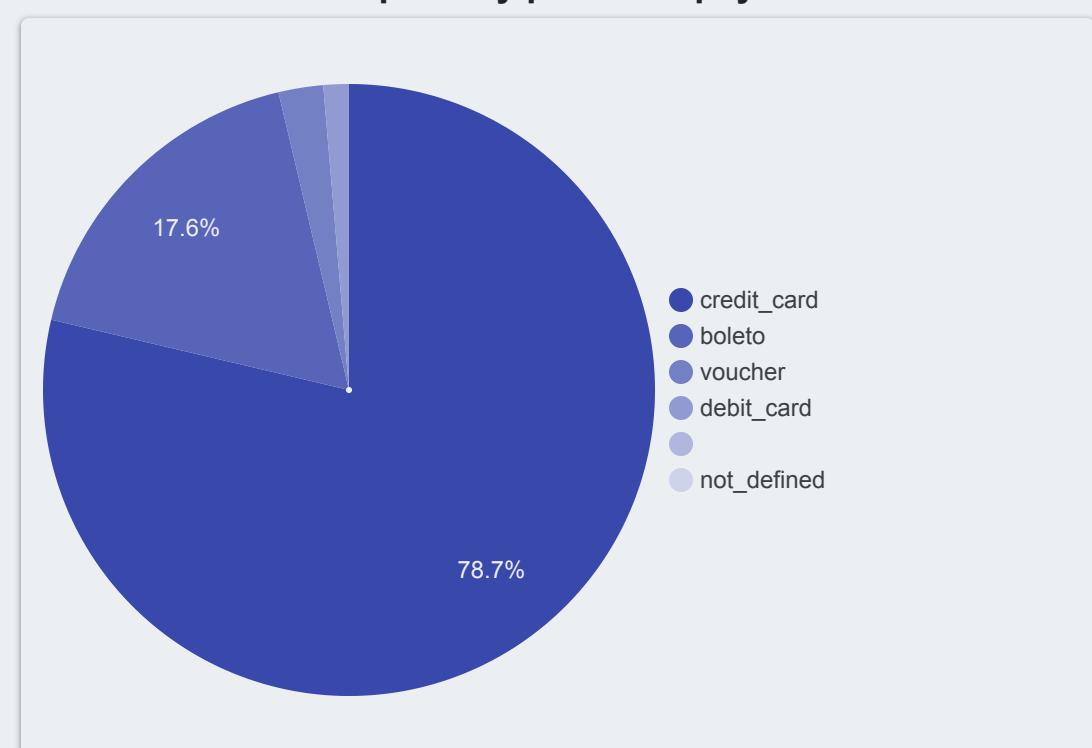
total revenue by customer segment



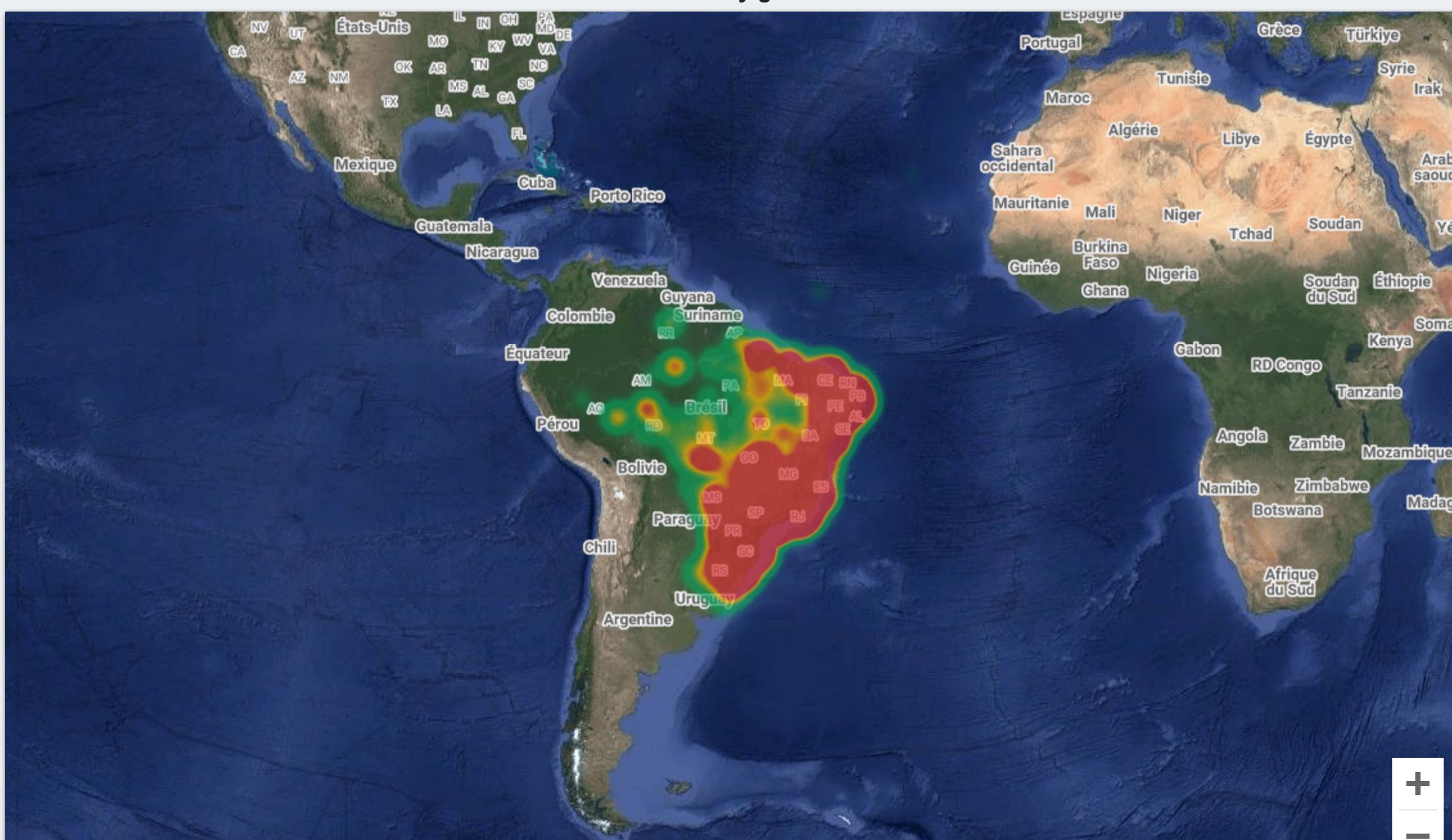
total spend by customer state



