



# of Customers

89702



Total Sales

\$5.67M



Total Order Count

92624



Avg Order Value

\$61



Avg Delivery Days

12

Total Orders from 2016-2018



Month	Total Orders
Jan 2017	~10
Apr 2017	~50
Jul 2017	~100
Oct 2017	~150
Jan 2018	~200
Apr 2018	~250
Jul 2018	~300

Arrival Status



Status	Percentage
Early / On Time	92.19%
Late	7.81%

Total Orders and Total Items by Arrival Days



Arrival Days	Total Orders	Total Items
0	~1K	~1K
10	~7K	~8.5K
20	~3K	~3K
30	~1K	~1K
40	~0.5K	~0.5K
50	~0.2K	~0.2K
60	~0.1K	~0.1K

Seller to Carrier Status



Status	Percentage
Early / On Time	91.0%
Late	9.0%

Top 10 Seller's Location



Location	Total Orders
Sao Paulo, Sp	23.2K
Ibitinga, Sp	6.3K
Santo Andr...	2.6K
Curitiba, Pr	2.5K
Belo Horizo...	2.1K
Rio De Janei...	2.0K
Ribeirao Pre...	1.9K
Sao Jose Do...	1.9K
Maringa, Pr	1.8K
Guarulhos, Sp	1.6K

Avg Review Score



Score
4.09

% of Product Categories



Category	Percentage
Electronics	27%
Furniture	18%
Entertainment	14%
Books & Stationery	3%
Fashion	6%
Food & Drinks	1%
Home & Garden	13%
Industry & Construction	1%

Order Delivery Days with Product Categories



Category	Avg Processing Day	Avg Shipping Day
Beauty & Health	3.10	8.70
Books & Stationery	3.10	8.97
Electronics	3.23	9.34
Entertainment	2.86	8.83
Fashion	2.99	8.91
Food & Drinks	2.81	7.39
Furniture	3.94	9.15
Home & Garden	3.10	8.64
Industry & Construct...	2.83	8.06

% of Payment Types



Payment Type	Percentage
Credit Card	77.07%
Ticket	19.87%
Voucher	3.81%
Debit Card	1.51%

Total Orders by Payment Installments and Payment Types



Payment Installments	Credit Card	Debit Card	Ticket	Voucher	Total
1	24K	1K	18K	4K	47K
2	12K	0	0	0	12K
3	10K	0	0	0	10K
4	7K	0	0	0	7K
5	5K	0	0	0	5K
6	4K	0	0	0	4K
7	1K	0	0	0	1K
8	4K	0	0	0	4K
9	1K	0	0	0	1K
10	5K	0	0	0	5K