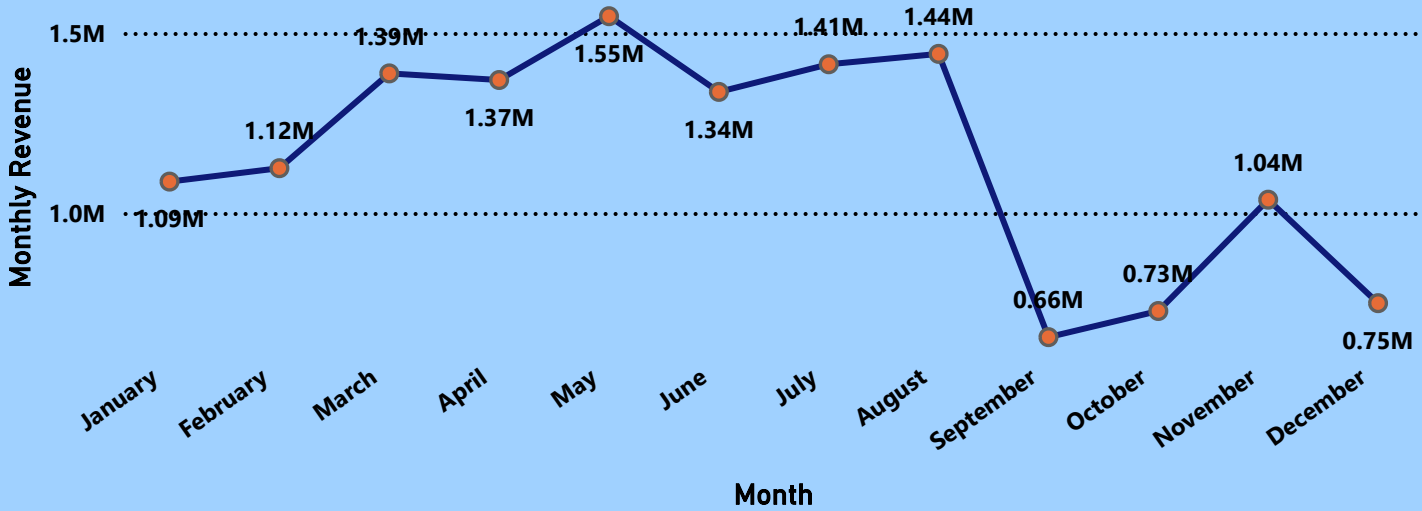


Customer Churn Analysis & Business Diagnostics

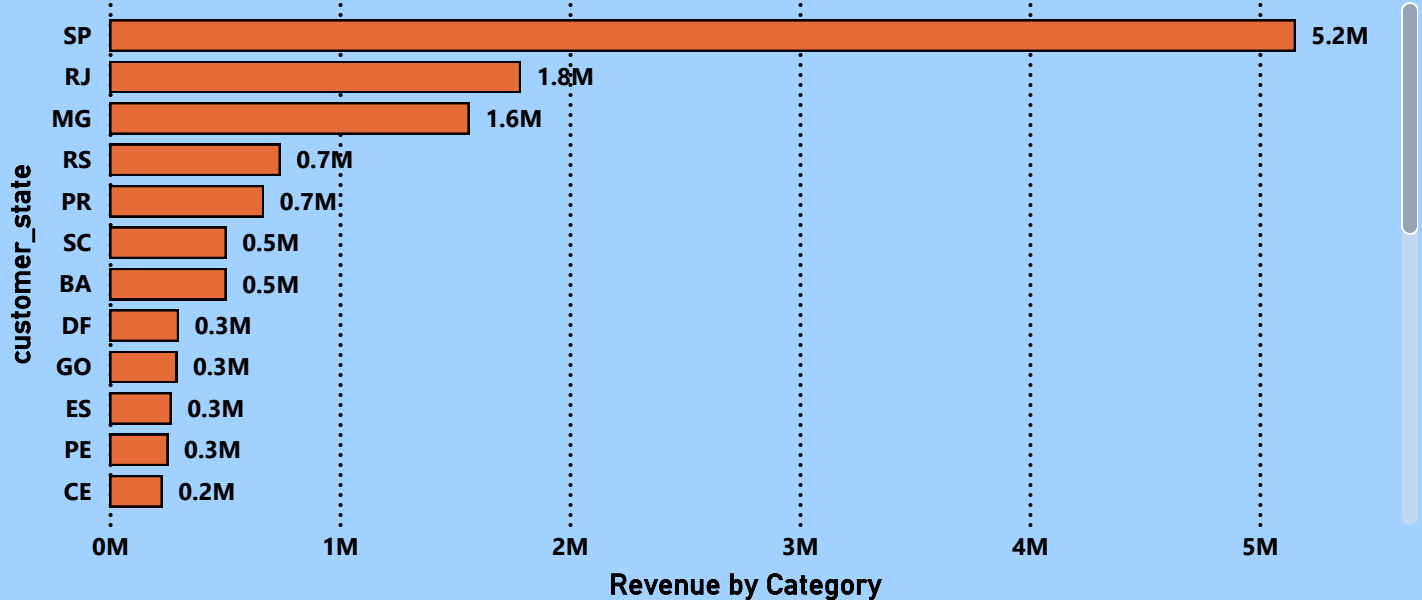
Brazilian E-Commerce Platform

<div>1.30T</div> <div>Total Revenue</div>	<div>96K</div> <div>Total Orders</div>	<div>93K</div> <div>Total Customers</div>	<div>29%</div> <div>Retention Rate %</div>
<div>66K</div> <div>Churned Customers</div>	<div>0.71</div> <div>Churn Rate %</div>	<div>13.45M</div> <div>Average Order Value</div>	<div>0.07</div> <div>Late Delivery Rate %</div>

Revenue changes month-over-month.

