



Product Category



City



All

All

Month Year



State



All

All

16,009,267.59

Total Price

99446

Number of Orders

2,252,027.01

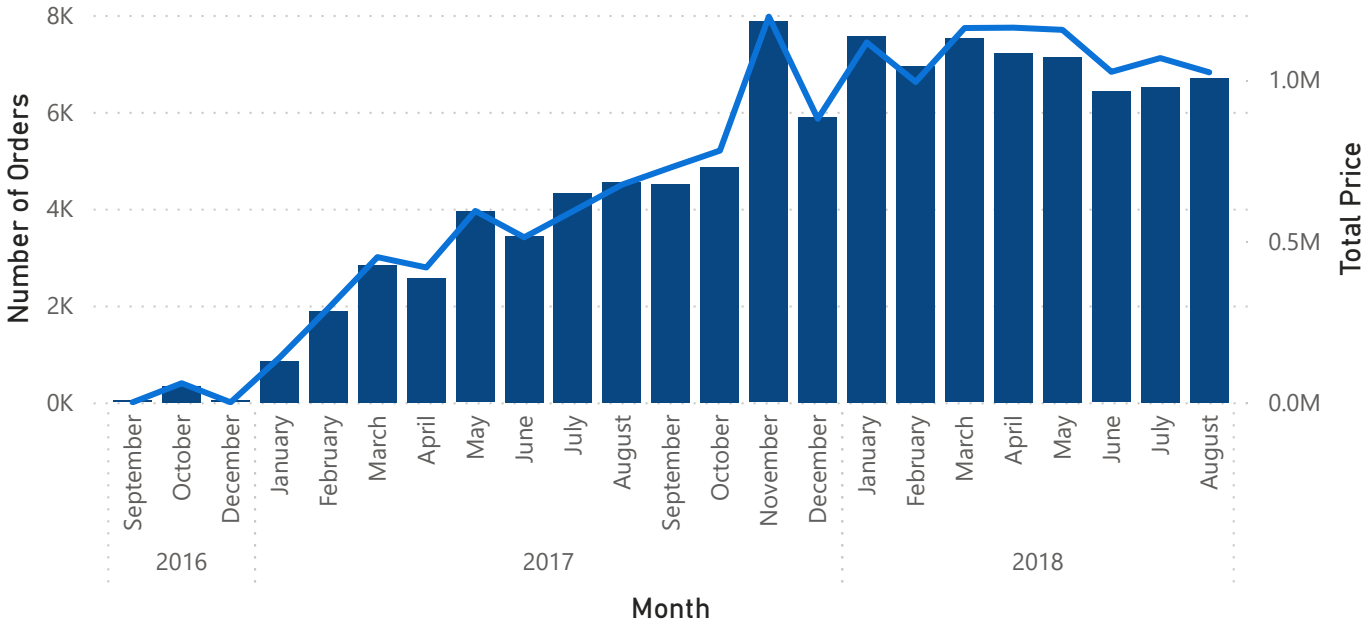
Total Freight Value

32951

Number of products

Monthly and Annual Price

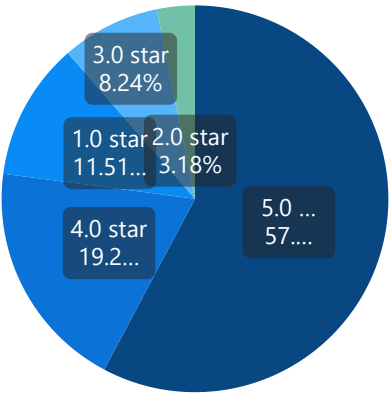
● Number of Orders ● Total Price



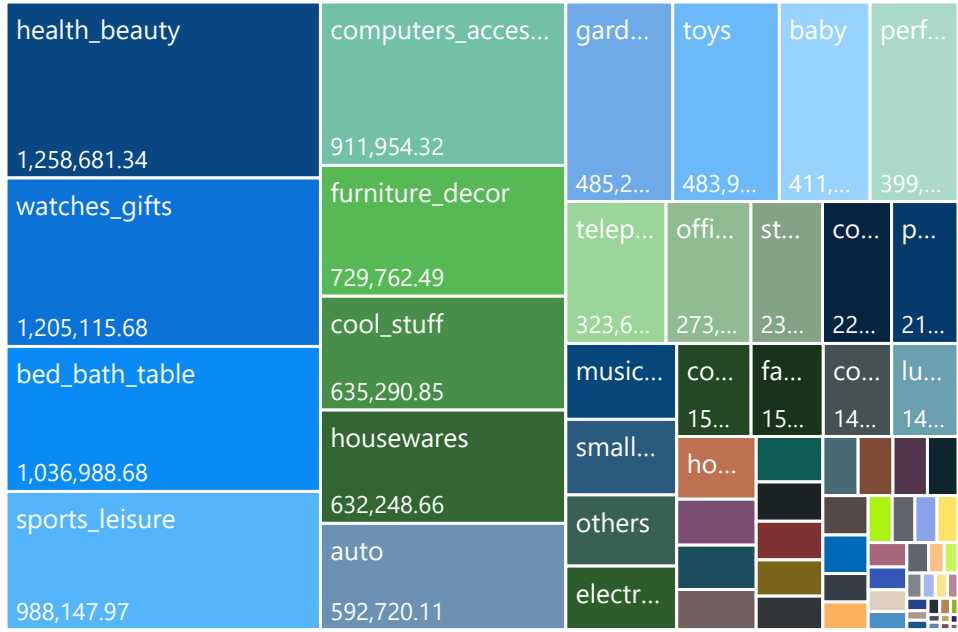
Total Sales, Total Customer and Total Seller by State



