

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

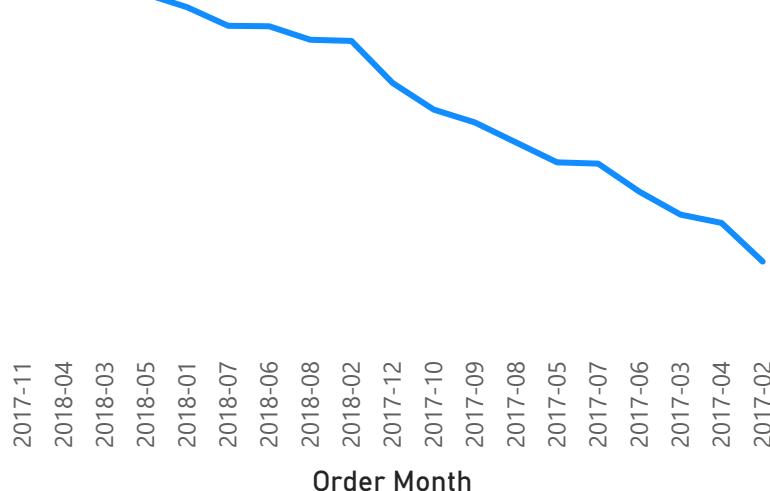
Product Category

Payment_Type

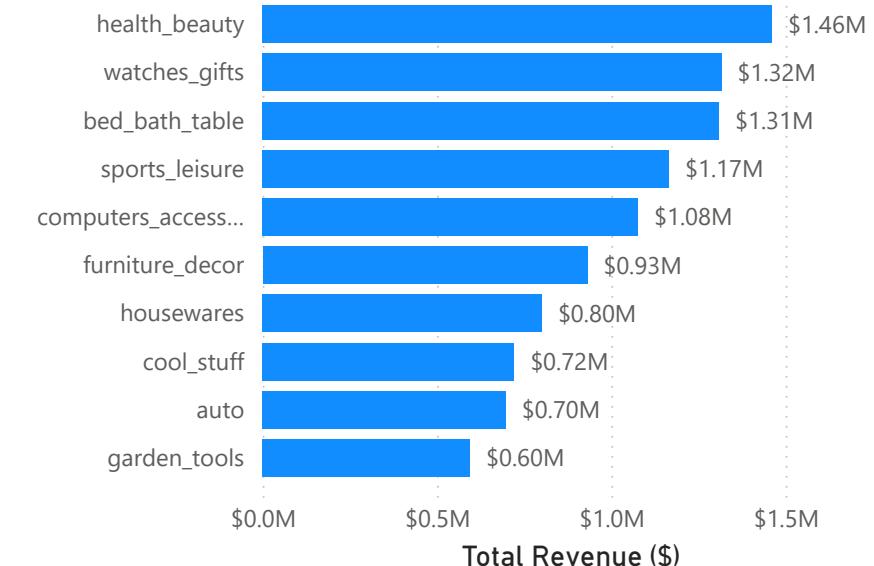
- (Blank)
- boleto
- credit_card
- debit_card
- voucher

Revenue Trend (Monthly)

Total Revenue (\$)