total spend by preferred payment



total revenue by geolocation



Sélectionner la période

Sales summary

total revenue

R\$ 16,07 M

gross profit

R\$ 11,38 M

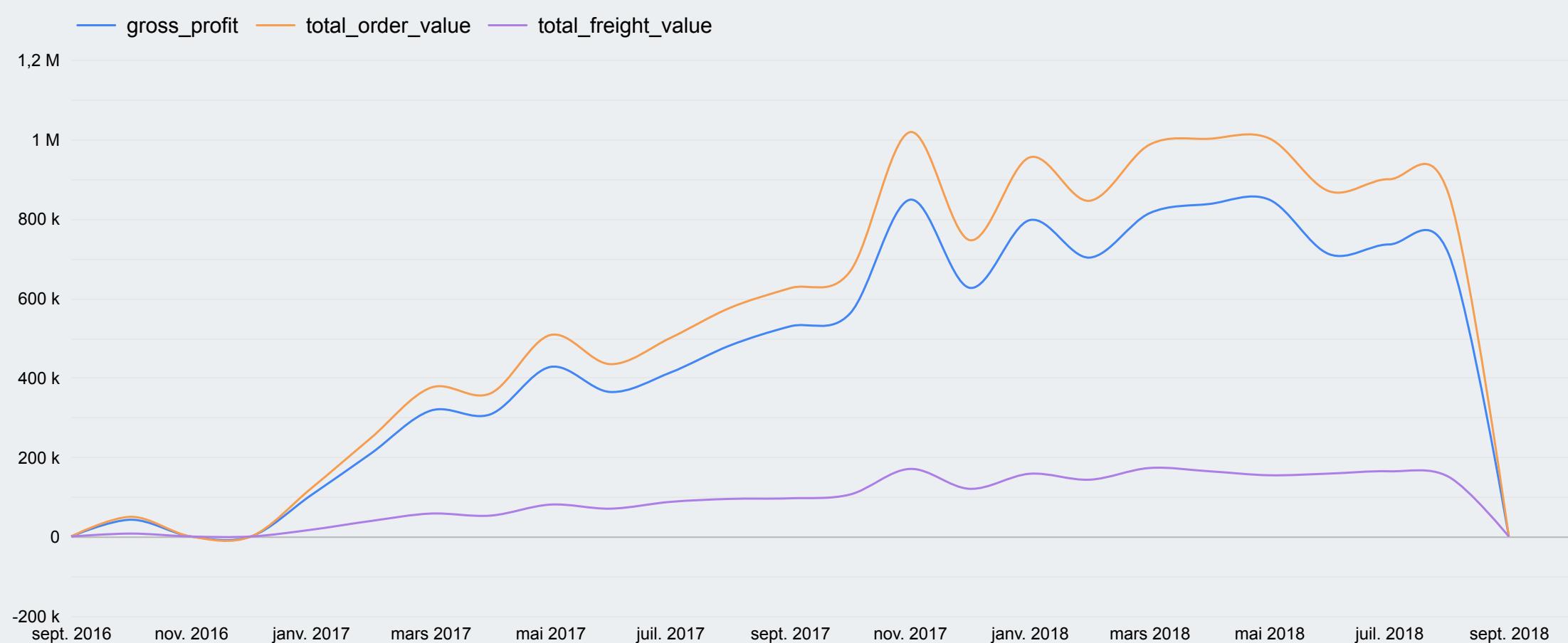
order count

99,7 k

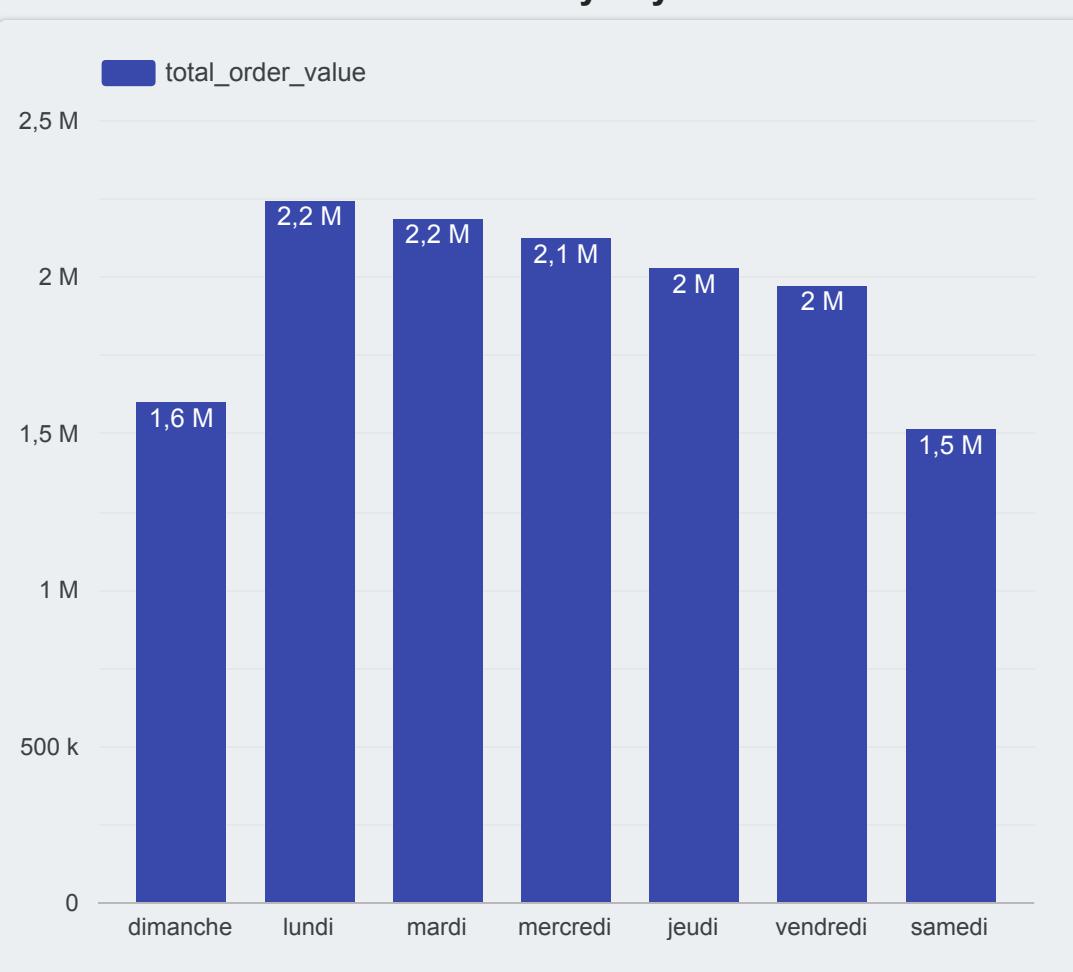
customer count

96,1 k