Review Score



Price Segmentation by Product Category

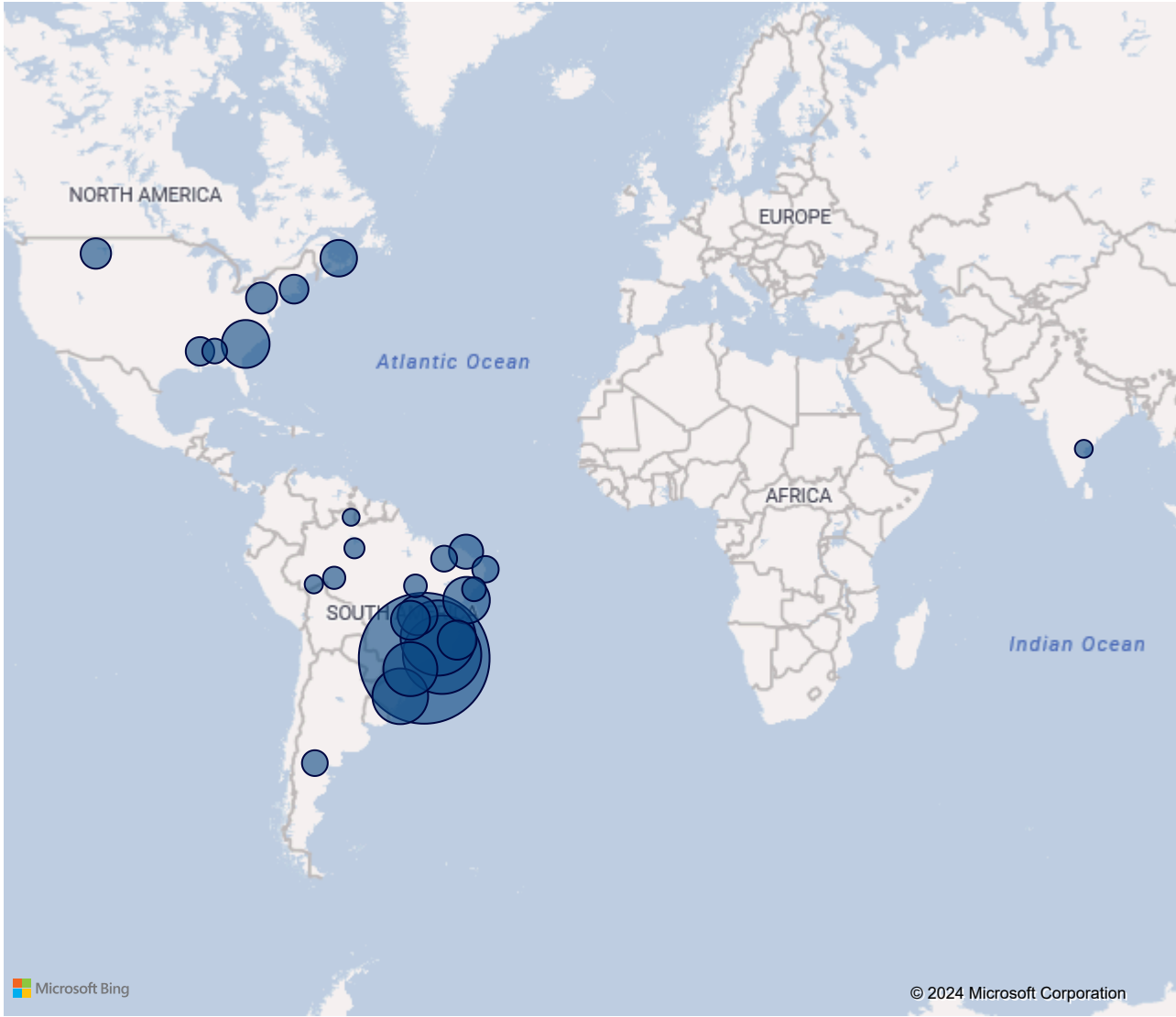




Total Customer

99441

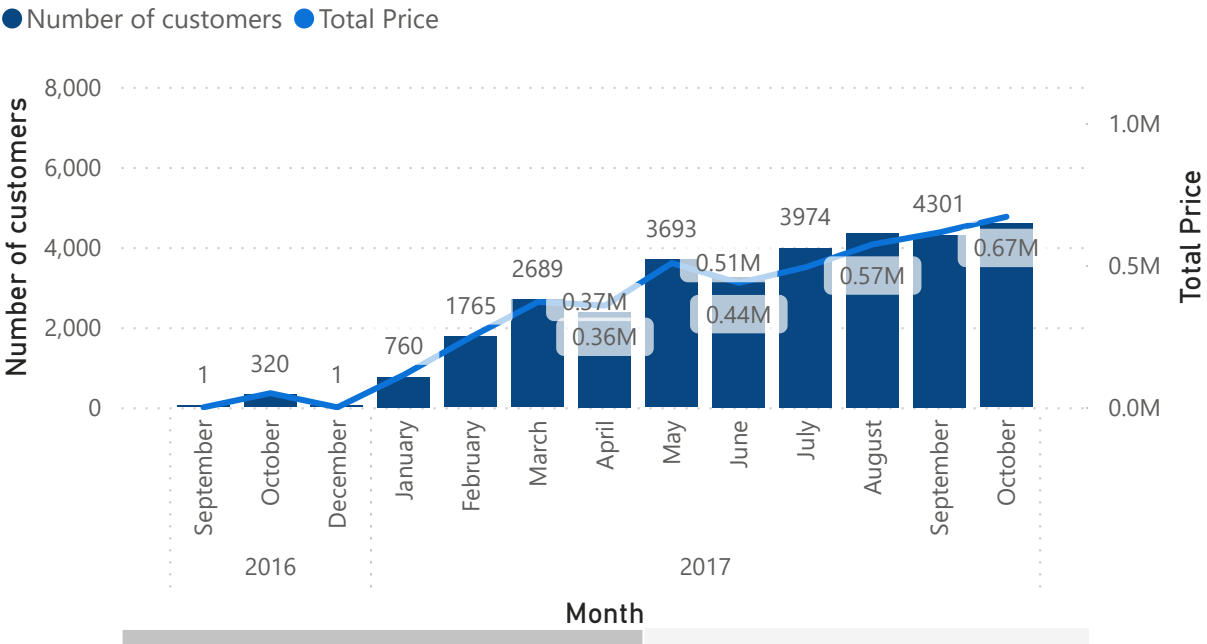
Customer By State



Total Active Customer

99441

Monthly and Annual Customer Pricing



