

# Customer Sentiment Distribution

Total Reviews  
98.41K

% Positive Reviews  
0.80

% Negative Reviews  
0.14

% Neutral Reviews  
0.06

Filter by Sentiment

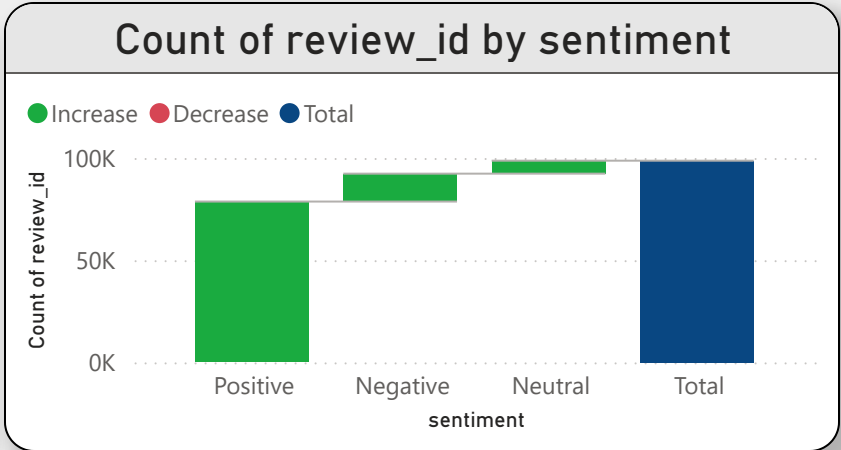
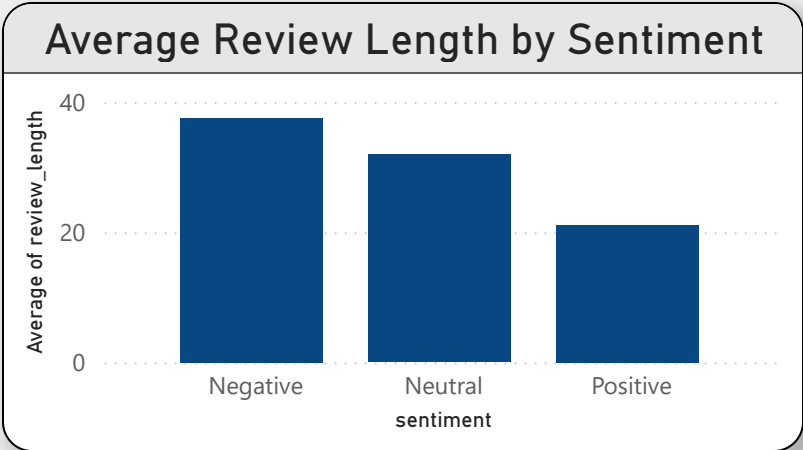
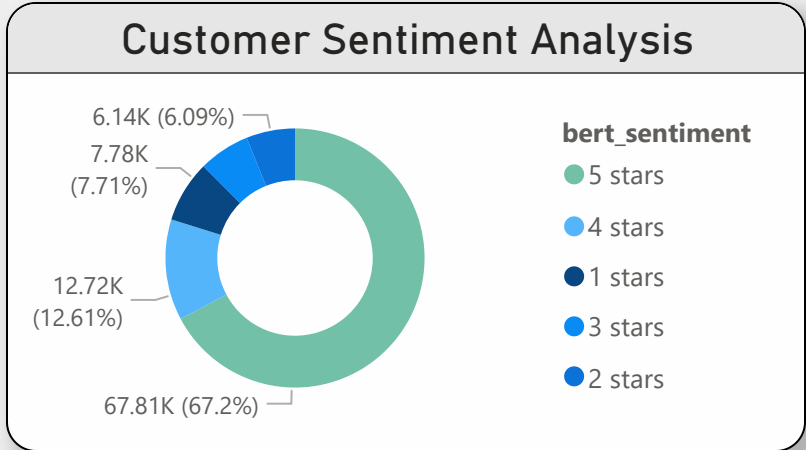
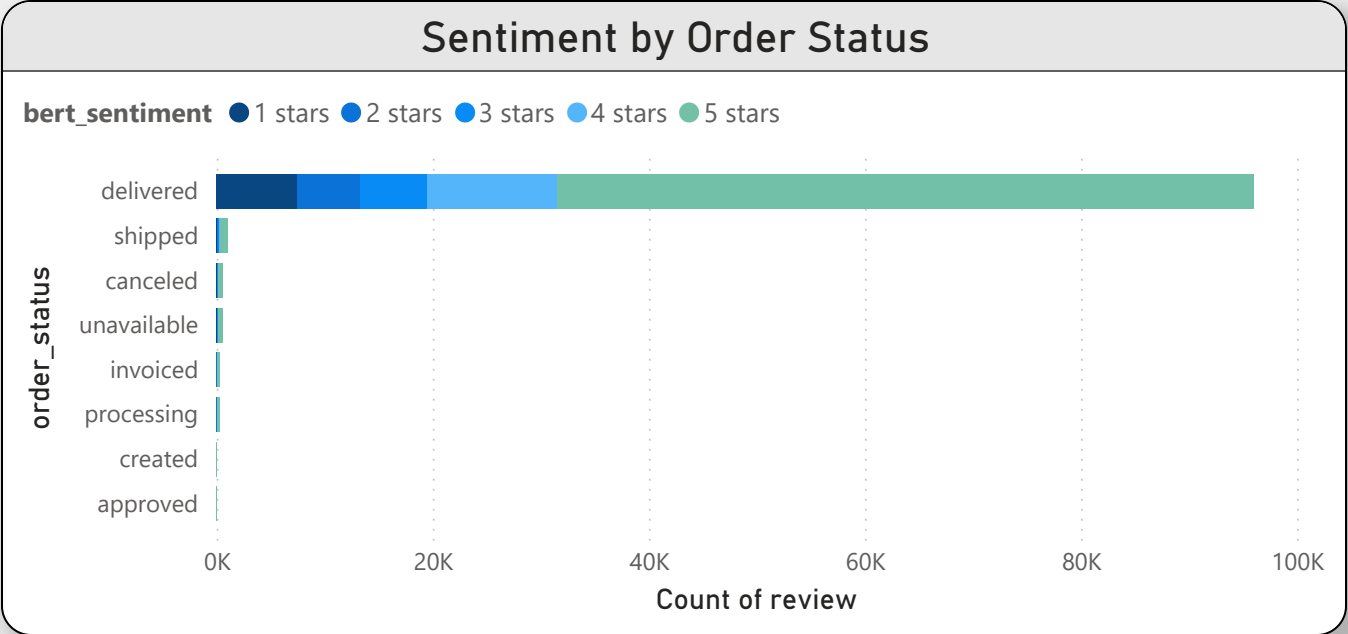
Select all

Negative

Neutral

Positive

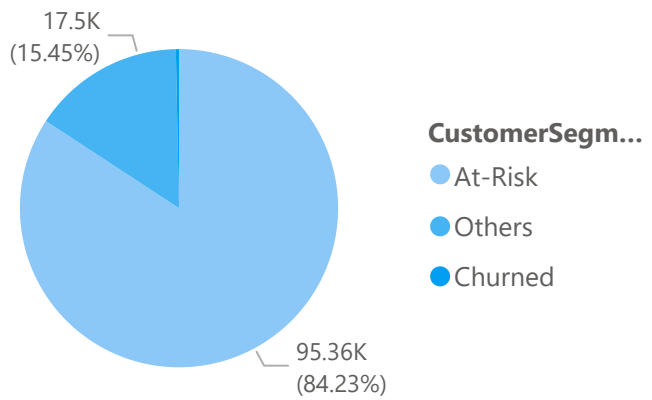
Avg Sentiment Score by Order Status and Sentiment						
order_status	1 stars	2 stars	3 stars	4 stars	5 stars	Total
delivered	7567	11958	18780	49284	328920	416509
shipped	75	126	234	592	3540	4567
canceled	44	70	105	384	2380	2983
unavailable	44	64	87	296	2140	2631
invoiced	25	46	84	160	1015	1330
processing	24	20	60	172	1025	1301
created				4	10	14
approved					10	10
Total	7779	12284	19350	50892	339040	429345



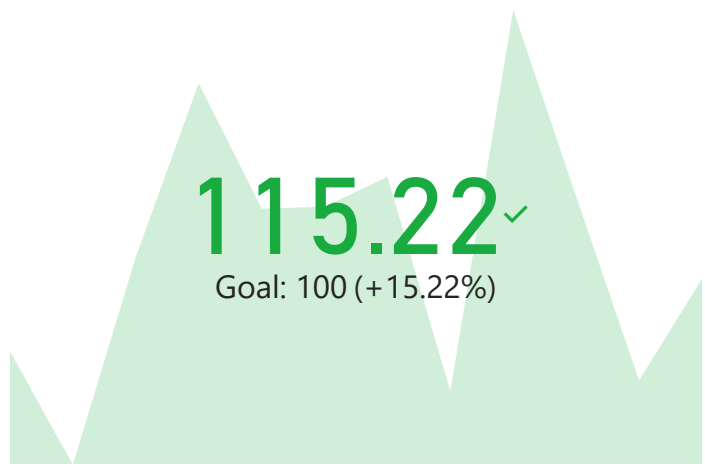
# Customer Segmentation Dashboard

Top customer has spent  
**7.21K**

Segment Distribution



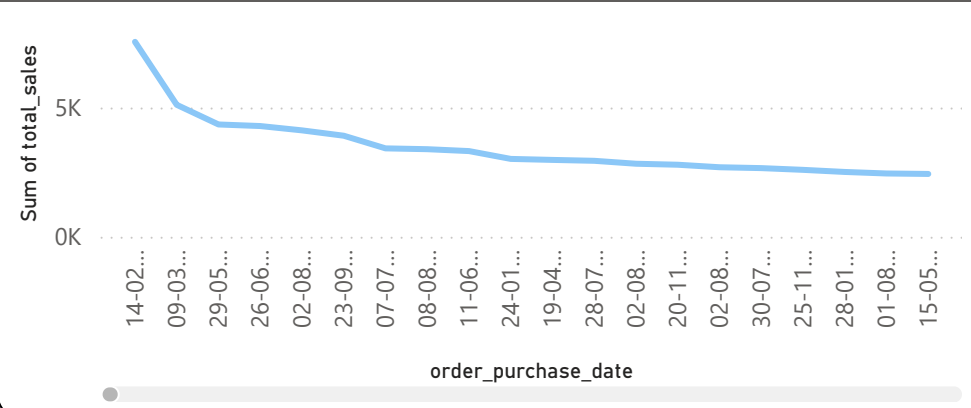
Average Total Sales vs. Sales Target by Month



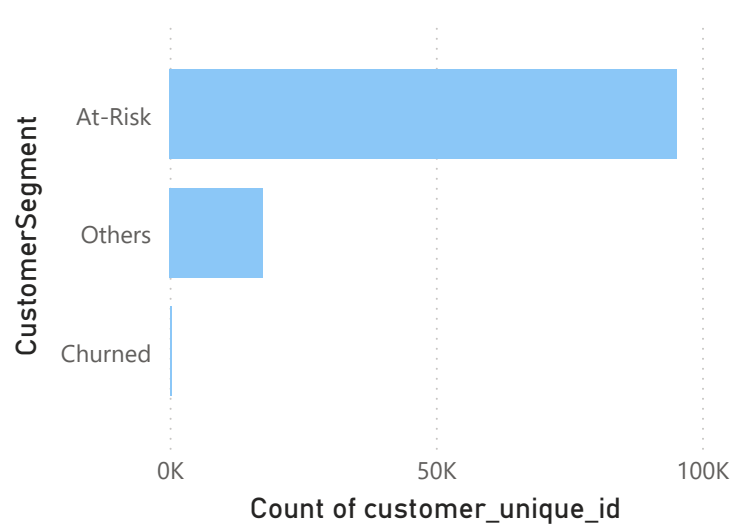
Segment vs Review Score / Recency

CustomerSegment	1	2	3	4	5	Total
At-Risk	87.77	87.01	86.92	88.54	87.75	87.81
Churned	139.07	167.48	125.17	141.28	130.14	137.97
Others	267.64	263.70	264.35	264.73	266.66	266.12
Total	115.98	112.63	112.23	115.85	115.98	115.52

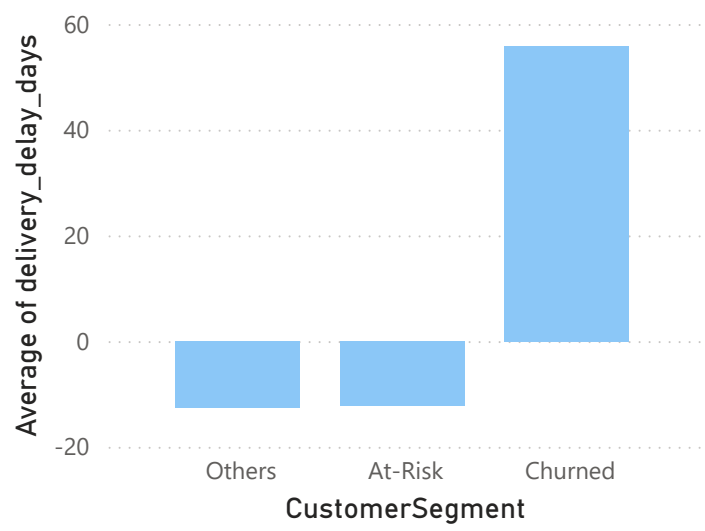
Sales Trend Over Time



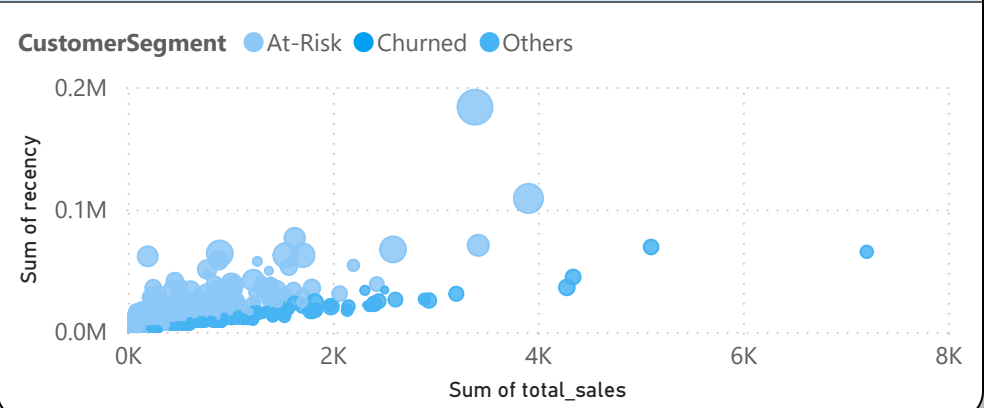
Customer Count by Segment



Average Delivery Delay by Segment



"Customer Segments: Total Sales vs. Recency by Month"



