Sales Overview

2016 | 2017 | 2018

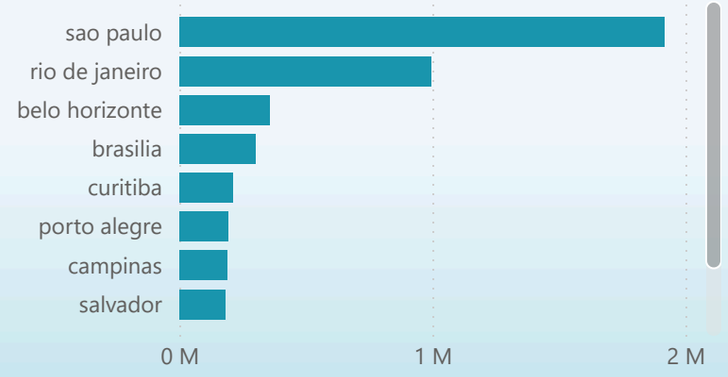
Total Revenue	Avg Order Value	Avg Delivery Days	Total Sales	Net Orders	Canceled Orders	Cancellation Rate	Total Orders
15.8…	160.33	8.97	13.5…	99 B	625	0.01	99 B

Product Catego…

Tümü

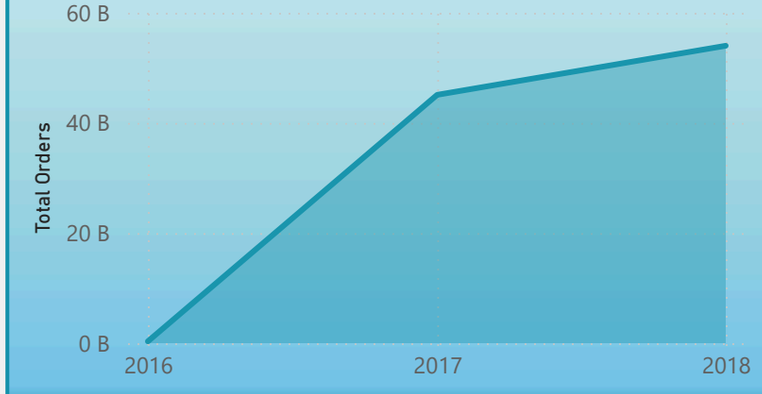
April | August | December | February | January | July | June | March | May | November | October

