



E-Commerce Sales Overview

Sales, Orders & Delivery Performance (2016–2018)

Sales Overview

Customer & Seller Insights

Delivery & Performance

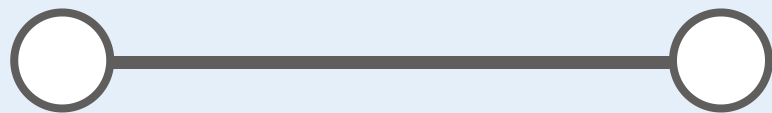
Clear Filter

Order Date Range

9/4/2016



10/17/2018



Customer State

All



99.6K

Total Orders



16.03M

Total Revenue



160.92

Average Order Value

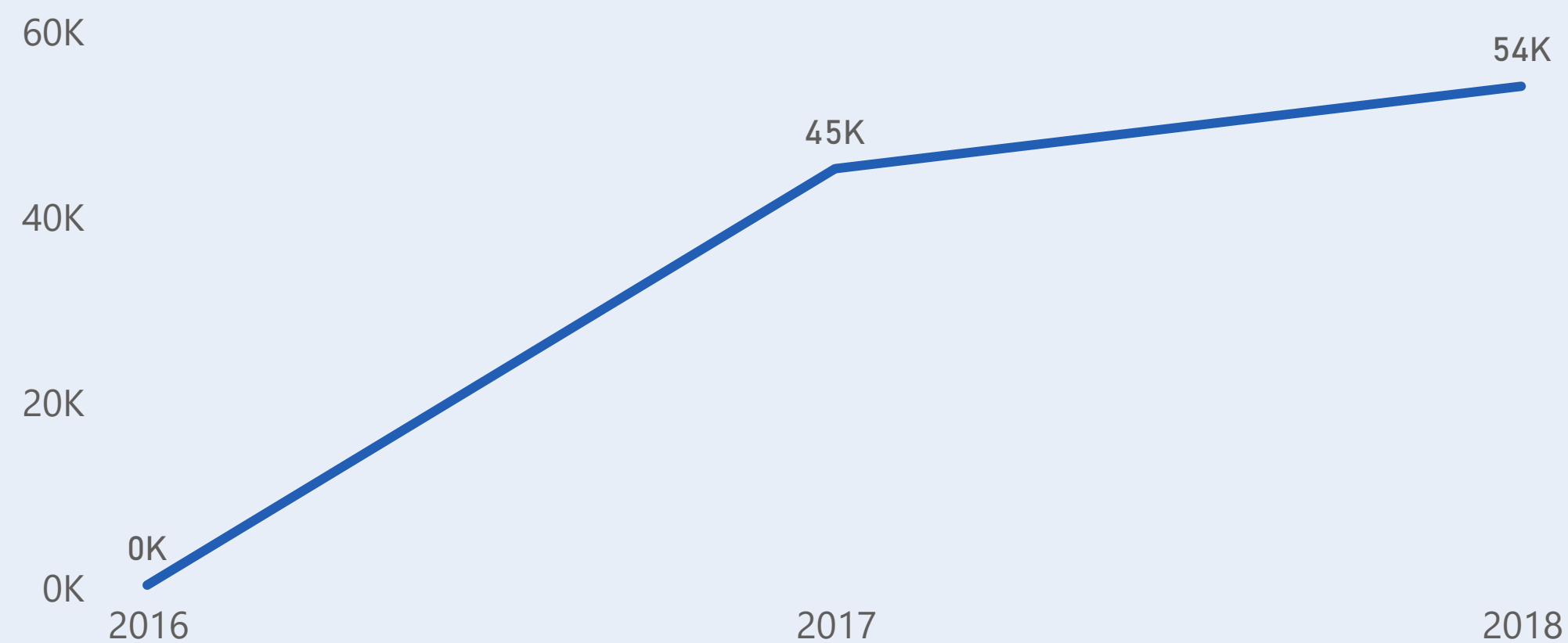
0.97

Delivery Success Rate (%)

