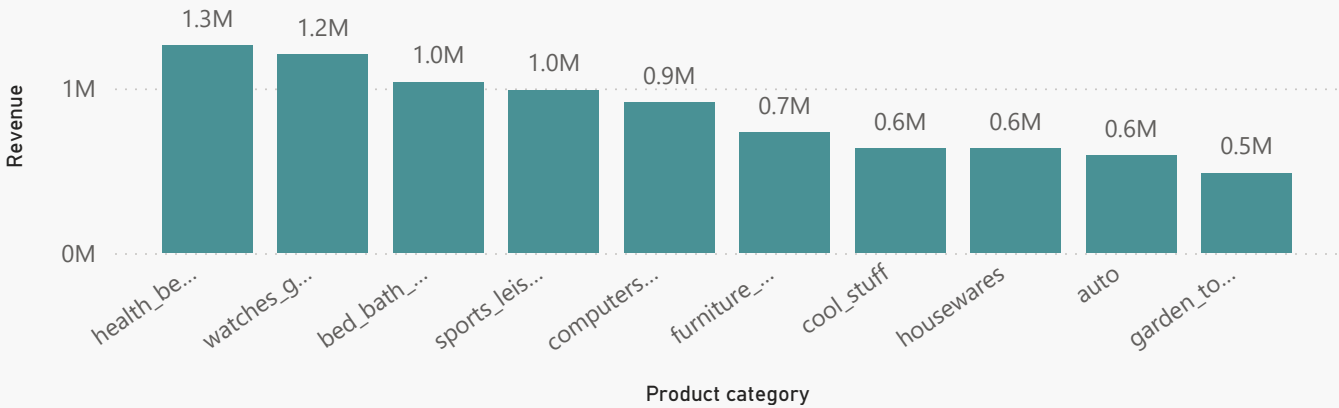
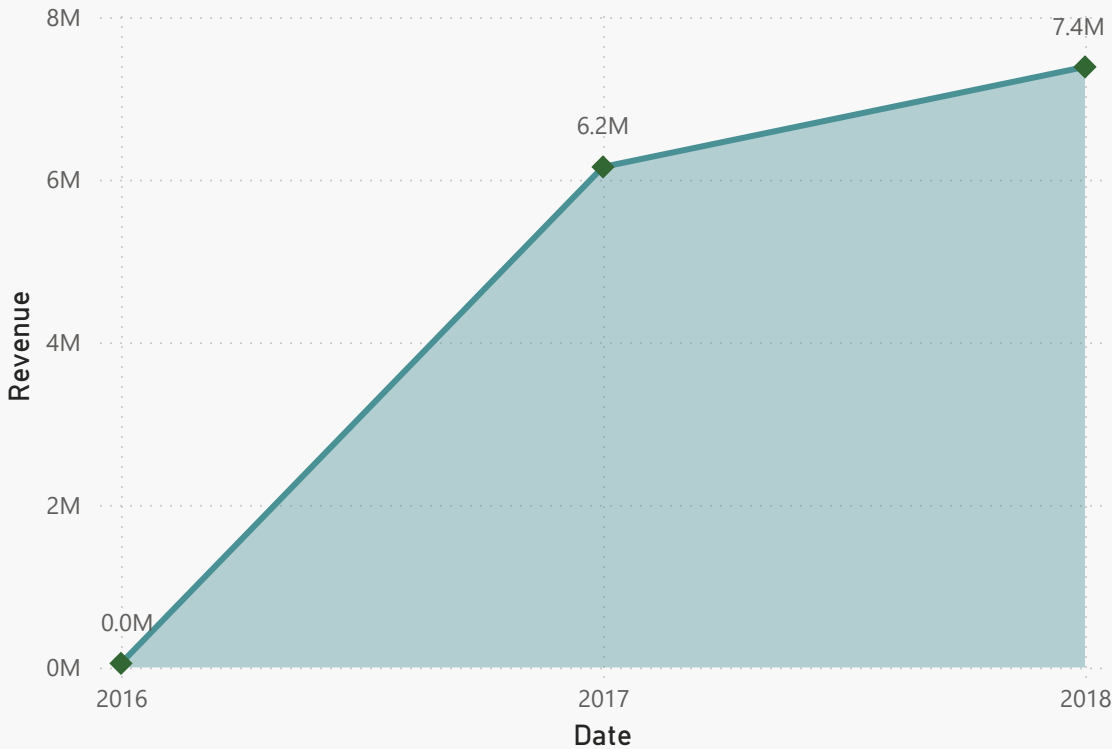


