



Executive Summary



O-list E-commerce Sales Analysis Dashboard



Customer Insights



Order Trends



Product Performance



Customer Feedback Overview



Seller Performance



Payment Analysis

Date Filter

All

Product Category

All

Customer State and City

All

Order Status

All

Total Revenue

16.01M

Total Orders

95.66K

Total Customer

96K

Avg review Score

4.09

Total Sellers

3095

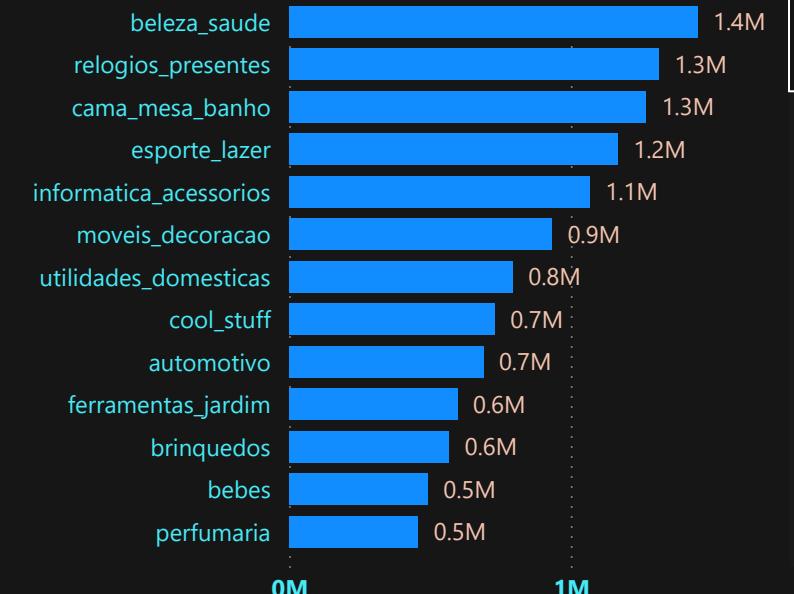
Monthly Revenue Trend



Top Product by revenue



Revenue by product_category





Executive Summary



Customer Insights



Order Trends



Product Performance



Customer Feedback Overview



Seller Performance



Payment Analysis



Customer Insight Dashboard

Date Filter

All

Total Customers

96K

Customer City

All

Average Value Per Customer

166.59

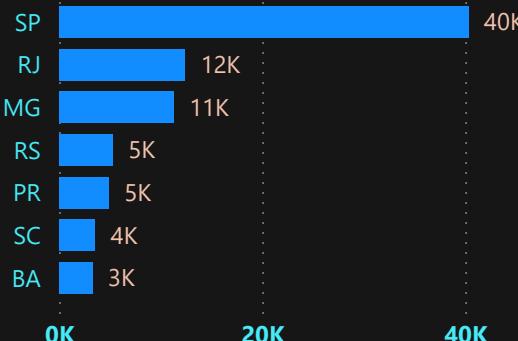
Customer State

All

Average Order Per Customer

1.00

Customer Count by State



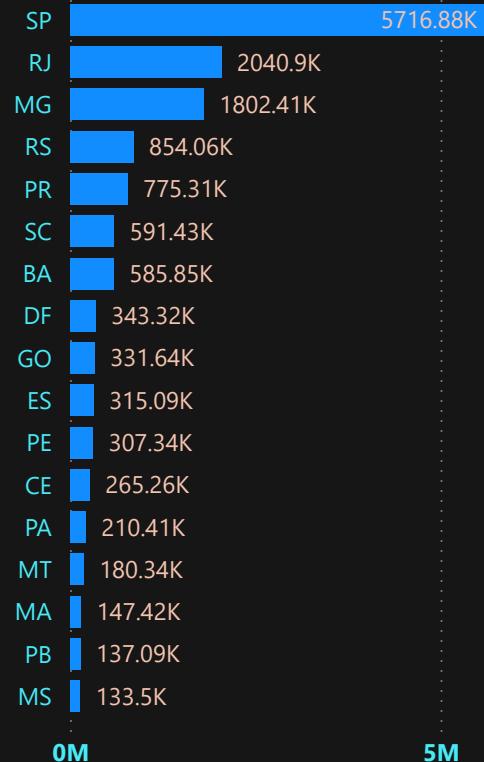
Customer Count by City



Sales by City



Sales by State





Executive Summary



Customer Insights



Order Trends



Product Performance



Customer Feedback Overview



Seller Performance



Payment Analysis



Order Analysis Dashboard

Date Filter

All



Payment Type

All



Order Status

All



Total Orders

95.66K

Cancelled Orders

6

Average Delivery time(day)