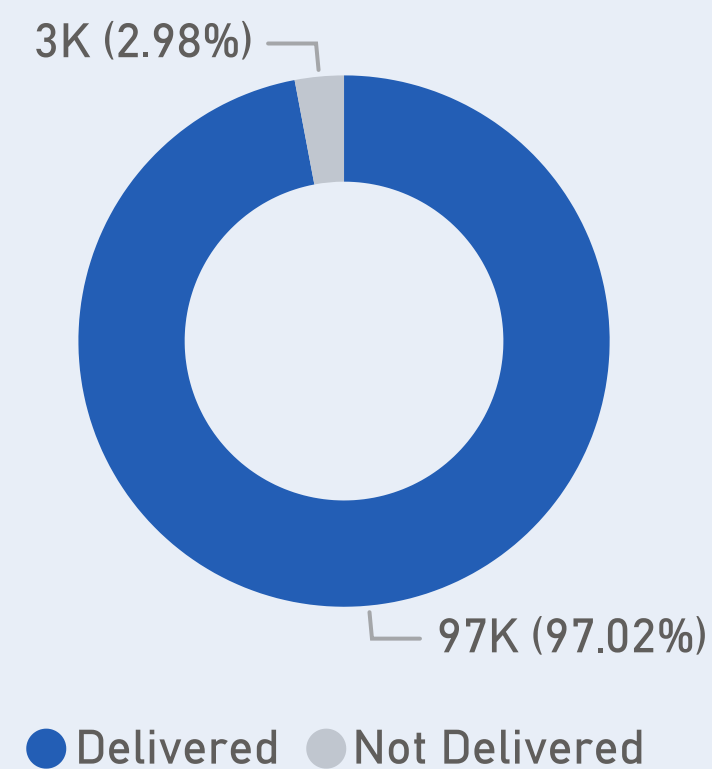
Total Revenue by Year/Quarter/Month



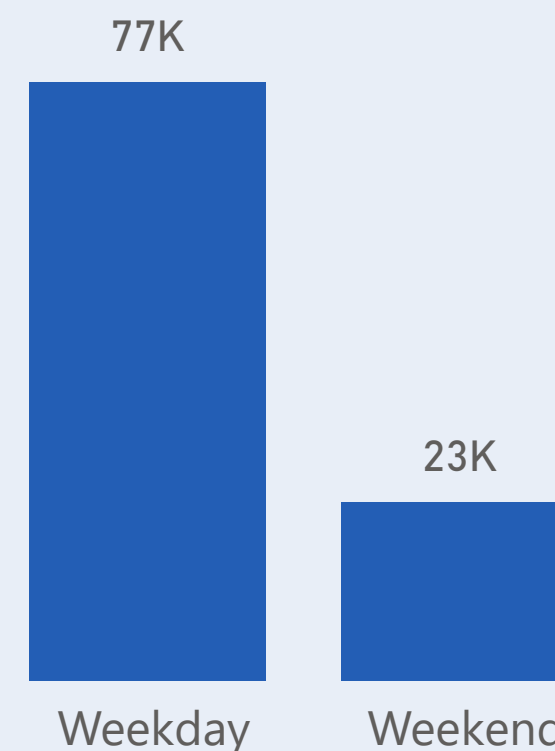
Total Orders by Year/Quarter/Month



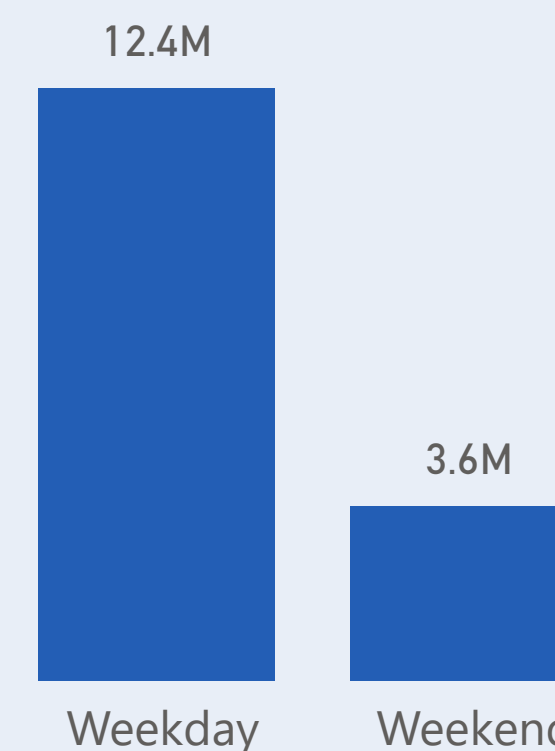
Order Count by Delivery Status



Total Orders by Day Type



Total Revenue by Day Type





E-Commerce Sales Overview

Customer demand, seller distribution & payment behavior

Sales Overview

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Delivery & Performance

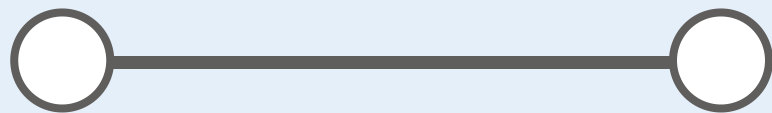
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Order Date Range

