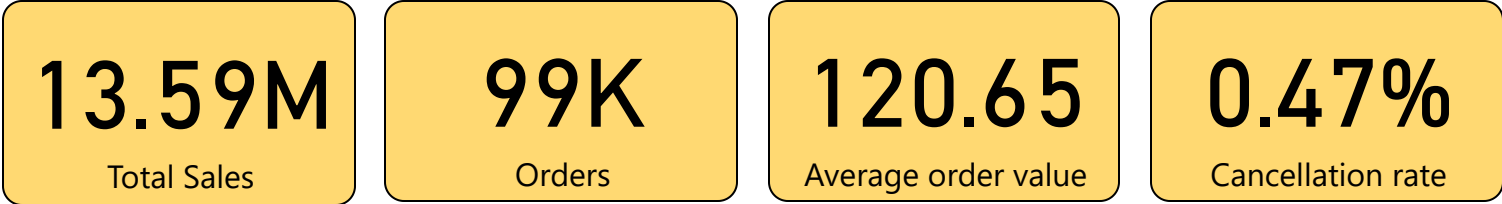


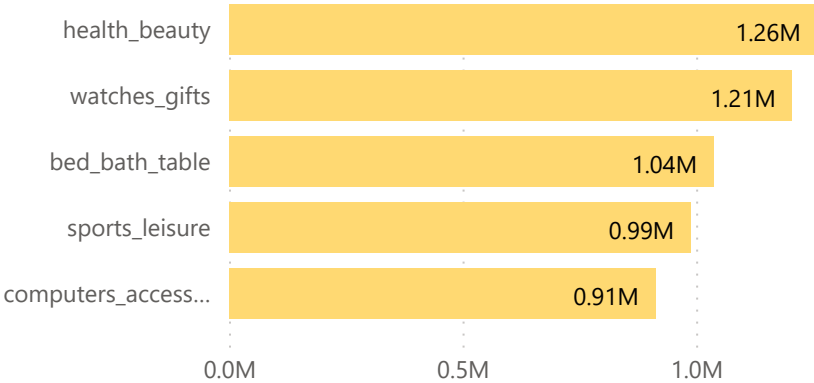
# Master Dashboard

2016	2017	2018
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Inactive Customers	Past High Rollers	Recent Buyers	VIP Shoppers
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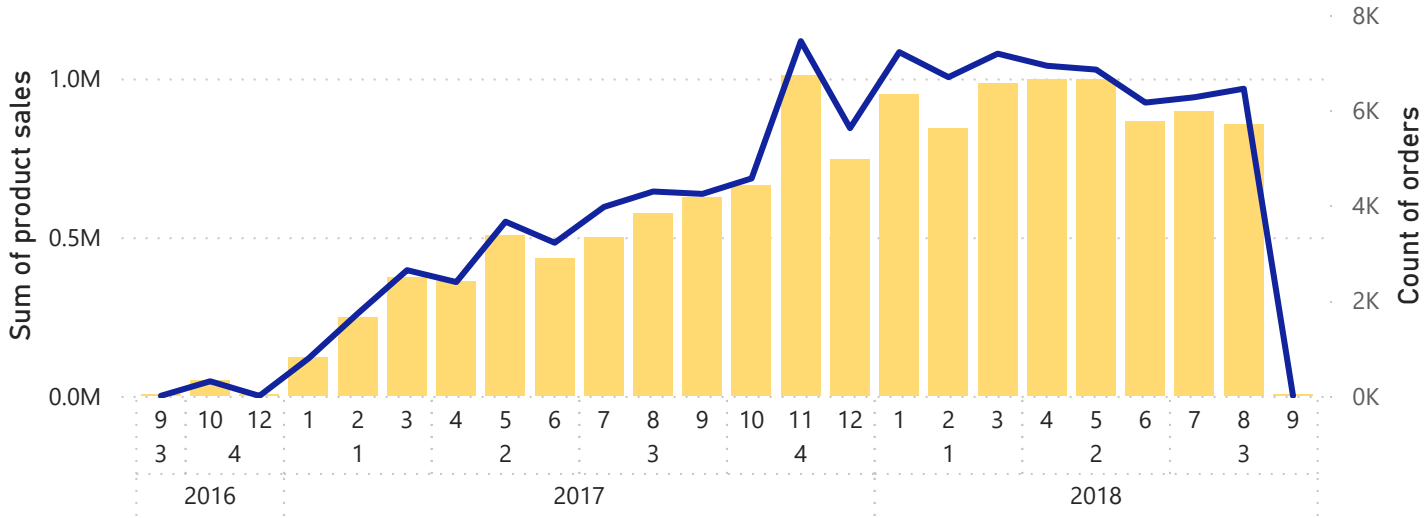


