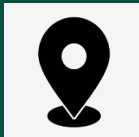


Sales Performance Analysis:



\$13.22M

Total_Revenue

99K

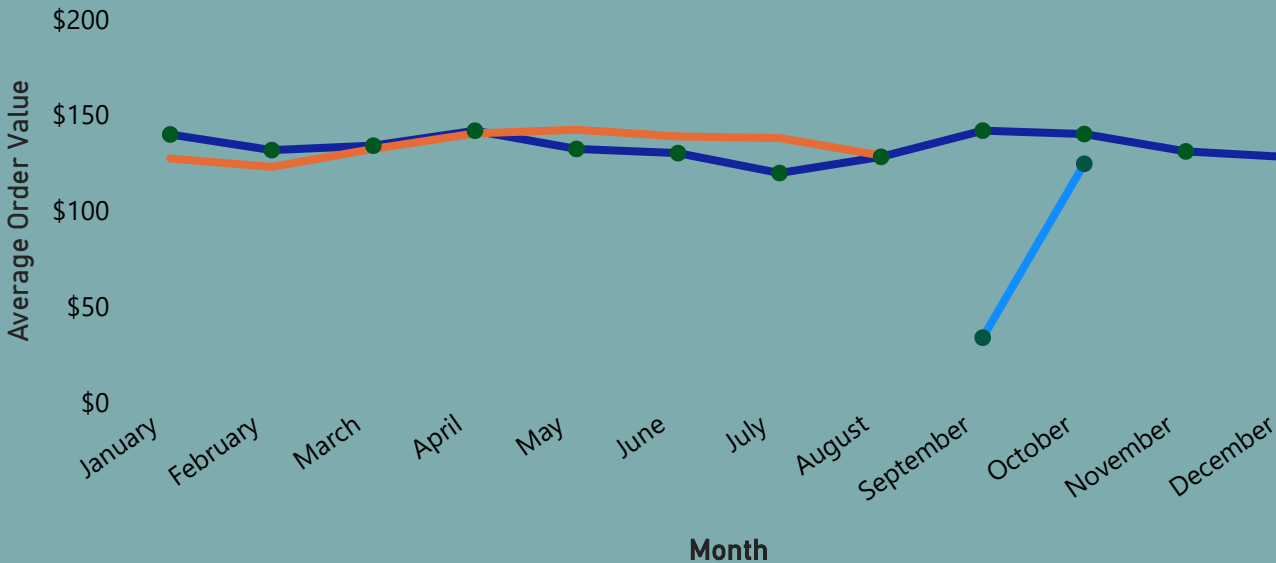
Total Orders

\$133

Average Order Value

Average Order Value(AOV) by Month and Year

Year 2016 2017 2018



order_purchase_timestamp

All

product category

All

