

# E-Commerce Executive Overview

TOTAL ORDERS

96K

TOTAL REVENUE (\$)

\$16.19M

AVG\_ORDER\_VALUE

\$167.80

LATE\_DELIVERY %

8.11%

PRODUCT\_CATEGORY

72

Clear Filter

Product Category

All

Payment\_Type

- ☐ (Blank)
- ☐ boleto
- ☐ credit\_card
- ☐ debit\_card
- ☐ voucher

Customer State

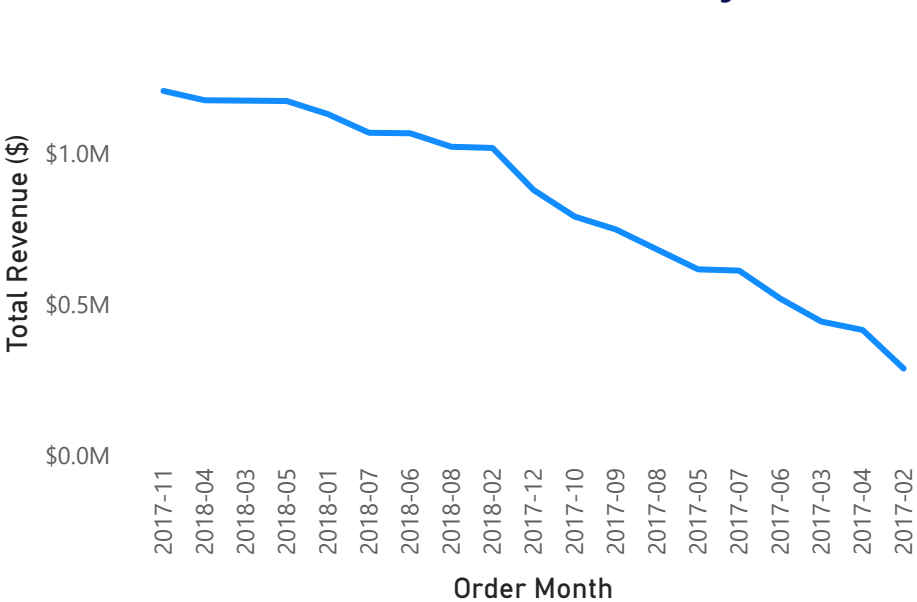
All

Order\_Status

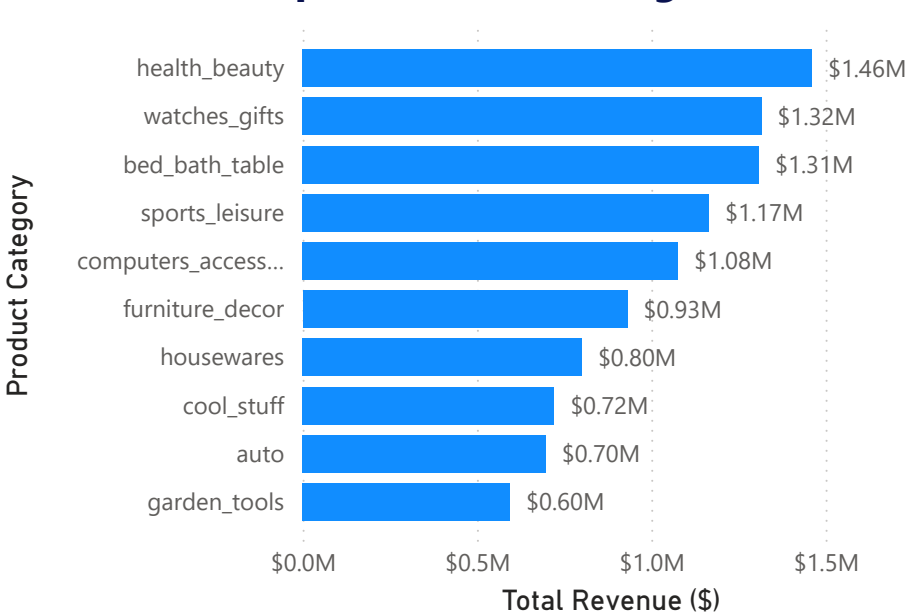
- ☐ approved
- ☐ canceled
- ☐ delivered
- ☐ invoiced
- ☐ processing
- ☐ shipped
- ☐ unavailable



