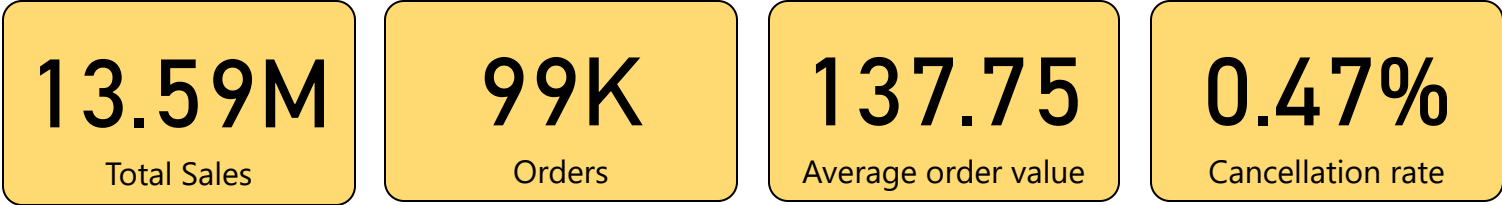


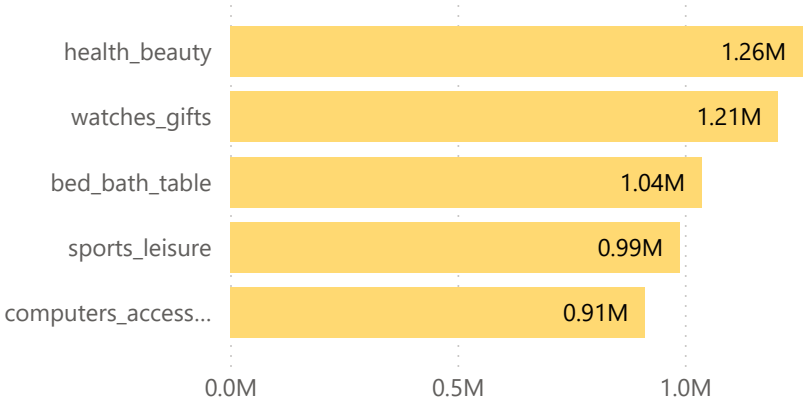
# Master Dashboard

2016	2017	2018
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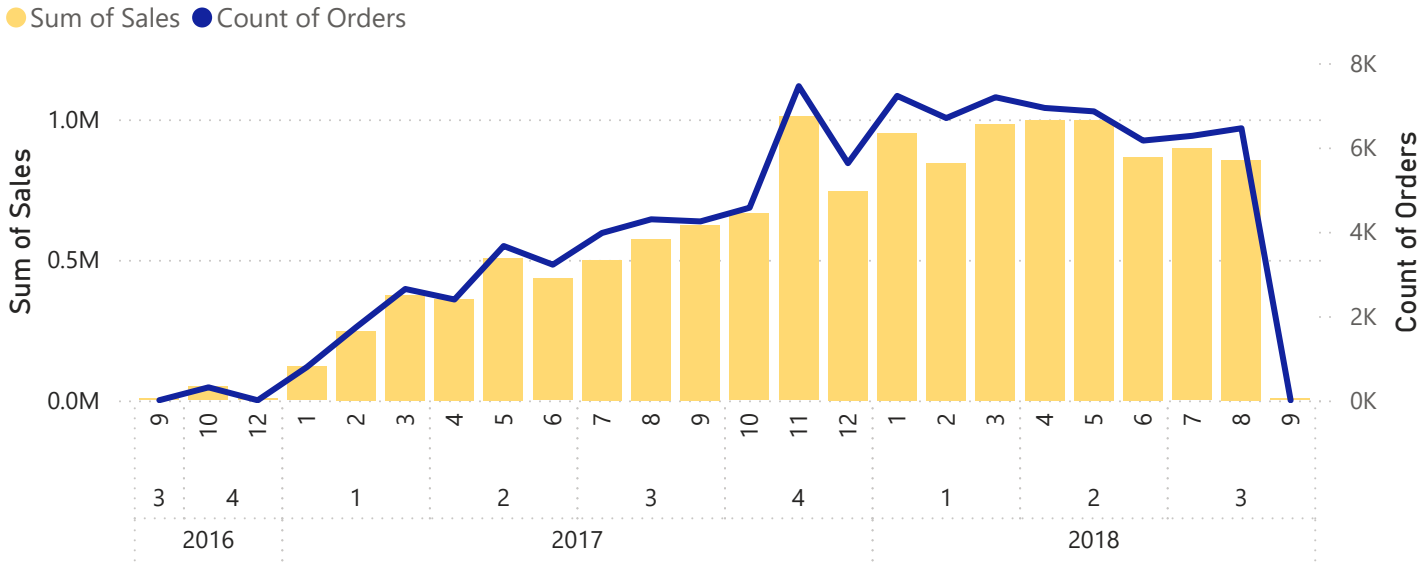
Inactive Customers	Past High Rollers	Potential Growth	VIP Shoppers
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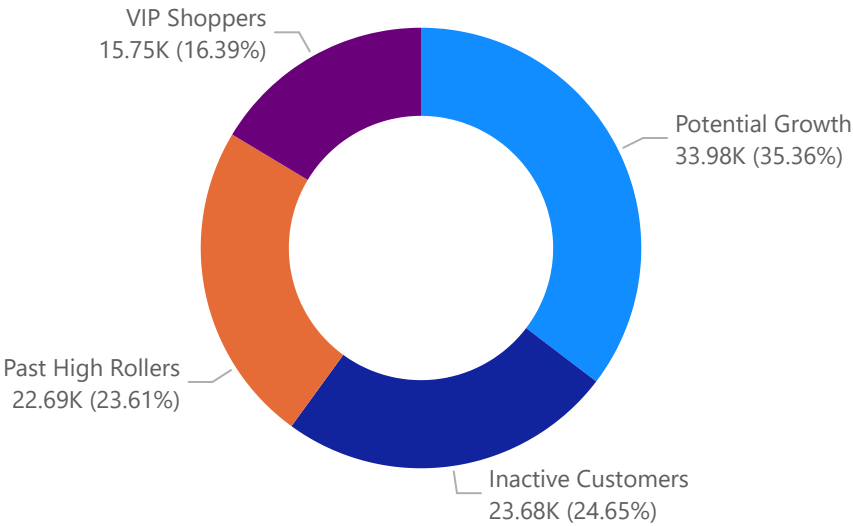
Top 5 highest-grossing products