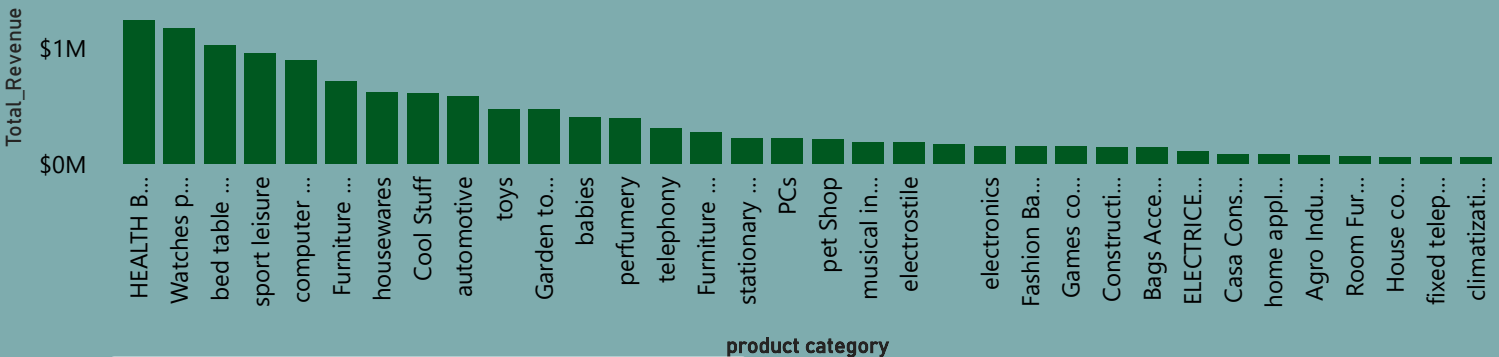
customer_state

All

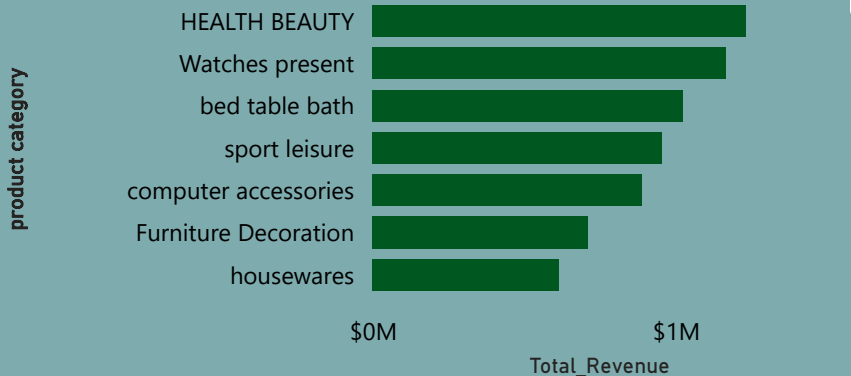
Month

All

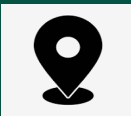
Total_Revenue by product category



Total_Revenue by product category



Customer Insights:



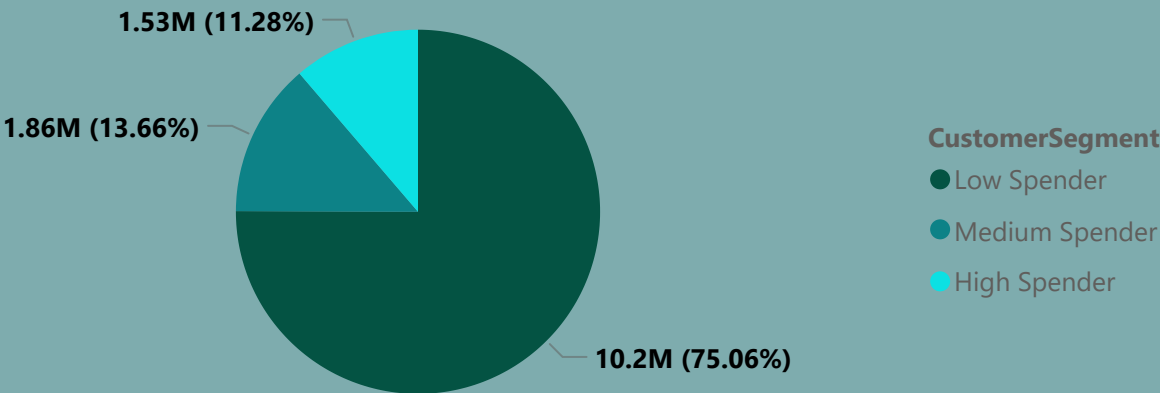
13.59M

CLV

99K

PurchaseFrequen...

