



Customer Behavior Analysis

General Overview

165.66

Average Total Spent

1

Orders Average

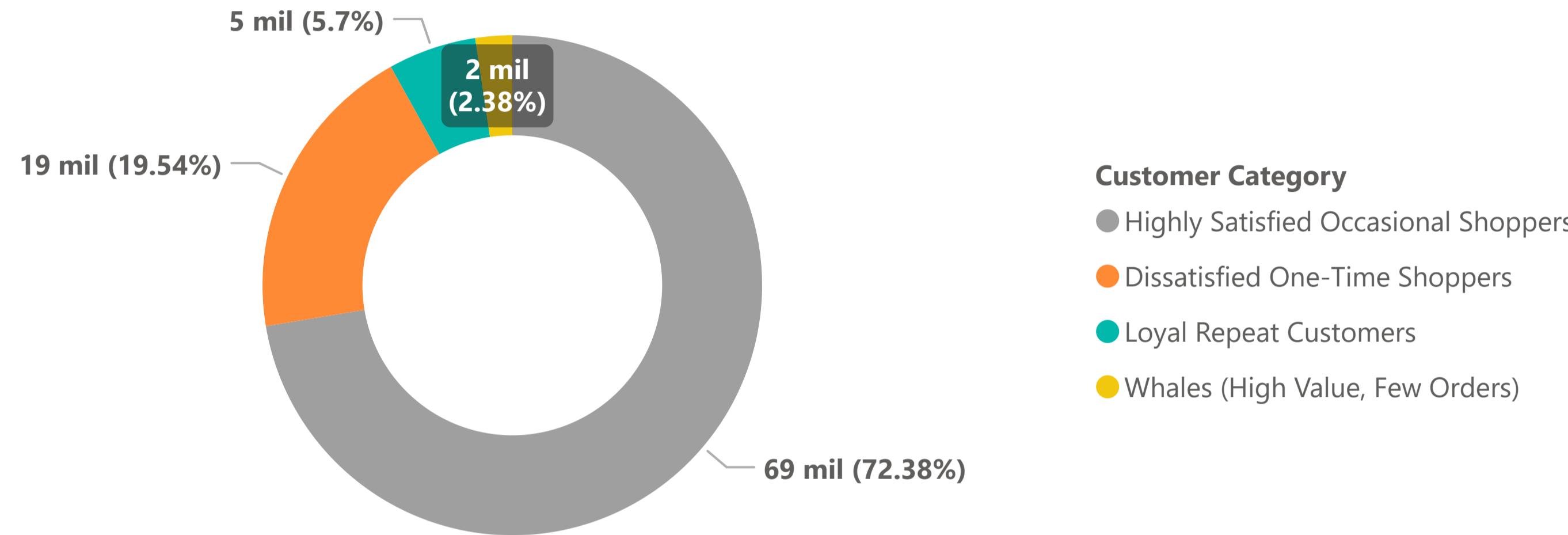
4.15

Mean Review Score