Product Sales and Number of orders over time



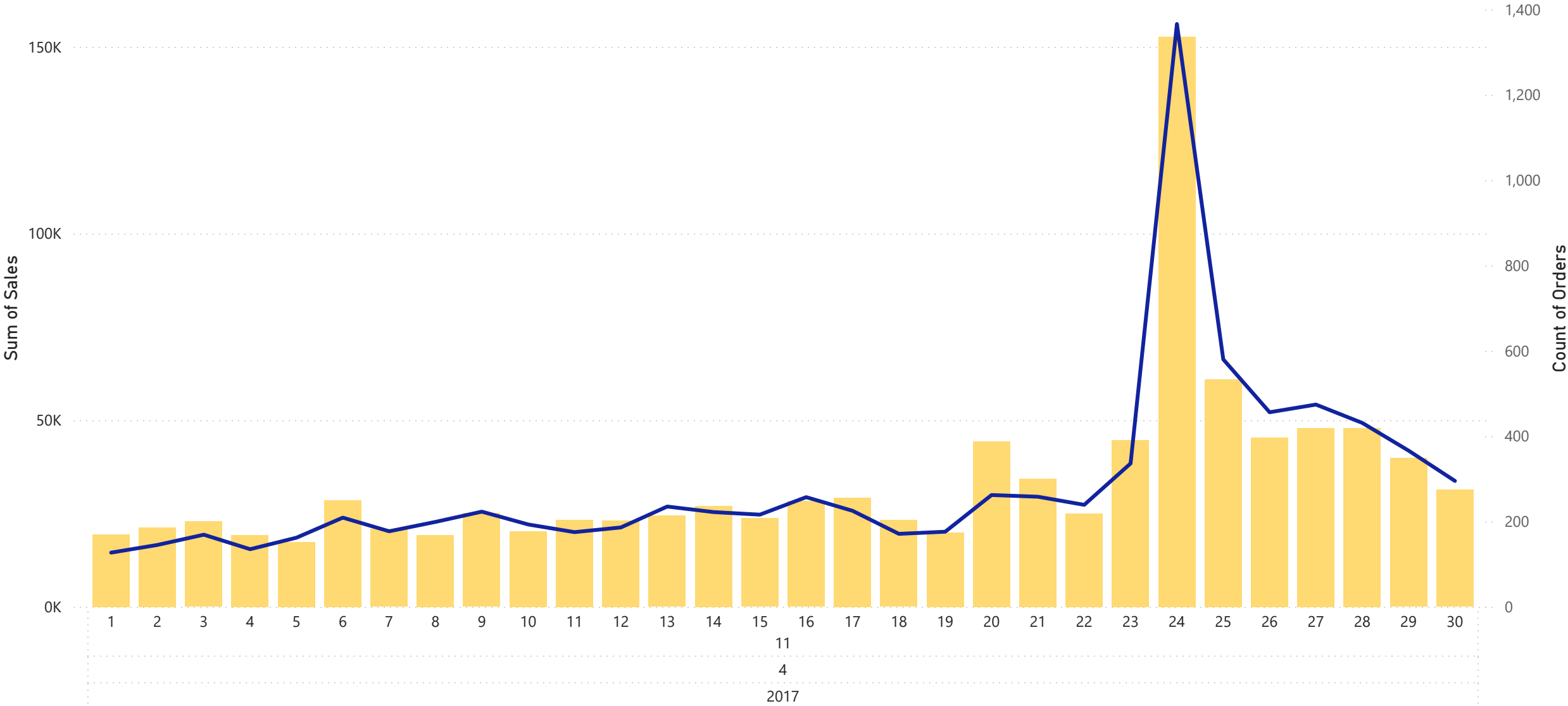
Number of customers by Customer segments