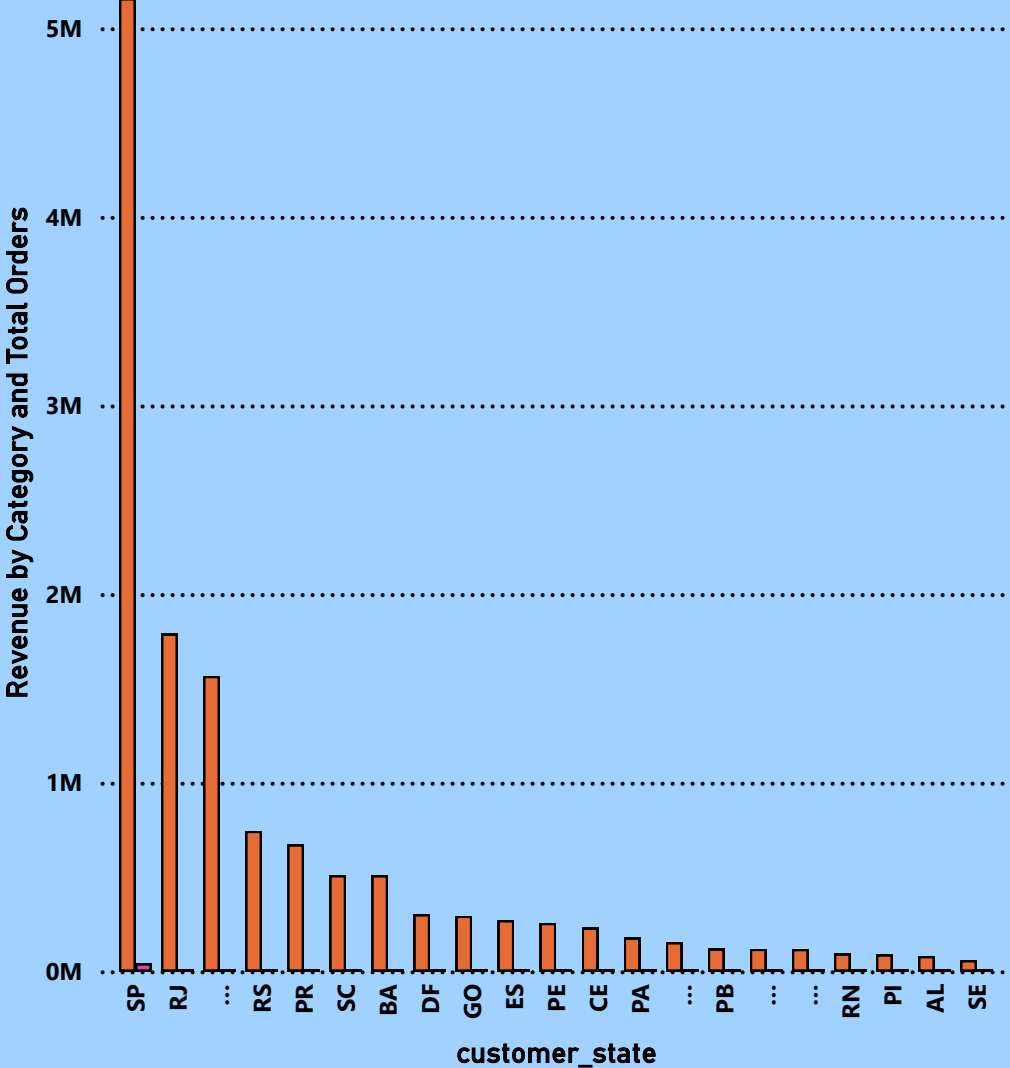


Categories with the most revenue.

