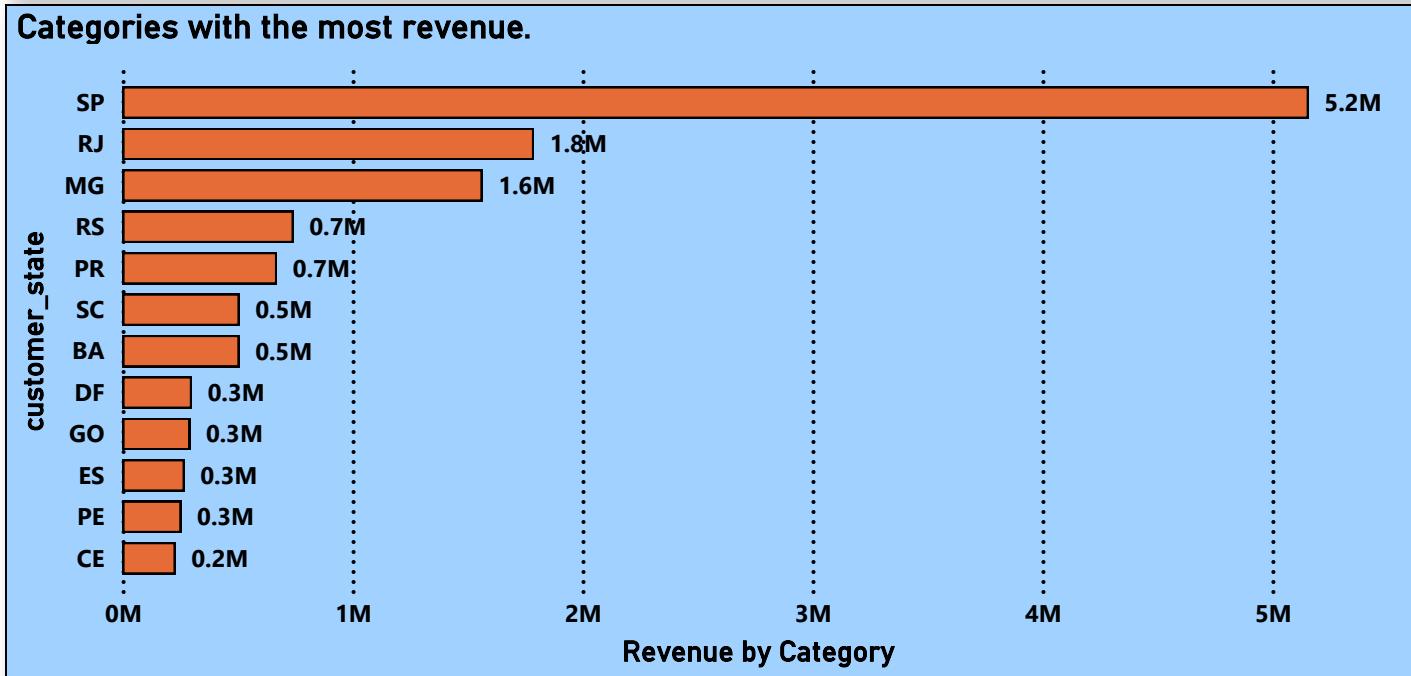