Top 10 Cities By Total Sales

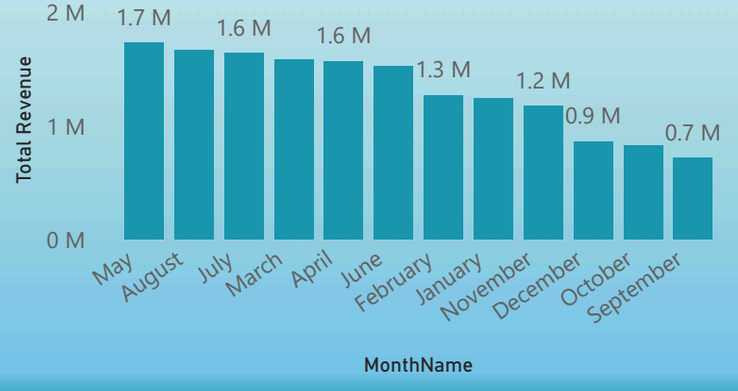


Sales by Top 20 Product Categories

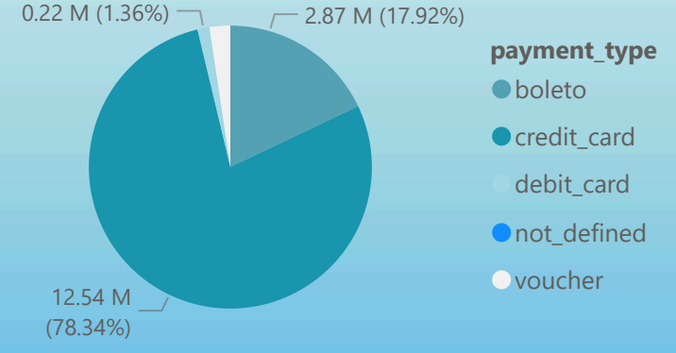
Orders Over Time



Revenue by Month



Payments by Type



Sales Overview

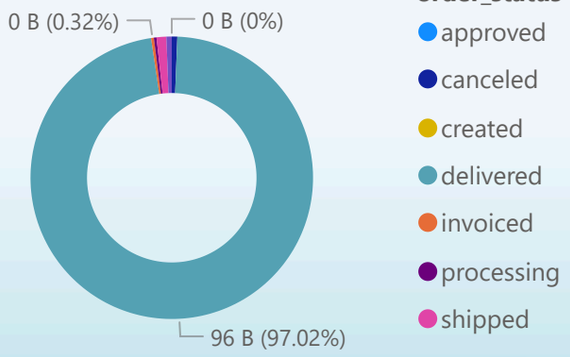
Product Category: Tümü

Custemer City: Tümü

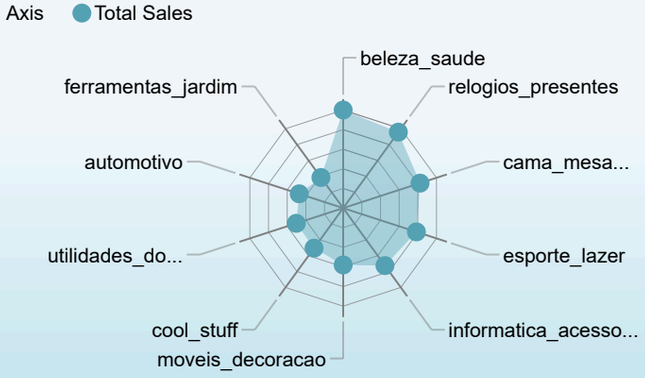
2016 | 2017 | 2018

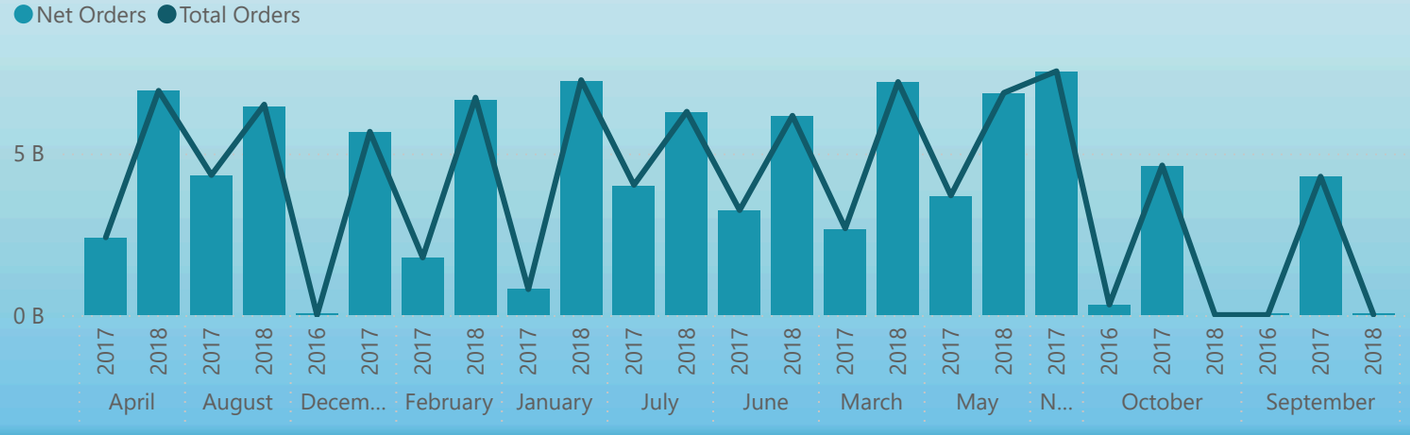
April | August | December | February | January | July | June | March | May | November | October

Order Status Type



Sales Per Product(Top 10)





customer_city	Total Sales	Total Revenue	Total Orders	Net Orders	Average Order Value
abadia dos dourados	358.90	413.50	3	3	137.83
abadiania	949.99	1,025.52	1	1	1,025.52
abaete	1,732.81	1,946.81	12	12	162.23
abaetetuba	4,028.57	4,672.27	11	11	424.75
abaiara	262.90	332.15	2	2	166.08
abaira	157.99	203.00	2	2	101.50
abare	185.19	224.73	2	2	112.37
abatia	167.89	220.19	3	3	73.40
abdon batista	125.40	156.70	1	1	156.70
abelardo luz	679.70	797.58	6	6	132.93
abrantes	678.00	761.36	2	2	380.68
abre campo	281.68	367.29	6	5	73.46
abreu e lima	2,376.95	2,871.92	11	11	261.08
acaiaca	164.90	207.90	2	2	103.95
acailandia	937.79	1,233.48	7	7	176.21
acajutiba	28.89	50.95	1	1	50.95
acarau	1,364.96	1,639.94	8	8	204.99
acari	364.00	412.43	1	1	412.43
acegua	209.90	282.39	2	2	141.20
acopiara	647.67	901.67	7	7	128.81
Toplam	**13,591,643.70**	**15,843,553.24**	**99441**	**98816**	**160.33**

