

Total Sales
13.59M

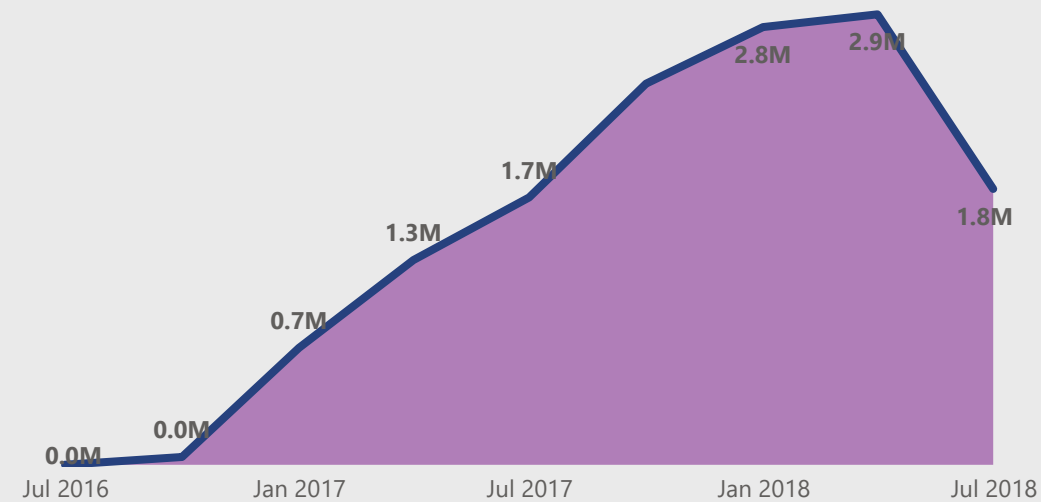
Total Orders
99.44K

AOV
160.99

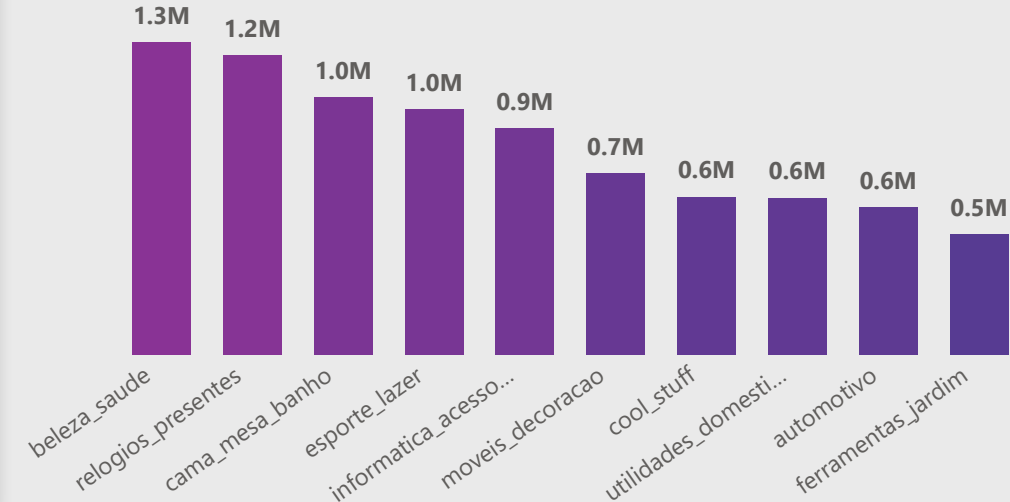
Total Products Sold
113K

Avg Freight
19.99

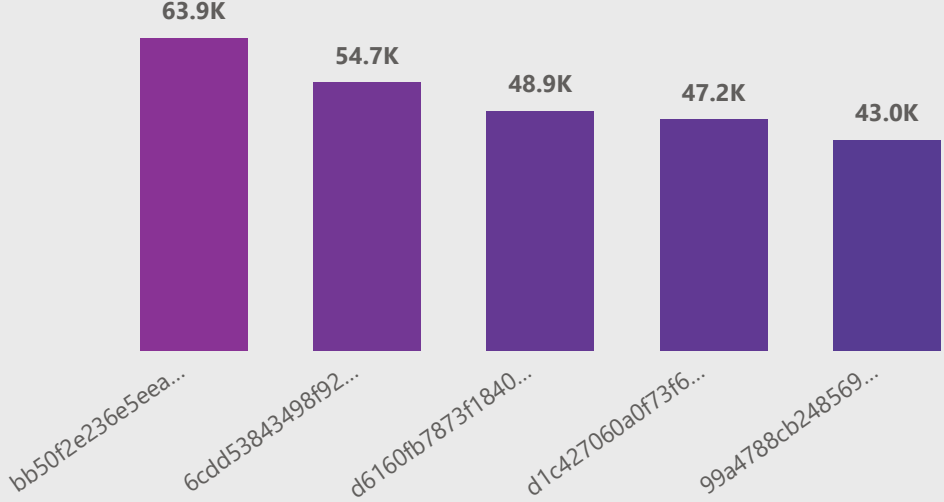
Revenue Over Time



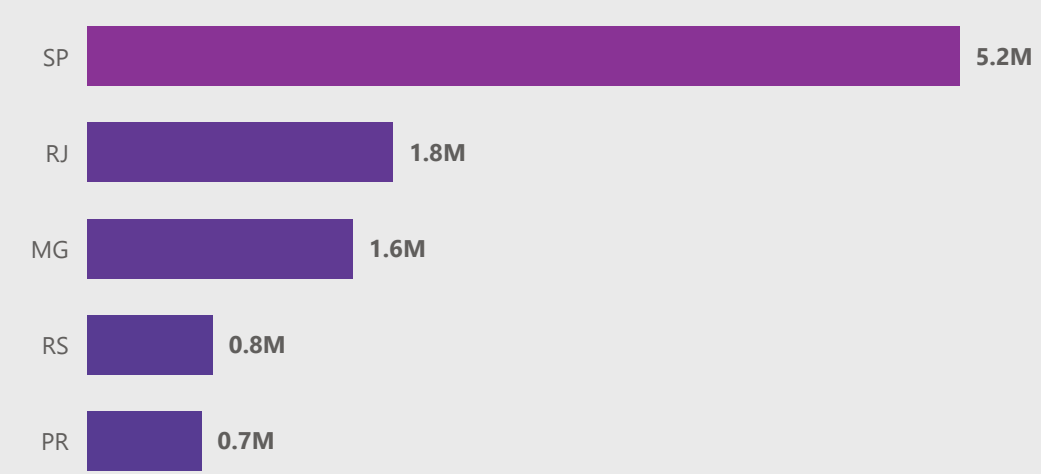
Top 10 Categories by Sales



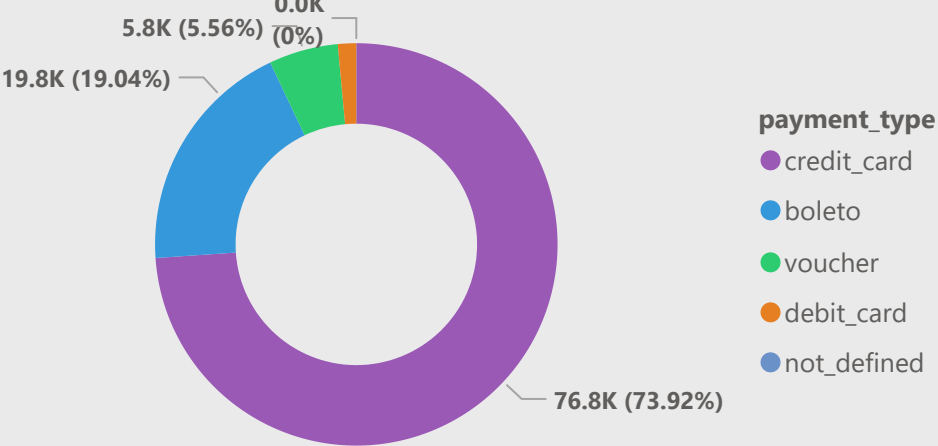
Top 5 Products by Sales



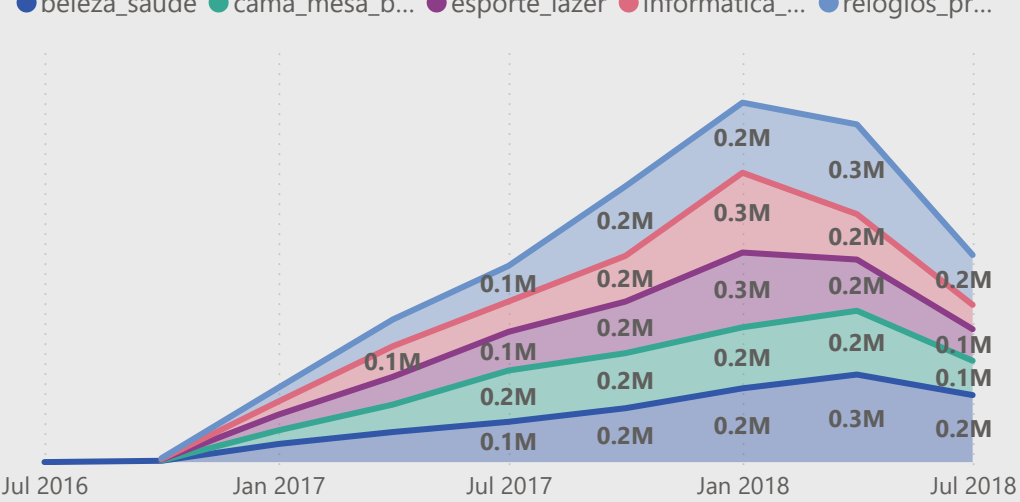
Top 5 States by Sales