Seller Segmentation Dashboard

17.85  
Average of freight\_value

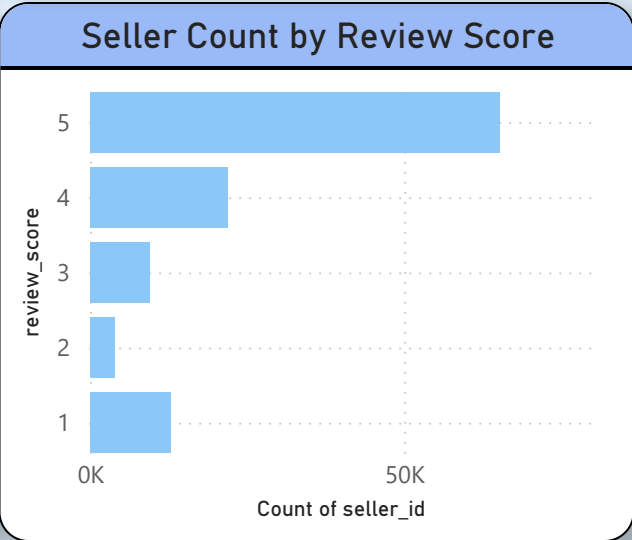
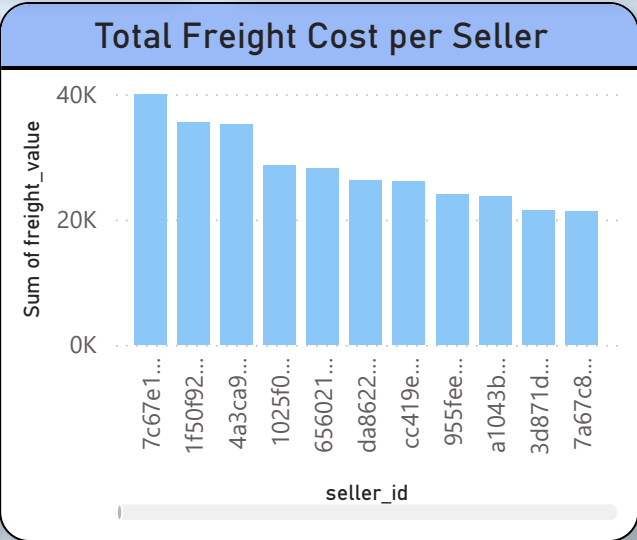
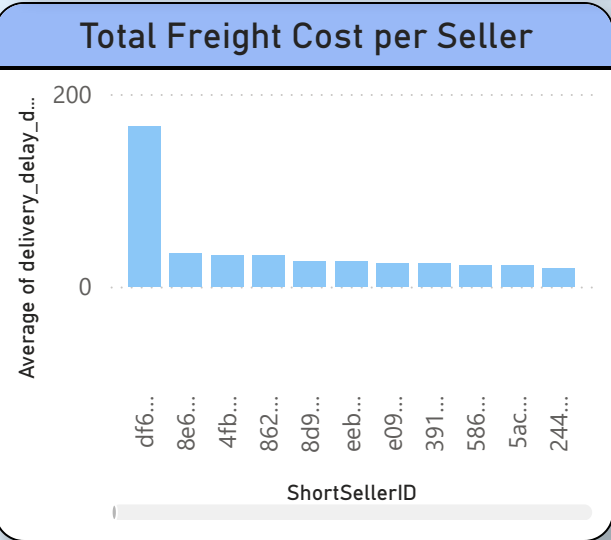
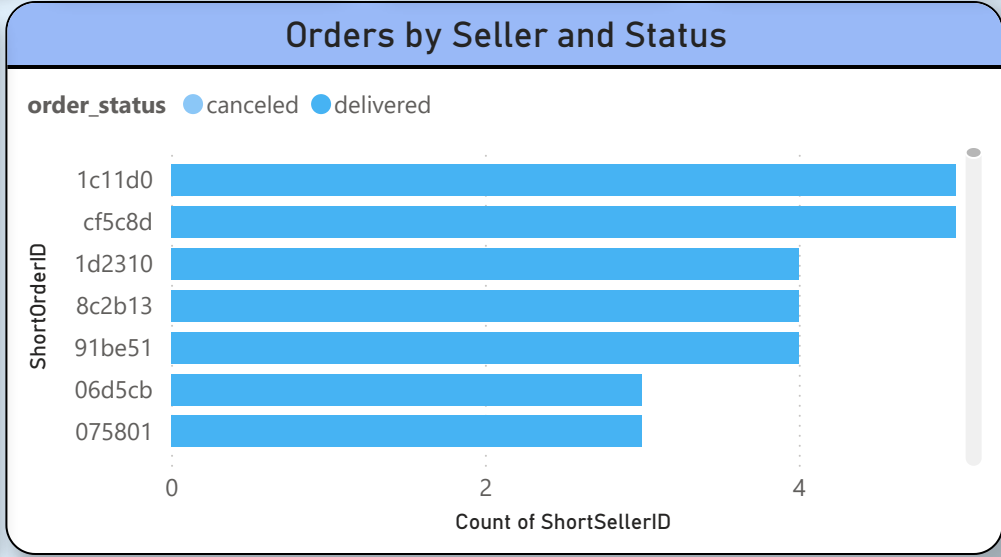
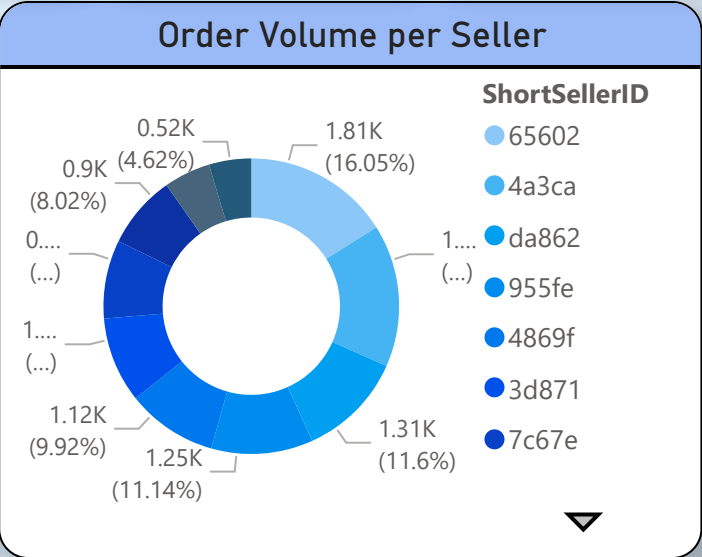
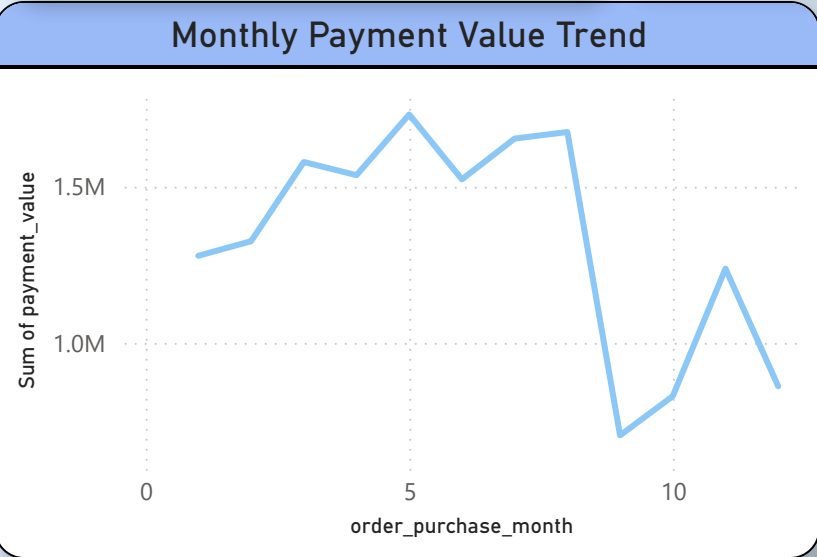
97.67  
Average of price

587  
Count of seller\_city

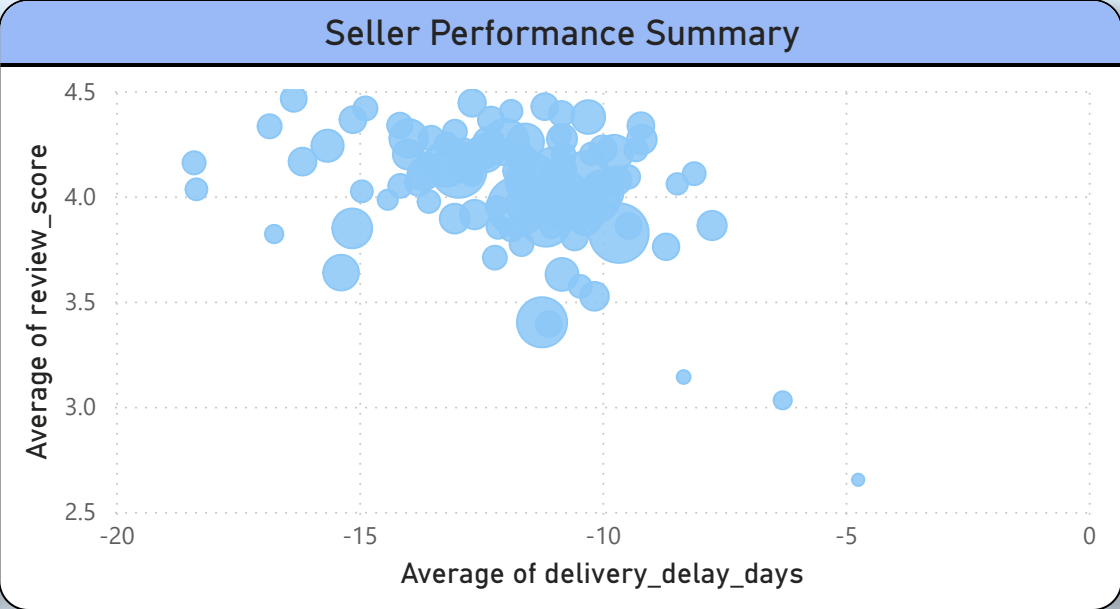
2909  
Count of seller\_id

462K  
Sum of review\_score

22  
Count of seller\_state



ShortSellerID	Average of review_score	Count of order_id	Average of delivery_delay_days	Sum of payment_value
00ab3	5.00	1	-10.00	110.08
00d8b	5.00	1	-22.00	137.10
01266	5.00	3	-9.33	137.48
01ed2	5.00	5	-17.00	1,533.71
04466	5.00	3	-26.80	275.29
04843	5.00	1	0.00	763.25
04ee0	5.00	1	-13.00	314.32
05257	5.00	1	-12.00	381.63
05703	5.00	6	-13.09	2,169.96
05730	5.00	4	-11.50	1,168.67
05a48	5.00	1	-18.00	59.39
Total	4.08	94490	-12.09	1,59,35,894.82