TotalSpend by CustomerSegment



customer_state

All

order_purchase_timestamp

All

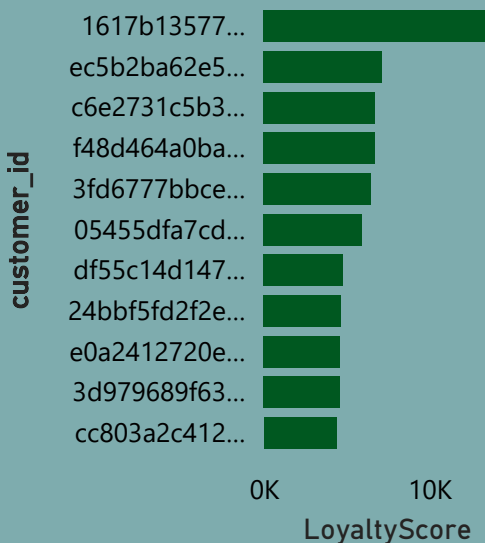
product category

All

TOP 10 customer by Revenue

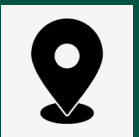


LoyaltyScore by customer_id



customer_id	CLV	CustomerSegment	PurchaseFrequency
ffffe8b65bbe3087b653a978c870db99		No Purchase	1
ffffa3172527f765de70084a7e53aae8	21.80	Low Spender	1
ffff42319e9b2d713724ae527742af25	199.90	Low Spender	1
fffed5b6d849fbd39689bb92087f431	47.90	Low Spender	1
fffecc9f79fd8c764f843e9951b11341	54.90	Low Spender	1
fffc937e9dd47a13f05ecb8290f4d3e	78.00	Low Spender	1
fffc22669ca576ae3f654ea64c8f36be		No Purchase	1
fffb97495f78be80e2759335275df2aa	45.90	Low Spender	1
fffa0238b217e18a8adeeda0669923a3	35.00	Low Spender	1
fff93c1da78dafa304ff032abc6205	198.89	Low Spender	1
Total	1,35,91,643.70		99441

Regional Analysis:



