

PS

Sales Overview

Customer Analysis

Product Analysis

Delivery Performance

Customer Feedback

Geolocation Analysis

Executive Summary

Brazilian E-Commerce

Public Dataset by Olist

Product Category

All

geolocation_state

All

seller_state

All

Order Status

All

\$15.84M

Total Revenue

99.44K

Total Orders

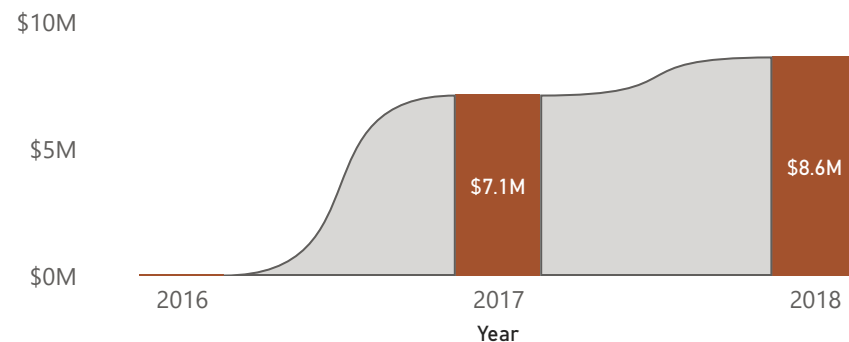
\$159.33

Average Revenue per Customer

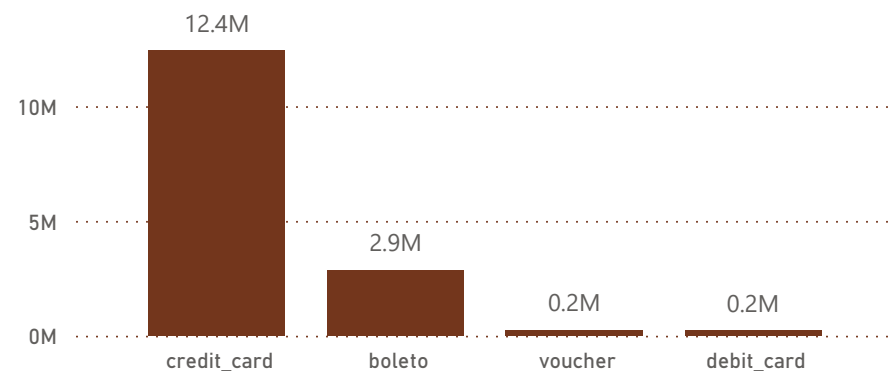
33K

Total Distinct Products

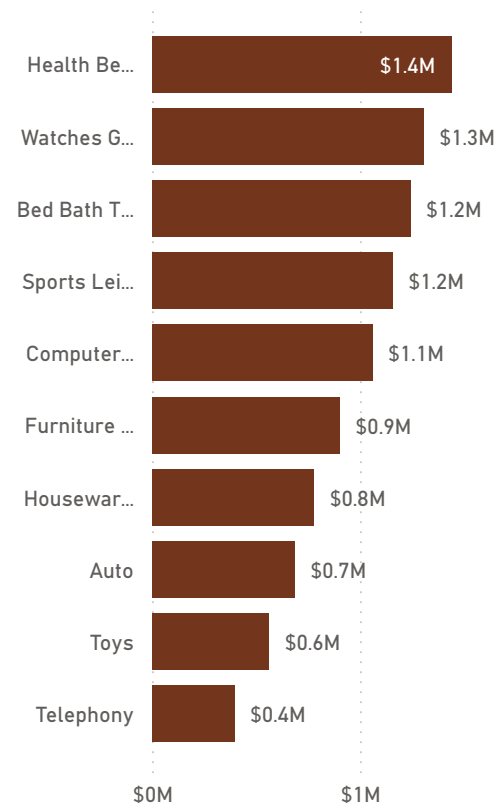
Total Revenue by Year



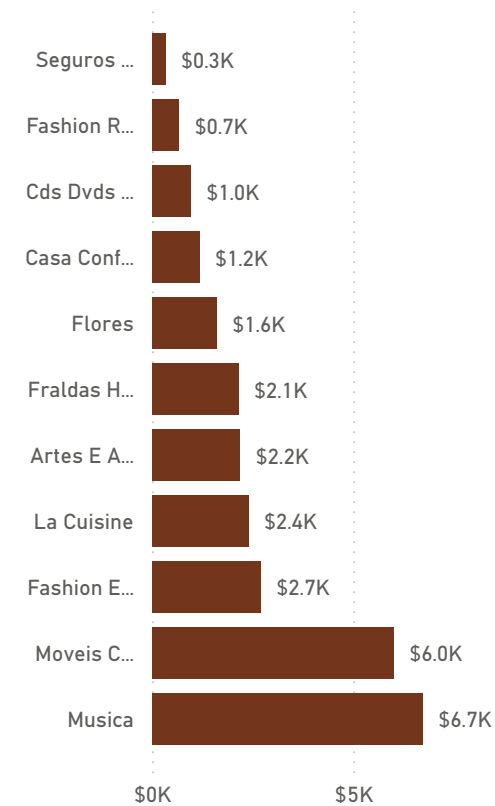
Revenue by Payment Type



Top 10 Product Categories by Revenue



Bottom 10 Product Categories by Revenue



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▼

All▼

geolocation_state

