

Revenue

2016	2017	2018
------	------	------

158.33

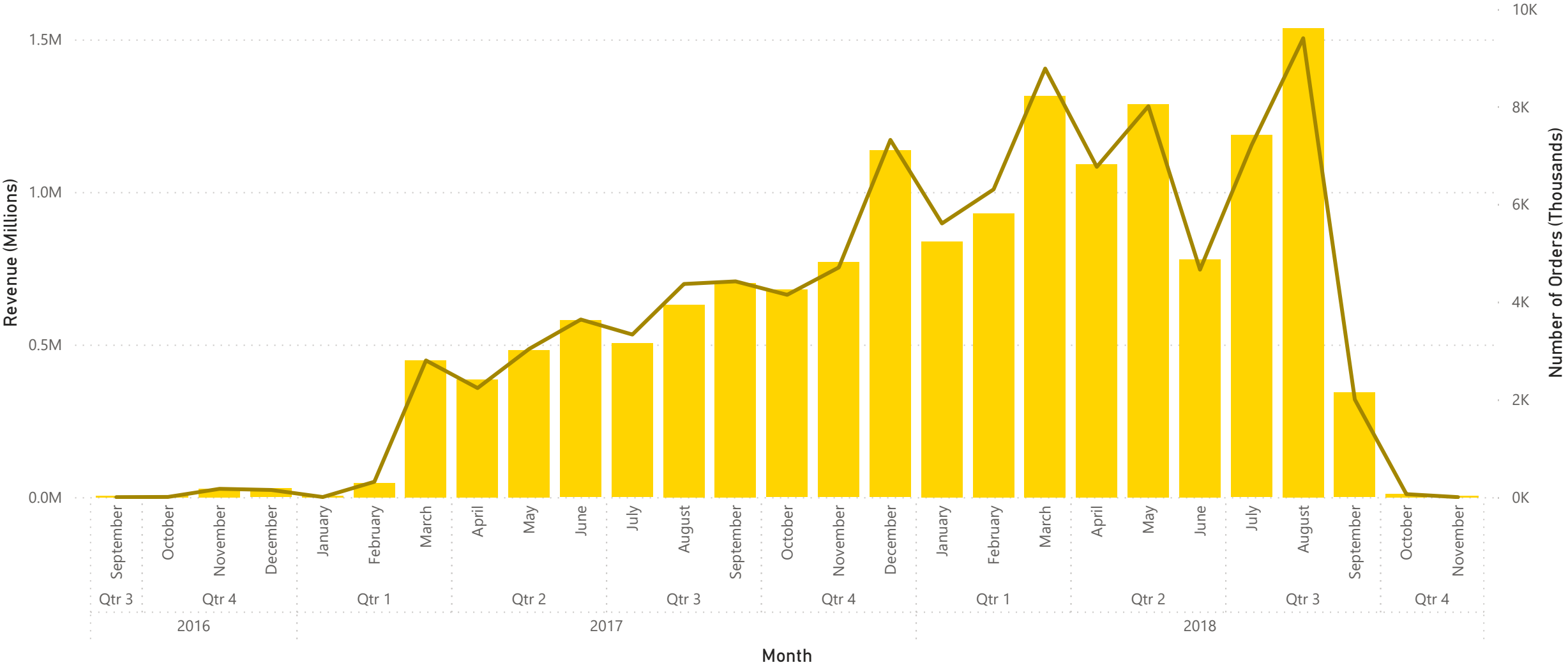
