

**AMIT**

# Executive KPI Dashboard

Year

2016

**Total Revenue** **\$16M****Total Orders** **99K****Total Items Old** **113K****Success Rate** **79%****Average Delivery..** **12.5**

2017

**executive****customer analysis****Logistics & Satisfaction**

2018

Month

January

February

March

1.8M

1.6M

1.4M

1.2M

1.0M

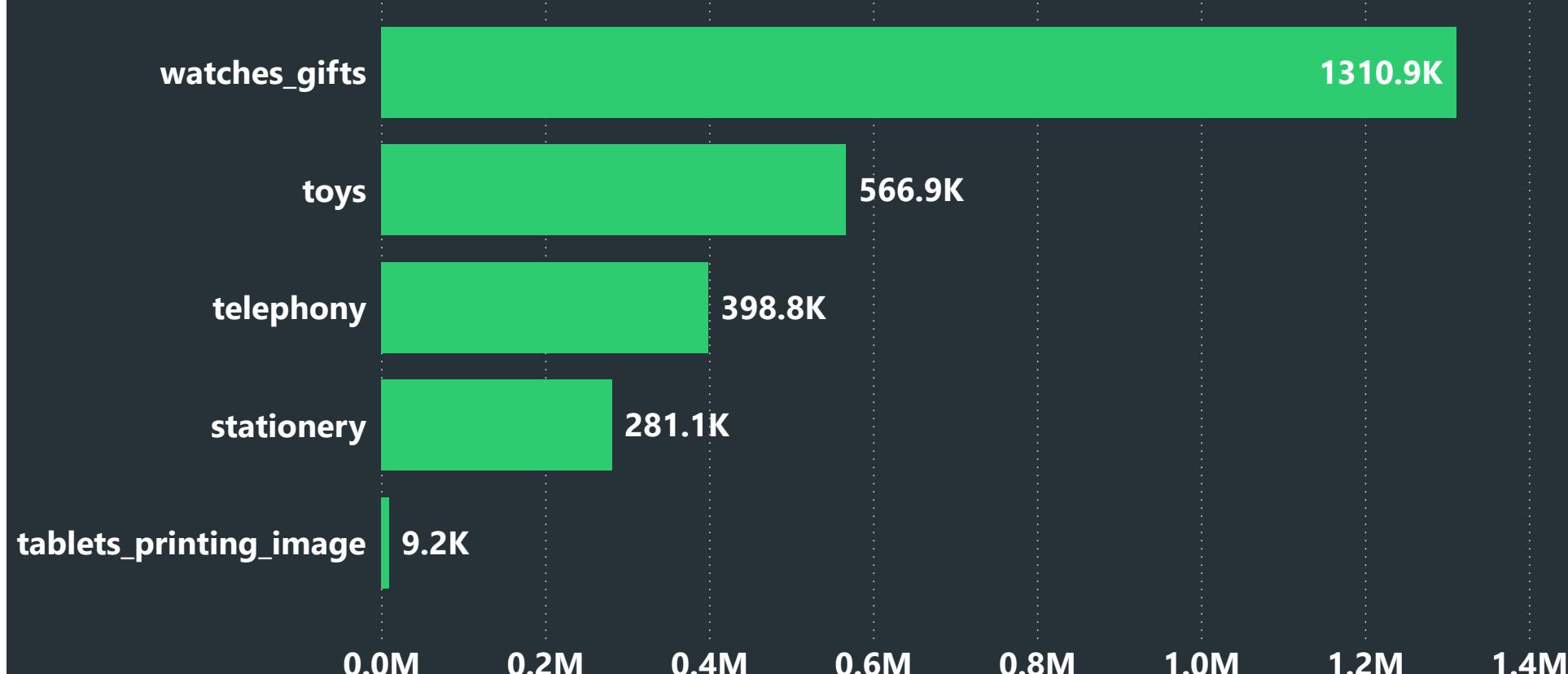
0.8M

**Total Revenue Over Time**

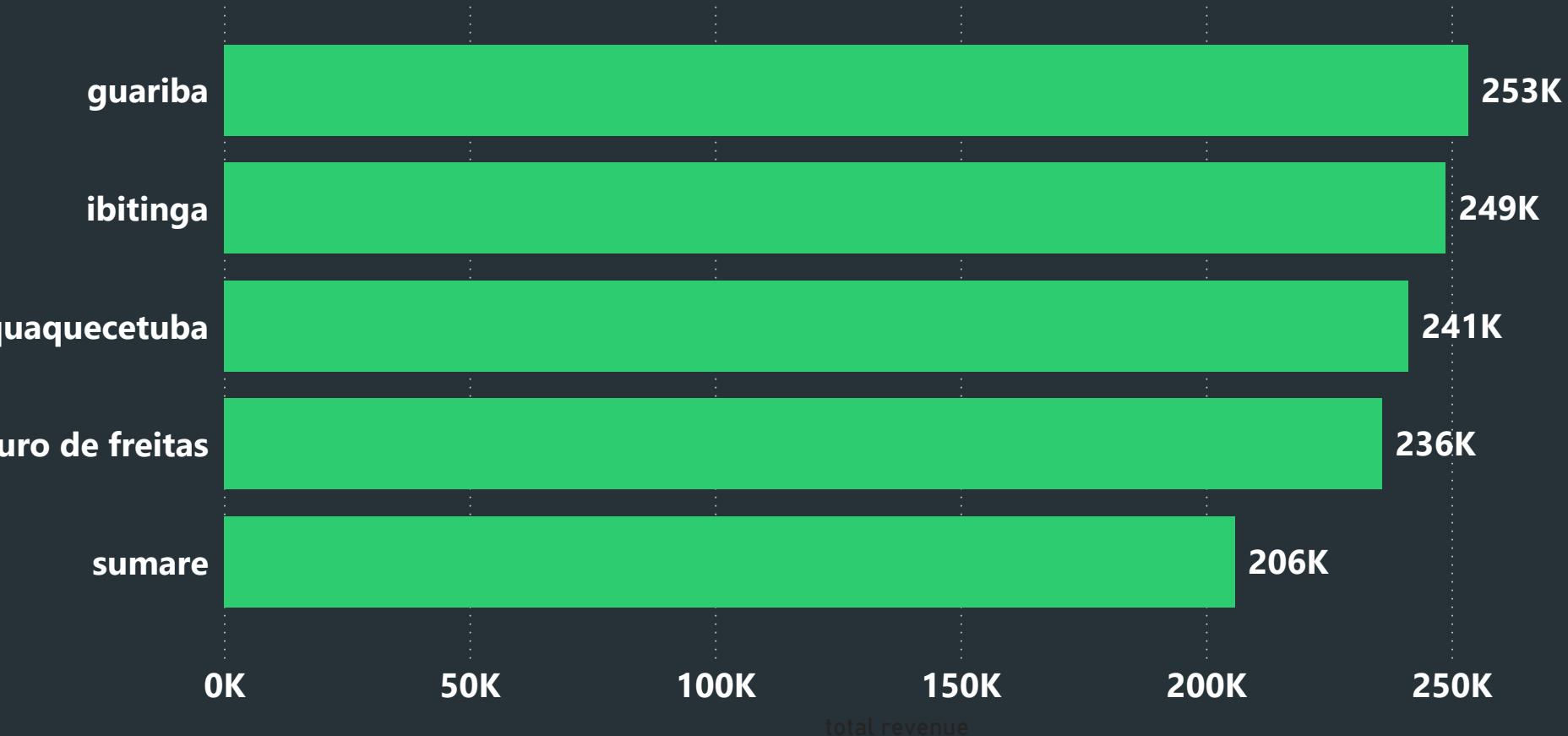


# Customer & Product Analysis.

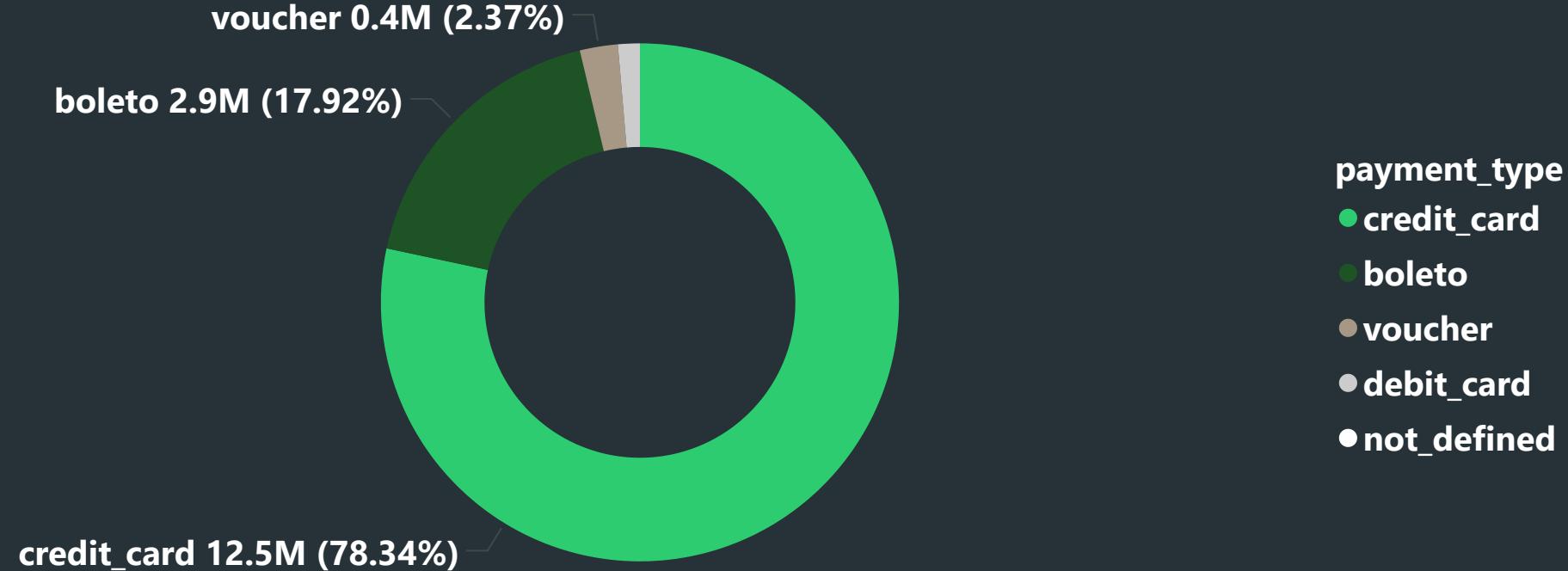
Top 5 Product Categories



Top 5 Sellers Location



Payment Method Breakdown