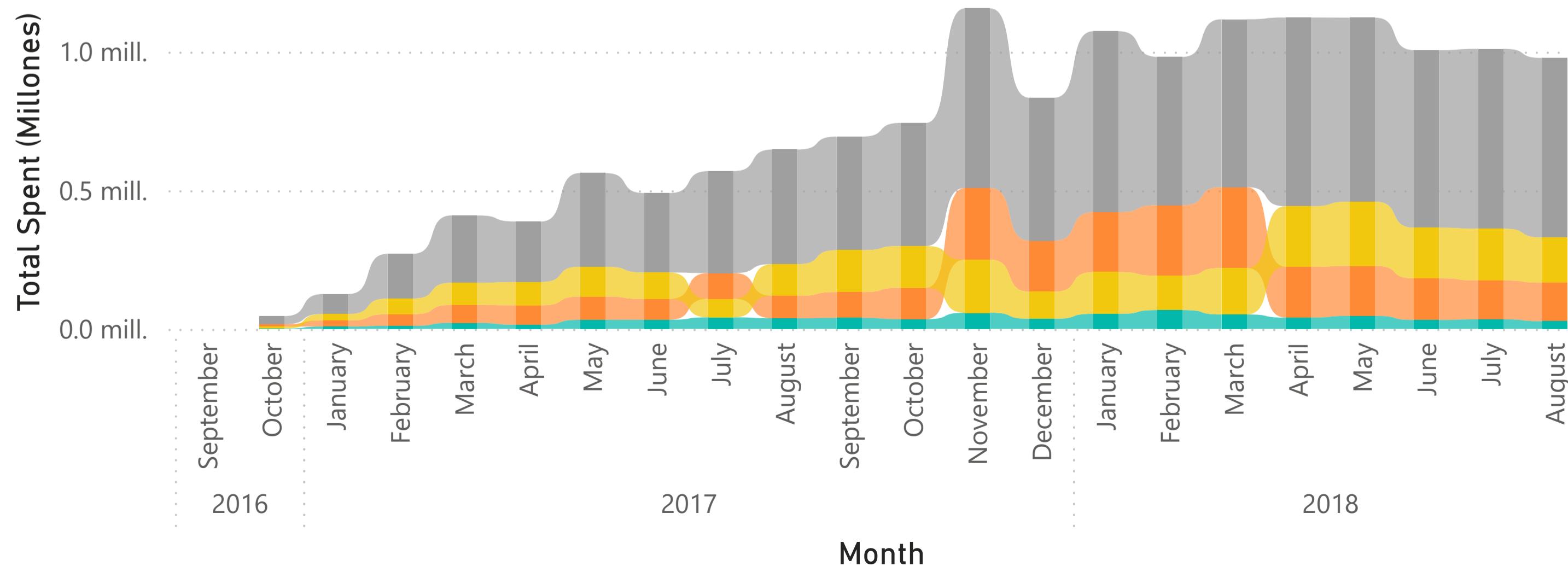
38 mil

Average Spent per Order

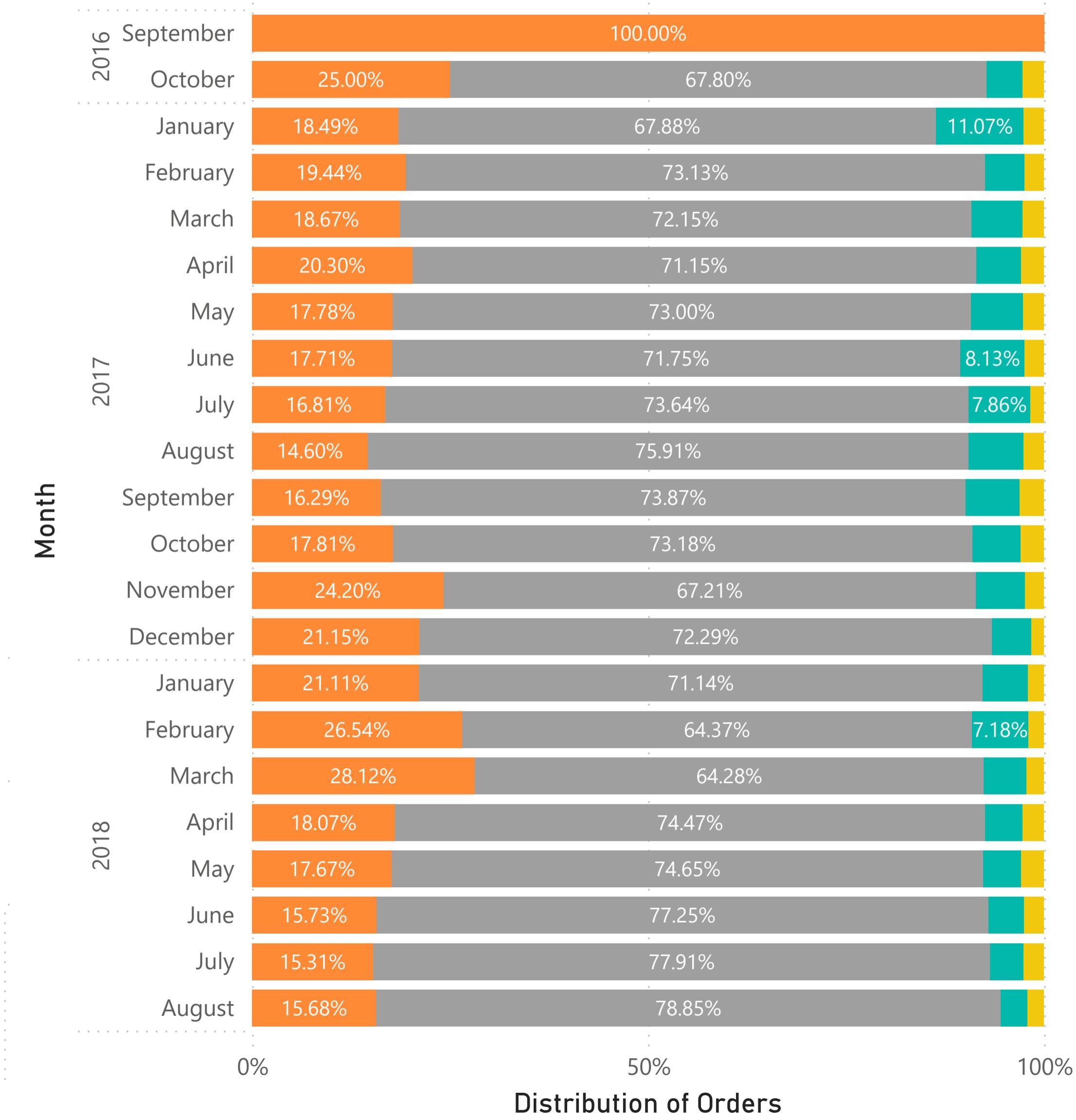
Historical Proportion of Orders by Customer Category