Top 5 highest-grossing products

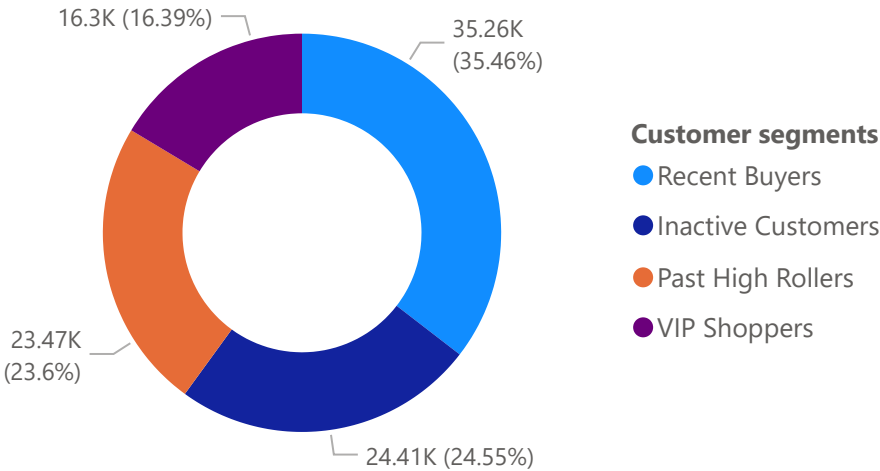


Product Sales and Number of orders over time

Sum of product sales Count of orders



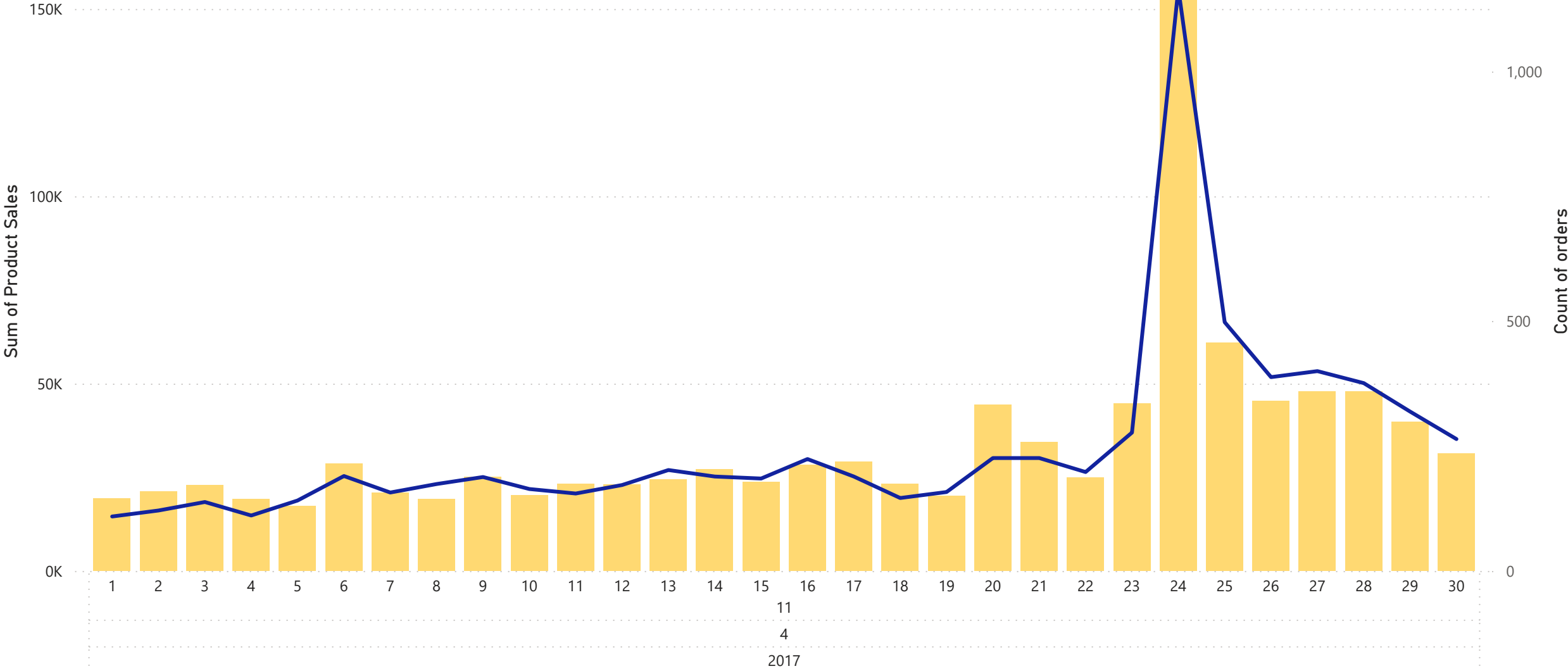
Number of customers by Customer segments