Payment Method Performance



Sales by Category Over Time



Total Sales

13.59M

Total Customers

99.44K

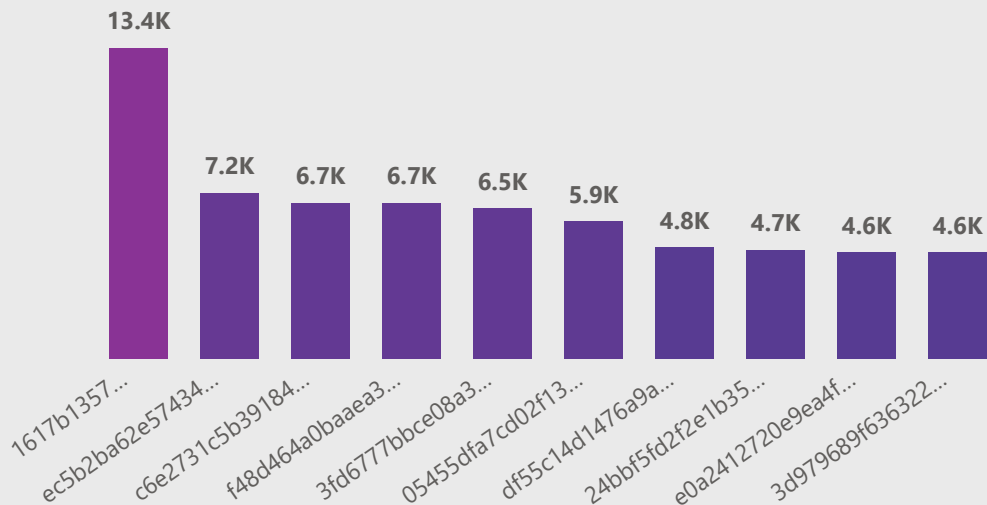
Top City by Orders

sao paulo

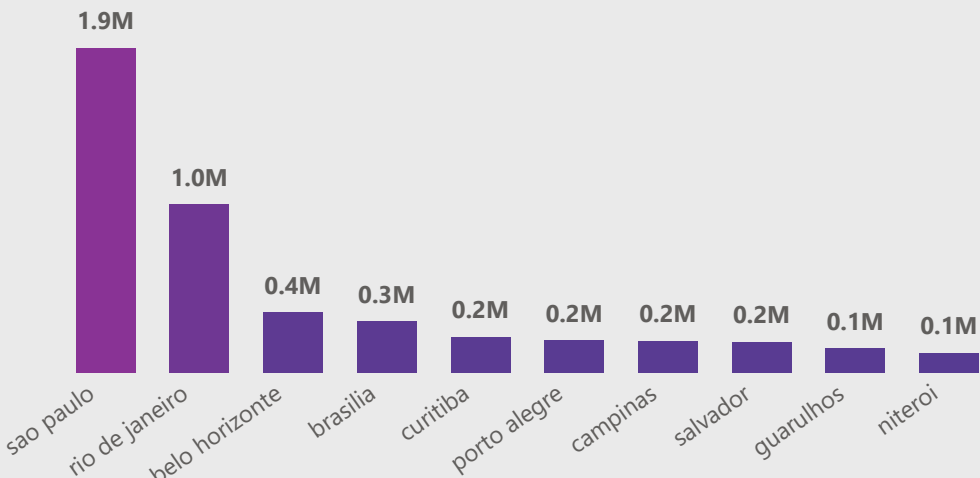
Top City Order Count

99K

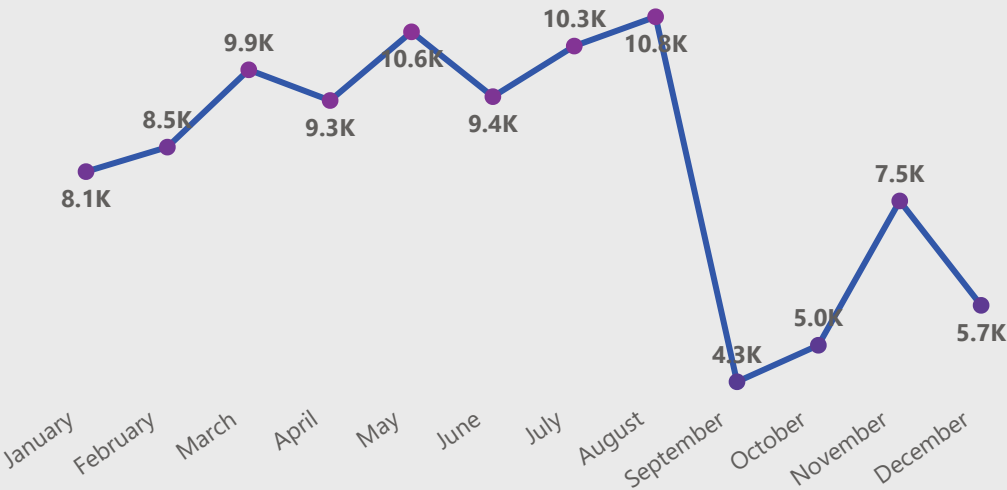
Top 10 Customers by Sales



Top 10 Cities by Sales



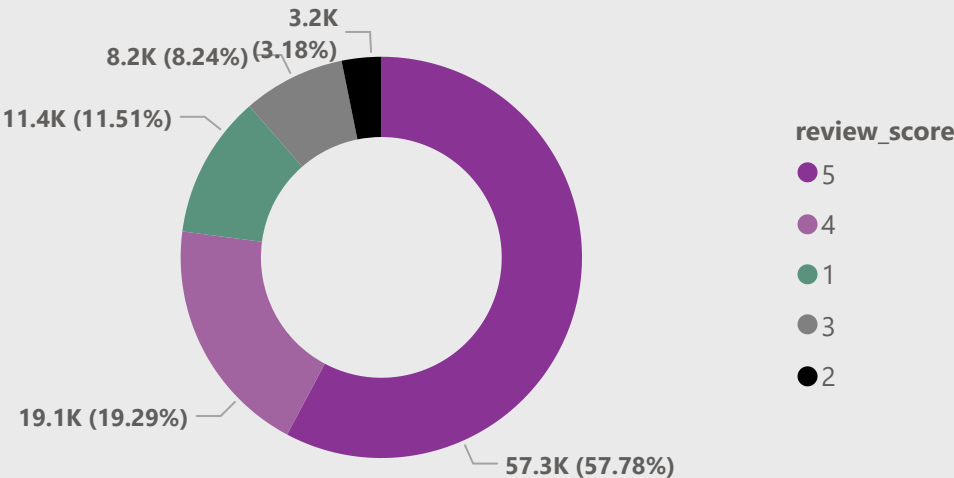
Monthly Orders Trend



Customers by State