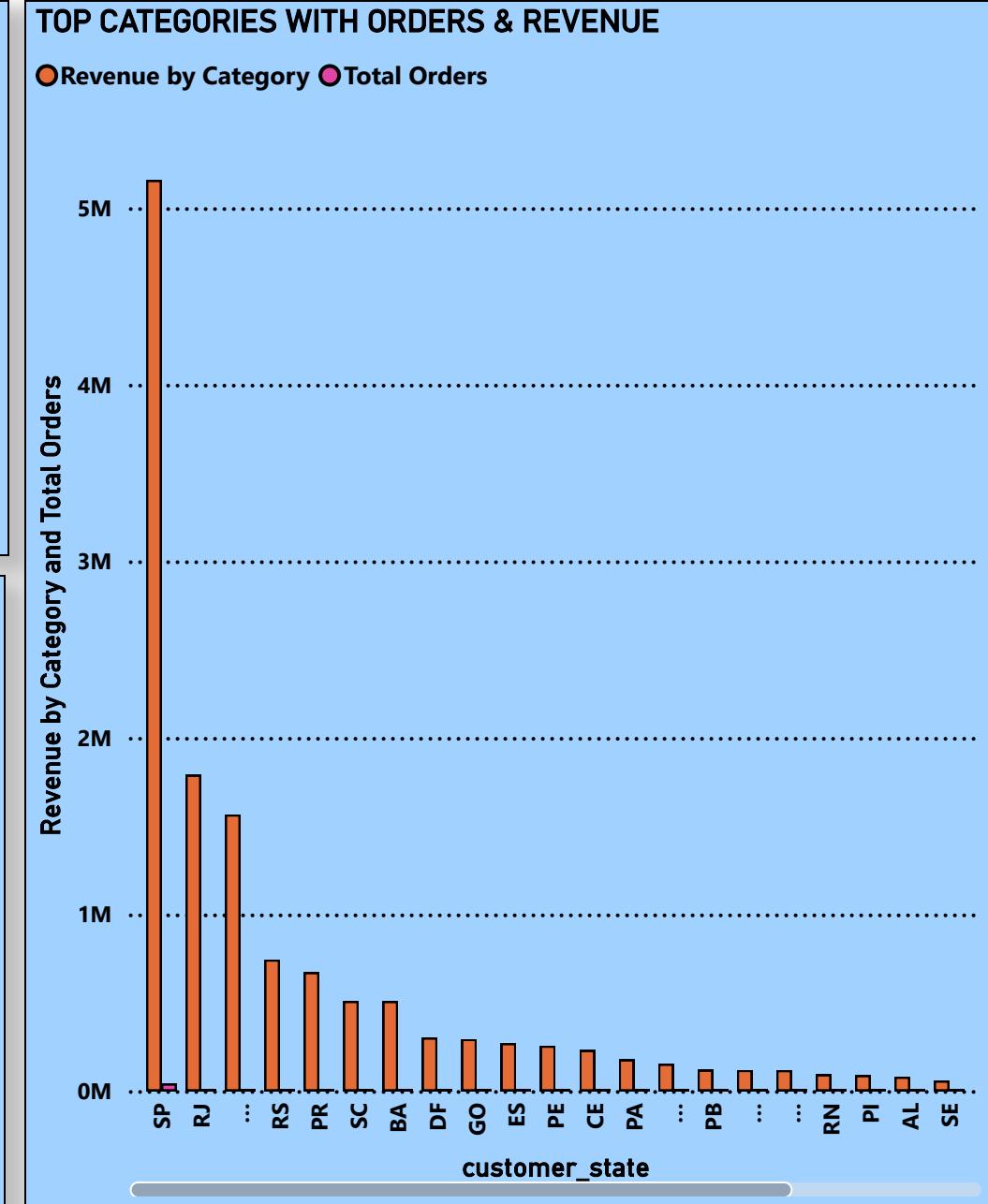