# Sales Overview

Total Sales

R\$16.01M

Total Customers

0.10M

Total Orders

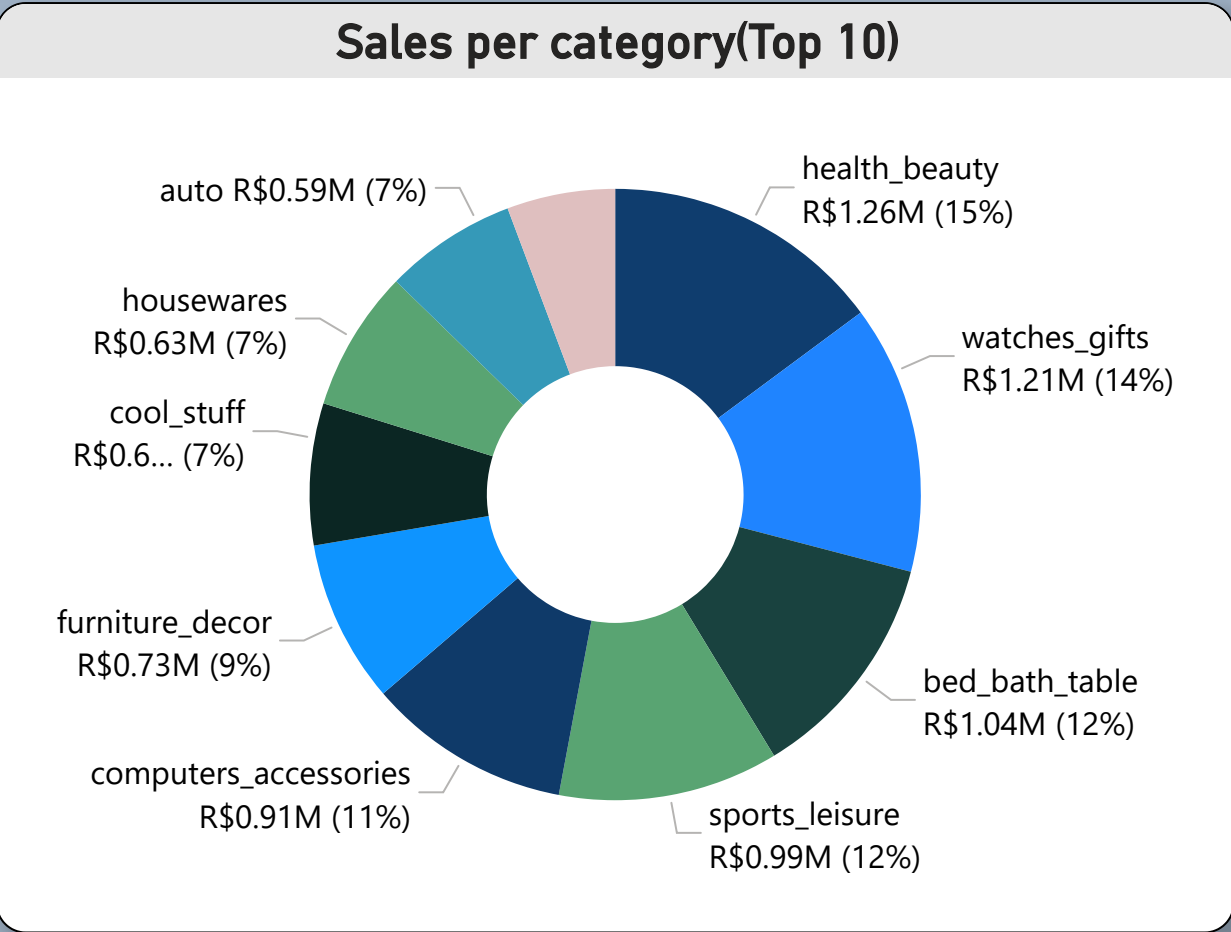
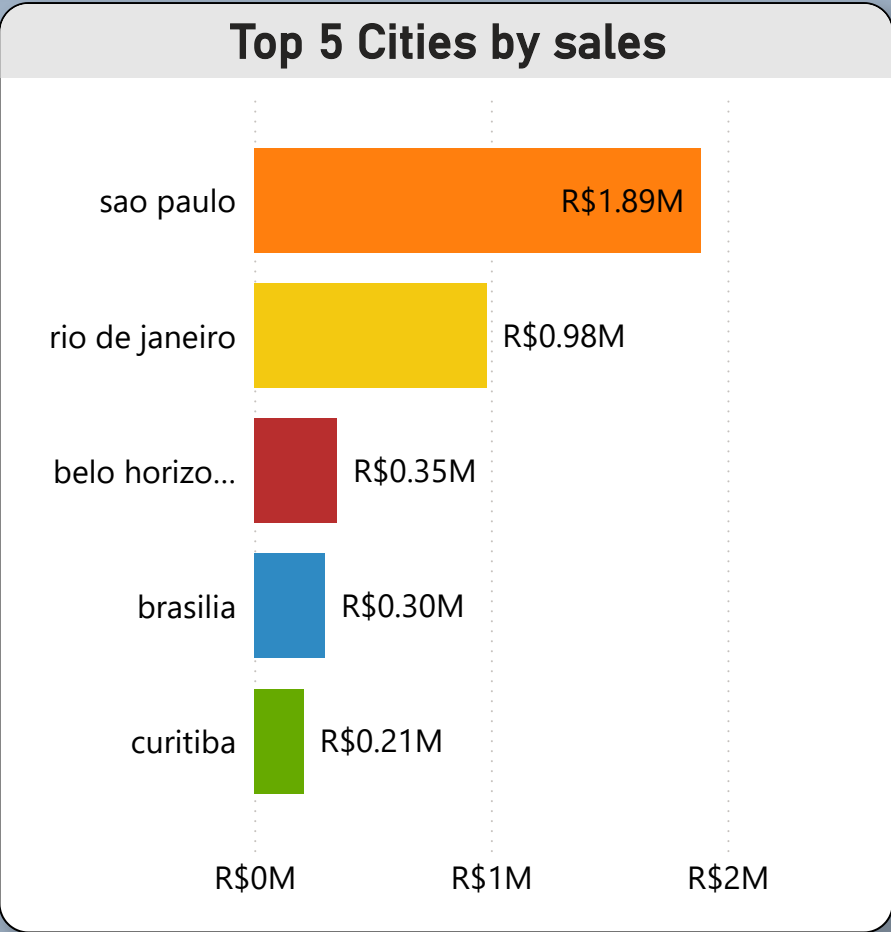
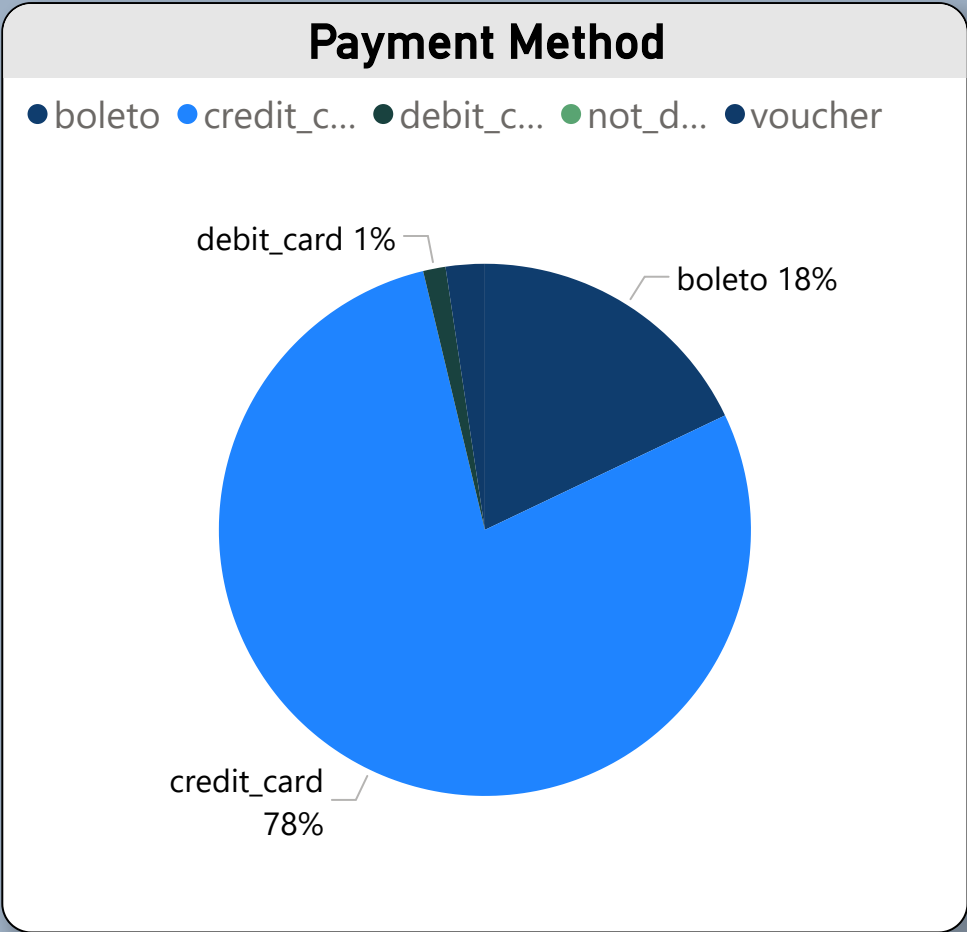
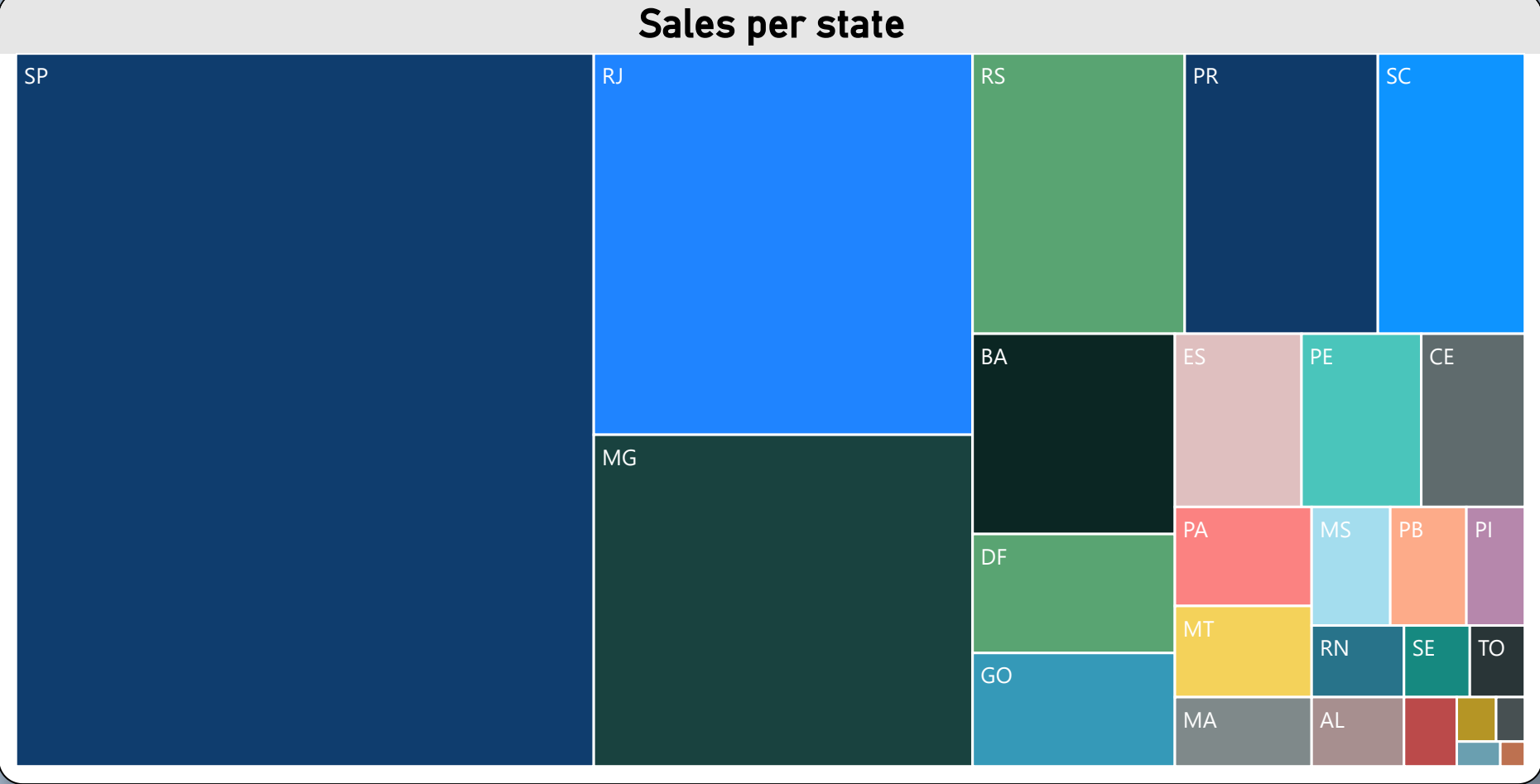
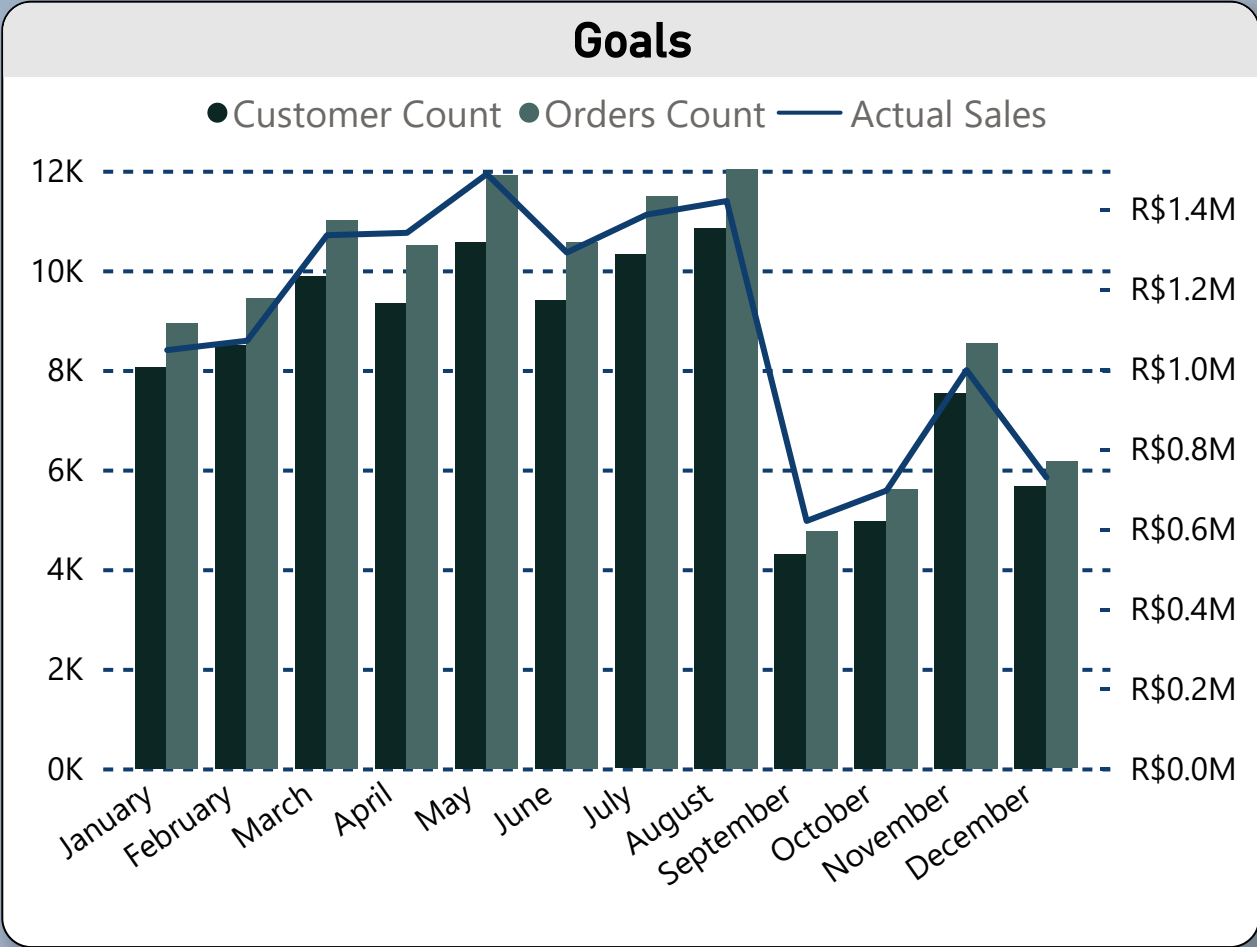
0.11M