# Highest Sales Date

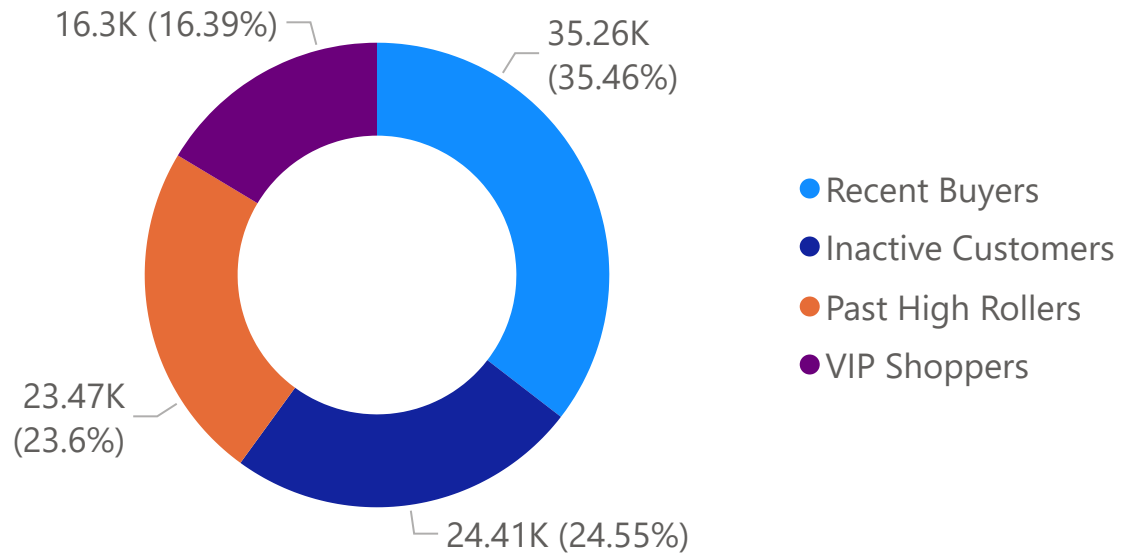
Product Sales and Number of orders over time

