

To Brazilian E-commerce store



I am hear to explain you that how your sales across different states over the years are going on. And some reasons behind this.

View Points

State Wise Trend Over years

- Revenue
- Orders
- Customer Acquisition

Best Performing States

- Best Performed States
- Best Performed City Under Best Performed State
- Product Categories Under Best Performed Cities

Components Affecting Performance

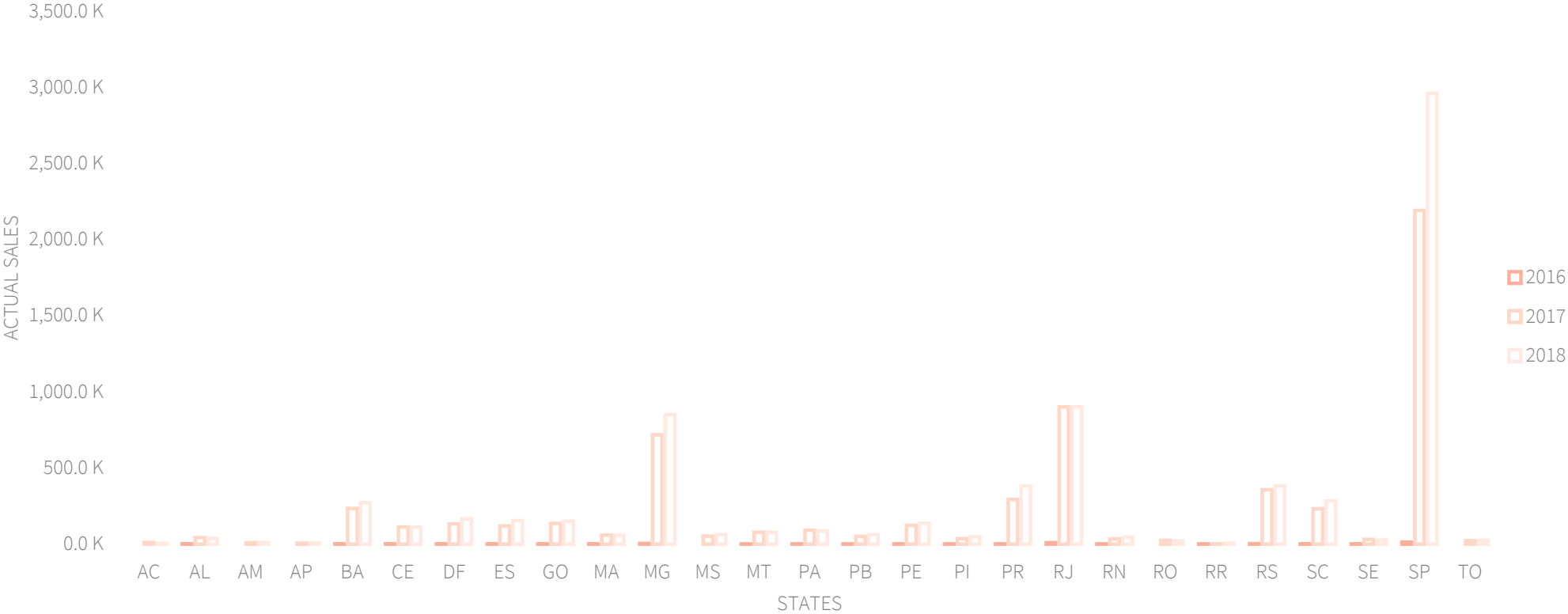
- Category Level No of Orders
- Category Level Post Order Reviews
- Delivery Timing

Low Performing States

- Low Performed States
- Low Performed City Under Low Performed State
- Product Categories Under Worst Performed Cities