Actual Sales

R\$13.41M

Freight Charges

R\$2.22M



**Select all**

2017

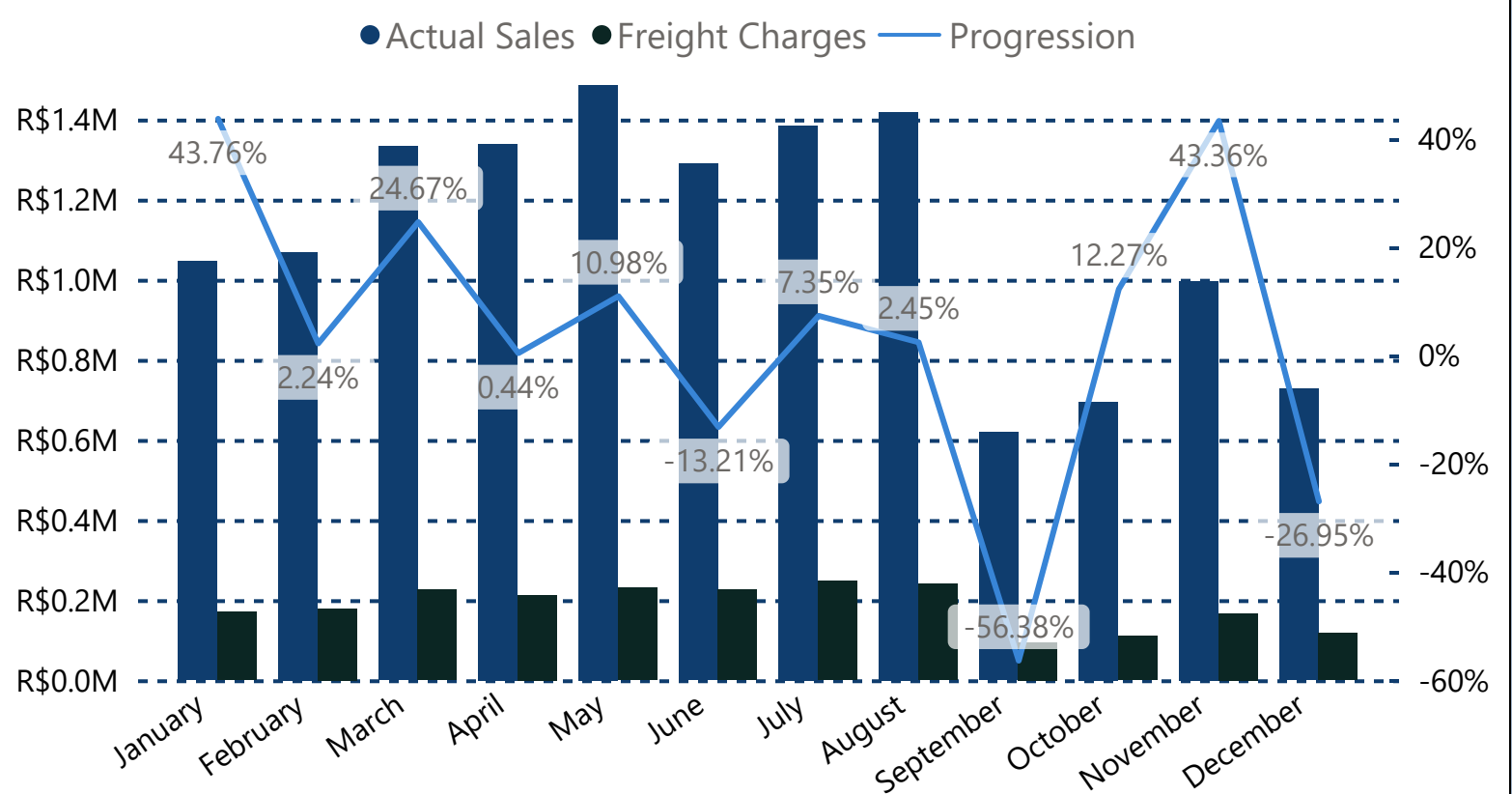
2018

## Sales Overview

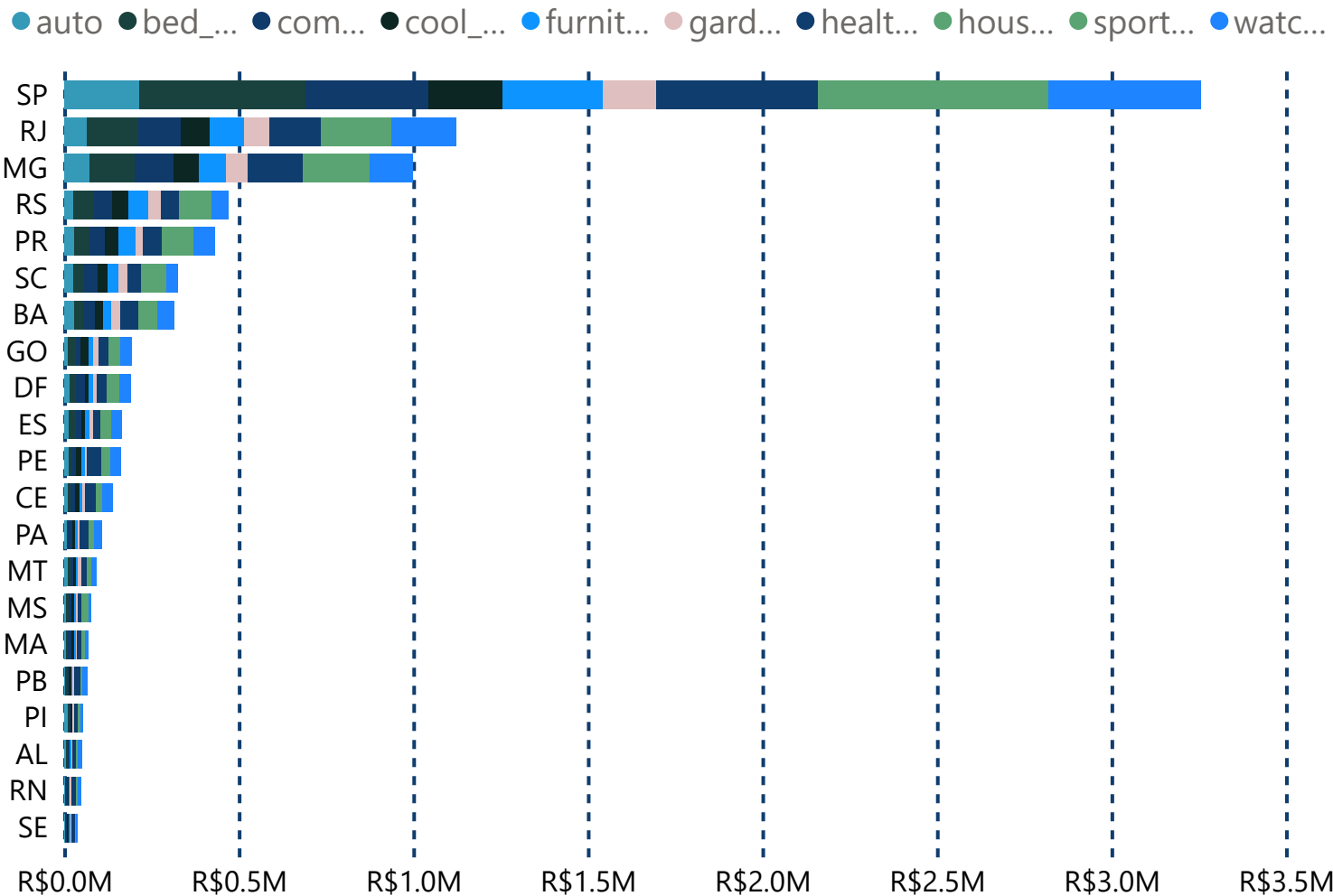
## Monthly SalesProgression

Month	Actual Sales	%	Freight Charges	%	Progression
January	R\$10,46,151.14	7.80%	R\$1,70,796.44	7.68%	43.76%
February	R\$10,69,558.89	7.98%	R\$1,78,614.10	8.03%	2.24%
March	R\$13,33,465.46	9.95%	R\$2,25,892.12	10.16%	24.67%
April	R\$13,39,381.25	9.99%	R\$2,12,639.37	9.56%	0.44%
May	R\$14,86,401.95	11.09%	R\$2,30,641.68	10.37%	10.98%
June	R\$12,90,118.00	9.62%	R\$2,26,067.88	10.17%	-13.21%
July	R\$13,84,953.01	10.33%	R\$2,48,064.02	11.16%	7.35%
August	R\$14,18,938.07	10.58%	R\$2,40,926.71	10.84%	2.45%
September	R\$6,18,909.91	4.62%	R\$94,796.63	4.26%	-56.38%
October	R\$6,94,860.72	5.18%	R\$1,10,459.67	4.97%	12.27%
November	R\$9,96,155.39	7.43%	R\$1,66,735.19	7.50%	43.36%
December	R\$7,27,700.15	5.43%	R\$1,17,662.59	5.29%	-26.95%
Total	R\$1,34,06,593.94	100.00%	R\$22,23,296.40	100.00%	0.00%

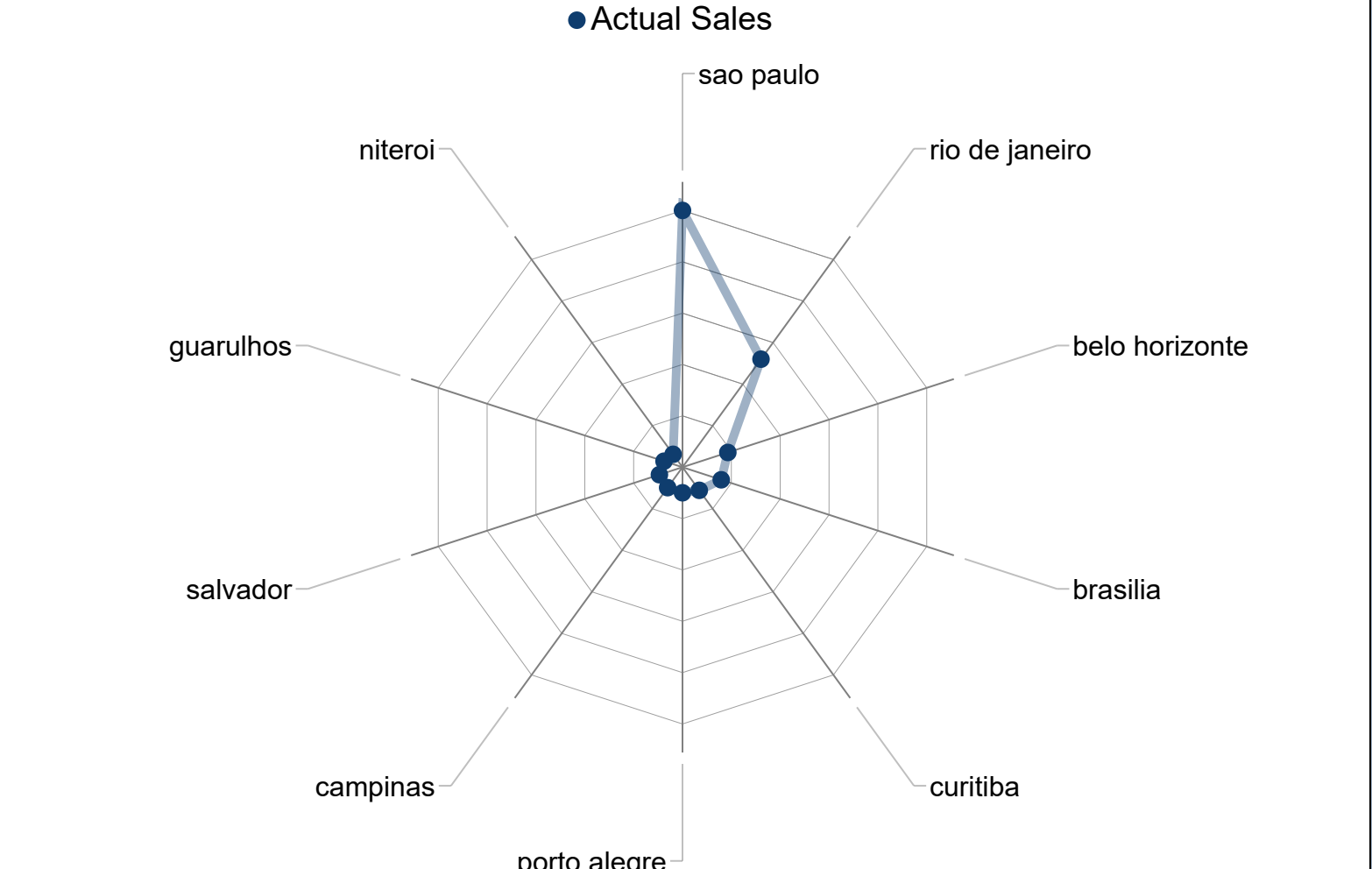
## Monthly Sales



## Sales per customer state and category(Top10)



### Sales per city (Top 10)



Sales per customer state and category(Top 10)											
State	auto	bed_bath_table	computers_accessories	cool_stuff	furniture_decor	garden_tools	health_beauty	housewares	sports_leisure	watches_gifts	Total
SP	R\$2,14,277.27	R\$4,78,284.52	R\$3,50,747.88	R\$2,13,186.89	R\$2,86,708.02	R\$1,53,180.74	R\$4,62,305.22	R\$2,75,378.63	R\$3,86,357.01	R\$4,35,009.92	R\$32,55,436.10
RJ	R\$65,838.10	R\$1,48,035.23	R\$1,20,289.45	R\$83,909.95	R\$98,427.86	R\$73,505.37	R\$1,45,298.62	R\$77,675.57	R\$1,25,148.04	R\$1,85,379.65	R\$11,23,507.84
MG	R\$72,851.08	R\$1,29,643.98	R\$1,11,069.74	R\$72,778.48	R\$78,999.74	R\$60,649.22	R\$1,57,558.30	R\$78,073.72	R\$1,12,719.19	R\$1,23,759.23	R\$9,98,102.68
RS	R\$26,333.12	R\$60,270.74	R\$52,757.73	R\$46,676.34	R\$54,813.58	R\$36,678.70	R\$51,327.72	R\$38,994.63	R\$53,788.32	R\$48,152.53	R\$4,69,793.41
PR	R\$28,134.02	R\$45,598.47	R\$44,127.09	R\$37,539.12	R\$49,484.89	R\$20,681.03	R\$54,949.36	R\$31,221.60	R\$58,630.20	R\$59,967.04	R\$4,30,332.82
SC	R\$27,531.28	R\$31,148.52	R\$37,757.13	R\$28,498.80	R\$32,335.34	R\$23,779.34	R\$39,760.16	R\$27,047.49	R\$44,116.90	R\$33,419.33	R\$3,25,394.29
BA	R\$29,762.50	R\$25,794.99	R\$33,589.91	R\$23,780.04	R\$23,425.96	R\$24,228.51	R\$51,367.91	R\$17,035.77	R\$38,644.61	R\$48,885.59	R\$3,16,515.79
GO	R\$11,360.75	R\$22,645.31	R\$13,856.23	R\$22,528.09	R\$12,554.88	R\$15,153.47	R\$28,312.30	R\$14,836.10	R\$19,547.25	R\$33,257.72	R\$1,94,052.10
DF	R\$17,389.04	R\$16,390.51	R\$25,029.33	R\$12,413.29	R\$12,080.71	R\$9,247.14	R\$29,862.82	R\$12,988.35	R\$22,846.17	R\$32,730.37	R\$1,90,977.73
ES	R\$12,145.66	R\$22,678.65	R\$14,840.67	R\$10,909.83	R\$12,912.72	R\$10,732.53	R\$20,214.49	R\$12,091.62	R\$20,113.19	R\$29,461.00	R\$1,66,100.36
PE	R\$12,339.95	R\$9,443.32	R\$12,982.91	R\$14,245.52	R\$9,593.28	R\$7,213.53	R\$41,604.78	R\$5,380.52	R\$20,364.51	R\$31,049.78	R\$1,64,218.10
CE	R\$11,985.50	R\$7,020.79	R\$12,504.75	R\$12,235.40	R\$9,216.04	R\$6,135.84	R\$32,419.18	R\$7,643.31	R\$10,551.62	R\$29,285.24	R\$1,38,997.67
PA	R\$7,870.47	R\$3,506.54	R\$11,694.09	R\$7,467.00	R\$9,121.44	R\$5,718.42	R\$23,755.83	R\$4,660.21	R\$12,733.25	R\$22,559.82	R\$1,09,087.07
MT	R\$10,507.41	R\$7,125.58	R\$8,873.15	R\$7,408.52	R\$6,568.94	R\$8,850.13	R\$15,301.79	R\$3,640.50	R\$9,433.02	R\$15,006.91	R\$92,715.95
MS	R\$7,142.65	R\$5,746.71	R\$9,878.79	R\$6,163.88	R\$5,819.66	R\$5,095.07	R\$11,289.57	R\$10,861.74	R\$9,177.09	R\$6,251.90	R\$77,427.06
MA	R\$5,291.16	R\$3,964.63	R\$12,581.43	R\$7,560.38	R\$4,570.36	R\$2,175.47	R\$12,747.18	R\$2,384.76	R\$8,568.87	R\$9,904.99	R\$69,749.23
PB	R\$4,141.27	R\$3,494.59	R\$7,218.07	R\$5,458.16	R\$4,441.71	R\$5,590.01	R\$16,286.98	R\$2,443.70	R\$4,998.52	R\$13,388.88	R\$67,461.89
PI	R\$10,134.68	R\$3,777.75	R\$5,276.15	R\$3,490.87	R\$1,515.42	R\$3,732.85	R\$10,290.19	R\$2,506.09	R\$5,675.69	R\$7,736.18	R\$54,135.87
AL	R\$4,578.54	R\$2,023.04	R\$7,714.36	R\$2,500.94	R\$3,713.29	R\$1,648.08	R\$12,780.26	R\$1,020.36	R\$3,747.68	R\$11,683.27	R\$51,409.82
RN	R\$4,222.61	R\$3,311.44	R\$2,801.27	R\$3,800.28	R\$3,241.48	R\$2,871.31	R\$13,886.47	R\$1,882.55	R\$4,101.37	R\$10,160.42	R\$50,279.20
SE	R\$2,373.88	R\$1,812.17	R\$4,052.90	R\$5,686.67	R\$4,231.39	R\$3,568.13	R\$8,883.66	R\$1,267.48	R\$3,116.92	R\$2,896.00	R\$37,889.20
TO	R\$2,418.84	R\$1,010.83	R\$4,360.97	R\$3,429.41	R\$2,047.09	R\$1,206.30	R\$4,798.99	R\$1,275.75	R\$5,144.32	R\$5,446.89	R\$31,139.39
RO	R\$1,389.16	R\$1,732.27	R\$2,081.57	R\$2,440.14	R\$1,545.18	R\$555.40	R\$7,085.76	R\$525.97	R\$3,321.88	R\$4,553.27	R\$25,230.60
AM	R\$723.90	R\$681.20	R\$1,960.74	R\$638.88	R\$215.28	R\$1,980.88	R\$2,776.03	R\$408.69	R\$1,362.60	R\$1,811.35	R\$12,559.55
AC	R\$540.98	R\$567.70	R\$1,290.48	R\$99.99	R\$1,316.44	R\$629.00	R\$1,386.58	R\$513.06	R\$1,677.46	R\$1,389.60	R\$9,411.29
AP	R\$1,216.39	R\$669.50	R\$2,149.52	R\$314.00	R\$270.80	R\$239.99	R\$1,380.58	R\$490.49	R\$812.69	R\$1,639.80	R\$9,183.76
RR	R\$219.90	R\$609.70	R\$468.01	R\$129.98	R\$590.99	R\$210.00	R\$1,050.61		R\$1,350.60	R\$219.00	R\$4,848.79
Total	R\$5,92,720.11	R\$10,36,988.68	R\$9,11,954.32	R\$6,35,290.85	R\$7,29,762.49	R\$4,85,256.46	R\$12,58,681.34	R\$6,32,248.66	R\$9,88,048.97	R\$12,05,005.68	R\$84,75,957.56