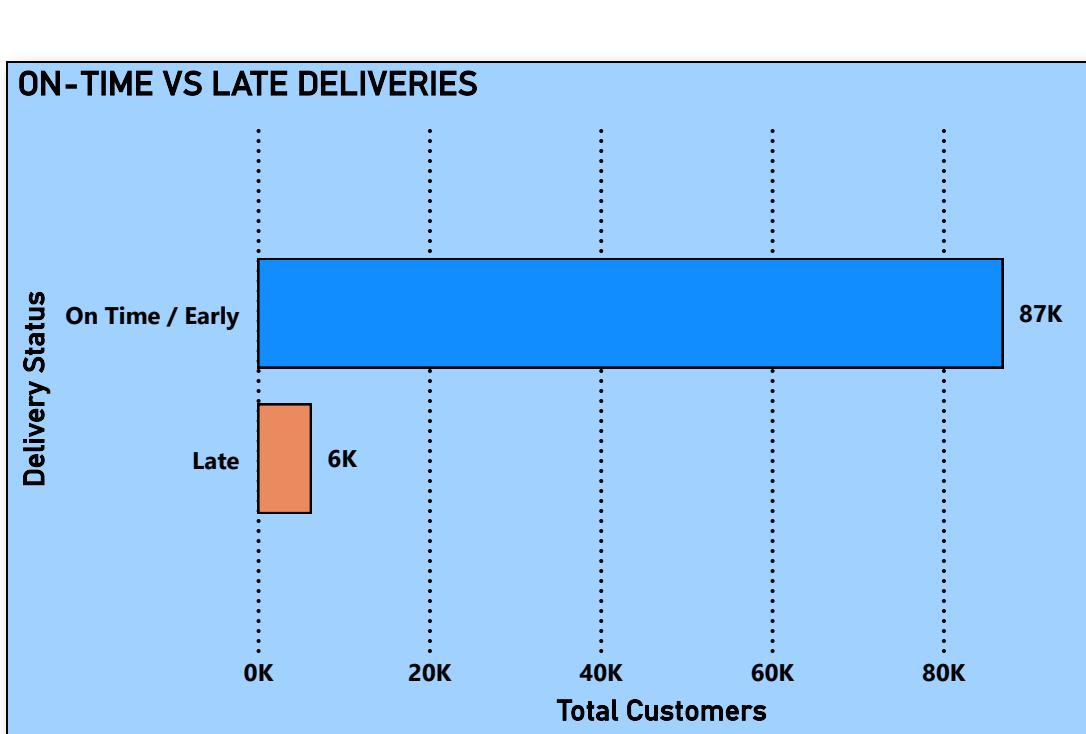
Customer Churn Analysis & Business Diagnostics

