

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

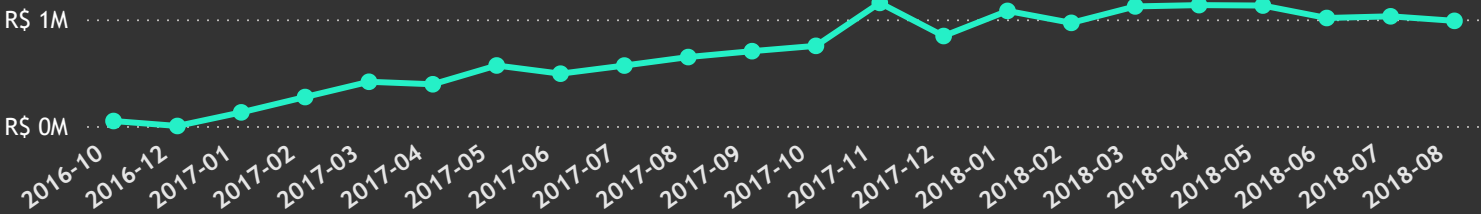
R\$ 160

Average Order Value

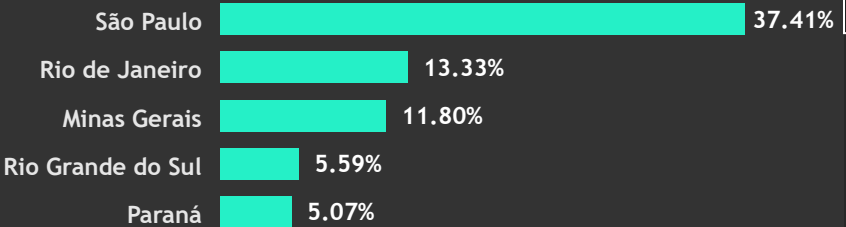
4.09

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

approved

canceled

created

delivered

invoiced

processing

shipped

unavailable

product_category_na...