Average order value

0.63%

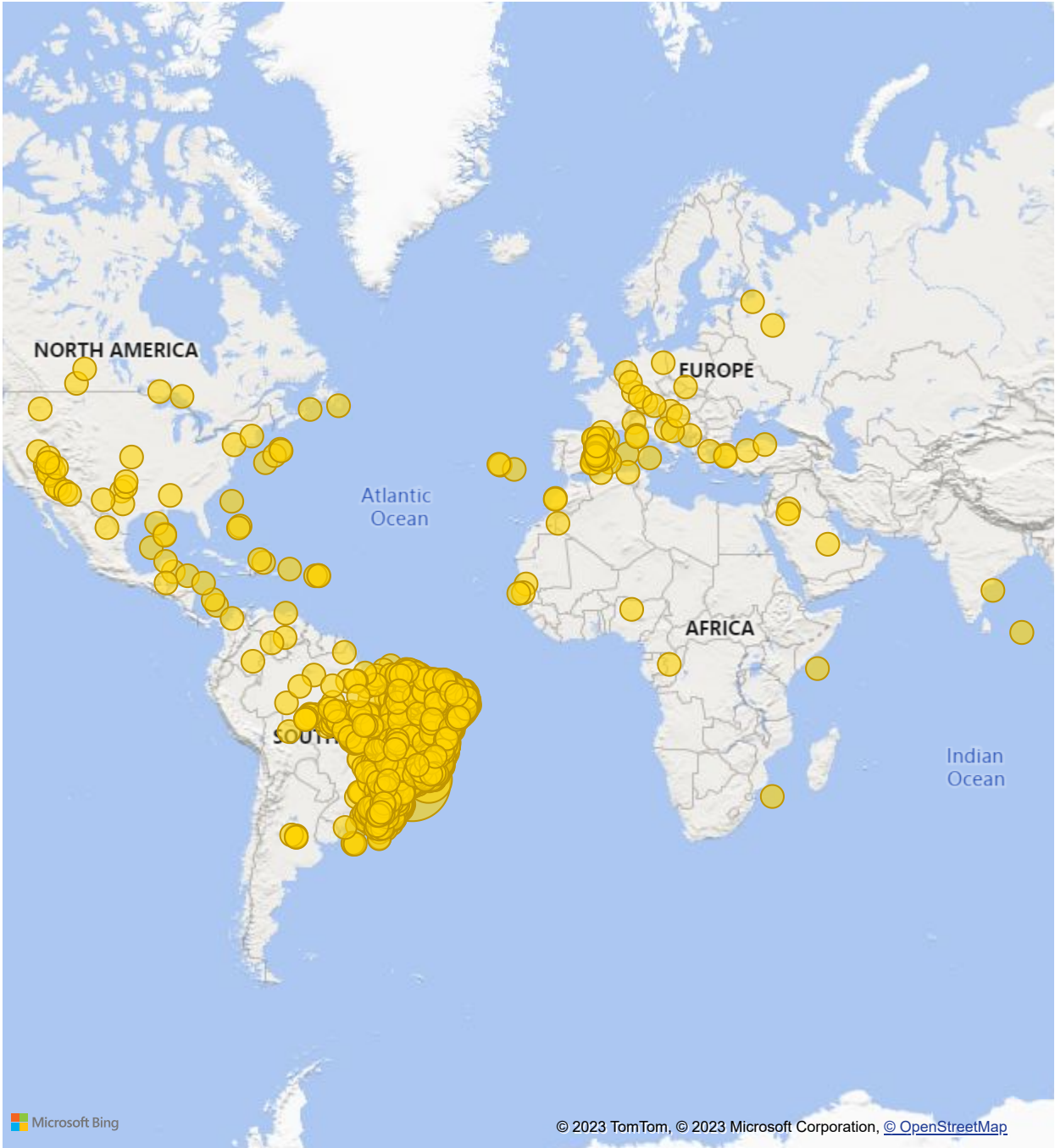
Cancel rate

Total Revenue and Number of orders