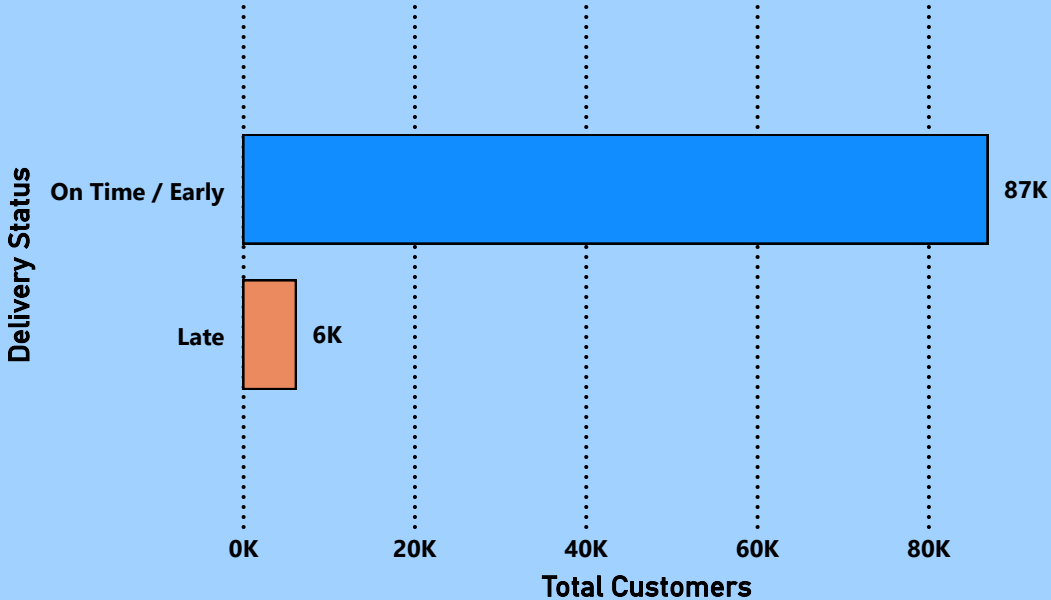


TOP CATEGORIES WITH ORDERS & REVENUE

● Revenue by Category ● Total Orders



ON-TIME VS LATE DELIVERIES



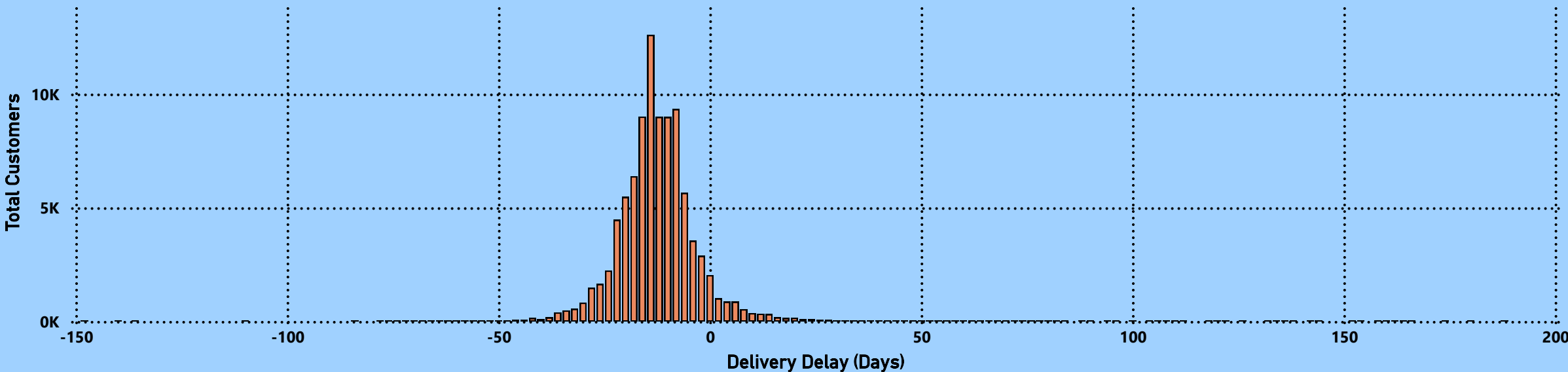
-11.85

Average Delivery Delay

12.51

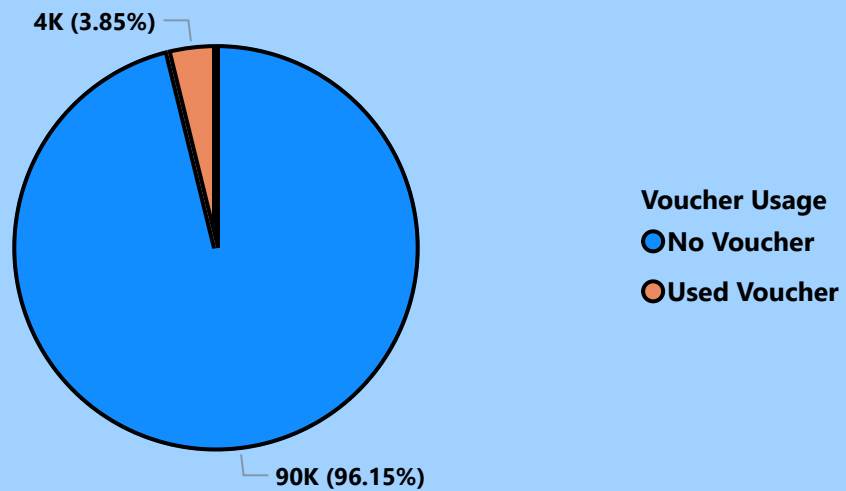
Average Shipping Time

DELIVERY DELAY DISTRIBUTION

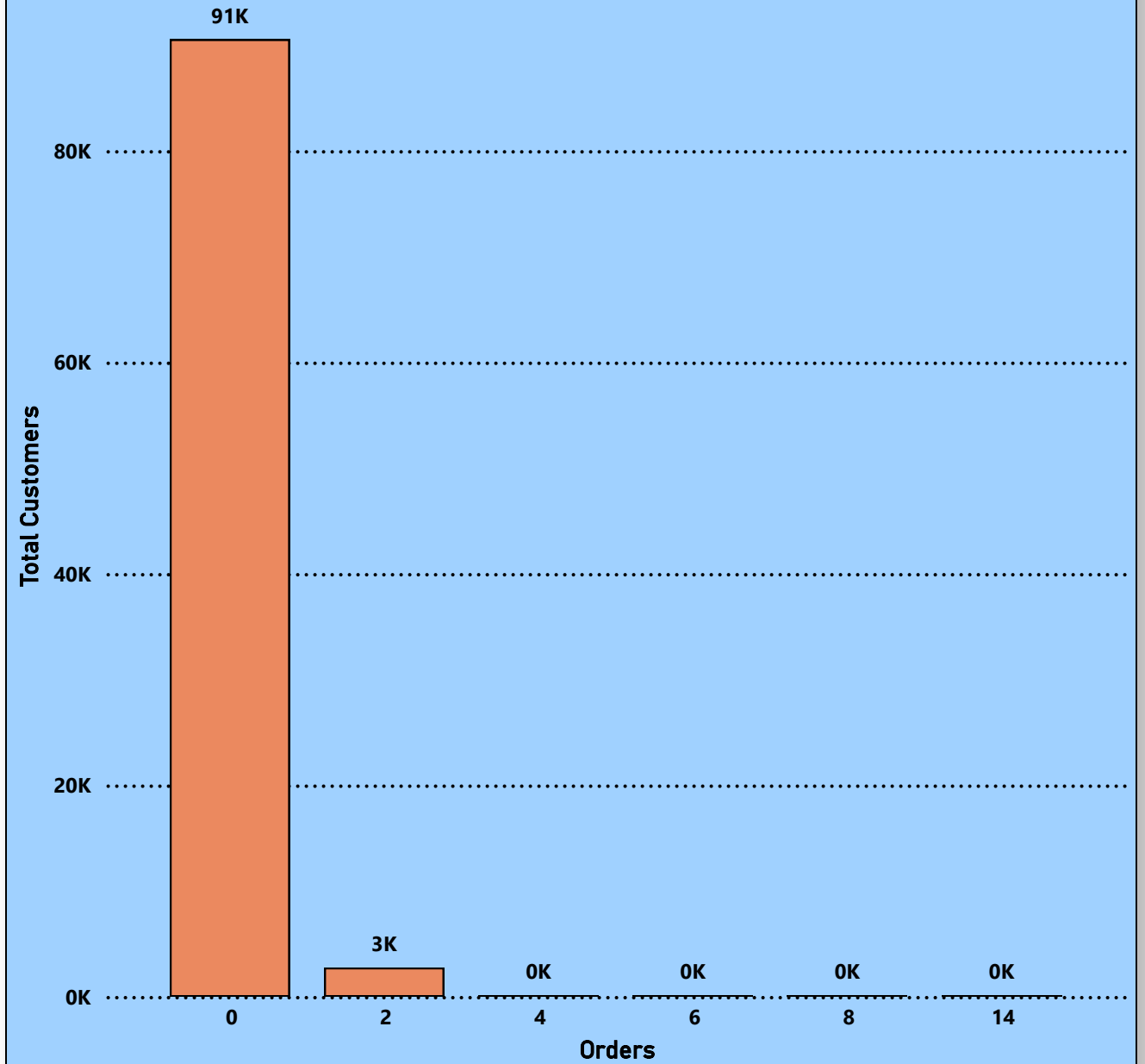


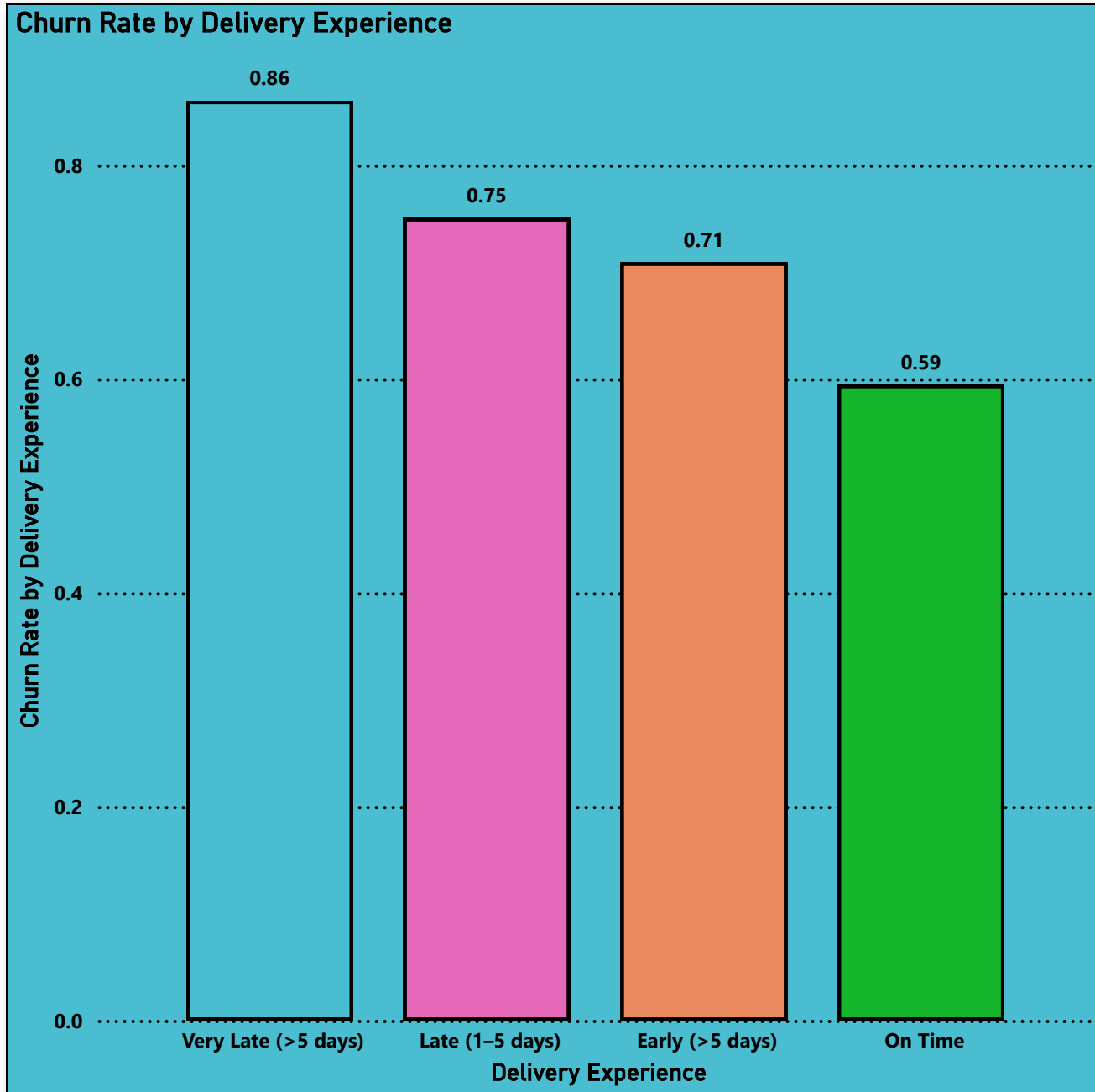
29%
Retention Rate %

VOUCHER USAGE



ORDERS PER CUSTOMER



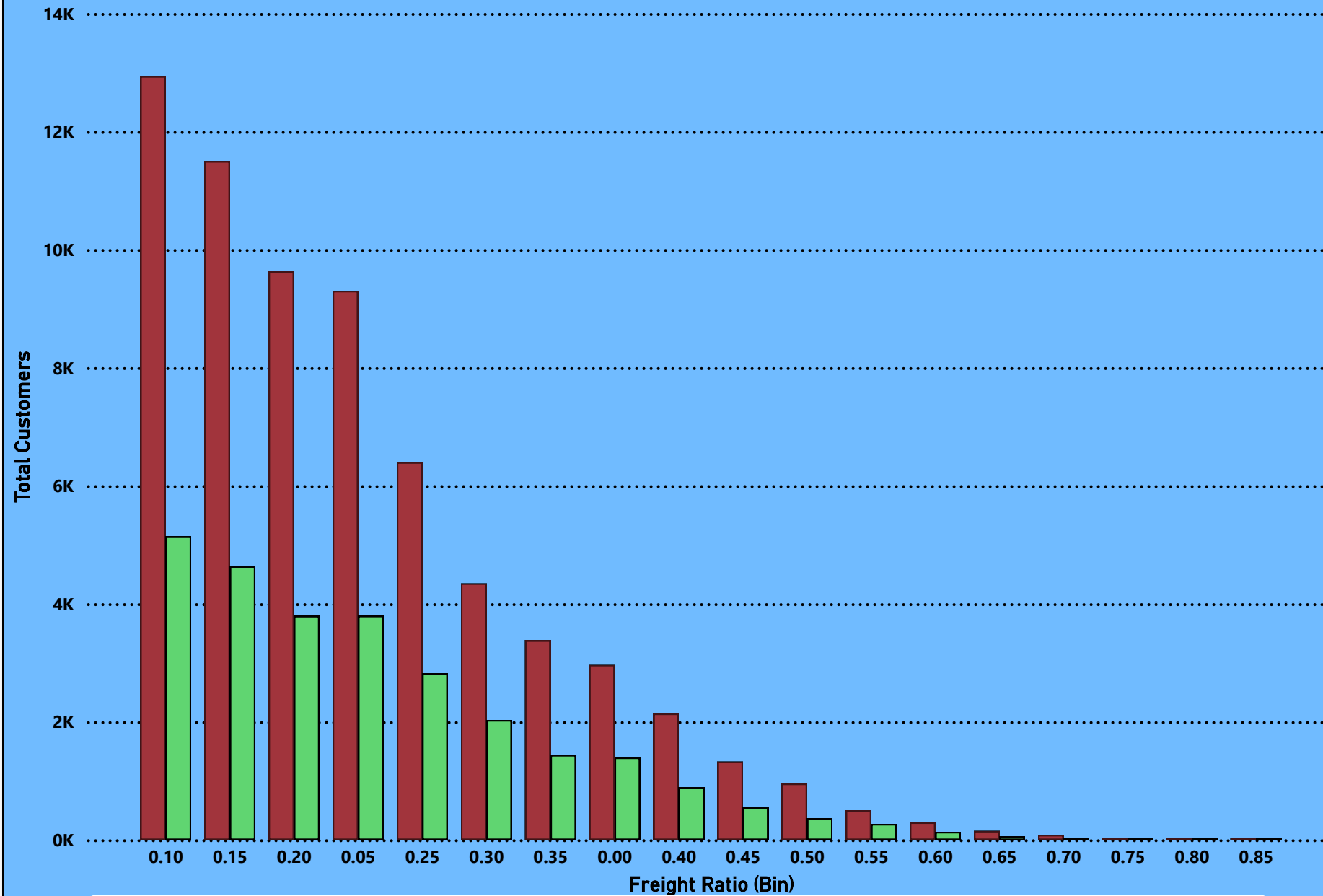


957
High Risk Customers

20.87%
