

# Brazilian E-Commerce Performance



## Total Revenue

Sum of payment\_value

19.48M

## Total Orders

Count of order\_id

95.11...

## Avg. Orders Value

Average of payment\_value

171.81

## State Slicer

customer\_state

All

## Category Slicer

product\_category\_name\_...

Select all

agro\_industry\_and\_comme...

air\_conditioning

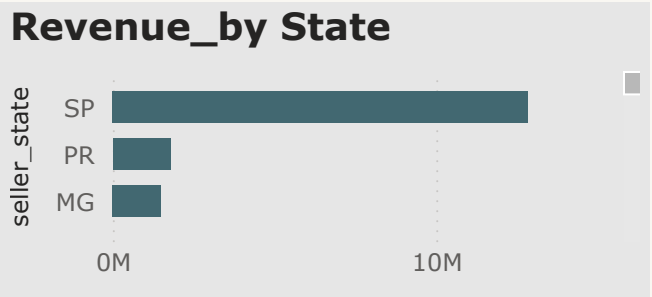
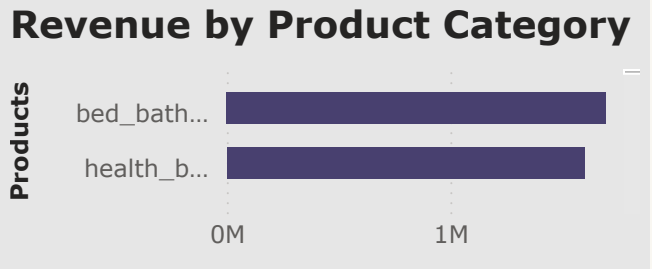
## Time slicer