All

R\$ 15.42M

Total Revenue

2970

Total Active Sellers

2801

Repeat Purchase Customers

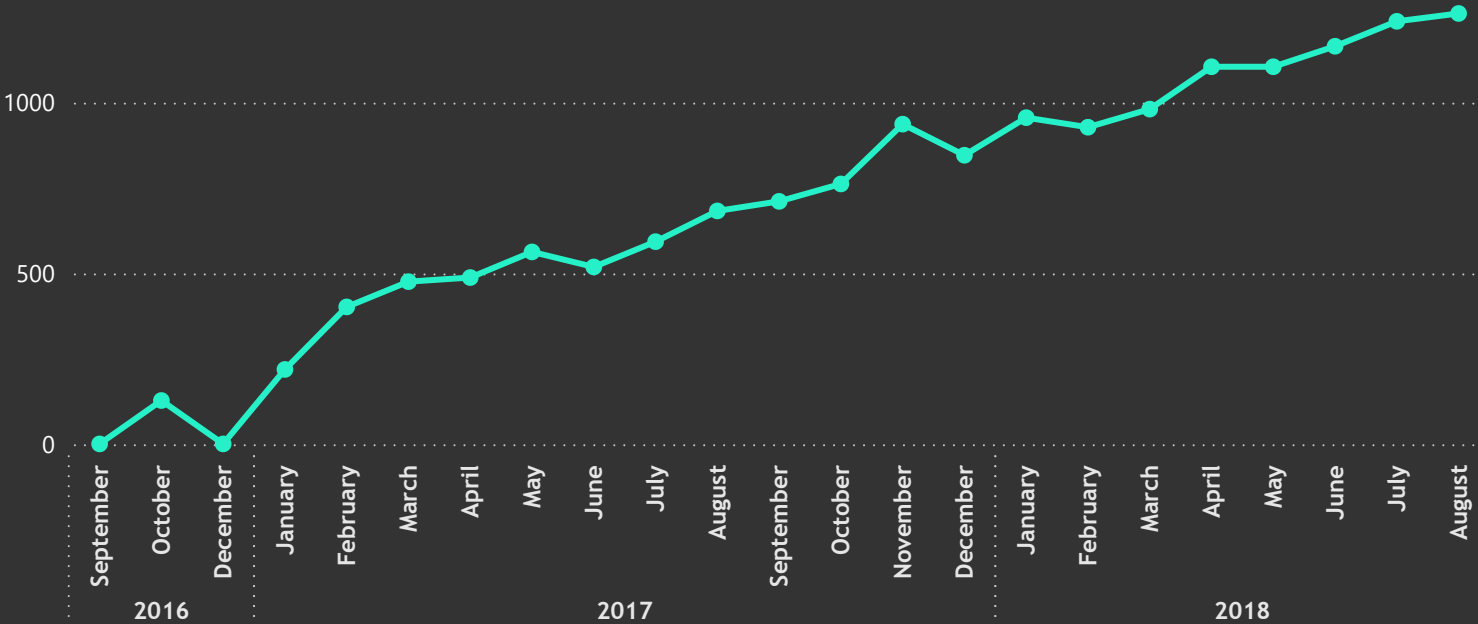
2.82%

Customer Retention

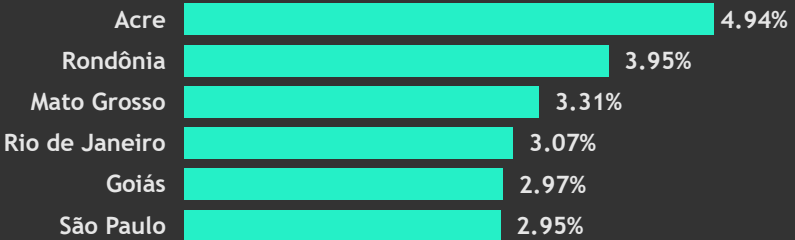
4.09

avg_rating

Active Sellers by Month



Customer Retention By State



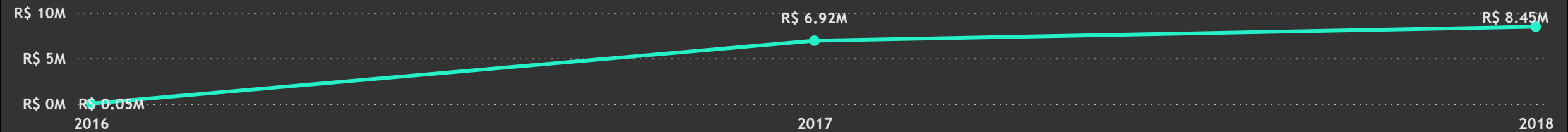
On Time Delivery Rate by State



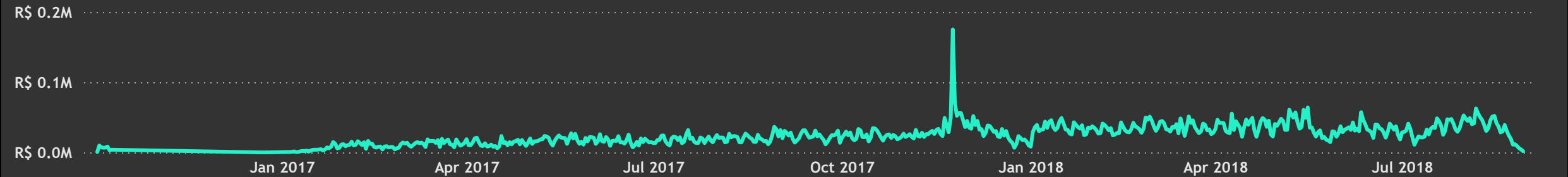
Total Revenue and Change in Revenue Over Time

R\$ 15.42M
Total Revenue

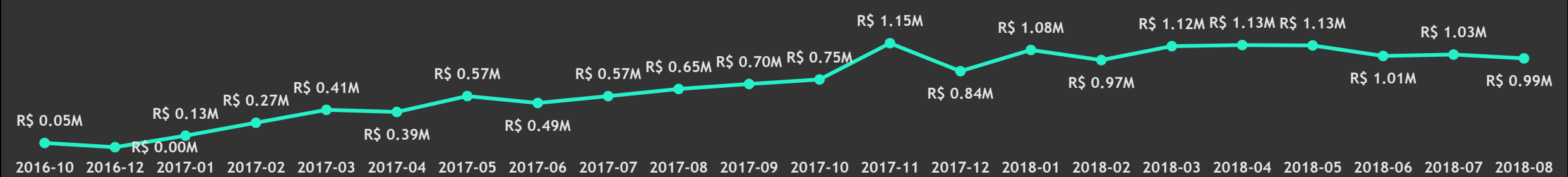
Total Revenue by Year



Total Revenue by Day



Total Revenue by Month



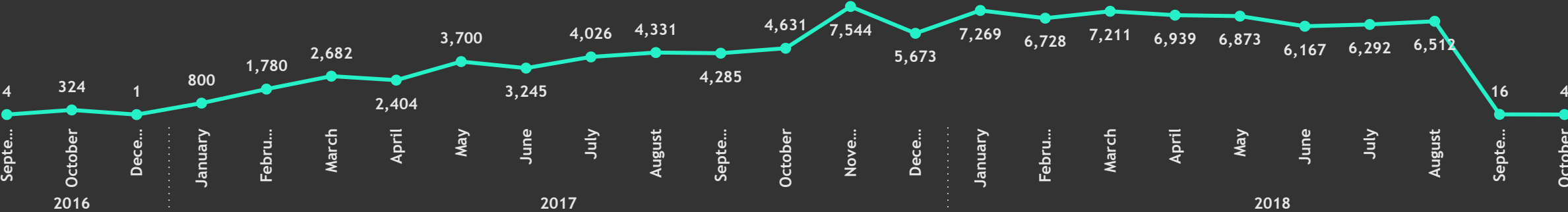
Total Orders and Change in Orders Over Time

99,441
Total Orders

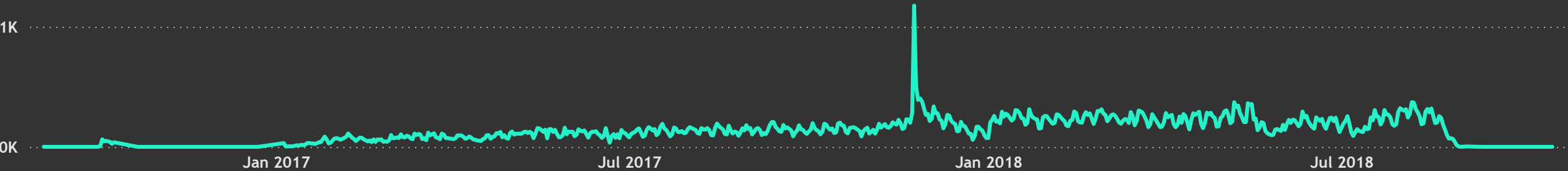
Order Status

approved	canceled	created	delivered	invoiced	processing	shipped	unavailable
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Total Orders by month