Average Freight Ratio

FREIGHT RATIO (CHURNED VS RETAINED)

Customer Status ● Churned ● Retained



REVENUE AT RISK

\$12.9bn

Estimated Revenue at Risk

customer_unique_id ▲	Delivery Risk Segment	Freight Risk Segment	Total Customers	Estimated Revenue at Risk
0000366f3b9a7992bf8c76cfd3221e2	On Time / Early	Normal Freight Cost	1	
0000b849f77a49e4a4ce2b2a4ca5be3f	On Time / Early	High Freight Cost	1	
0000f46a3911fa3c0805444483337064	On Time / Early	Normal Freight Cost	1	
0000f6ccb0745a6a4b88665a16c9f078	On Time / Early	High Freight Cost	1	
0004aac84e0df4da2b147fca70cf8255	On Time / Early	Normal Freight Cost	1	
0004bd2a26a76fe21f786e4fbd80607f	On Time / Early	Normal Freight Cost	1	
00050ab1314c0e55a6ca13cf7181fecf	On Time / Early	Normal Freight Cost	1	
00053a61a98854899e70ed204dd4bafef	On Time / Early	Normal Freight Cost	1	
0005e1862207bf6ccc02e4228effd9a0	On Time / Early	Normal Freight Cost	1	
0005ef4cd20d2893f0d9fbd94d3c0d97	Very Late Delivery	Normal Freight Cost	1	
0006fdc98a402fceb4eb0ee528f6a8d4	On Time / Early	High Freight Cost	1	
00082cbe03e478190aadbea78542e933	On Time / Early	High Freight Cost	1	