Year, Quarter, Month, Day

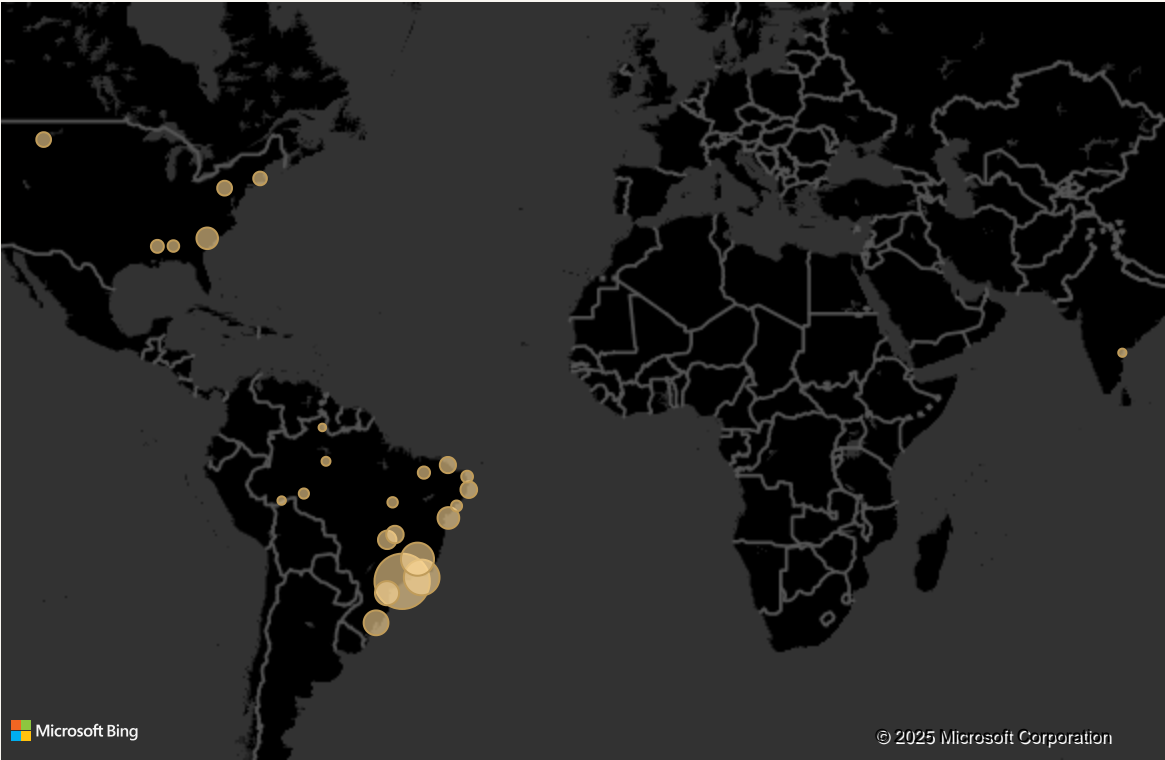
2016

2017

2018

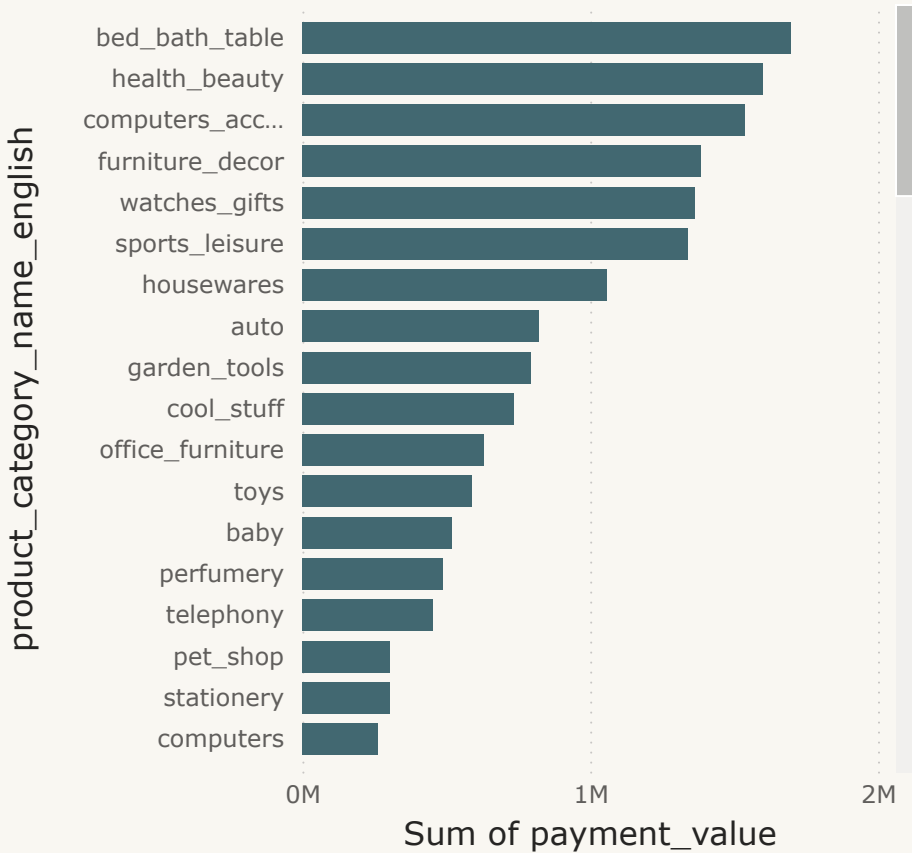


Revenue Distribution by State



# Product Insights

Sales By Product Category



Avg. Review Score by Category



Product Category slicers

product\_category\_na...