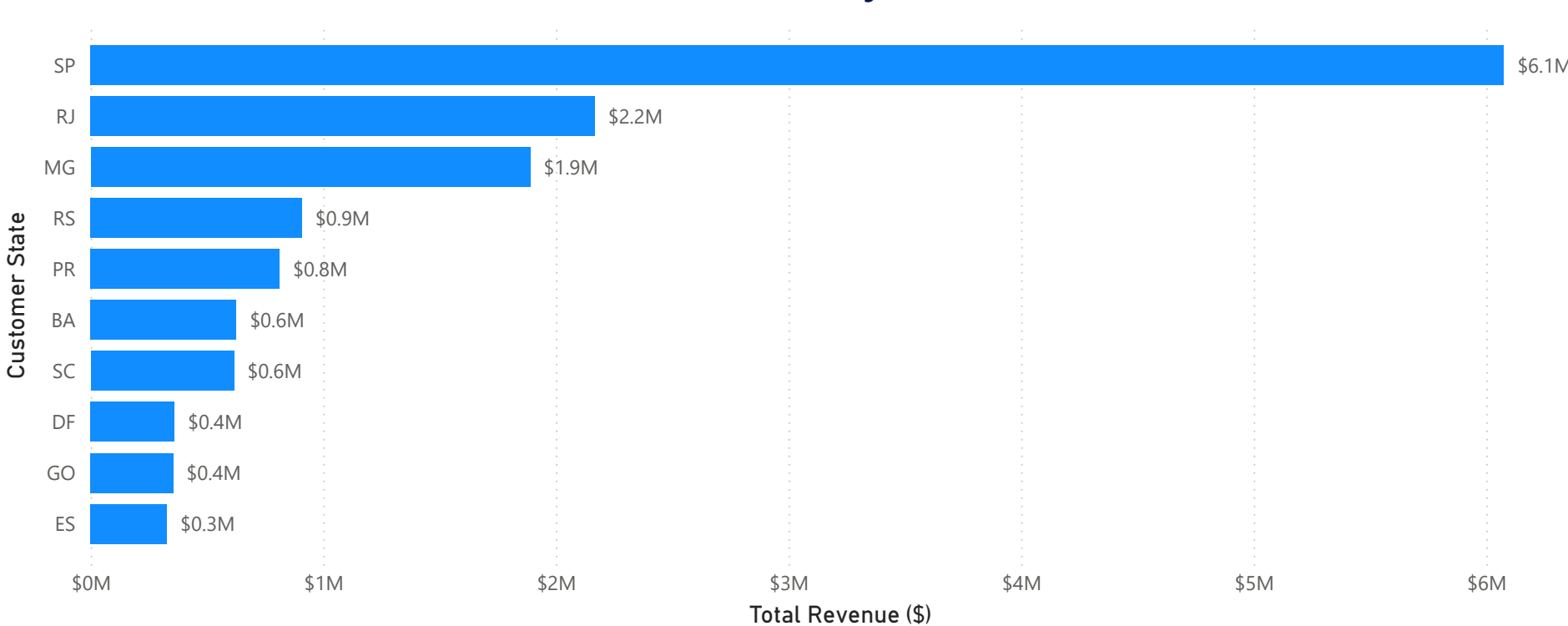
Revenue Trend (Monthly)