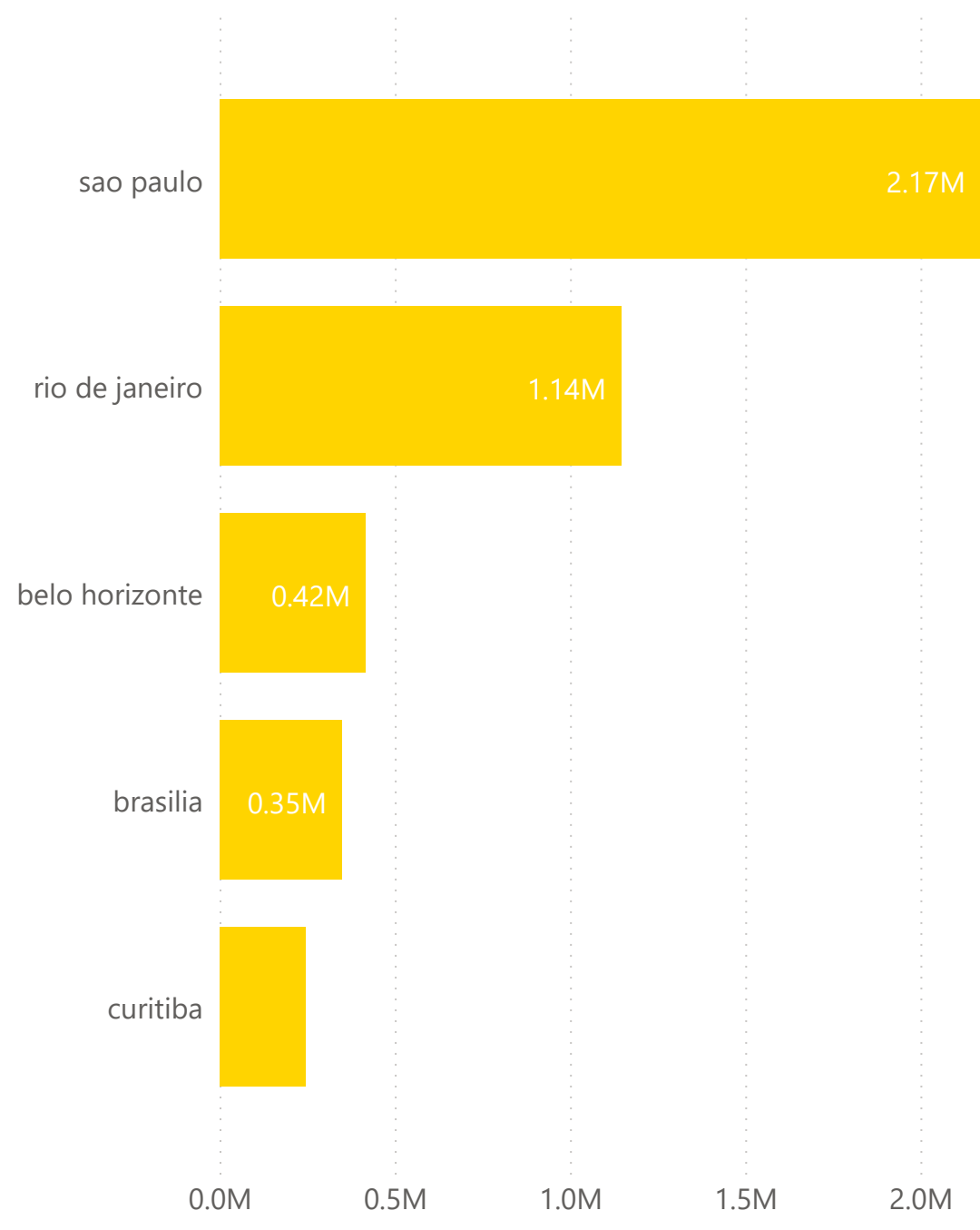
● Sum of payment_value ● Count of order_id