13

Average Order Value

166.59

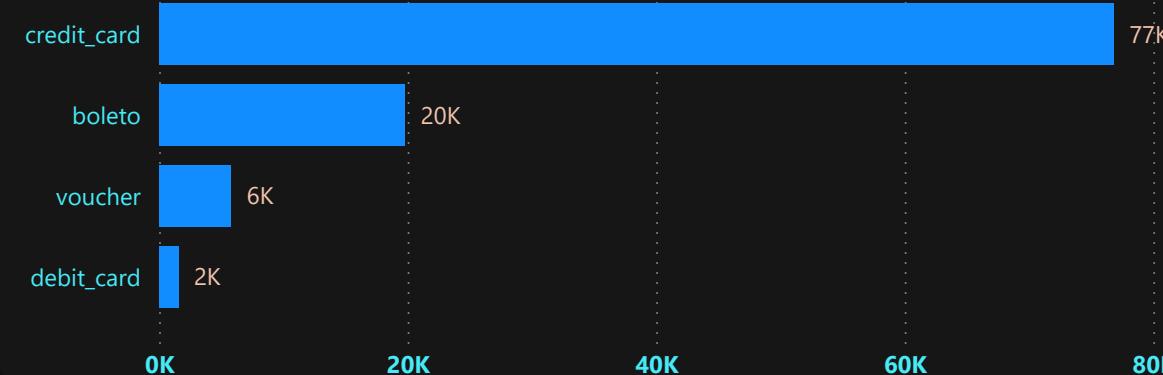
Average order per day

134

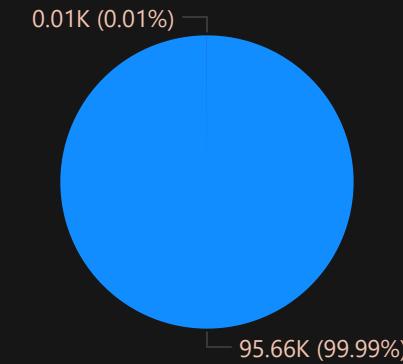
Monthly order Trend



Order Count by Payment Type



Order Count by Status



- order_status
- delivered
- canceled



Executive
Summary



Customer
Insights



Order
Trends



Product
Performance



Customer
Feedback
Overview



Seller
Performance



Payment
Analysis



Product Performance Analysis Dashboard

Date Filter

All

Product Category

All

Total Products

32K

Total Product Category

73

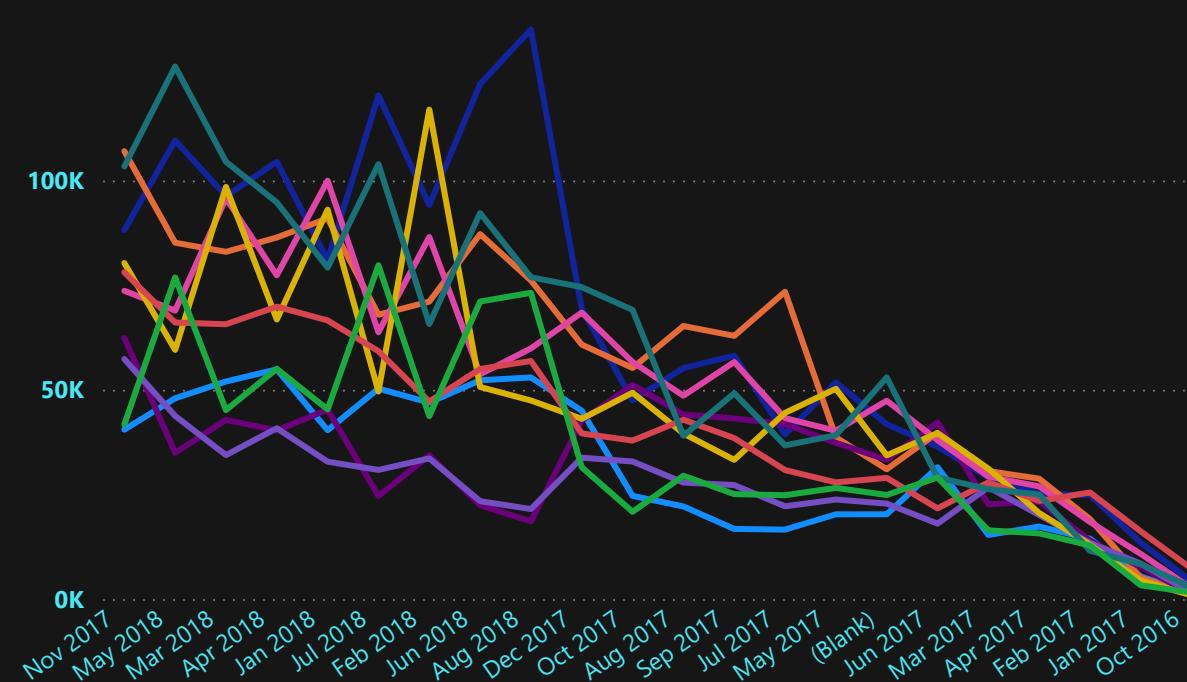
Average Revenue Per
Product

495.00