Brazilian E-Commerce Platform

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



ON-TIME VS LATE DELIVERIES



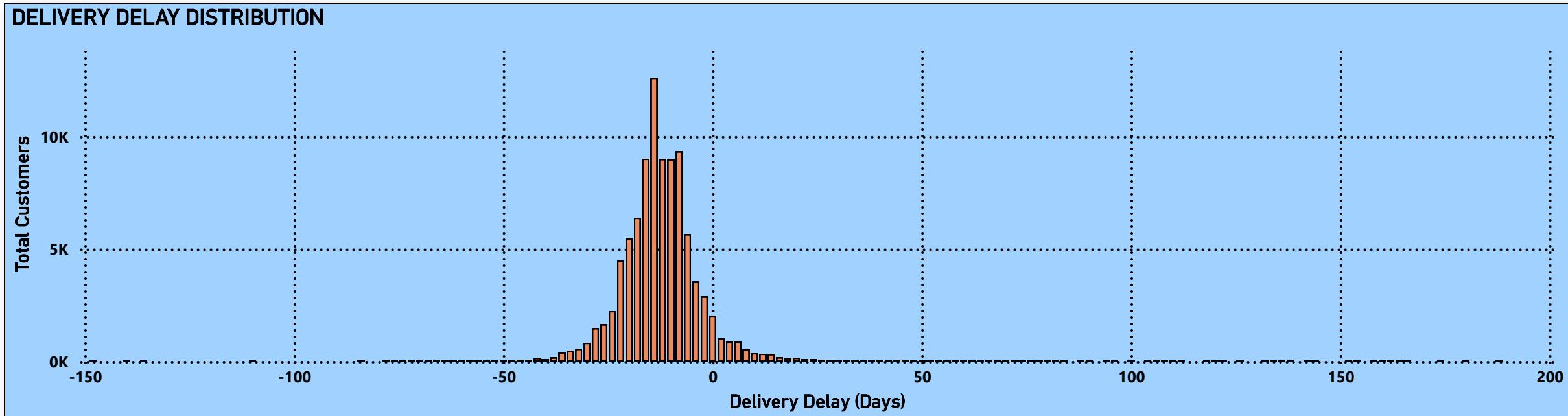