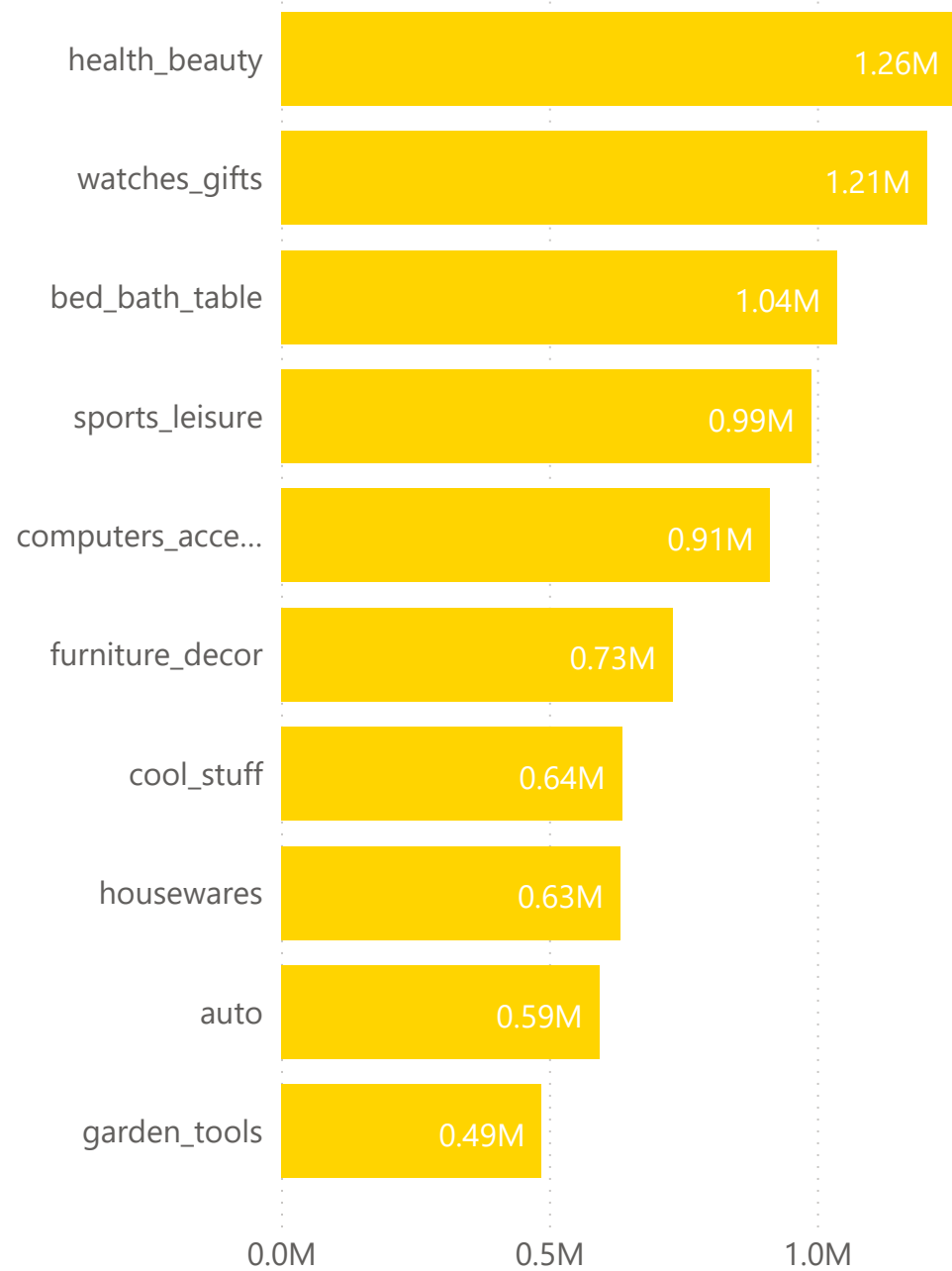
Number of orders by city



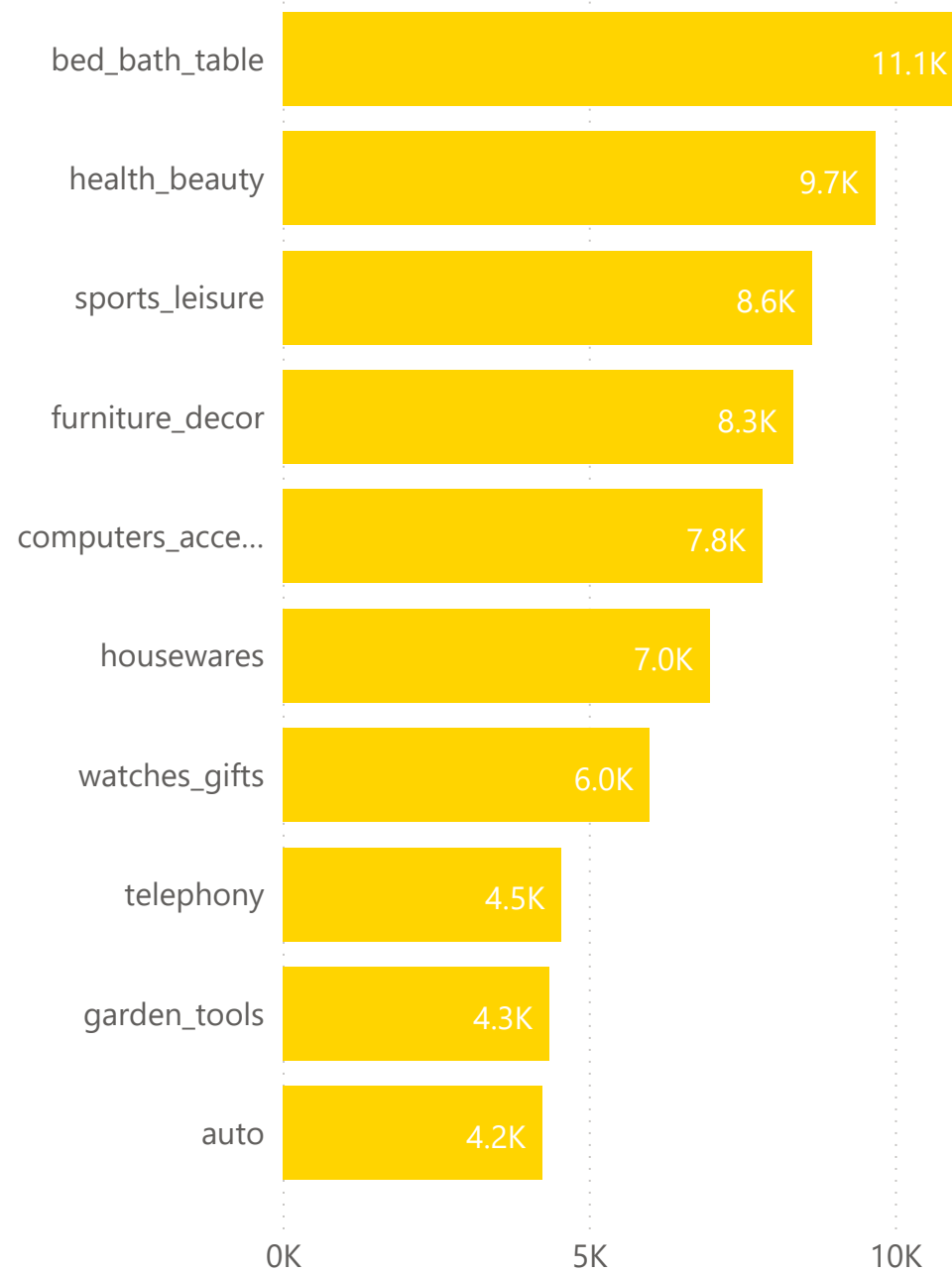
Total revenue by City



Top 10 products by revenue



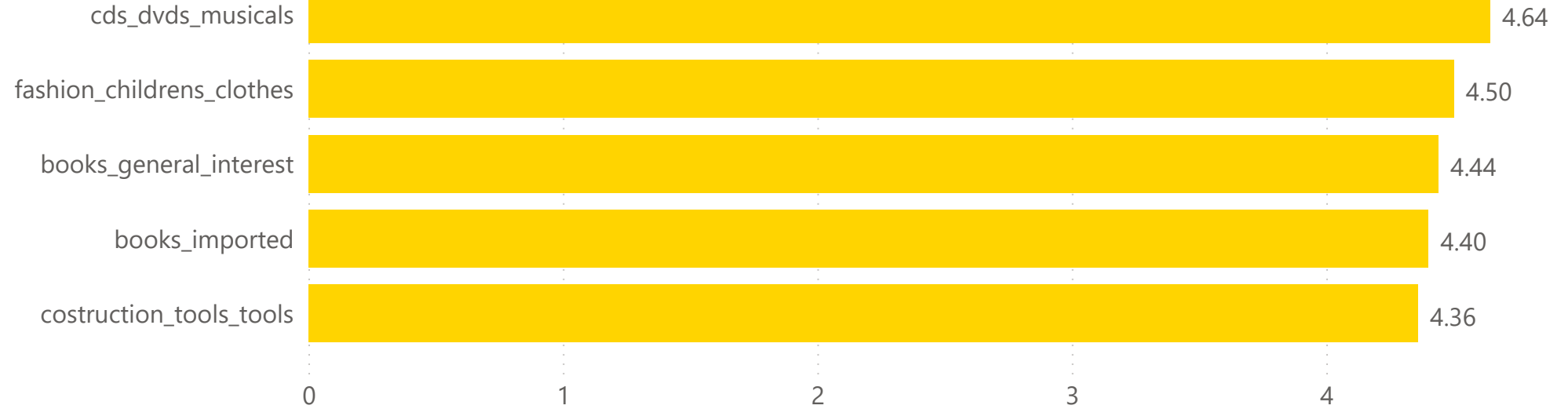
