Analysis of The Operating Performance for E-commerce Company
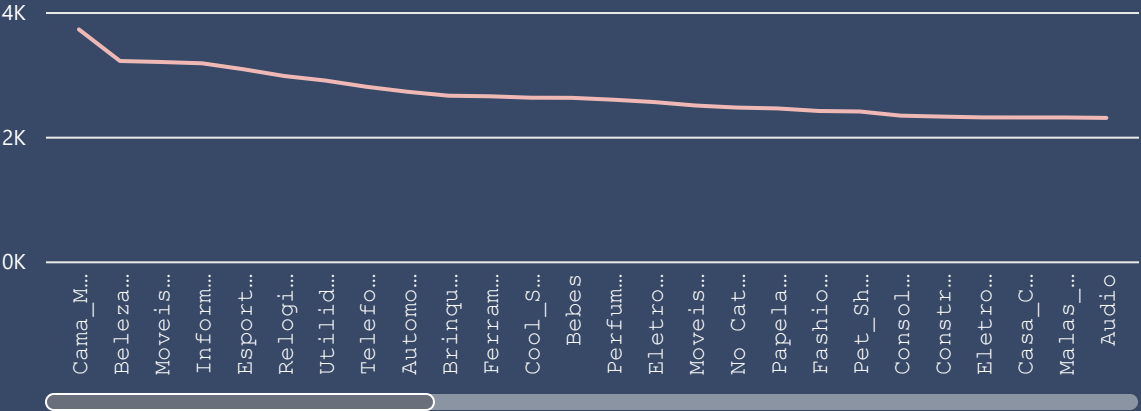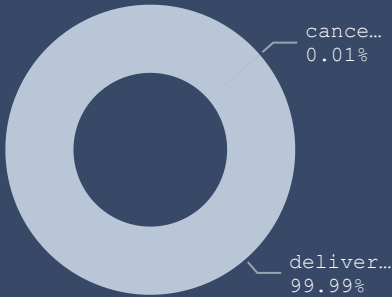
Payment Type
- ☐ boleto
- ☐ credit_card
- ☐ debit_card
- ☐ voucher

Average Order Cost
140.88
0.00 — 281.77

Bad Reviews Count
15K
0K — 29K

Total Orders
96K
0K — 193K

Product Category Prone for Customer Dissatisfaction

Categories (x-axis): Cama_M..., Beleza..., Moveis..., Inform..., Esport..., Relogi..., Utilid..., Telefo..., Automo..., Brinqu..., Ferram..., Cool_S..., Bebes, Perfum..., Eletro..., Moveis..., No Cat..., Papela..., Fashio..., Pet_Sh..., Consol..., Constr..., Eletro..., Casa_C..., Malas_..., Audio

Y-axis: 0K, 2K, 4K

Delivery Status
- cance... 0.01%
- deliver... 99.99%
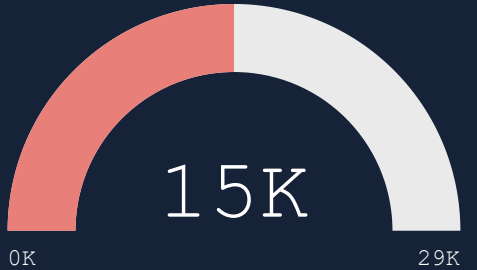
Reviews by Product Category

Category	Value
Cama_Mesa_Ban...	42K
Beleza_Saude	42K
Esporte_Lazer	37K
Informatica_A...	32K
Moveis_Decora...	31K
Utilidades_Do...	29K
Relogios_Pres...	28K
Telefonia	22K
Brinquedos	21K

Bad Reviews by Category

100%

Category	Value
Cool_Stuff	3K
Pet_Shop	2K
Consoles_G...	2K
Audio	2K
Market_Pla...	2K
Dvds_Blu_R...	2K
La_Cuisine	0K