Top 10 Product Categories



Revenue by State



# Customer Loyalty & Behavioral Insights

Clear Filter

REPEAT CUSTOMER %

3.11%

Repeat Customer Revenue

\$991.88K

One-Time Customer Revenue

\$15.2M

Average Review Score

4.08

Average Delivery Days

12.43

Product Category

All

Customer State

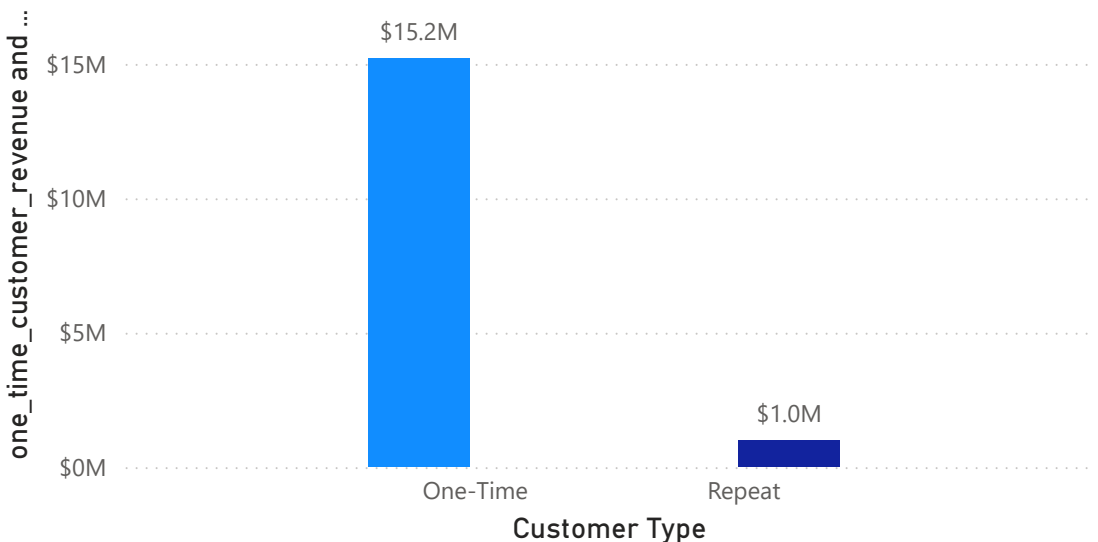
All

Payment Type

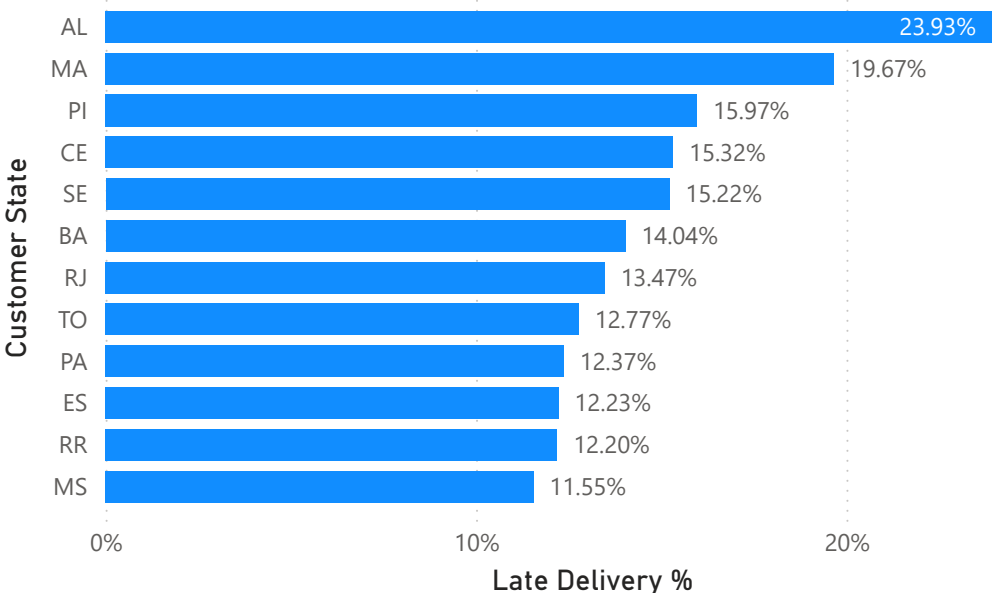
- ☐ (Blank)
- ☐ boleto
- ☐ credit\_card
- ☐ debit\_card
- ☐ voucher