Top 10 products by number of orders



41.76%

Comment rate

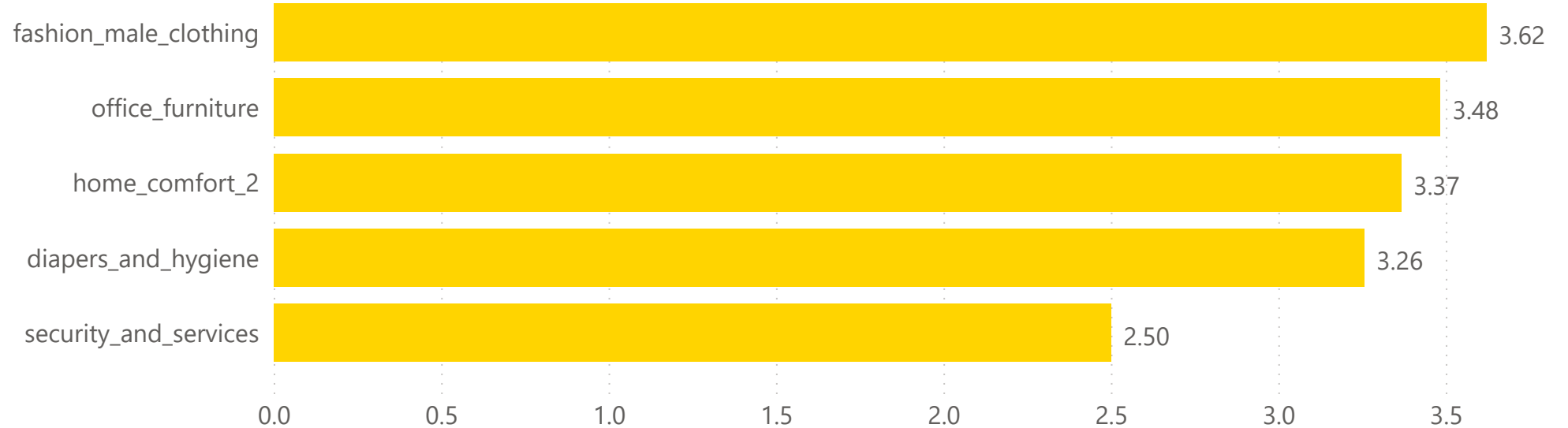
Top 5 products with highest review scores



76.64%

Good review score

Bottom 5 products with lowest review scores



Delivery

