

Executive Dashboard

Total Revenue (R\$)

16.07M

Total Revenue

Total Orders

96K

Total_orders

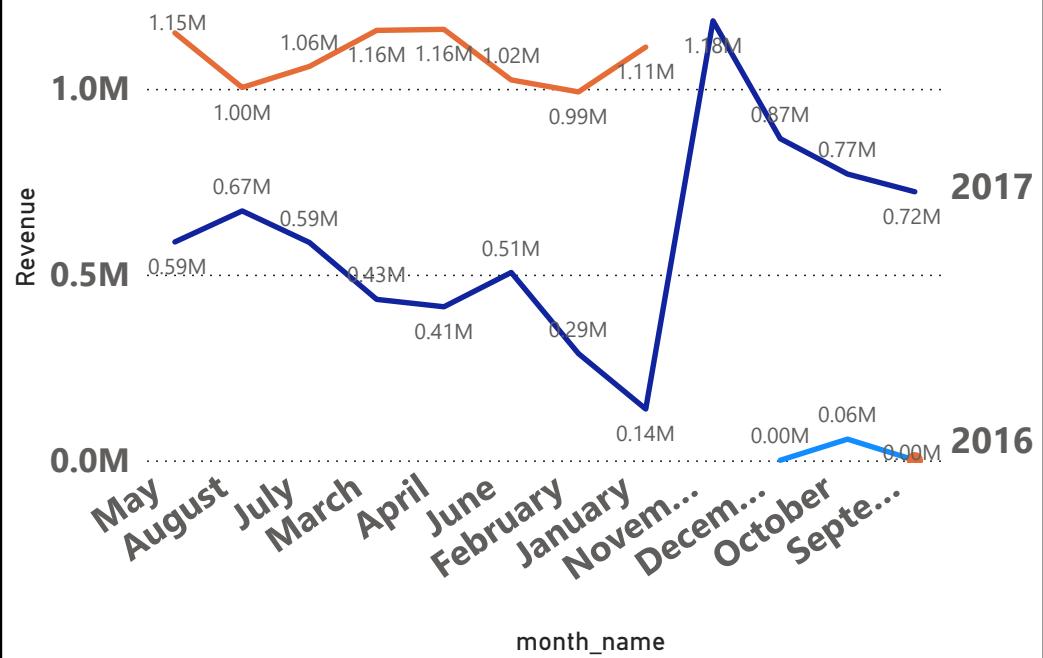
Unique Customers

99K

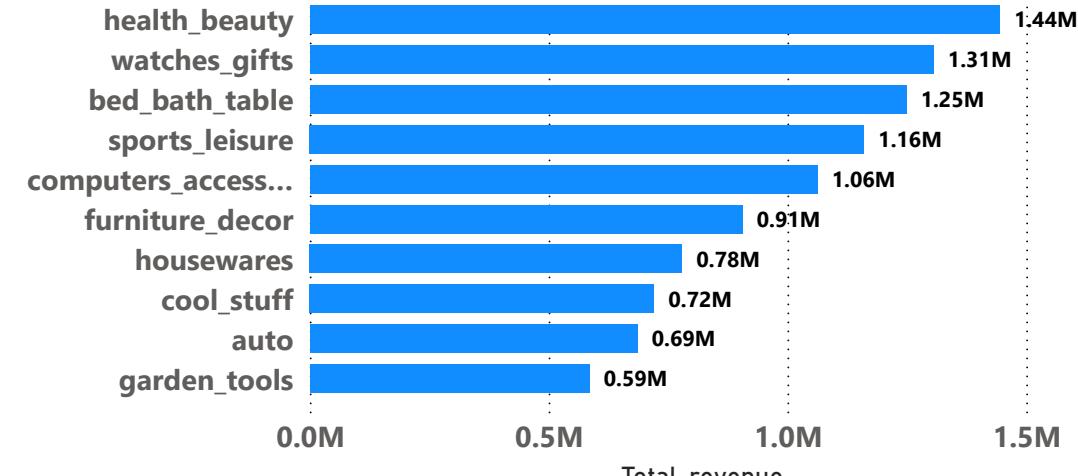
Customer_count

Revenue by month_name and year

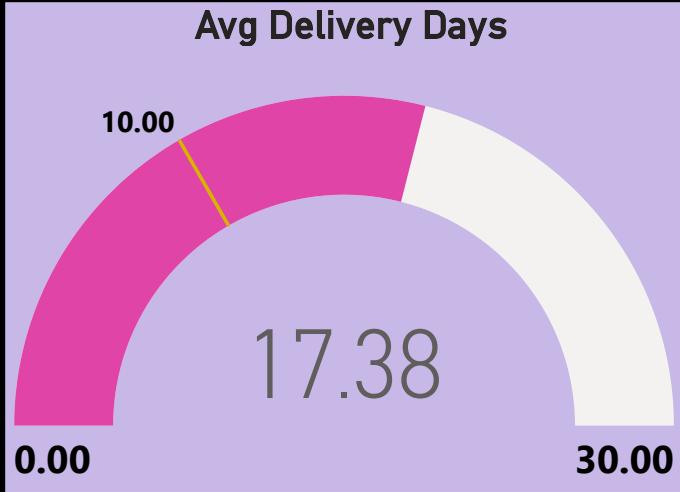
year ● 2016 ● 2017 ● 2018



Top 10 Categories by Revenue



Avg Delivery Days

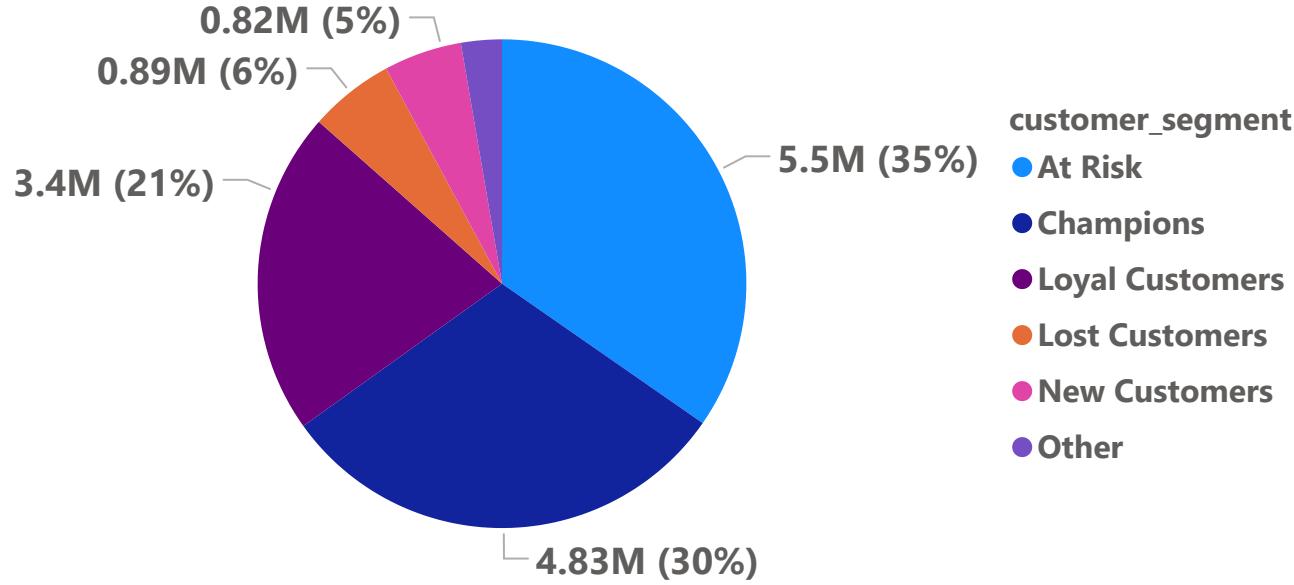


Customer Rating (Avg)



Customer & Operations Analytics

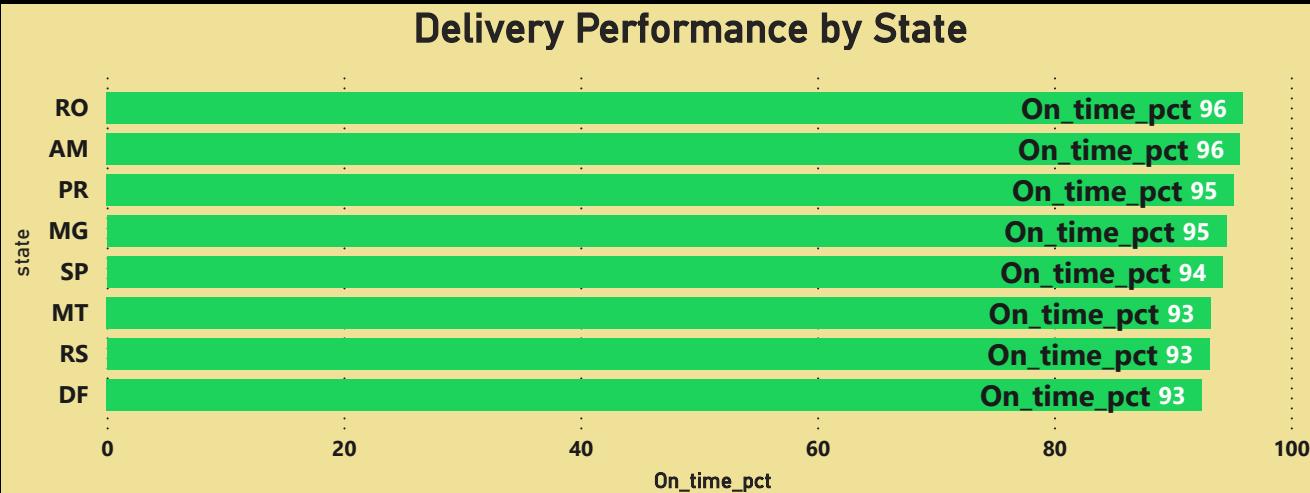
Revenue by Customer Segment



Customer Segment Details

Customer_segment	Customer_count	Avg_lifetime_value	Total_revenue
At Risk	23205	237.16	5,503,405
Champions	16267	297.13	4,833,451
Lost Customers	16262	54.80	891,184
Loyal Customers	19727	172.35	3,399,895
New Customers	15220	53.91	820,570
Other	7985	53.63	428,265
Total	98666	868.98	15,876,795

Delivery Performance by State



State	Total_orders	Avg_delivery_days	On_time_pct
SP	40495	8.30	94.24
RJ	12353	14.70	87.02
MG	11355	11.50	94.56
RS	5344	14.70	93.14
PR	4923	11.50	95.21
Total	96288	17.38	2,139.51