Total Orders by Day

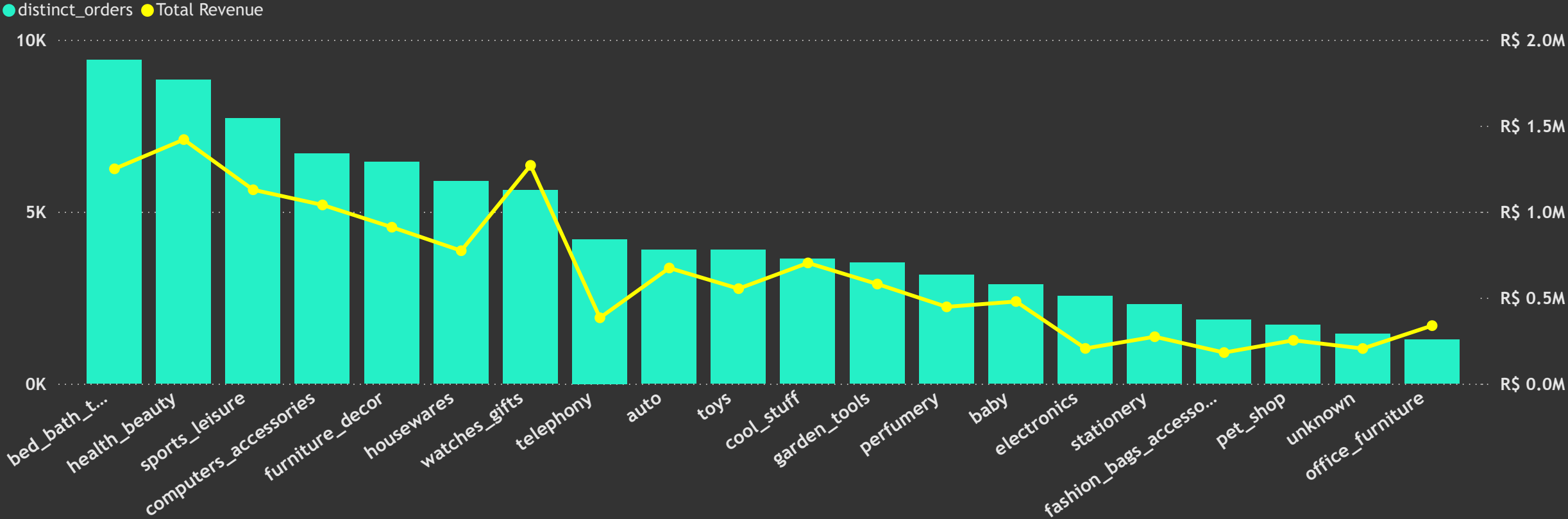


Popular Product Categories by Total Orders and Total Revenue

Order Status

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

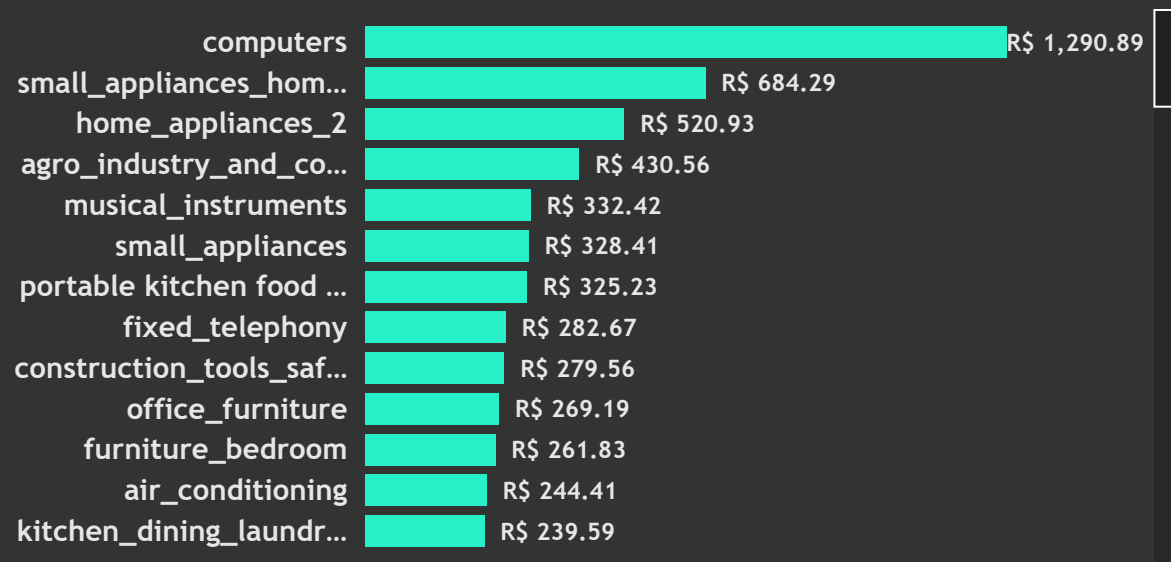


Average Order Value by Product Category & Payment Type

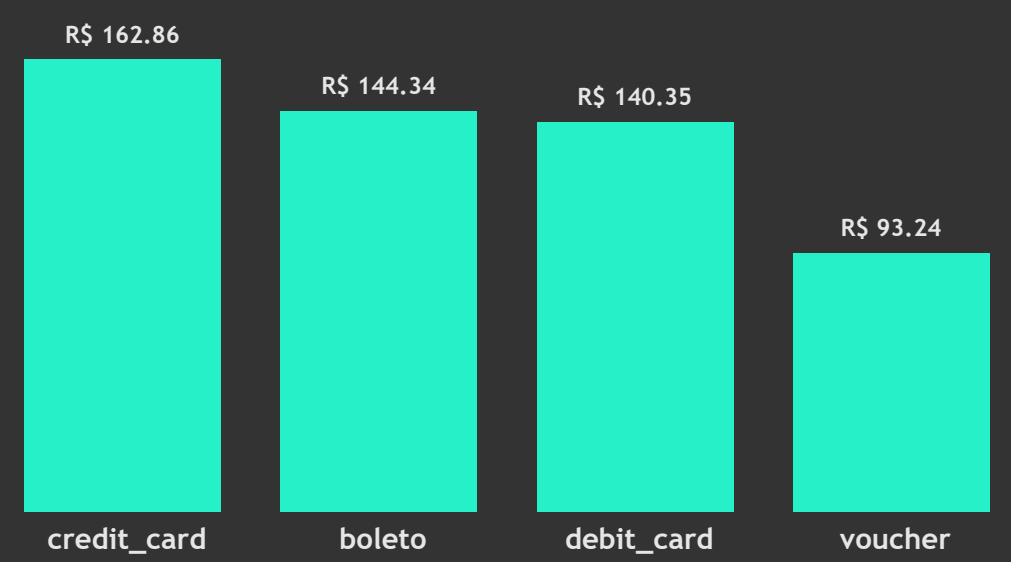
R\$ 160

Average Order Value