2016

2017

2018

Average delivery duration (days)

12.50

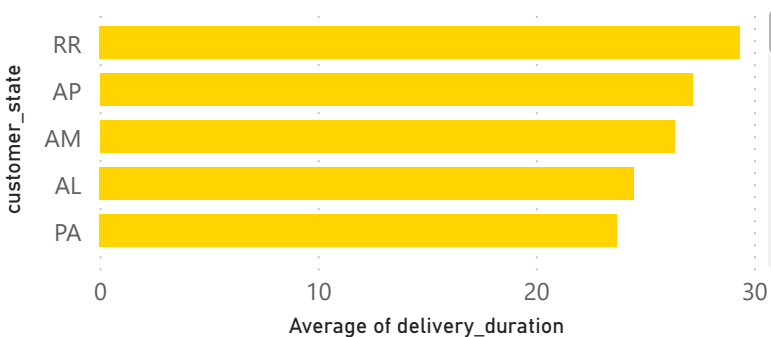
Average confirmation duration (days)

0.52

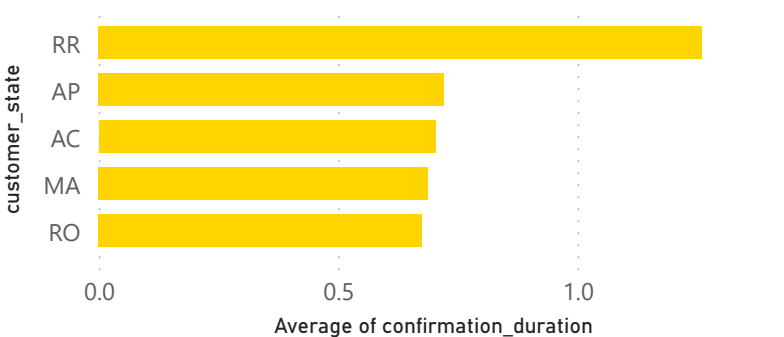
Average pickup duration (days)

