

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

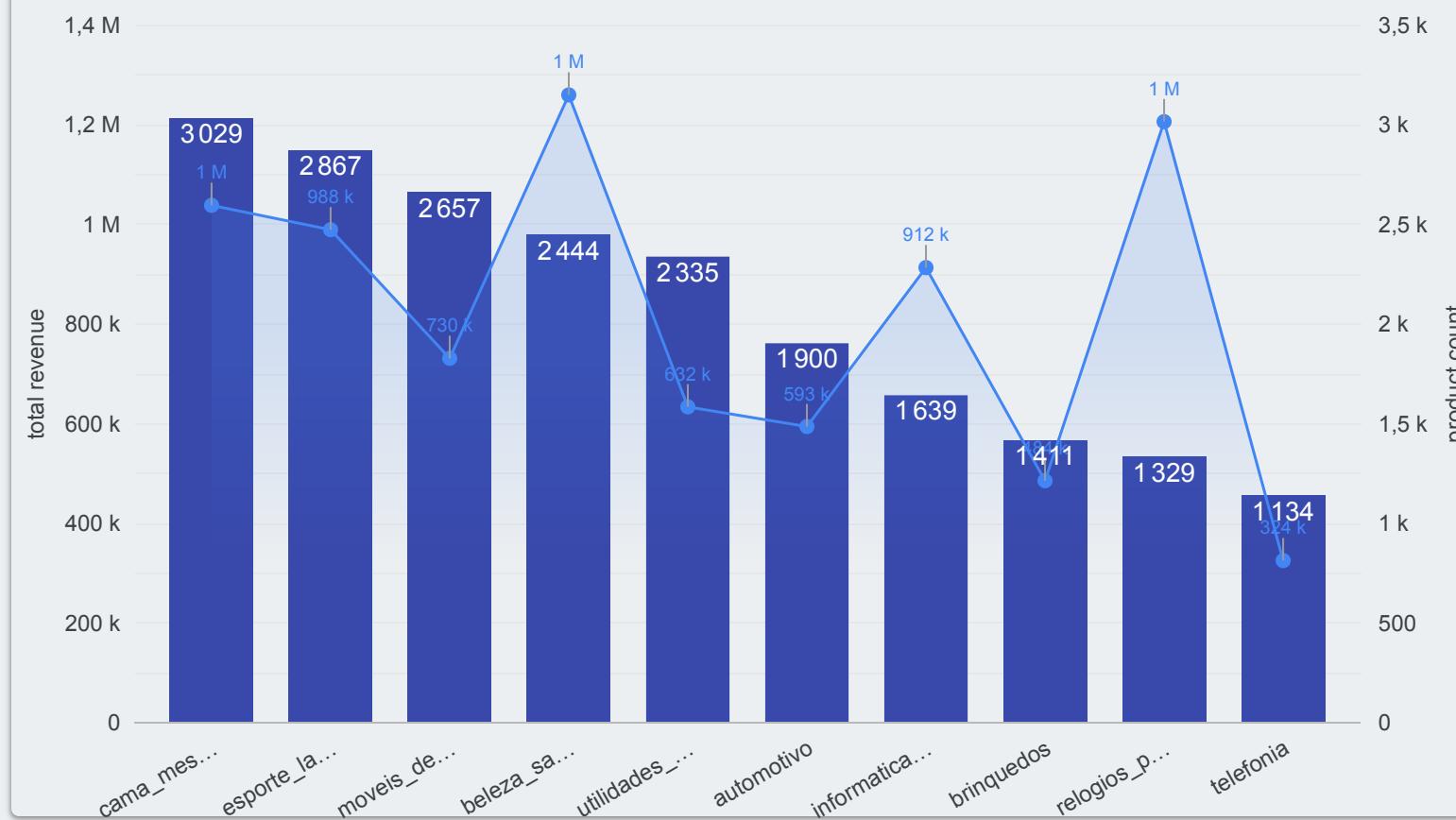
total revenue over time

● total payment amount



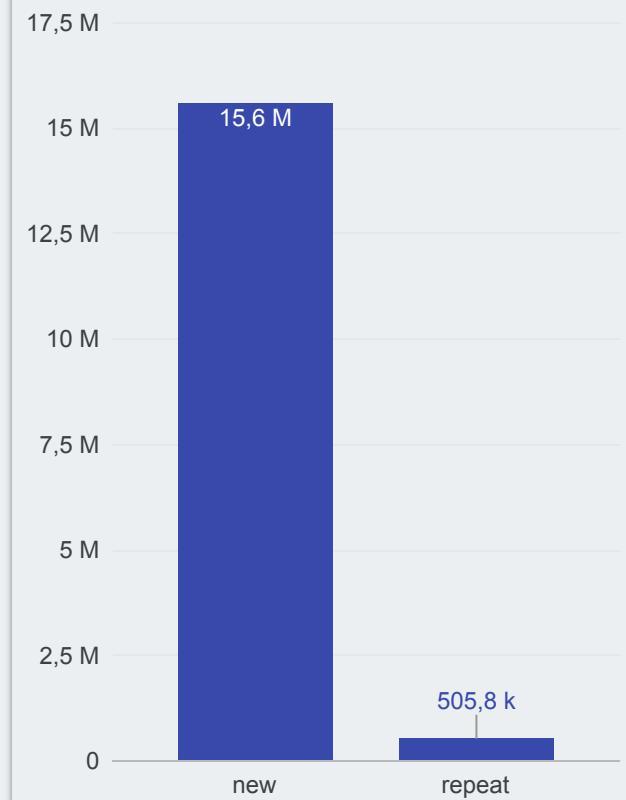
top 10 product categories (by # product and total revenue)