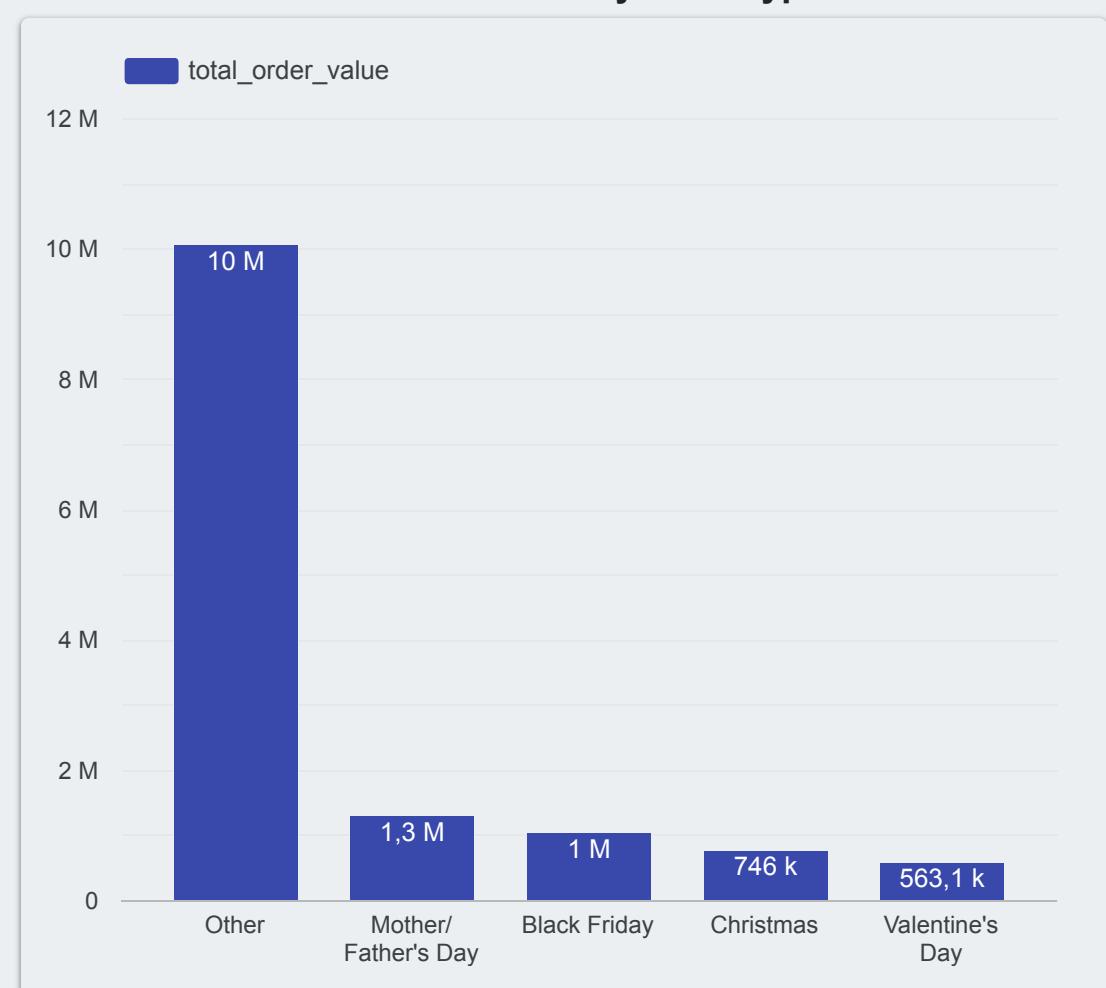
gross profit over time



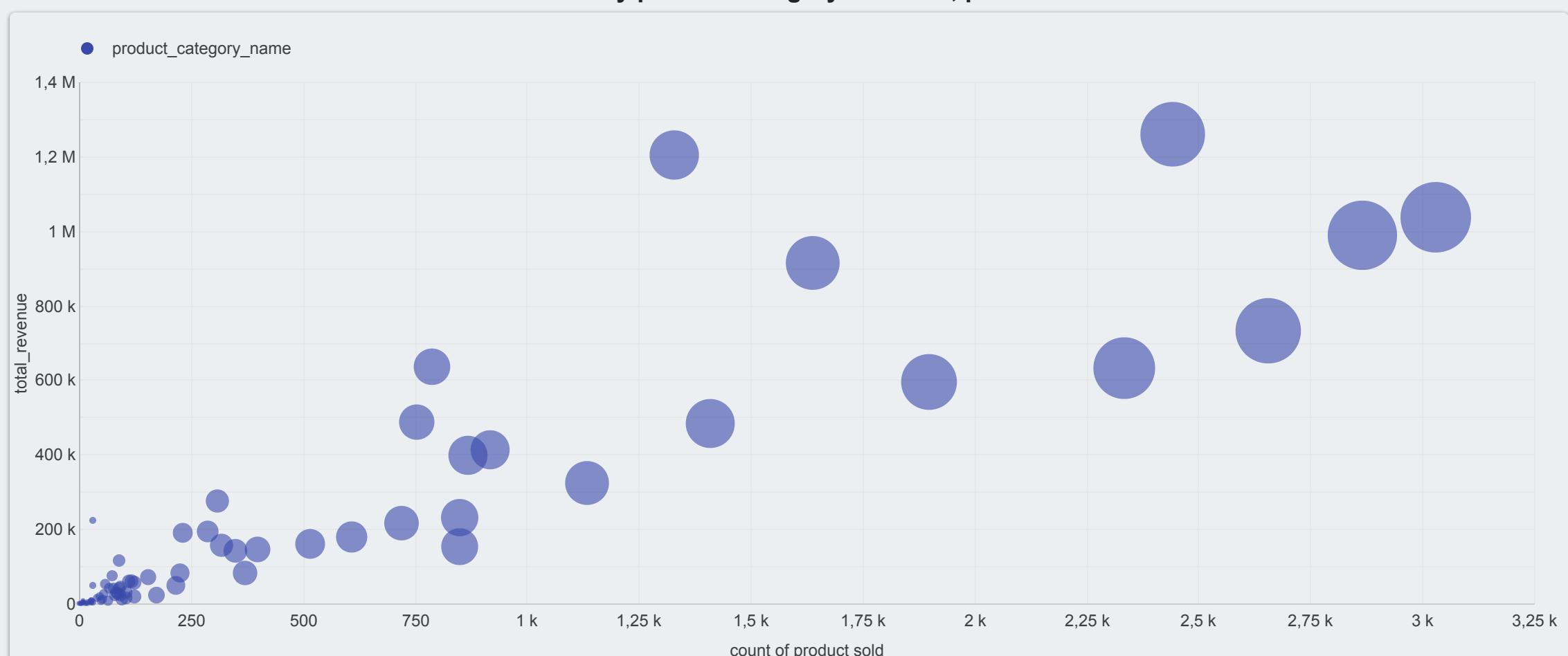
total order value by day of week