● Sum of Product Sales ● Count of orders

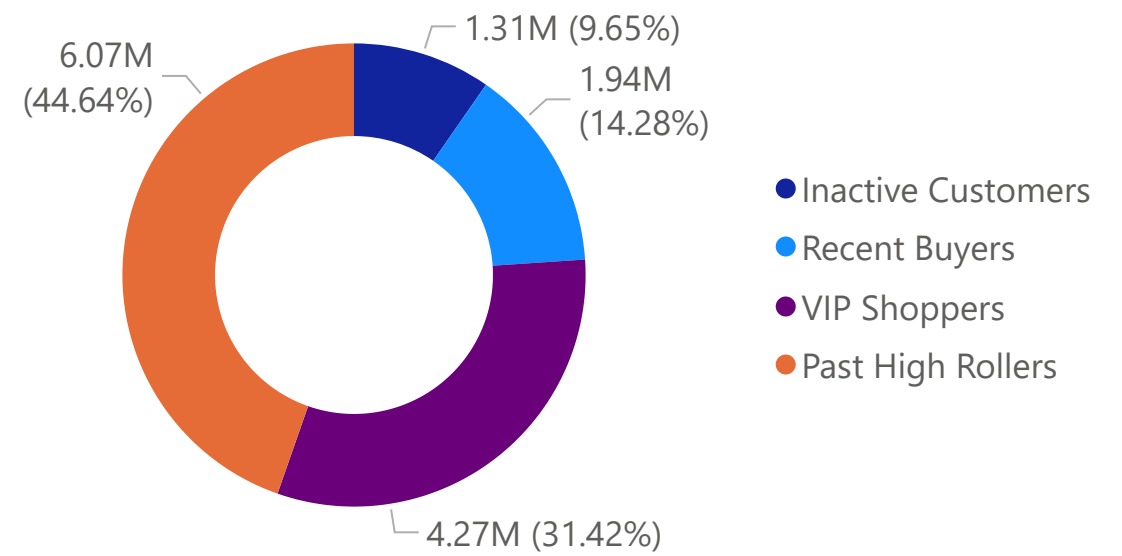


## Segments' Distribution

### Number of customers by segments



### Sales by segments



# Segments' Preference

Inactive Customers

Past High Rollers

Recent Buyers

VIP Shoppers

## Number of orders by specific periods of each weekdays

period	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Afternoon	5224	5153	4981	4907	4729	3470	3490	31954
Evening	3860	3721	3541	3332	3032	2884	3536	23906
Morning	3596	3689	3744	3502	3523	2215	1961	22230
Night	3388	3268	3159	2898	2718	2244	2901	20576
Total	16068	15831	15425	14639	14002	10813	11888	98666