12.50

AvgDeliveryTimeByRegion

542

CanceledOrdersByProduct

0.63%

ReturnRateByRegion

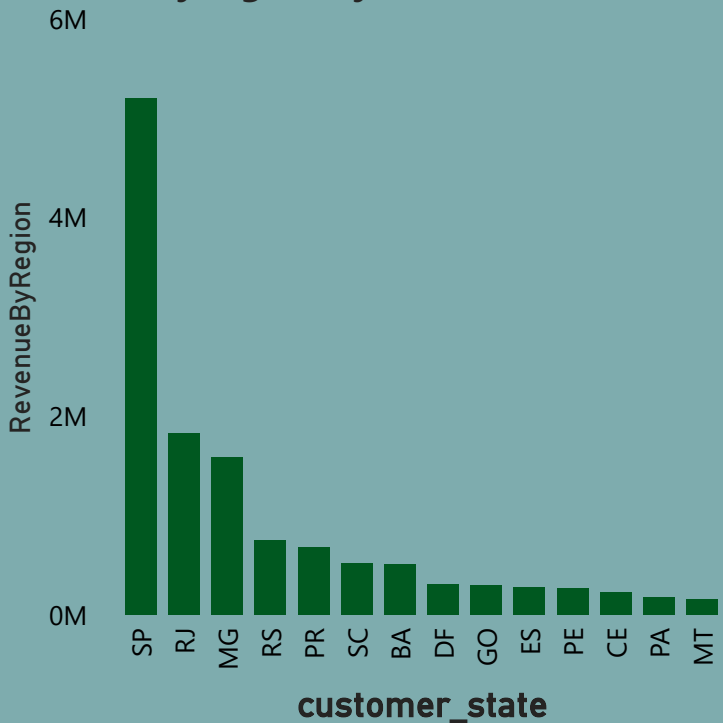
product category

All

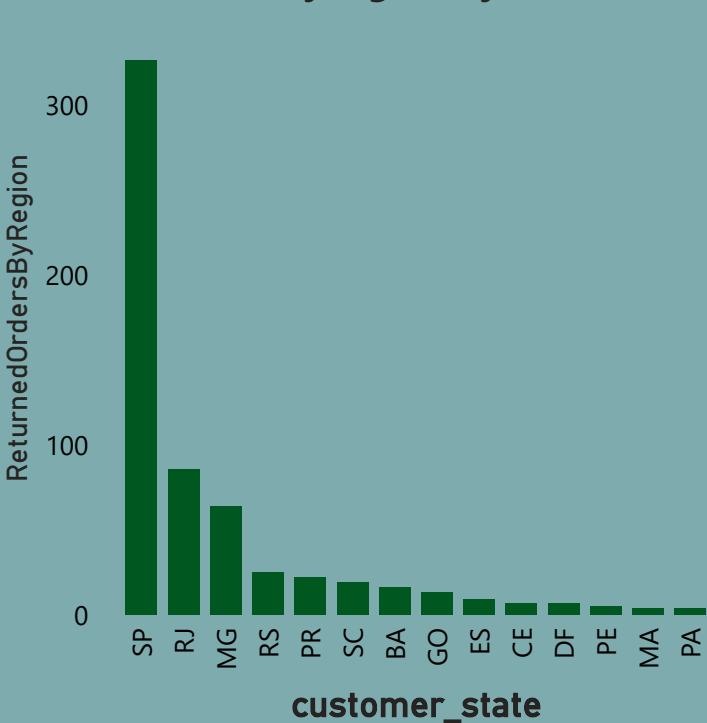
order_purchase_timestamp

All

RevenueByRegion by customer_state



ReturnedOrdersByRegion by customer_...



AvgDeliveryTimeByRegion by customer_state



Operational Metrics:



