

Executive Dashboard

Total Revenue
(R\$)

16.07M

Total Revenue

Total Orders

96K

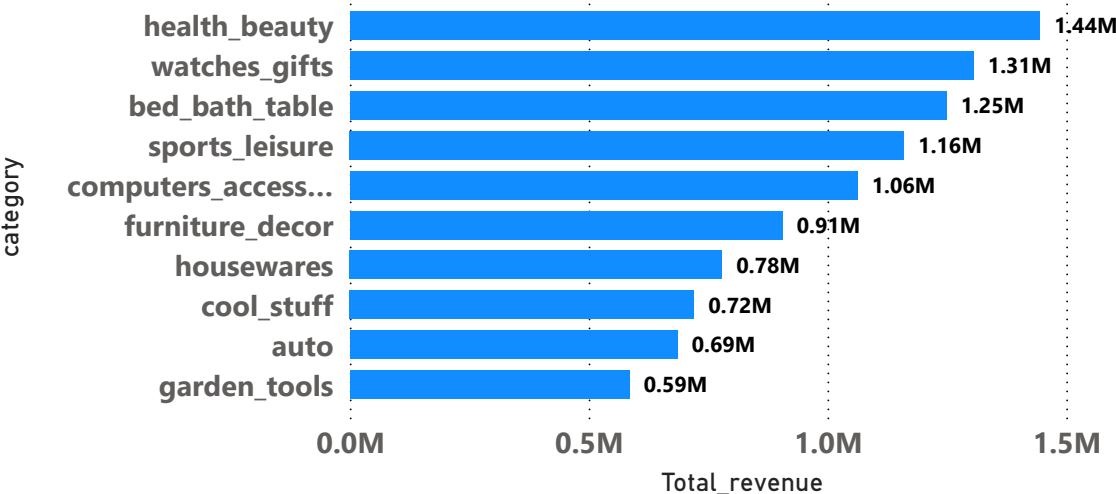
Total_orders

Unique
Customers

99K

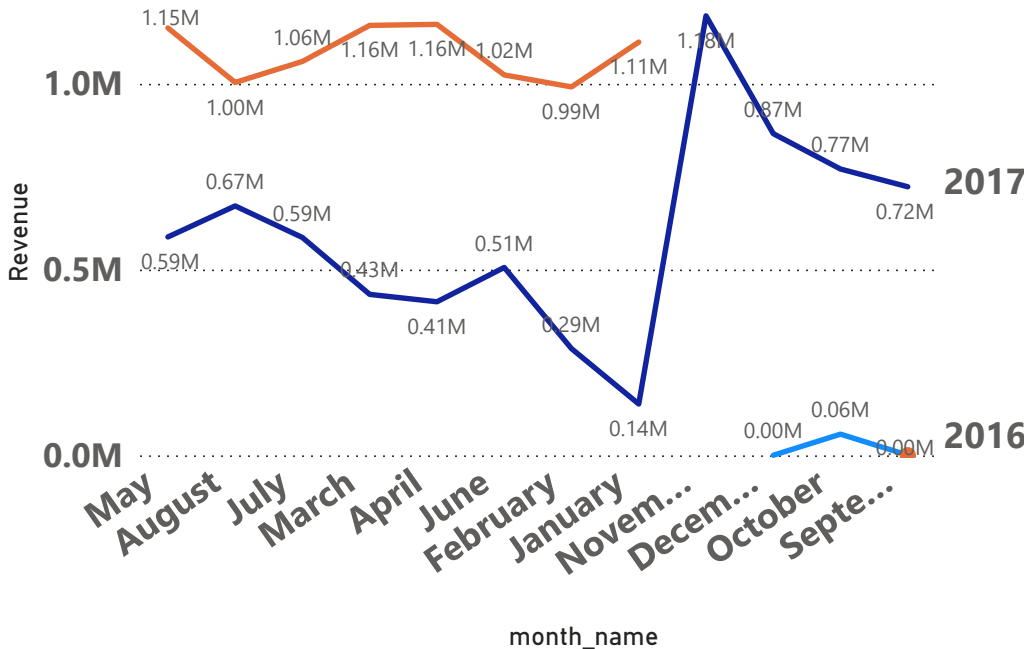
Customer count

Top 10 Categories by Revenue

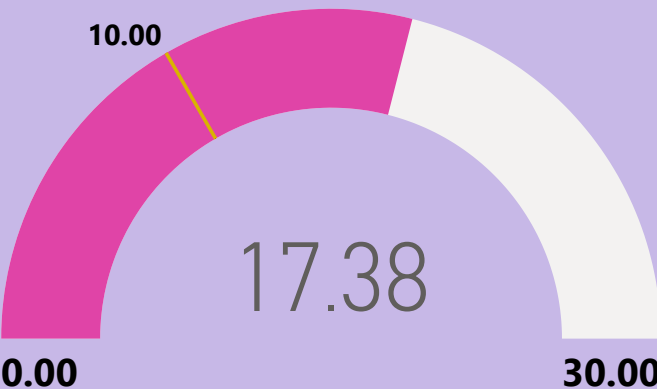


Revenue by month_name and year

year ● 2016 ● 2017 ● 2018



Avg Delivery Days

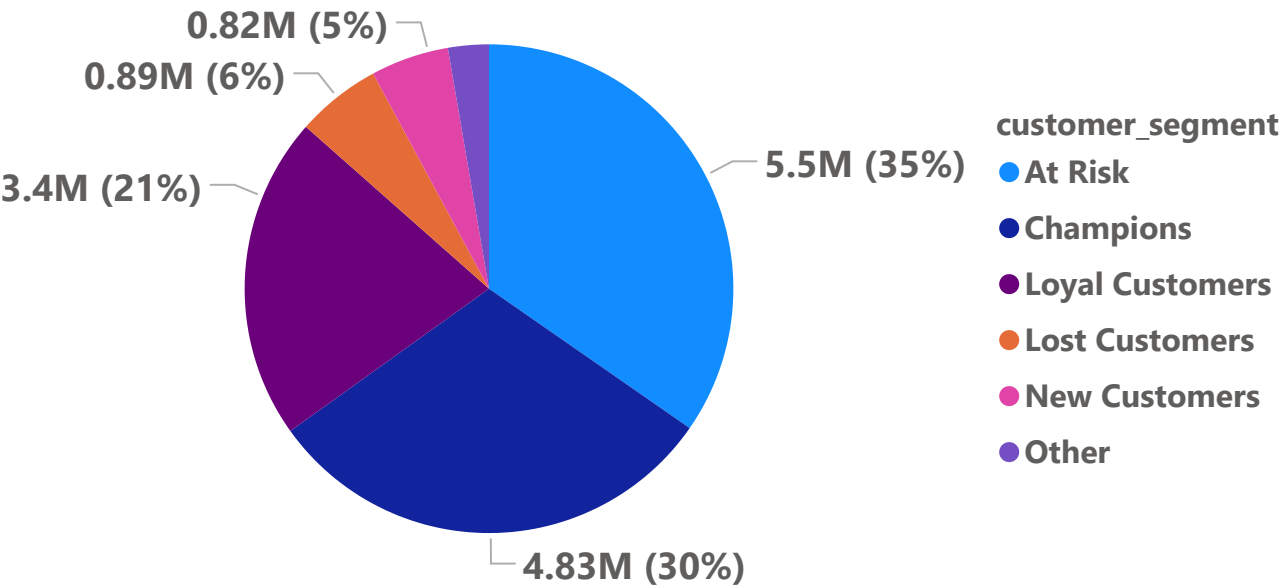


Customer Rating (Avg)