▼

All▼

seller_state

▼

All▼

order_status

▼

All▼

99K

Total Customers

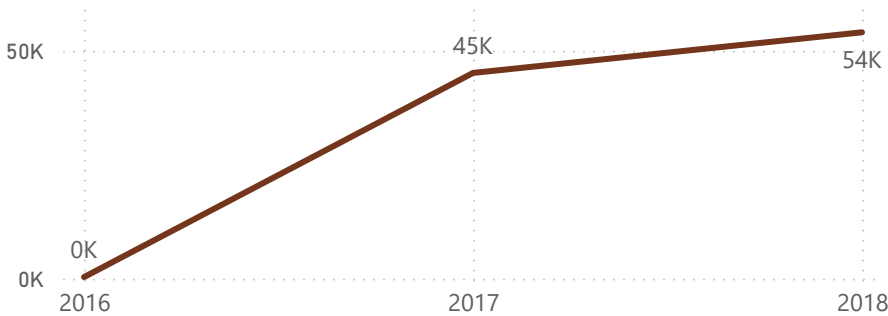
\$13.44K

Highest Spending Customer

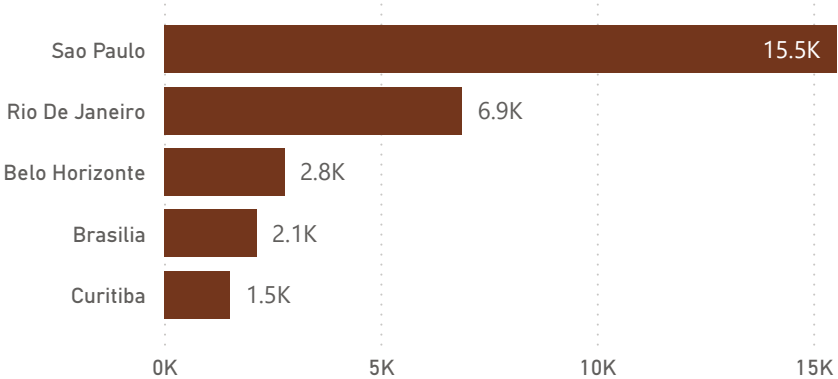
\$159.33

Customer Lifetime Value

Customer Growth Over Time



Top 5 States/Cities by Customer Count



customer_id	Customer Spend
05455dfa7cd02f13d132aa7a6a9729c6	\$5,934.6
1617b1357756262bfa56ab541c47bc16	\$13,440
24bbf5fd2f2e1b359ee7de94defc4a15	\$4,690
3d979689f636322c62418b6346b1c6d2	\$4,590
3fd6777bbce08a352fddd04e4a7cc8f6	\$6,499
c6e2731c5b391845f6800c97401a43a9	\$6,735
df55c14d1476a9a3467f131269c2477f	\$4,799
e0a2412720e9ea4f26c1ac985f6a7358	\$4,599.9
ec5b2ba62e574342386871631fafd3fc	\$7,160
f48d464a0baaea338cb25f816991ab1f	\$6,729
Total	\$65,176.5

