

# 03 — Insights & Business Findings

## KPIs

Total Revenue (\$)	AOV (\$)	Delivered Rate (%)	Cancellation Rate (%)	Repeat Purchase Rate (%)
15422461.77	159.85	97.02	0.63	0

## Payment Mix

payment_type	order_payments	revenue	AOV
credit_card	74586	12101094.88	162.86
boleto	19191	2769932.58	144.33
voucher	5493	343013.19	93.24
debit_card	1486	208421.12	140.35

## Top Categories by Revenue

category	revenue	orders
beleza_saude	1233131.72	8647
relogios_presentes	1166176.98	5495
cama_mesa_banho	1023434.76	9272
esporte_lazer	954852.55	7530
informatica_acessorios	888724.61	6530
moveis_decoracao	711927.69	6307
utilidades_domesticas	615628.69	5743
cool_stuff	610204.10	3559
automotivo	578966.65	3810
brinquedos	471286.48	3804

## Revenue by Customer State

state	revenue	orders
SP	5067633.16	40501
RJ	1759651.13	12350
MG	1552481.83	11354
RS	728897.47	5345
PR	666063.51	4923
SC	507012.13	3546
BA	493584.14	3256
DF	296498.41	2080
GO	282836.70	1957
ES	268643.45	1995
PE	251889.49	1593
CE	219757.38	1279
PA	174470.59	946
MT	152191.62	886
MA	117009.38	717
MS	115429.97	701
PB	112586.82	517
PI	84721.00	476
RN	82105.66	474
AL	78855.72	397

## Delivery Performance & Reviews

avg_delivery_days	avg_review_score
12.56	4.16