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Customer State

All



99.6K

Total Orders



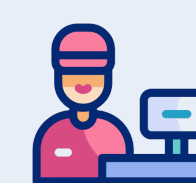
16.03M

Total Revenue



99K

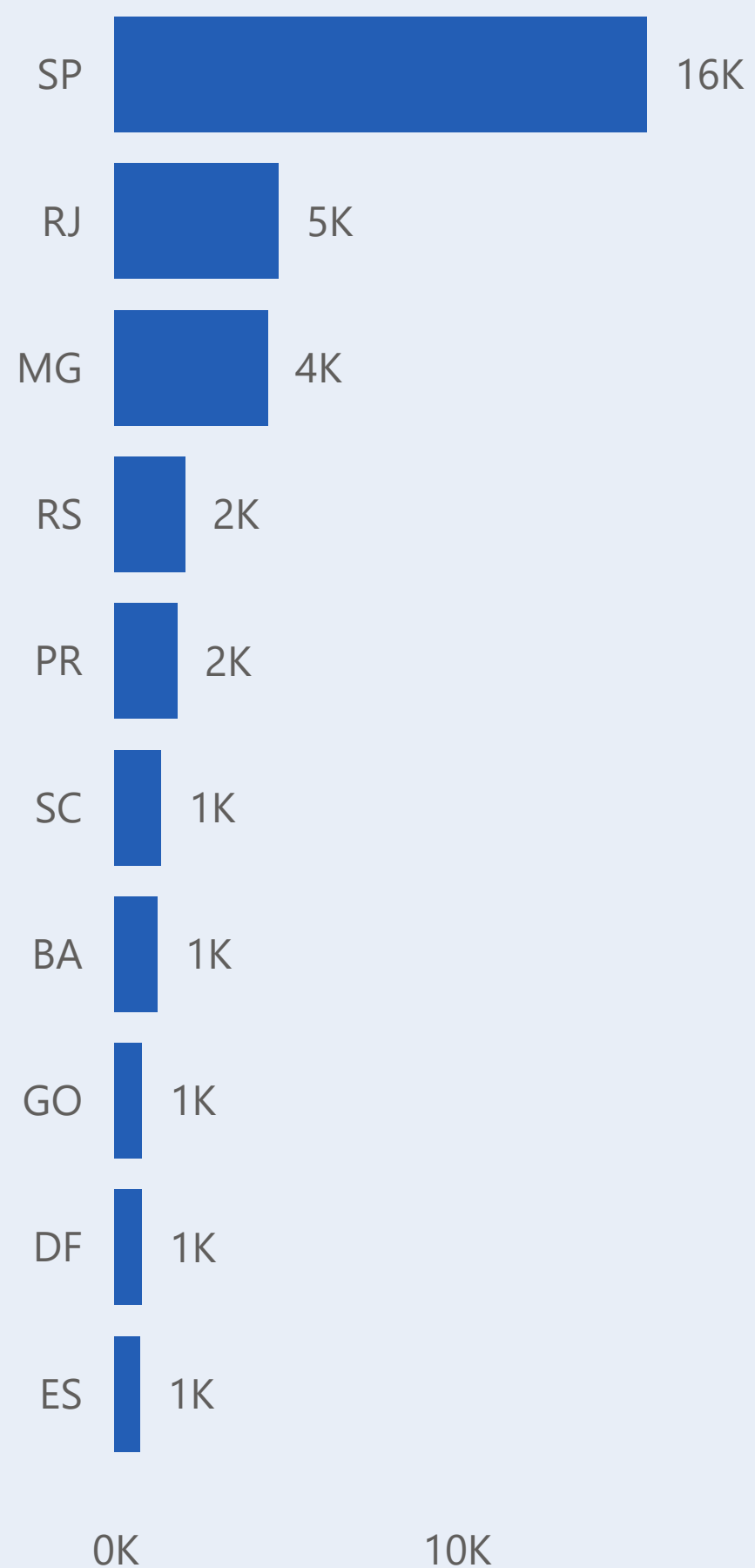