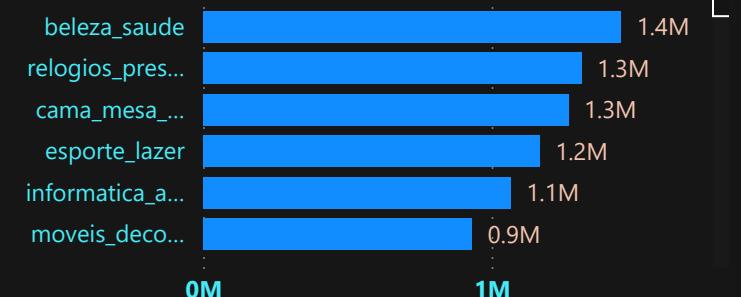
Top Product Category

beleza_saude

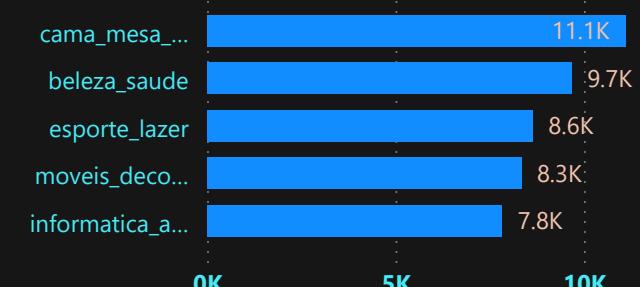
Top 10 product category sales over Time



Revenue by Product Category



Quantity Sold by Product Category





Executive Summary



Customer Insights



Order Trends



Product Performance



Customer Feedback Overview



Seller Performance



Payment Analysis



Customer Feedback Overview Dashboard

Date Filter

All

Review Score

All

Product Category

All

Total Reviews

98K

Average Review Score

4.09

5 Star Rating(%)

58.25%

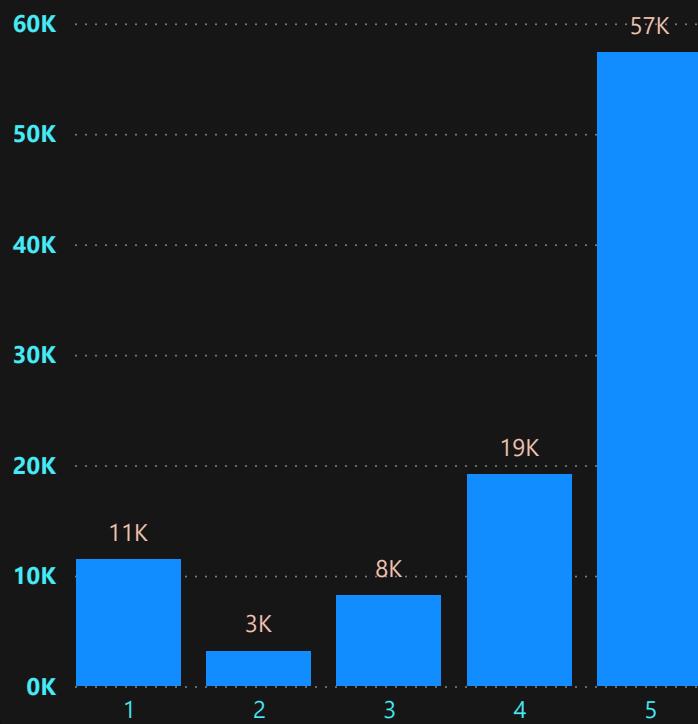
1 or 2 Star Rating(%)