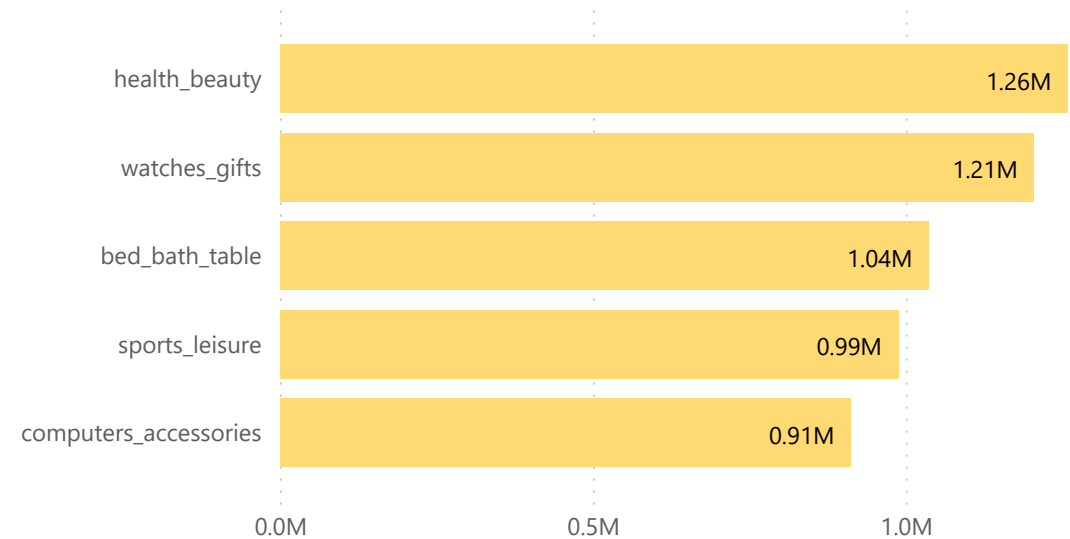
3.51

Average credit card installments

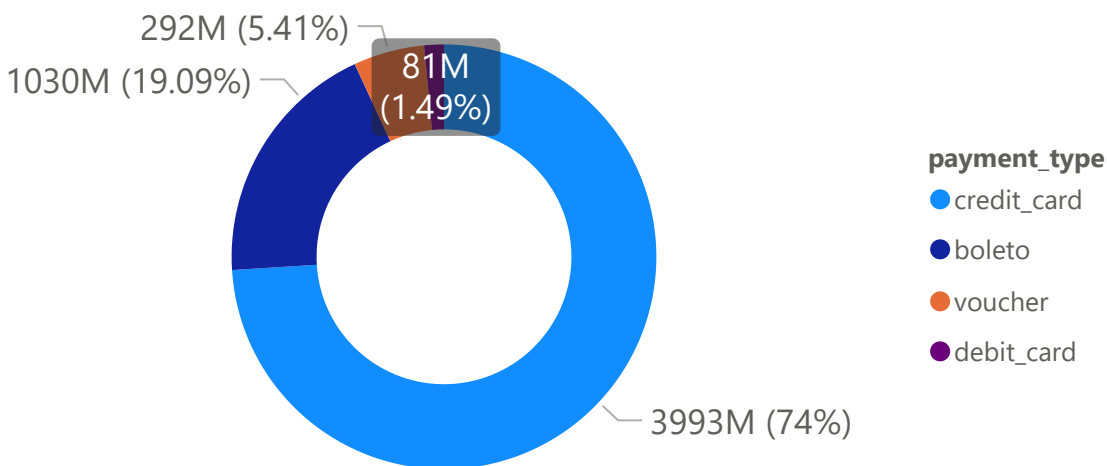
16.01M

Payment value

## Top 10 highest-grossing products



## Payment amount by Payment Types

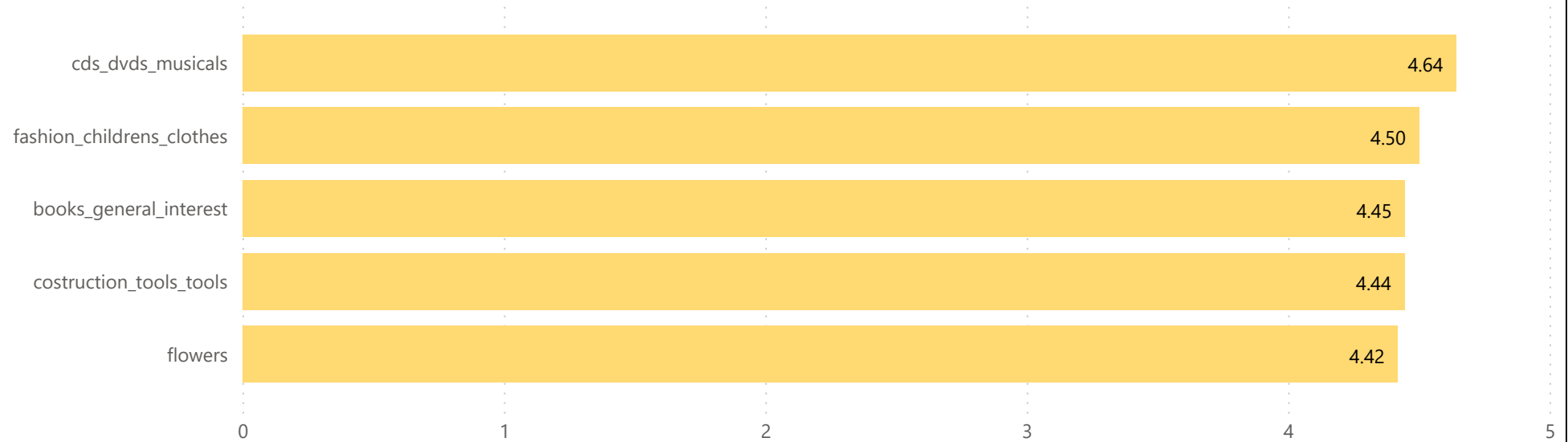


## Product Reviews

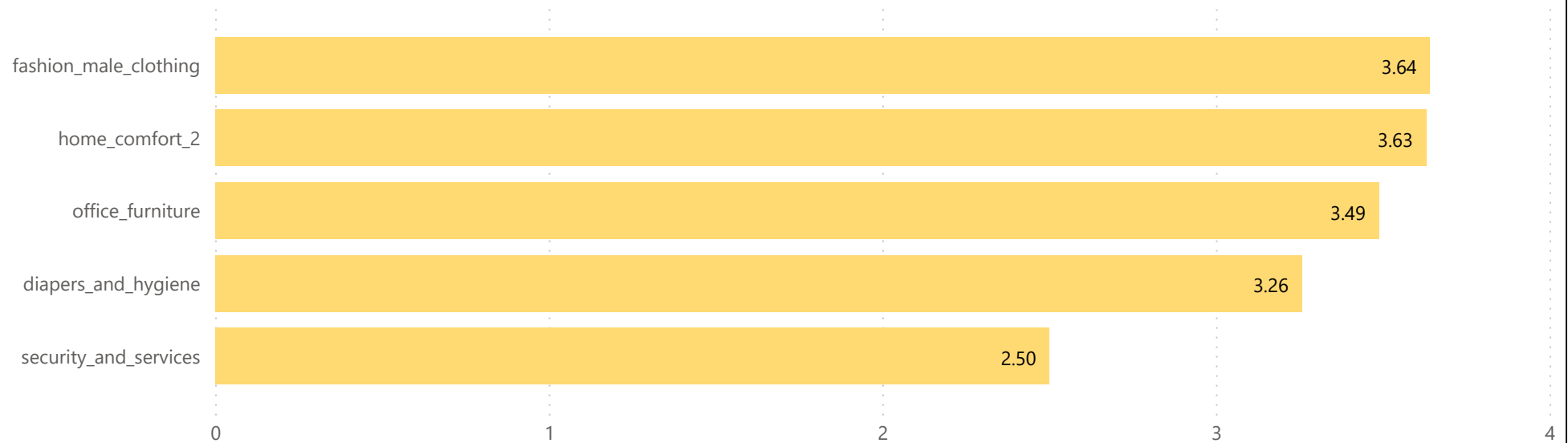
40.77%

