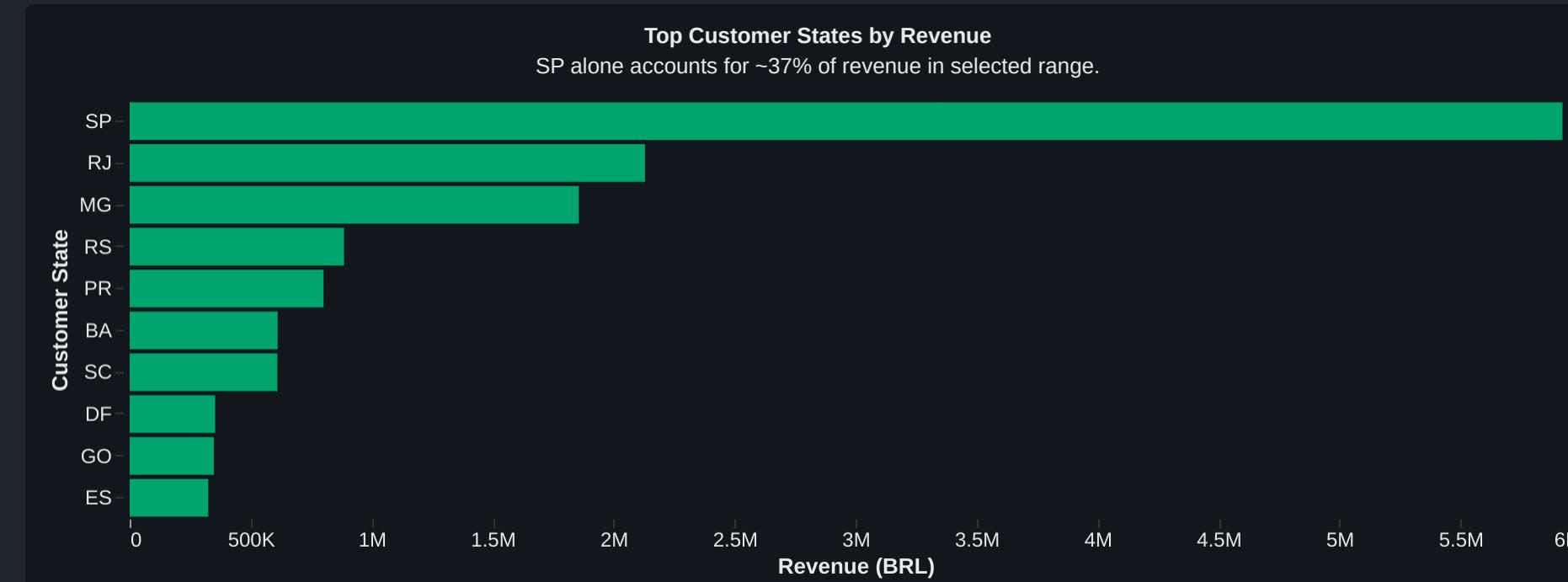


Operations & Geography — Fulfillment Hotspots

Purchase Date Range: Sep 1, 2016 ~ Aug 31, 2018

Operations & Geography — Fulfillment Hotspots

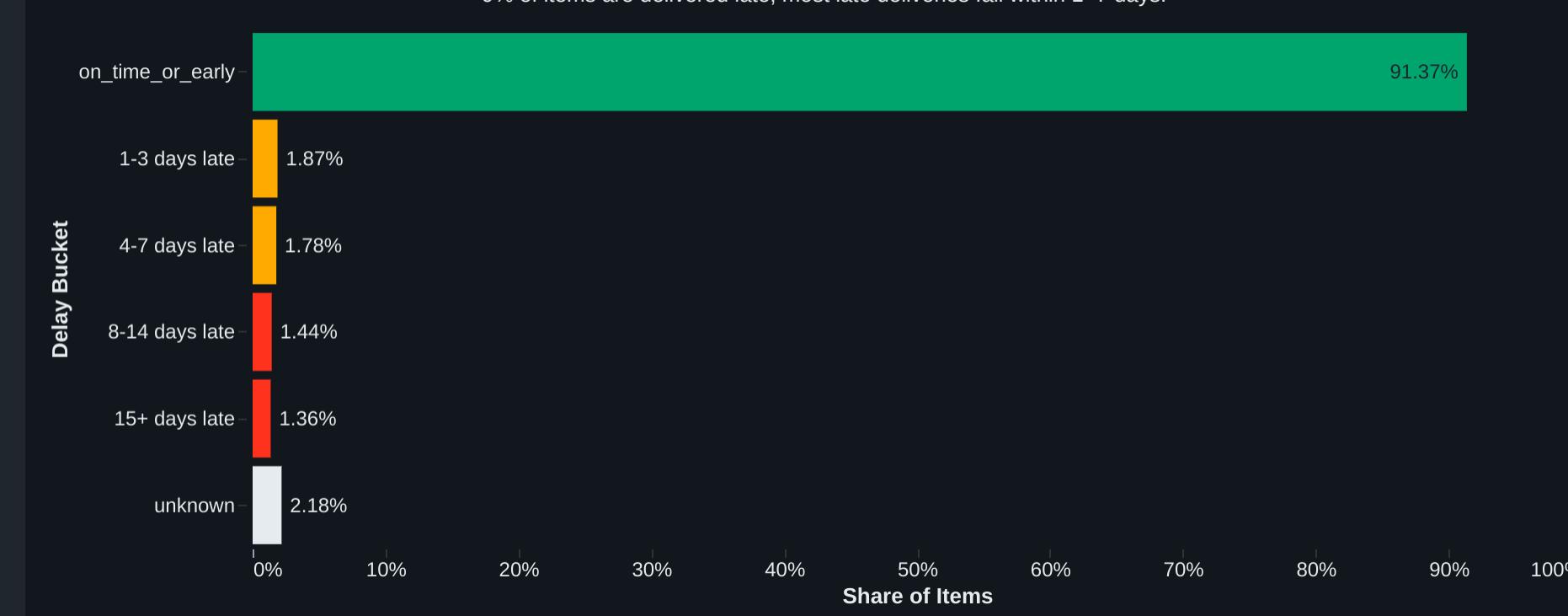


Worst Fulfillment Routes (Seller → Customer)

Seller State	Customer State	Number of Orders	Late Delivery Rate	Avg Late Days	Estimated Late Orders	Revenue (BRL)
SP	MA	493	19.67%	9.37	96.98	R\$88.32K
SP	PI	329	16.30%	13.64	53.62	R\$63.42K
SP	CE	970	13.66%	13.23	132.47	R\$183.47K
SP	RJ	8189	13.49%	13.15	1105.04	R\$1.26M
SP	BA	2313	12.76%	10.06	295.07	R\$375.25K
SP	ES	1467	12.15%	9.73	178.28	R\$218.05K
SP	PA	683	11.76%	11.29	80.35	R\$136.77K
SP	MS	478	11.35%	8.21	54.26	R\$84.66K
PR	RJ	978	11.12%	14.77	108.76	R\$171.59K
SP	PB	337	9.82%	9.05	33.09	R\$82.81K

Delivery Delay Distribution

~9% of items are delivered late; most late deliveries fall within 1–7 days.



Avg Review Score in Top Revenue States