Total Customers



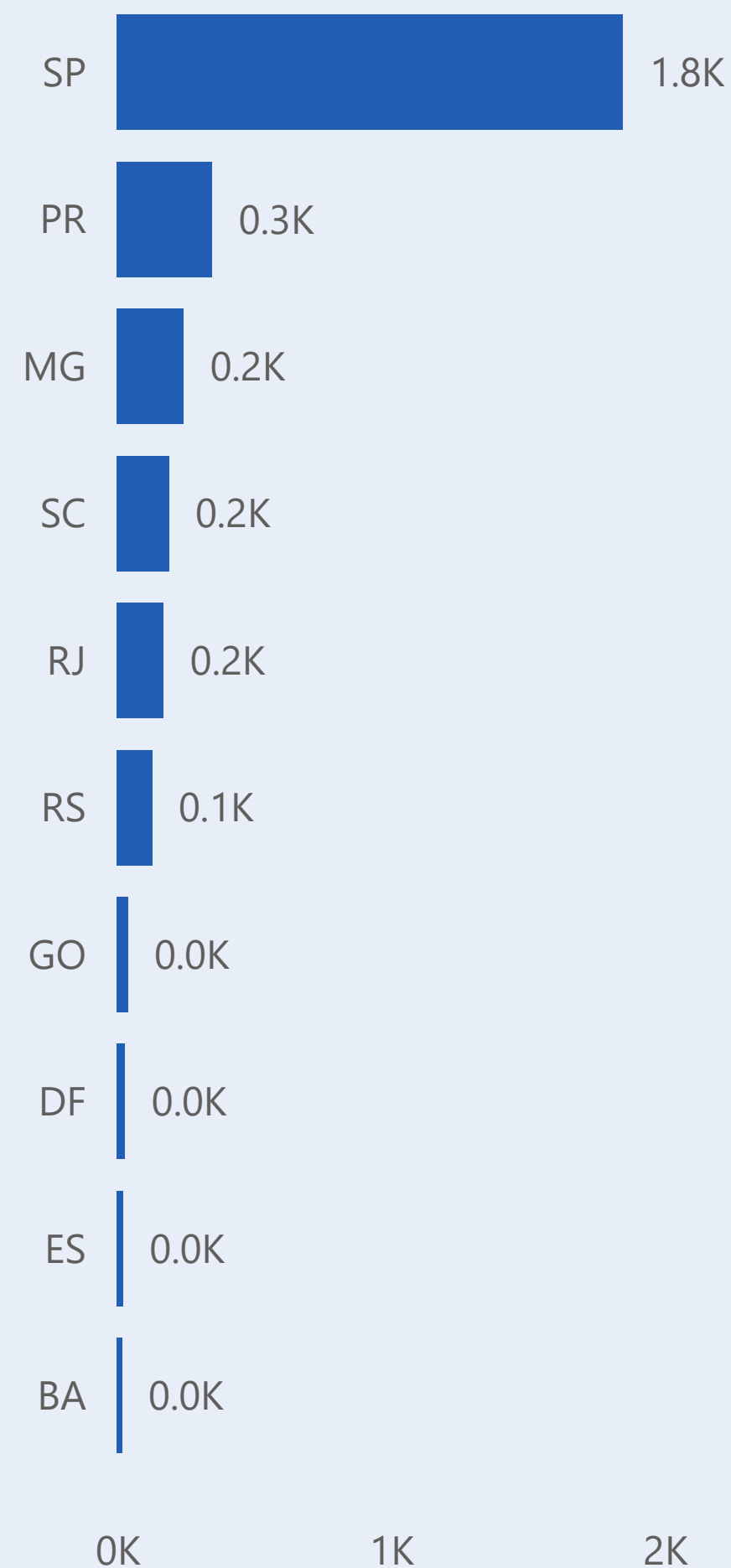
3K

Total Sellers

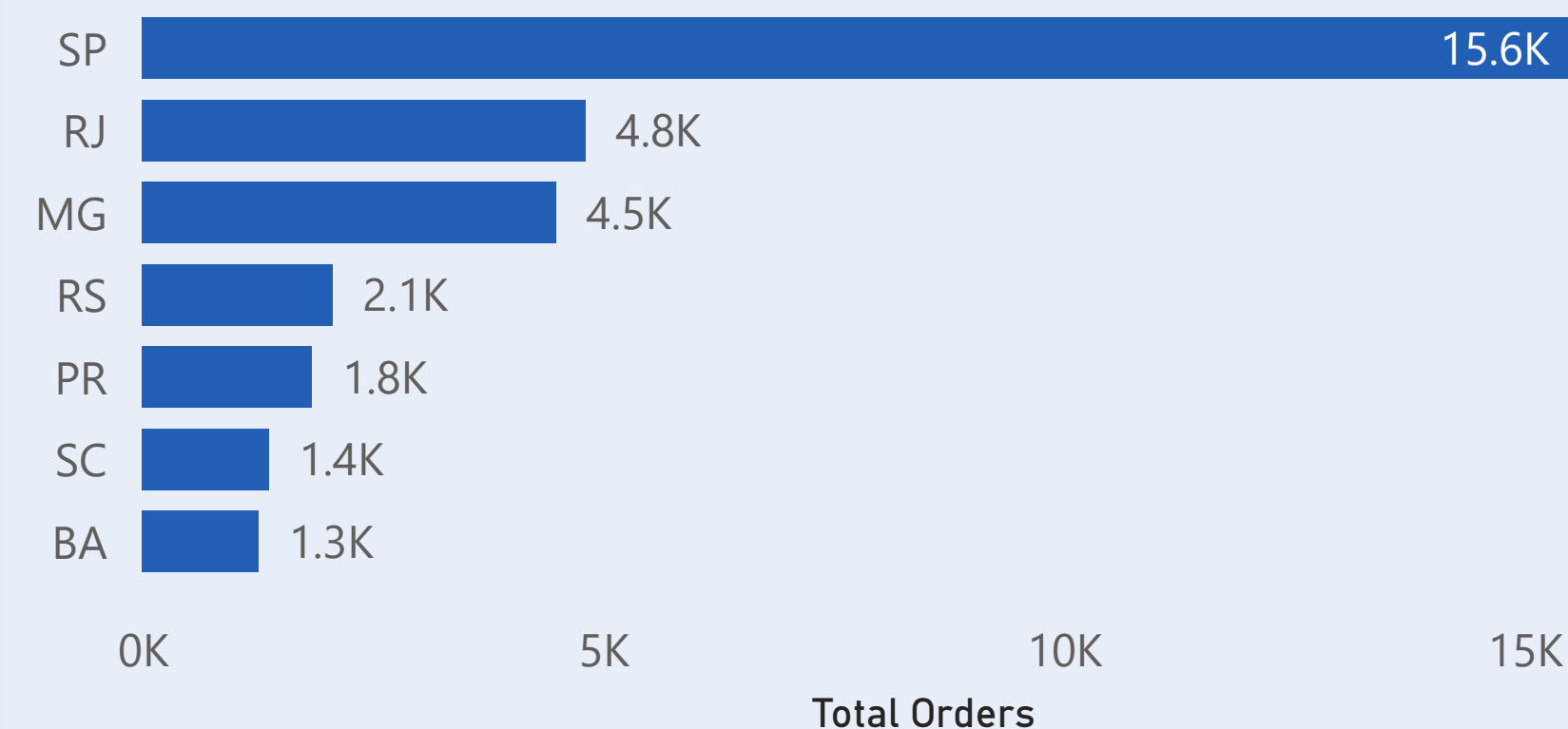
Top 10 Customer Count States



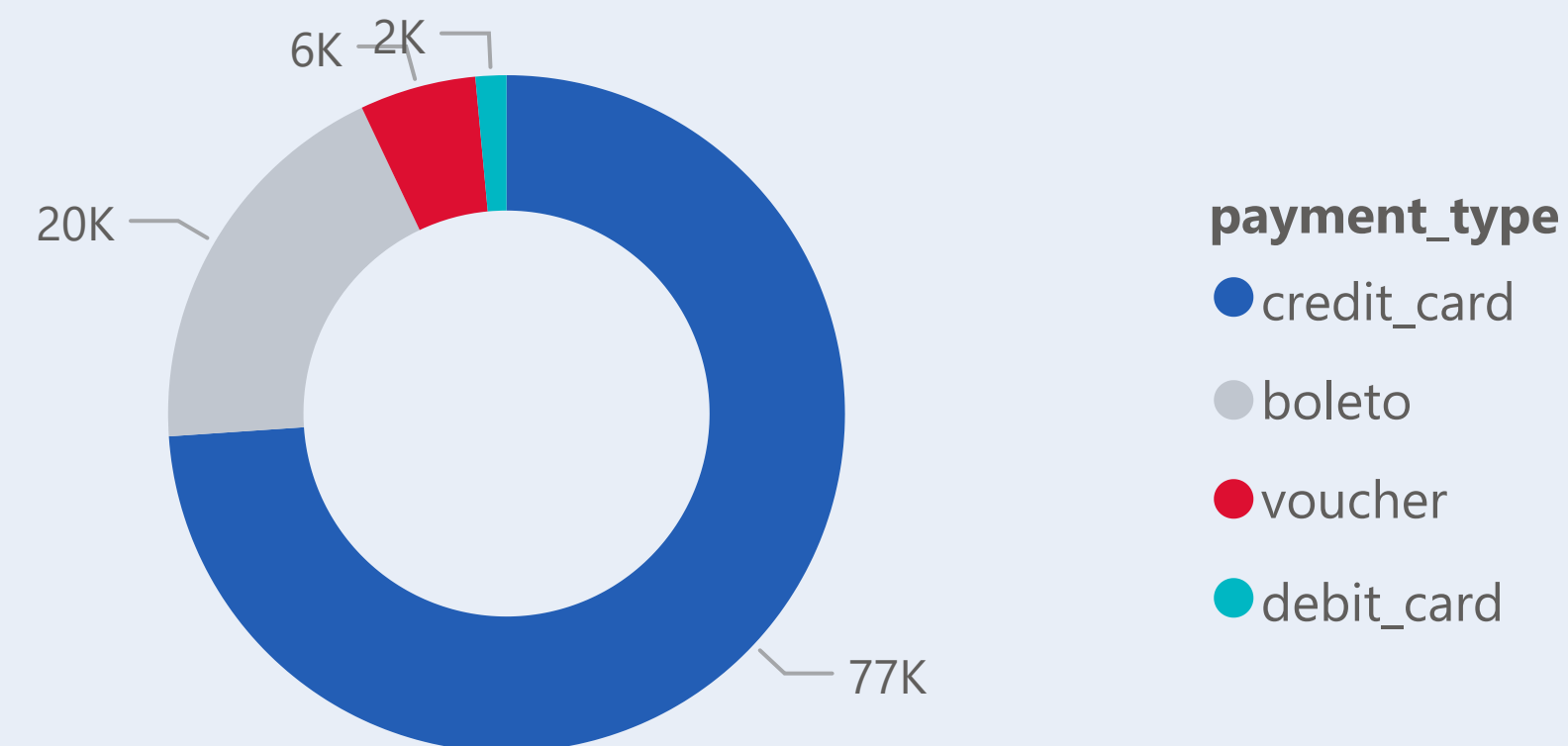