# Highest Sales Date

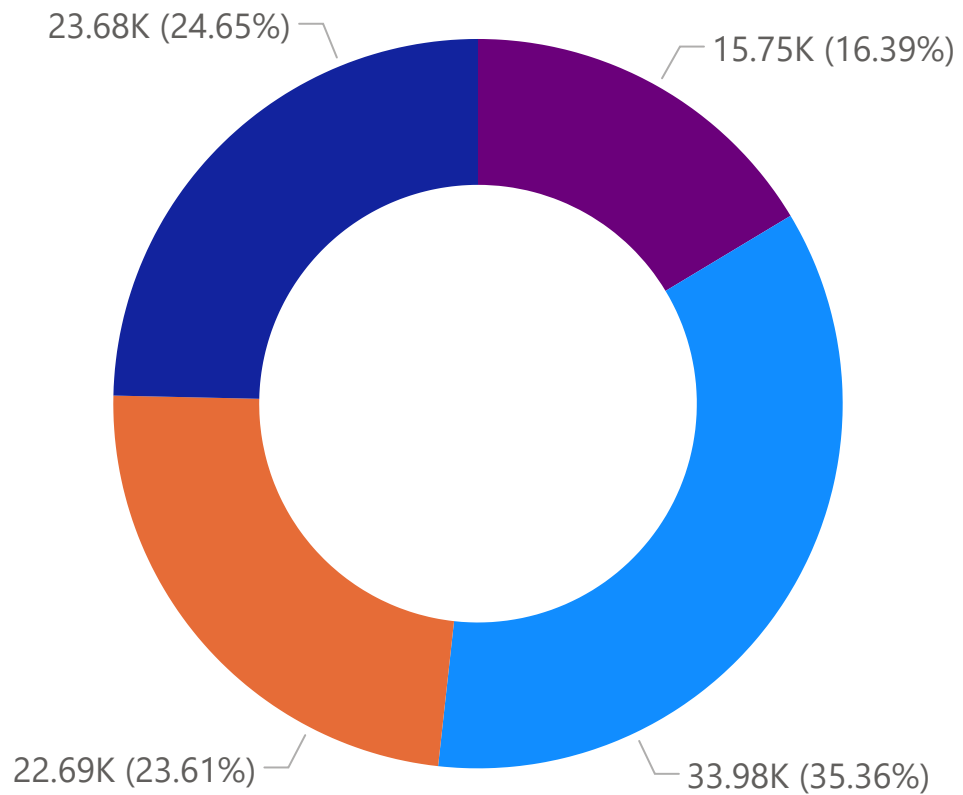
Product Sales and Number of orders over time