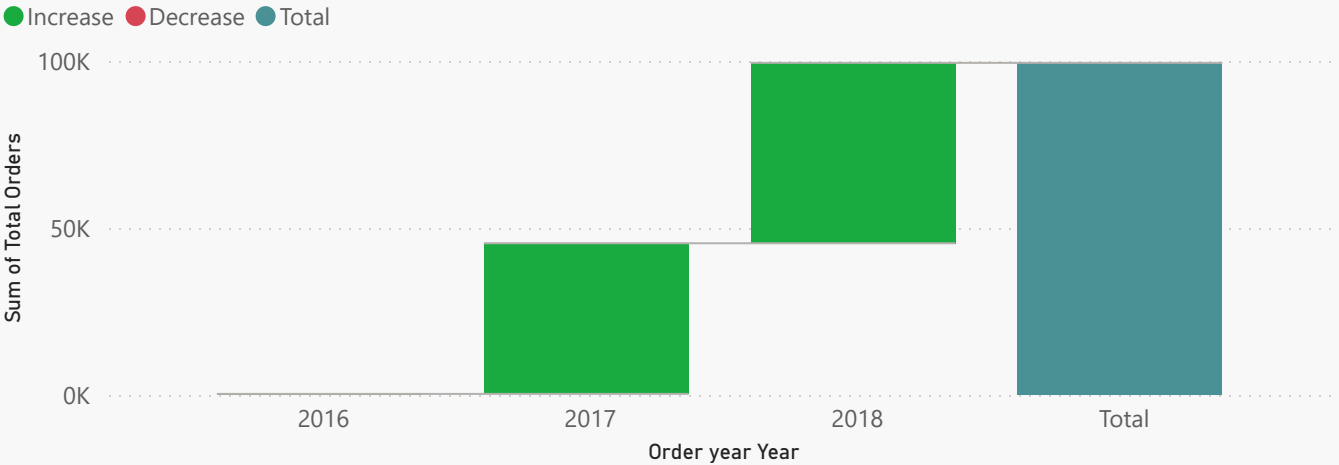
Total Revenue by Product Category



Sales Revenue Trend



Order Flow Over Time



Top Category Sales

health_beauty: \$1,258,681

Total Orders

99.44K

Total Sales

13.592M

Date

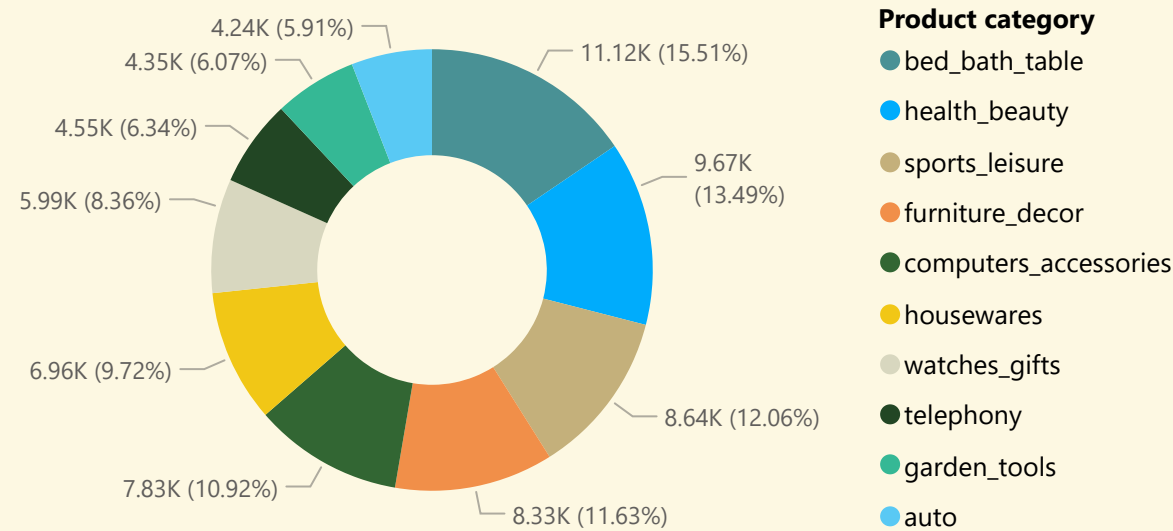
9/4/2016



10/17/2018



Top categories orders



Total of Good Reviews

84.84K

9/4/2016



10/17/2018



Total of Bad Reviews