Top 10 Seller Count States



Top Customer Count States by Order



Number of Orders by Payment Type





E-Commerce Sales Overview

Logistics efficiency, customer satisfaction & product contribution

Sales Overview

Customer & Seller Insights

Delivery & Performance

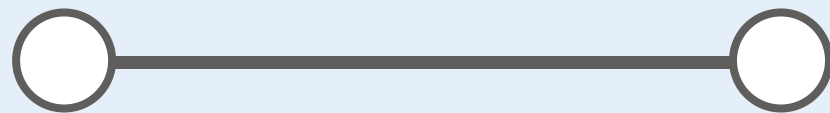
Clear Filter

Order Date Range

9/4/2016



10/17/2018



Customer State

All



12

Average Delivery Days



4.09

Average Review Score



97K

Delivered Orders



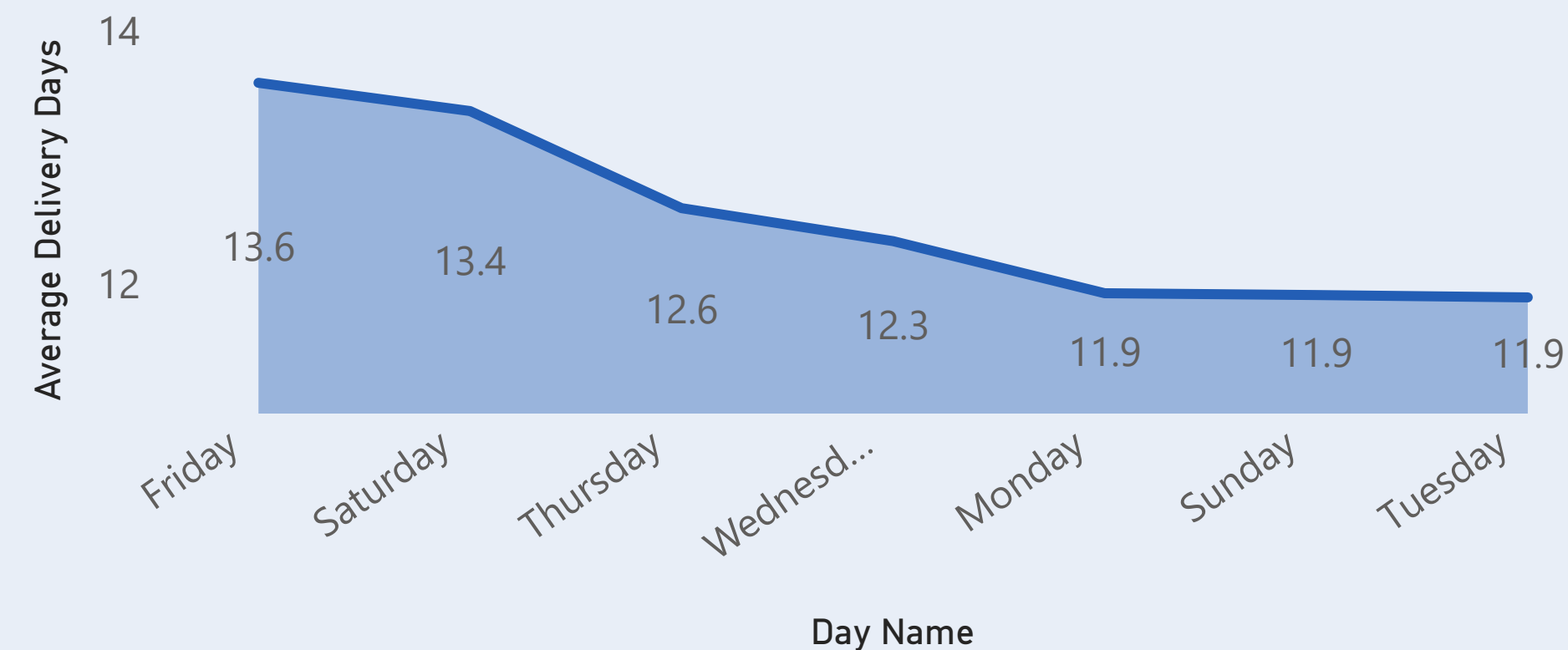
2.25M

Total Freight

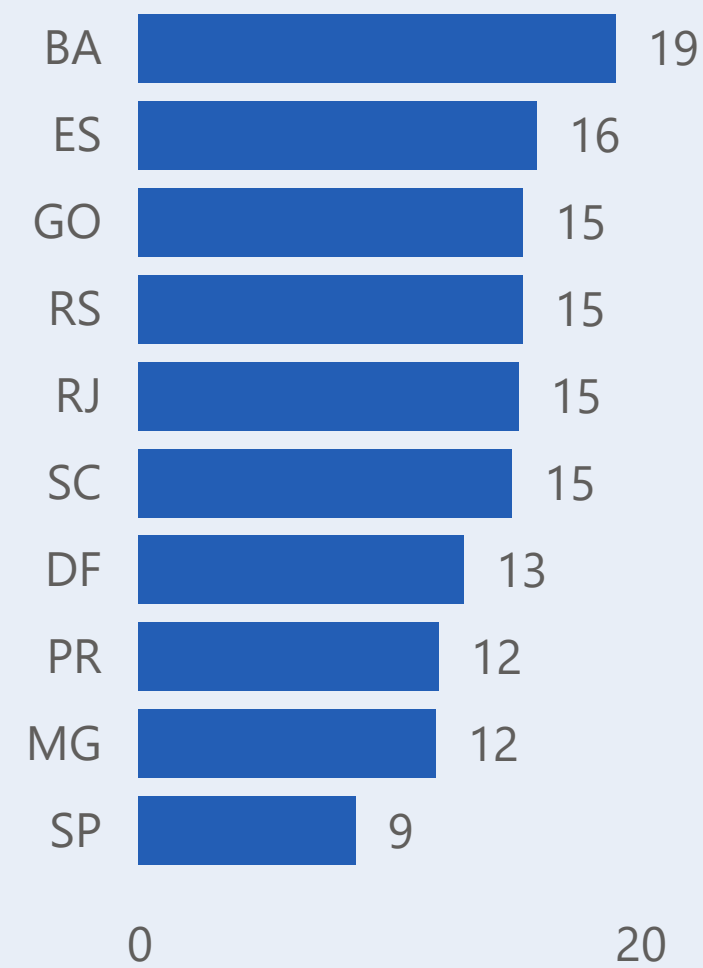
Relationship between Shipping Days & Review Scores