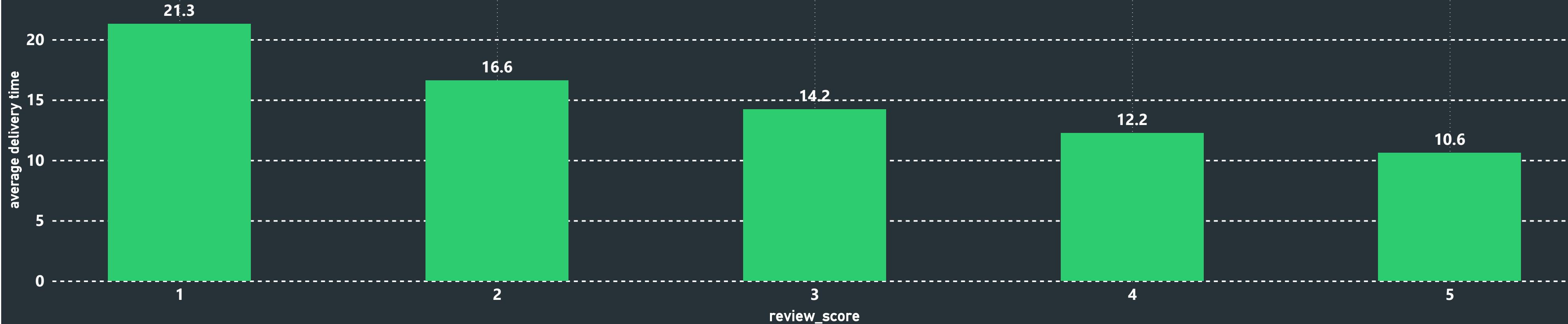
Hero Product In Top 10 Cities

customer_city	bed_bath_table	health_beauty	watches_gifts	Total
sao paulo		757.45K		757.45K
rio de janeiro			372.11K	372.11K
belo horizonte		135.90K		135.90K
brasilia			130.92K	130.92K
curitiba		91.95K		91.95K
Total	69.60K	1,151.00K	609.02K	1,829.62K