Historical Monthly Spending by Customer Category



Historical Monthly Order Distribution by Customer Category





Customer Behavior Analysis

Logistics Insights

860.61

Average Shipping Speed (km/days)

23.35

Mean Estimated Delivery Time (Days)

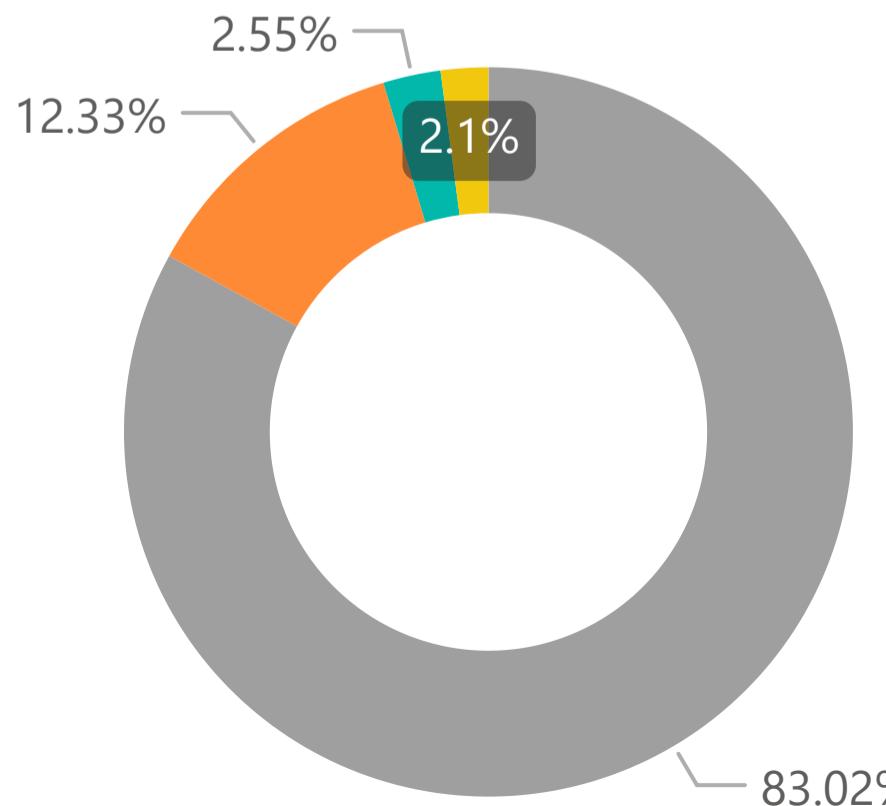
12.06

Mean Actual Delivery Time (Days)