Review Score Distribution



customer_state	boleto	credit_card	debit_card	voucher	Total
SP	1,084,604.44	4,676,662.34	88,658.51	148,301.67	5,998,22
RJ	328,621.78	1,730,340.68	32,423.01	52,994.22	2,144,37
MG	340,518.70	1,471,975.31	22,229.40	37,533.85	1,872,25
RS	192,327.91	662,551.39	14,455.58	21,563.66	890,89
PR	155,631.79	626,606.74	10,542.24	18,375.61	811,15
SC	114,313.98	481,784.37	7,596.56	19,391.52	623,08
BA	95,019.70	498,907.13	7,053.43	15,665.56	616,64
DF	52,916.91	291,962.63	1,661.41	8,600.13	355,14
GO	68,947.89	269,630.79	3,530.94	7,982.69	350,09
ES	65,566.33	249,150.28	4,599.82	6,651.12	325,96
PE	47,887.11	267,609.24	2,877.08	6,477.01	324,85
CE	39,728.69	229,041.53	3,073.19	7,620.62	279,46
PA	44,438.51	166,177.62	3,397.78	4,281.94	218,29
MT	28,875.67	144,971.86	838.08	2,242.78	187,02
Total	2,869,361.27	12,542,084.19	217,989.79	379,436.87	16,008,87