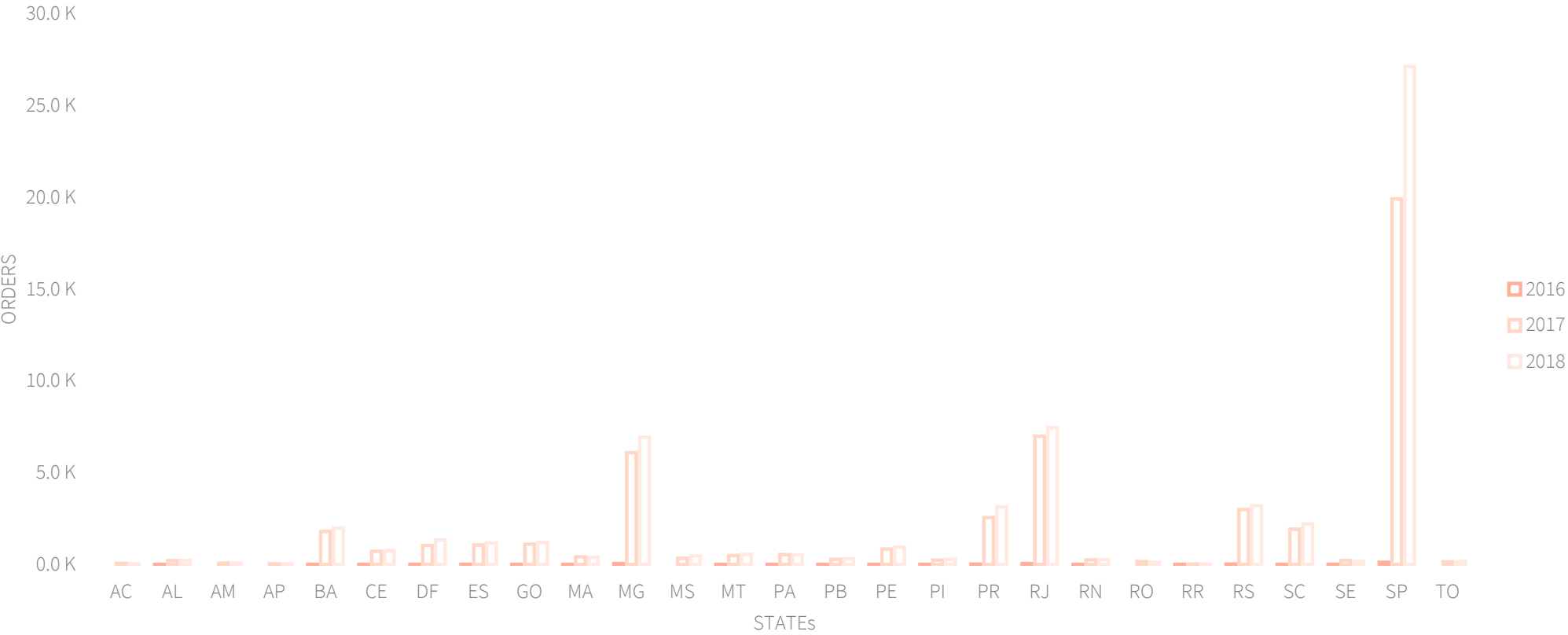
Revenue - State Wise Trend Over years

STATE WISE REVENUE ACROSS YEARS



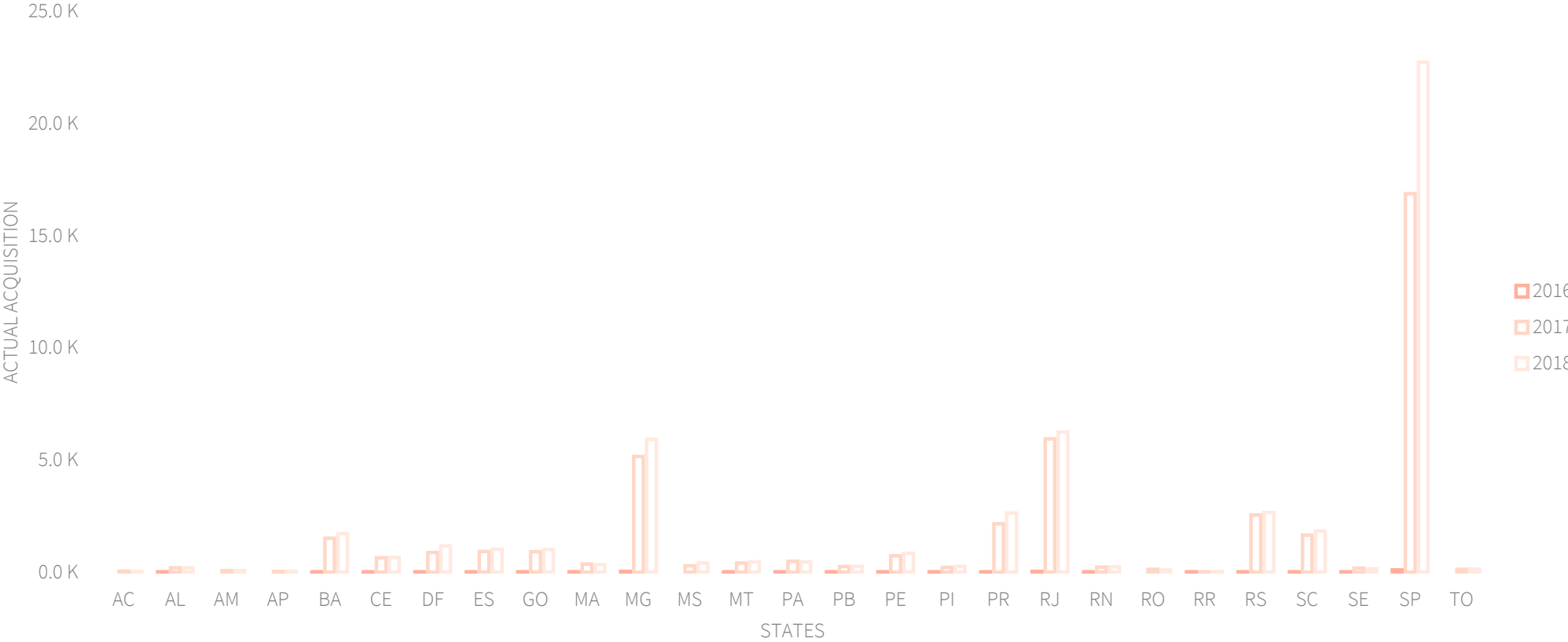