-11.85

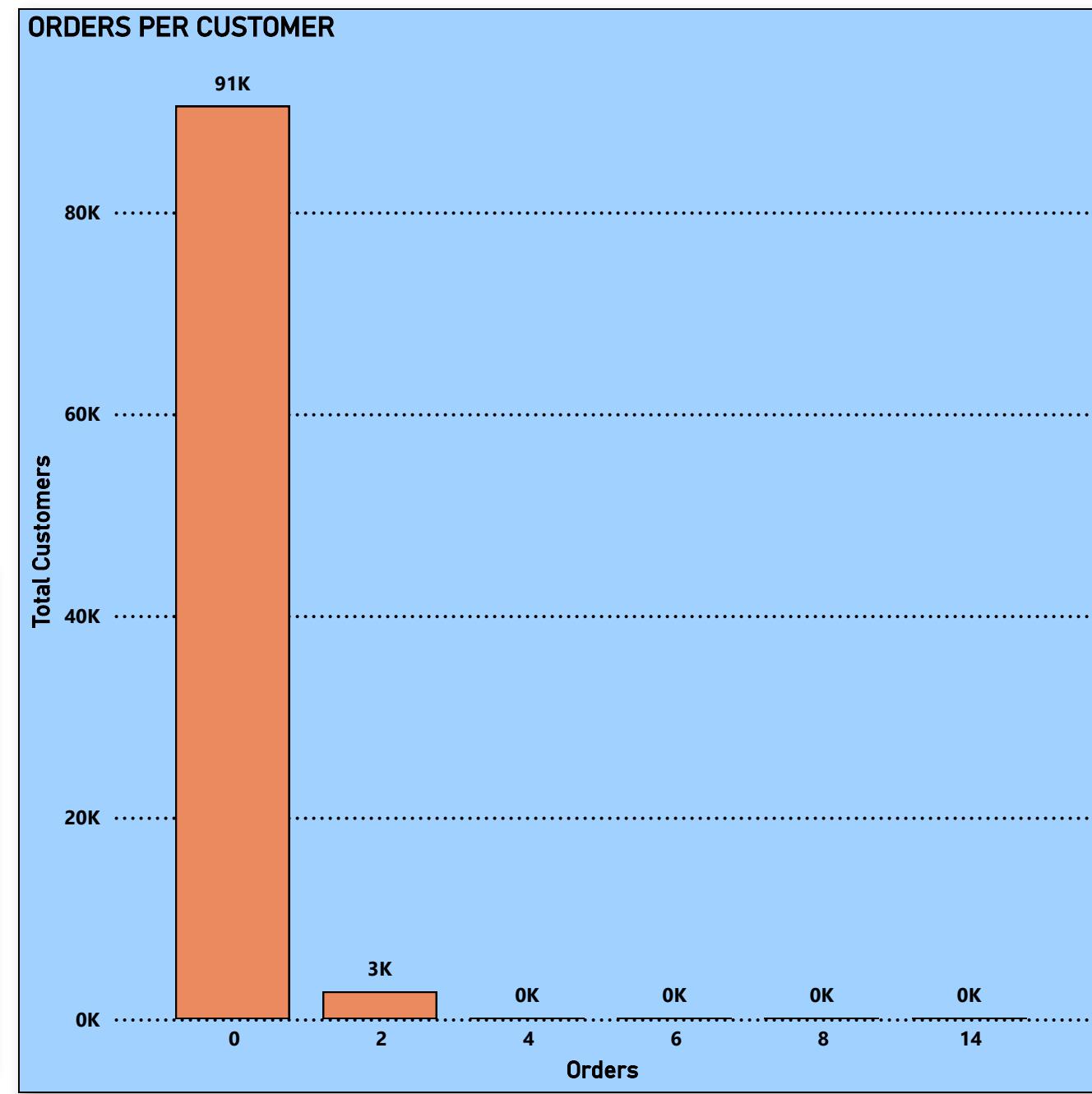
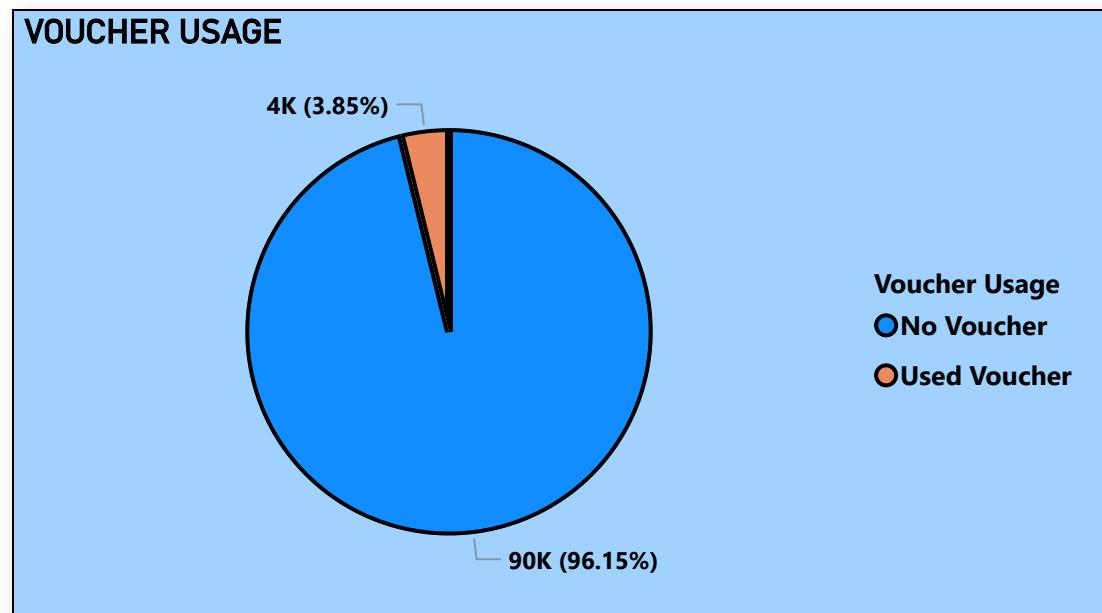
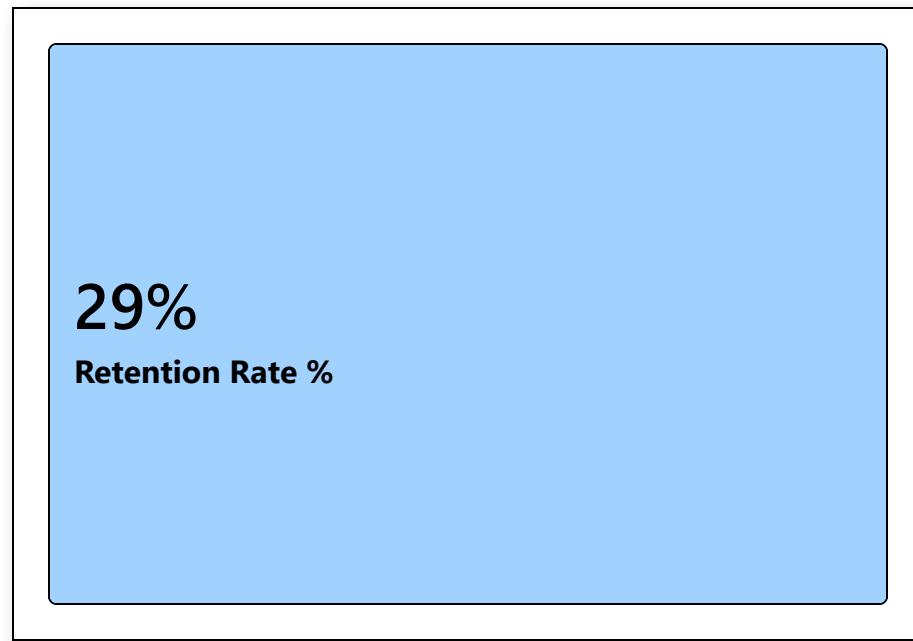
Average Delivery Delay