00090324bbad0e9342388303bb71ba0a	On Time / Early	Normal Freight Cost	1	
000949456b182f53c18b68d6babc79c1	On Time / Early	Normal Freight Cost	1	
000a5ad9c4601d2bbdd9ed765d5213b3	On Time / Early	Normal Freight Cost	1	
000bfa1d2f1a41876493be685390d6d3	On Time / Early	Normal Freight Cost	1	
000c8bdb58a29e7115cfc257230fb21b	On Time / Early	High Freight Cost	1	
000d460961d6dbfa3ec6c9f5805769e1	On Time / Early	Normal Freight Cost	1	
000de6019bb59f34c099a907c151d855	On Time / Early	Normal Freight Cost	1	
000e309254ab1fc5ba99dd469d36bdb4	On Time / Early	Normal Freight Cost	1	
000ec5bff359e1c0ad76a81a45cb598f	On Time / Early	High Freight Cost	1	
000ed48ceeb6f4bf8ad021a10a3c7b43	On Time / Early	High Freight Cost	1	
000fbf0473c10fc1ab6f8d2d286ce20c	On Time / Early	Normal Freight Cost	1	
0010a452c6d13139e50b57f19f52e04e	On Time / Early	Normal Freight Cost	1	
0010fb34b966d44409382af9e8fd5b77	On Time / Early	Normal Freight Cost	1	
001147e649a7b1afd577e873841632dd	On Time / Early	Normal Freight Cost	1	
Total		Normal Freight Cost	93358	\$12,867,553,083.6