

# Revenue and Orders Dashboard

Date  
All

State  
All

City  
All

approved

canceled

created

delivered

invoiced

processing

shipped

unavailable

product\_category\_na...  
All

payment\_type  
All

R\$ 15.42M

Total Revenue

99,441

Total Orders

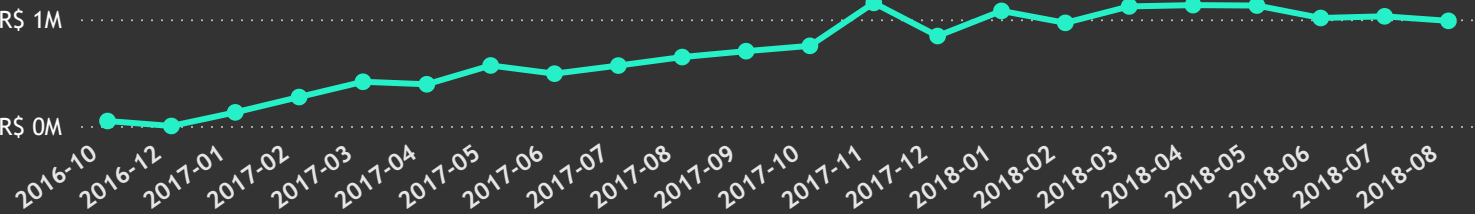
R\$ 160

Average Order Value

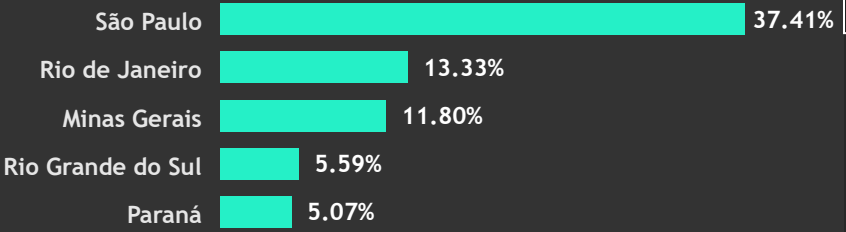
4.09

avg\_rating

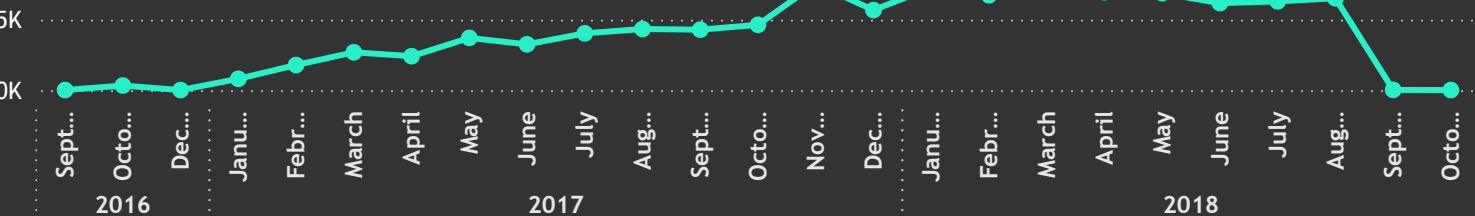
### Total Revenue by Month



### Revenue Contribution by State



### Total Orders by month



### Orders by Product Category



# Customers & Sellers Dashboard

Date  
All

State  
All

payment\_type  
All

product\_category\_na...  
All

approved

canceled

created

delivered

invoiced

processing

shipped

unavailable

R\$ 15.42M

Total Revenue

2970

Total Active Sellers

2801

Repeat Purchase Customers

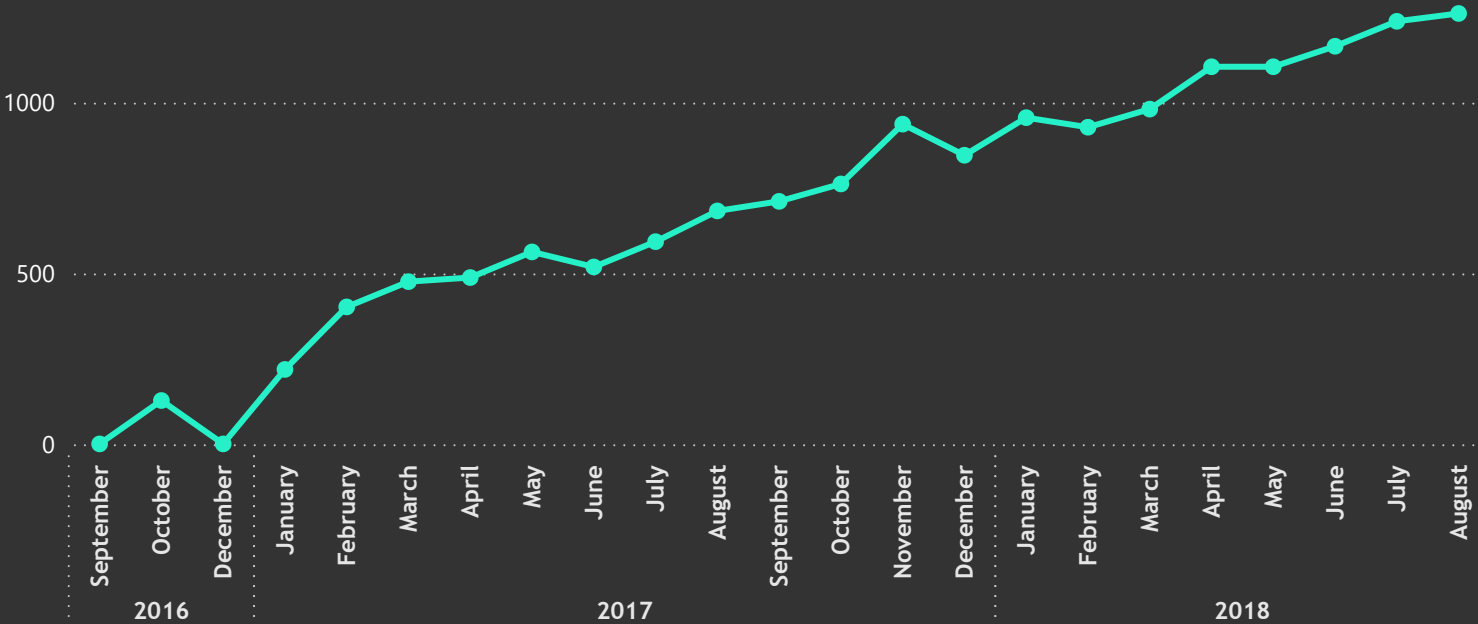
2.82%

Customer Retention

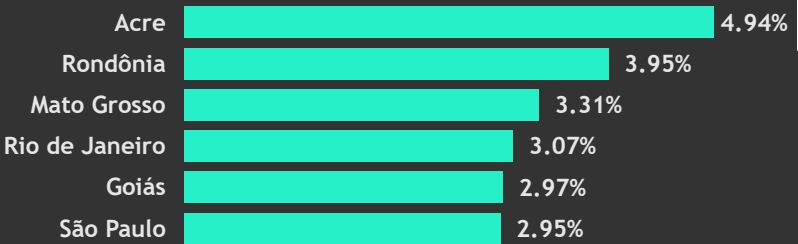
4.09

avg\_rating

Active Sellers by Month



Customer Retention By State



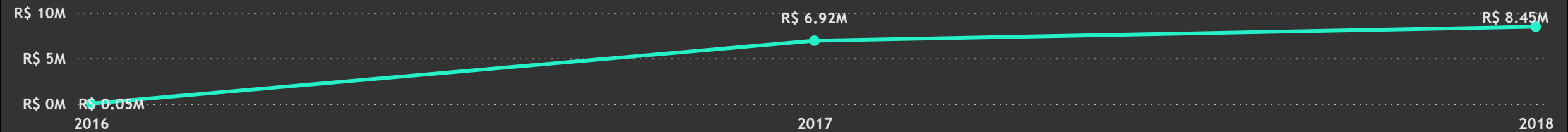
On Time Delivery Rate by State



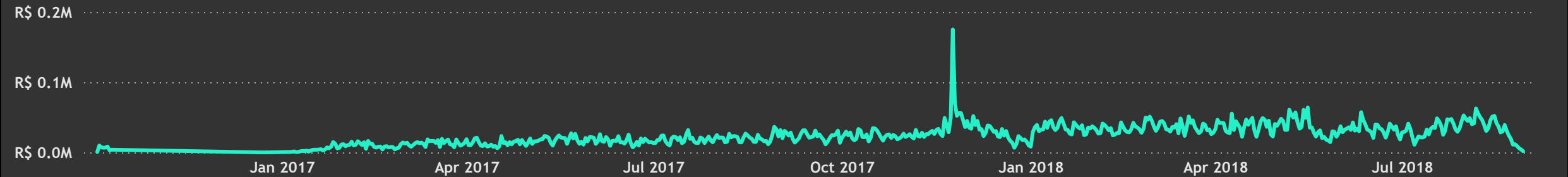
# Total Revenue and Change in Revenue Over Time