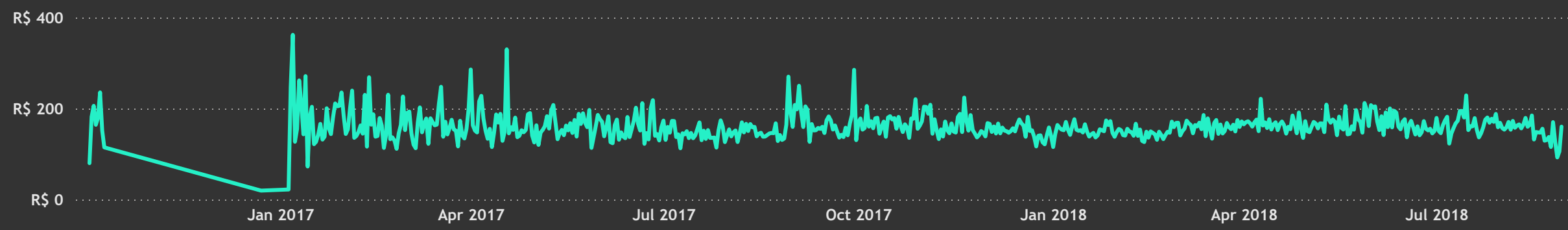
Avg Order Value by Product Category



Average Order value by Payment Type



Average Order Value by Day

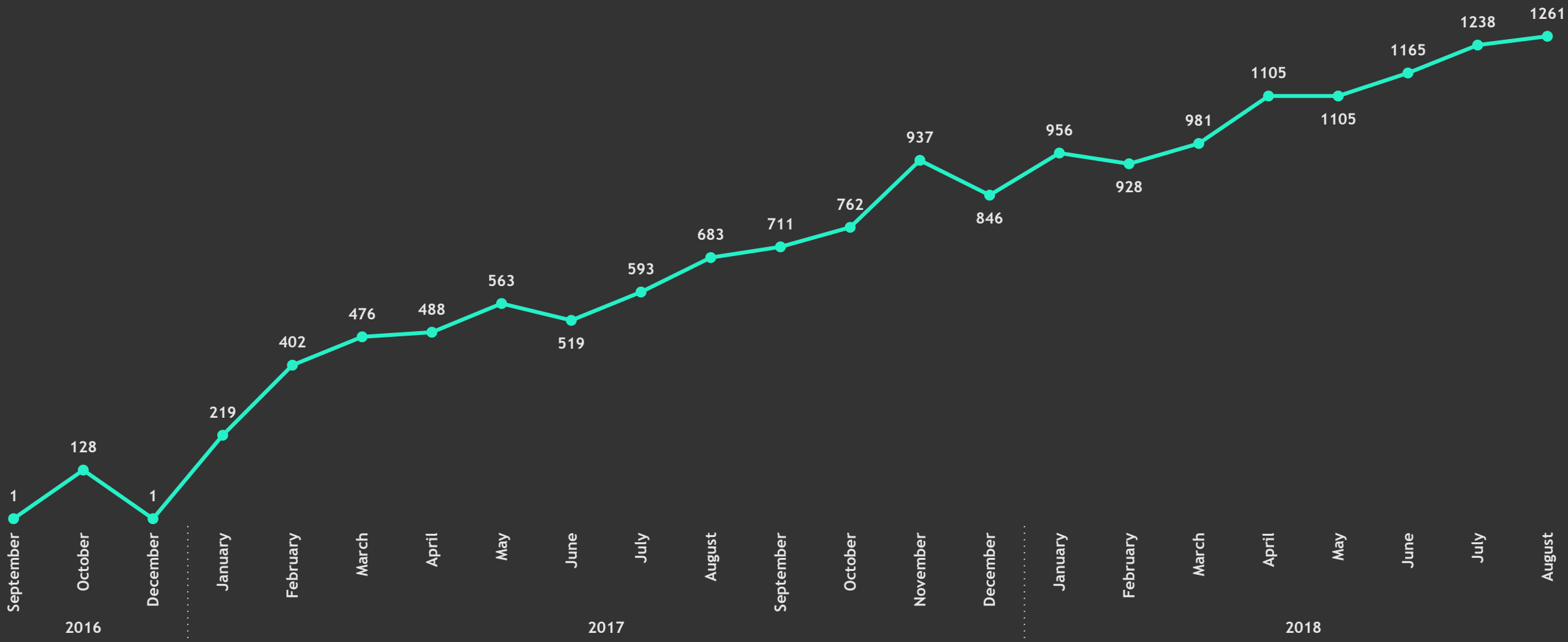


Average Order Value by Product Category & Payment Type

2970

Total Active Sellers

Active Sellers by Month



Seller ratings and its impact on Sales Performance

4.09