14.81%

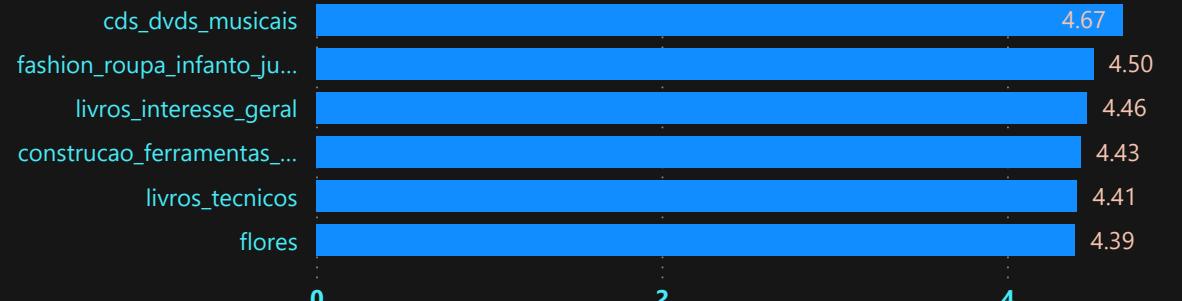
Review Trend Over Time



Review Count by Score



Review score by Product category





Executive Summary



Seller Performance Dashboard



Customer Insights



Order Trends



Product Performance



Customer Feedback Overview



Seller Performance



Payment Analysis

Date Filter

All

Seller State

All

Seller City

All

Total Reviews

3095

Average Revenue per Seller

5.17K

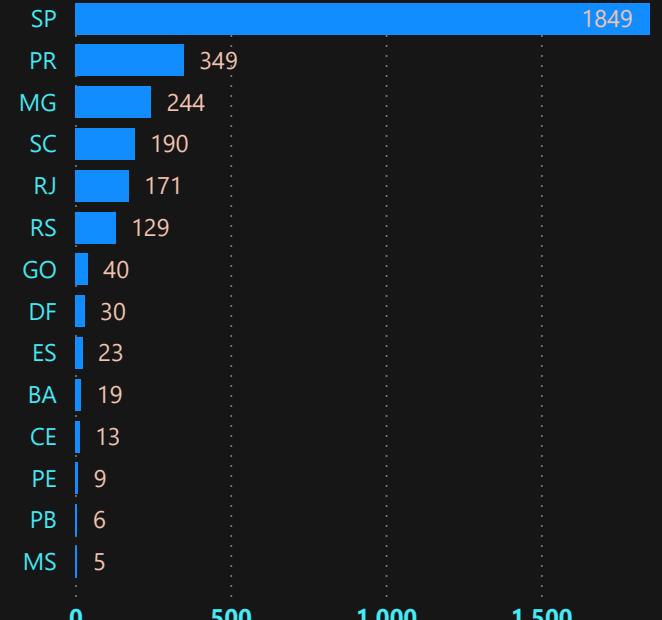
Average Delivery time per Seller

3

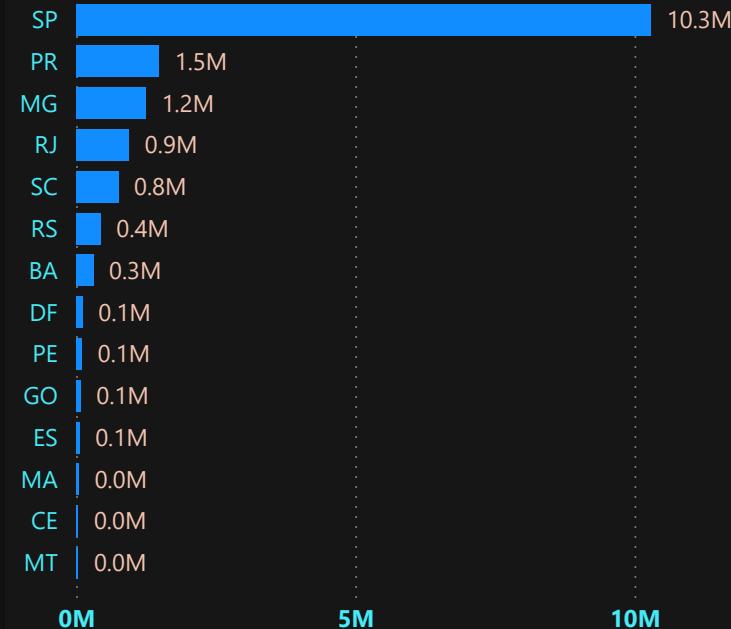
Top Seller Revenue

253K

State Wise Seller Count



