



KPI's

Analysis

Top/Bottom



Year

All

Month

All

Week day

Week end

Weekend / Weekday

Week day

Week end

customer_city

All

product Category

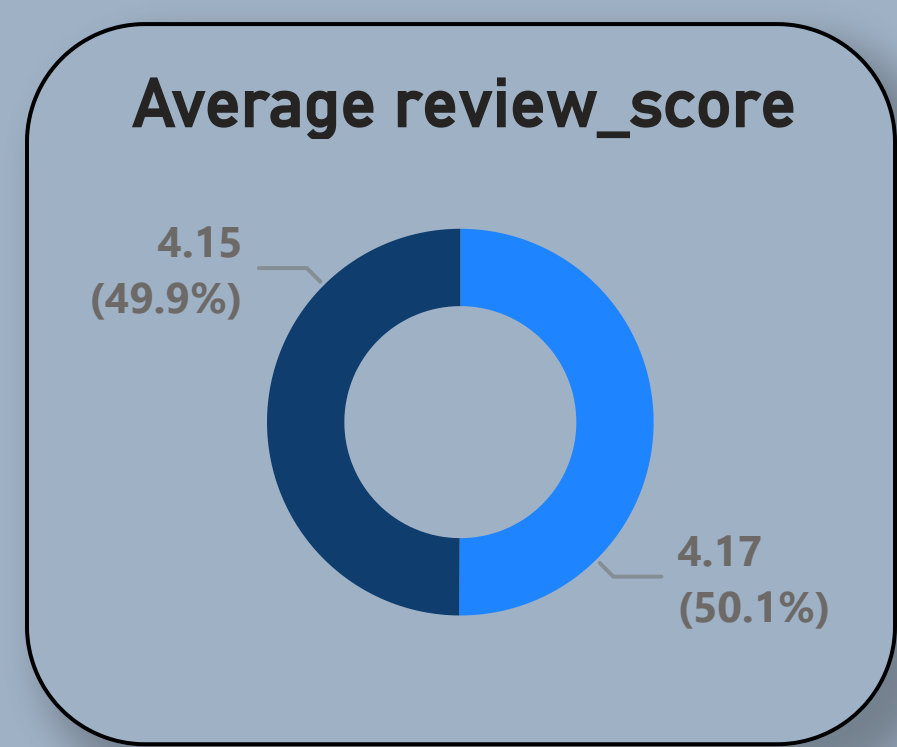
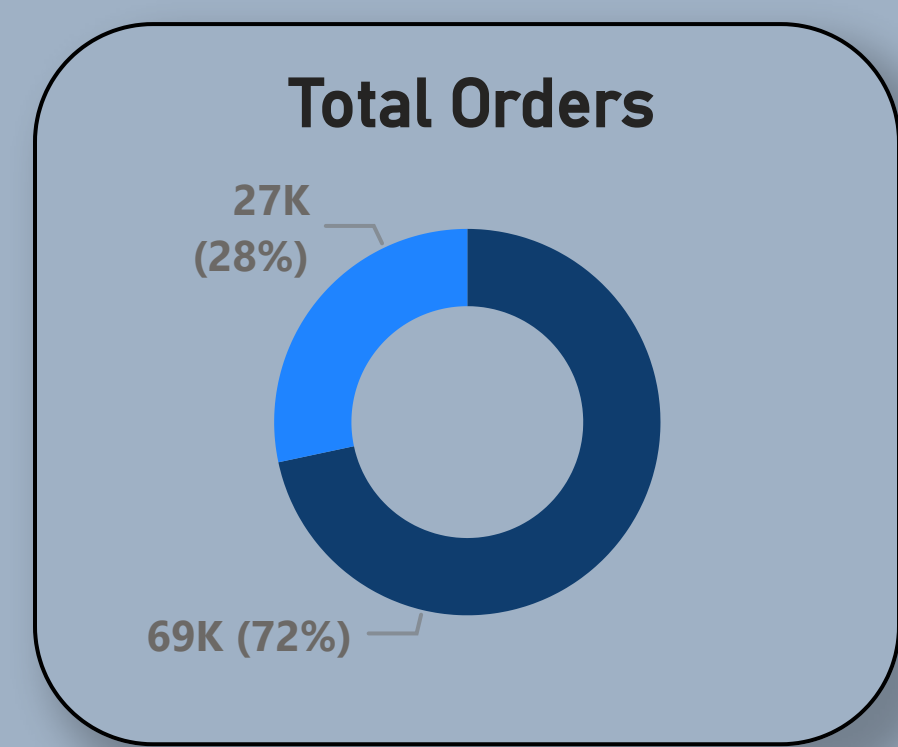
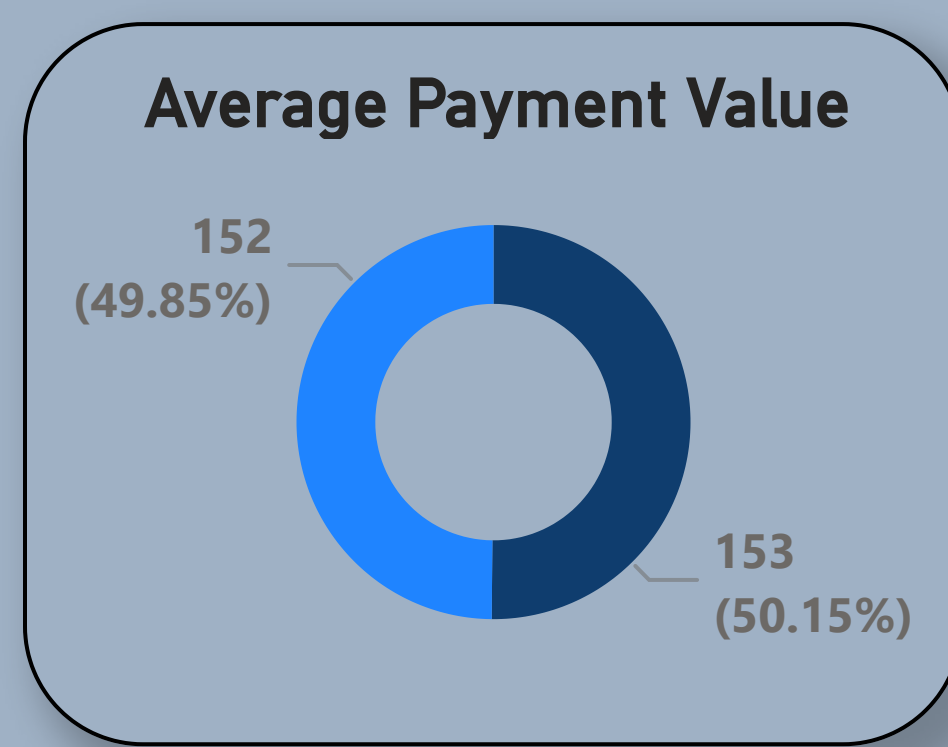
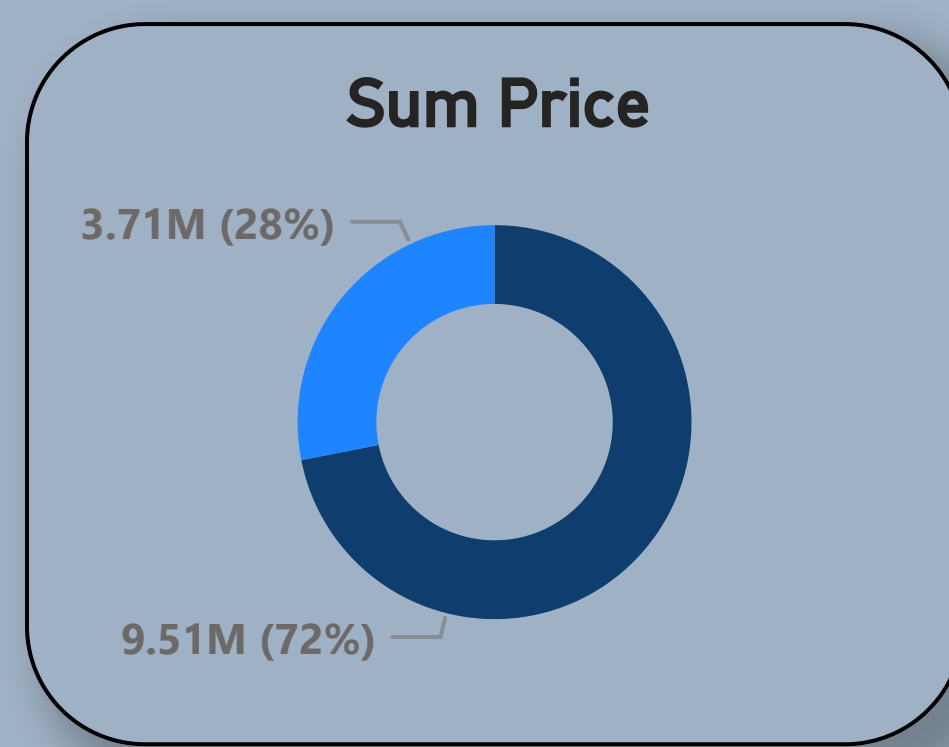
All