Average Rating

Order Status

approved

canceled

created

delivered

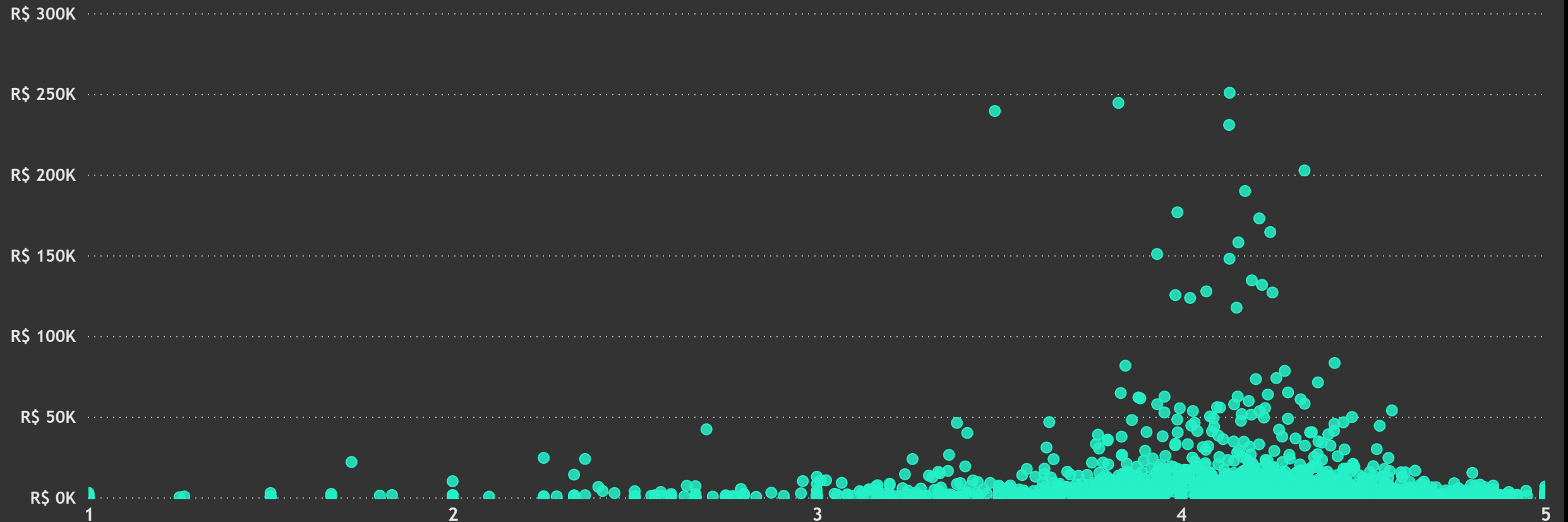
invoiced

processing

shipped

unavailable

Sellers Sales Performance vs Average Rating



Popular Product Categories by Total Orders and Total Revenue

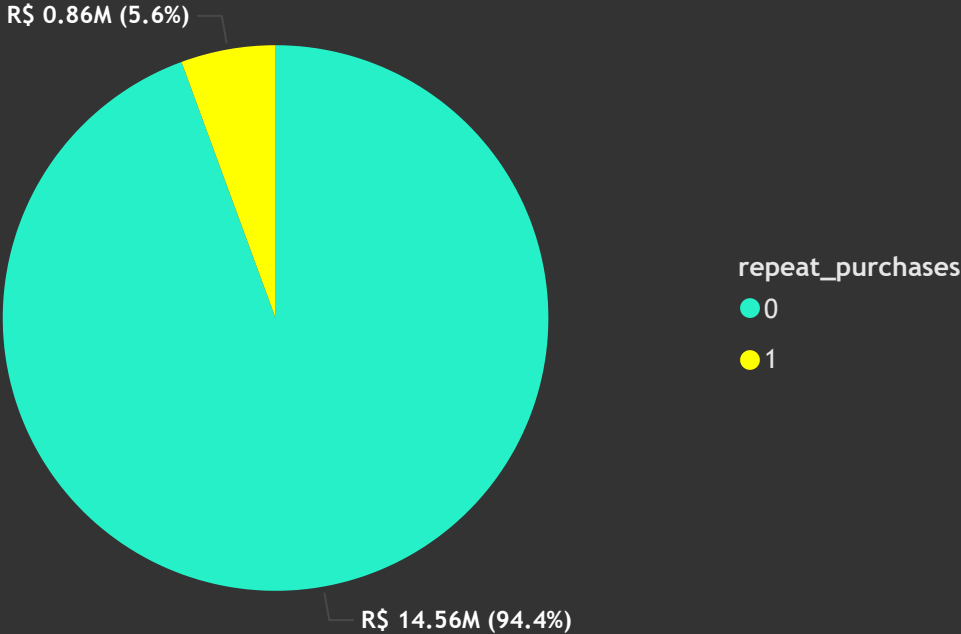
2801

Customers with Repeat Purchase

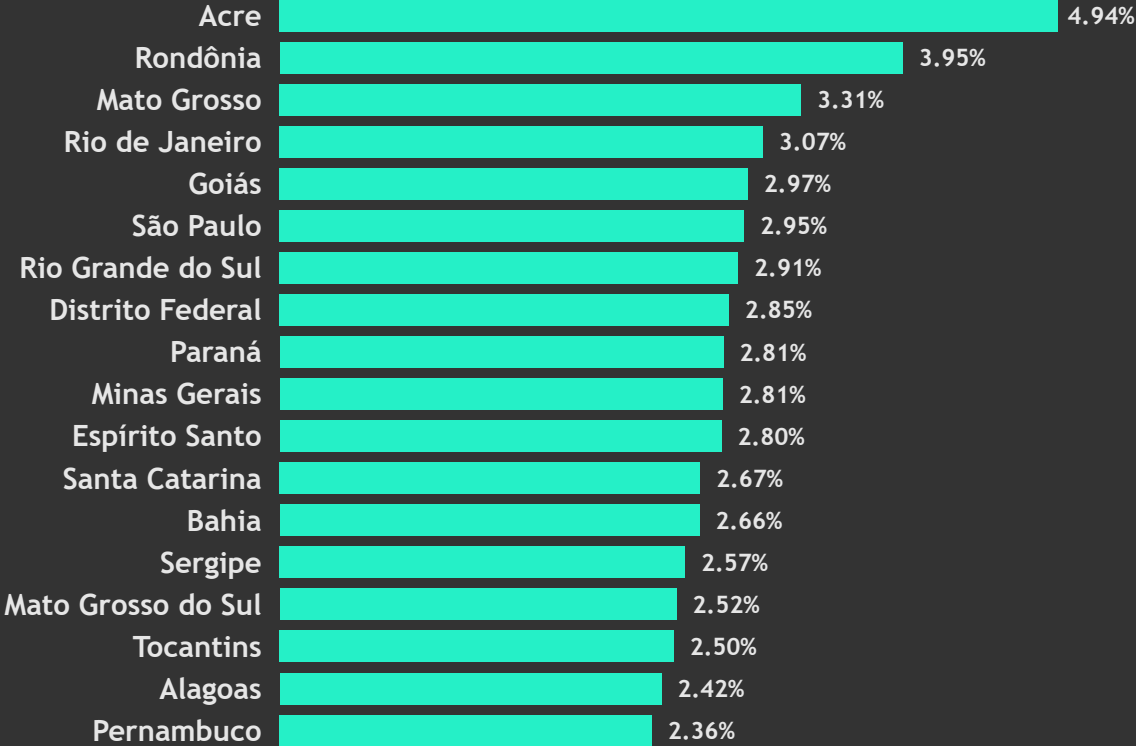
