**Insights**

1. Lowest performing states do not have sellers from their own states so the delivery time is increased which affects customer satisfaction.So theres need to increase sellers in each state.
2. In recent months of 2018 lead Delivery time has gone in negative even for high performing states which in turn causes low coustomer acqusition and may lead to losing of customers.
3. Max undelivered orders had credit card as payment type followed by boleto then vouchers.So they can check the system.
4. Most of states most ordered product is not delivered from same state.So need to find sellers for that particular product in same states.
5. Ramiro lowest performing state has average reply time for complaint of 198 hours whereas other states its around 35-70 hours.Also other state AP has overall average reply time of 104 hours whereas others have of about 75-90 which is also high.Replying time to complaints as well as other reviews must be reduced.
6. Most sequentials are paid in vouchers with most of customers opting for 2 sequentials.
7. Most of top selling products have large description so, tell sellers to add description to their products.