12.51

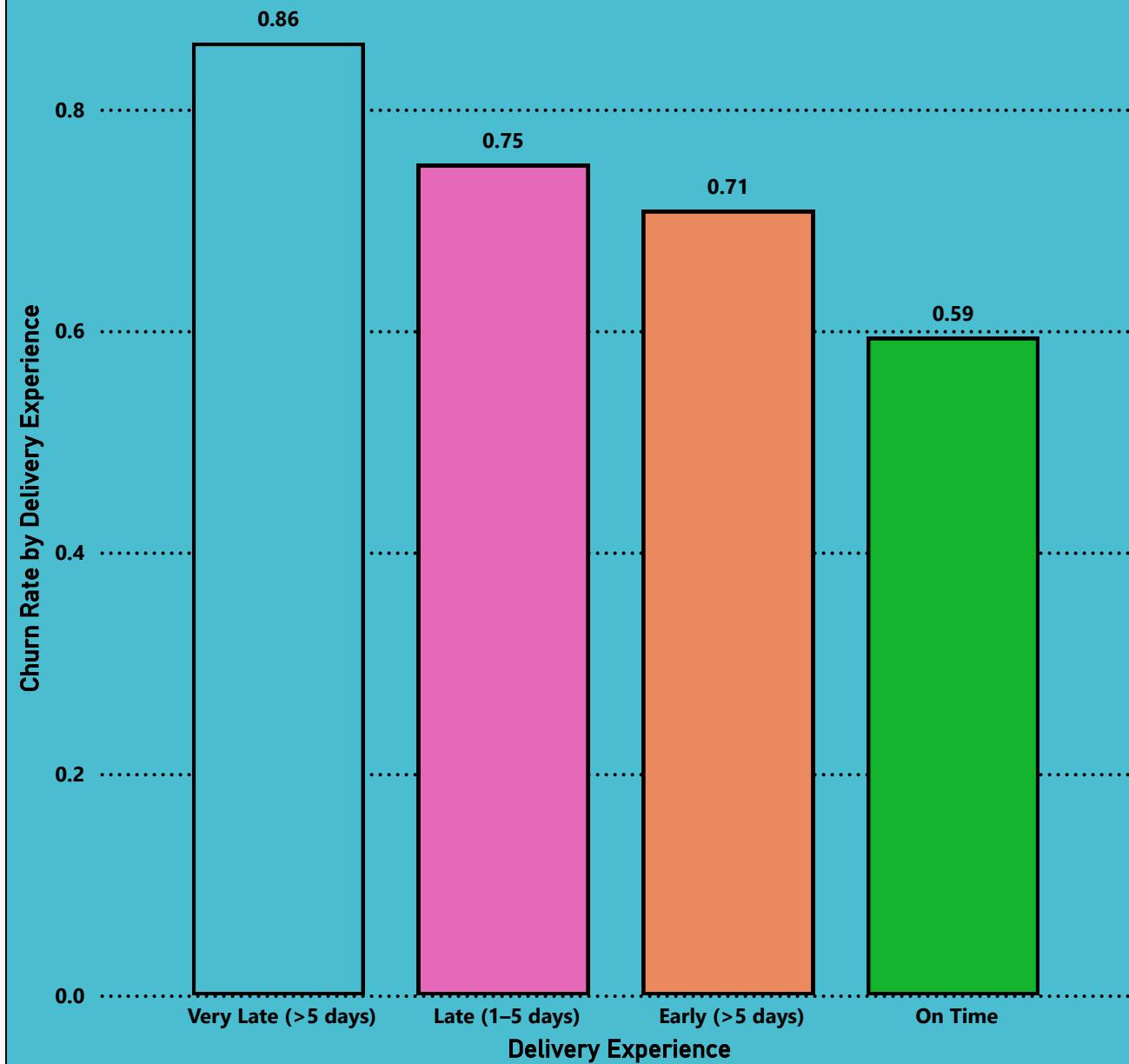
Average Shipping Time

DELIVERY DELAY DISTRIBUTION



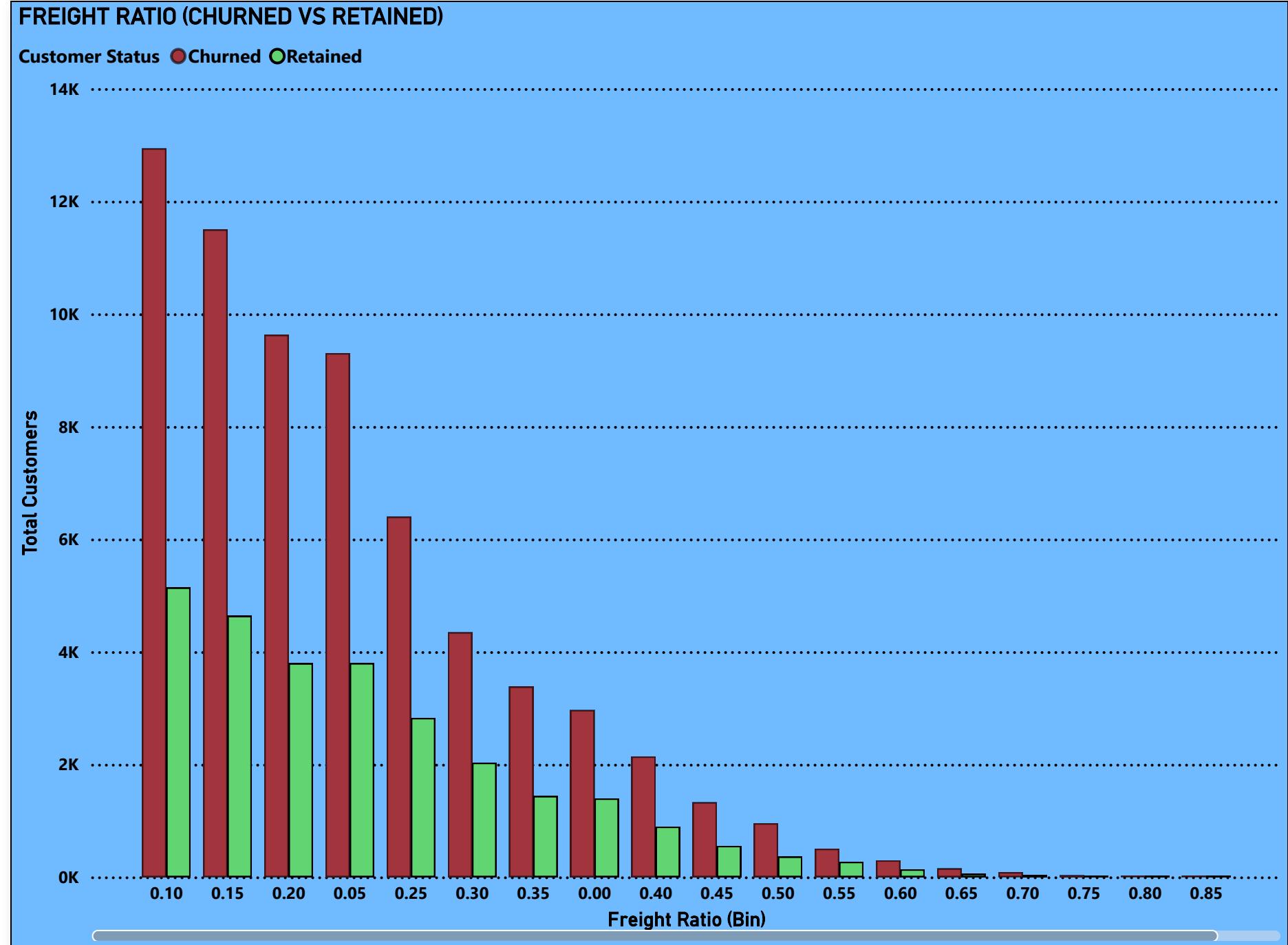


Churn Rate by Delivery Experience



957
High Risk Customers

20.87%
Average Freight Ratio



REVENUE AT RISK

\$12.9bn

Estimated Revenue at Risk

customer_unique_id	Delivery Risk Segment	Freight Risk Segment	Total Customers	Estimated Revenue at Risk
0000366f3b9a7992bf8c76cfdf3221e2	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	
0004bd2a26a76fe21f786e4fb80607f	On Time / Early	Normal Freight Cost	1	
00050ab1314c0e55a6ca13cf7181fecf	On Time / Early	Normal Freight Cost	1	
00053a61a98854899e70ed204dd4bafe	On Time / Early	Normal Freight Cost	1	
0005e1862207bf6ccc02e4228effd9a0	On Time / Early	Normal Freight Cost	1	
0005ef4cd20d2893f0d9fb94d3c0d97	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	
000949456b182f53c18b68d6bab79c1	On Time / Early	Normal Freight Cost	1	
000a5ad9c4601d2bbdd9ed765d5213b3	On Time / Early	Normal Freight Cost	1	
000bfa1d2f1a41876493be685390d6d3	On Time / Early	Normal Freight Cost	1	
000c8bdb58a29e7115fcf257230fb21b	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	
001147e649a7b1af577e873841632dd	On Time / Early	Normal Freight Cost	1	
Total		Normal Freight Cost	93358	\$12,867,553,083.6