Customer Overview

Product Category

Tümü

Total Customer

99 B

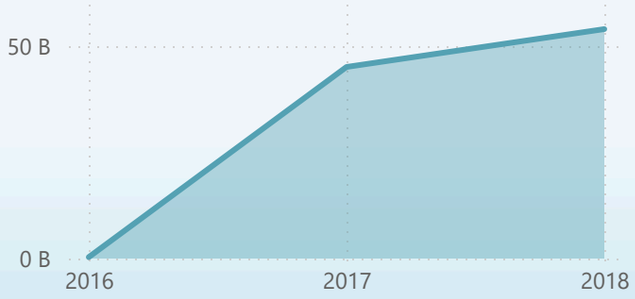
Custemer City

Tümü

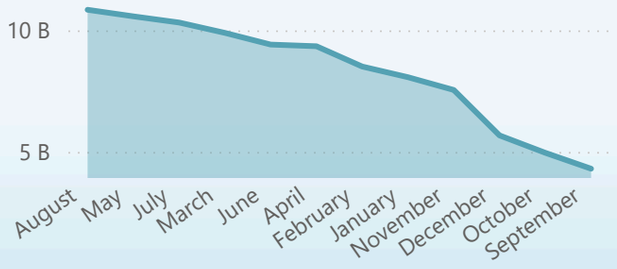
2016 | 2017 | 2018

April | August | December | February | January | July | June | March | May | November | October

Customers by Years

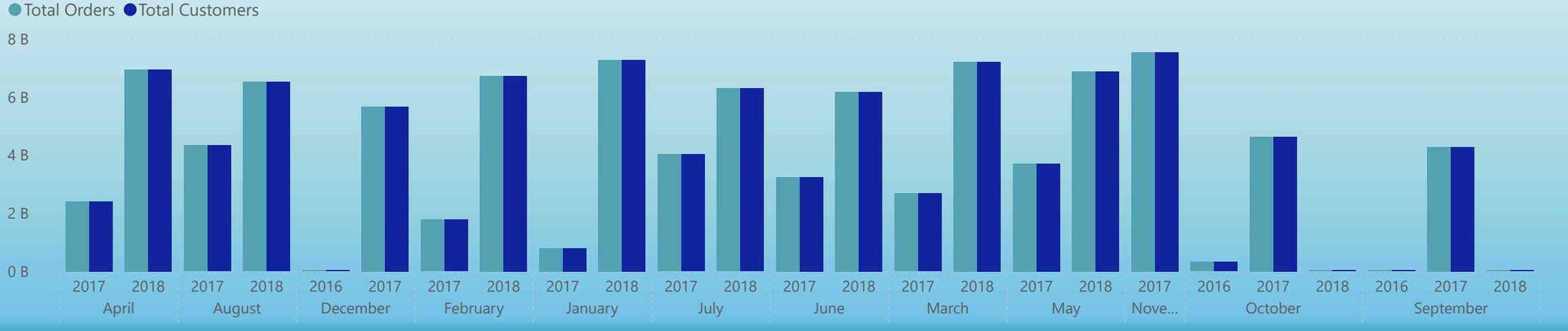


Customers by Mounts



Customers by State(Top 10)