Revenue Contribution: Repeat vs One-Time Customers

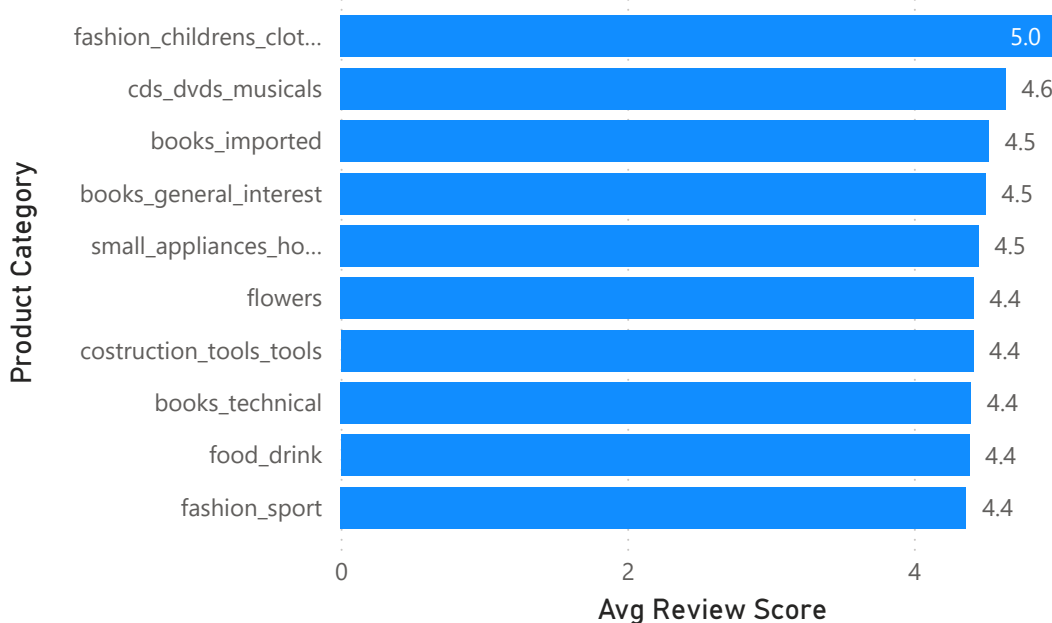
● one\_time\_customer\_revenue ● Repeat\_Customer\_revenue