Sum of Sales Count of Orders



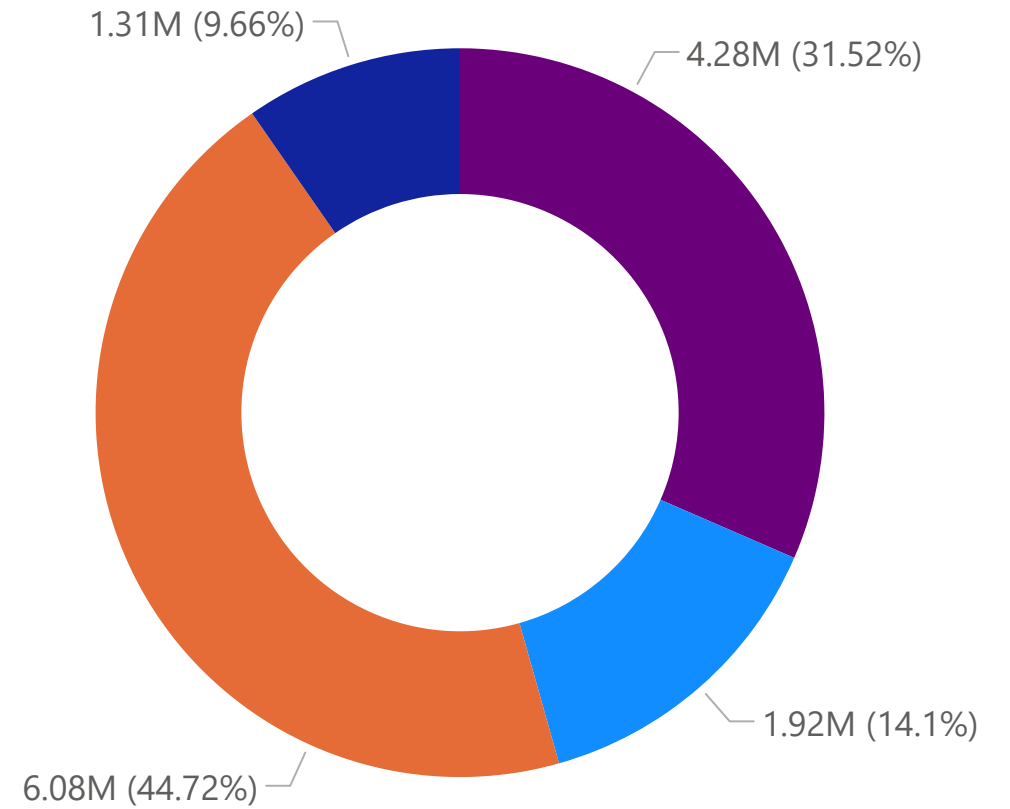
## Segments' Distribution

### Number of customers by segments



● VIP Shoppers ● Potential Growth ● Past High Rollers ● Inactive Customers

### Sales by segments



● VIP Shoppers ● Potential Growth ● Past High Rollers ● Inactive Customers

# Segments' Preference

Inactive Customers	Past High Rollers	Potential Growth	VIP Shoppers
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Number of orders by specific periods of each weekdays

PERIOD	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Night	579	579	522	457	380	317	481	3315
Morning	687	689	682	639	575	403	365	4040
Evening	747	653	638	595	454	461	622	4170
Afternoon	954	895	850	845	747	607	541	5439
Total	2967	2816	2692	2536	2156	1788	2009	16964