Customers and Orders



Delivery Overview

Product Category

Tümü

2016 | 2017 | 2018

Average Delivery Days: 8.97

Late Deliveries: 8 B

Late Delivery Rate: 0.08

Avg Freight: 19.99

Custemer City

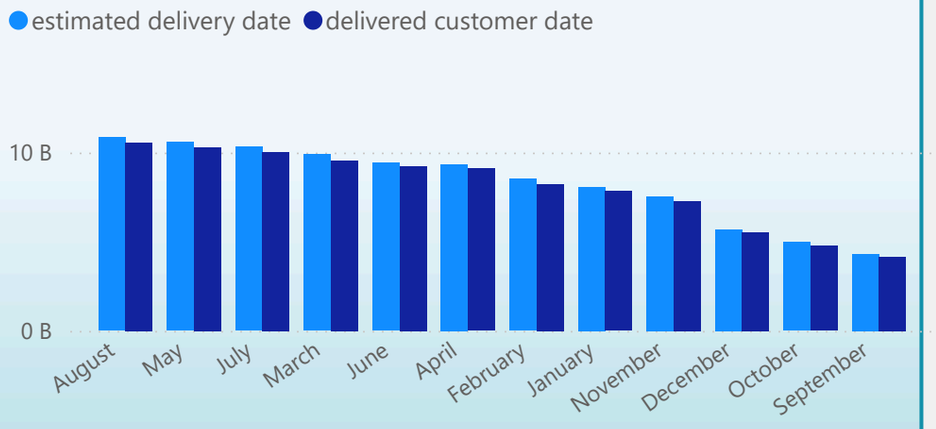
Tümü

April | August | December | February | January | July | June | March | May | November | October

Late Delivery Heatmap

customer_state	April	August	December	February	January	July	June	March	May	November	October	Septem
TO	0.09	0.11	0.07	0.41		0.09		0.25	0.12	0.18		
SP	0.03	0.11	0.03	0.07	0.04	0.04	0.02	0.09	0.05	0.08	0.04	
SE	0.37	0.05	0.15	0.07	0.04	0.05		0.33	0.11	0.27	0.24	
SC	0.05	0.05	0.06	0.22	0.11	0.03	0.02	0.22	0.07	0.15	0.05	
RS	0.03	0.06	0.11	0.12	0.08	0.02	0.02	0.16	0.03	0.15	0.04	
RR	0.25			0.14				0.13		0.50	0.25	
RO	0.05				0.04			0.17				
RN	0.31	0.08	0.07	0.06	0.02	0.07	0.02	0.21	0.05	0.18	0.04	
RJ	0.06	0.06	0.25	0.28	0.13	0.04	0.02	0.26	0.06	0.27	0.08	
PR	0.02	0.03	0.05	0.08	0.03	0.02	0.00	0.12	0.07	0.10	0.04	
PI	0.08	0.02	0.13	0.18	0.11	0.08	0.21	0.32	0.11	0.58	0.04	
PE	0.12	0.11	0.09	0.12	0.09	0.10	0.04	0.17	0.10	0.13	0.07	
PB	0.18	0.07	0.11	0.09	0.12	0.12	0.06	0.11	0.06	0.17		
PA	0.21		0.10	0.11	0.07	0.06	0.03	0.35	0.08	0.14	0.09	
MT	0.03	0.01	0.10	0.11	0.03		0.02	0.28	0.04	0.14	0.02	
MS	0.09	0.22	0.08	0.23	0.06	0.03	0.01	0.29	0.07	0.11	0.09	
Toplam	**0.06**	**0.07**	**0.08**	**0.13**	**0.06**	**0.04**	**0.02**	**0.17**	**0.07**	**0.14**	**0.05**	