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Health Beauty

Top Selling Category

\$13.59M

Revenue by Product Category

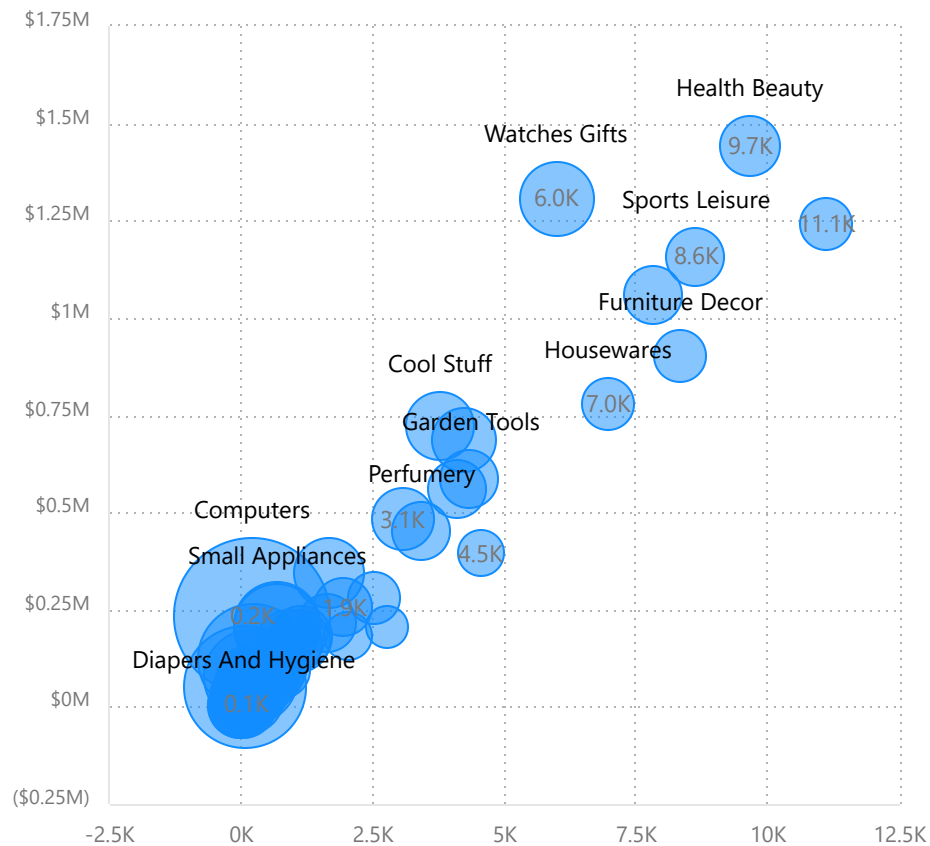
\$412.48

Average Revenue per Product

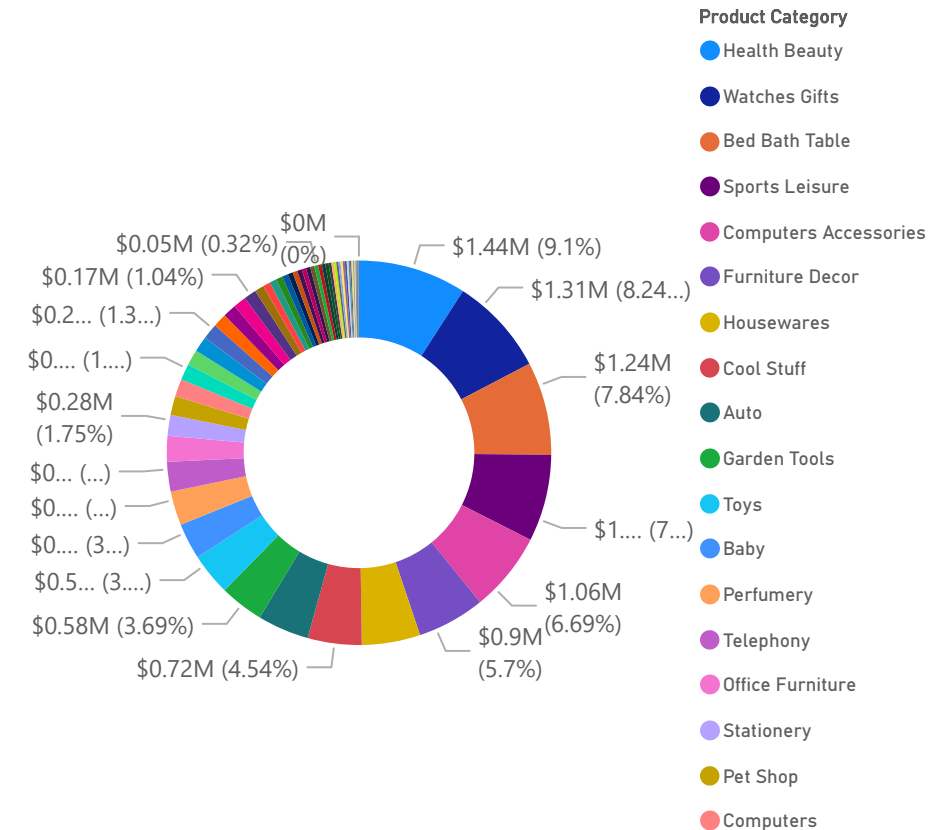
32.95K

Total Unique Products Sold

Product Performance Analysis