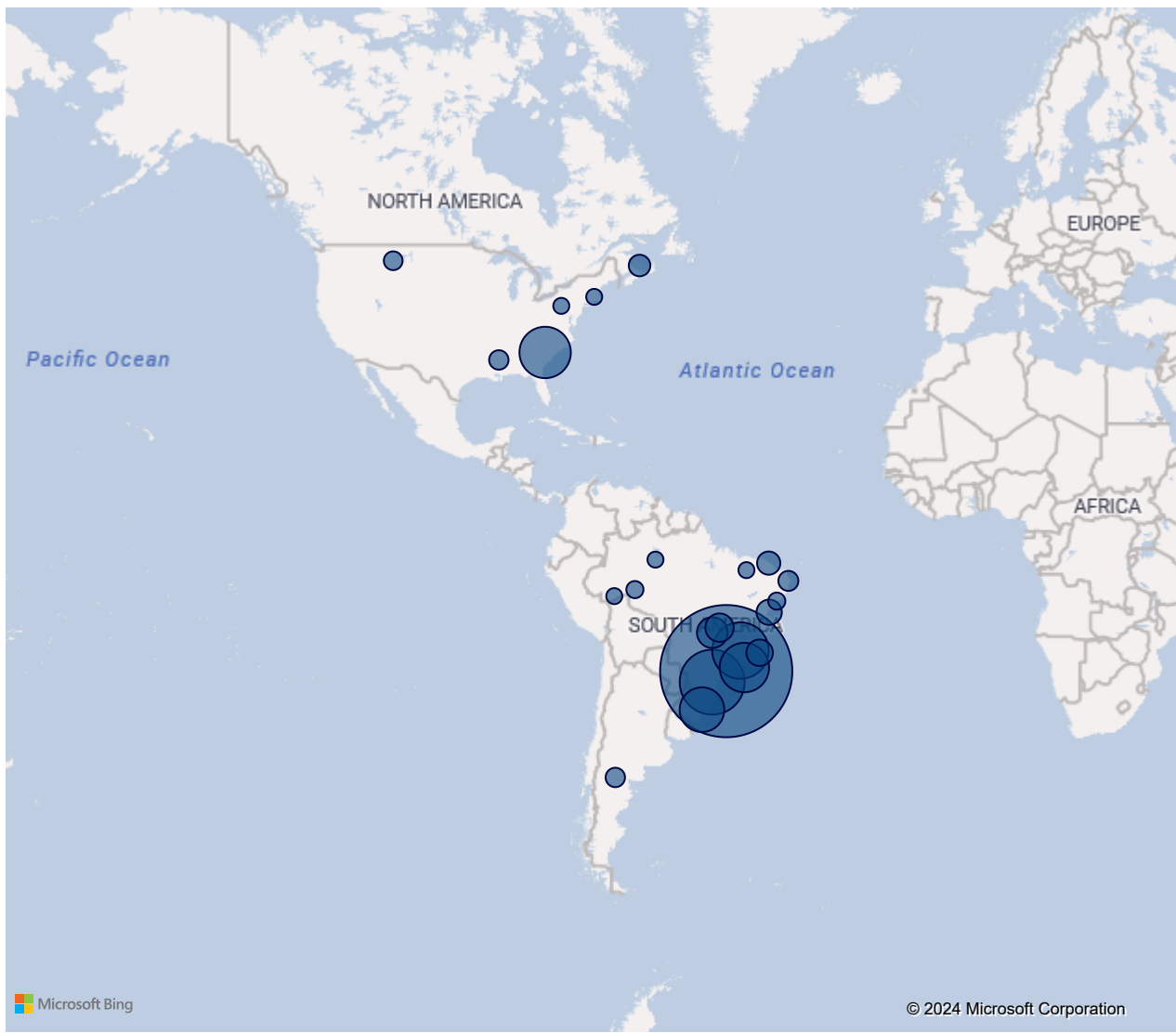
Top Customer By Order Volume

Customer ID	City	State	Total Order(s)	Total Payment
7b270ebc87c25c8404348c10ff80a80e	belo horizonte	MG	5	39
a046c690e0564ffde0ce611b5eee2c30	bom despacho	MG	2	24
00012a2ce6f8dcda20d059ce98491703	osasco	SP	1	11
000161a058600d5901f007fab4c27140	itapecerica	MG	1	6
0001fd6190edaaaf884bcaf3d49edf079	nova venecia	ES	1	19
0002414f95344307404f0ace7a26f1d5	mendonca	MG	1	17
Total			99446	16,009,267