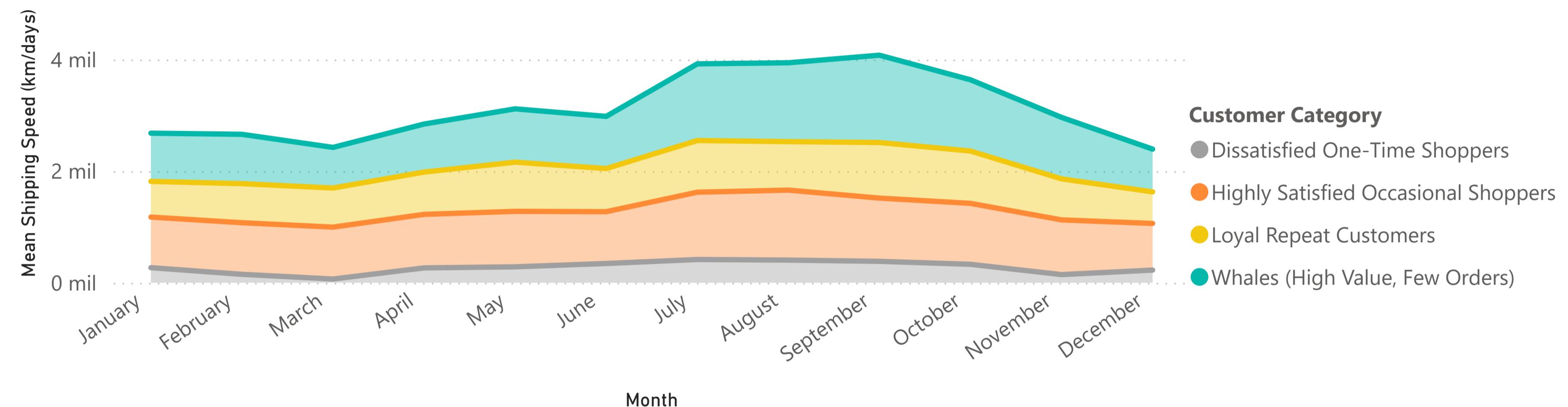
Average Delivery Distance by Customer Category