Orders - State Wise Trend Over years

STATE WISE ORDERS ACROS YEARS



Customer Acquisition - State Wise Trend Over years

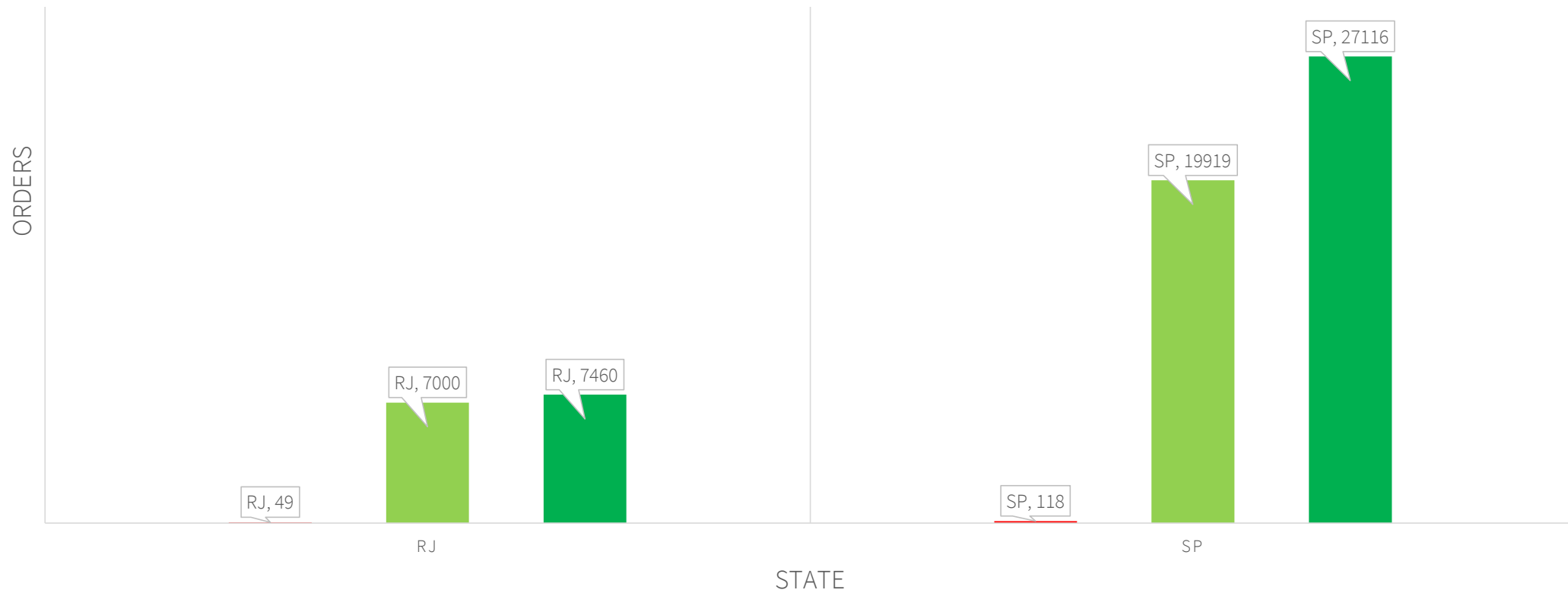
STATE WISE CUSTOMER ACQUISITION