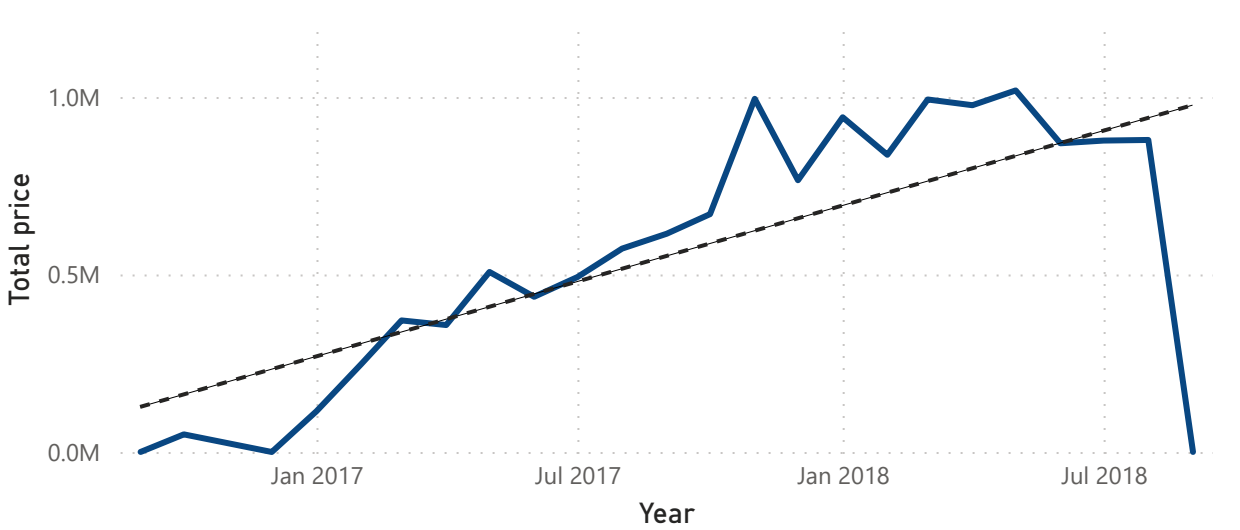
Total Seller
3095

Seller By State

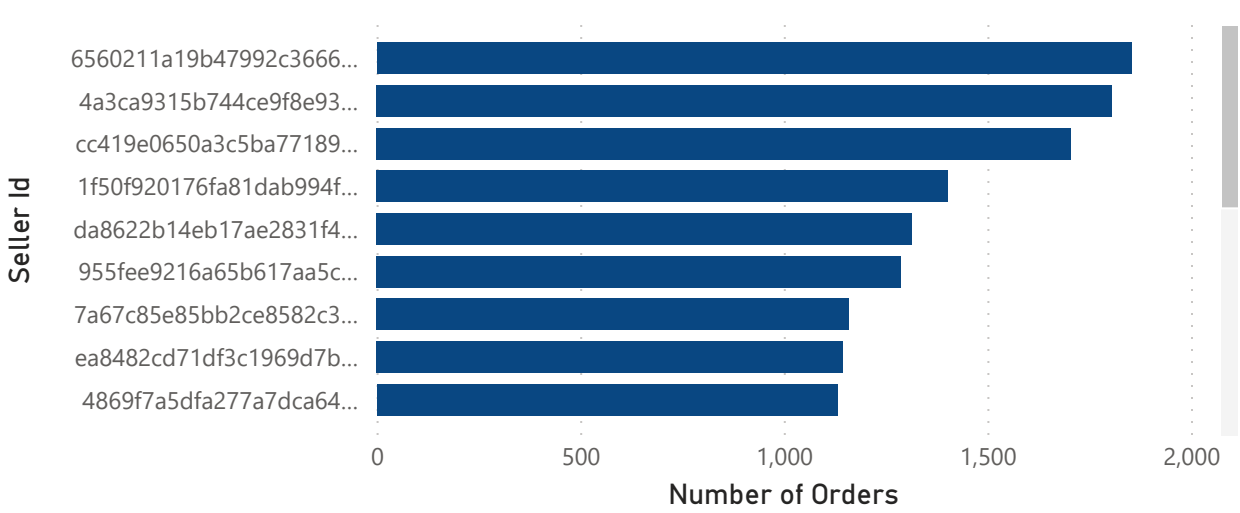


Total Active Seller
3095

Total price by Year and Month