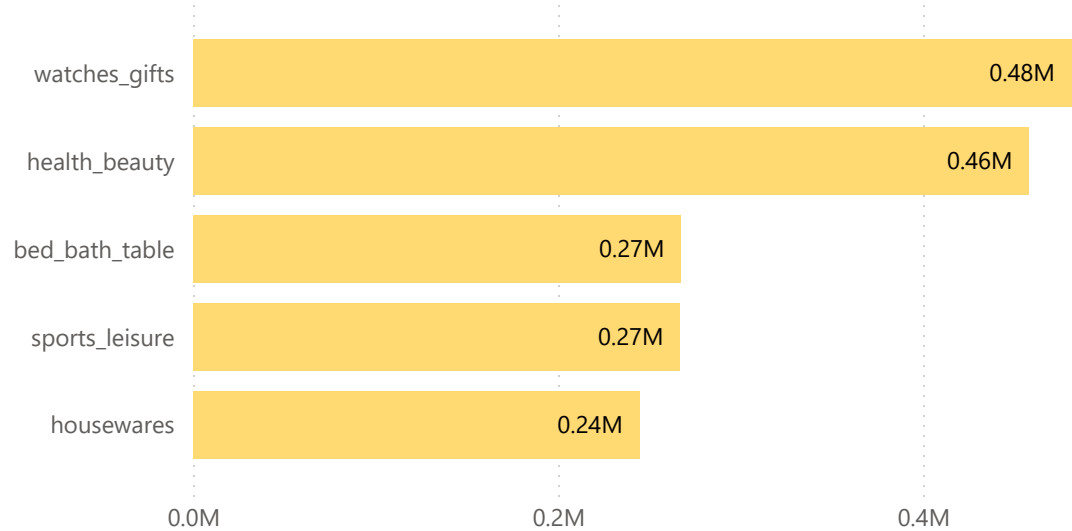
4.52

Average credit card installments

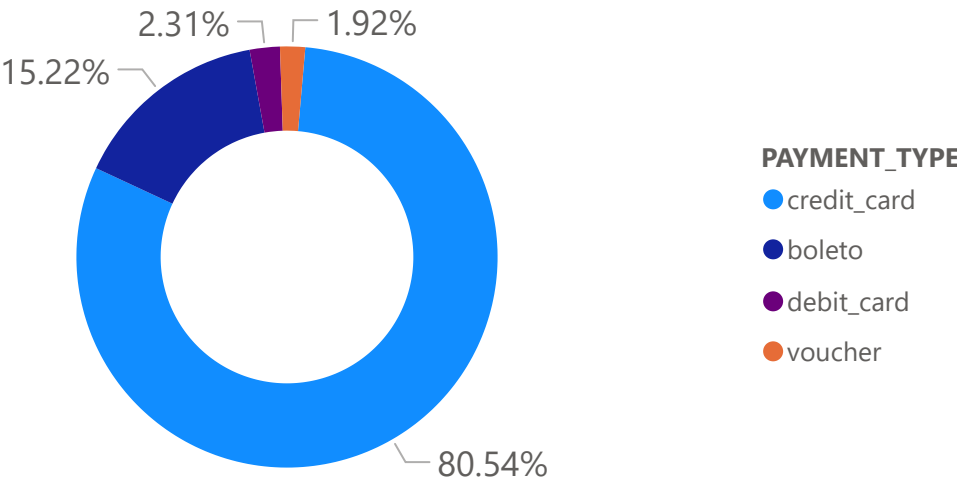
4.87M

Total payment value

Top 5 highest-grossing products



Payment amount by Payment Types



## Product Reviews

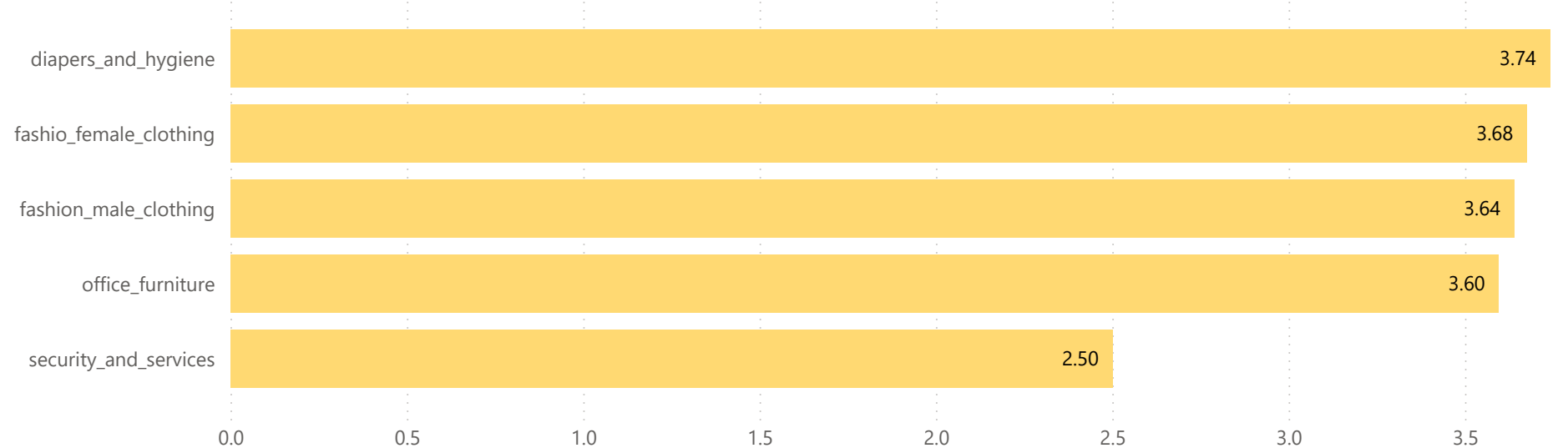
41.09%

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

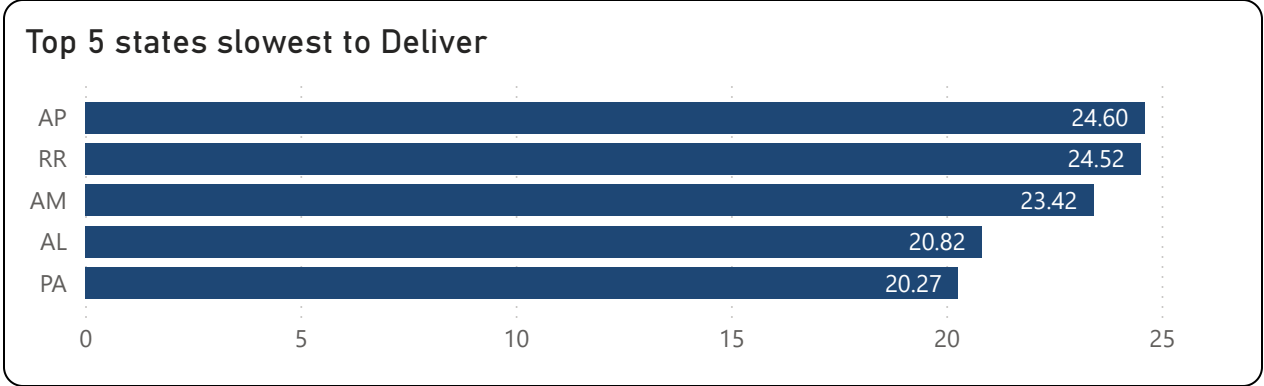
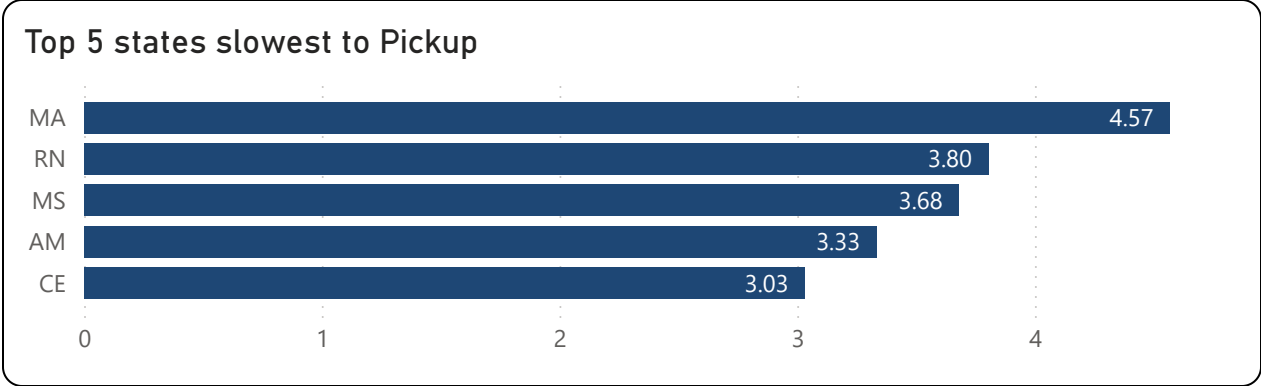
Average pickup duration (days)

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
1.00	0.55	3.97	15.84	20.39
2.00	0.54	3.37	12.12	16.04
3.00	0.54	3.02	10.49	14.04
4.00	0.52	2.69	9.00	12.21
5.00	0.50	2.37	7.73	10.60

8.11%

Late Orders

# States, Cities and Sellers

Customer state	Sales	Orders	Late orders	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%
ES	275,037.31	2025	244	12.23%
GO	294,591.95	2007	160	8.18%
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
8e670472e453ba34a379331513d6aab1	0.00	61.00	25.00
586a871d4f1221763fddb6ceefdeb95e	2.00	48.00	19.00
87f3e35268860433e13d577825aada95	1.33	45.00	5.00
0bb27263628258b8111a0262769fa9db	0.00	41.00	1.00
20f0aeea30bc3b8c4420be8ced4226c0	0.00	39.00	6.00
244b04680fdbded0acf5aebd9c92b44a	0.00	38.00	0.00
e09887ca8c7bf8a4621ce481820414ef	0.75	37.00	3.67
6d04126aba80df14	0.00	33.00	4.00

Customer City	Sales	Orders	Late orders	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%
santos	98,777.09	706	65	9.29%
fortaleza	97.868.06	650	111	17.96%