● total revenue ■ product count



sales by order type (first/repeat)

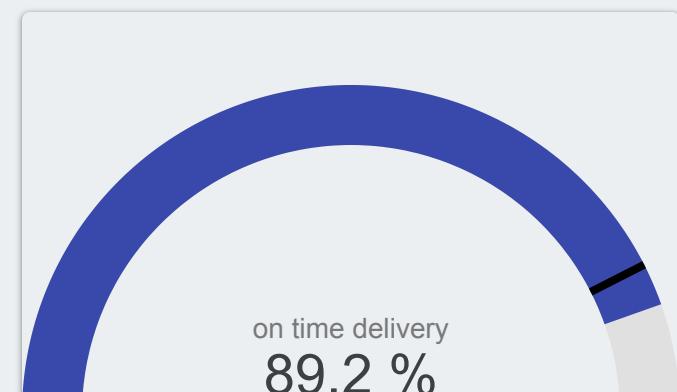
■ total_payment_amount



order count by status



on-time delivery rate



satisfaction rate



Sélectionner la période

Customer summary

average spend

R\$ 167,05

average order count

1,03

customer count

96,1 k

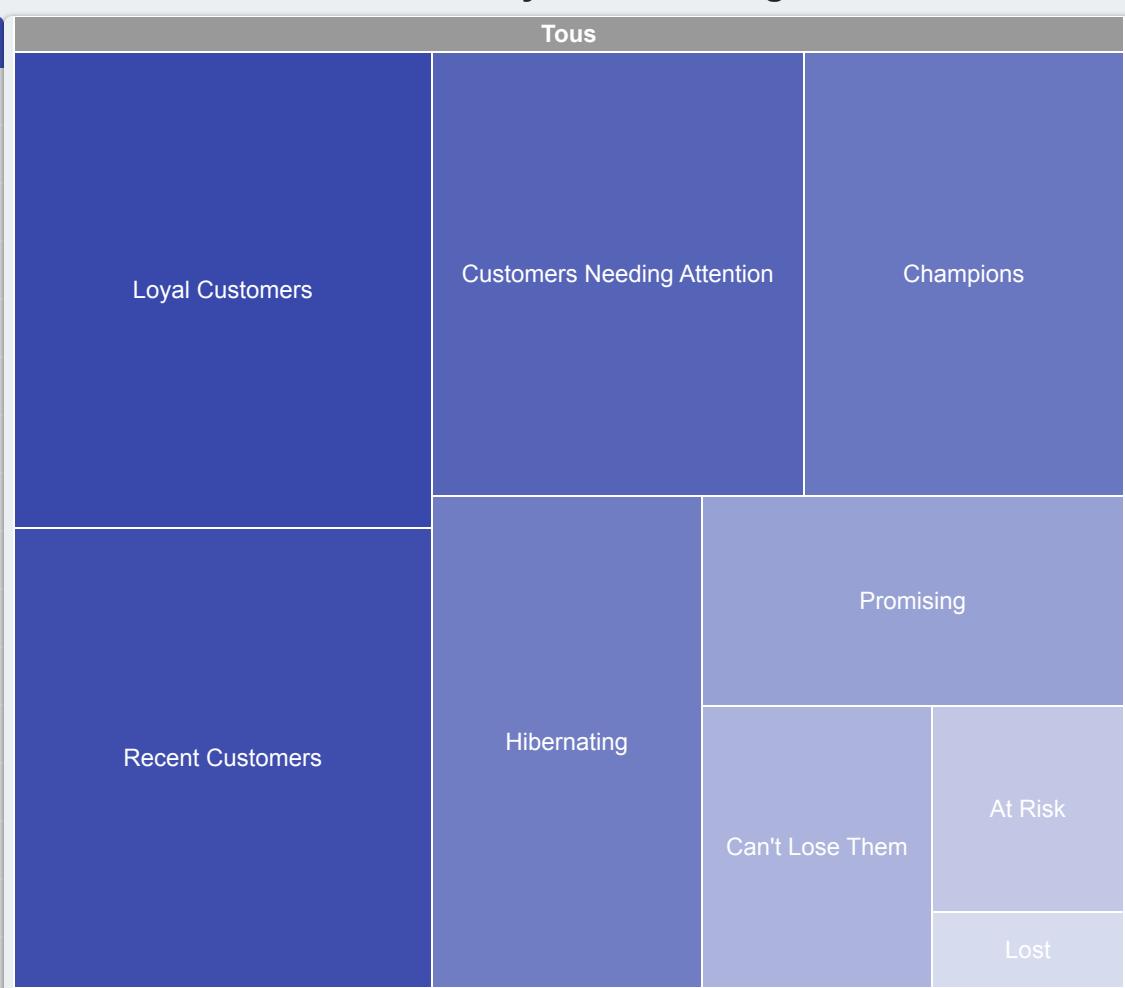
Top spending customers

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