Top 10 Product Categories



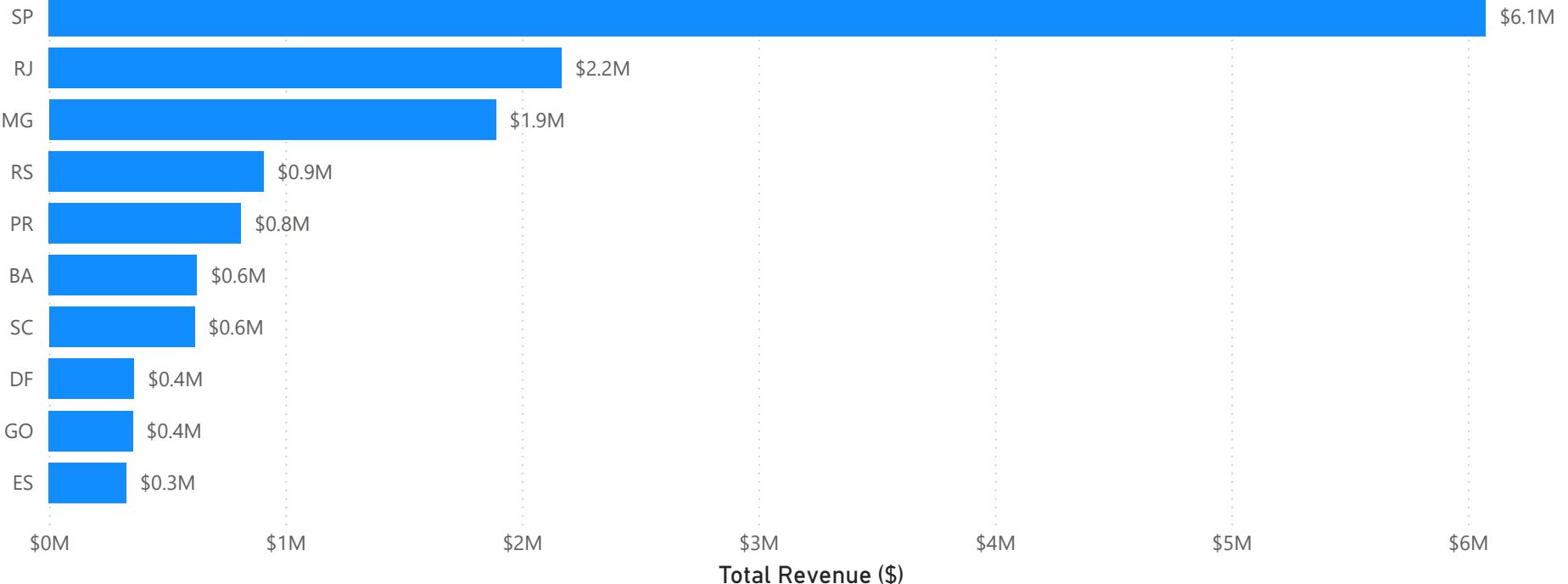
Customer State

Order_Status

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

Revenue by State