R\$ 15.42M  
Total Revenue

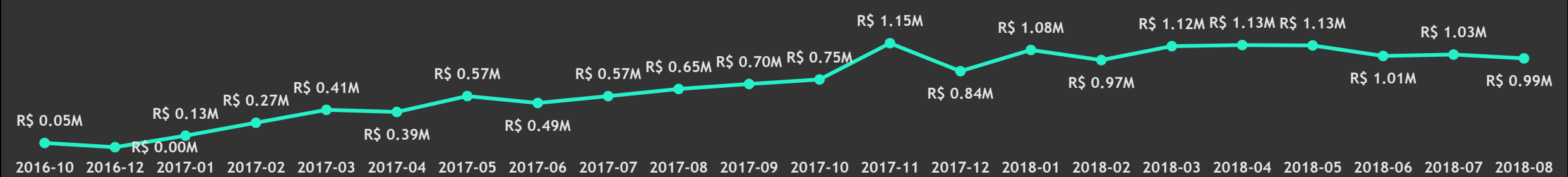
Total Revenue by Year



Total Revenue by Day



Total Revenue by Month



# Total Orders and Change in Orders Over Time

96,478  
Total Orders

## Order Status

approved

canceled

created

delivered

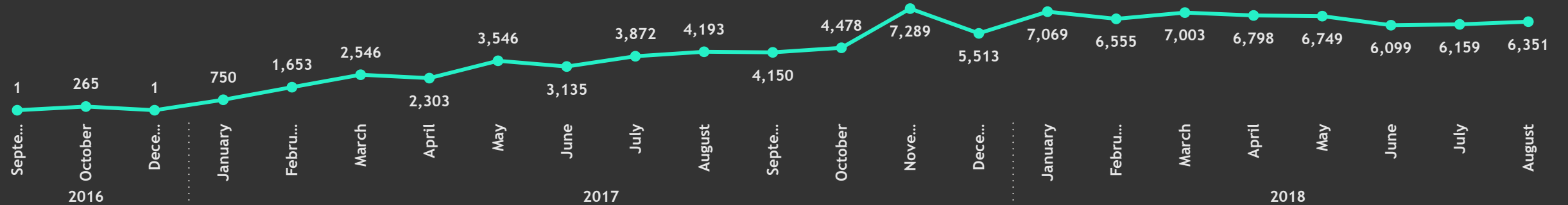
invoiced

processing

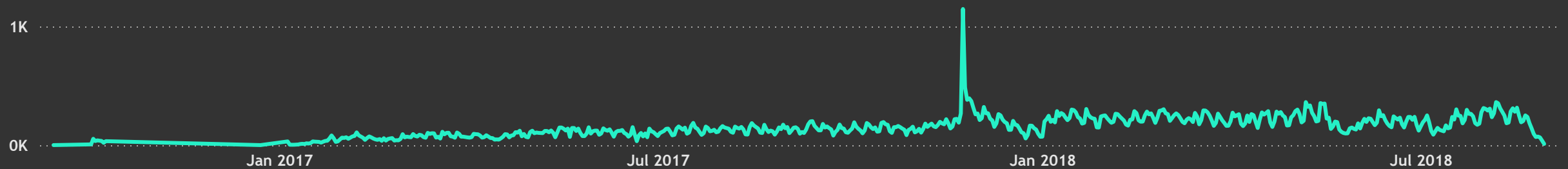
shipped

unavailable

## Total Orders by month



## Total Orders by Day

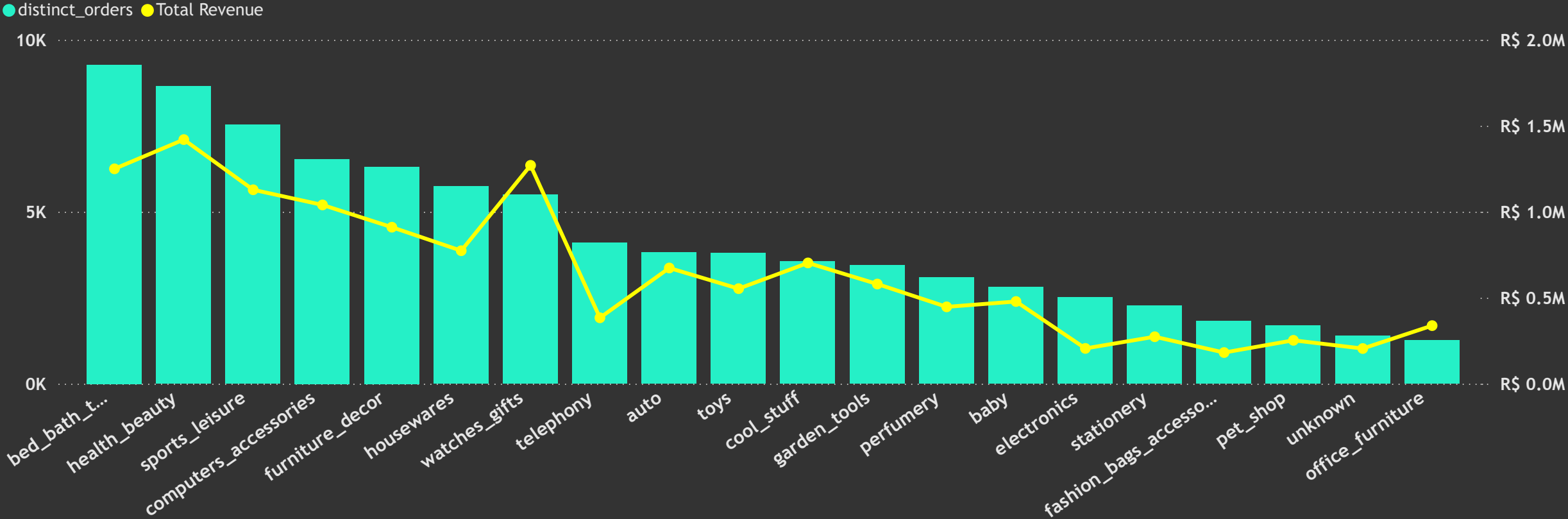


# Popular Product Categories by Total Orders and Total Revenue

## Order Status

approved	canceled	created	delivered	invoiced	processing	shipped	unavailable
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## Total Orders and Total Revenue by Product Categories

