

Sales Analysis

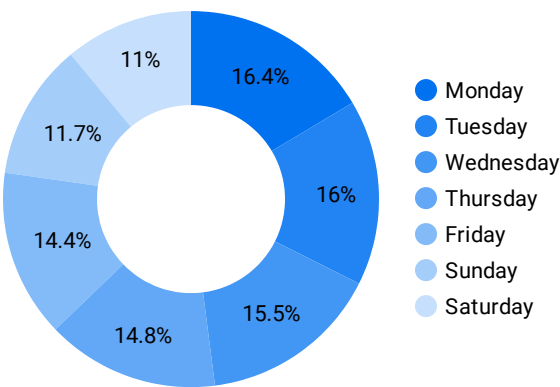
order\_year ▾

Total Sales  
13.5M

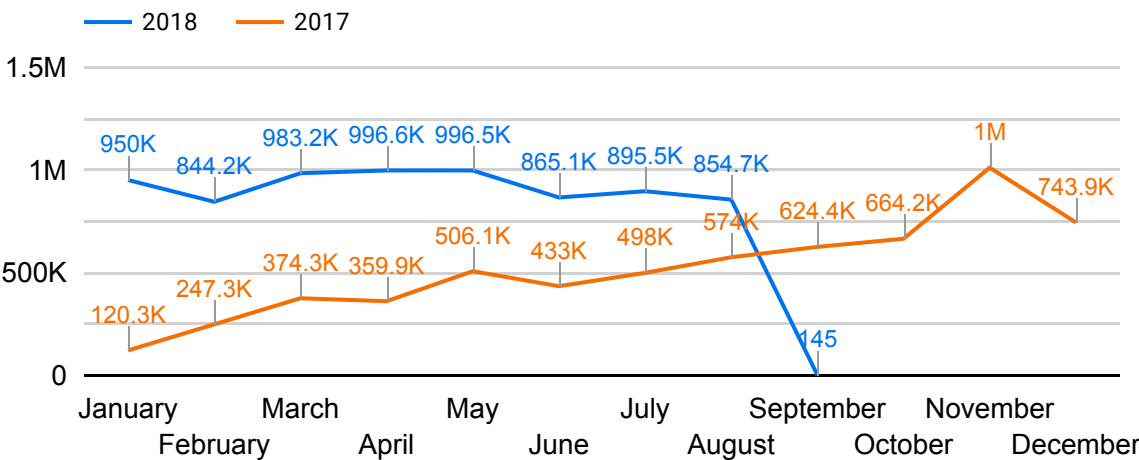
Avg AOV  
275.4

Total Freight  
2.2M

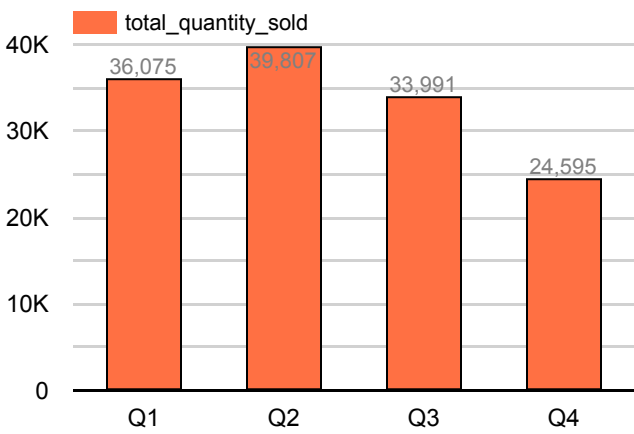
Total sales by weekdays



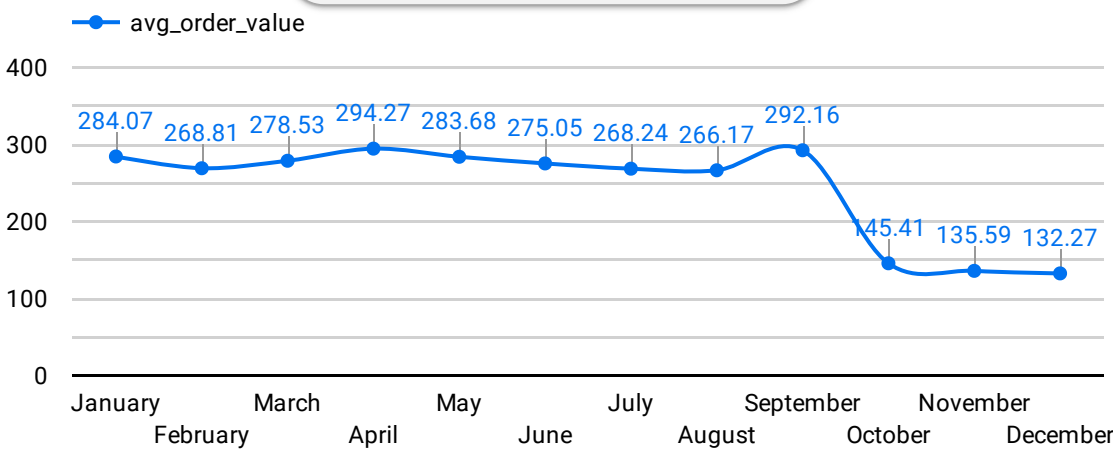
Monthly Sales Trend



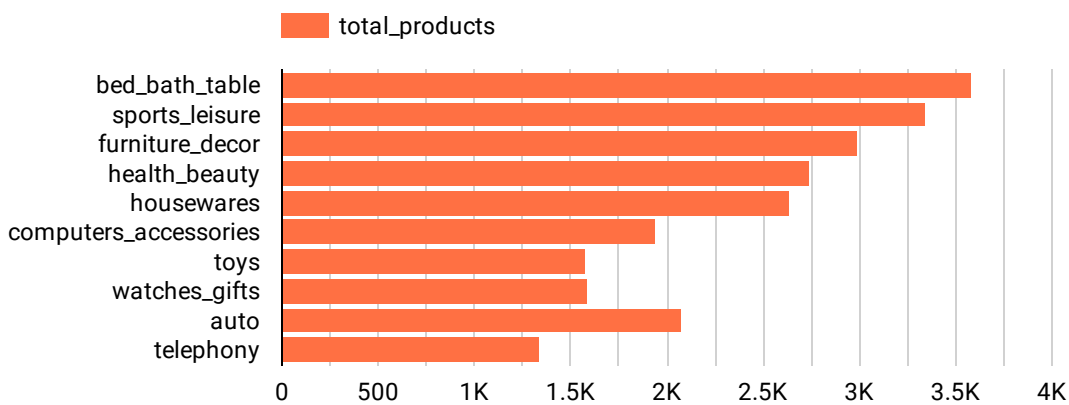