payment_type

All

review_score

All



Total Orders

99.44K

Average Price

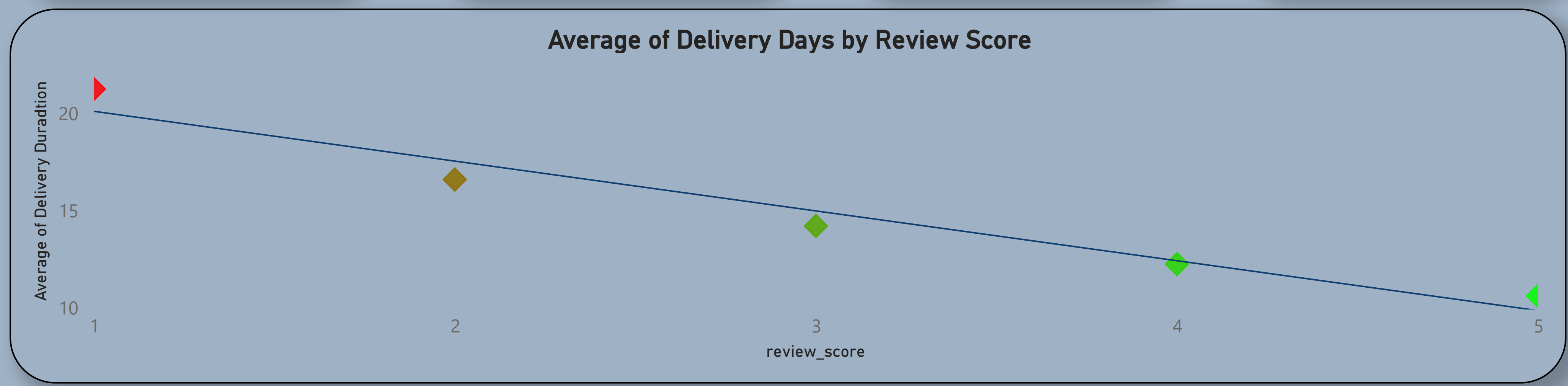
120.65

Average Payment Value

154.10

Average Delivery Time (Days)