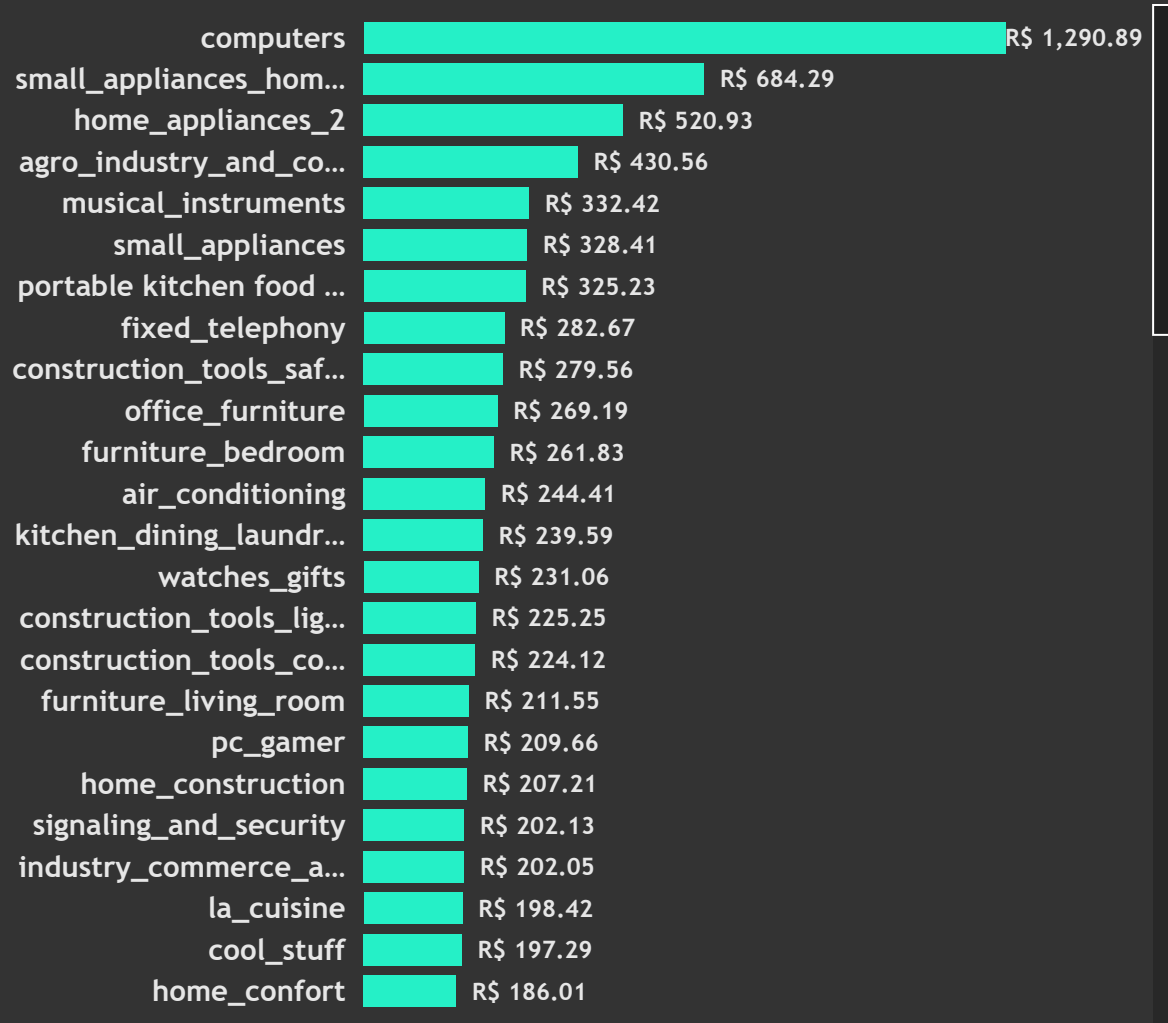


# Average Order Value by Product Category & Payment Type

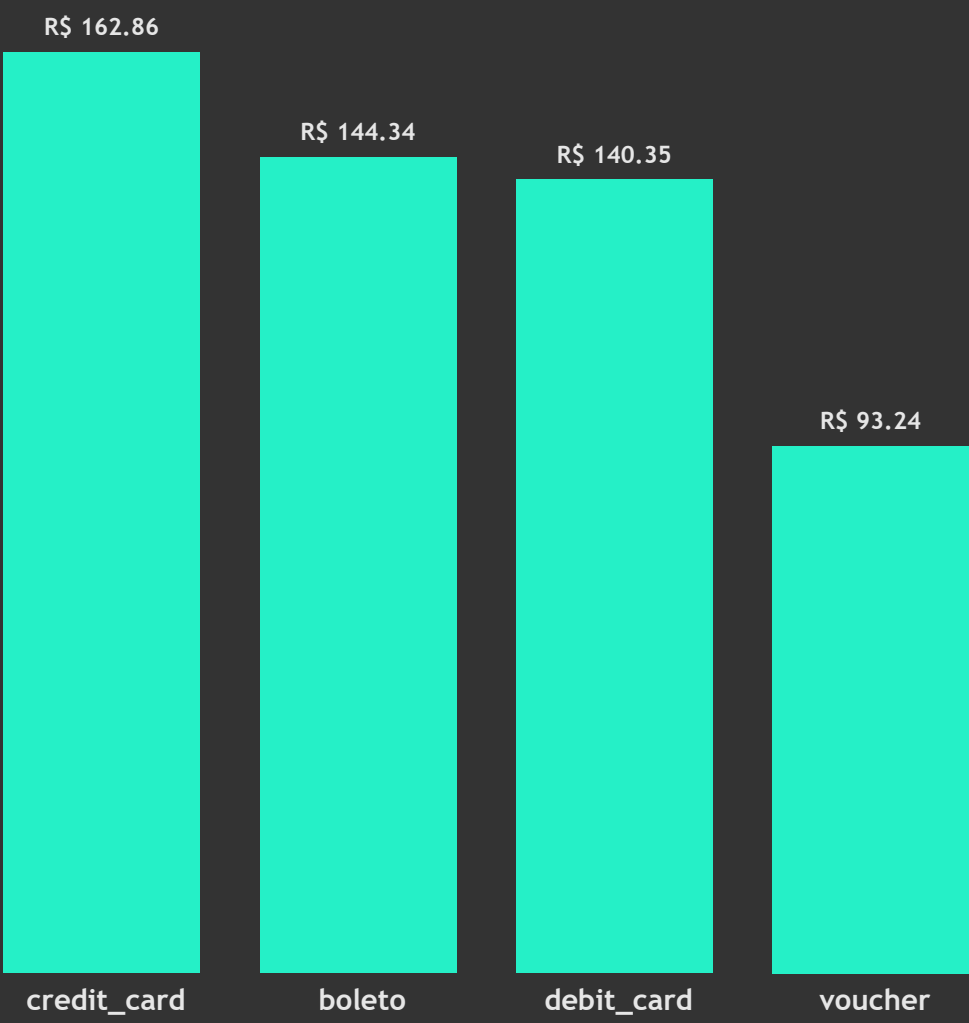
R\$ 160

Average Order Value

Avg Order Value by Product Category



Average Order value by Payment Type

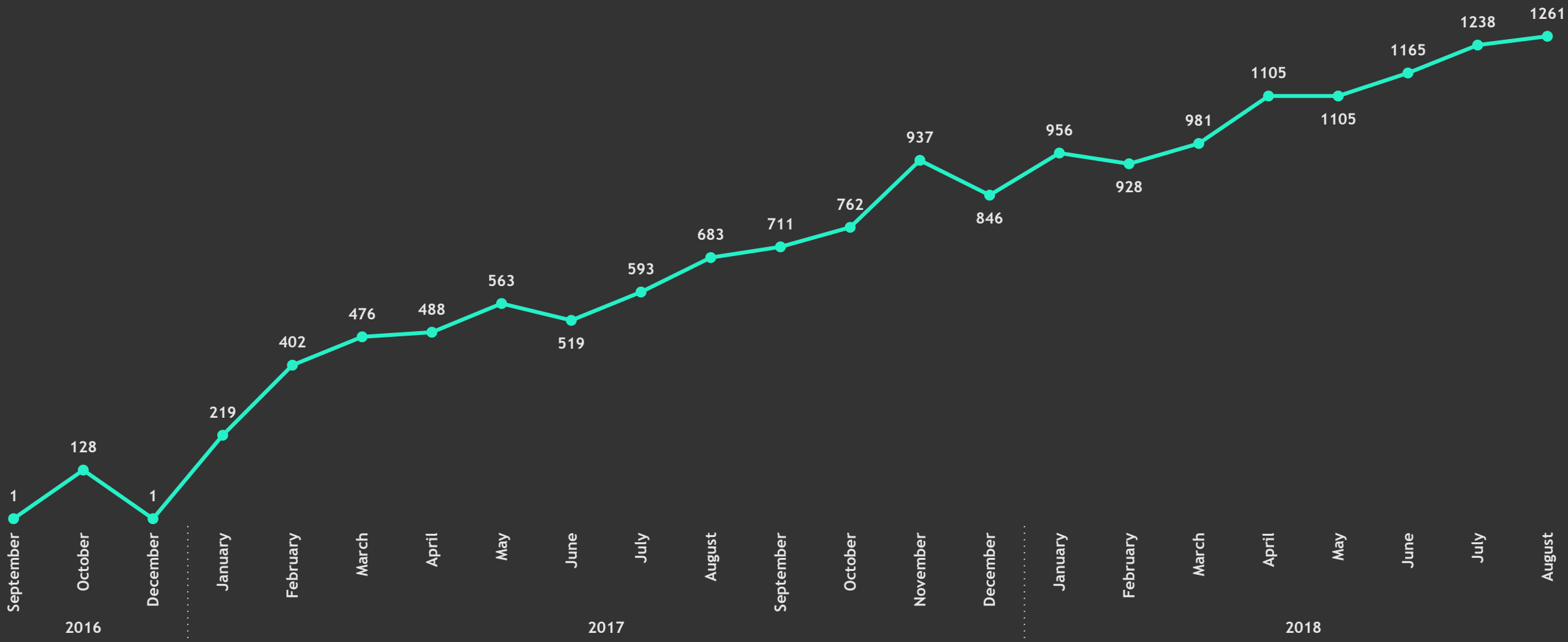


# Average Order Value by Product Category & Payment Type

2970

Total Active Sellers

Active Sellers by Month



# Seller ratings and its impact on Sales Performance

4.16  
Average Rating

## Order Status

approved

canceled

created

delivered

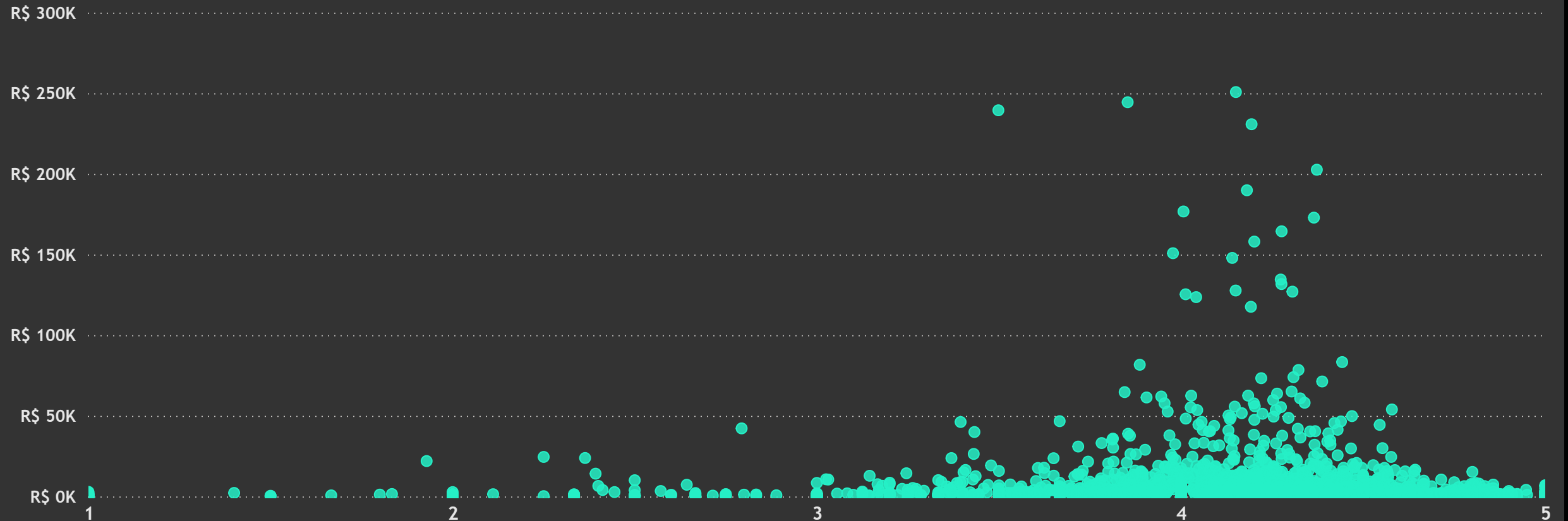
invoiced

processing

shipped

unavailable

## Sellers Sales Performance vs Average Rating





# Popular Product Categories by Total Orders and Total Revenue

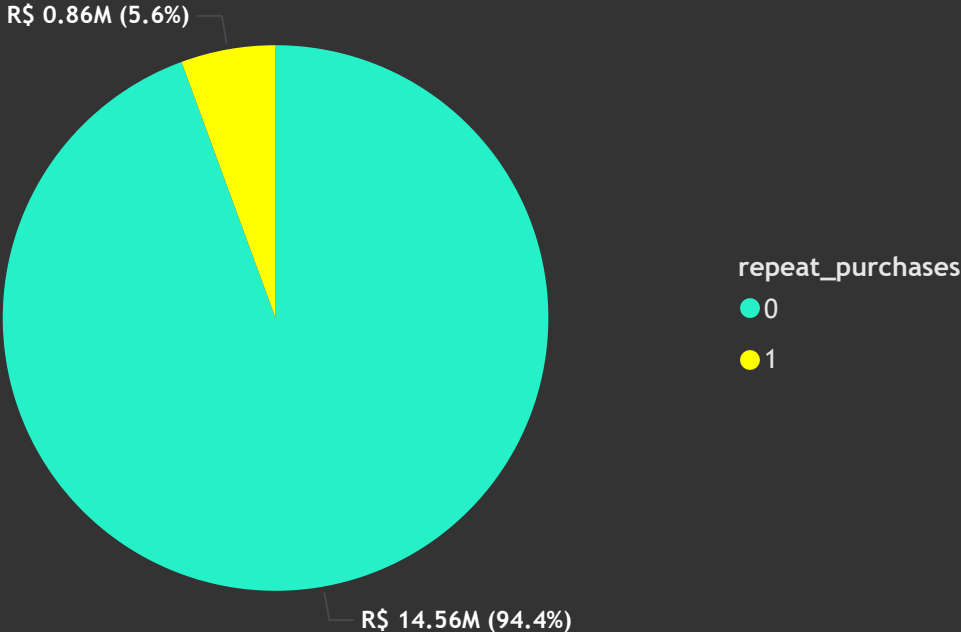
2801

Customers with Repeat Purchase

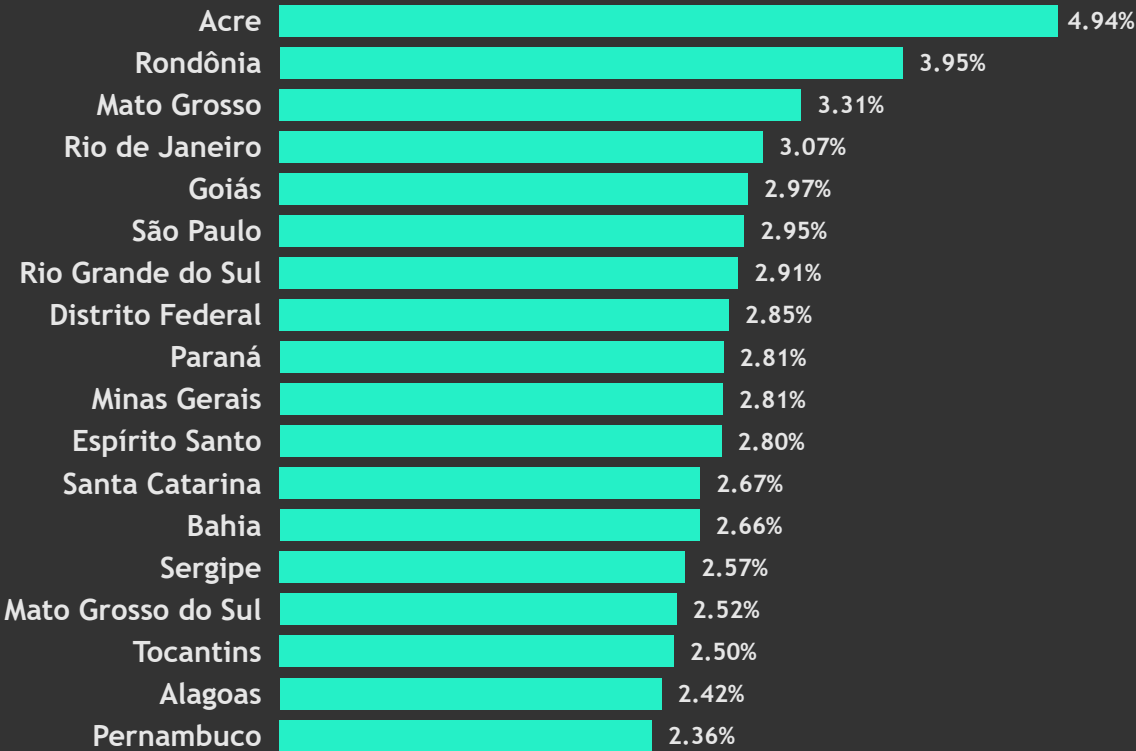
2.82%

customer\_retention\_rate

Total Revenue by repeat\_purchases



Customer Retention By State



## Product ratings and its impact on Sales Performance

4.16  
avg\_rating

Order Status

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