Quarterly sales



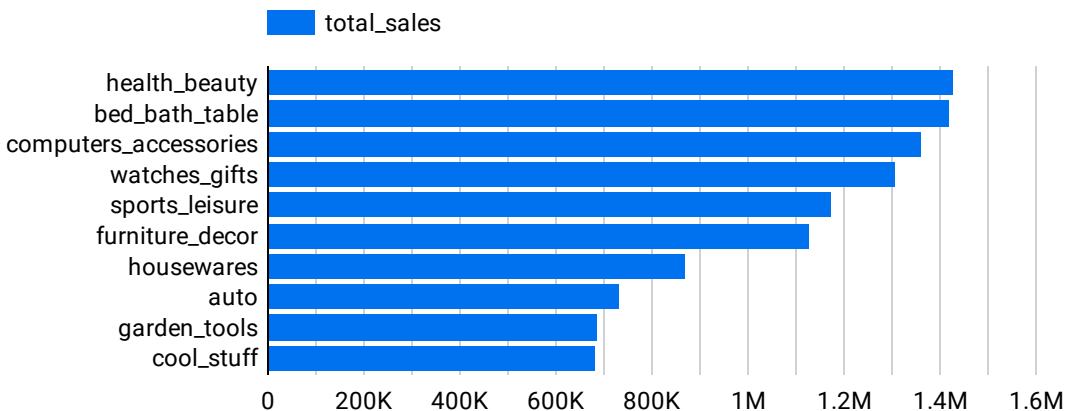
Monthly Avg Order value



Total products by product category



Product category performance by sales



Underperforming City by sales

1.	sao paulo	1,910,925.95
2.	rio de janeiro	985,297.37
3.	belo horizonte	354,105.89
4.	brasilia	300,876.48
5.	curitiba	211,320.38