Best Performing States

BEST 2 STATES WITH INCREASING ORDERS

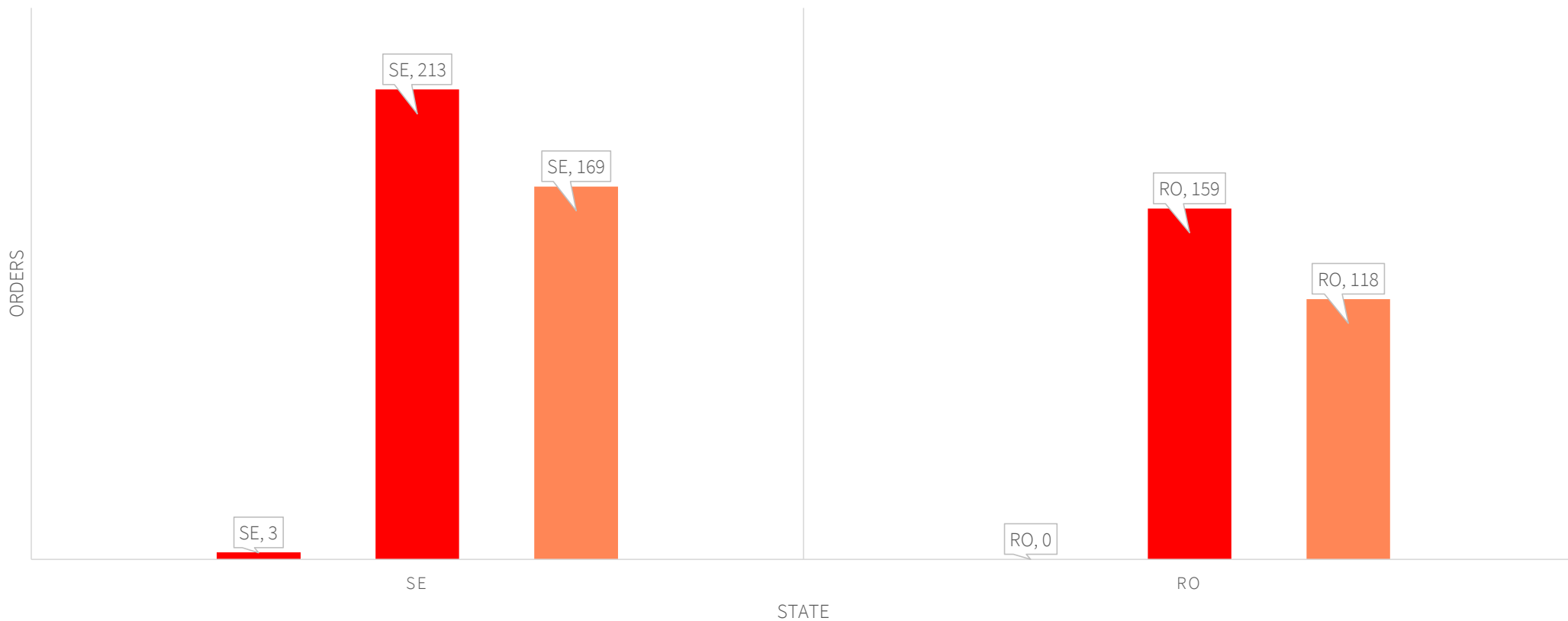
■ Sum of YEAR 2016 ■ Sum of YEAR 2017 ■ Sum of YEAR 2018