State Wise Seller Revenue





Executive Summary



Customer Insights



Order Trends



Product Performance



Customer Feedback Overview



Seller Performance



Payment Analysis



Payment Analysis Dashboard

Date Filter

All



Payment Type

All



Payment Installments

All



Total Payment value

16.01M

Average Payment per Order

167.34

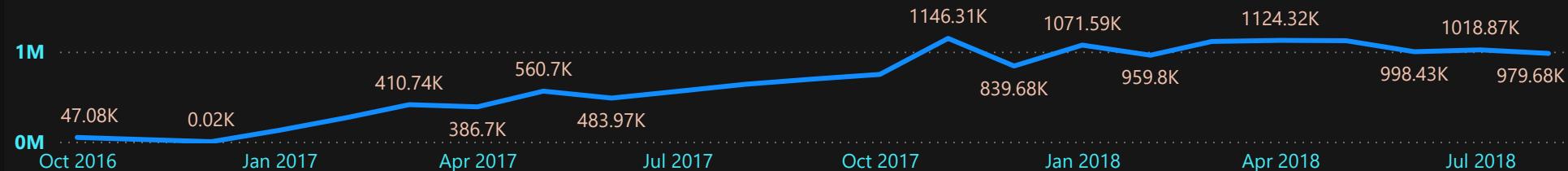
Most common Payment Type

credit_card

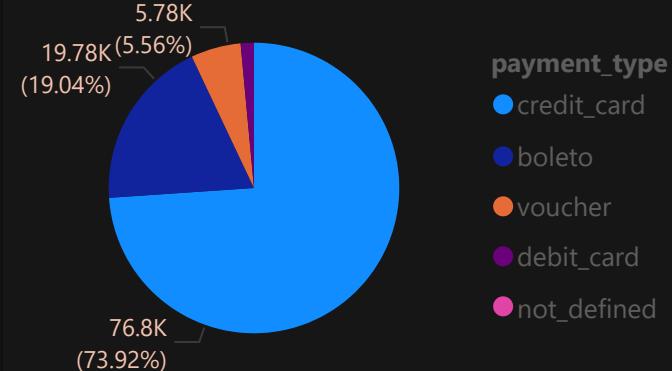
Order with Installments

51K

Payments over Time



Payment Type Distribution



Average payment by Installment Count