27.53K

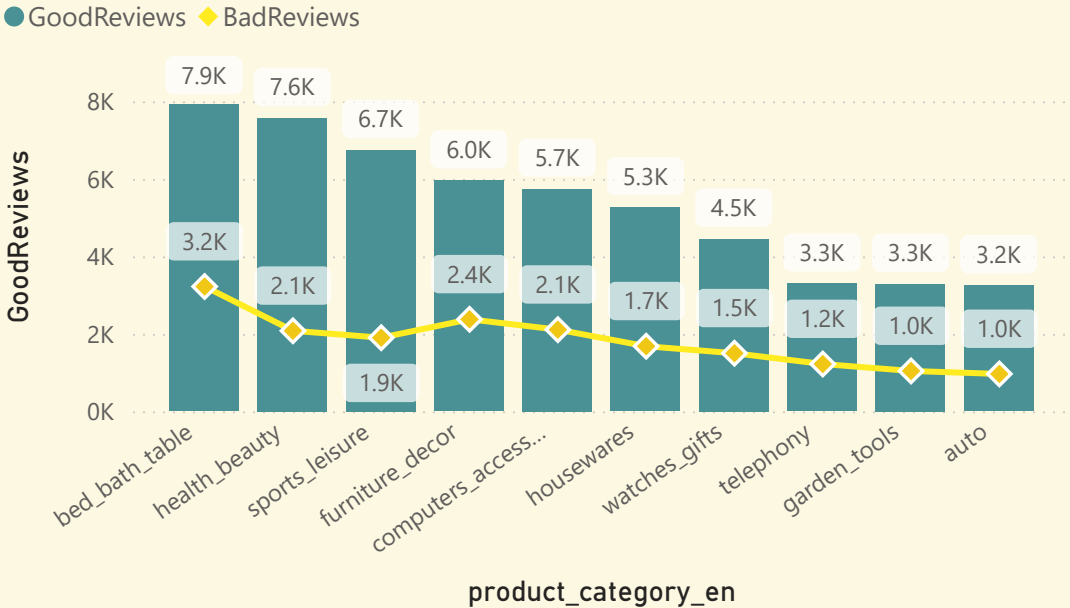
Highest rated category

bed_bath_table: 7,916

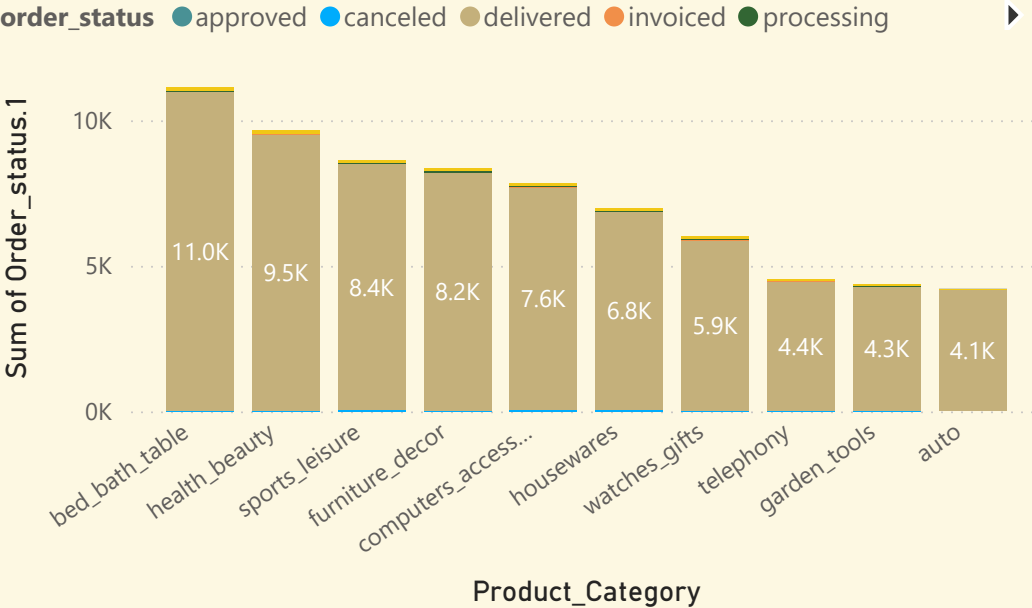
Lowest rated category

bed_bath_table: 3,221

Top categories reviews



Orders Status



approved

canceled

delivered

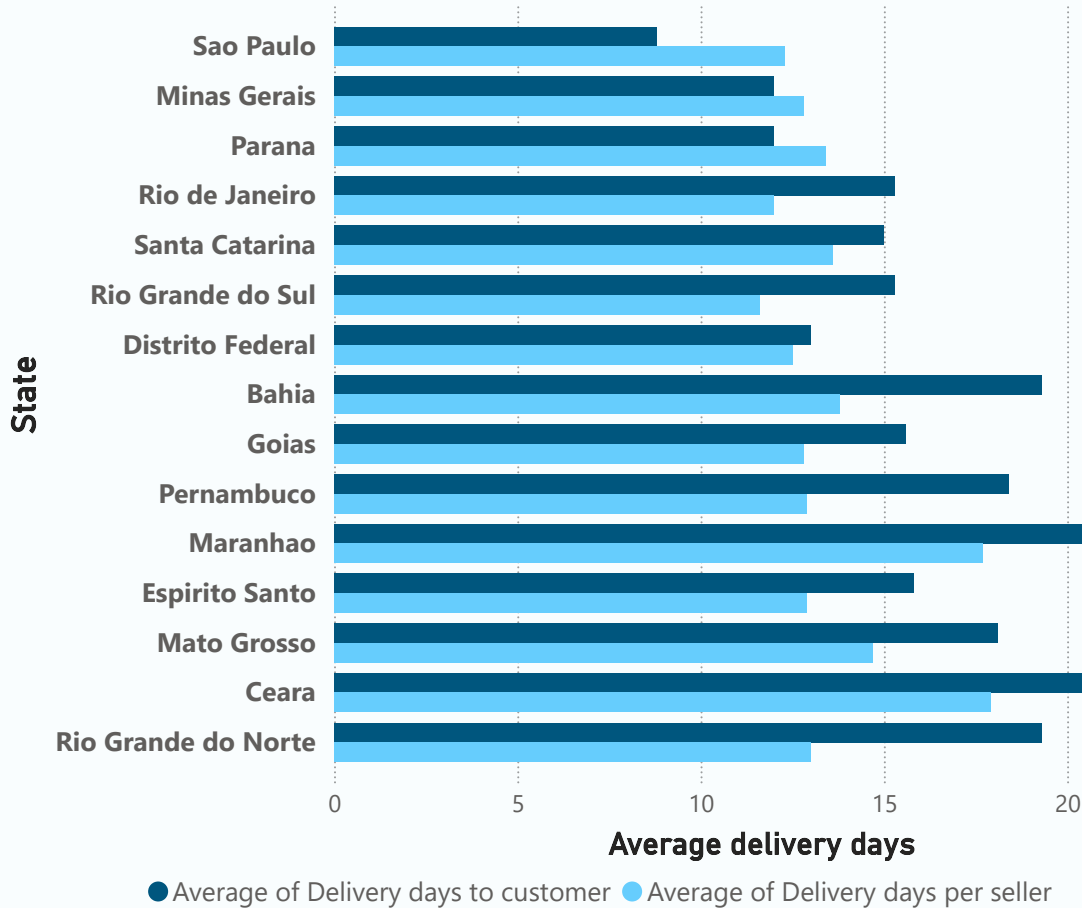
invoiced

processing

shipped

unavailable

Delivery Performance by State