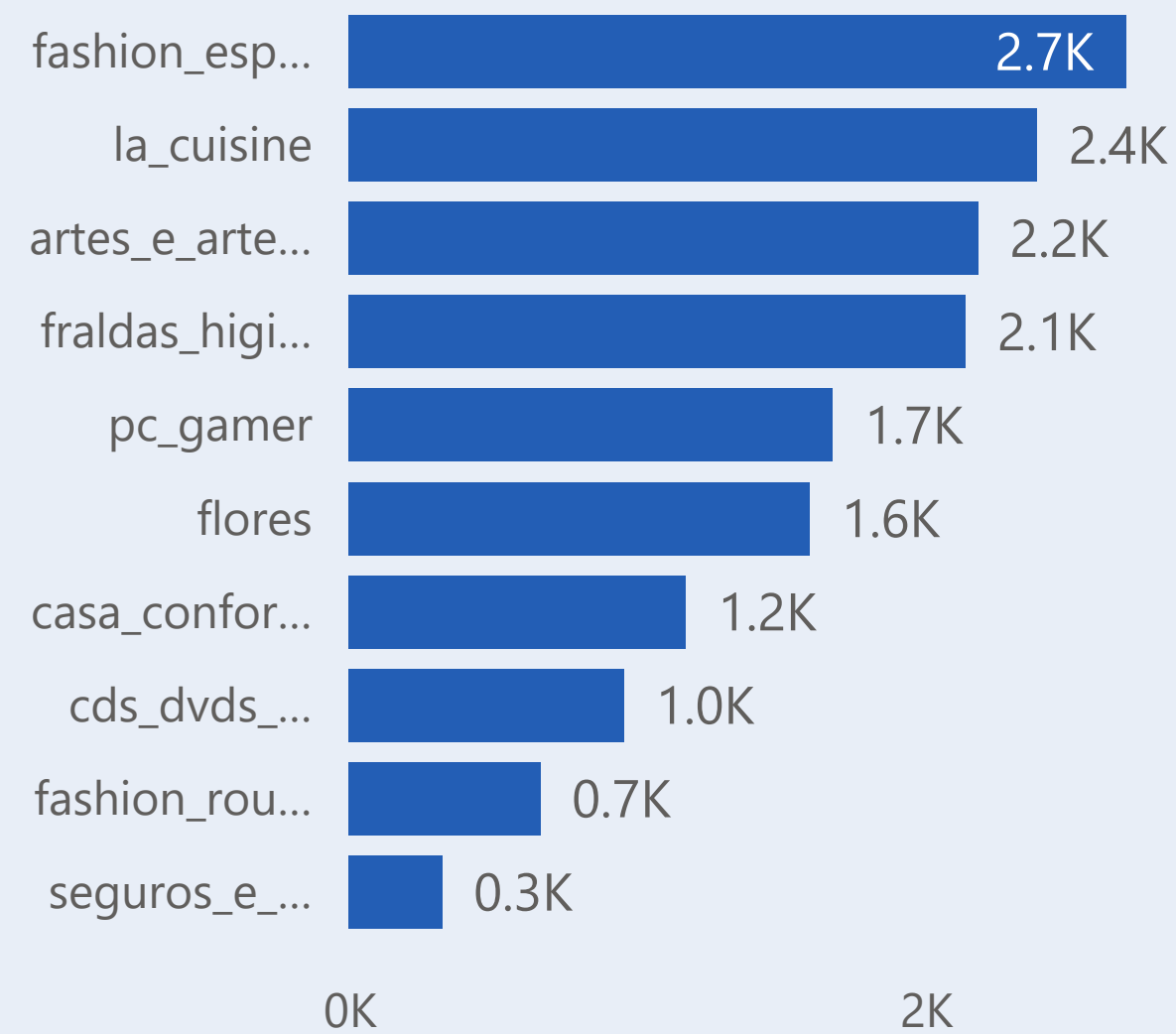
Average Delivery time by Day of the week



Average Shipping Days for different States



Bottom 10 Products by Payments



Top 10 Products by Payments