approved

canceled

created

delivered

invoiced

processing

shipped

unavailable

### Product's Sales Performance vs Average Rating

This scatter plot illustrates the relationship between a product's average rating and its sales performance. The x-axis represents the average rating from 1 to 5, and the y-axis represents sales performance in Brazilian Reals (R\$) from 0K to 70K. The data points are colored based on their sales volume, with a color scale ranging from blue (low sales) to red (high sales). The plot shows a clear positive correlation, with higher ratings generally leading to higher sales. There are several outliers, particularly at the lower rating end, where products with low ratings have achieved high sales.

Average Rating	Sales Performance (R\$)
1.0	15000
1.0	20000
1.0	25000
1.0	30000
1.0	35000
1.0	40000
1.0	45000
1.0	50000
1.0	55000
1.0	60000
1.0	65000
1.0	70000
1.0	75000
1.0	80000
1.0	85000
1.0	90000
1.0	95000
1.0	100000
1.0	105000
1.0	110000
1.0	115000
1.0	120000
1.0	125000
1.0	130000
1.0	135000
1.0	140000
1.0	145000
1.0	150000
1.0	155000
1.0	160000
1.0	165000
1.0	170000
1.0	175000
1.0	180000
1.0	185000
1.0	190000
1.0	195000
1.0	200000
1.0	205000
1.0	210000
1.0	215000
1.0	220000
1.0	225000
1.0	230000
1.0	235000
1.0	240000
1.0	245000
1.0	250000
1.0	255000
1.0	260000
1.0	265000
1.0	270000
1.0	275000
1.0	280000
1.0	285000
1.0	290000
1.0	295000
1.0	300000
1.0	305000
1.0	310000
1.0	315000
1.0	320000
1.0	325000
1.0	330000
1.0	335000
1.0	340000
1.0	345000
1.0	350000
1.0	355000
1.0	360000
1.0	365000
1.0	370000
1.0	375000
1.0	380000
1.0	385000
1.0	390000
1.0	395000
1.0	400000
1.0	405000
1.0	410000
1.0	415000
1.0	420000
1.0	425000
1.0	430000
1.0	435000
1.0	440000
1.0	445000
1.0	450000
1.0	455000
1.0	460000
1.0	465000
1.0	470000
1.0	475000
1.0	480000
1.0	485000
1.0	490000
1.0	495000
1.0	500000
1.0	505000
1.0	510000
1.0	515000
1.0	520000
1.0	525000
1.0	530000
1.0	535000
1.0	540000
1.0	545000
1.0	550000
1.0	555000
1.0	560000
1.0	565000
1.0	570000
1.0	575000
1.0	580000
1.0	585000
1.0	590000
1.0	595000
1.0	600000
1.0	605000
1.0	610000
1.0	615000
1.0	620000
1.0	625000
1.0	630000
1.0	635000
1.0	640000
1.0	645000
1.0	650000