2.82%

customer_retention_rate

Total Revenue by repeat_purchases



Customer Retention By State



Product ratings and its impact on Sales Performance

4.09
avg_rating

Order Status

approved

canceled

created

delivered

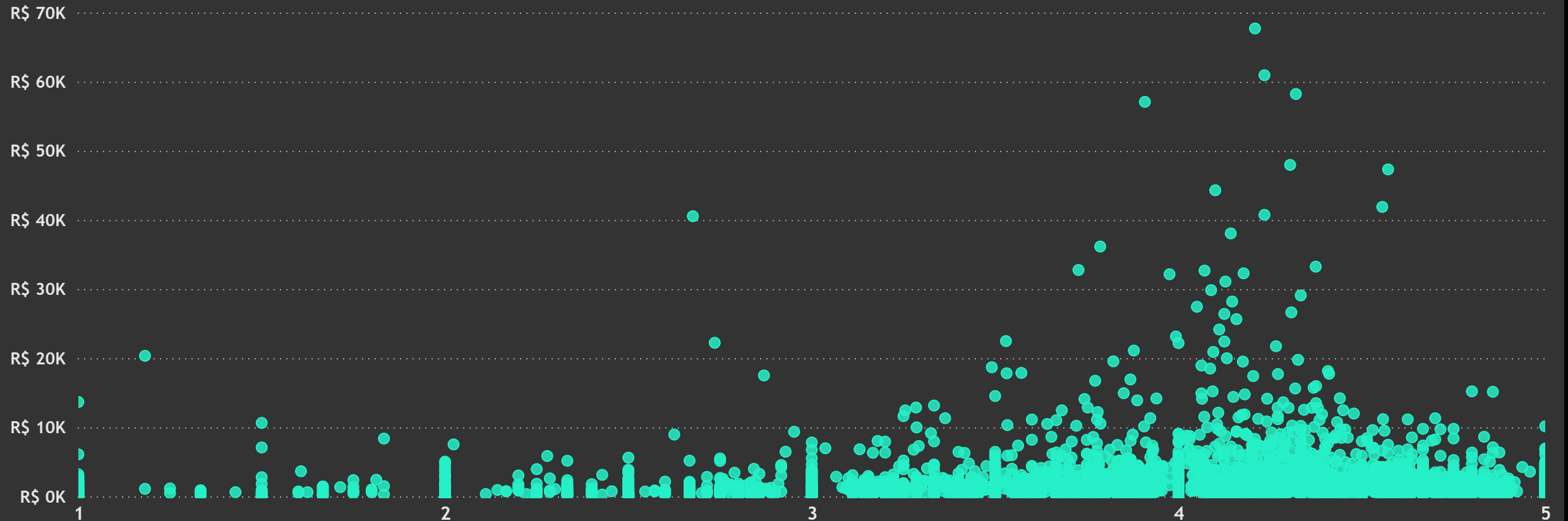
invoiced

processing

shipped

unavailable

Product's Sales Performance vs Average Rating