Product Revenue Distribution



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12.50

Average Delivery Days

7.87%

Late Delivery Percentage

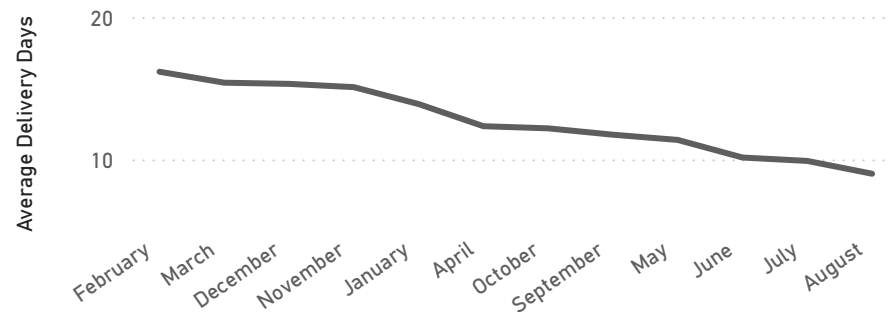
92K

On-Time Orders

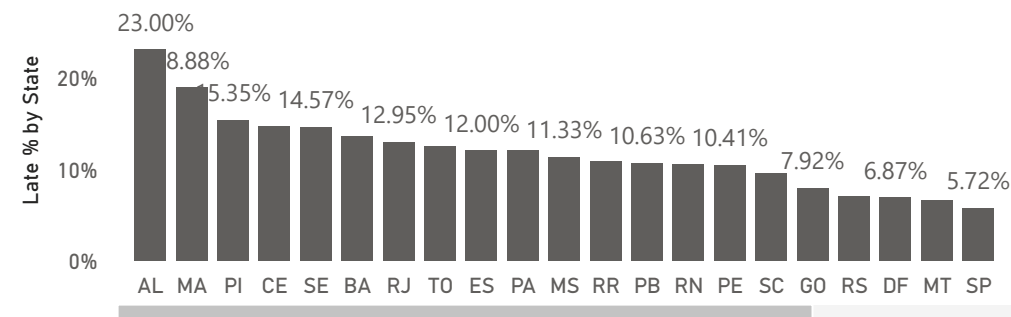
-11.88

Average Delivery Gap (Days)