total order value by event type



market distribution by product category: revenue, products and sellers



Sélectionner la période

Reviews summary

total reviews

99,5 k

total reviews with comment

41,5 k

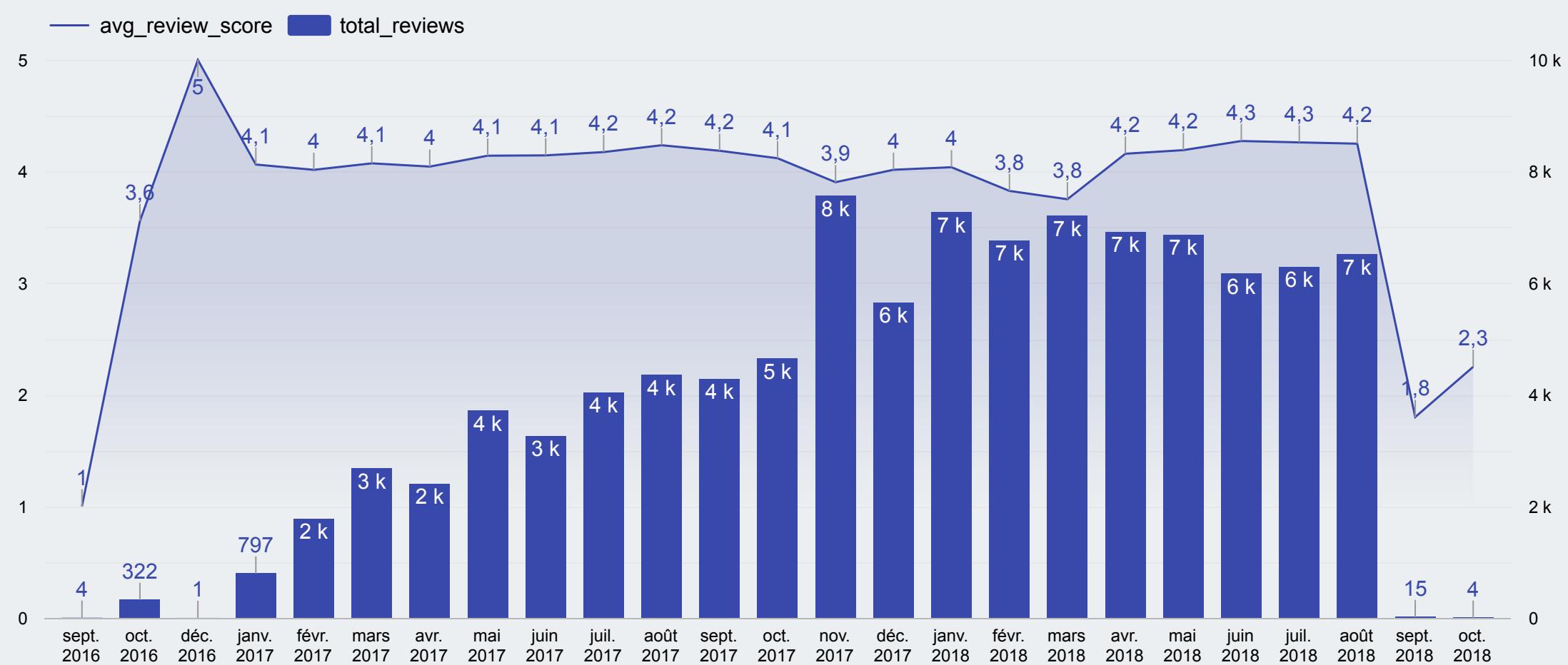
average review score

4,1

avg review counts / custo...