0.1%
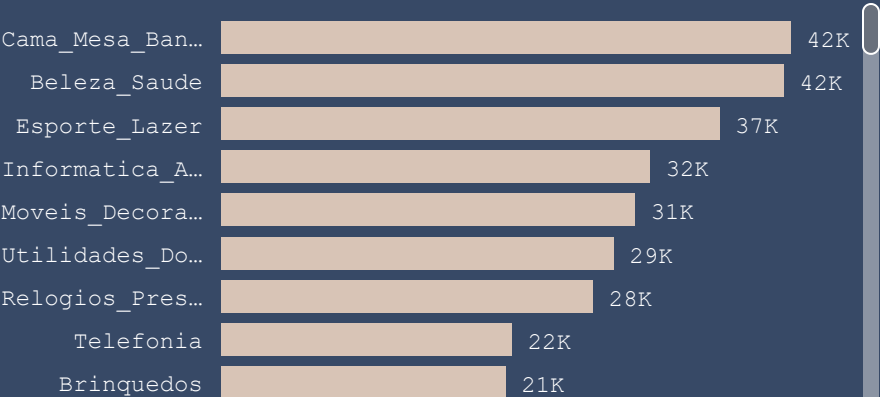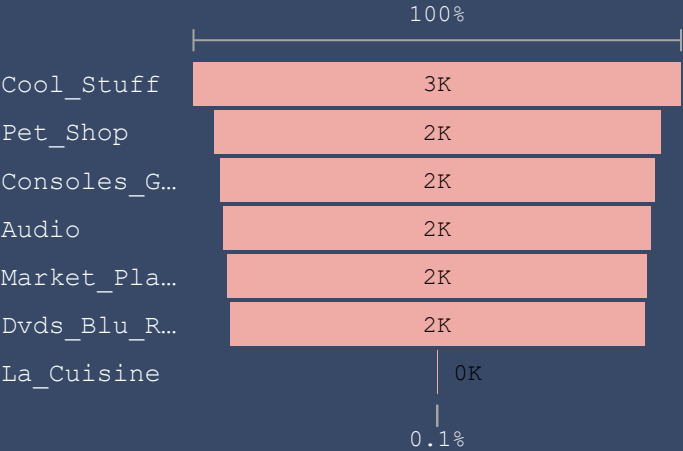
0.51

Average Order Days

**11.98**

Average of Delivery Days

The average delivery time is 11.98 days, it means that, on average, there is approximately 11.98 days between the order approval date and the delivery date.