1 - 100 / 4107 < >

Underperforming State by sales

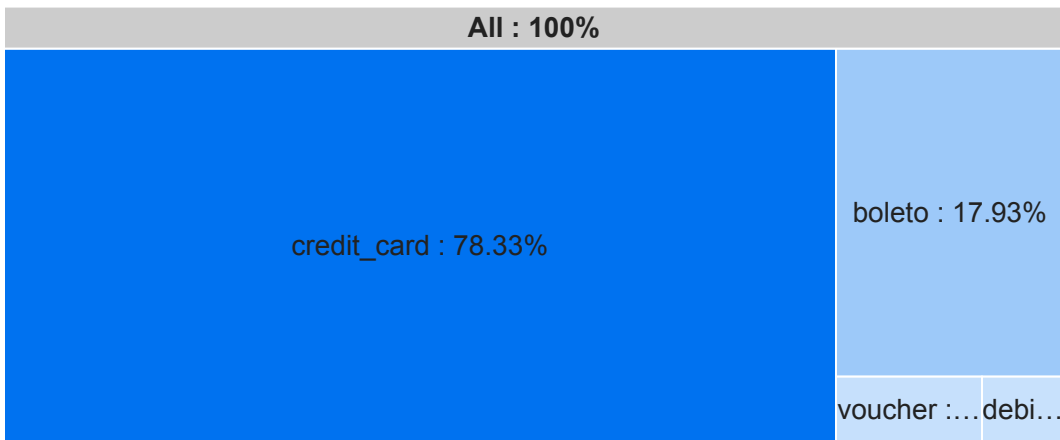
1.	SP	5,188,244.23
2.	RJ	1,812,846.22
3.	MG	1,580,496.82
4.	RS	746,162.4
5.	PR	681,068.25

1 - 27 / 27 < >

Seller Performance by total products sold and total review

seller_id	total_products_sold	total_reviews_received
6560211a19...	1,854	2,039
4a3ca9315b...	1,806	2,009
cc419e0650a...	1,706	1,819
1f50f920176f...	1,404	1,940
da8622b14e...	1,314	1,574
955fee9216a...	1,287	1,501