Customer 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

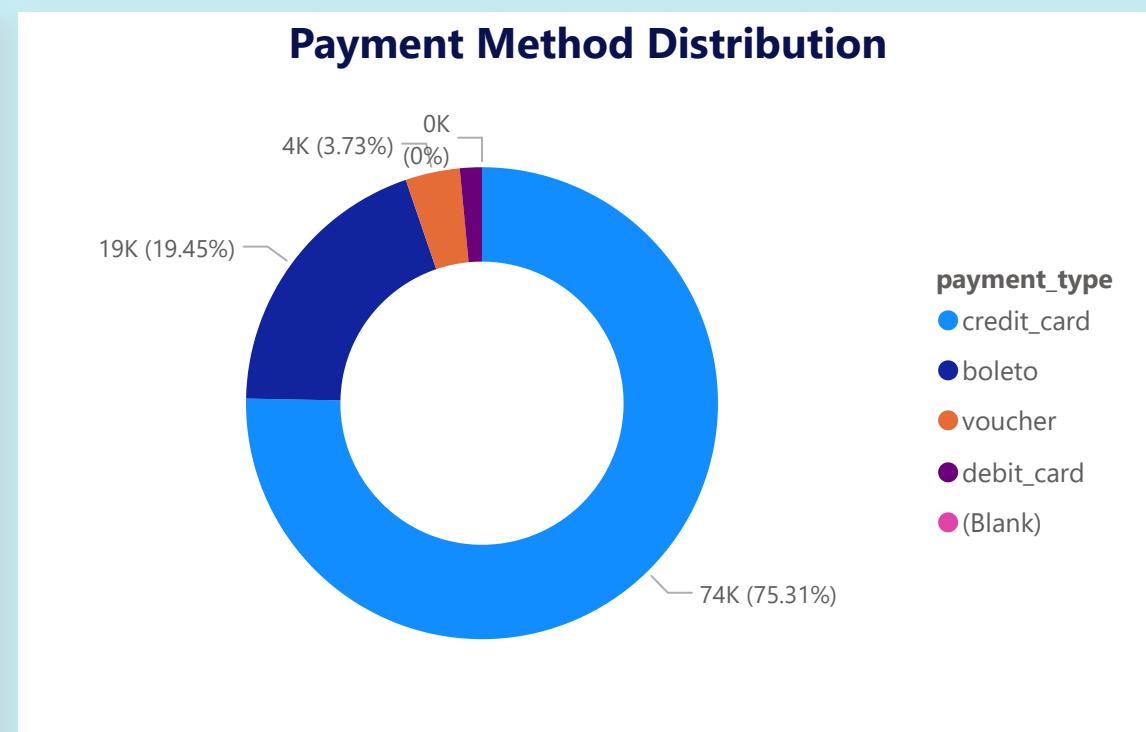
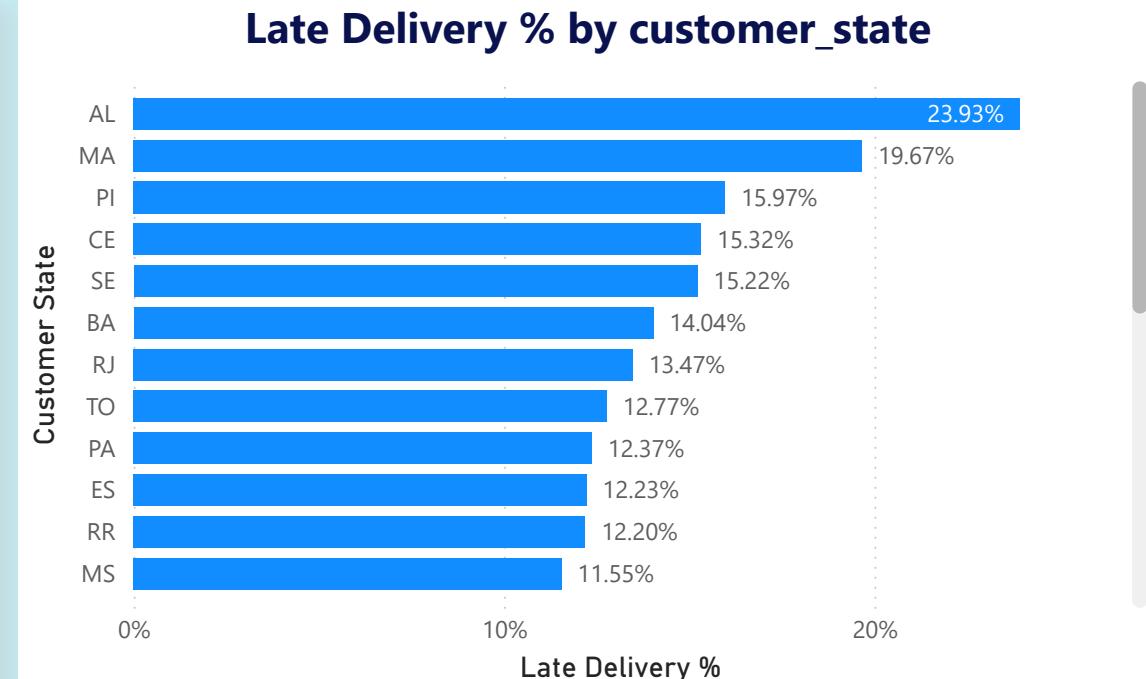
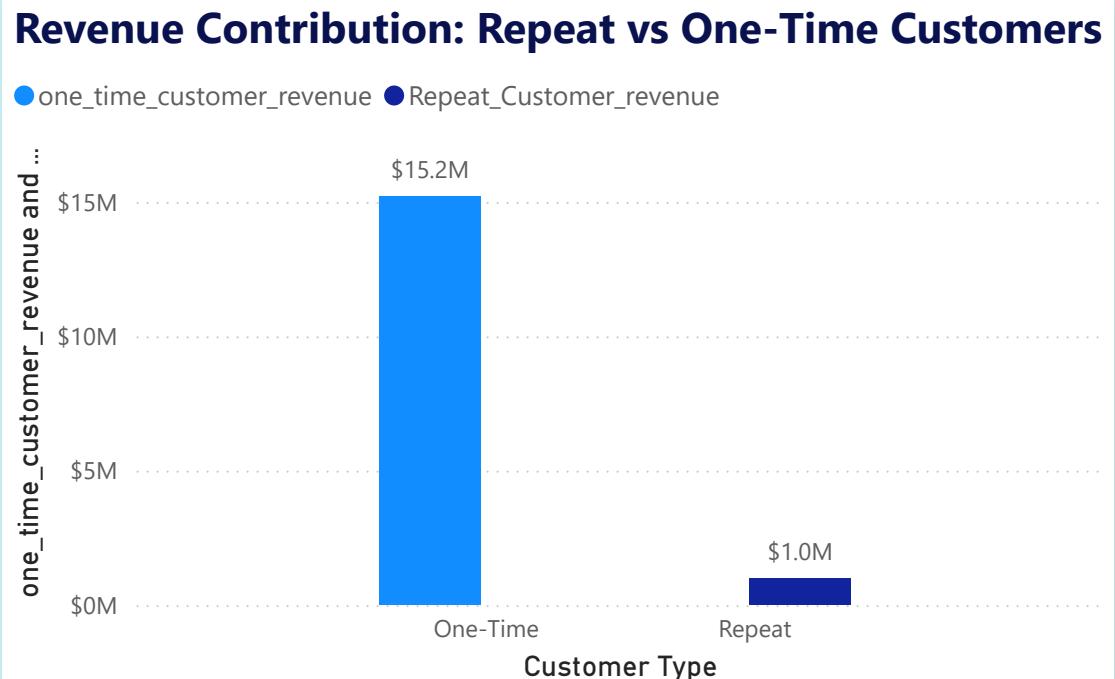
Average Delivery Days
12.43