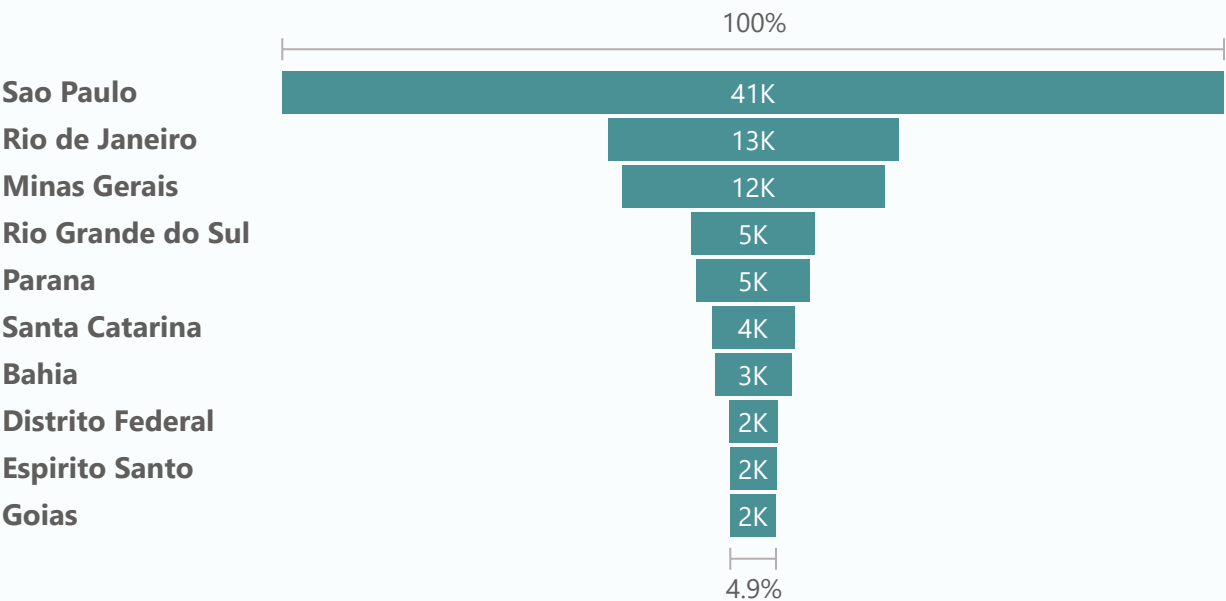
Average Customer Delivery Time

18.79

Average Delivery Days by Seller

15.17

Order Distribution (%) by State



Sao Paulo	Rio de Janeiro	Minas Gerais	Rio Grande do Sul	Parana	Santa Catarina	Bahia	Distrito Federal	Goias	Espirito Santo	Total
5,202,955.05	1,824,092.67	1,585,308.03	750,304.02	683,083.76	520,553.34	511,349.99	302,603.94	294,591.95	275,037.31	11,949,880.00