Total sales by payment type

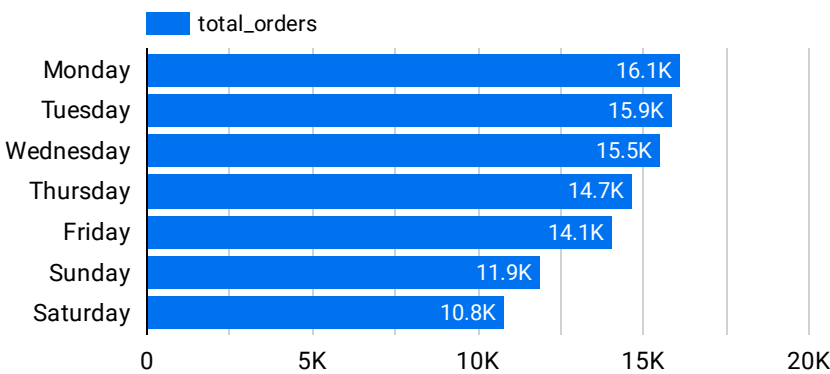


# Operations Analysis

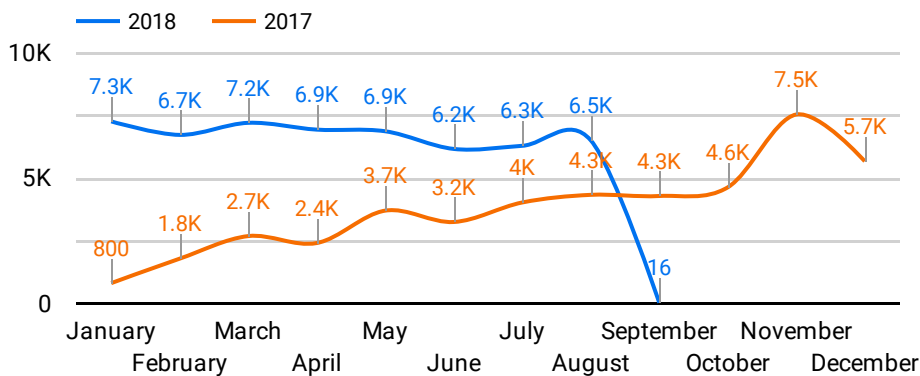
order\_year ▾

Total Order  
99.1K

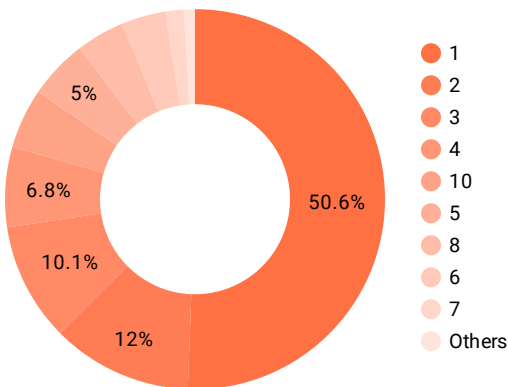
Total order by weekdays



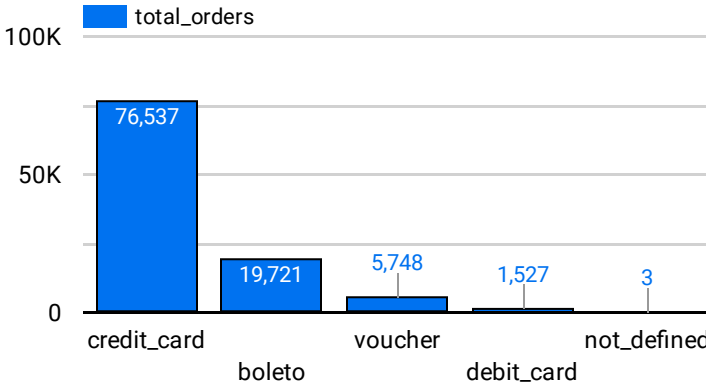
Monthly Order Trend



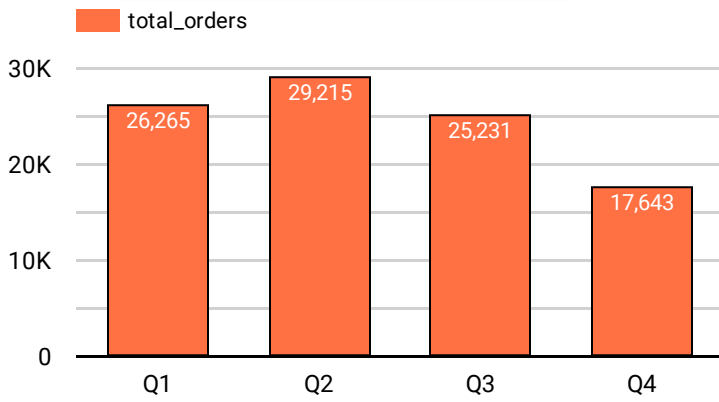
Total Order by Payment Installments



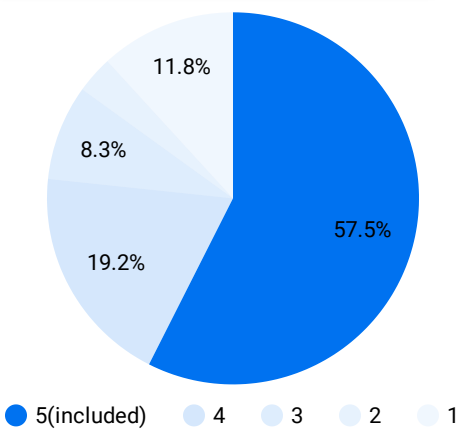
Total order by Payment type



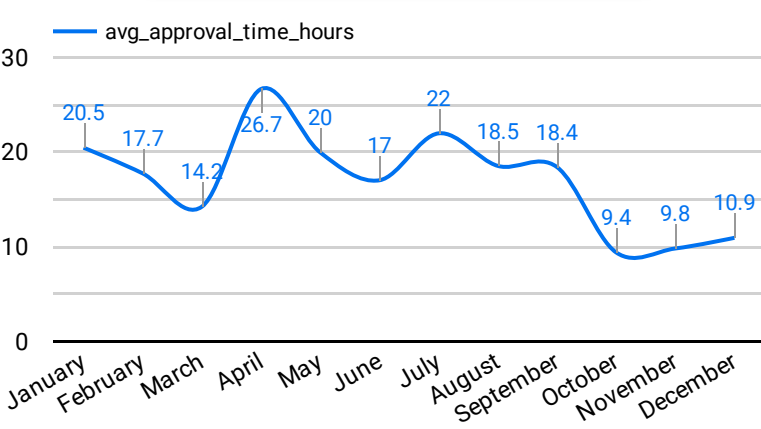
Quarterly order



Total order by review



Avg approval time (Hourly)