The average order processing time is 0.51 days, which means that on average, orders are approved within half a day after they have been
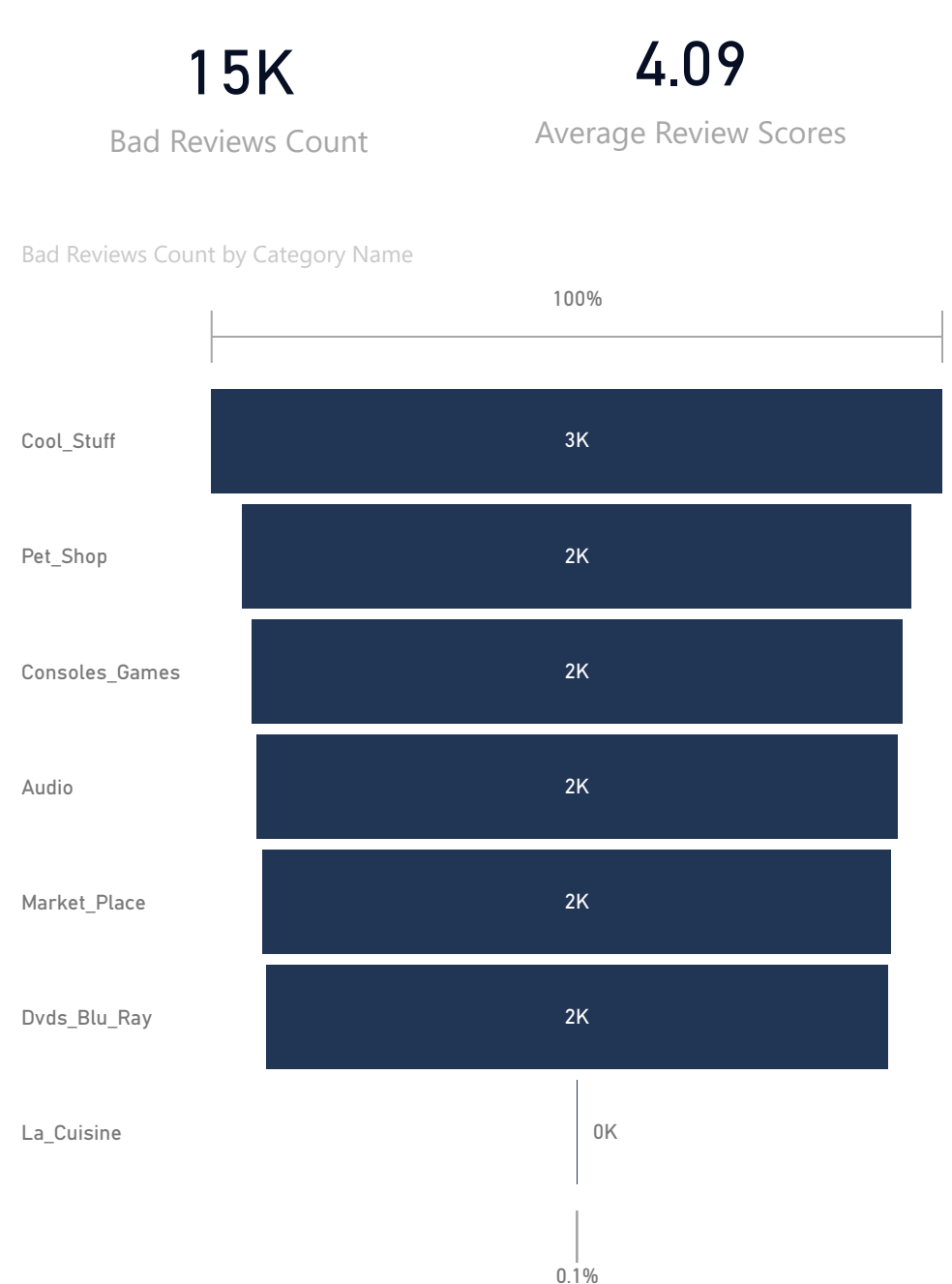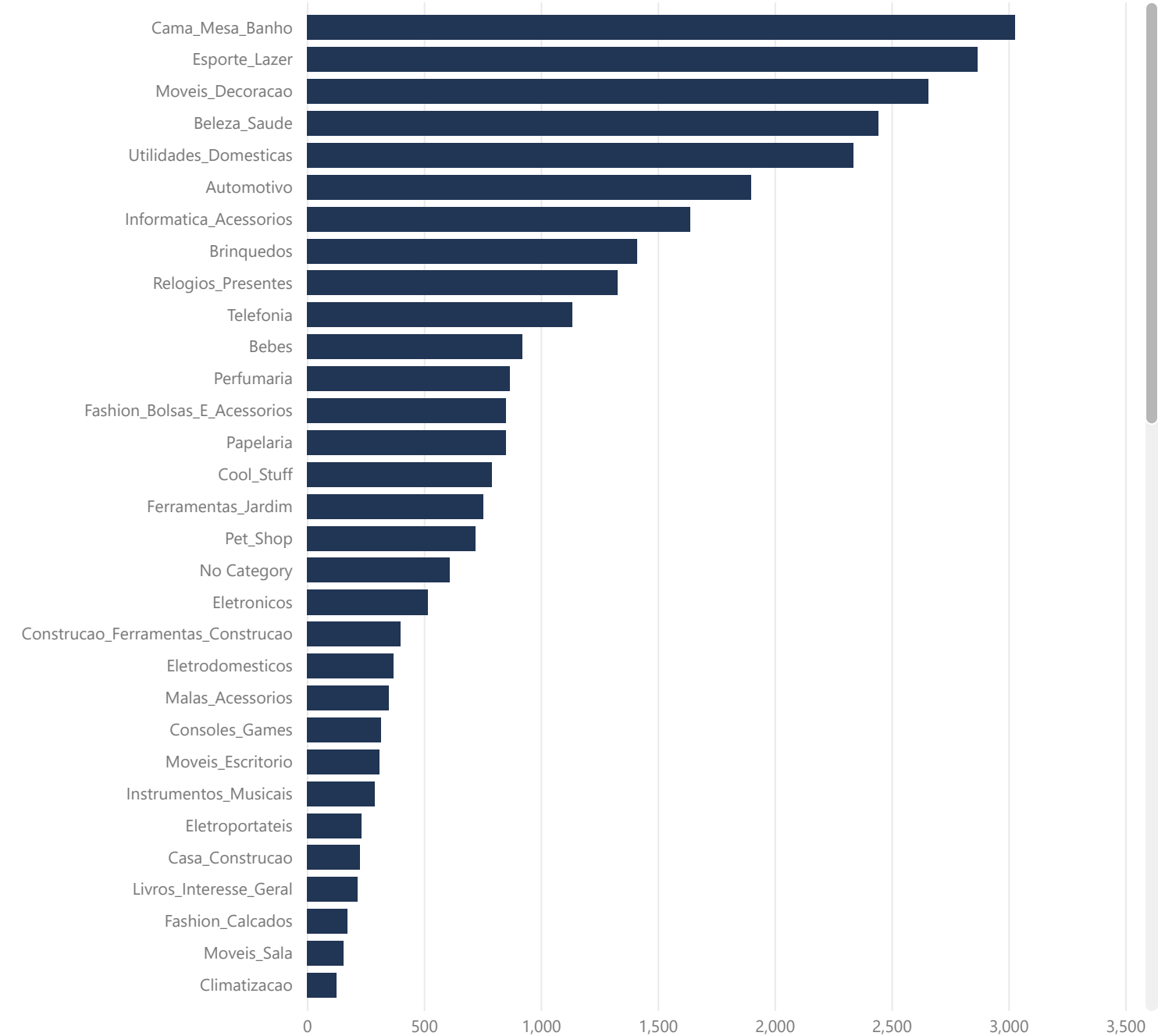
Sum of customers by geolocation_lat