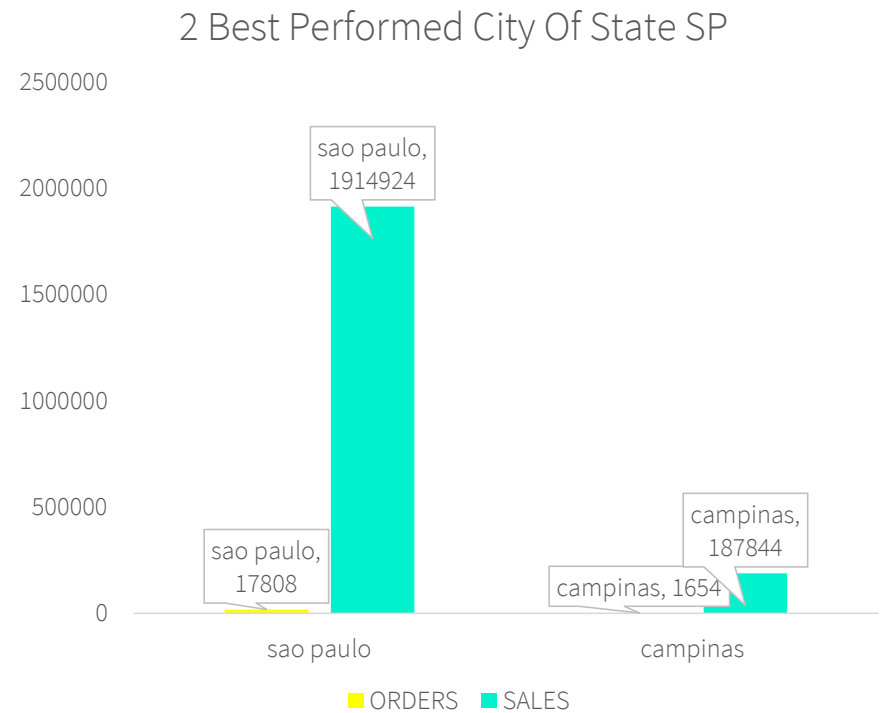
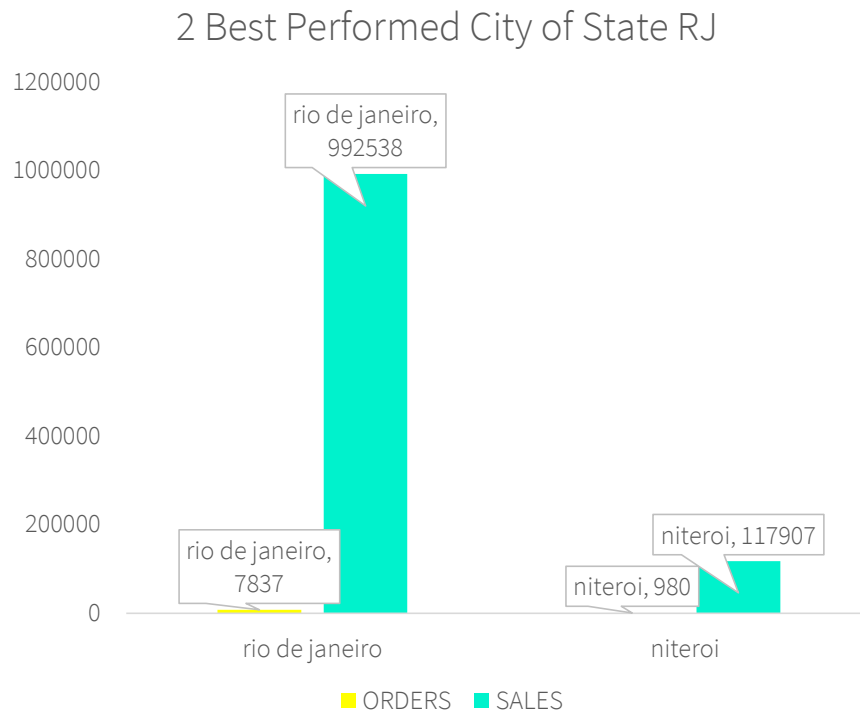
Worst Performing States