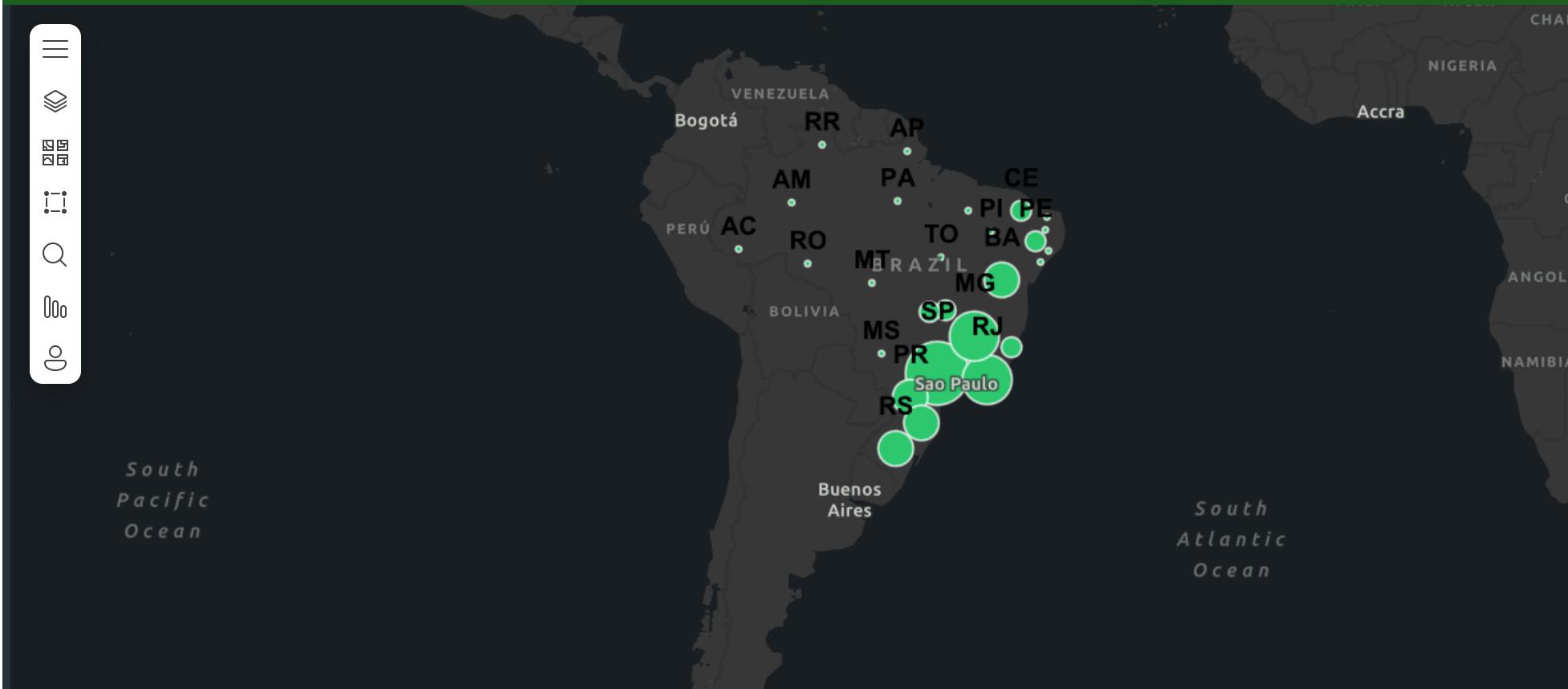


# Logistics & Satisfaction

average delivery time by review\_score



Total Orders by State



Top 5 Slowest Delivery Cities (in Days)\*