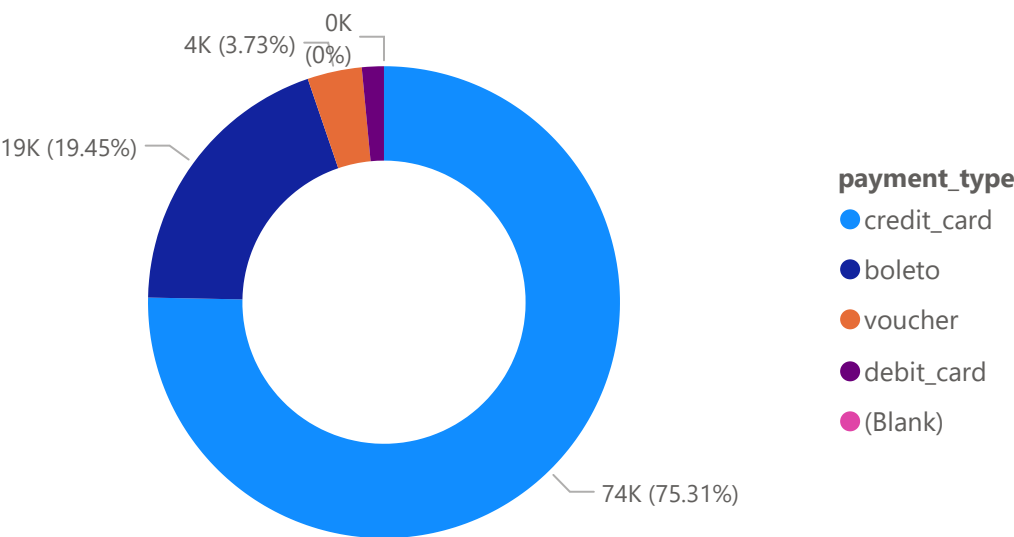
Late Delivery % by customer\_state



Top 10 Categories by Customer Rating



Payment Method Distribution



# Operations & Delivery Performance

Clear Filter

Delivered Orders

96K

Late Delivery %

8.11%

Avg Delivery Days

12.43

Avg Shipping Days

11.91

Customer State

All

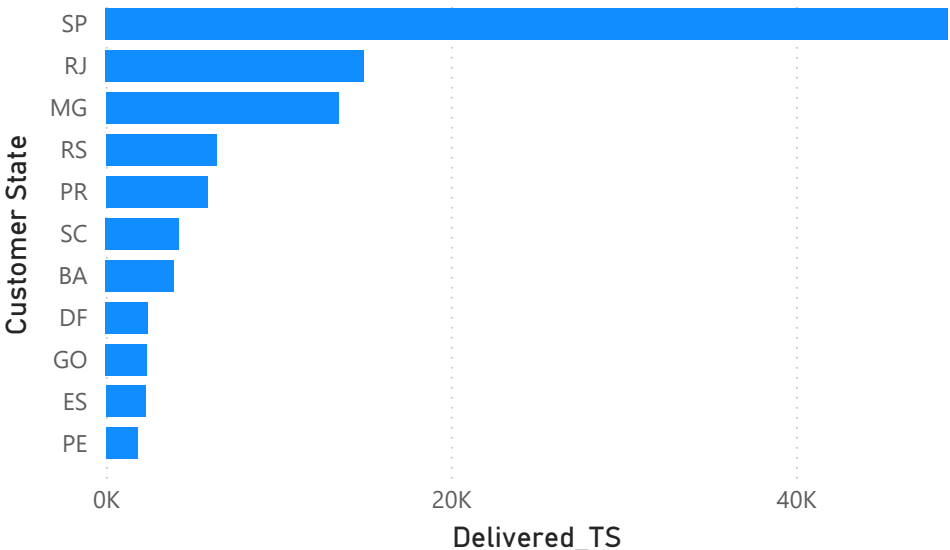
Order Status

- ☐ approved
- ☐ canceled
- ☐ delivered
- ☐ invoiced
- ☐ processing
- ☐ shipped
- ☐ unavailable

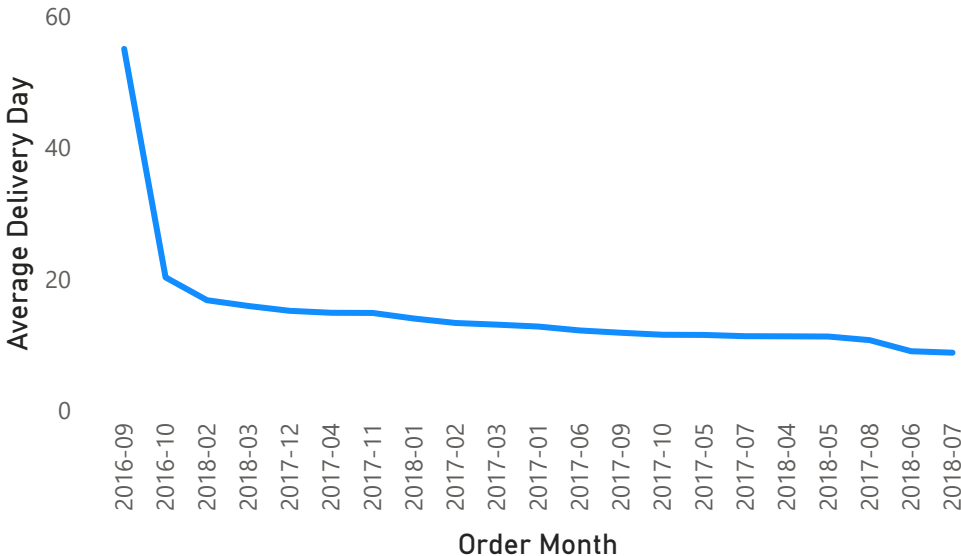
Product Category

- ☐ agro\_industry...
- ☐ air\_conditioning
- ☐ art
- ☐ arts\_and\_craft...
- ☐ audio
- ☐ auto
- ☐ baby

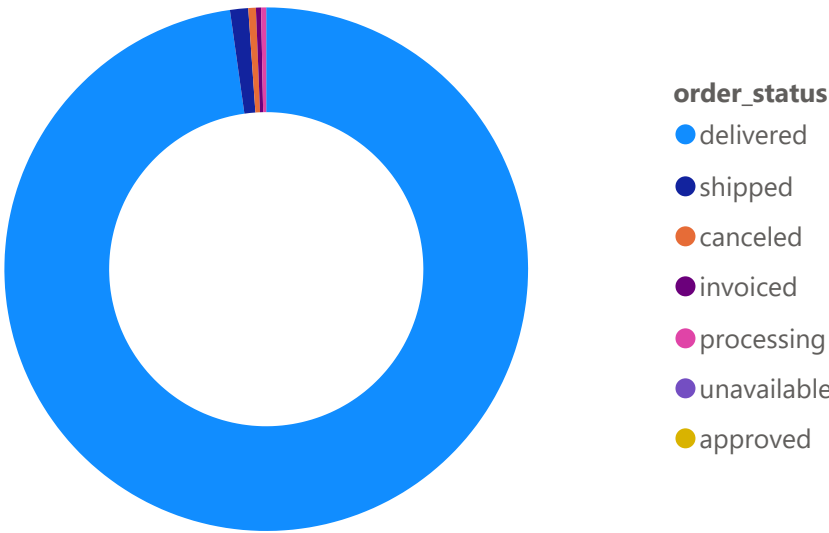
Late Delivery Rate by State



Monthly Average Delivery Time Trend



Order Status Breakdown



Top 10 Sellers by Late Delivery %