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

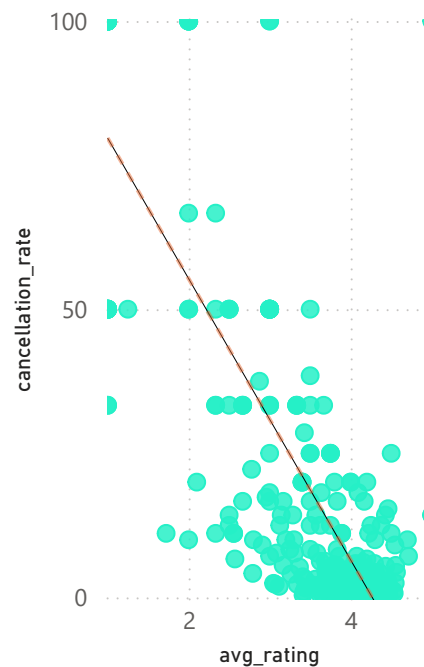
avg_rating goes down 1.08 → 26.69

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



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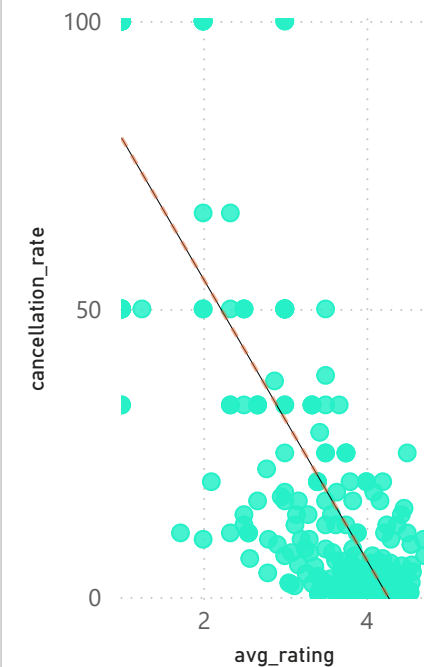
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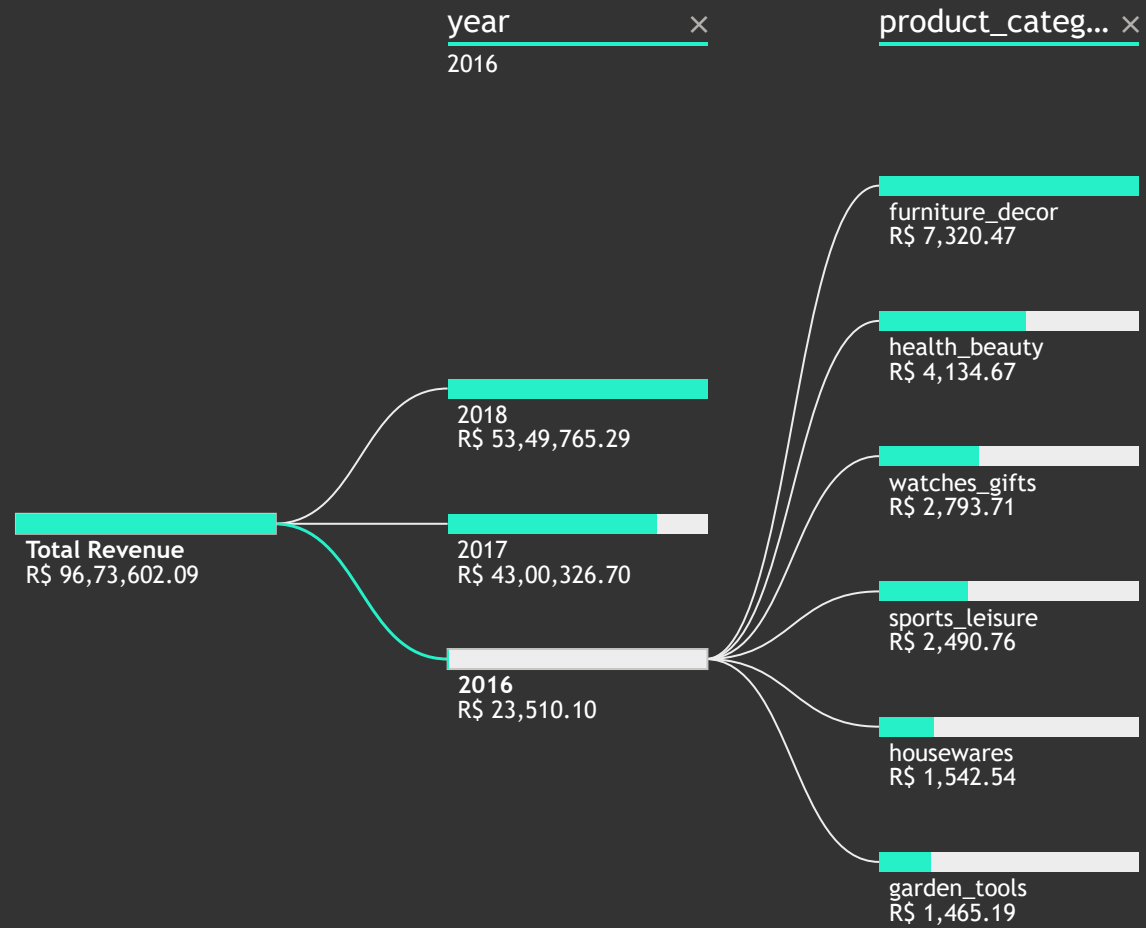