Estimated vs Actual Delivery



Delivery Time Trend

Product Overview

Product Category

Tümü

2016 | 2017 | 2018

Total Orders by Product

99 B

High Freight Products

76.71

Average Review Score

3.84

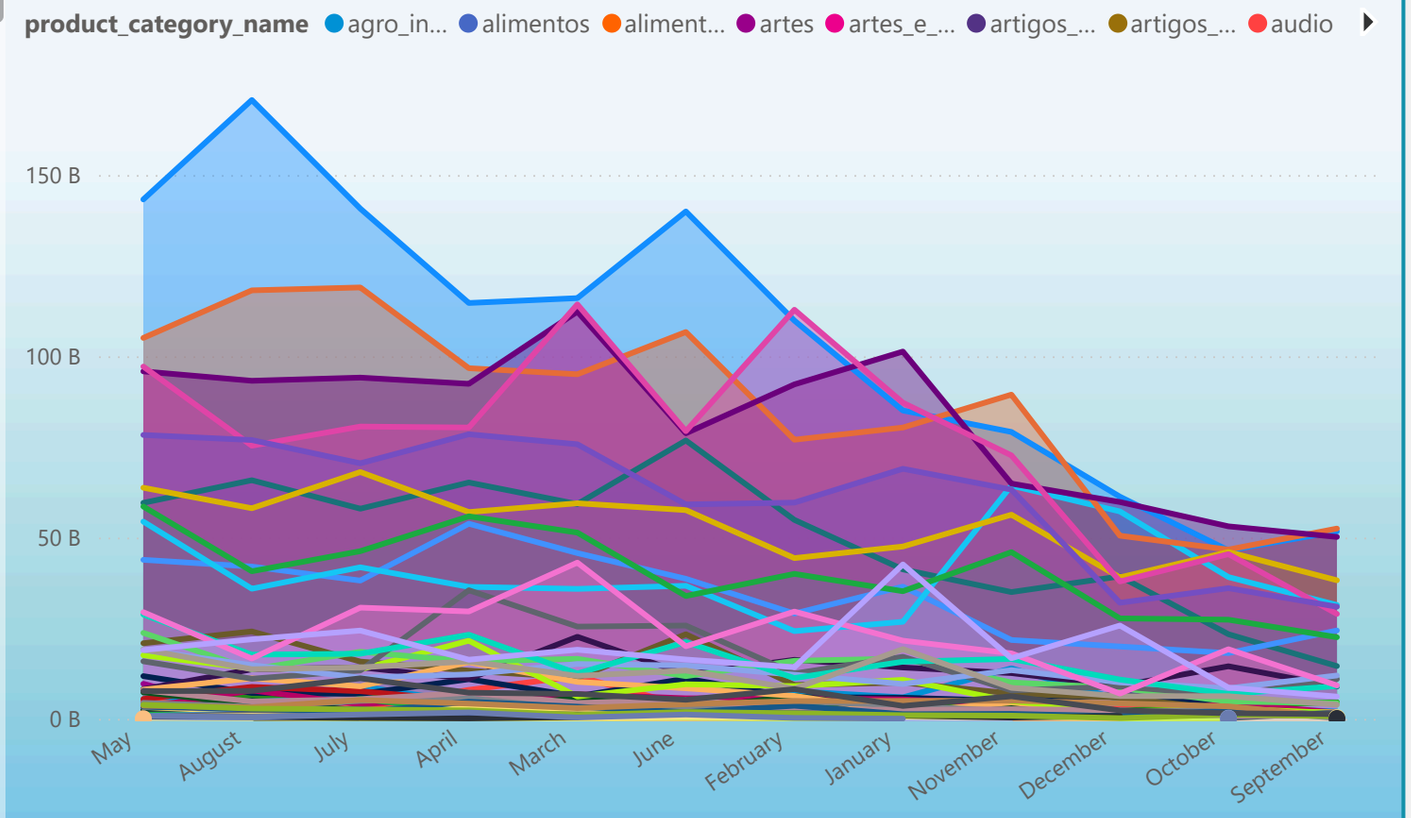
Custemer City

Tümü

April | August | December | February | January | July | June | March | May | November | October

Order Id	Year	Customer City	Customer State	Seller State	Seller City
00010242fe8c5a6d1ba2dd792cb16214	2017	campos dos goytacazes	RJ	SP	volta redonda
00018f77f2f0320c557190d7a144bdd3	2017	santa fe do sul	SP	SP	sao paulo
000229ec398224ef6ca0657da4fc703e	2018	para de minas	MG	MG	borda da mata
00024acbcdf0a6daa1e931b038114c75	2018	atibaia	SP	SP	franca
00042b26cf59d7ce69dfabb4e55b4fd9	2017	varzea paulista	SP	PR	loanda
00048cc3ae777c65dbb7d2a0634bc1ea	2017	uberaba	MG	SP	ribeirao preto
00054e8431b9d7675808bcb819fb4a32	2017	guararapes	SP	SP	sao paulo
000576fe39319	2018	praia grande	SP	SP	presidente
Toplam	**20062 6179**				