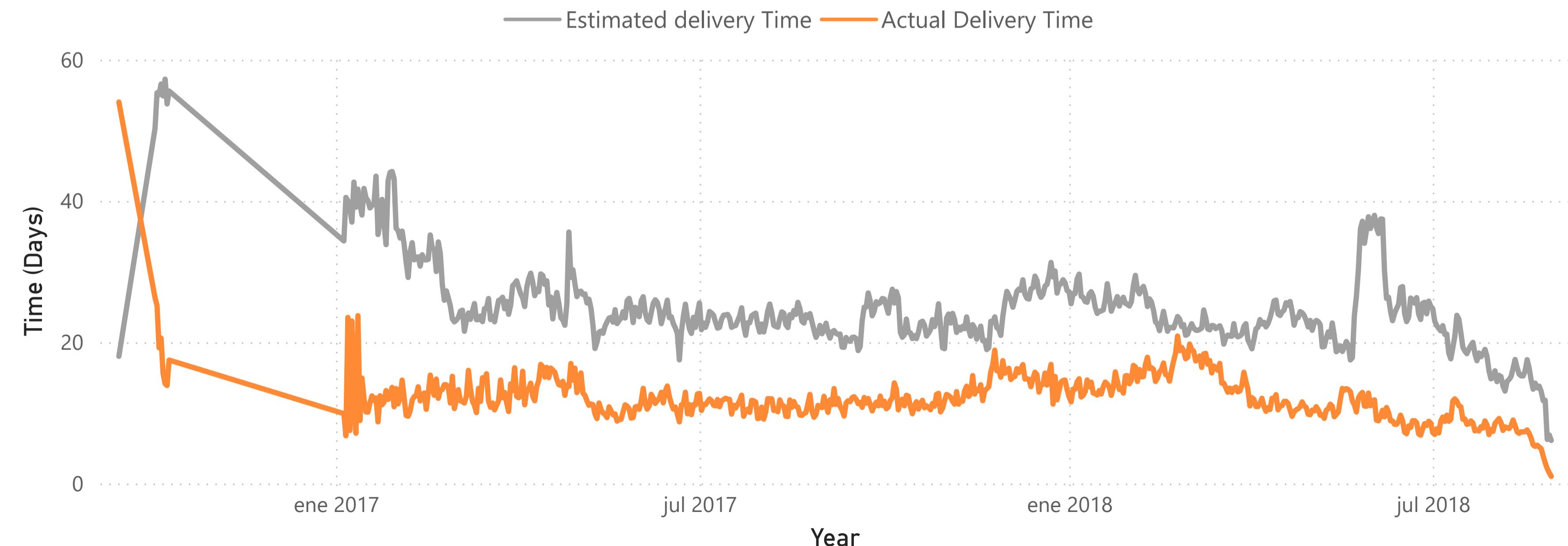
Late Deliveries by Customer Category



Average Shipping Speed by Month and Customer Category



Estimated and Actual Delivery Time Averages Over Time





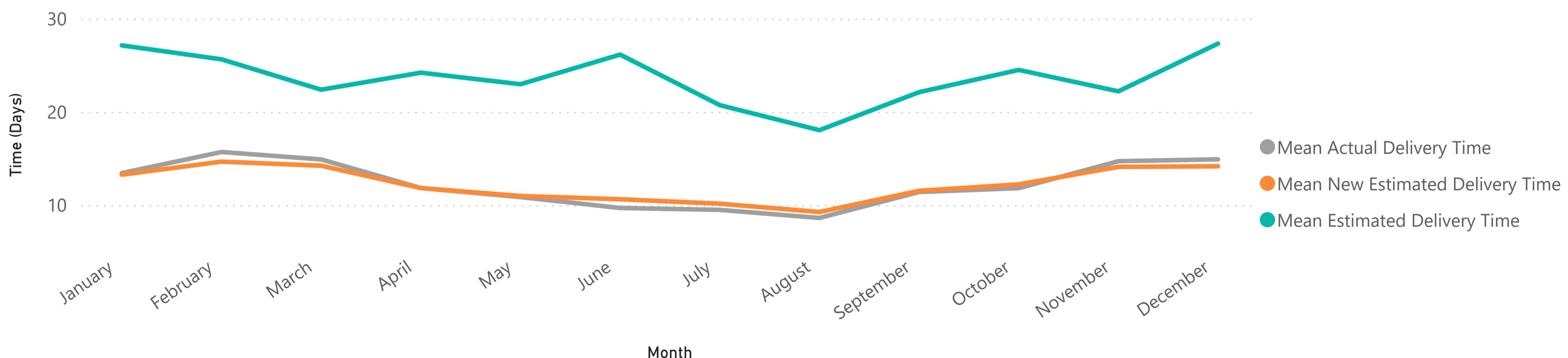
Customer Behavior Analysis

Predicted Demand & New Delivery Estimates

Predicted Customer Category Counts Over Time.



Monthly Average Delivery Times: Actual, Estimated, and Updated Estimates



Expected Growth in Monthly Orders (Next Year)

5.93 mil ✓
Objetivo: 4.35 mil (+36.37 %)

Customers Summary

Dissatisfied One-Time Shoppers

\$147.39
Average Total Spent

1.93
Mean Review Score
1
Orders Average

Highly Satisfied Occasional Shoppers

\$133.05
Average Total Spent

4.75
Mean Review Score
1
Orders Average

Loyal Repeat Customers

\$283.89
Average Total Spent

4.34
Mean Review Score
2
Orders Average

Whales (High Value, Few Orders)

\$1,233.11
Average Total Spent

4.11
Mean Review Score
1
Orders Average