and geolocation_lng
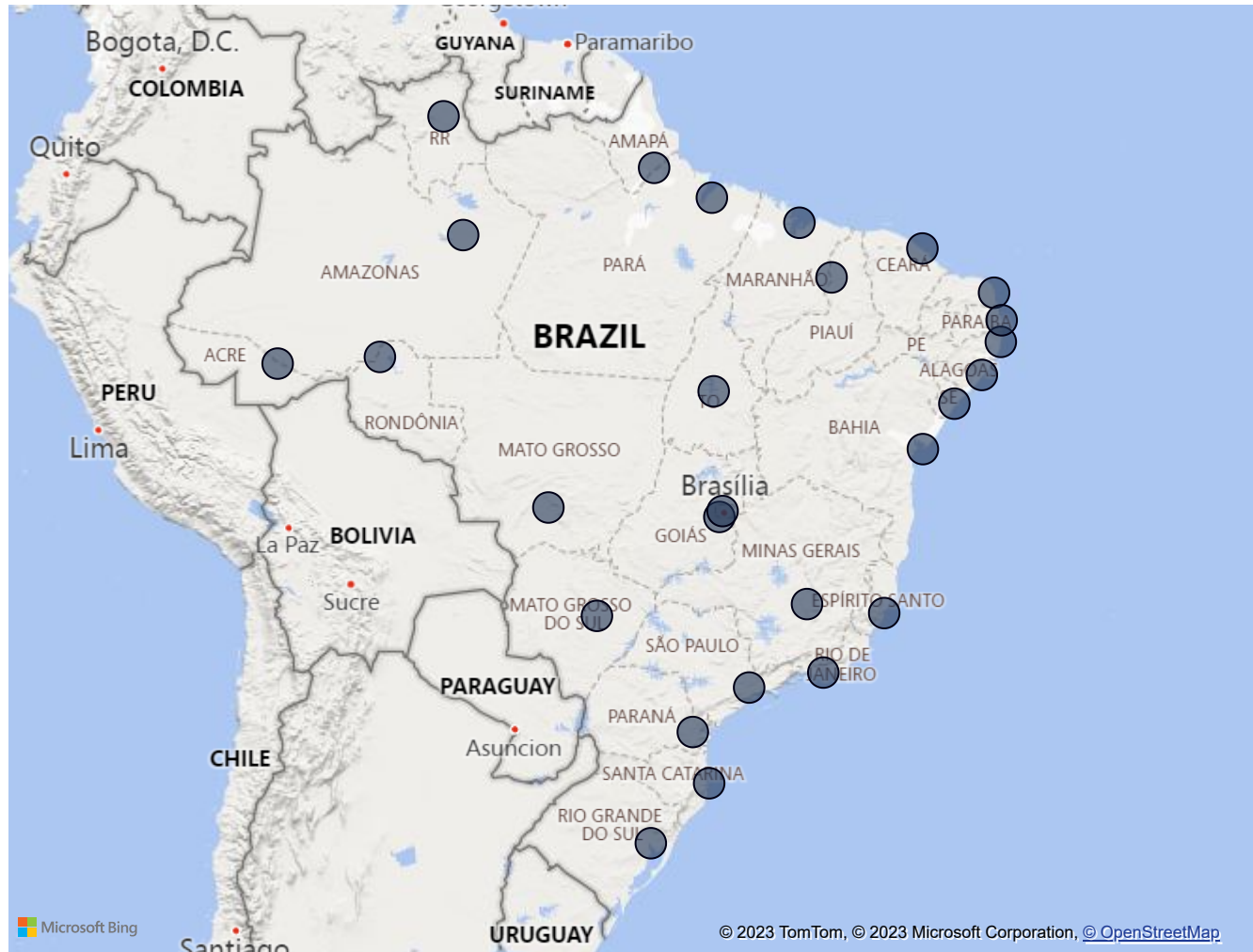
Average Order Days and Average of Delivery Days by Year