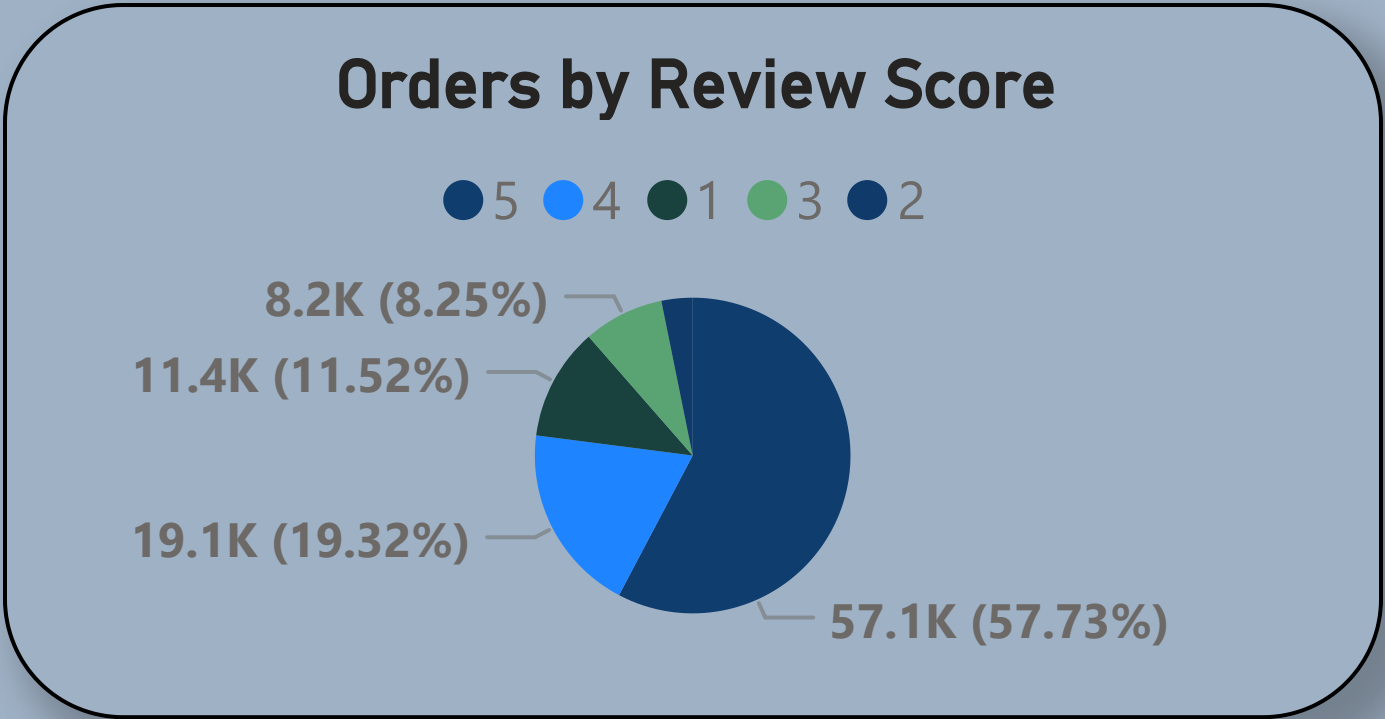
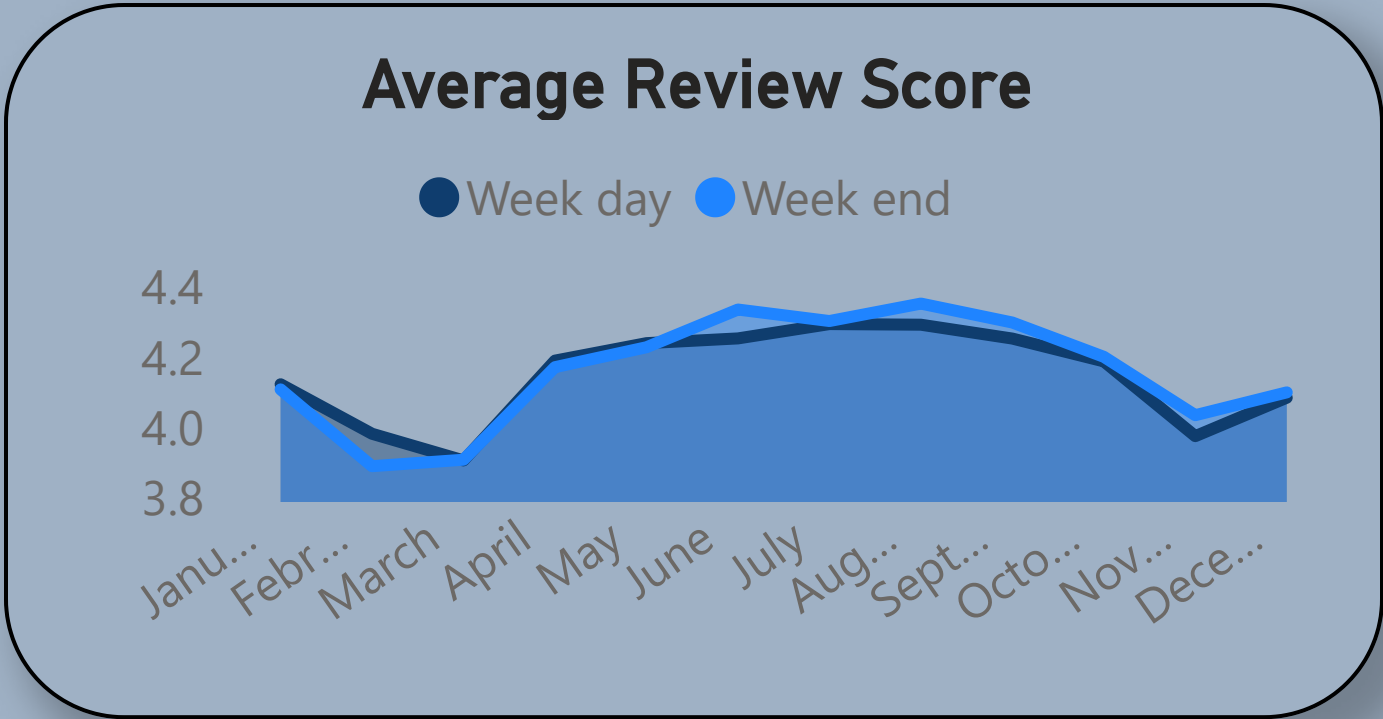
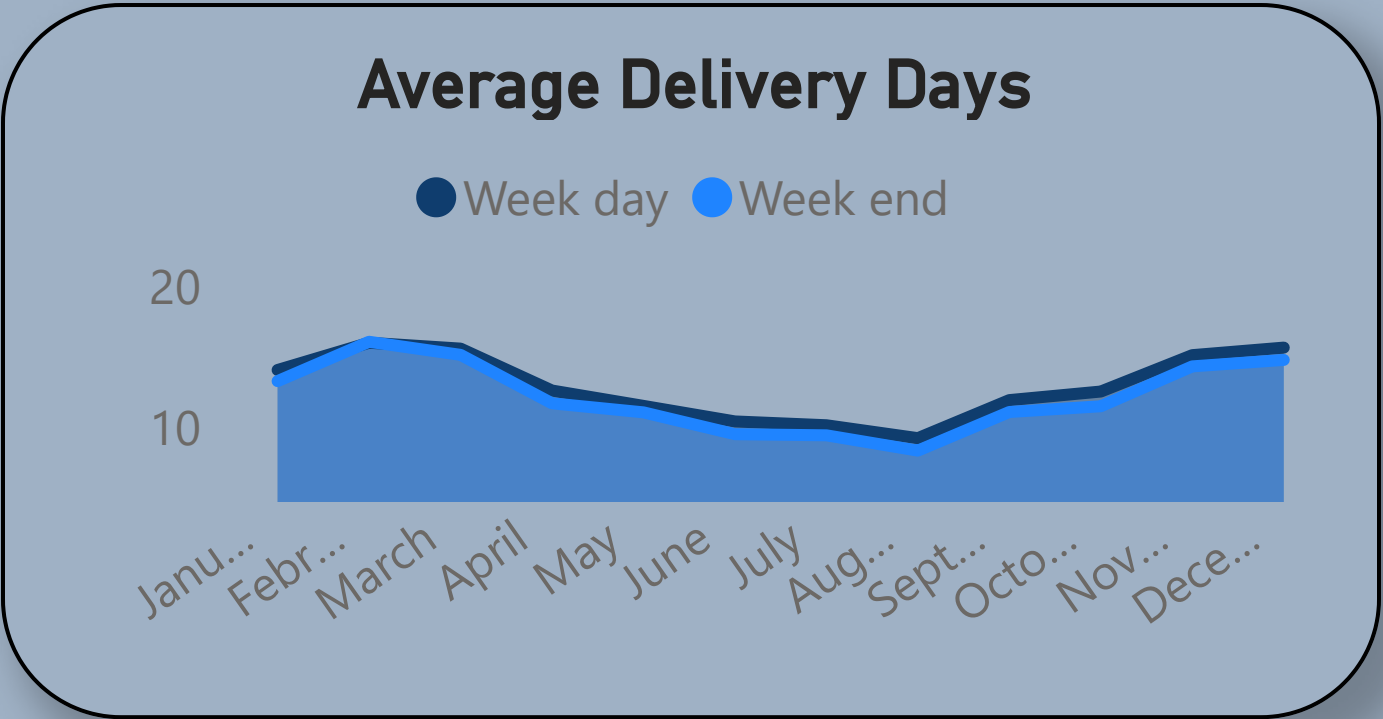
12.49