WROST 2 STATES WITH DECLINING ORDERS

■ Sum of YEAR 2016 ■ Sum of YEAR 2017 ■ Sum of YEAR 2018

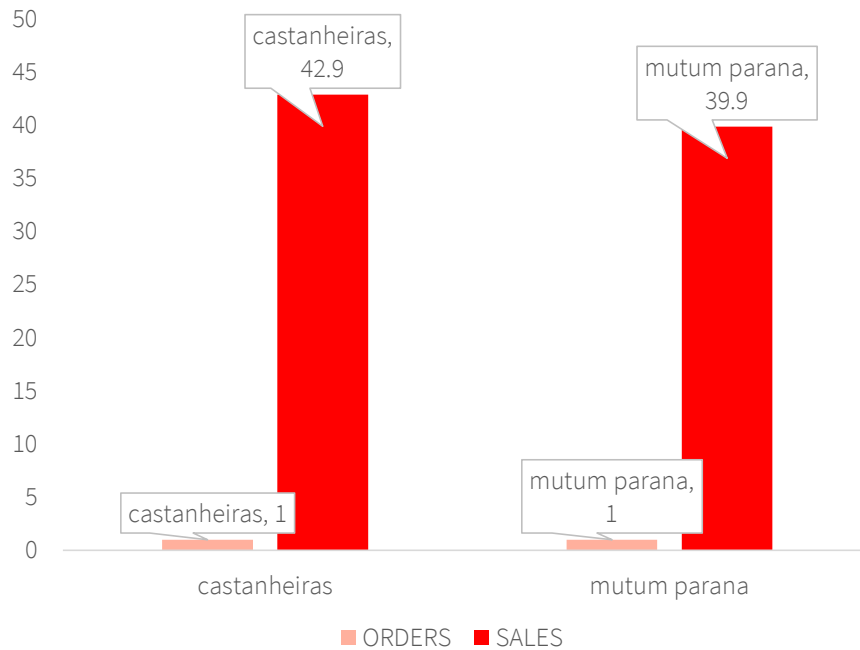


Best Performed City Under Best Performed State (RJ & SP)