**Select all**

2017

2018

## Sellers Overview

Total Sellers  
3095

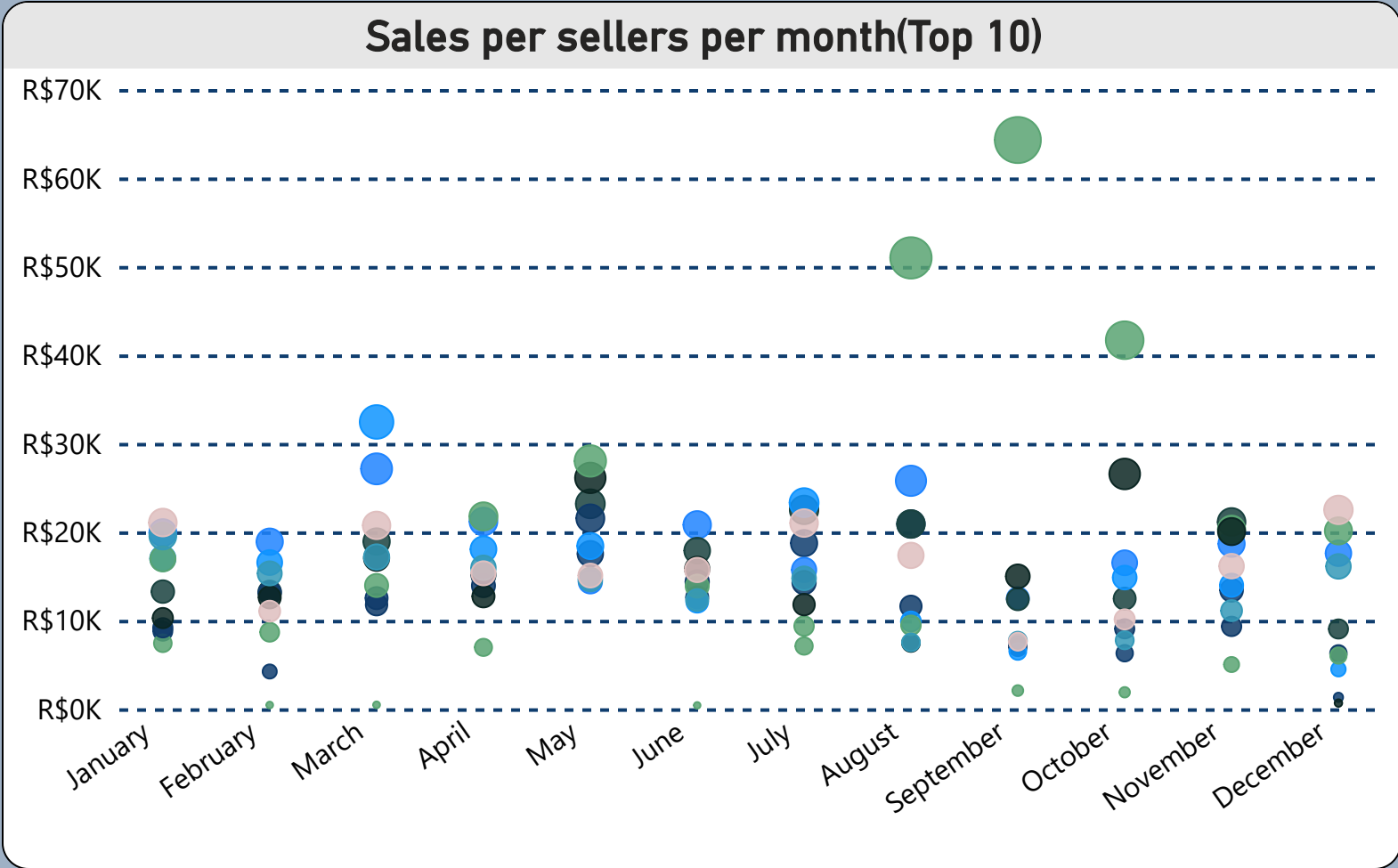
3095

Avg Sales per seller

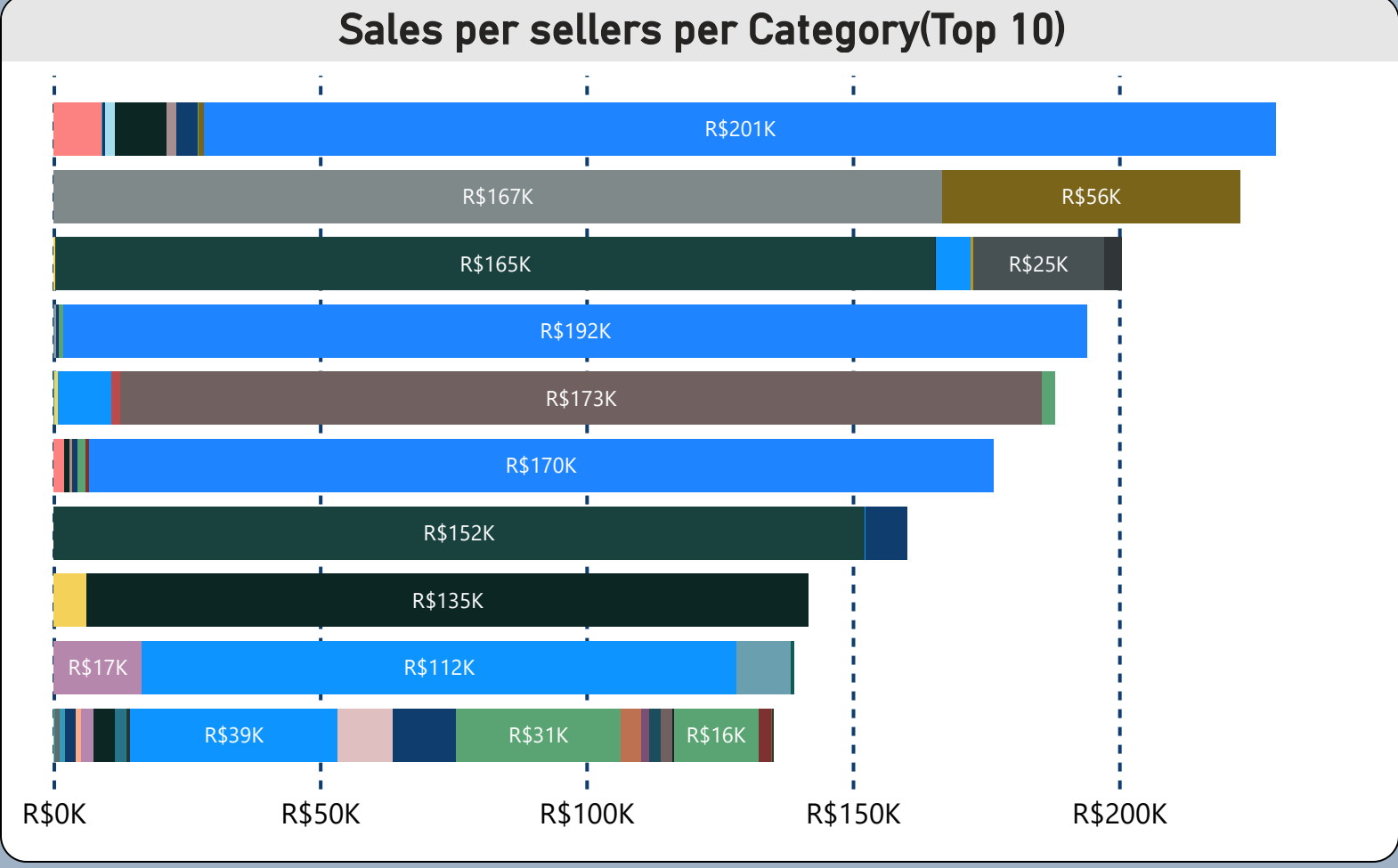
R\$4,332

R\$4,332

### Sales per sellers per month(Top 10)

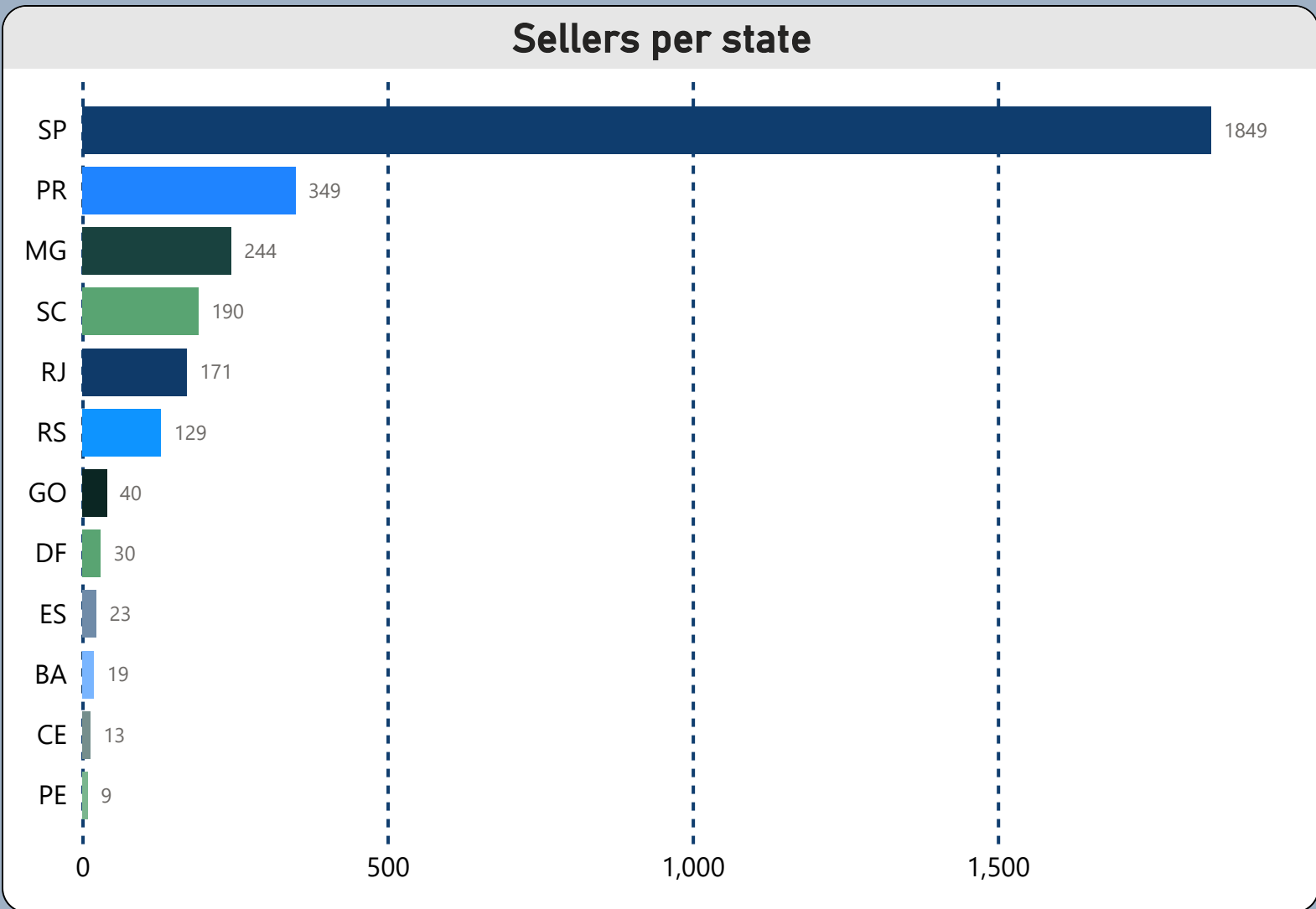


### Sales per sellers per Category(Top 10)



### Sellers per state

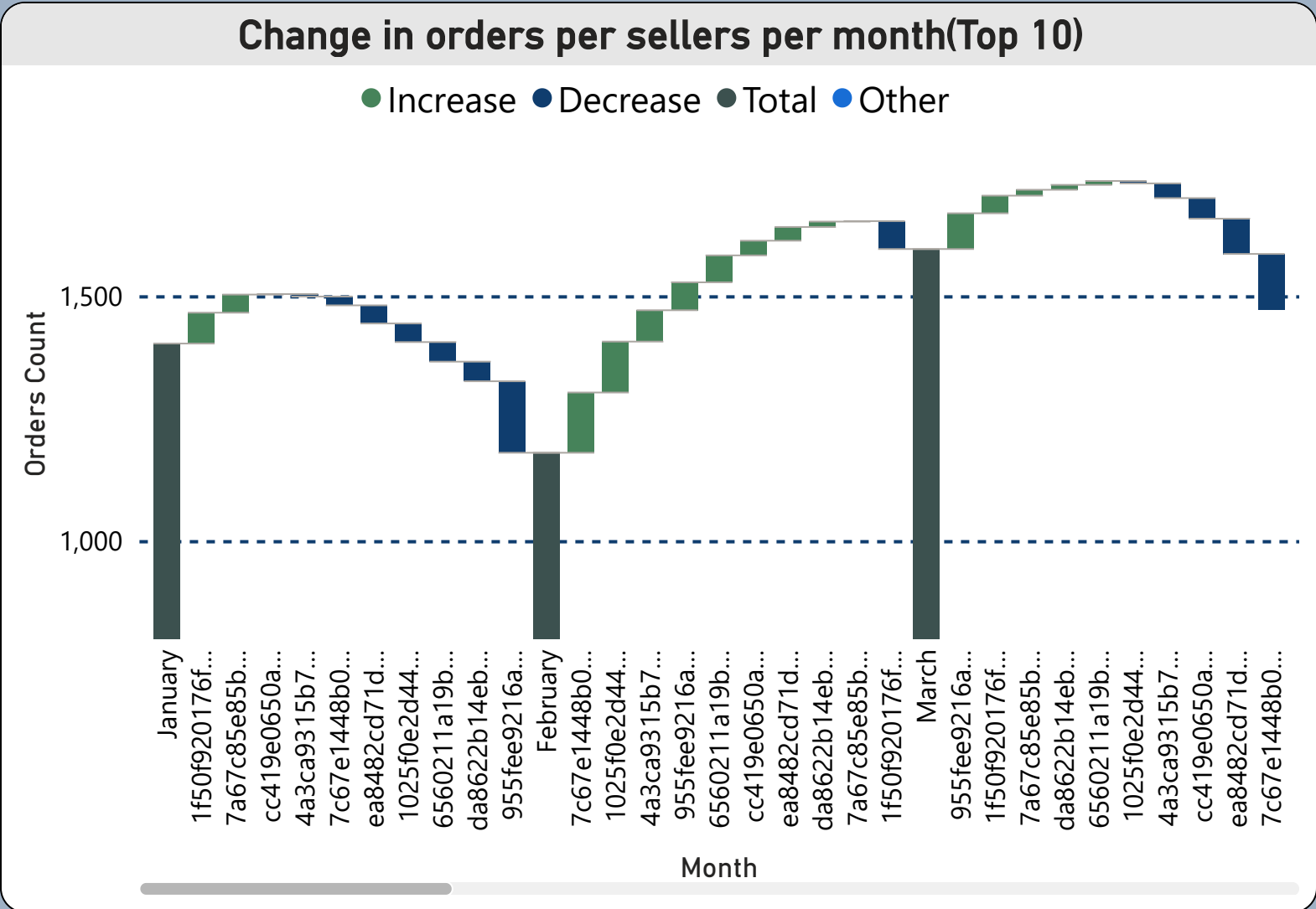
State	Sellers
SP	1849
PR	349
MG	244
SC	190
RJ	171
RS	129
GO	40
DF	30
ES	23
BA	19
CE	13
PE	9