Avg Review Score

4.09



Year

All

customer_city

All

product Category

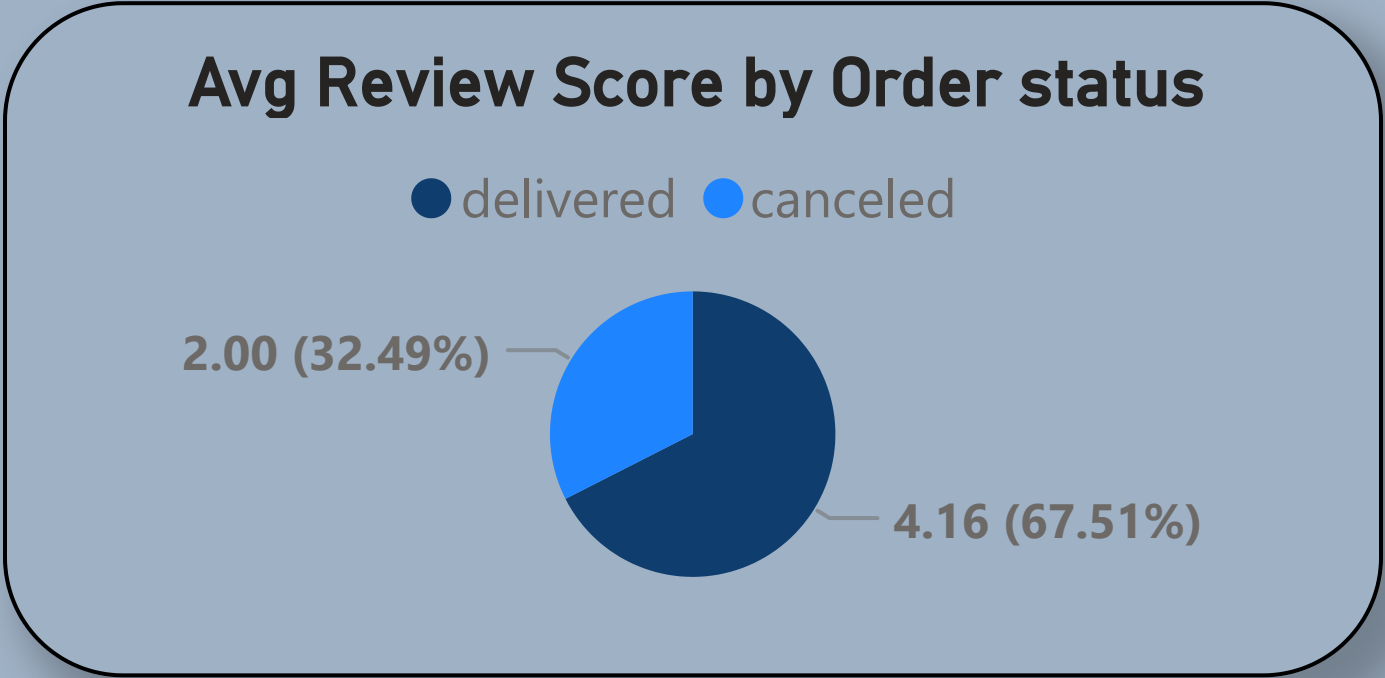
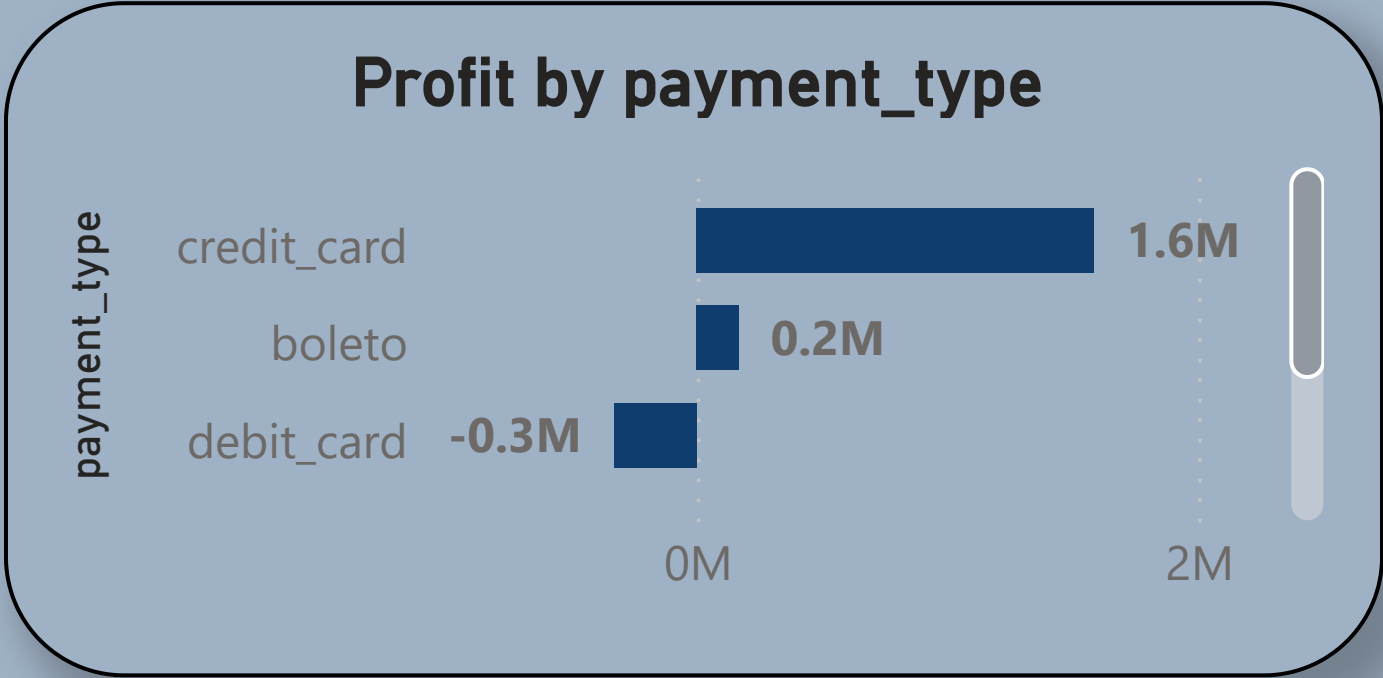
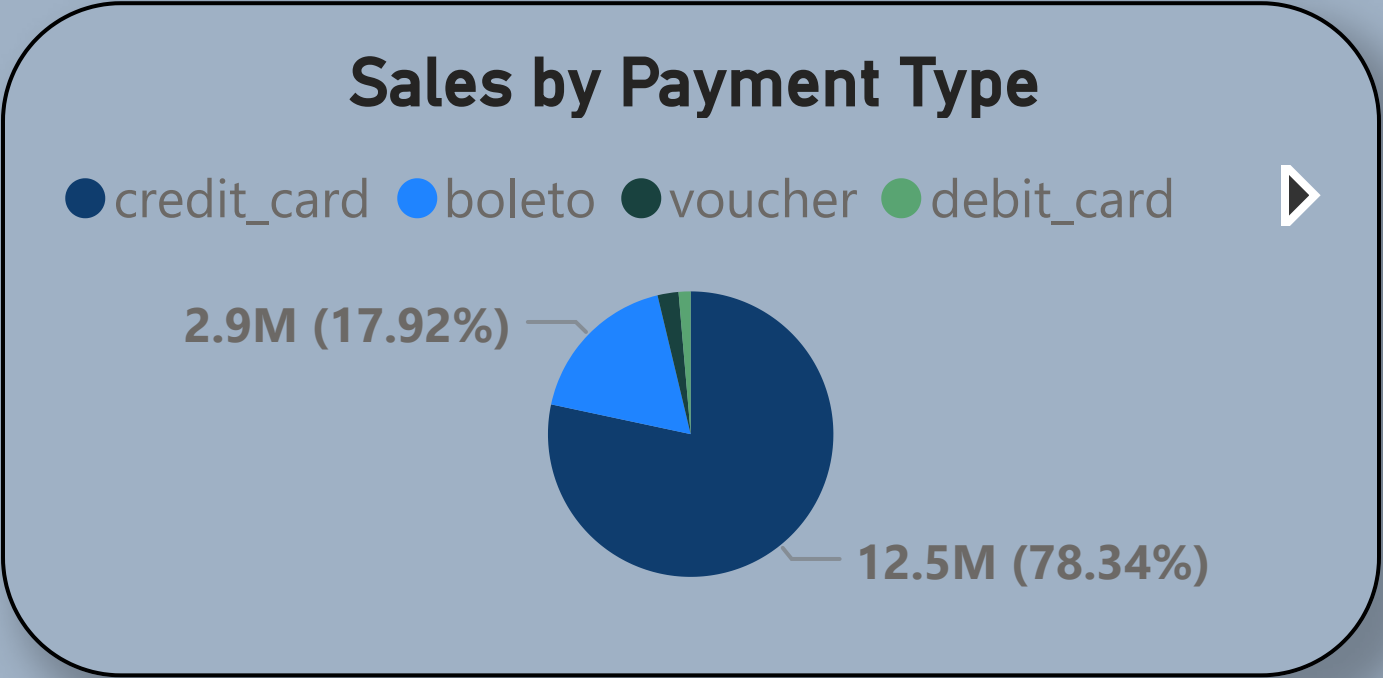
All