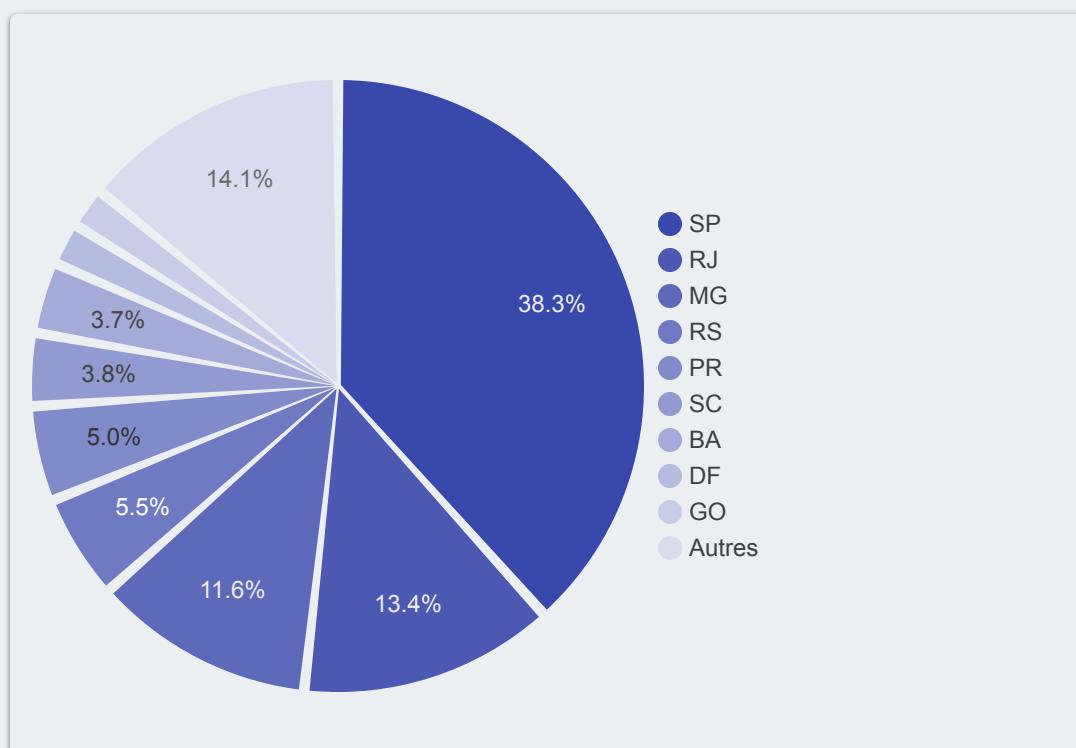
1 - 100 / 96096



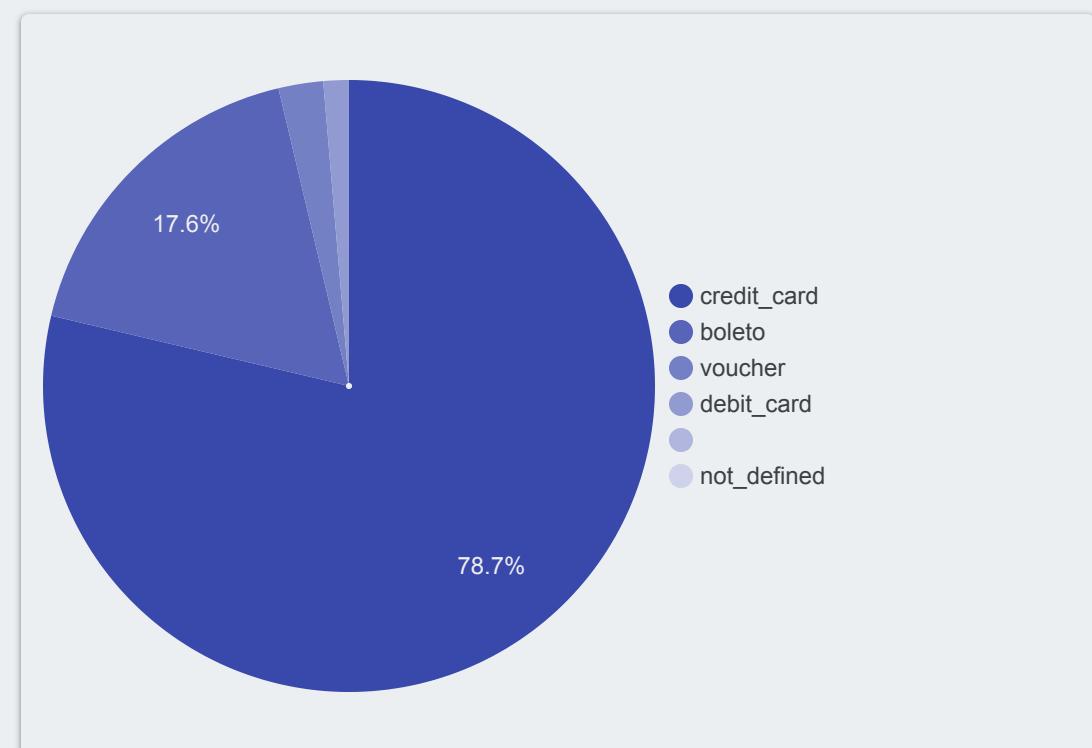
total revenue by customer segment



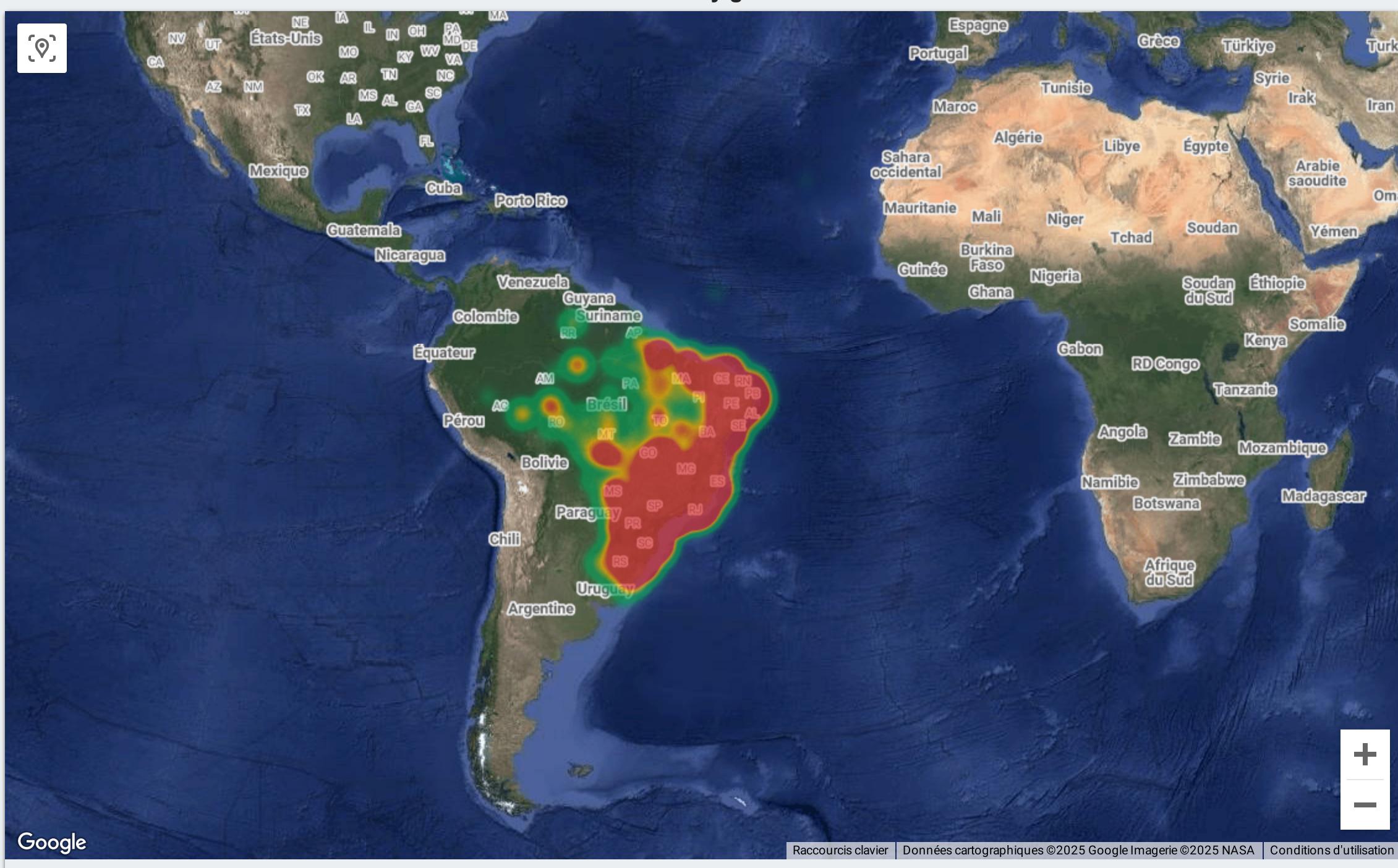