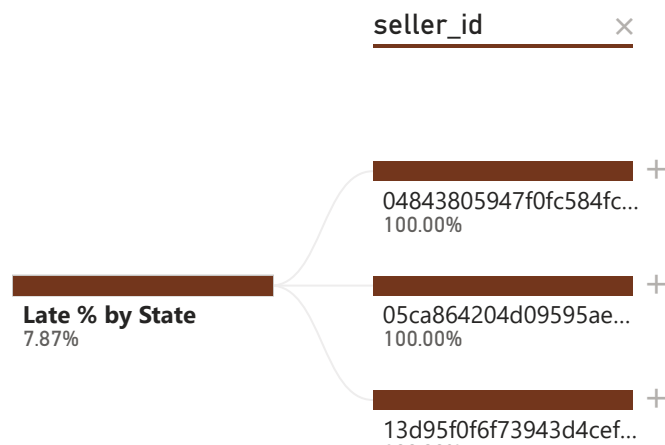
Monthly Average Delivery Time



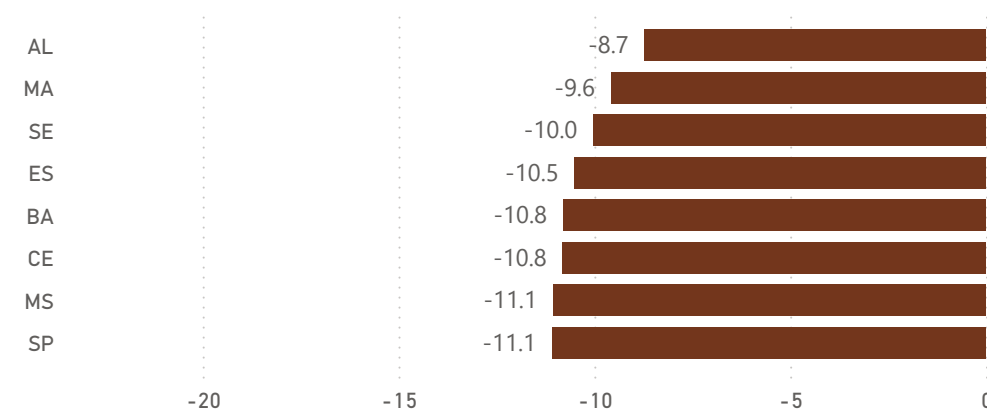
Late Delivery Percentage by State



Root Cause of Late Deliveries



Delivery Gap Compared to Estimated Date



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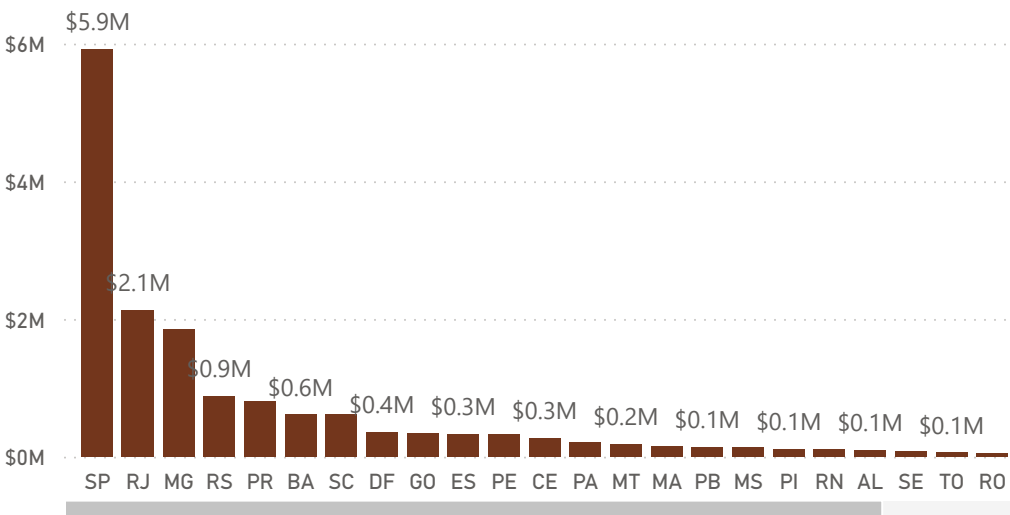
Order Volume by State



Top 10 Locations by Revenue

customer_state	customer_city	Total Revenue
BA	Salvador	\$216,772.4
DF	Brasilia	\$352,305.14
MG	Belo Horizonte	\$416,733.39
PR	Curitiba	\$244,739.87