● Average Order Days ● Average of Delivery Days
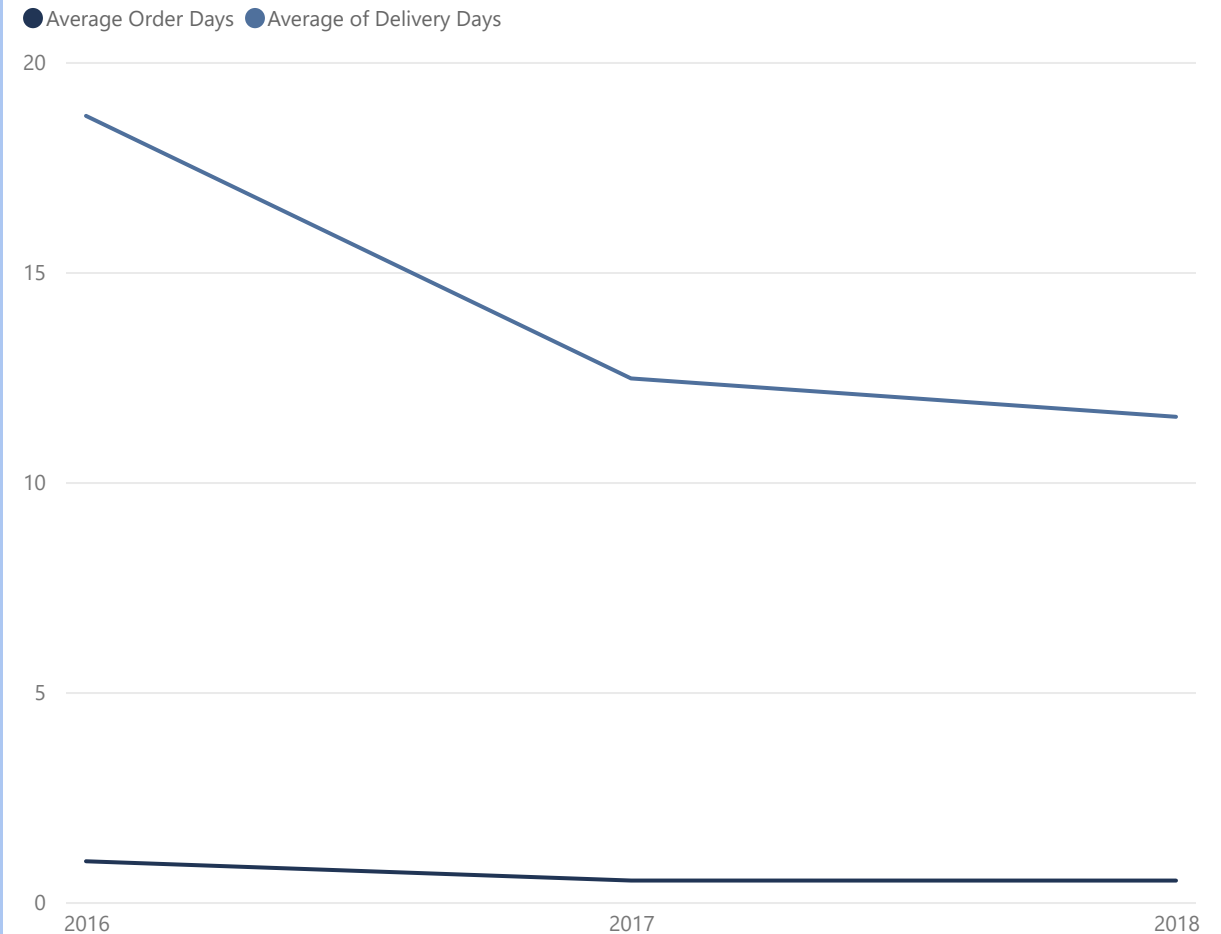
Count of product_id by product_category_name