Total Delivered Orders

96K

Avg Delivery Days

12.50

On_Time_Delivery_Rate

92%

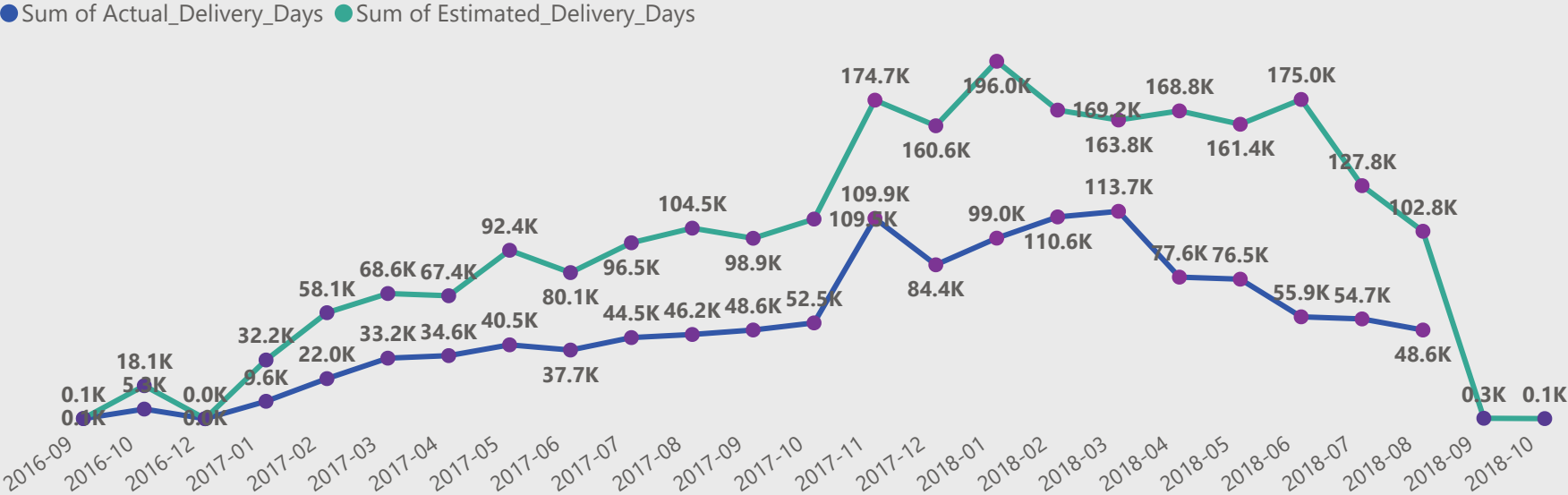
Late_Deliveries

8K

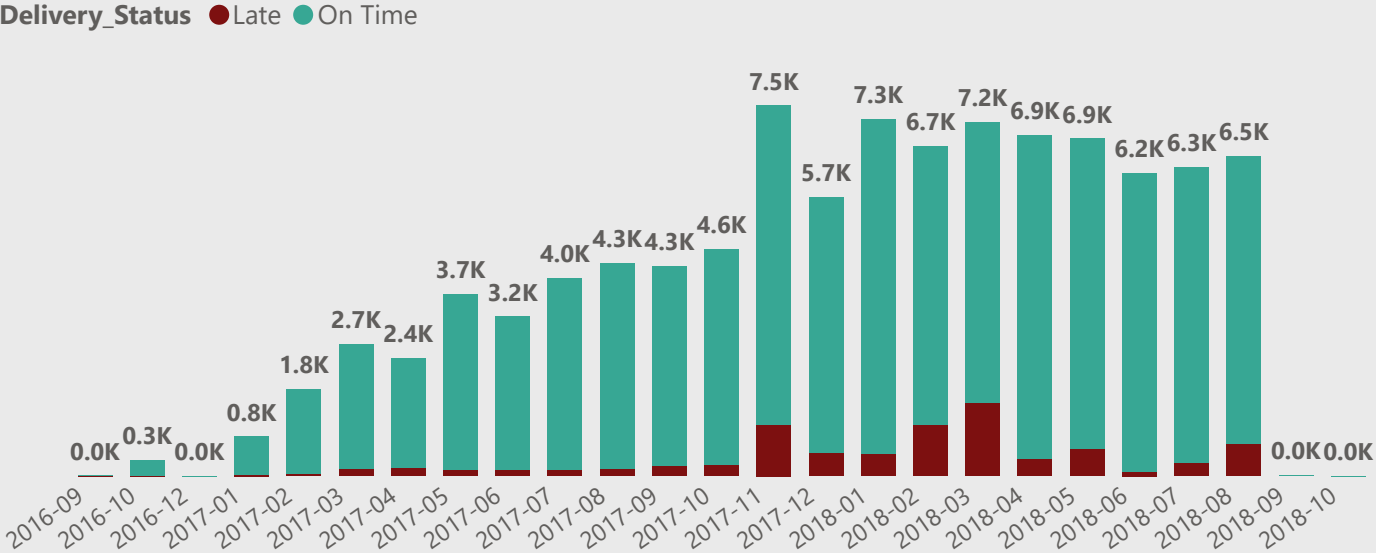
Avg_Estimated_Delivery

24