RJ	Niteroi	\$137,919.38
RJ	Rio De Janeiro	\$1,154,234.02
RS	Porto Alegre	\$224,064.09
SP	Campinas	\$212,541.7
SP	Guarulhos	\$163,575.82
Total		\$5,293,112.93

Revenue by State



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4.09

Average Review Score

77.07%

Positive Review %

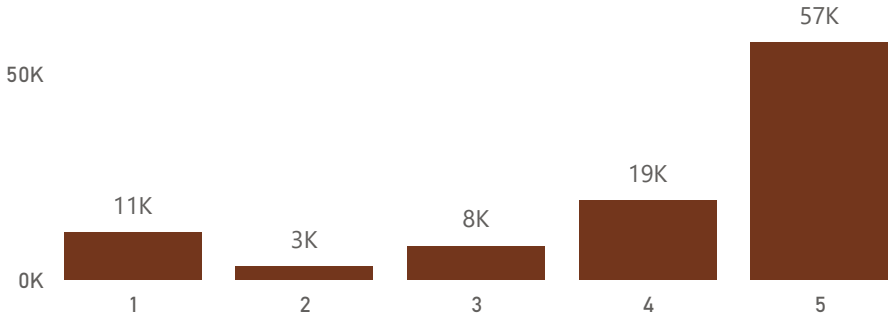
14.69%

Negative Review %

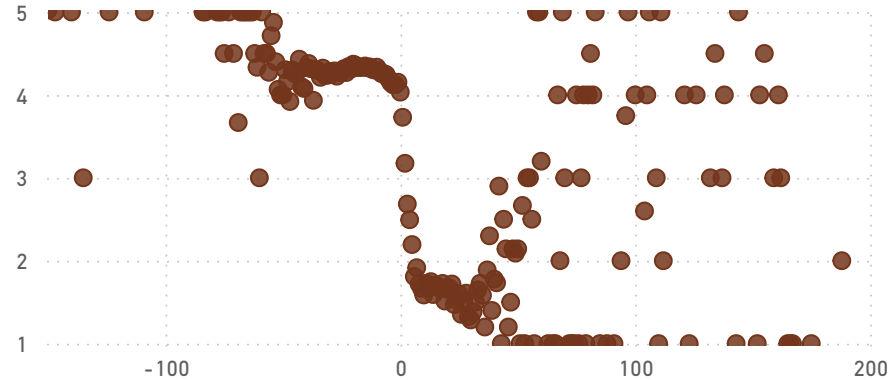
Bed Bath Table

Most Reviewed Product

Review Score Distribution



Impact of Delivery Gap on Review Score



Review Score by product category