payment_type

All

review_score

All



Key influencers

What influences Average of Delivery Duradtion to Increase ?

When...

product_category_name_... is office_furniture

product_weight_g is 2192 - 38700

6.22

1.64

....the average of Average of Delivery Duradtion increases by

← Average of Delivery Duradtion is more likely to increase when product_category_name_english is office_furniture than otherwise (on average).

Average (excluding selected): 12.36

Only show values that are influencers



Top 5

Bottom 5

Year

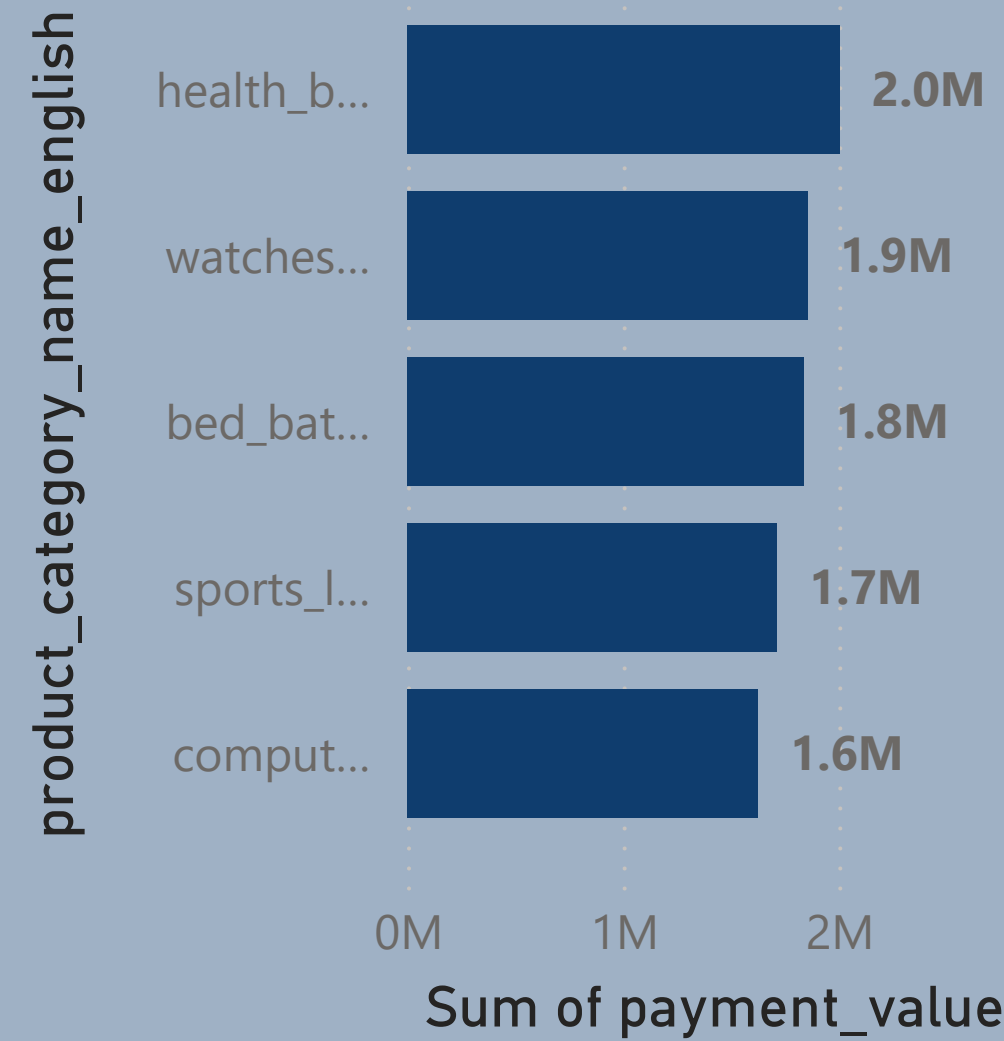
All



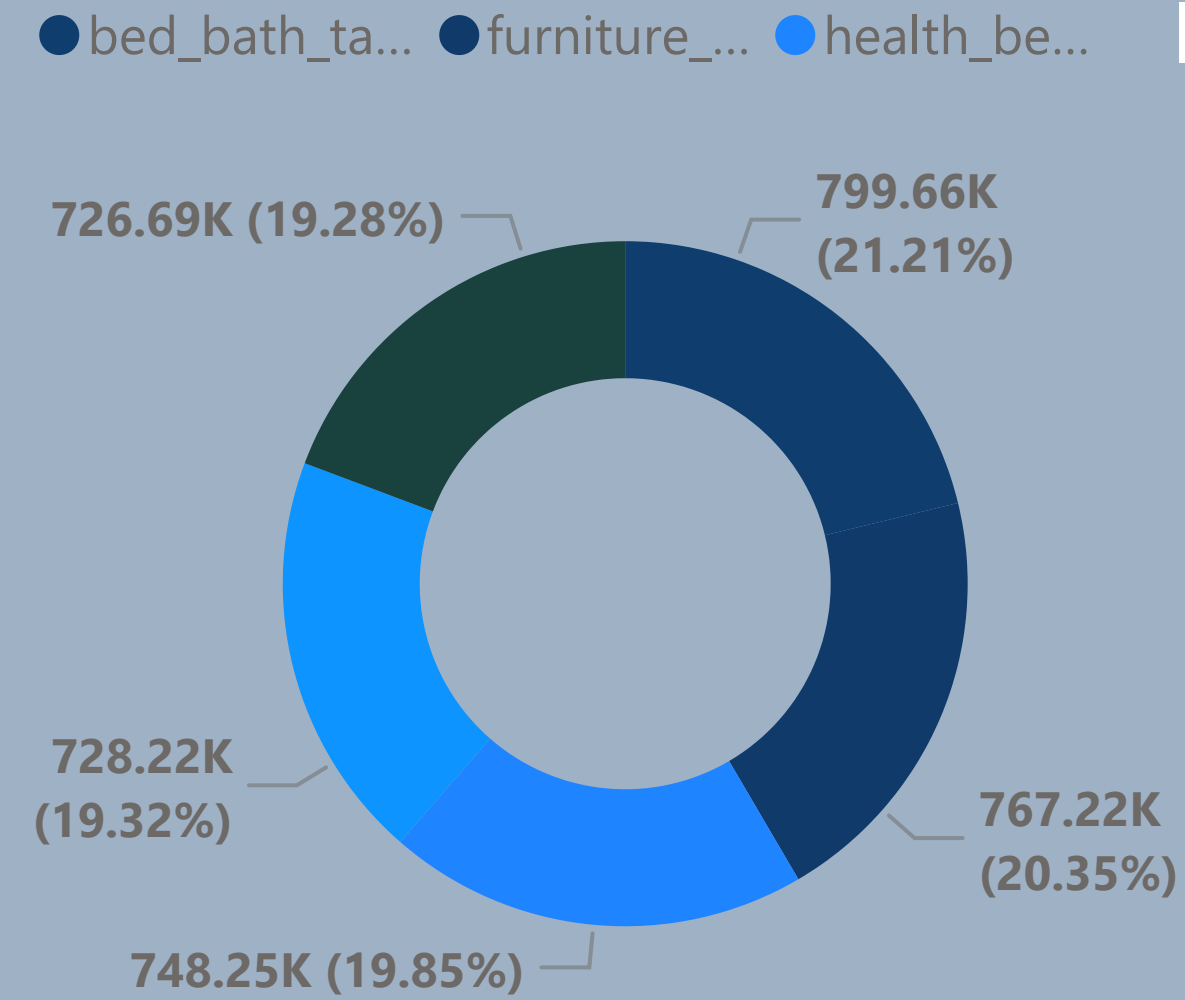
Profit

1.38M

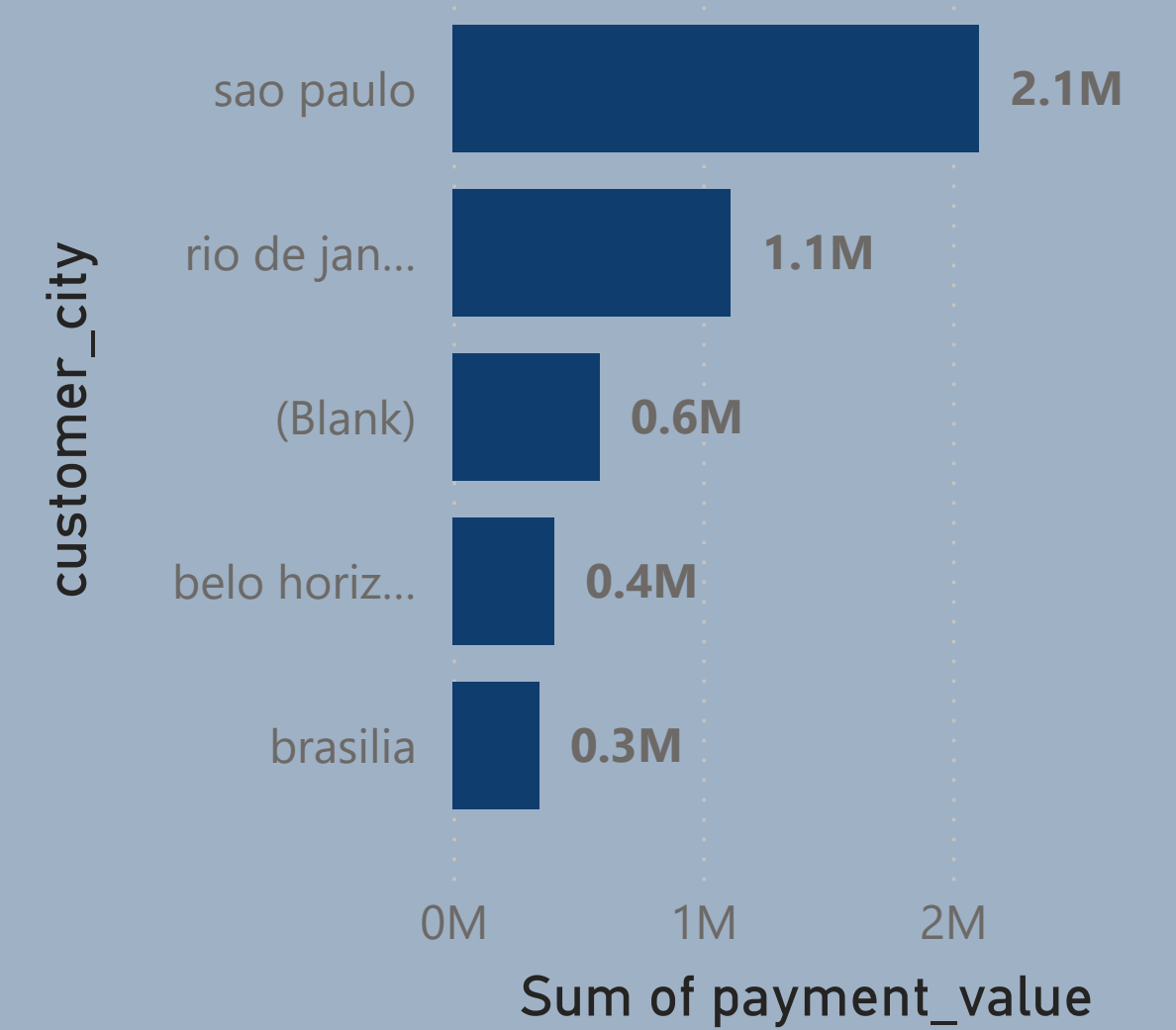
Sales by Product Category



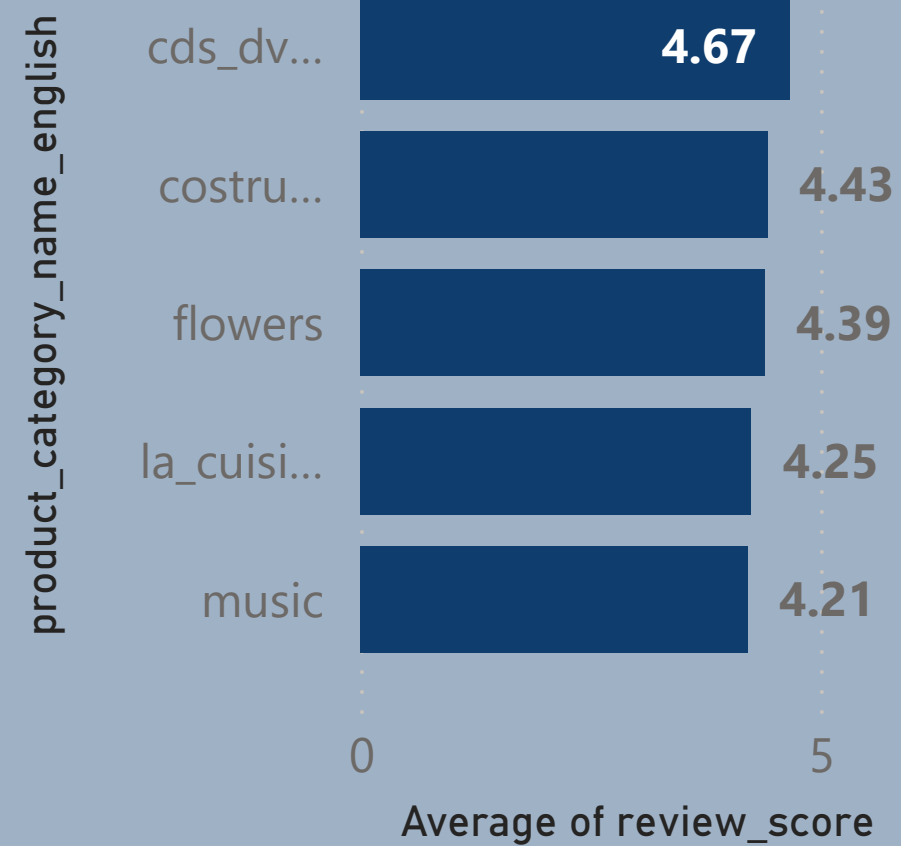
Profit by product category



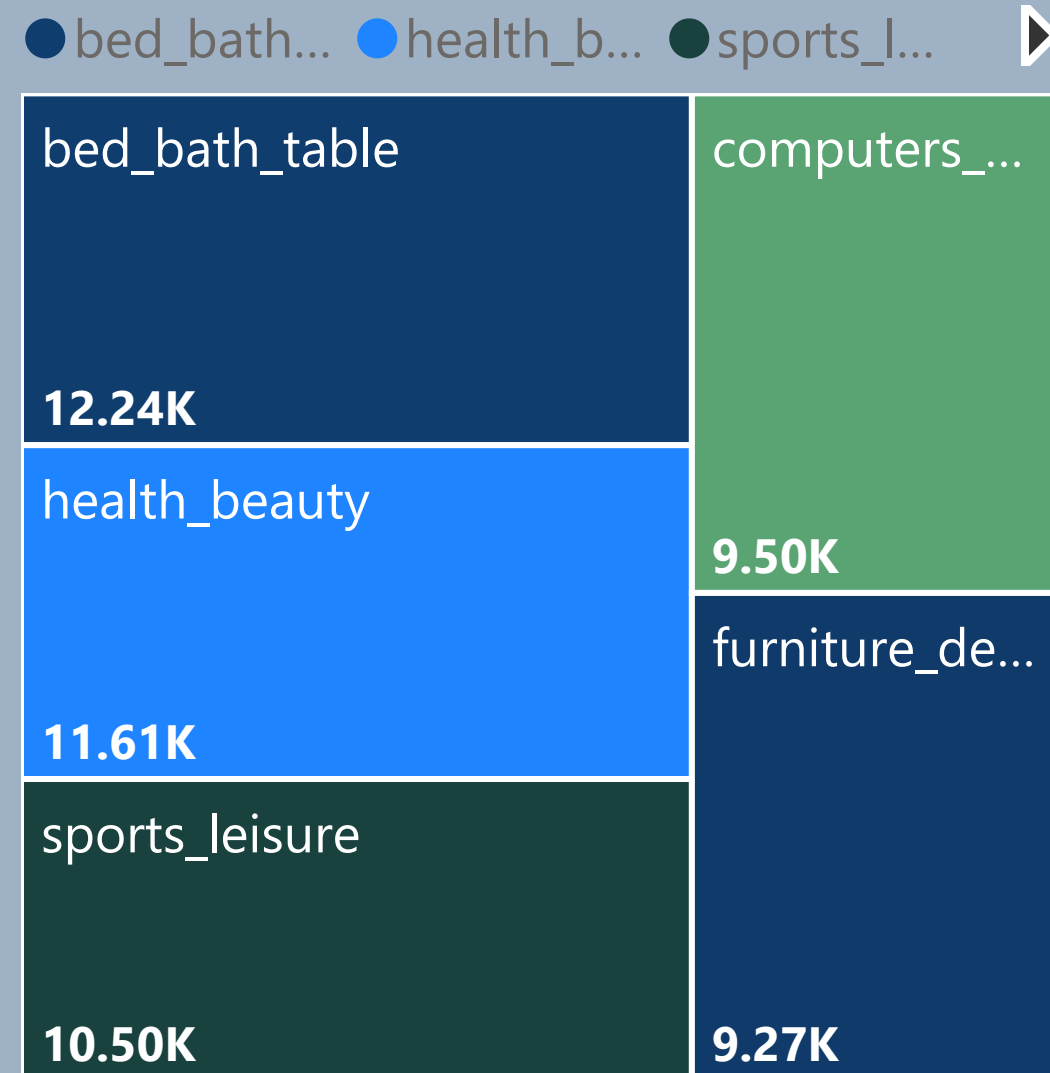
payment value by customer_city



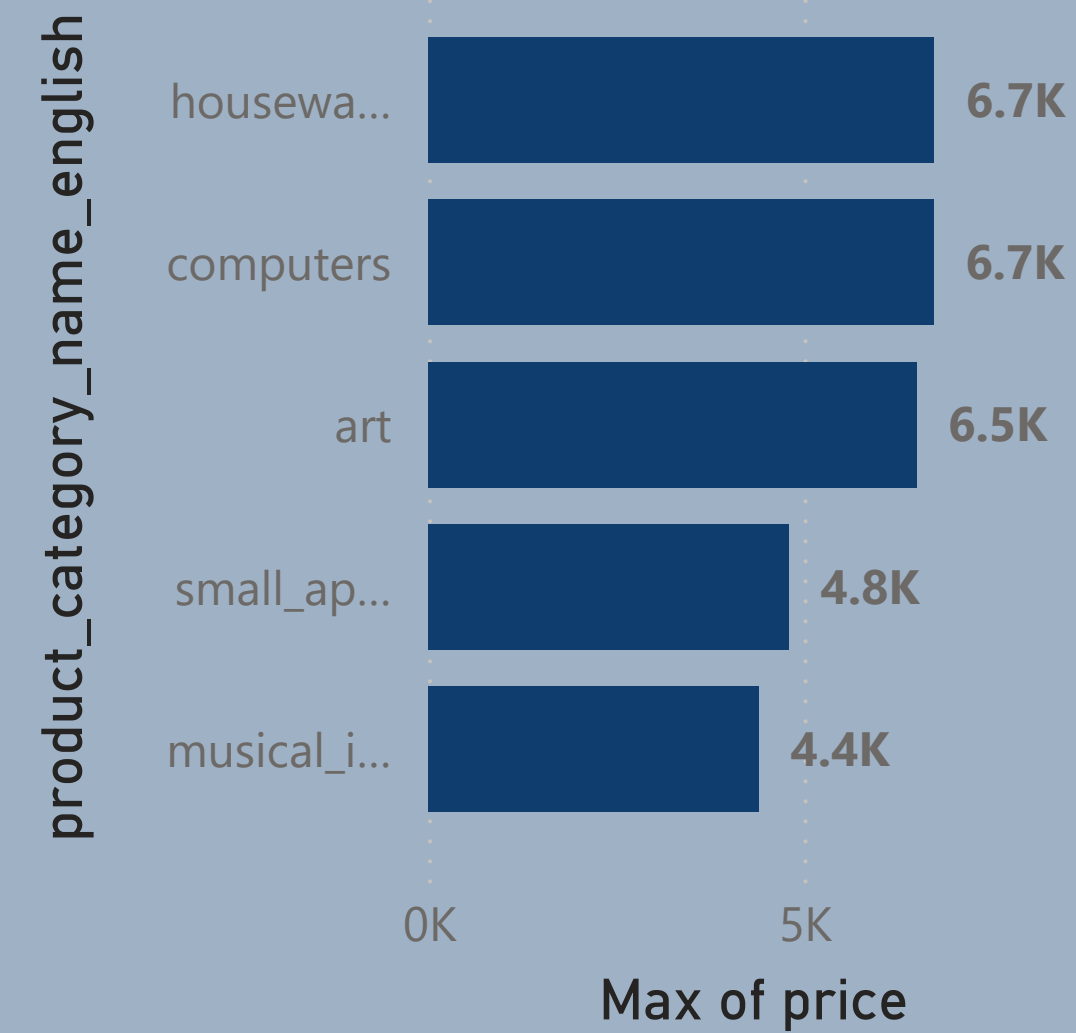
Average of review_score by product_category_name_english



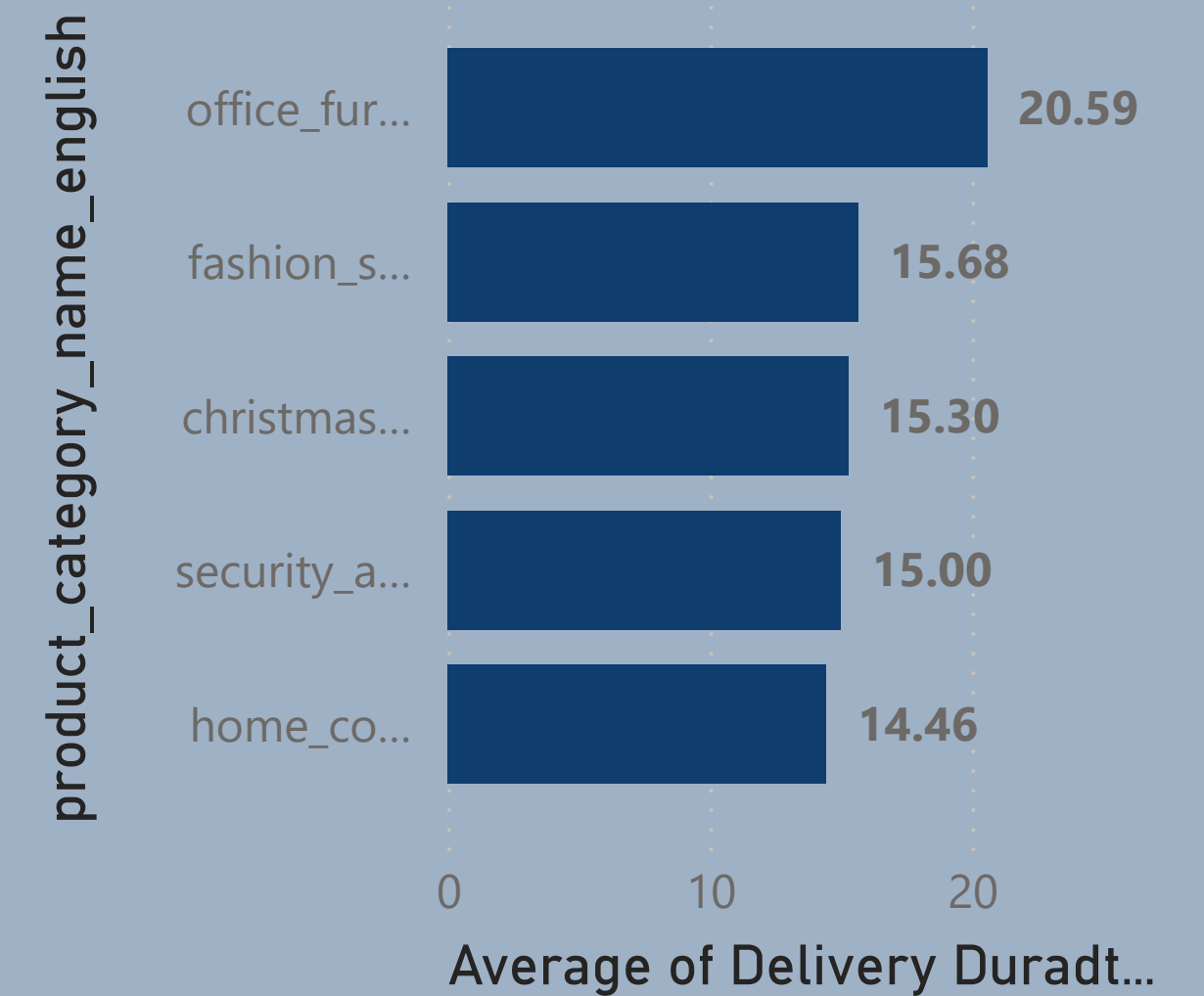
orders by product category



prices of Products



Delivery Duration by product category





customer_city	OrderCount	Sum of payment_value	Profit	Average of Delivery Duradtion	Average of review_score
sao paulo	15046	2,108,302.44	248,635.81	8.01	4.23
Total	15046	2,108,302.44	248,635.81	8.01	4.23



product_category_name_english	Count of order_id	Sum of payment_value	Profit	Average of Delivery Duradtion	Average of review_score
health_beauty	8649	2,006,928.87	748,247.53	12.01	3.62
Total	8649	2,006,928.87	748,247.53	12.01	3.62

May in Weekend / Weekday Week day made up 8.02% of Sum of payment value.

credit card accounted for 78.34% of Sum of payment value.

sao paulo accounted for 13.67% of Sum of payment value.

health beauty accounted for 22.20% of Sum of payment value.

Across all 5 product category, Average of review score ranged from 4.21 to 4.67.

customer_city	Sum of payment_value
	587,234.67
abadia dos dourados	413.50
abadiania	1,025.52
abaete	1,946.81
abaetetuba	4,672.27
abaiara	332.15
abaira	203.00
abare	224.73
abatia	220.19
abdon batista	156.70
abelardo luz	707.50
Total	16,008,872.12