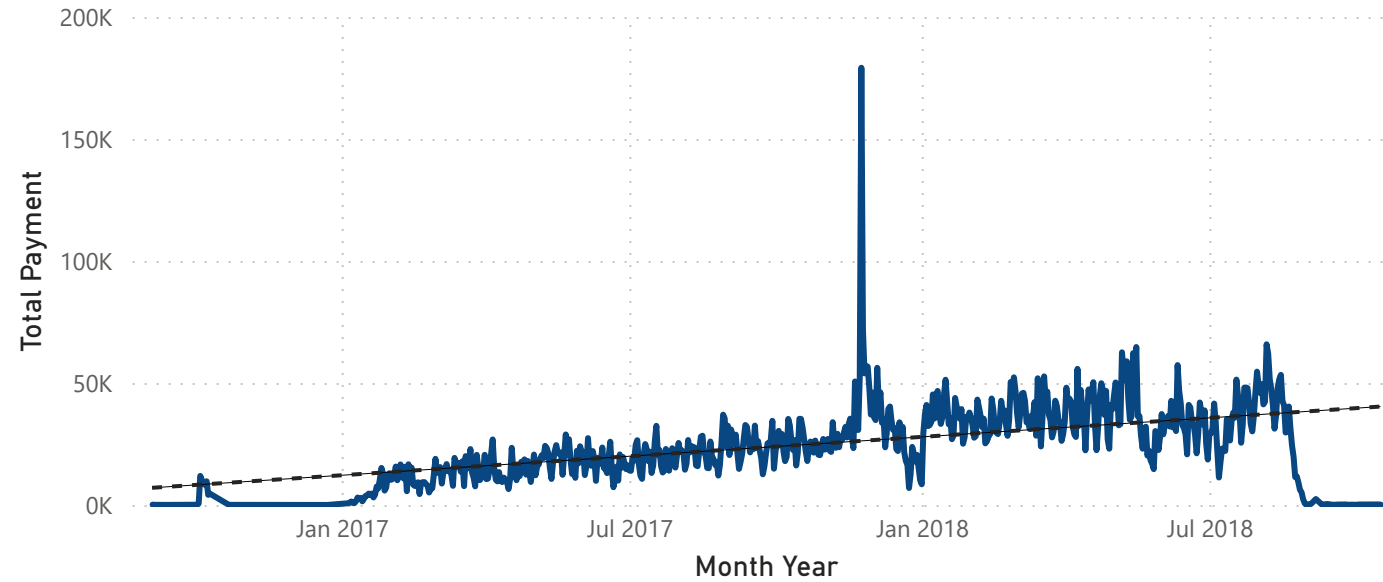


Top Seller by Order Volume

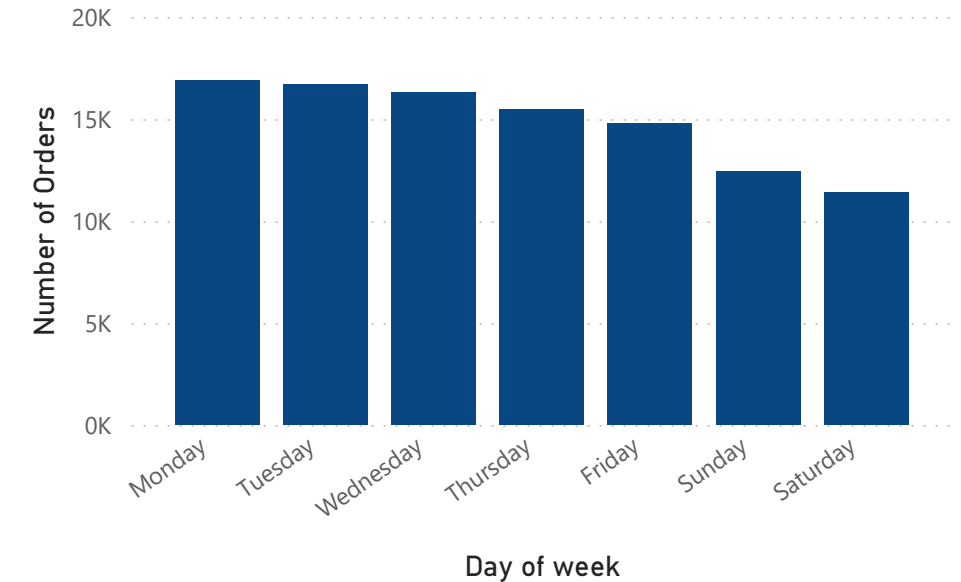




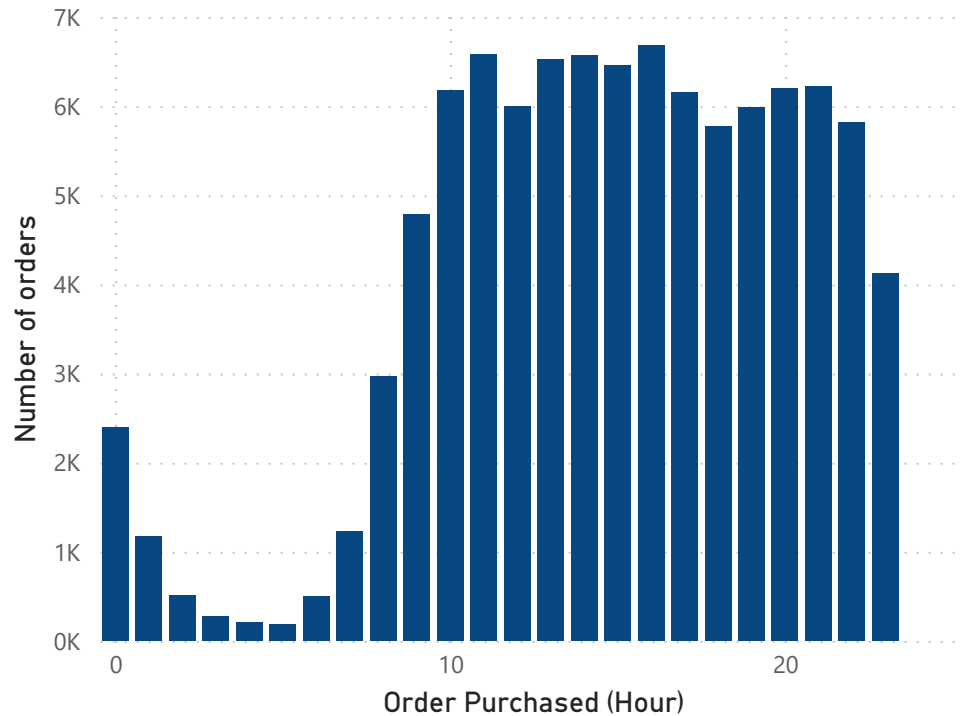
Daily Order Trend