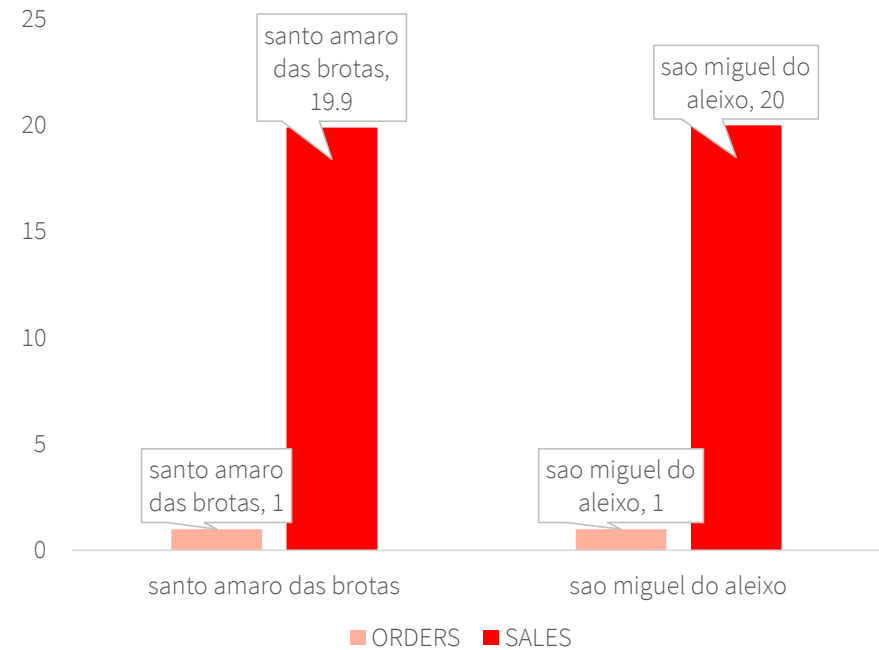


Worst Performed City Under Worst Performed State (RO & SE)

2 Worst Performed City of State RO



2 Worst Performed City Of State SE



Best Product Categories Under Best Performed Cities

Vs

Best Product Categories Under All Cities

Under Best Performed Cities		Under All Cities	
product_category_name ▼	NO_OF_ORDERS ▼	product_category_name ▼	NO_OF_ORDERS ▼
cama_mesa_banho	1984	cama_mesa_banho	1984
beleza_saude	1753	beleza_saude	1753
esporte_lazer	1397	esporte_lazer	1397
utilidades_domesticas	1321	utilidades_domesticas	1321
moveis_decoracao	1268	moveis_decoracao	1268
informatica_acessorios	1227	informatica_acessorios	1227
cama_mesa_banho	854	cama_mesa_banho	854
relogios_presentes	844	relogios_presentes	844
brinquedos	658	brinquedos	658
telefonica	620	telefonica	620

Worst Product Categories Under Worst Performed Cities

Vs

Worst Product Categories Under All Cities

Under Wroost Performed Cities		Under All Cities	
product_category_name ▼	NO_OF_ORDERS ▼	product_category_name ▼	NO_OF_ORDERS ▼
instrumentos_musicais	1	instrumentos_musicais	1
informatica_acessorios	1	informatica_acessorios	1
eletronicos	1	eletronicos	1
automotivo	1	automotivo	1
		pet_shop	1
		automotivo	1
		moveis_colchao_e_estofado	1
		informatica_acessorios	1
		beleza_saude	1

Components Affecting Performance



Components Affecting Performance



Components Affecting Performance – ON TIME DELIVERY

Row Labels	Sum of TOTAL_DELIVERIES	Sum of BEORE_DATE_DELIVERIES	Sum of BEORE_DATE_DELIVERIES
RJ	37050	32565	88%
SP	121482	116022	96%
SE	1005	852	85%
RO	486	472	97%



Summary

Components affecting performance

1. Top selling categories of all time is most seller in top performing State and City
2. Worst Selling categories of all time contains the low performing State and City
3. Rating of the product is not effecting its sales
4. Delivery time of the product is not effecting their sales