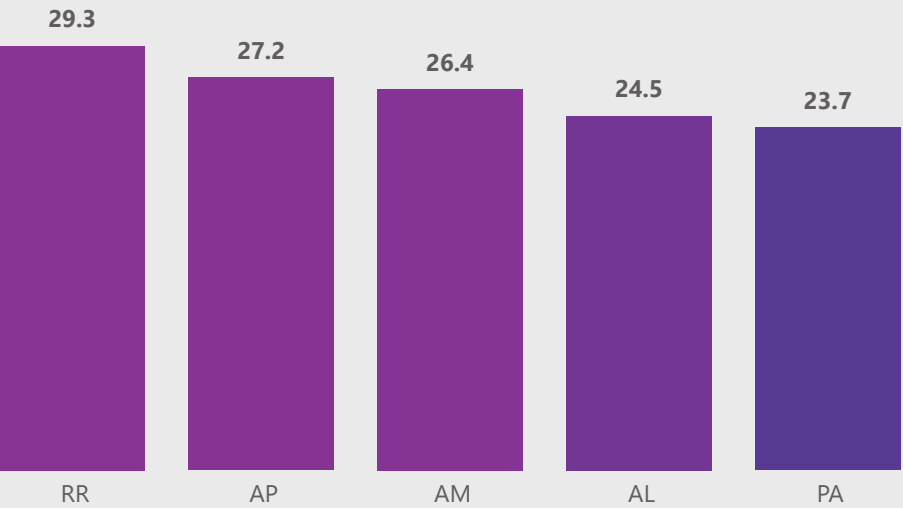
Actual vs Estimated Delivery Time (Monthly Trend)



Late vs On-Time Orders per Month



Top 5 Slowest States in Delivery



Delivery Status Breakdown



Top 10 Sellers by Freight Cost