### Change in orders per sellers per month(Top 10)

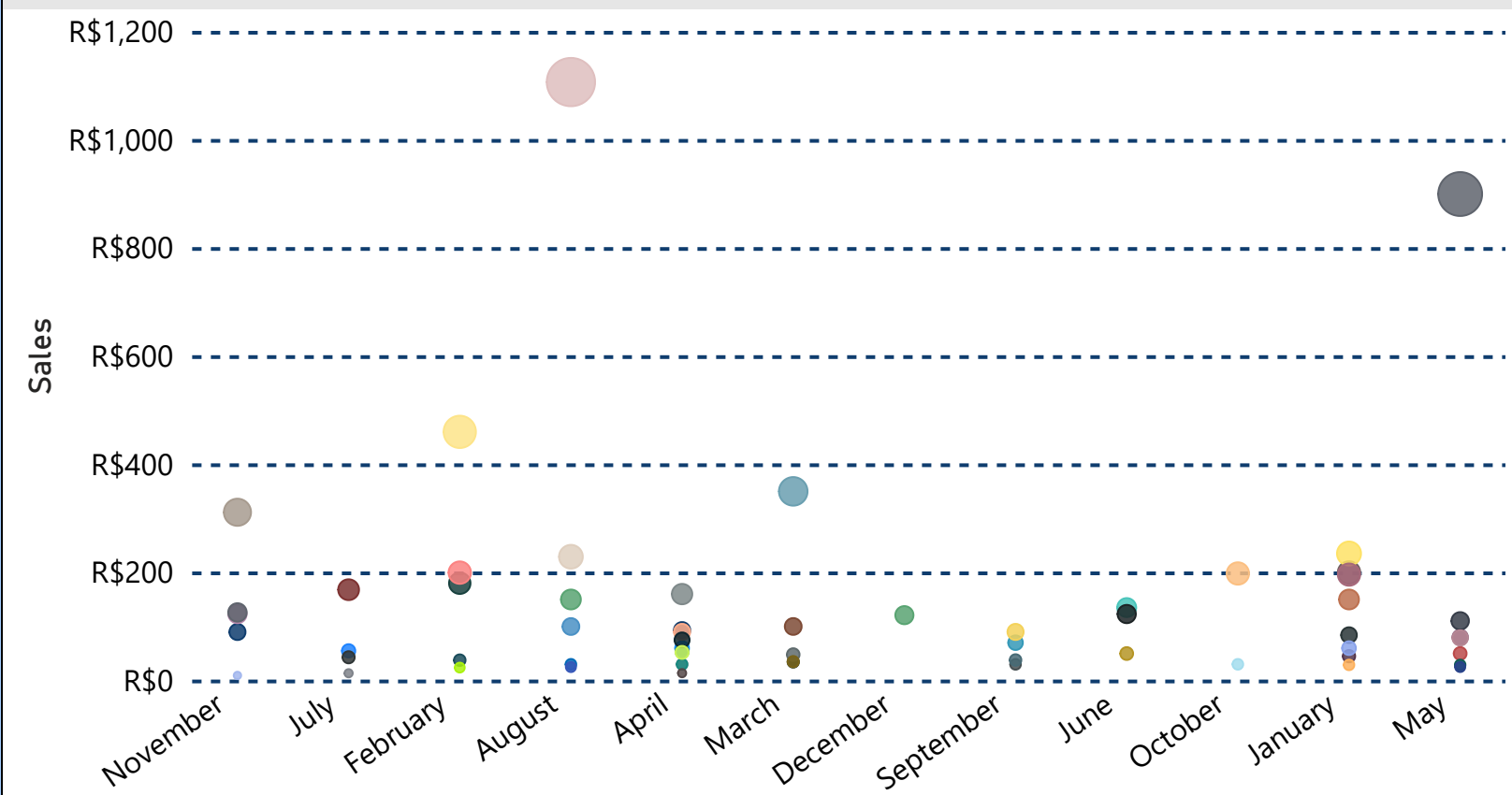
Legend: Increase (Green), Decrease (Blue), Total (Dark Grey), Other (Light Blue)

Month	Seller ID	Change Type	Order Count
January	1f50f920176f...	Increase	1450
	7a67c85e85b...	Increase	1480
	cc419e0650a...	Increase	1500
	4a3ca9315b7...	Increase	1500
	7c67e1448b0...	Increase	1500
	ea8482cd71d...	Increase	1500
	1025f0e2d44...	Increase	1500
	6560211a19b...	Increase	1500
	da8622b14eb...	Increase	1500
	955fee9216a...	Increase	1500
	955fee9216a...	Total	1500
February	7c67e1448b0...	Increase	1250
	1025f0e2d44...	Increase	1350
	4a3ca9315b7...	Increase	1450
	955fee9216a...	Increase	1500
	6560211a19b...	Increase	1550
	cc419e0650a...	Increase	1600
	ea8482cd71d...	Increase	1650
	da8622b14eb...	Increase	1680
	7a67c85e85b...	Increase	1700
	1f50f920176f...	Increase	1700
	1f50f920176f...	Total	1700
March	955fee9216a...	Increase	1650
	1f50f920176f...	Increase	1700
	7a67c85e85b...	Increase	1750
	da8622b14eb...	Increase	1780
	6560211a19b...	Increase	1800
	1025f0e2d44...	Increase	1800
	4a3ca9315b7...	Increase	1800
	cc419e0650a...	Increase	1800
	ea8482cd71d...	Increase	1800
	7c67e1448b0...	Increase	1800
	7c67e1448b0...	Total	1800

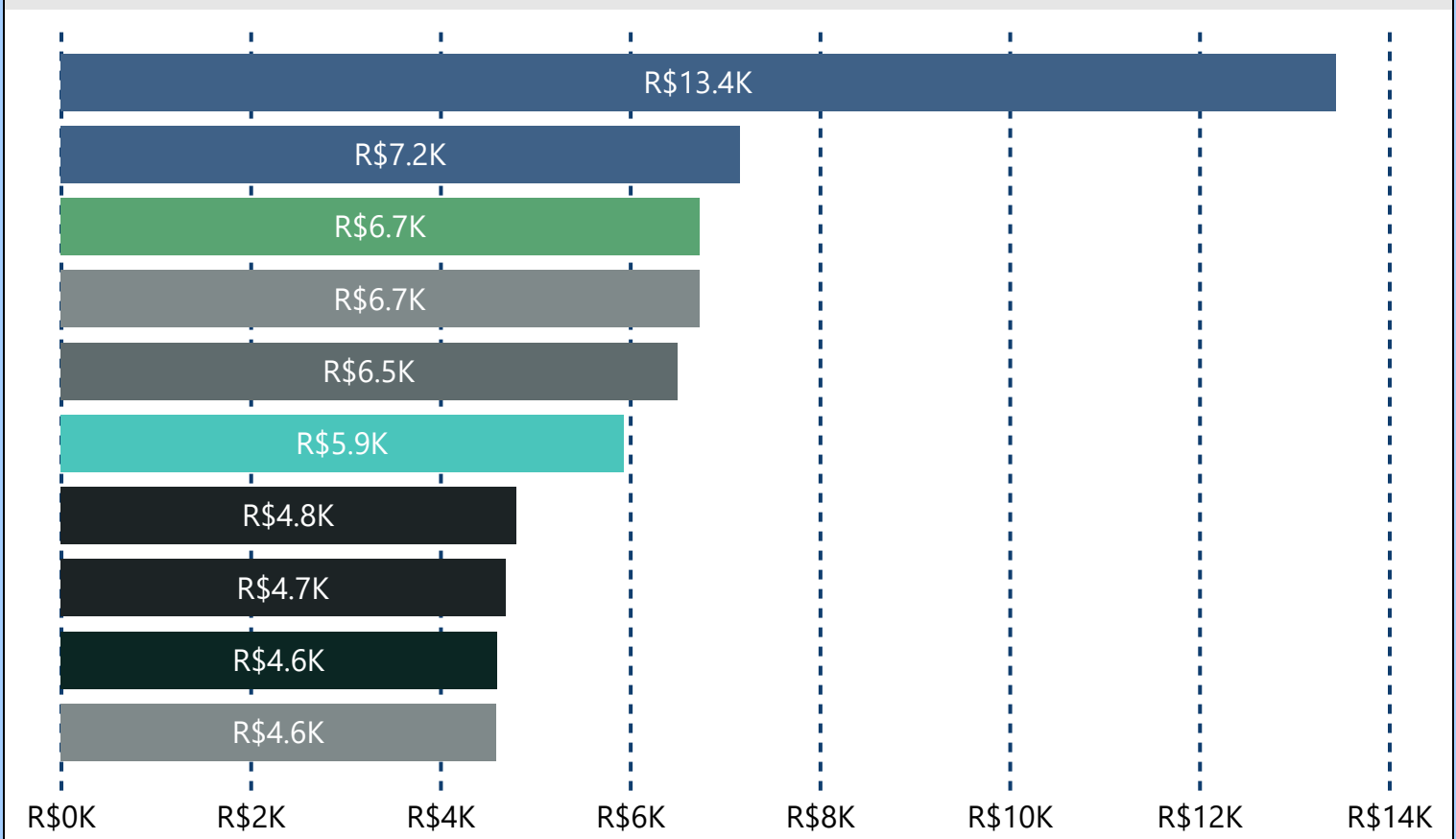


# Customers Overview

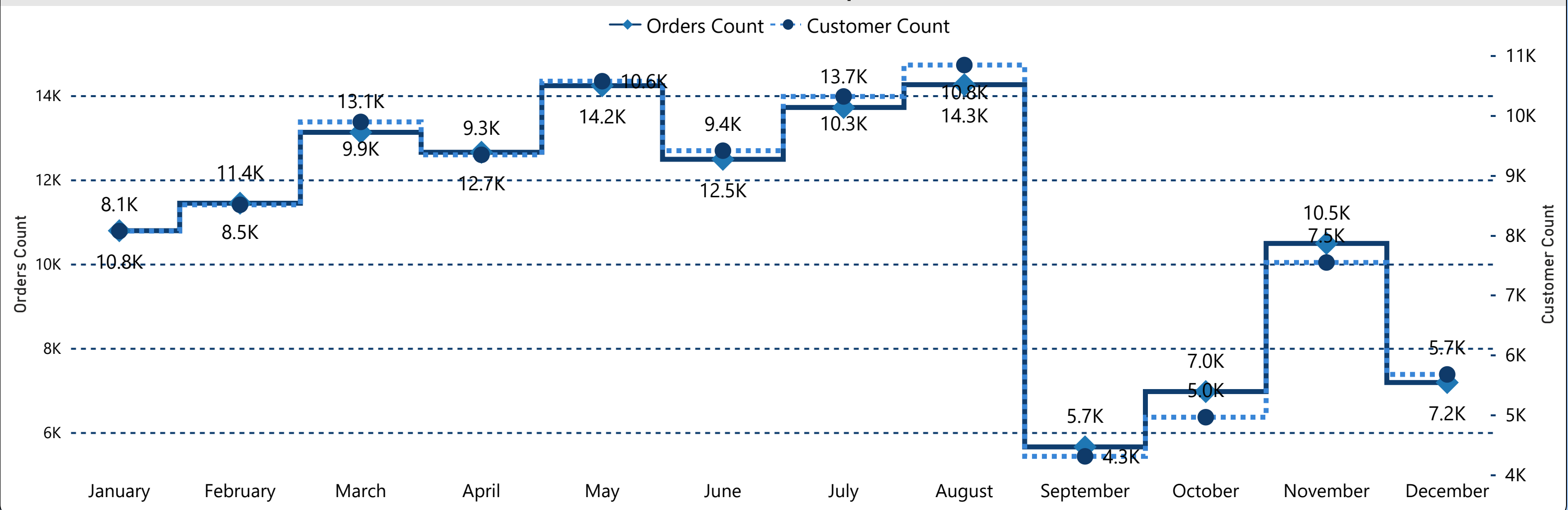
Sales per customer per month(Top 10)



Sales per customer per Category(Top 10)