Category	Count
Cama_Mesa_Banho	
Esporte_Lazer	
Moveis_Decoracao	
Beleza_Saude	
Utilidades_Domesticas	
Automotivo	
Informatica_Acessorios	
Brinquedos	
Relogios_Presentes	
Telefonia	
Bebes	
Perfumaria	
Fashion_Bolsas_E_Acessorios	
Papelaria	
Cool_Stuff	
Ferramentas_Jardim	
Pet_Shop	
No Category	
Eletronicos	
Construcao_Ferramentas_Construcao	
Eletrodomesticos	
Malas_Acessorios	
Consoles_Games	
Moveis_Escritorio	
Instrumentos_Musicais	
Eletroportateis	
Casa_Construcao	
Livros_Interesse_Geral	
Fashion_Calcados	
Moveis_Sala	
Climatizacao	

15K — Bad Reviews Count

4.09 — Average Review Scores

Bad Reviews Count by Category Name

100%

Category	Count
Cool_Stuff	3K
Pet_Shop	2K
Consoles_Games	2K
Audio	2K
Market_Place	2K
Dvds_Blu_Ray	2K
La_Cuisine	0K

0.1%

15K

Bad Reviews Count

0.15

Bad Reviews %

Product Category Prone for Customer Dissatisfaction

4K

3K

2K

1K

0K

Cama_Mesa_Banho · Beleza_Saude · Moveis_Decoracao · Informatica_Aces... · Esporte_Lazer · Relogios_Presentes · Utilidades_Dome... · Telefonia · Automotivo · Brinquedos · Ferramentas_Jard... · Cool_Stuff · Bebes · Perfumaria · Eletronicos · Moveis_Escritorio · No Category · Papelaria · Fashion_Bolsas_E... · Pet_Shop · Consoles_Games · Construcao_Ferra... · Eletrodomesticos · Casa_Construcao · Malas_Acessorios · Audio · Casa_Conforto · Instrumentos_Mu... · Eletroportateis · Moveis_Sala · Alimentos · Telefonia_Fixa · Climatizacao · Market_Place · Livros_Interesse_... · Bebidas · Eletrodomesticos_2 · Artes · Construcao_Ferra... · Moveis_Cozinha_... · Fashion_Calcados · Construcao_Ferra... · Fashion_Roupa_... · Industria_Comerc... · Livros_Tecnicos · Construcao_Ferra... · Agro_Industria_E... · Pcs · Fashion_Underwe... · Sinalizacao_E_Se... · Artigos_De_Natal
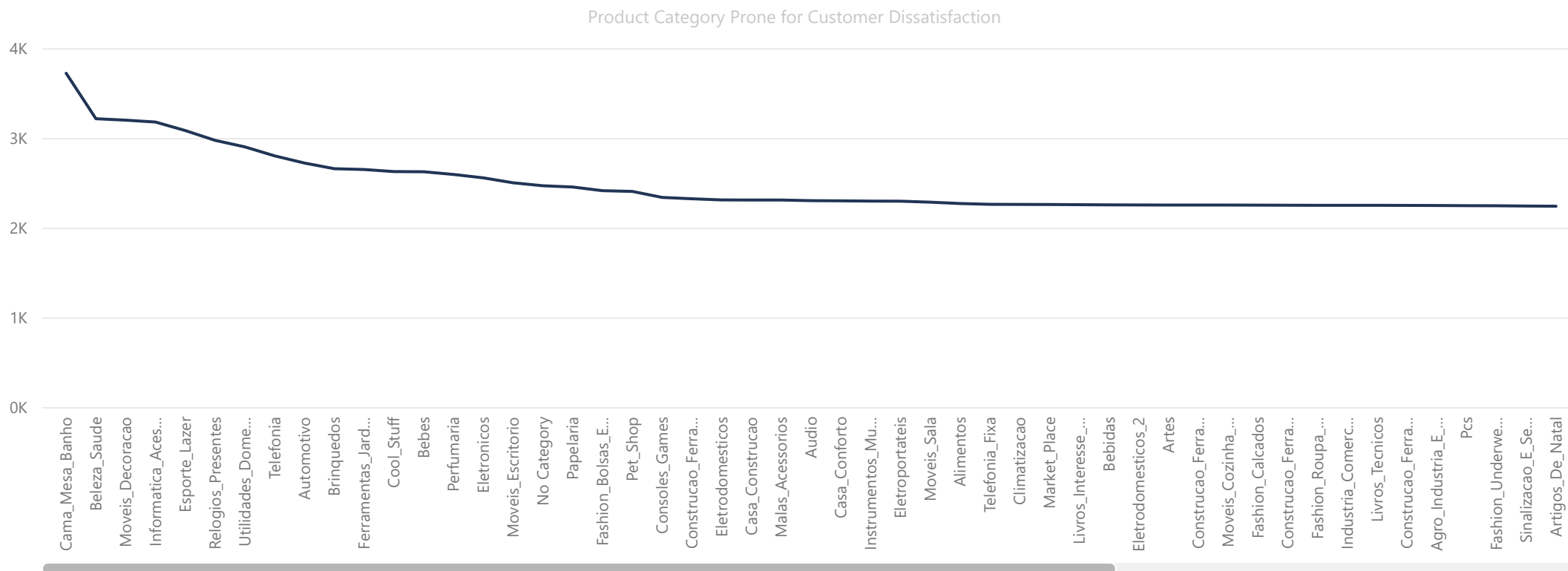
To improve delivery performance and customer satisfaction, it may be helpful to investigate the causes of delayed approvals and to streamline the order fulfillment process.

It may also be useful to gather feedback from customers to identify areas for improvement and to provide more accurate delivery estimates.

Evaluating the cost structure and identifying areas where costs can be reduced may help to increase profitability and improve customer satisfaction by offering more competitive pricing.

Improving product quality, providing better customer service, or streamlining the ordering and delivery process.

It may also be helpful to solicit feedback directly from customers to better understand their concerns and prioritize improvements accordingly.

Finally, it's important to communicate any changes or improvements to customers to demonstrate that their feedback is being taken seriously and acted upon.