Comment rate

### Top 5 highest-rated products



### Top 5 lowest-rated products



# Delivery Time & Reviews

2016	2017	2018
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0.53

Average Confirmation duration (days)

2.75

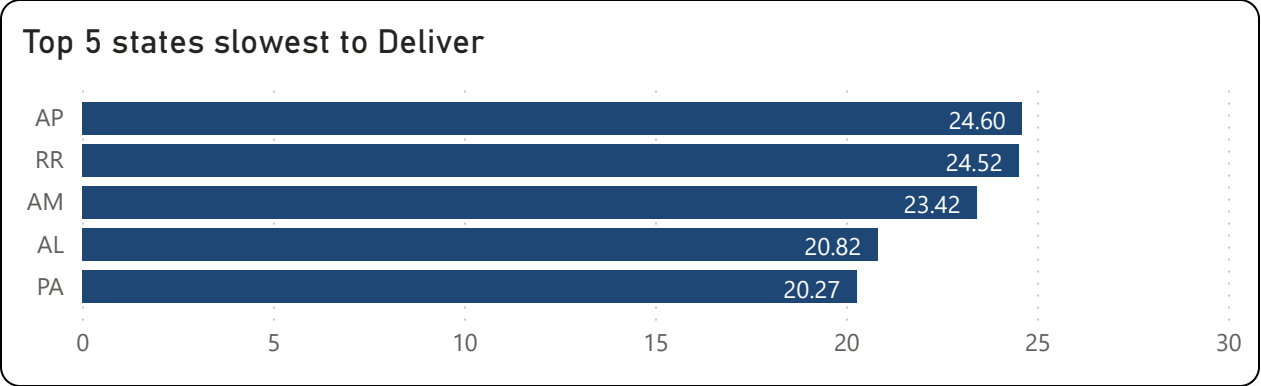
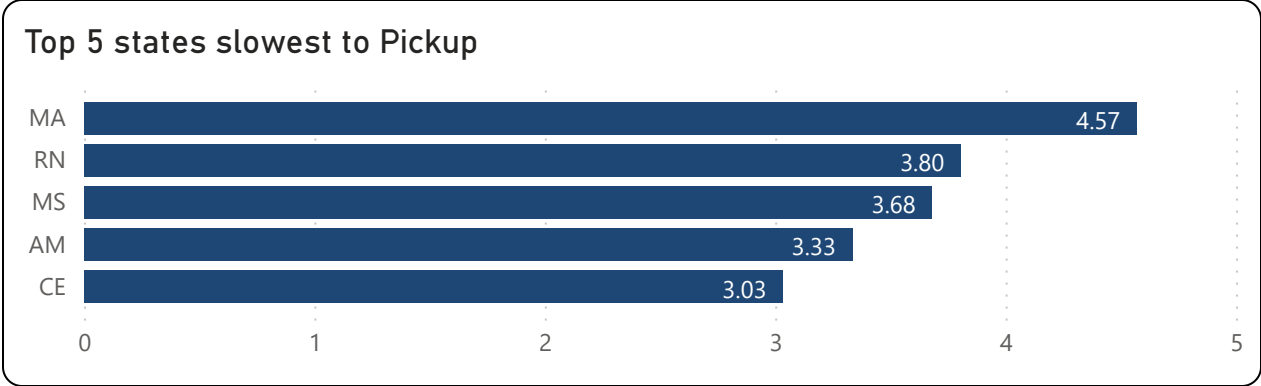
Average pickup duration (days)