1.0	655000
1.0	660000
1.0	665000
1.0	670000
1.0	675000
1.0	680000
1.0	685000
1.0	690000
1.0	695000
1.0	700000
1.0	705000
1.0	710000
1.0	715000
1.0	720000
1.0	725000
1.0	730000
1.0	735000
1.0	740000
1.0	745000
1.0	750000
1.0	755000
1.0	760000
1.0	765000
1.0	770000
1.0	775000
1.0	780000
1.0	785000
1.0	790000
1.0	795000
1.0	800000
1.0	805000
1.0	810000
1.0	815000
1.0	820000
1.0	825000
1.0	830000
1.0	835000
1.0	840000
1.0	845000
1.0	850000
1.0	855000

RS 7UK

RS 60K

RS 50K .....

RS 40K .....

# RS 30K

RS 20K

1

2

3

4

5

# Cancellation Rate And It's Impact on Seller

0.63  
cancellation\_rate

## Key influencers Top segments



What influences cancellation\_rate to  ?

When...  
....the average of  
cancellation\_rate increases  
by

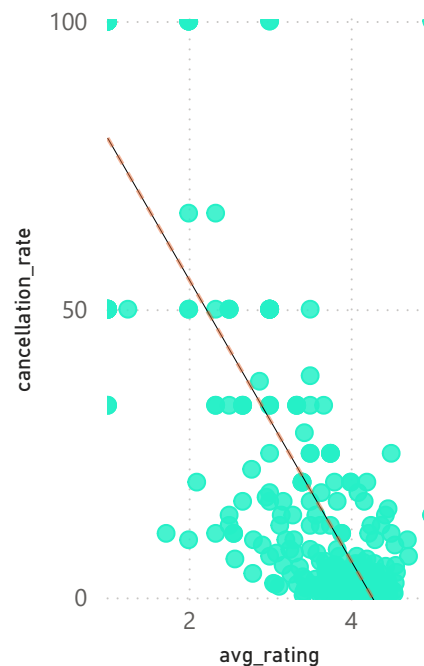
avg\_rating goes down 1.08 → 26.69

Min of price goes up 203.06 → 2.81

Total Revenue goes down 37170.90 → 1.25

Total Orders goes down 255.73 → 1.24

← On average when avg\_rating decreases, cancellation\_rate increases.



## Key influencers Top segments



What influences cancellation\_rate to  ?