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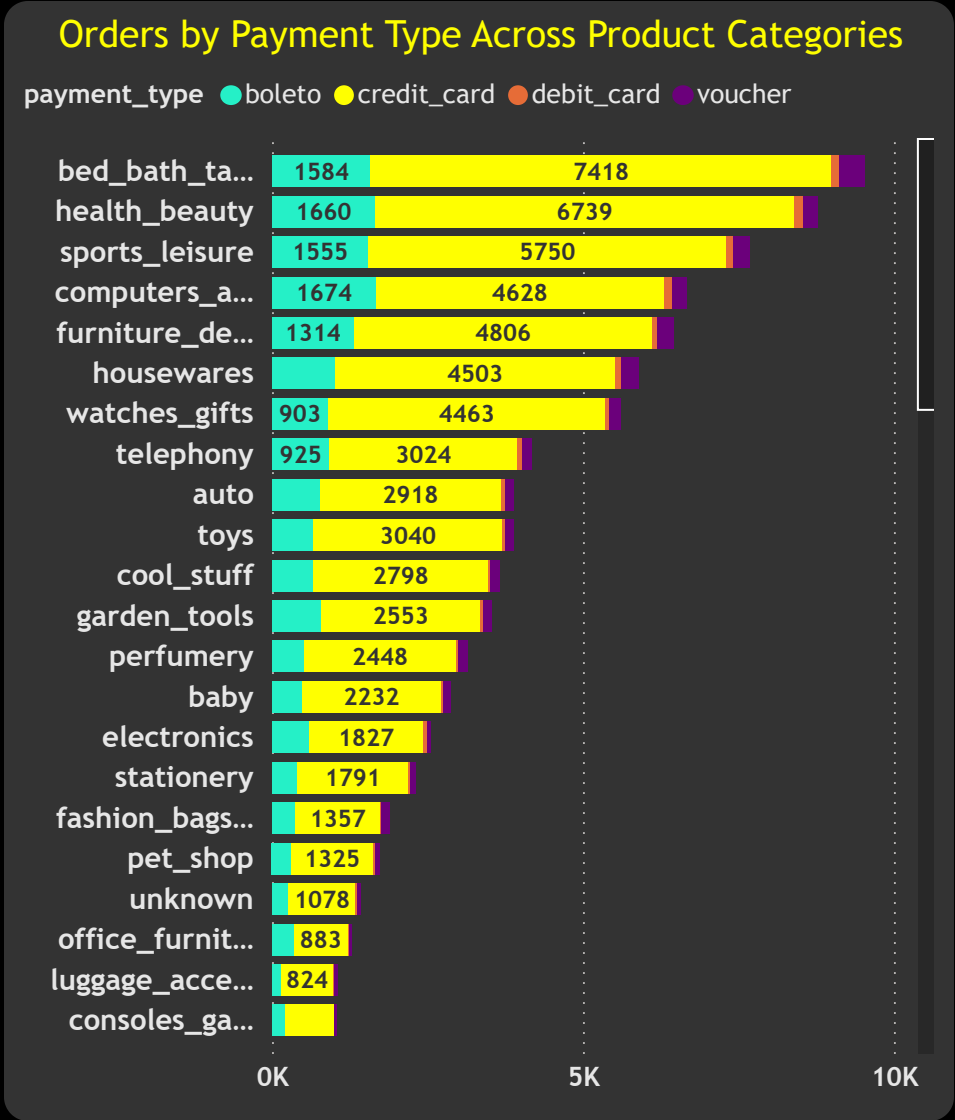
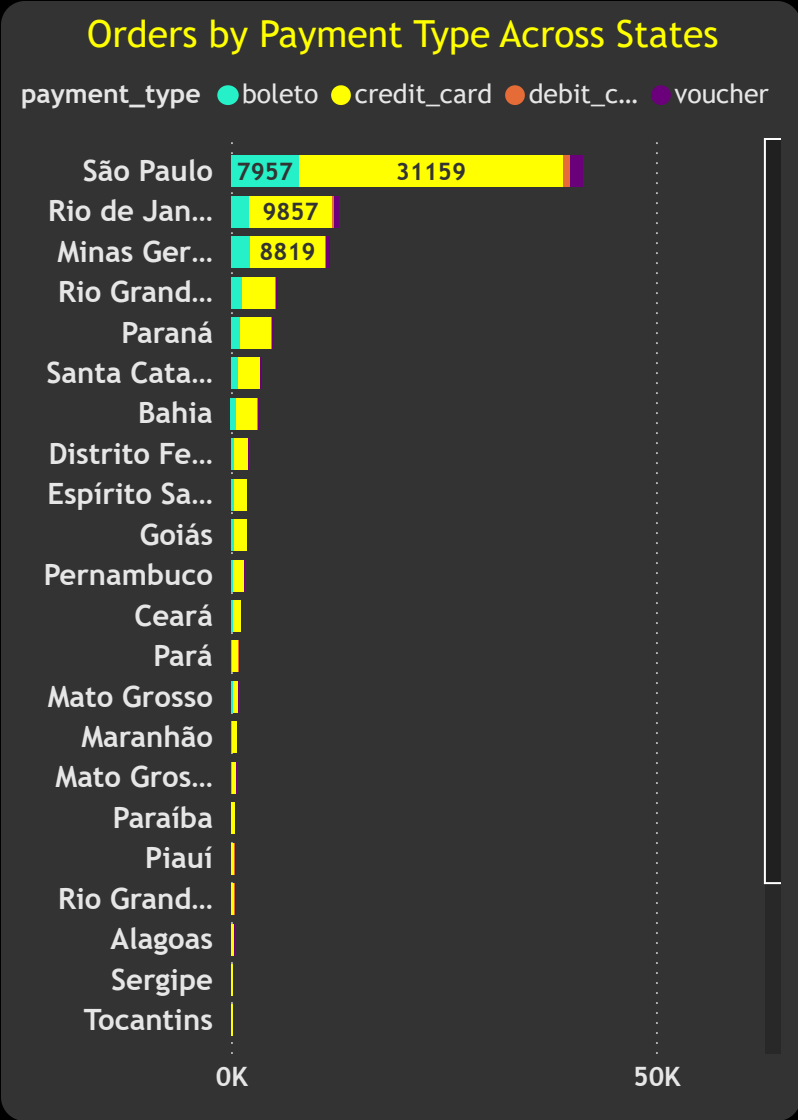
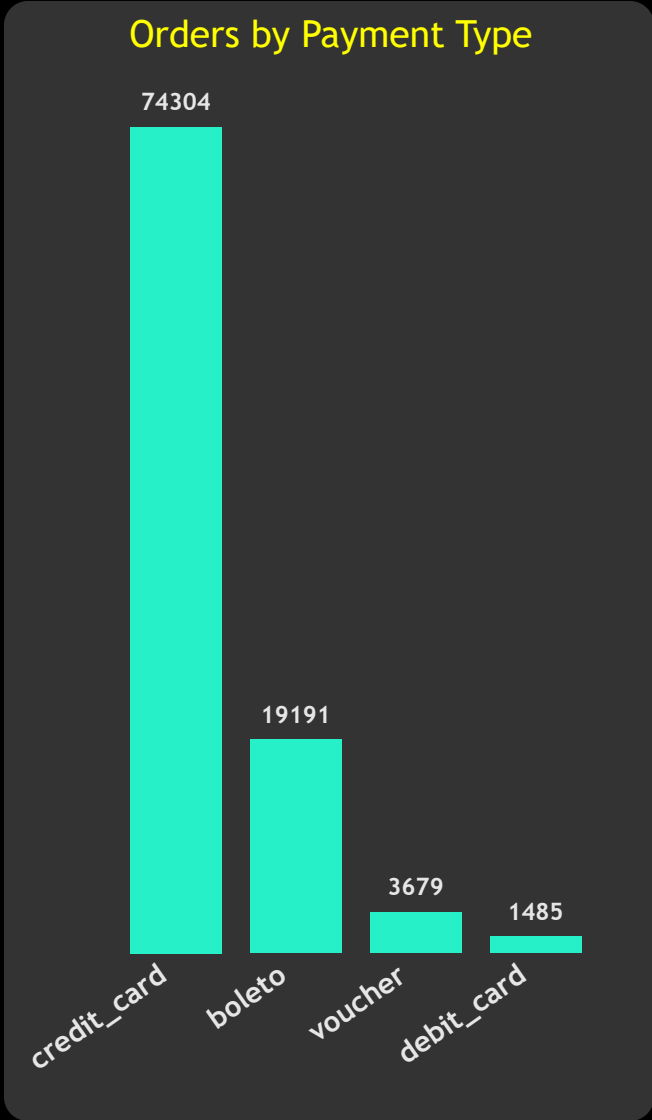


Top Selling Products Over Time

Top 10 Revenue Generating Product Categories by Year



Orders by Payment Type



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