Customer and Orders per month





# Orders Overview

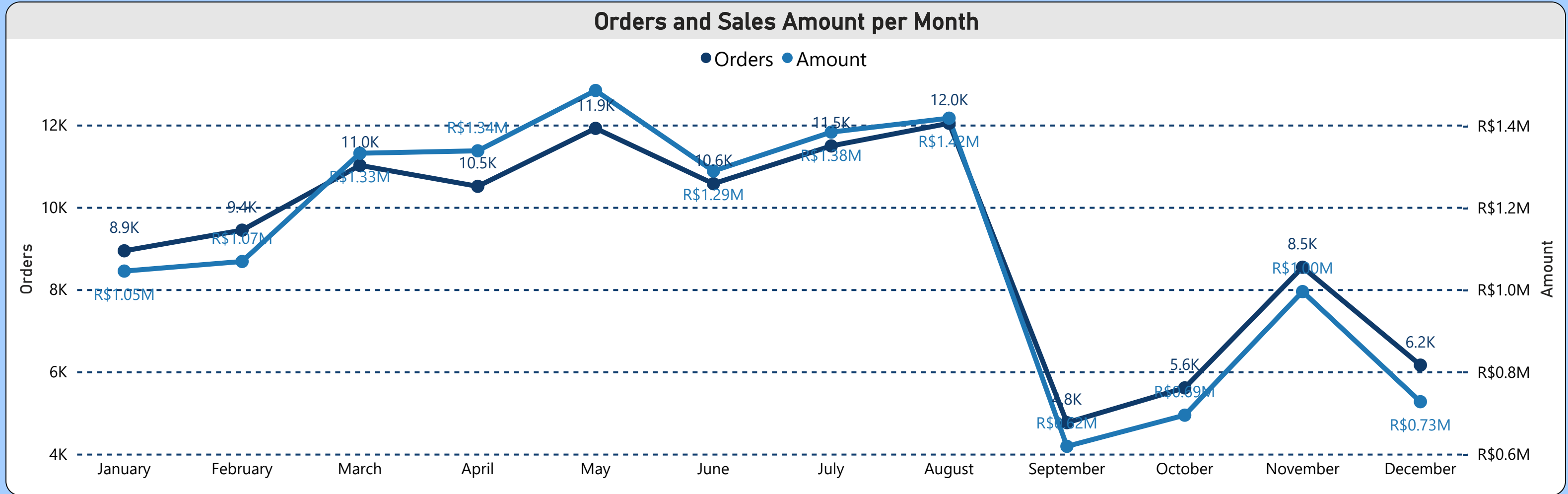
Average Order Value

R\$120.76

Order Id

All

Order Details									
order_id	Year	Month	Day	customer_state	customer_city	category_name	seller_id	seller_state	seller_city
02190241f7190a1f3c7e0df95a749c6a	2016	October	7	RJ	rio de janeiro	toys	46dc3b2cc0980fb8ec44634e21d2718e	RJ	rio de janeiro
021d08e4057e5b6414c8d2f69f4f72a0	2016	October	7	MG	ouro preto	auto	ffff564a4f9085cd26170f4732393726	SP	campinas
02a0eb7c22b0616c767a45954a2a28f6	2016	October	9	PE	belo jardim	books_general_interest	83e197e95a1bbabc8c75e883ed016c47	RJ	mage
03128233e78ed8ade6738f2043f4cf8d	2016	October	4	RJ	bacaxa	health_beauty	c7dcd301ecfe5ab7f778ac172cf74be7	MG	belo horizonte
03ffce741877a000ca0fb3520673d4c4	2016	October	5	PE	igarassu	sports_leisure	76d5af76d0271110f9af36c92573f765	SP	sao paulo
04bc36cd51141e11c2cbbd188b6e47ca	2016	October	8	SP	campinas	computers_accessories	8c16d1f32a54d92897cc437244442e1b	SC	blumenau
05bfcf9e287cad216cadb8a850f8db5c	2016	October	6	SP	ribeirao preto	perfumery	620c87c171fb2a6dd6e8bb4dec959fc6	RJ	petropolis
05c7d88e9c05e1fa1428f1ff2dcc29da	2016	October	7	SP	pauliceia	toys	817f85dbb65aa3e70831d90fe75cdf89	SP	tiete
063b573b88fc80e516aba87df524f809	2016	October	7	SP	itu	health_beauty	ecccfa2bb93b34a3bf033cc5d1dcdc69	PR	curitiba
06d7e8a85f5cfef576c5303ed7d7f2e5	2016	October	7	MG	coromandel	cool_stuff	c9a06ece156bb057372c68718ec8909b	DF	brasilia
0891b66cbcc48cf64f31ae9cae3d08d8	2016	October	9	PR	siqueira campos	furniture_decor	710e3548e02bc1d2831dfc4f1b5b14d4	PR	rolandia
08edff712f0cd04883215bdb5b0d7c7f	2016	October	8	SP	campinas	garden_tools	e5a38146df062edaf55c38afa99e42dc	SP	sao paulo
09dd83f72b2516179cd46b81121fad23	2016	October	10	SE	aracaju	consoles_games	ce27a3cc3c8cc1ea79d11e561e9bebb6	SP	sao paulo
Total									



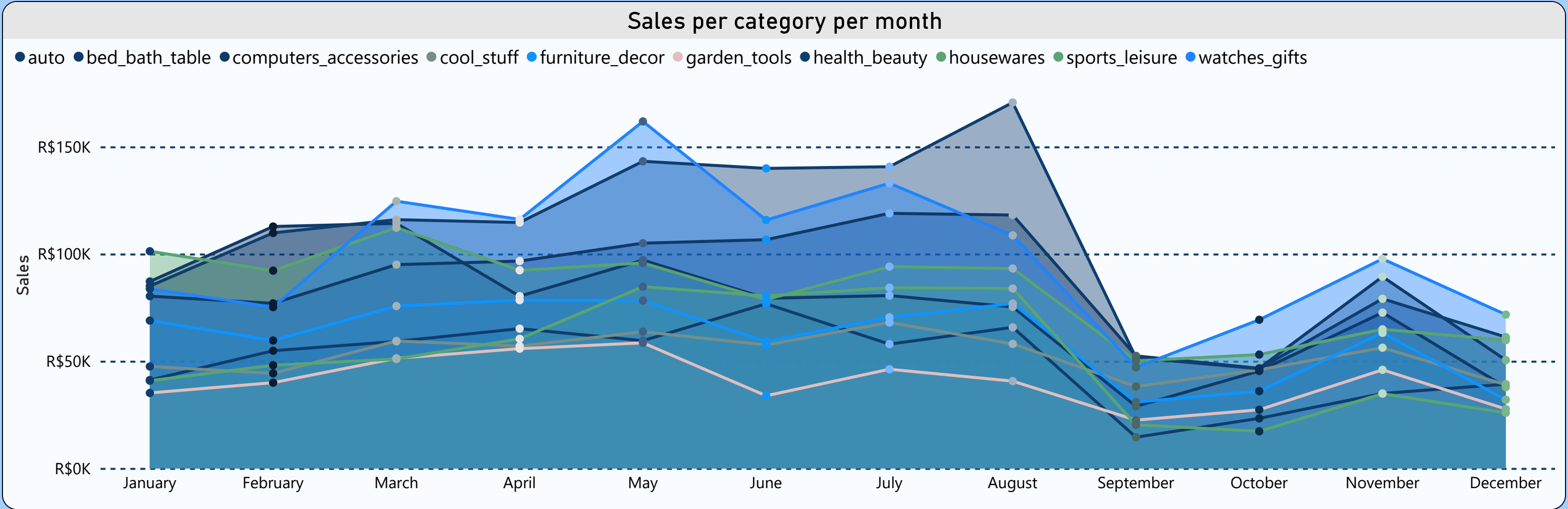
Select all

2017

2018

# Categories Overview

Unique Product Categories  
71



Categories Sold per state													
customer_state	agro_industry_and_commerce	air_conditioning	art	arts_and_craftmanship	audio	auto	baby	bed_bath_table	books_general_interest	books_imported	books_technical	cds_dvds_musicals	christ
TO					1	16	7	10	1		2		
SP	95	139	99	16	145	1747	1276	5235	227	37	113	6	
SE						21	8	15	1	1			
SC	3	4	6	1	10	182	113	330	23	1	10		
RS	9	15	9		16	188	210	614	28	2	12	5	
RR						1	2	3					
RO	4		2			10	11	15	1				
RN			1		1	19	15	30	27		1		
RJ	28	69	33		58	442	359	1644	57	6	29	2	
PR	12	12	9		18	234	161	468	37	2	15		
PI	3	3	2		4	34	12	34	1		2		
PE	5	2	1		4	86	41	93	8		4		
PB	2	1	1		1	22	13	32	5				
PA	2		2		1	51	44	38	5	2	2		
Total	212	297	209	24	364	4235	3065	11115	553	60	267	14	

# Delivery Status

Estimated Delivery Time(Days)

20.16

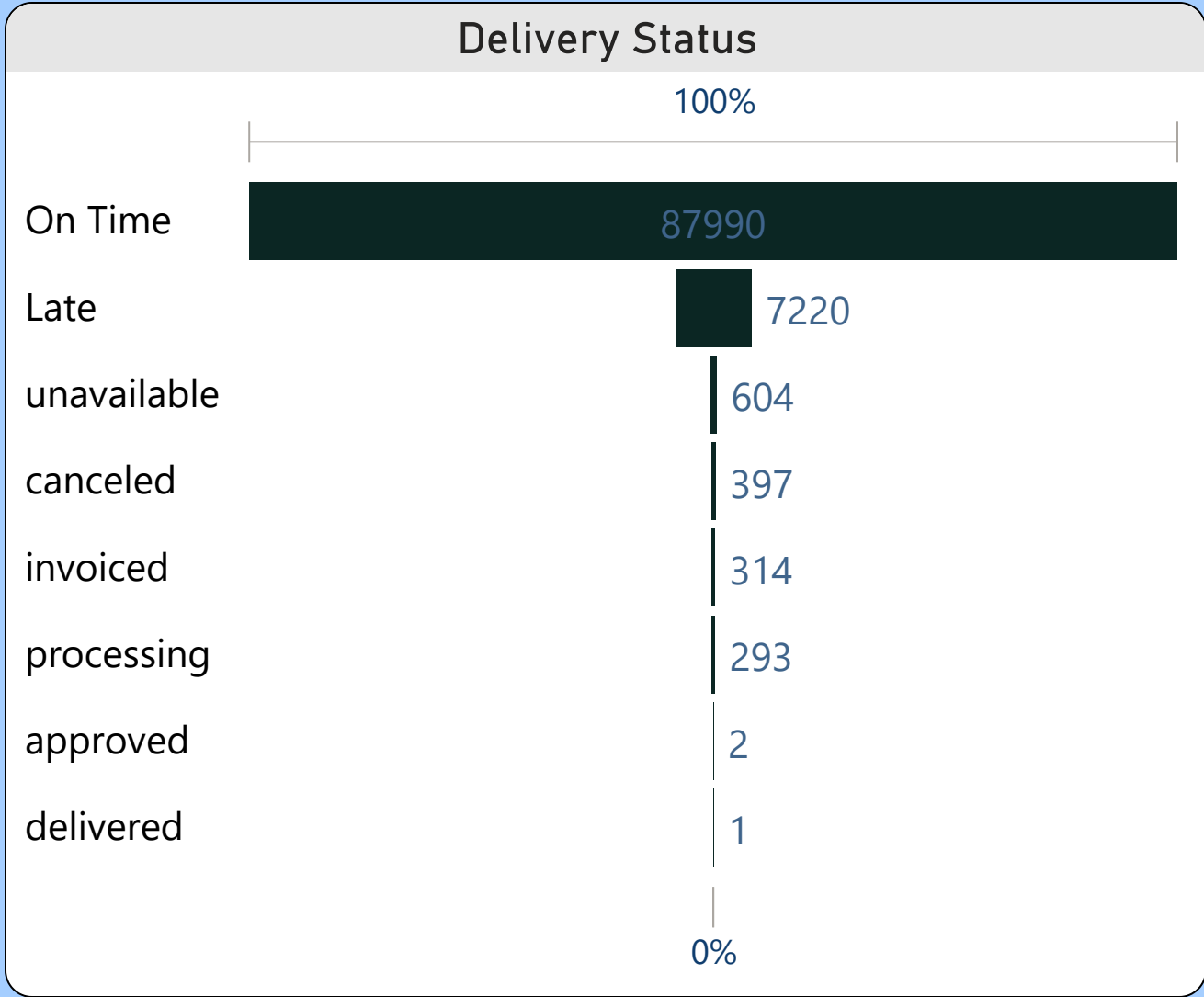
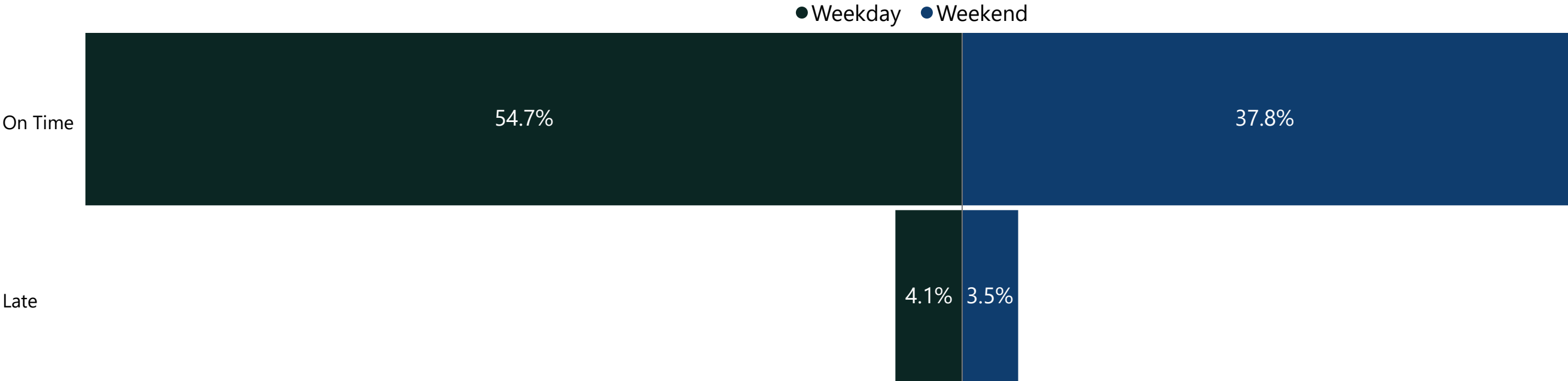
Actual Delivery Time(Days)

7

Order Approve Time(Hrs)

10.41

% of On Time or Late delivery status over weekday or weekend



Delivery Status per state									
customer_state	approved	canceled	delivered	invoiced	Late	On Time	processing	unavailable	Total
SP	1	222		160	2152	37861	133	289	40818
RJ		47		26	1581	10585	32	68	12339
MG	1	44		39	576	10615	30	75	11380
RS		15	1	20	350	4915	14	24	5339
PR		14		15	221	4644	15	39	4948
SC		10		12	313	3182	14	18	3549
BA		9		9	429	2785	11	20	3266
DF		4		3	139	1914	7	12	2079
ES		5		4	234	1737	1	6	1989
GO		9		5	146	1787	5	9	1966
PE		3		5	165	1412	7	4	1599
CE		3		1	184	1082	5	5	1287
PA				2	110	822	2	2	939
MT		1		1	53	820	1	3	878
MA		3		2	132	573		7	713
MS		2		1	75	616	3	5	703
PR		1		1	53	458	2	3	518
Total	2	397	1	314	7220	87990	293	604	96829