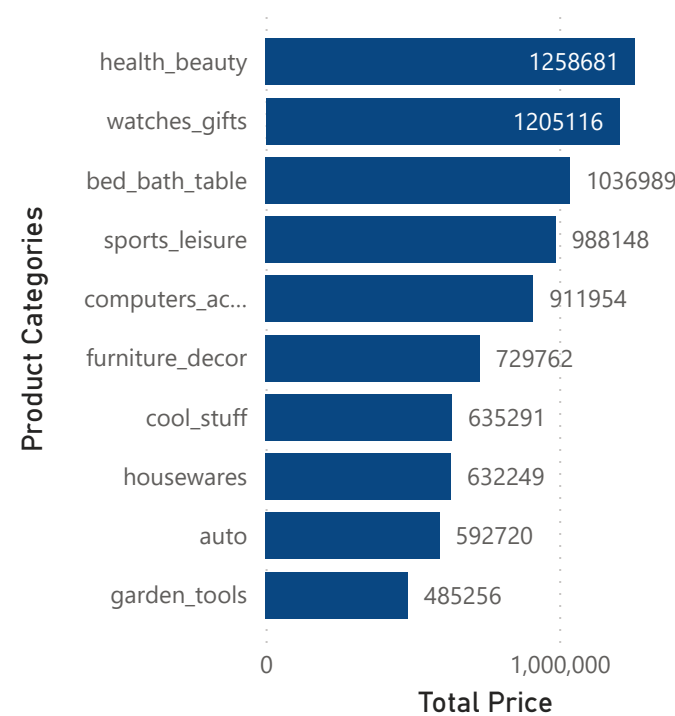
Number of Orders by Day of week



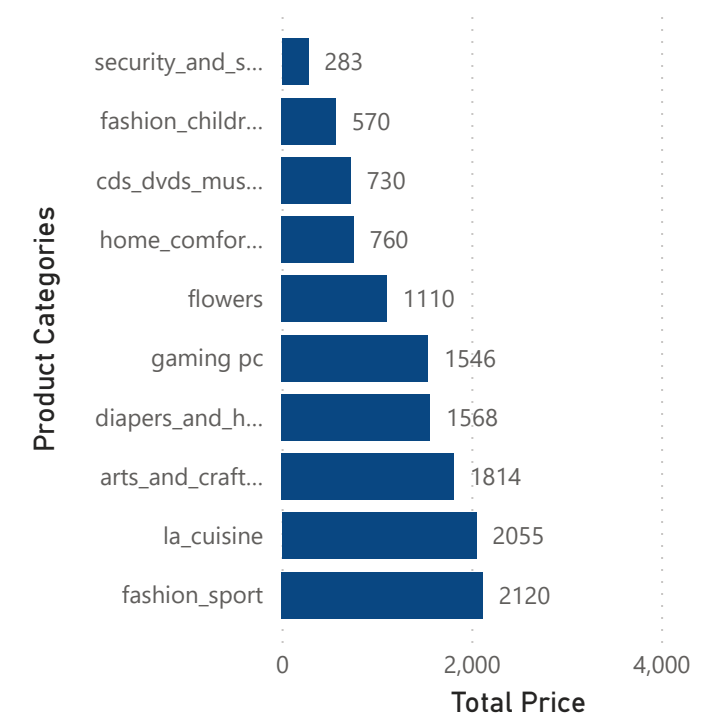
Number of orders by Order Purchased (Hour)