2.71

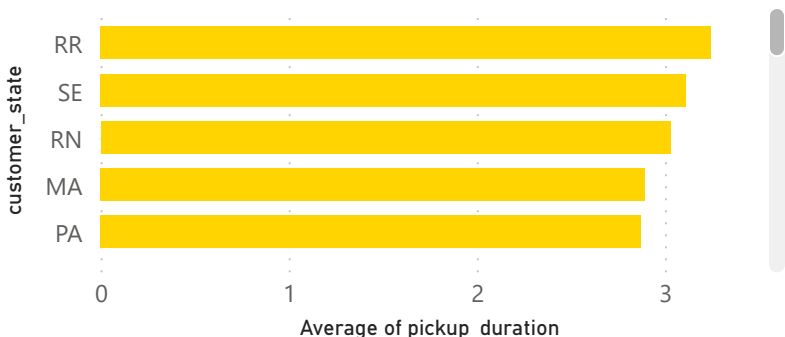
Average of delivery_duration by customer_state



Average of confirmation_duration by customer_state



Average of pickup_duration by customer_state



The effect delivery duration on review_score

review_score	Average of delivery_duration	Average of confirmation_duration	Average of pickup_duration
5	10.62	0.50	2.37
4	12.25	0.52	2.70
3	14.22	0.54	3.04
2	16.67	0.56	3.43
1	21.27	0.58	4.10

Percentage of late orders

8.11%

Top 10 sellers with slowest delivery time

seller_id	Average of delivery_duration	Average of confirmation_duration	Average of pickup_duration	Average of review_score
8e670472e453ba34a379331513d6aab1	86.00	0.00	61.00	1.00
586a871d4f1221763fddb6ceefdeb95e	69.00	2.00	48.00	1.00
87f3e35268860433e13d577825aada95	52.00	1.33	45.00	1.00
8c3b533c63cca56240f94f1e3a6b18ef	48.80	0.25	27.60	1.25
8629a7efec1aab257e58cda559f03ba7	59.00	0.00	25.00	1.00
3da38366e7bd9baf6369071f782ecdf0	53.00	1.00	22.00	1.00
eebb3372362aa9a46975164bed19a7e7	52.50	0.00	8.00	2.13
be1e9e378700cecaa4ebf71433d7915c	48.00	1.00	4.50	3.00
df683dfda87bf71ac3fc63063fba369d	190.00	0.00	4.00	1.00
327b89b872c14d1c0be7235ef4871685	48.00	0.00	3.33	2.33
4fb41dff7c50136976d1a5cf004a42e2	66.67	0.33	2.33	4.00

Top 10 cities with slowest delivery time

customer_city	Average of delivery_duration	Average of confirmation_duration	Average of pickup_duration
fortaleza	20.55	0.53	2.70
salvador	19.26	0.56	2.62
porto alegre	15.91	0.51	2.70
rio de janeiro	14.68	0.45	2.90
niteroi	14.53	0.42	2.88
brasilvia	12.90	0.50	2.69
belo horizonte	11.02	0.45	2.77
curitiba	10.39	0.56	2.58
campinas	9.76	0.52	2.67
sao paulo	8.01	0.46	2.63