Review Score Slicers

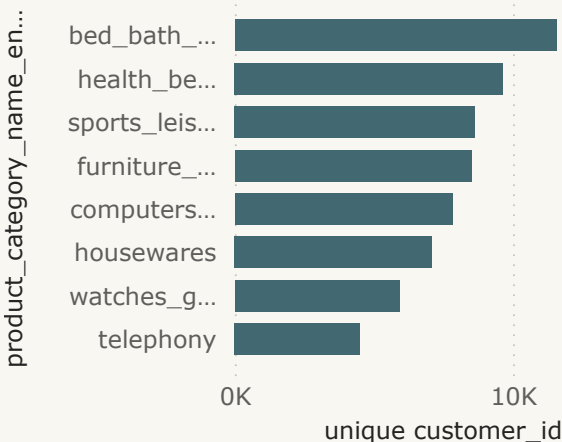
category\_review\_score

# Customer Behavior

product\_perferance

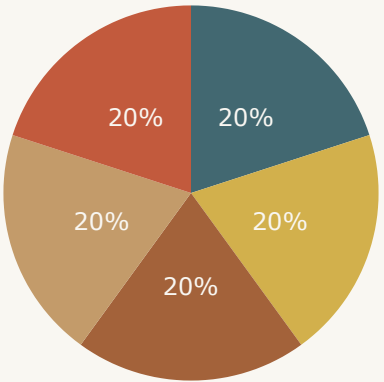
Customer\_payment\_perferance

State



Product\_list

- ☒ Select all
- ☒
- ☒ agro\_industry\_and\_commerce
- ☒ air\_conditioning
- ☒ art



payment\_type

- boleto
- credit\_card
- debit\_card
- unknown
- voucher

Average purchase\_frequency

123427

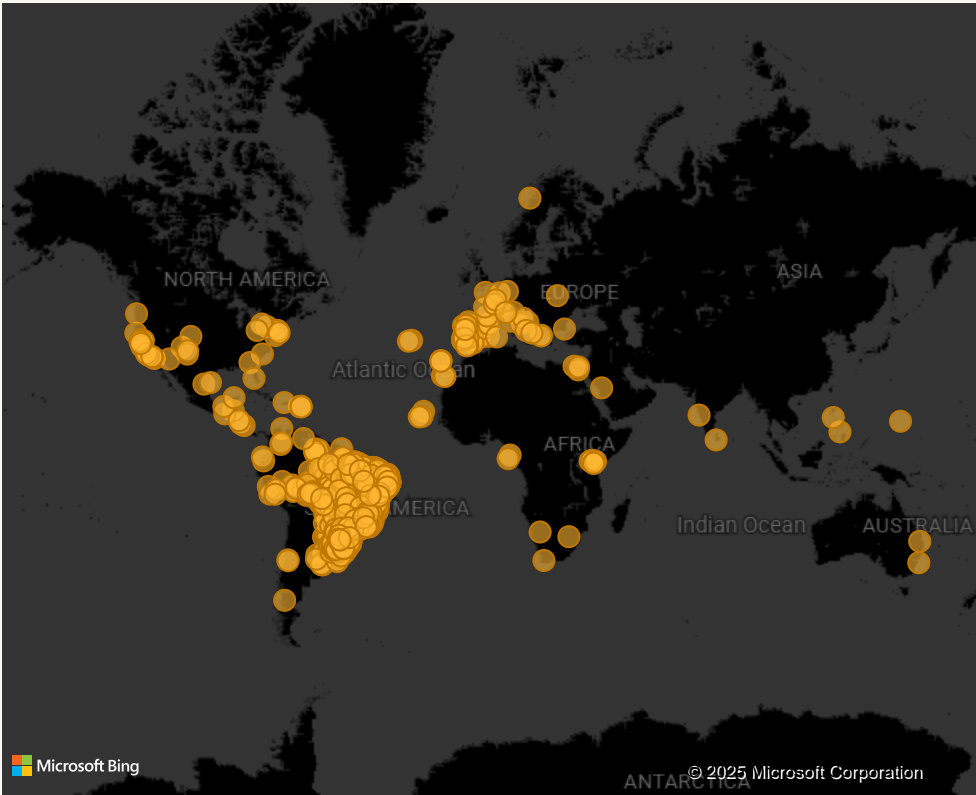
Average of recency\_days

242.28

customer\_state

All

Montery\_values by cites



# Logistics & Delivery

## Products

- ☒ Select all
- ☐
- ☒ agro\_industry\_and\_commerce
- ☒ air\_conditioning

## Freight Flag Slicers



## Estimated Delay by State

- ☐ Select all
- ☐ AC
- 

## Orders delivered Late