total spend by customer state



total spend by customer state



total revenue by geolocation



Sélectionner la période

Sales summary

total revenue

R\$ 16,07 M

gross profit

R\$ 11,38 M

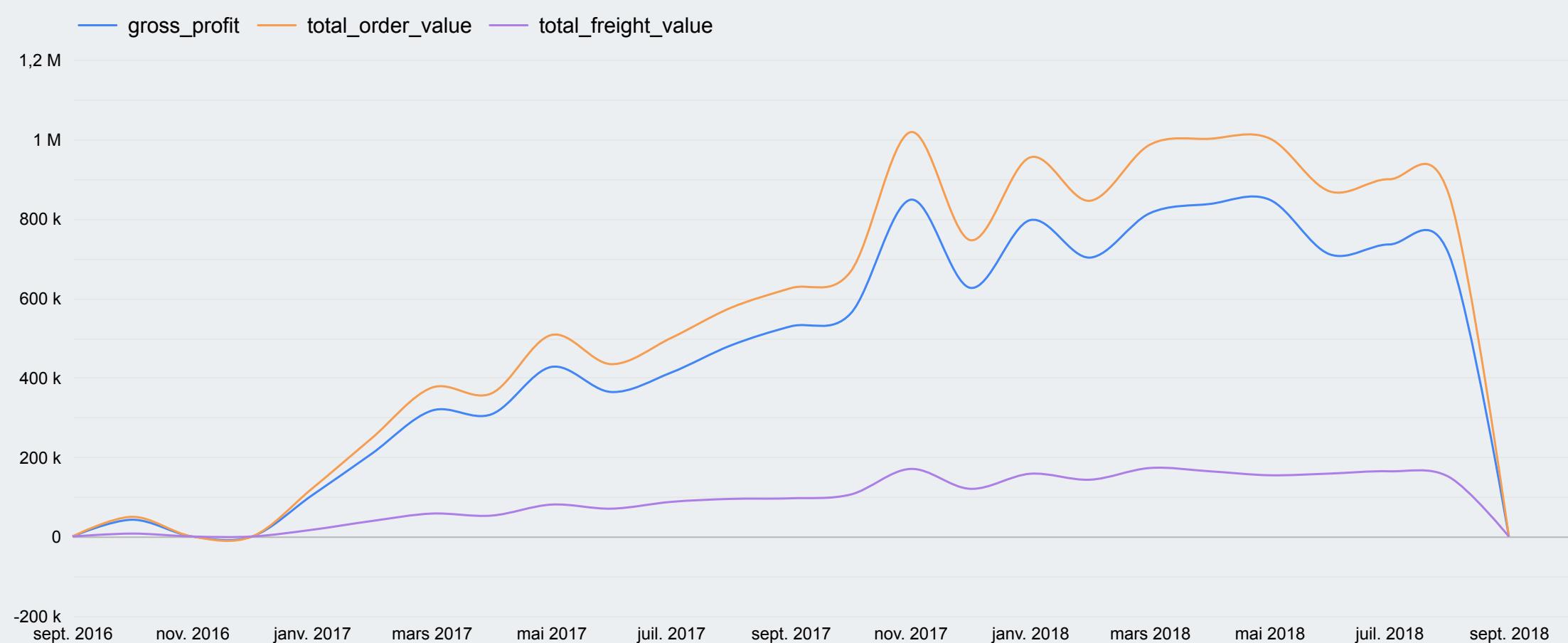