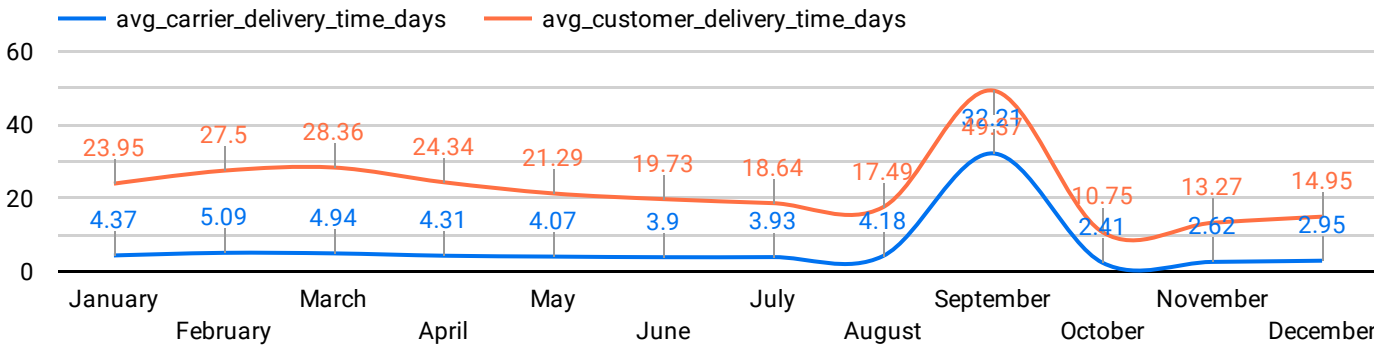


Total customer by state

1.	SP	41,629
2.	RJ	12,795
3.	MG	11,595
4.	RS	5,441
5.	PR	5,025

1 - 27 / 27 < >

Avg carrier delivery time & Avg customer delivery time (days)

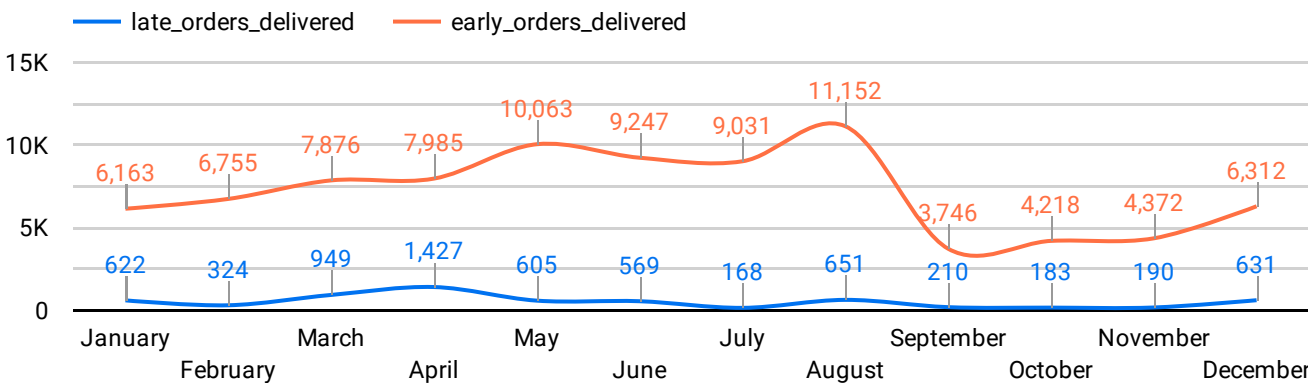


Total customer by city

1.	sao paulo	15,504
2.	rio de janeiro	6,844
3.	belo horizonte	2,761
4.	brasilia	2,125
5.	curitiba	1,515

1 - 100 / 4116 < >

Total Early & late orders



Top performing product category by Avg review score

1.	cds_dvds_musicals	4.81
2.	fashion_childrens_clothes	4.6
3.	arts_and_craftmanship	4.52
4.	books_general_interest	4.44
5.	books_technical	4.38

1 - 71 / 71 < >