Select all

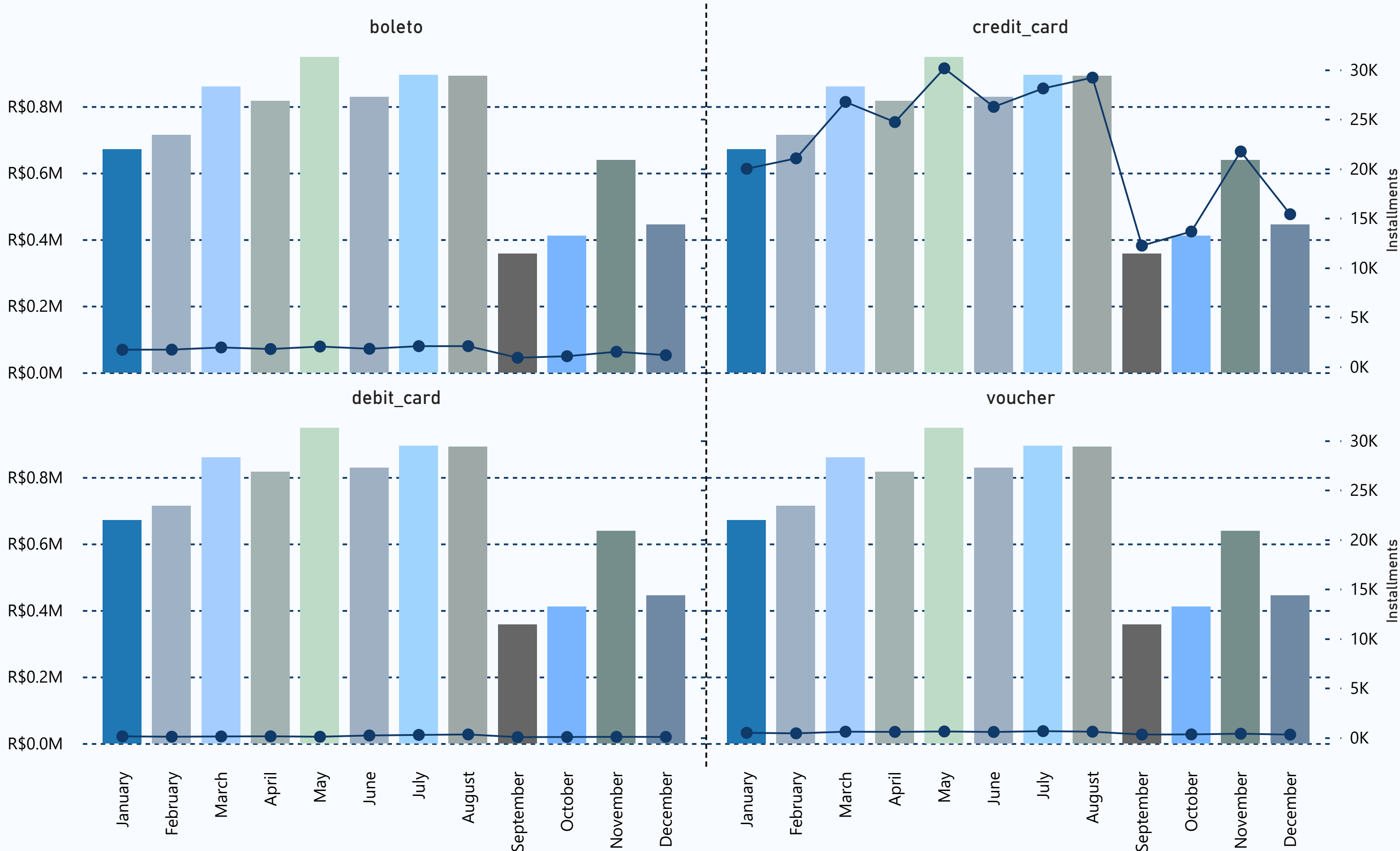
2017

2018

# Payments Overview

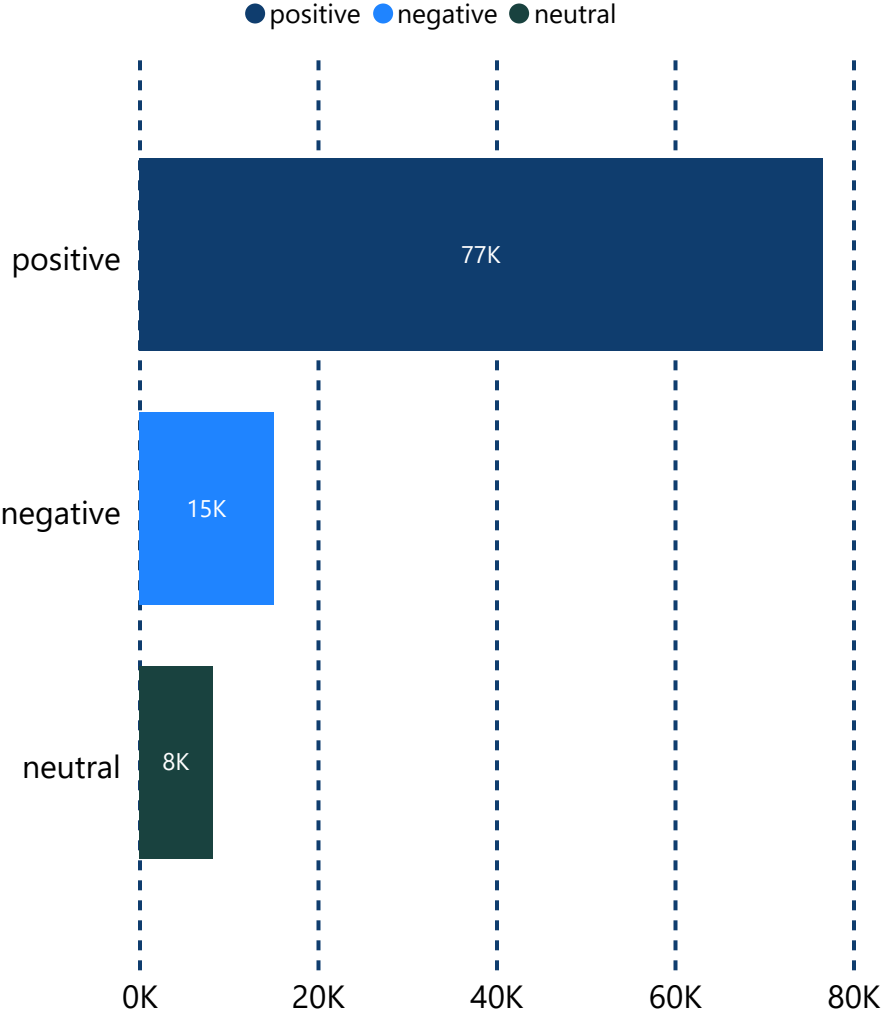
Payment type and installments distribution per month

● Sales ● Installments

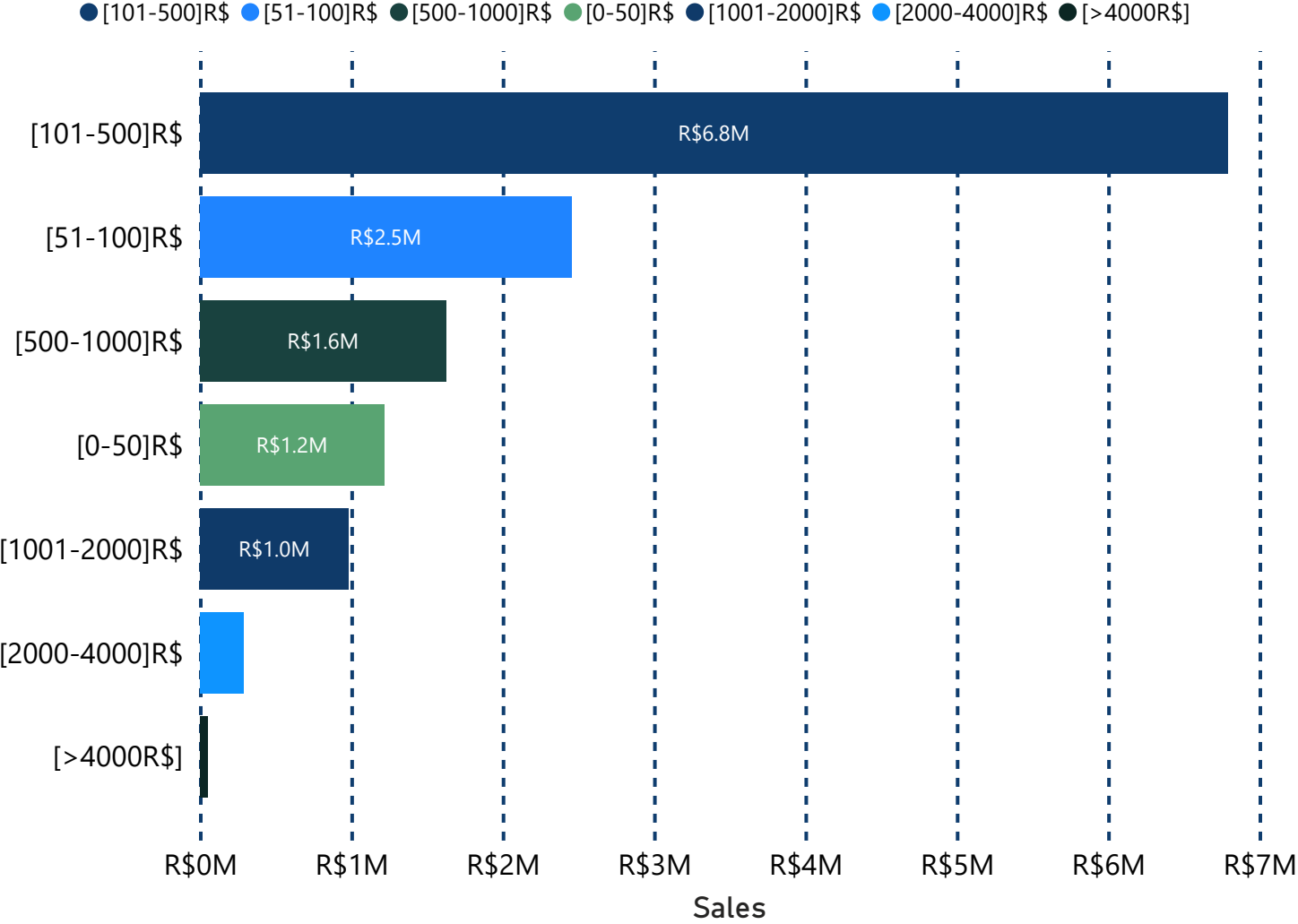


# Review Score & Price Category

Reviews overview



Sales by price range



# Sales Forecast Dashboard

109.50K

Sum of predicted\_sales

12

Count of Month

365

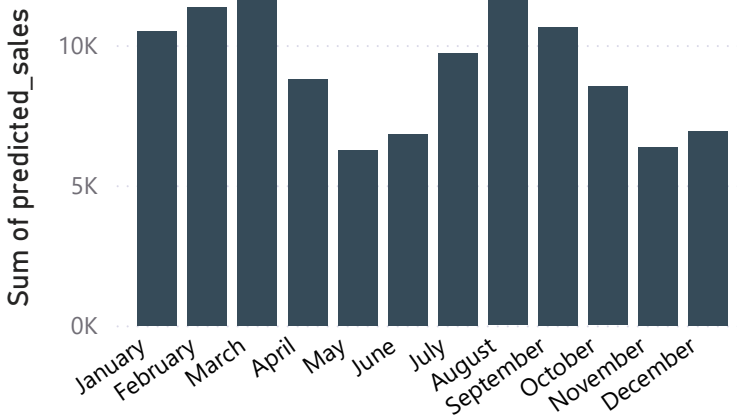
Count of forecasted\_dates

Select all

2018

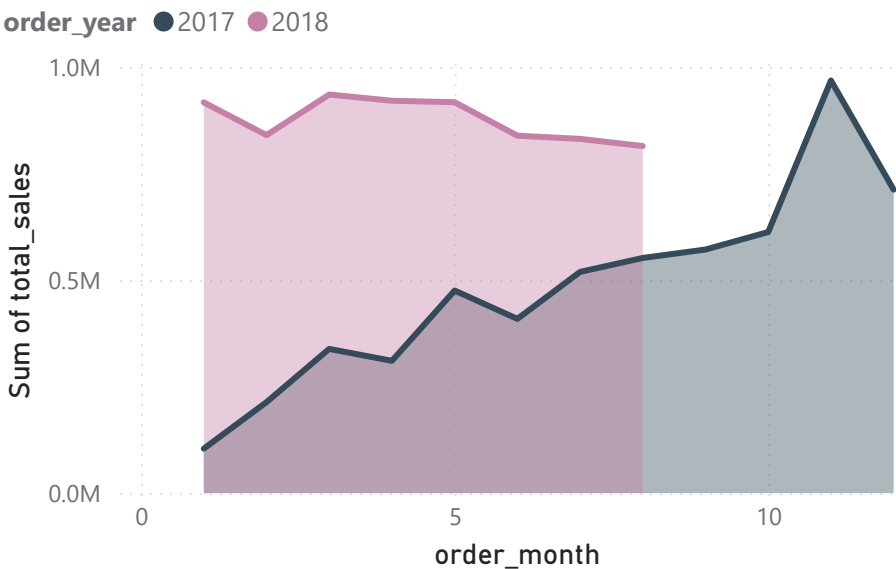
2019

Total Predicted Sales by Month

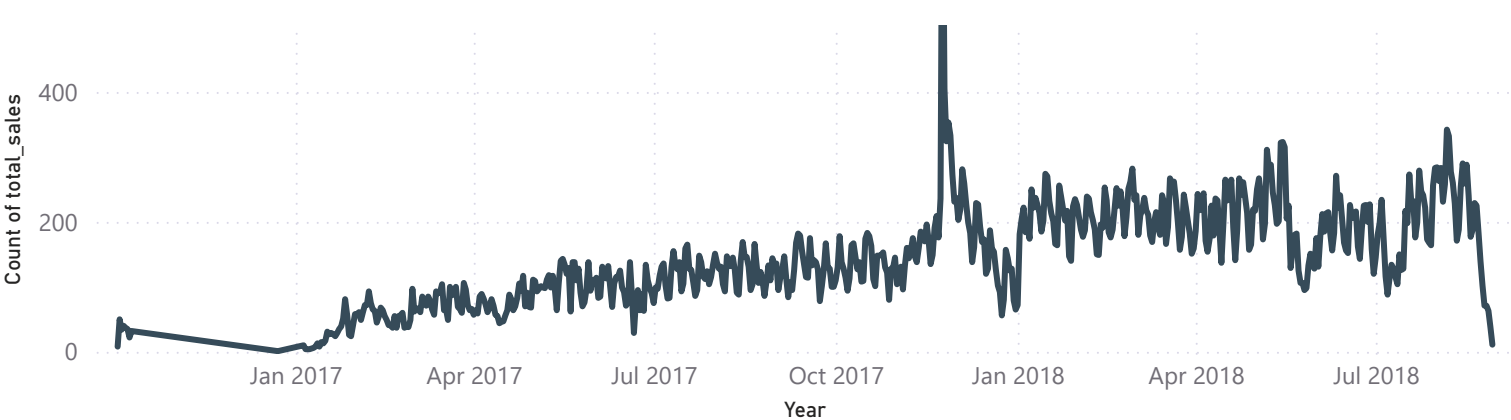


Month	Sum of predicted_sales	Sum of total_sales
January	10,492.80	1,28,40,136.11
February	11,347.71	1,28,40,136.11
March	11,833.72	1,28,40,136.11
April	8,782.98	1,28,40,136.11
May	6,254.02	1,28,40,136.11
June	6,837.86	1,28,40,136.11
July	9,705.63	1,28,40,136.11
August	11,770.30	1,28,40,136.11
September	10,637.37	1,28,40,136.11
October	8,524.78	1,28,40,136.11
November	6,375.65	1,28,40,136.11
December	6,938.28	1,28,40,136.11
Total	1,09,501.09	1,28,40,136.11

Total Sales by Month and Year



Sales



Predicted Sales