Product Category

Customer State

Payment Type

- (Blank)
- boleto
- credit_card
- debit_card
- voucher



Operations & Delivery Performance

Clear Filter

Delivered Orders

96K

Late Delivery %

8.11%

Avg Delivery Days

12.43

Avg Shipping Days

11.91

Customer State

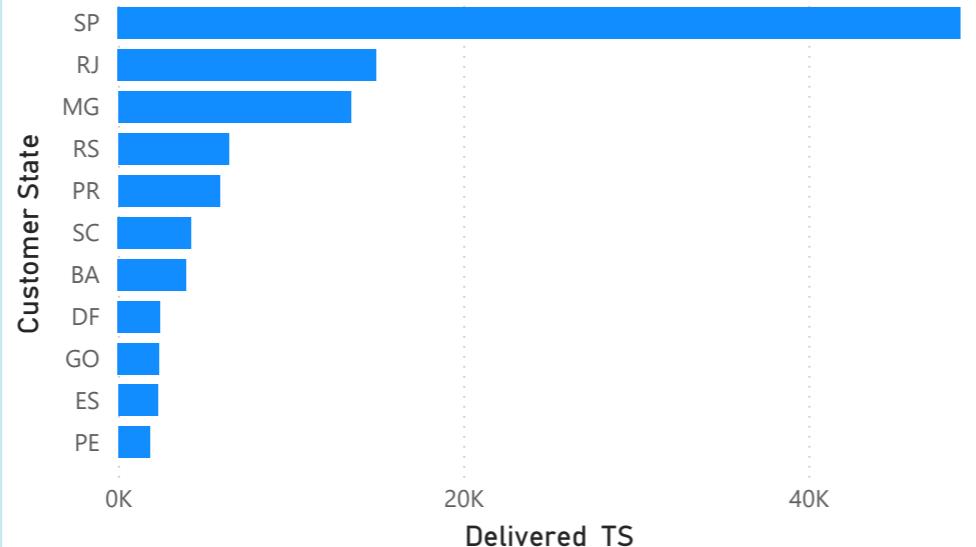
Order Status

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- delivered
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- shipped
- unavailable