order count

99,7 k

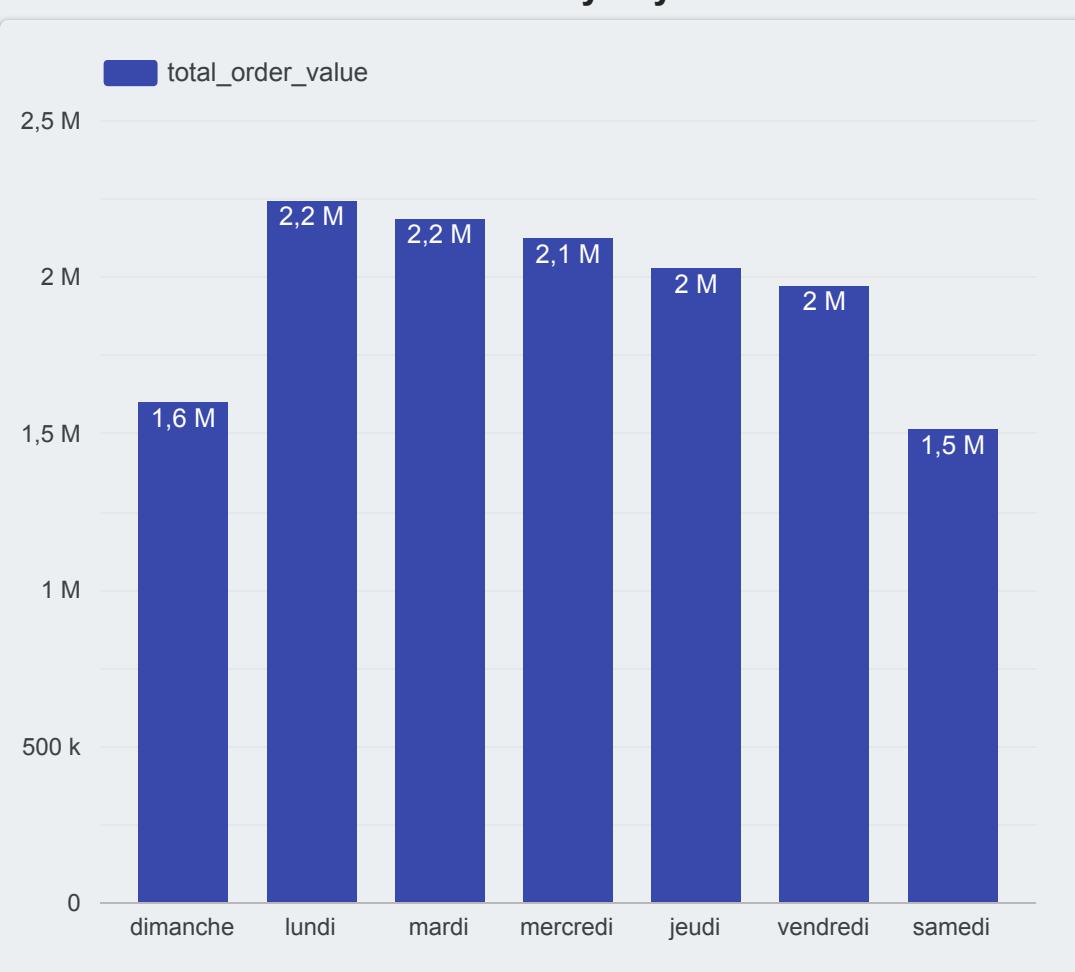
customer count

96,1 k

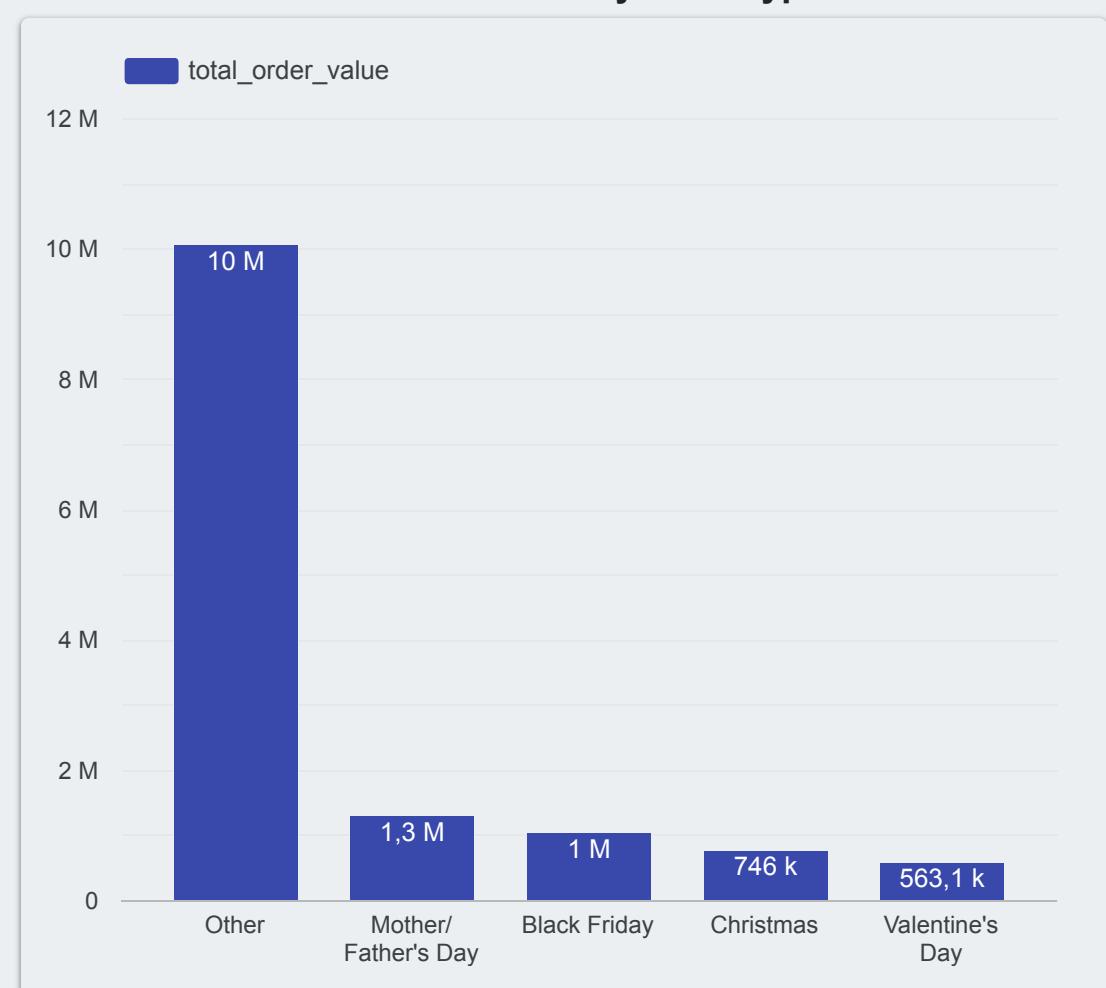
gross profit over time



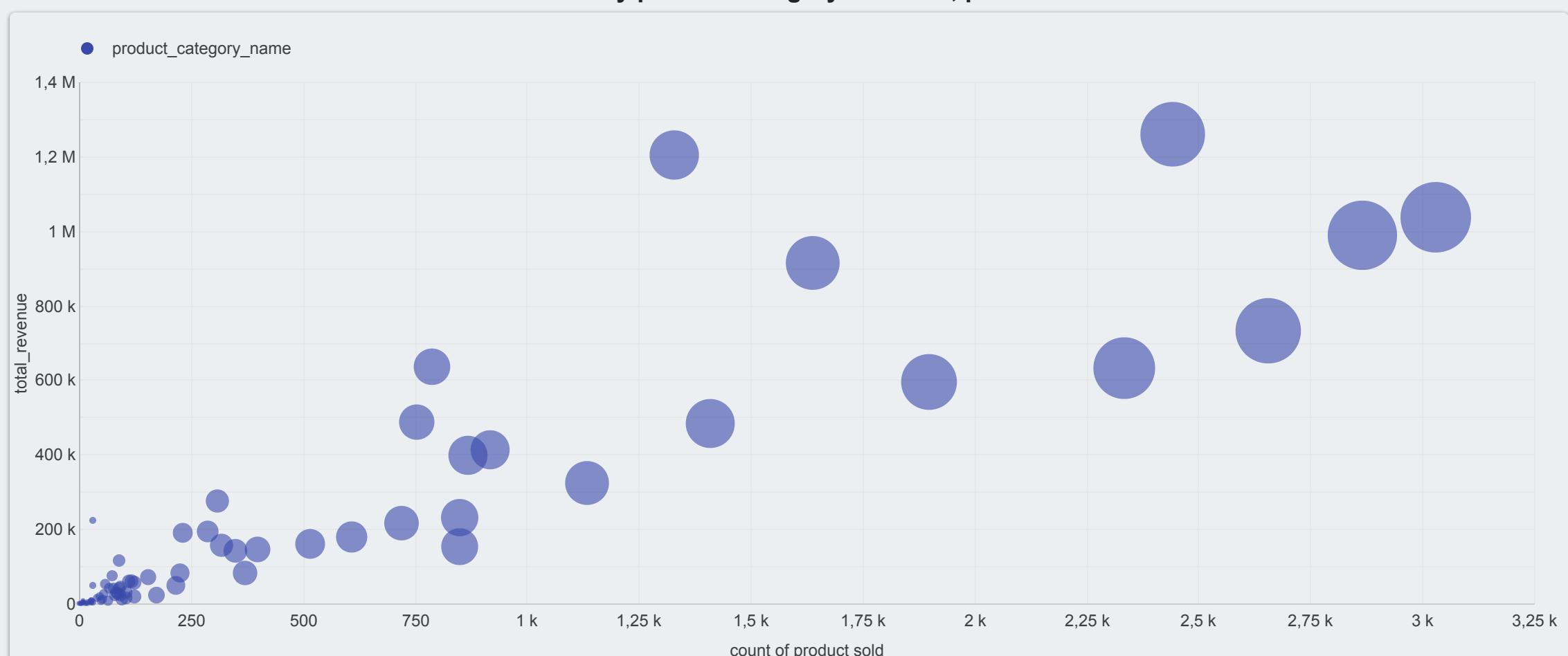