When...  
....the average of  
cancellation\_rate decreases  
by

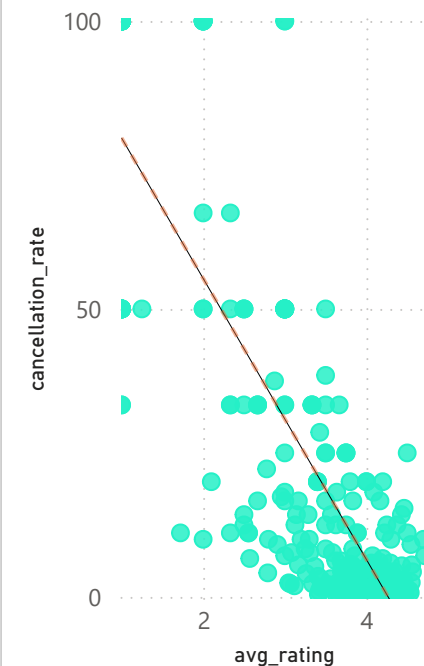
avg\_rating goes up 1.08 → 26.69

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Total Revenue goes up 37170.90 → 1.25

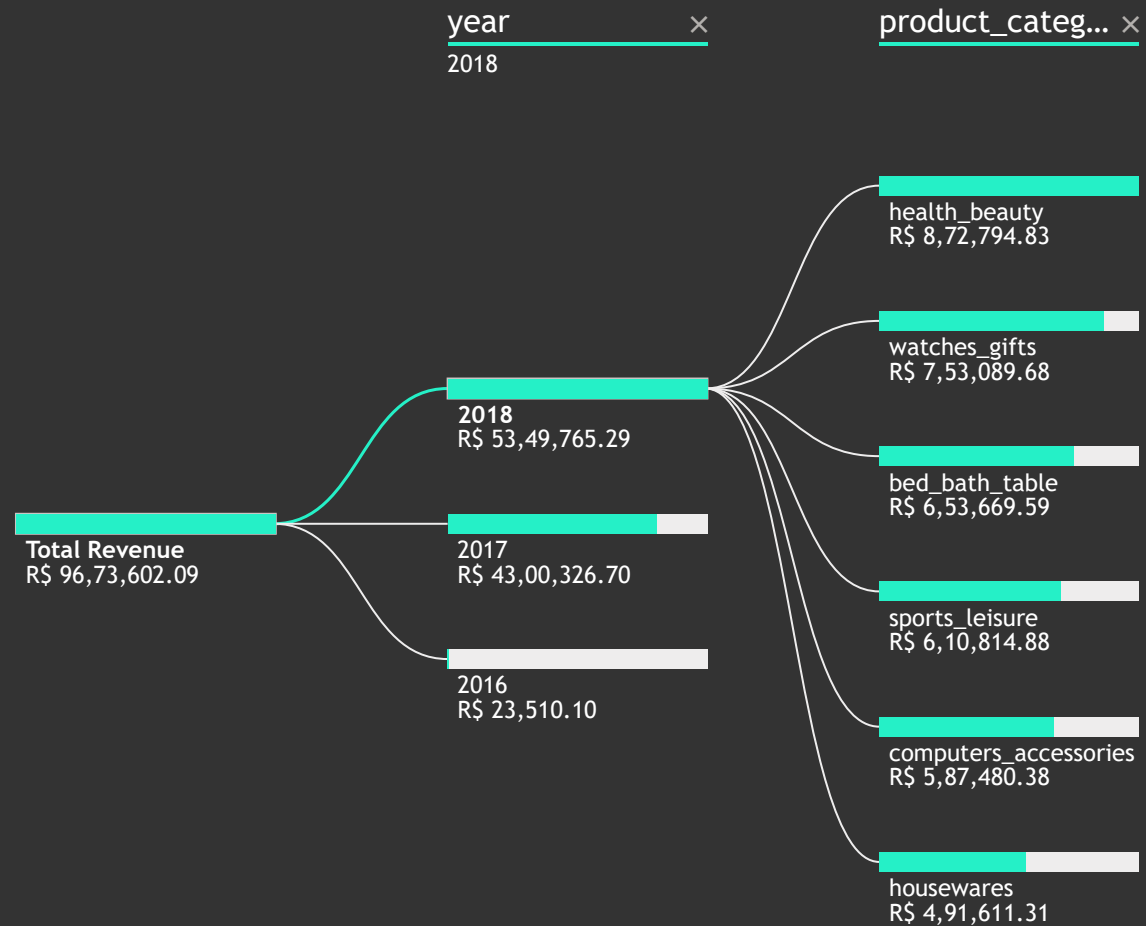
Total Orders goes up 255.73 → 1.24

← On average when avg\_rating increases, cancellation\_rate decreases.