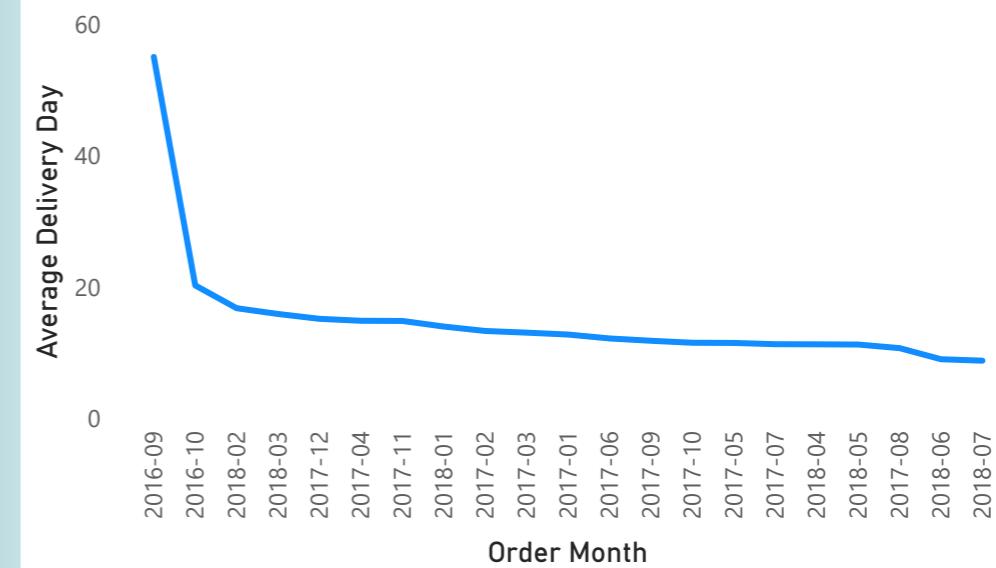
Product Category

- agro_industry...
- air_conditioning
- art
- arts_and_craft...
- audio
- auto
- baby

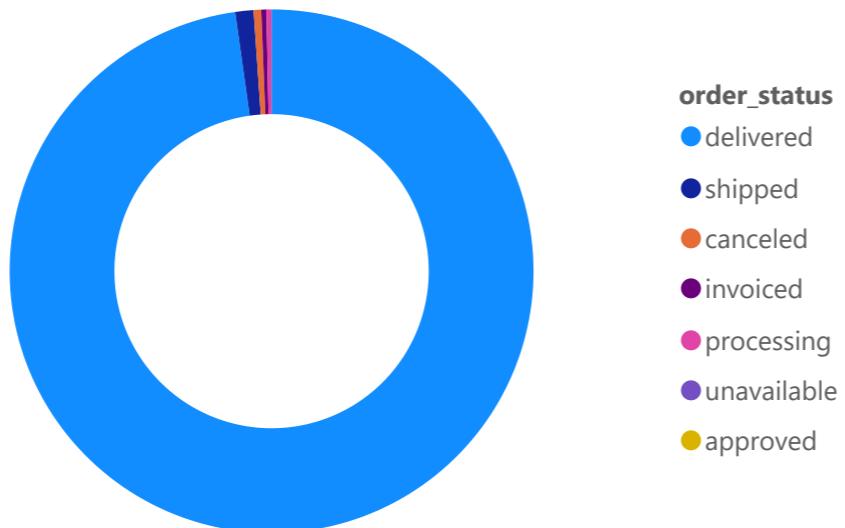
Late Delivery Rate by State



Monthly Average Delivery Time Trend



Order Status Breakdown



Top 10 Sellers by Late Delivery %