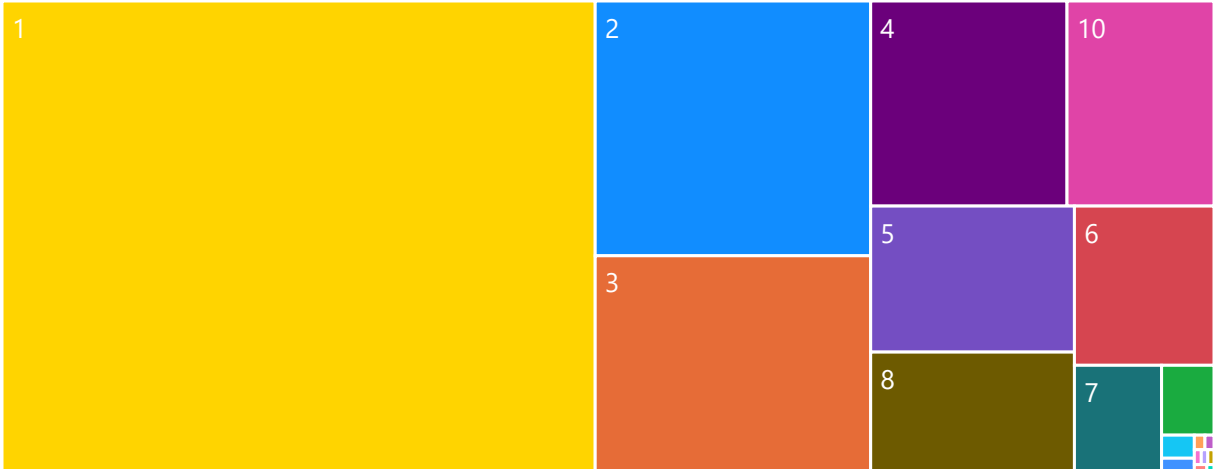
Payment

2016

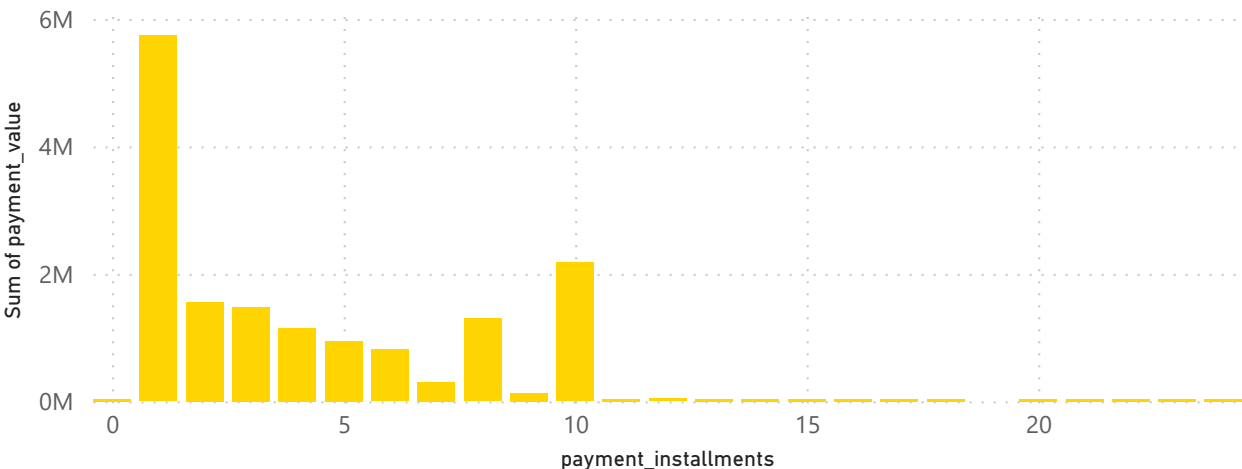
2017

2018

Count of order_id by payment_installments

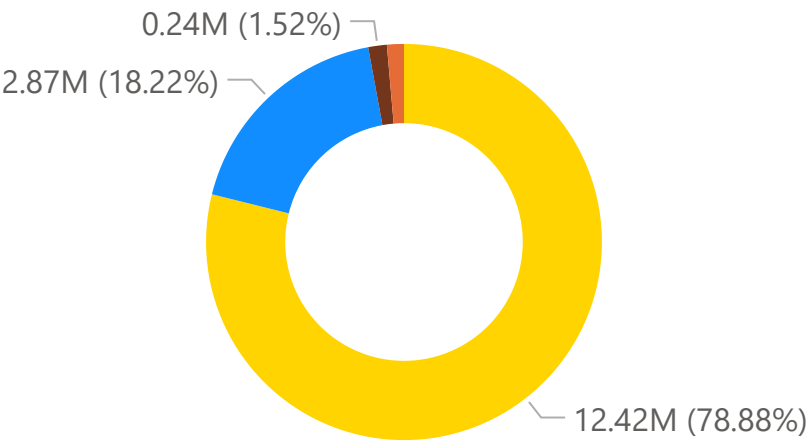


Sum of payment_value by payment_installments



Sum of payment_value by payment_type

payment_type ● credit_card ● cash ● voucher ● debit_card ● not_defined



Average installments by products

product_category	Average of installments
computers	6.24
small_appliances_home_oven_and_coffee	5.61
la_cuisine	4.71
home_appliances_2	4.46
home_comfort	4.26
furniture_living_room	4.16
office_furniture	3.93
fashio_female_clothing	3.79