9.14

Average delivery duration (days)

12.41

Average start to end duration (days)



The effect of delivery time on review scores

review_score	Average confirmation duration	Average pickup duration	Average delivery duration	Average start to end duration
1	0.58	4.00	14.93	19.54
2	0.55	3.40	11.79	15.76
3	0.55	3.07	10.37	13.98
4	0.53	2.73	8.90	12.15
5	0.51	2.40	7.68	10.59

8.11%

Late orders

# States, Cities and Sellers

State	Sales	Order count	Late order count	Percentage of late orders
SP	5,202,955.05	41375	2387	5.89%
RJ	1,824,092.67	12762	1664	13.47%
MG	1,585,308.03	11544	638	5.62%
RS	750,304.02	5432	382	7.15%
PR	683,083.76	4998	246	5.00%
SC	520,553.34	3612	346	9.76%
BA	511,349.99	3358	457	14.04%
DF	302,603.94	2125	147	7.07%
GO	294,591.95	2007	160	8.18%
ES	275,037.31	2025	244	12.23%
PE	262,788.03	1648	172	10.80%
CE	227,254.71	1327	196	15.32%
PA	178,947.81	970	117	12.37%
MT	156,453.53	903	60	6.77%
MA	119,648.22	740	141	19.67%
MS	116,812.64	709	81	11.55%
PB	115,268.08	532	57	11.03%
PI	86,914.08	493	76	15.97%
RN	83,034.98	482	51	10.76%
AL	80,314.81	411	95	23.93%
SE	58,920.85	345	51	15.22%
TO	49,621.74	279	35	12.77%
RO	46,140.64	247	7	2.88%
AM	22,356.84	147	6	4.14%
AC	15,982.95	81	3	3.75%
AP	13,474.30	68	3	4.48%
RR	7,829.43	46	5	12.20%

seller_id	Average confirmation time	Average pickup time	Average delivery time	Average review score
df683dfda87bf71ac3fc63063fba369d	0.00	4.00	186.00	1.00
4fb41dff7c50136976d1a5cf004a42e2	0.33	2.33	64.00	4.00
327b89b872c14d1c0be7235ef4871685	0.00	3.33	44.67	2.33
eebb3372362aa9a46975164bed19a7e7	0.00	8.00	44.50	2.29
a154d7316f158bb42e6fa18bbe3afd3a	0.00	5.00	42.50	3.00
be1e9e378700cecaa4ebf71433d7915c	1.00	4.50	42.50	3.00
ebef8d8c92b4fd3226e5d407bbff21ac	0.00	1.33	39.00	2.67

City	Sales	Order count	Late order count	Percentage of late orders
sao paulo	1,914,924.54	15402	942	6.26%
rio de janeiro	992,538.86	6834	780	11.82%
belo horizonte	355,611.13	2750	166	6.15%
brasilia	301,920.25	2116	147	7.10%
curitiba	211,738.06	1510	74	4.97%
porto alegre	190,562.08	1372	158	11.77%
campinas	187,844.53	1429	143	10.17%
salvador	181,104.42	1238	208	17.51%
guarulhos	144,268.39	1178	72	6.29%
niteroi	117,907.12	845	103	12.48%
goiania	106,111.17	687	76	11.52%
sao bernardo do campo	104,540.99	928	57	6.26%