Customer & Operations Analytics

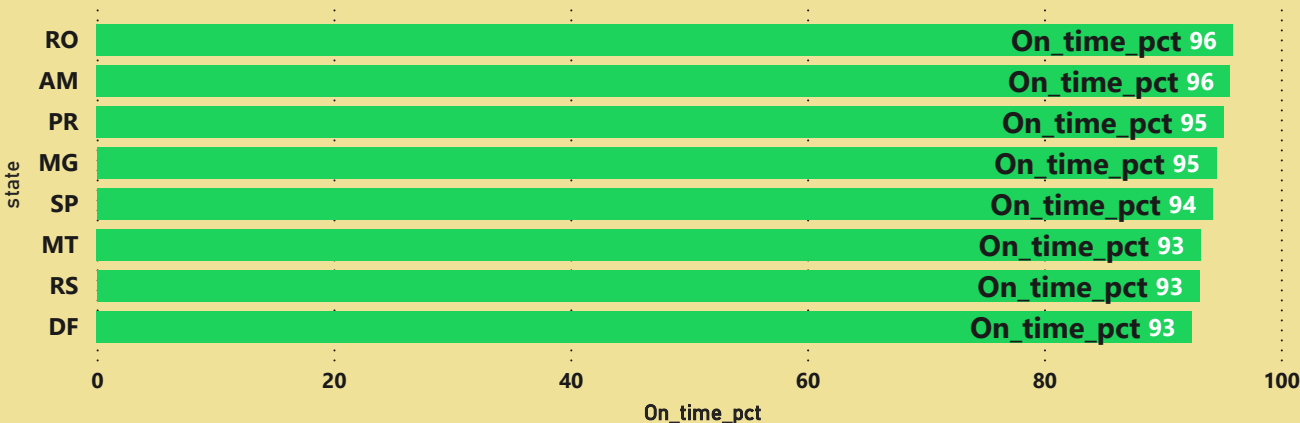
Revenue by Customer Segment



Customer Segment Details

Customer_segment	Customer_count	Avg_lifetime_value	Total_reve
At Risk	23205	237.16	5,503,40
Champions	16267	297.13	4,833,45
Lost Customers	16262	54.80	891,18
Loyal Customers	19727	172.35	3,399,89
New Customers	15220	53.91	820,57
Other	7985	53.63	428,26
Total	98666	868.98	15,876,79

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