total order value by day of week



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

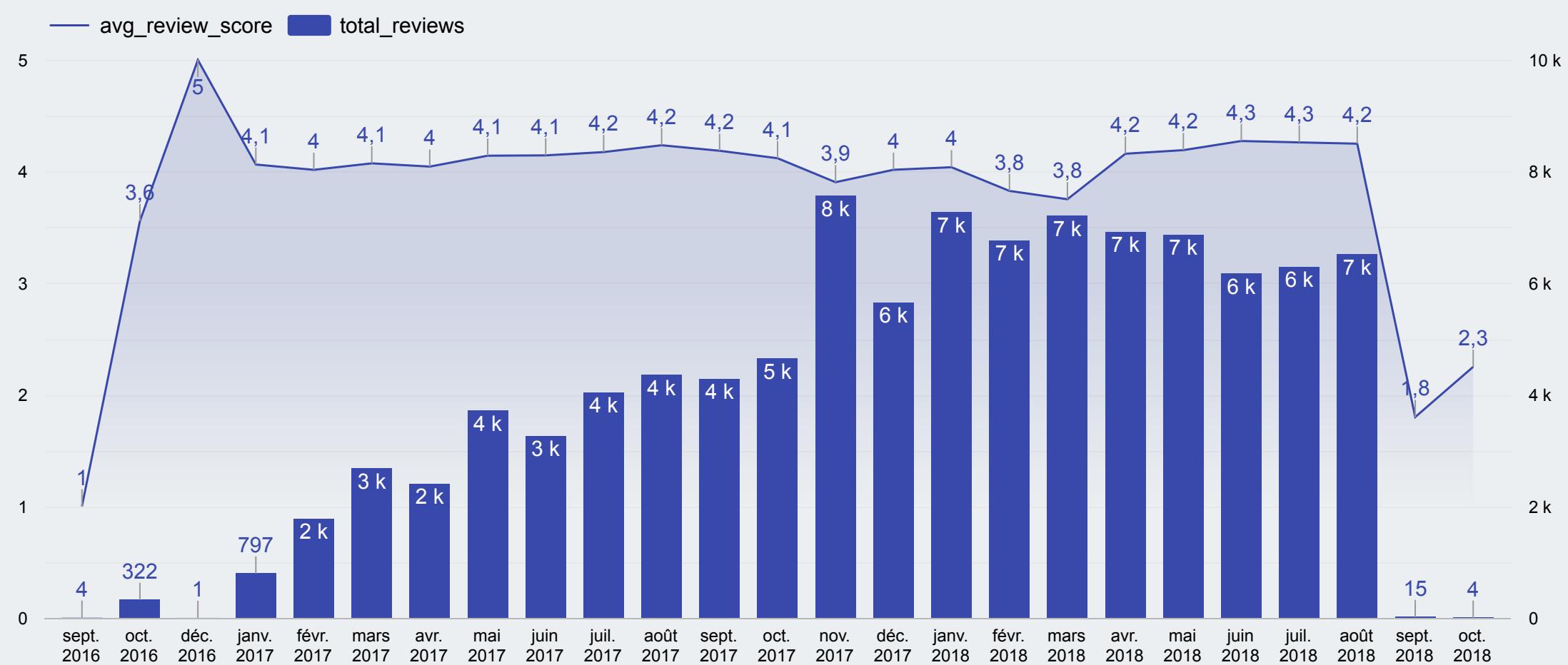
average review score

4,1

avg review counts / custo...

1,04

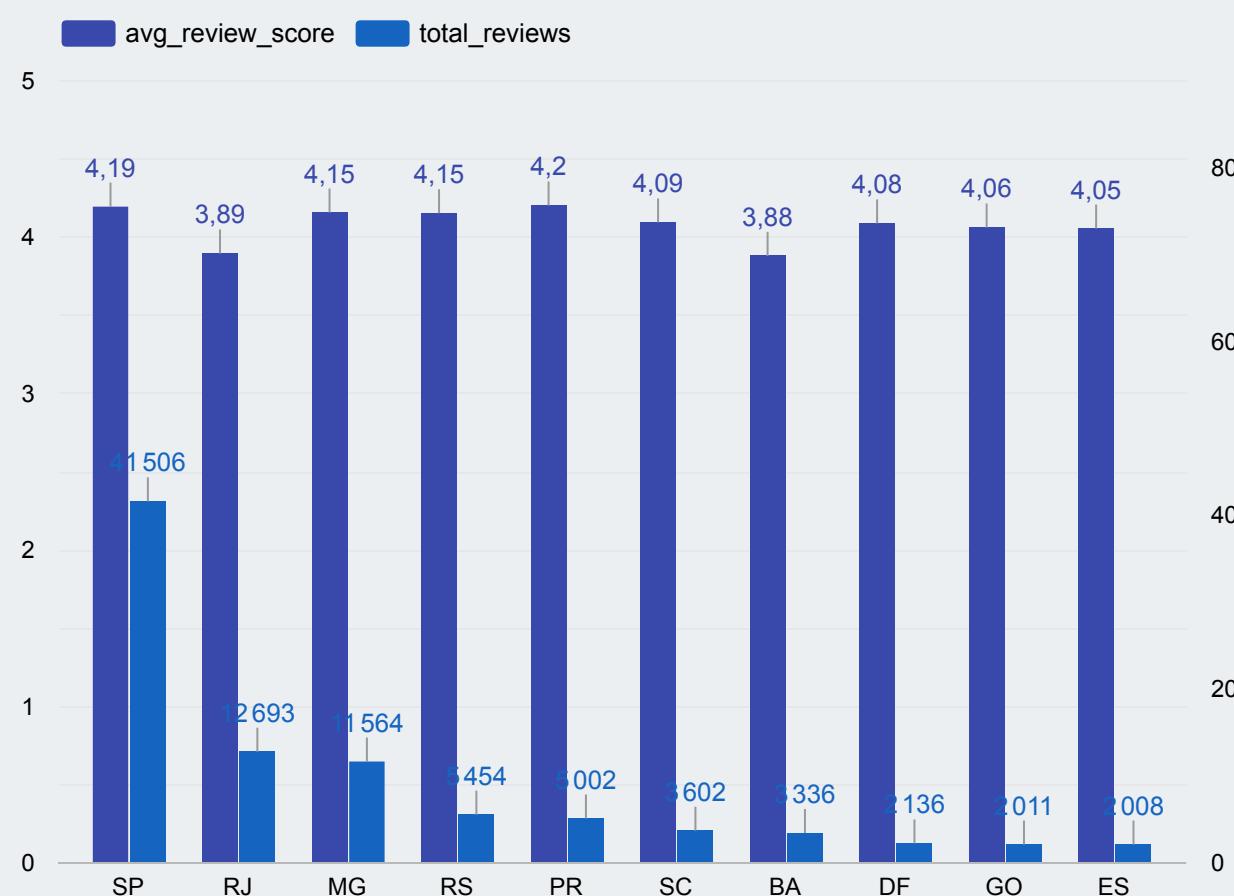
evolution of average review score and review count over time



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
30d1db88b4b84f7c2aafba0c1ba023fa	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