Sales per Category



Product Overview

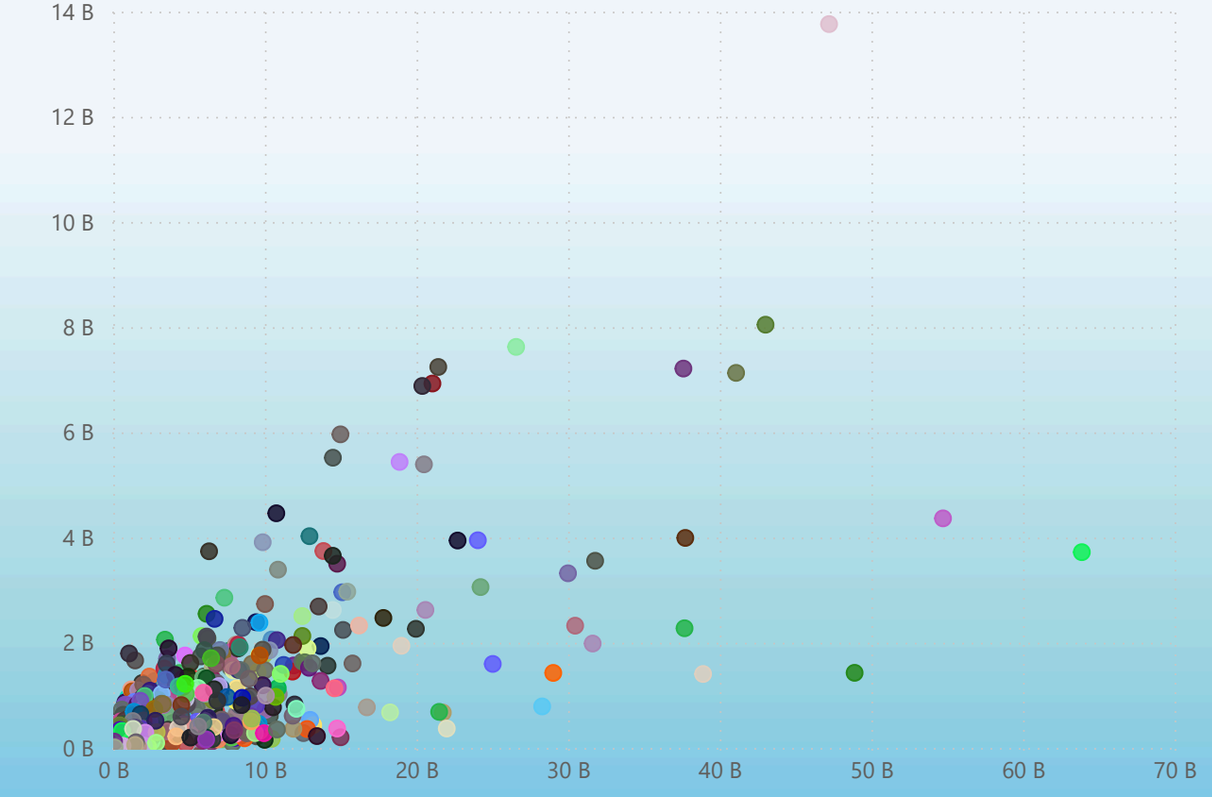
Product Category: Tümü

Custemer City: Tümü

2016 | 2017 | 2018

April | August | December | February | January | July | June | March | May | November | October

High Freight Cost Products



Top Performing Sellers(10)