Top-Selling State

Sao Paulo: \$5,202,955

Lowest-Selling State

Roraima: \$7,829

Order Date

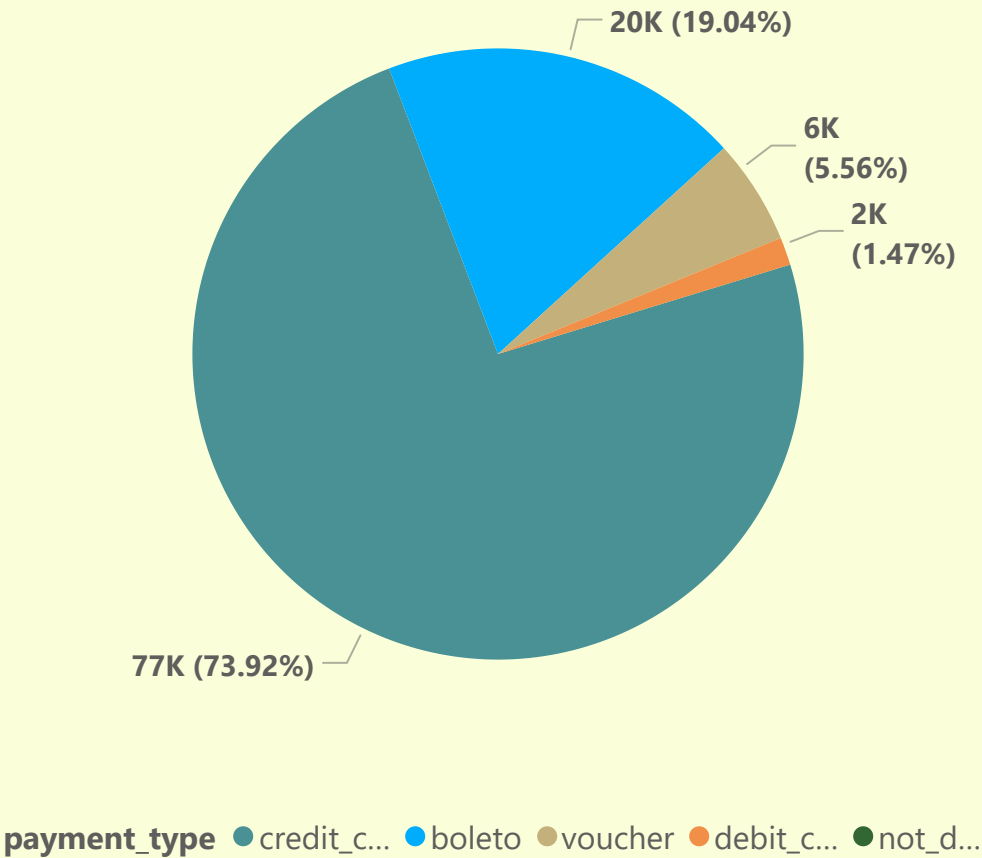
9/4/2016



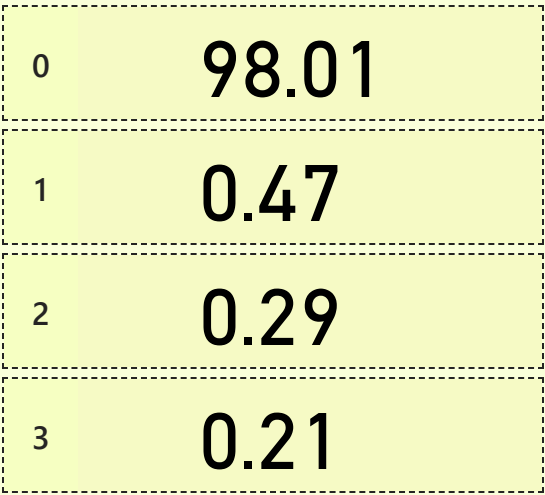
10/17/2018



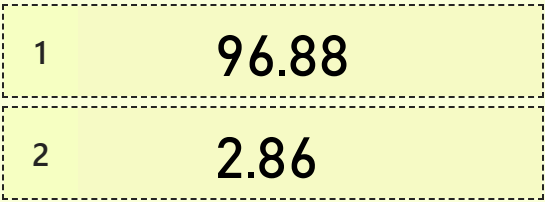
Purchase Count Breakdown by Payment Type



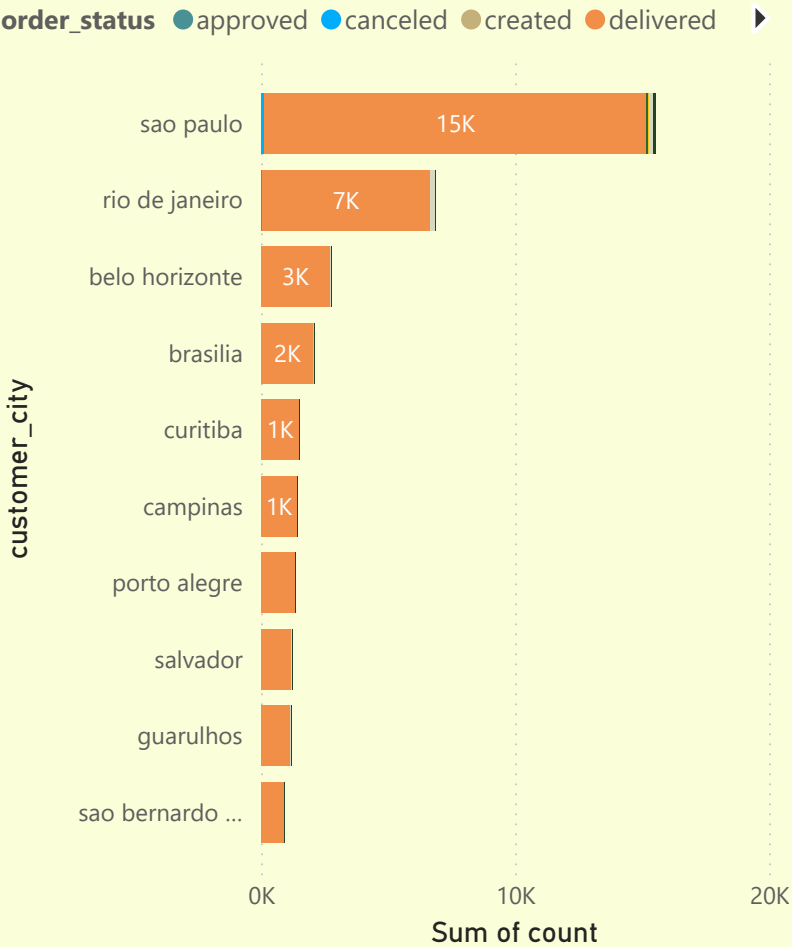
Customer Retention Rate



Repeat Customers



Order Distribution by City and Status



Year	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	19	20	Total
2016	325	1					1			1		1		1		1		1	2	2	336
2017	43708	229	155	113	130	109	107	90	92	64	79	58	40	25	22	19	10	11	1		45062
2018	52062	231	134	89	56	34	25	16													52647
Total	96095	461	289	202	186	143	133	106	92	65	79	59	40	26	22	20	10	12	3	2	98045

approved	delivered	shipped
canceled	invoiced	unavailable
created	processing	