12.50

AvgDeliveryTime

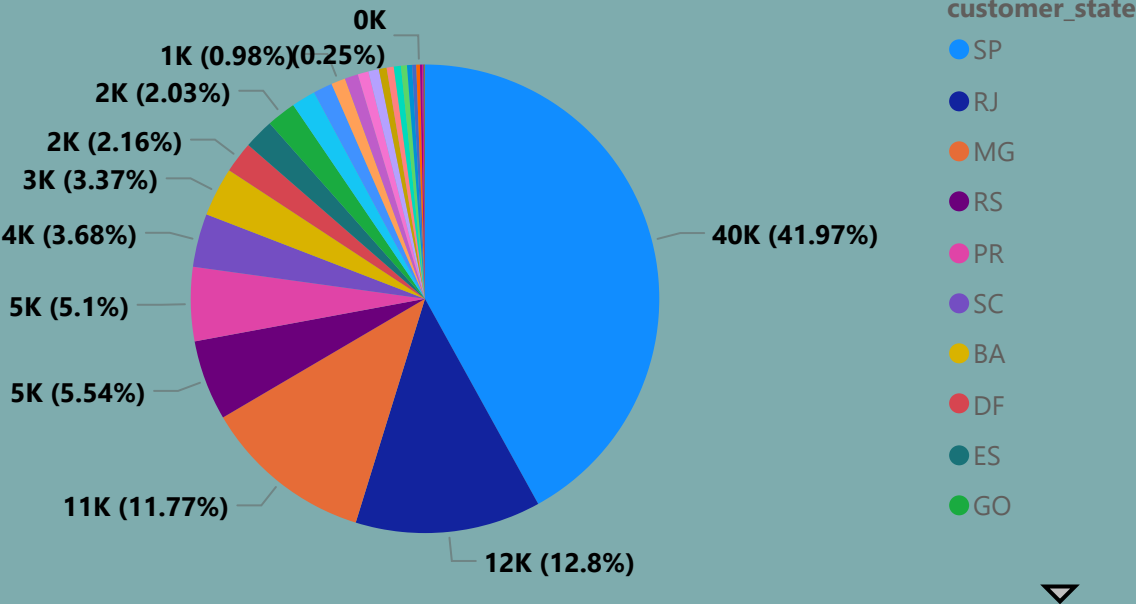
210

MaxDeliveryTime

0

MinDeliveryTime

DeliveredOrdersByState by customer_state



order_purchase_timestamp

All

product category

All

customer_state

All

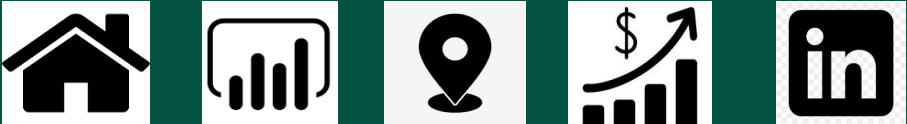
Month

All

product category	TotalOrdersByCategory	RevenueByCategory
Watches present	5991	12,05,005.68
toys	4117	4,83,946.60
telephony	4545	3,23,667.53
technical books	267	19,096.06
stationary store	2517	2,30,943.23
sport leisure	8641	9,88,048.97
song	38	6,034.35
SIGNALIZATION AND SAFETY	100	21,500.22
Total	112650	1,35,91,643.70

product category	CanceledOrdersByProduct
Watches present	21
toys	34
telephony	18
stationary store	12
sport leisure	51
Room Furniture	2
Total	542

Time Trends:



\$13.59M

TotalRevenue

0%

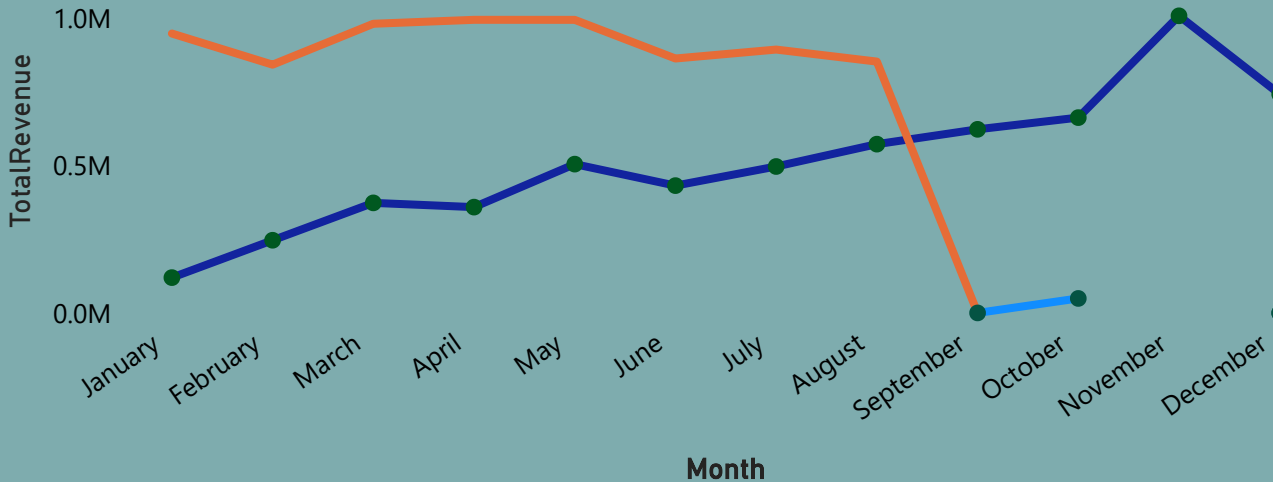
MoM_Growth

250.3%

YoY_Growth

TotalRevenue by Month and Year

Year 2016 2017 2018



Year

All

Month

All

customer_state

All

Year	TotalRevenue	YoY_Growth
2017	55,17,496.55	132.98
2018	80,24,098.21	1.10
	893.90	0.00
2016	49,155.04	0.00
Total	1,35,91,643.70	2.50

product category	MoM_Growth	YoY_Growth	TotalRevenue
Watches present	0.00	3.42	12,05,005.68
toys	0.00	1.86	4,83,946.60
telephony	0.00	2.89	3,23,667.53
technical books	0.01	4.38	19,096.06
stationary store	0.00	4.15	2,30,943.23
sport leisure	0.00	2.43	9,88,048.97
books	0.00	2.01	6,024.25
Total	0.00	2.50	1,35,91,643.70