Sellers Overview

Product Category: Tümü

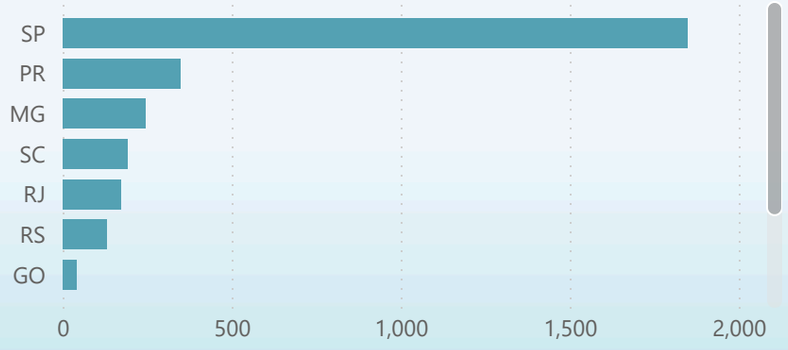
Total Sellers: 3 B

Custemer City: Tümü

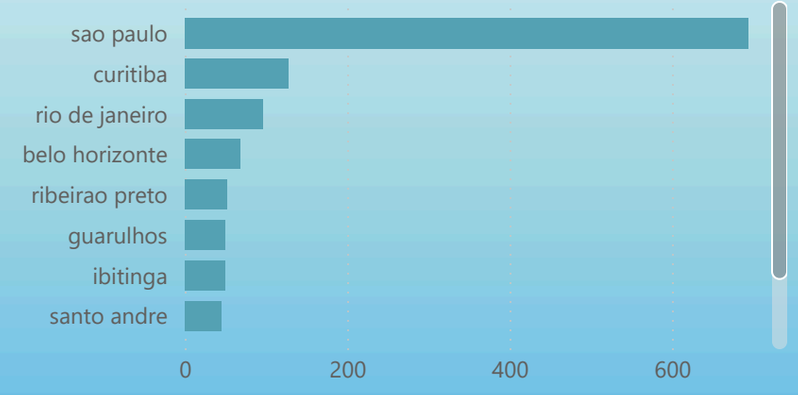
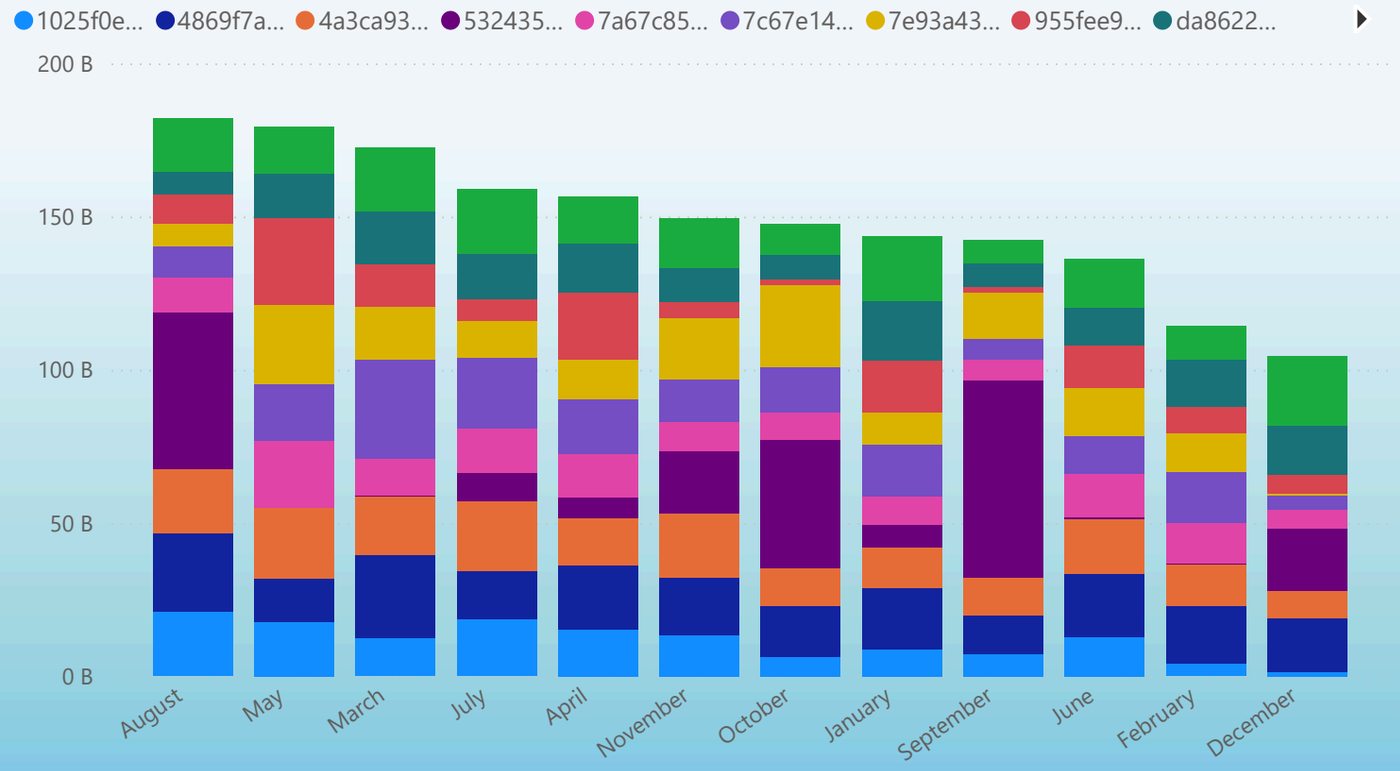
2016 | 2017 | 2018

April | August | December | February | January | July | June | March | May | November | October

Sellers per State(Top 10)



Sellers per City(Top 10)



Sales per Seller per Month(Top 10)