1,04

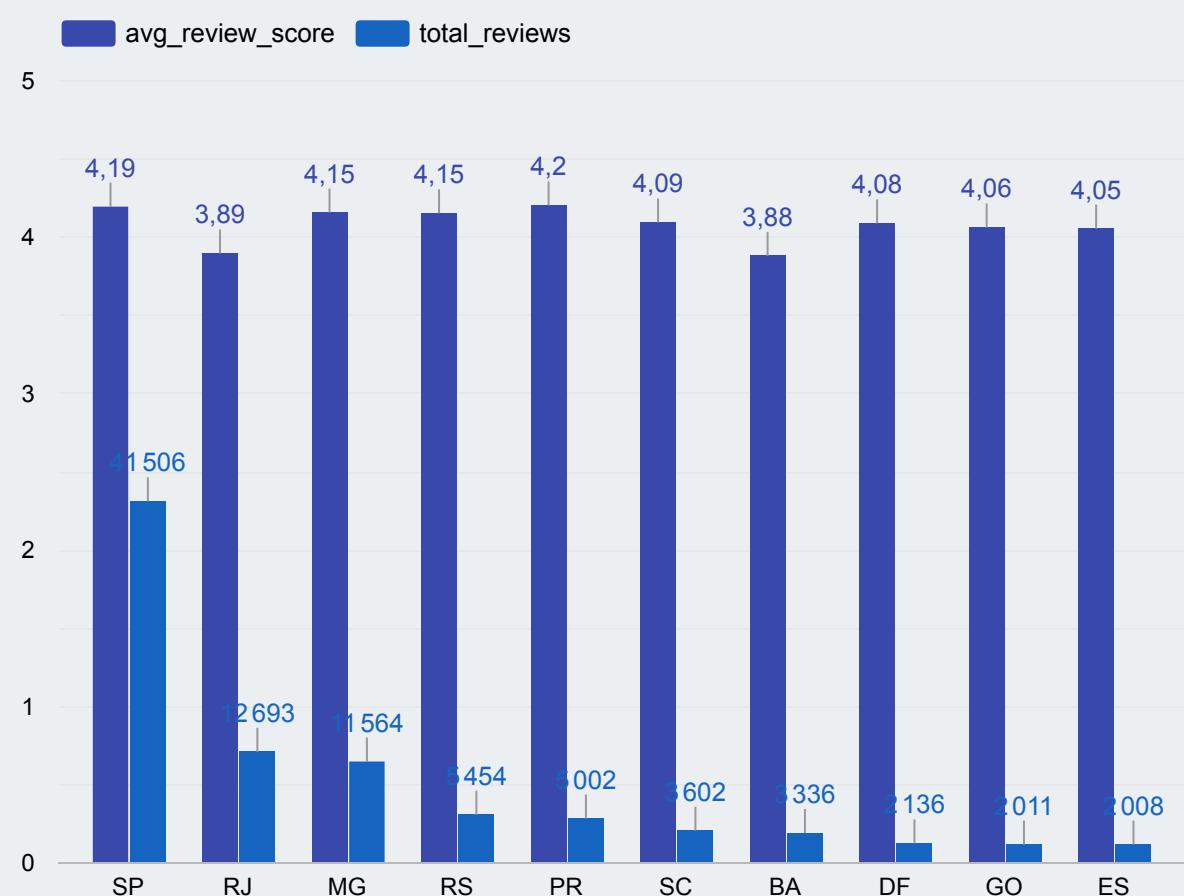
evolution of average review score and review count over time



average review score by order and message

| customer_unique_id | review_date | review_messages | avg score | review co... |
|----------------------------------|------------------------|--|-----------|--------------|
| c4926fd1b6c4538237db814544461... | 31 août 2018, 00:00:00 | null | 5 | 1 |
| 30d1db88b4b84f7c2aa0c1ba023fa | 31 août 2018, 00:00:00 | null | 4 | 1 |
| 2f6c26fbeaed014fb5827618e0874eb1 | 31 août 2018, 00:00:00 | null | 3 | 1 |
| 31d2262badf1dea086cfbb7463f62c0d | 31 août 2018, 00:00:00 | null | 5 | 1 |
| 622e0790cc617e9cf5ed9f1075e51... | 31 août 2018, 00:00:00 | normal | 3 | 1 |
| a712a430955027da5bc257a10073... | 31 août 2018, 00:00:00 | null | 5 | 1 |
| 3d0c8c998a357a87d2f075868f347... | 31 août 2018, 00:00:00 | null | 1 | 1 |
| dc98e8ed685469e80e92543e4f917... | 31 août 2018, 00:00:00 | A entrega foi realizada antes do prazo estipulado na compra | 5 | 1 |
| a3964d35b345bd424ed862c468d3... | 31 août 2018, 00:00:00 | null | 4 | 1 |
| aa054b070684f5298f6fcde3a4513b31 | 31 août 2018, 00:00:00 | null | 5 | 1 |
| 54eb010282ed1c4a38e101aa8b9a... | 31 août 2018, 00:00:00 | Realizei uma compra desse pendente e quando chegou em casa decidi comprar m... | 5 | 1 |
| 813fdb692f1b60aaa49e6f2d27e4aa9 | 31 août 2018, 00:00:00 | null | 5 | 1 |
| 7353be07ce9cac1da115dcc3a29c8... | 31 août 2018, 00:00:00 | null | 5 | 1 |
| 3ff4c32e851bed66b14cdc46ab01cfab | 31 août 2018, 00:00:00 | null | 5 | 1 |
| e58697e3a253c253e1582f8c4f54ff | 31 août 2018, 00:00:00 | Chegou antes do prazo Obrigado | 5 | 1 |

average review score by customer state



average review score by is delivered on time