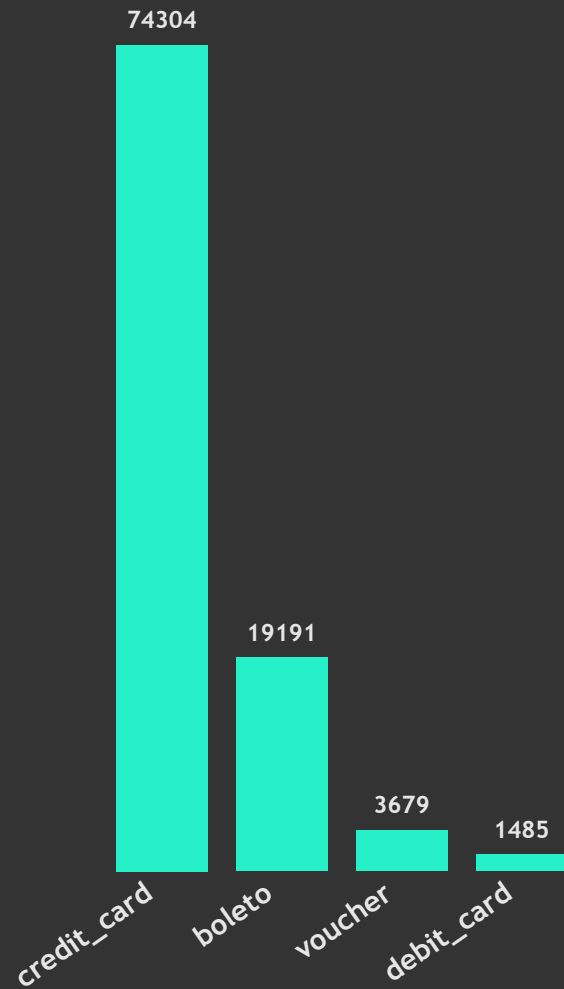
# Top Selling Products Over Time

## Top 10 Revenue Generating Product Categories by Year

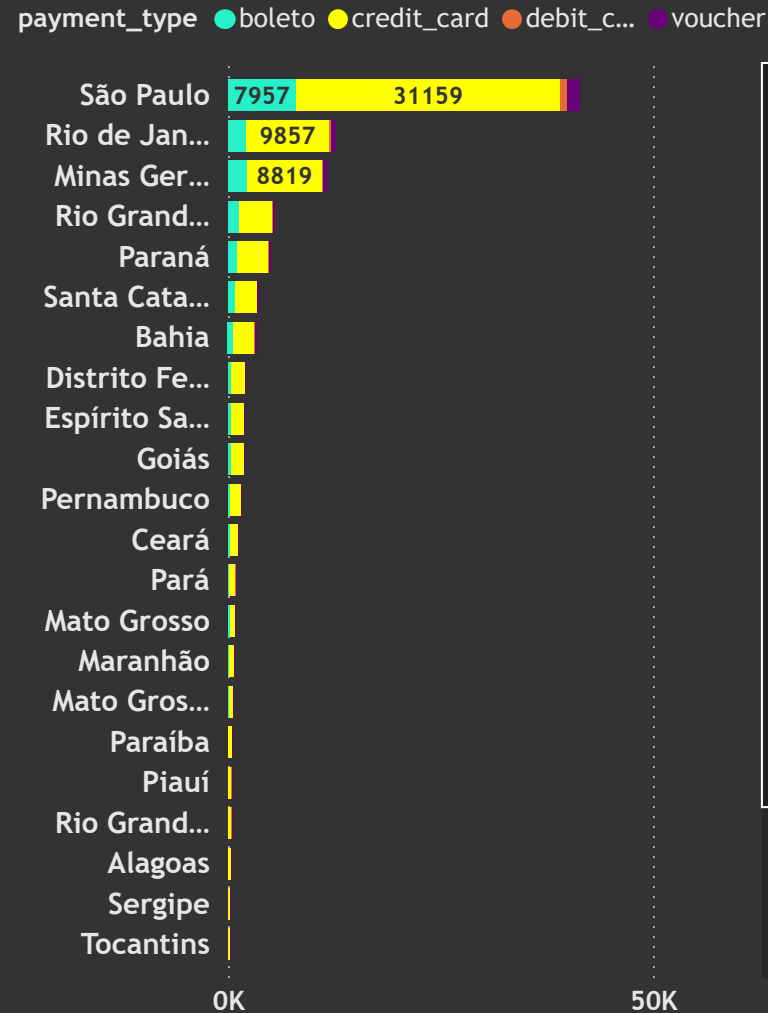


# Orders by Payment Type

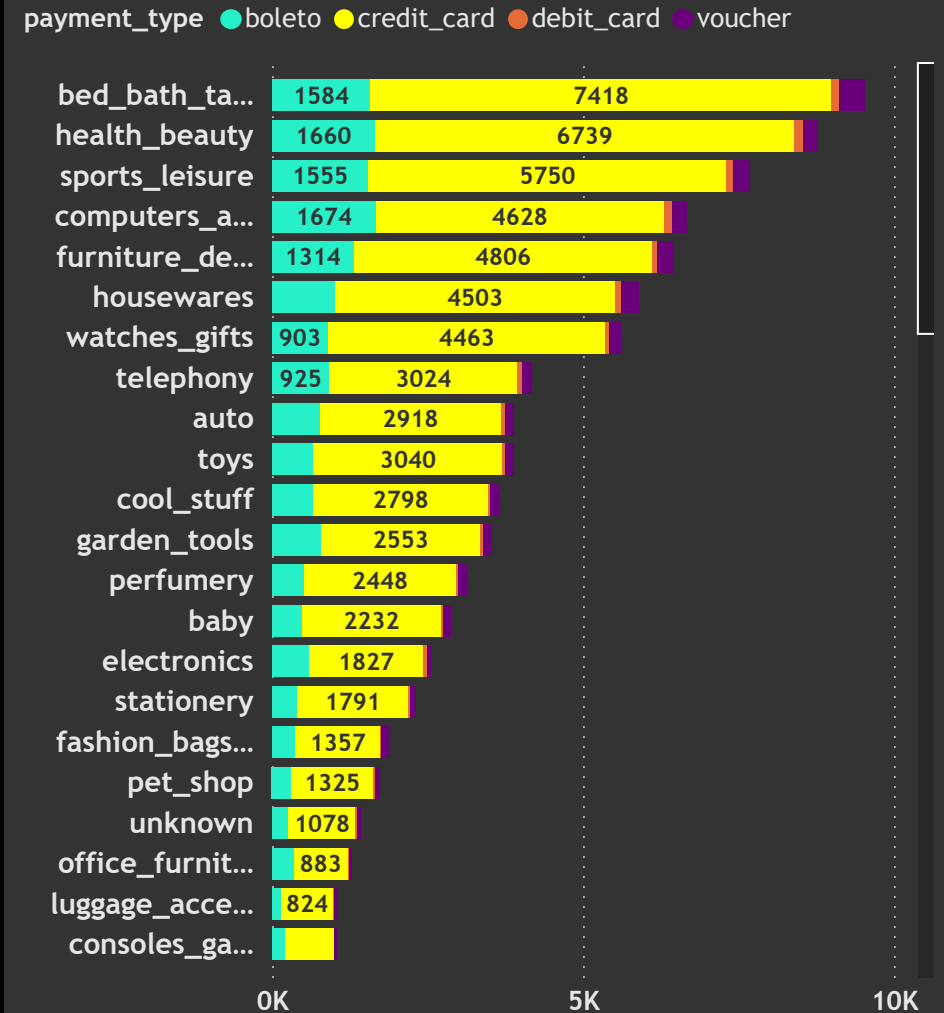
## Orders by Payment Type



## Orders by Payment Type Across States



## Orders by Payment Type Across Product Categories



# Customers by State

state\_full\_name

- São Paulo
- Rio de Janeiro
- Minas Gerais
- Rio Grande do Sul
- Paraná
- Santa Catarina
- Bahia
- Distrito Federal
- Espírito Santo
- Goiás
- Pernambuco
- Ceará
- Pará
- Mato Grosso
- Maranhão
- Mato Grosso do Sul
- Paraíba
- Piauí
- Rio Grande do Norte
- Alagoas