Top 10 Best-Selling Product Categories

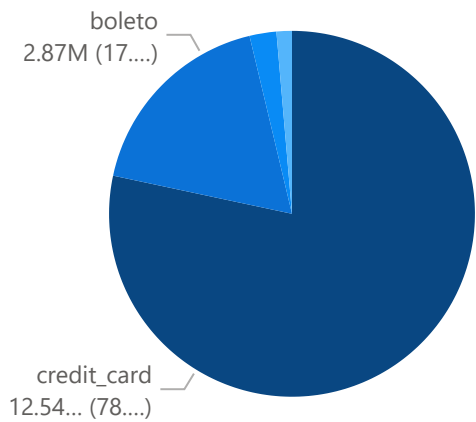


Bottom 10 Performing Product Categories

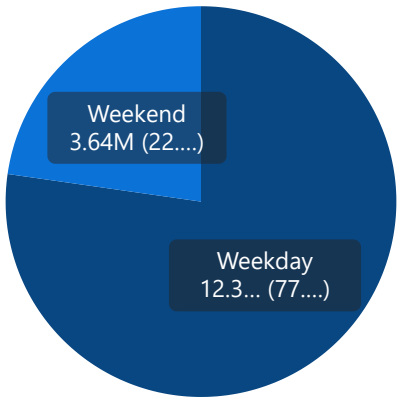




Preferred payment method

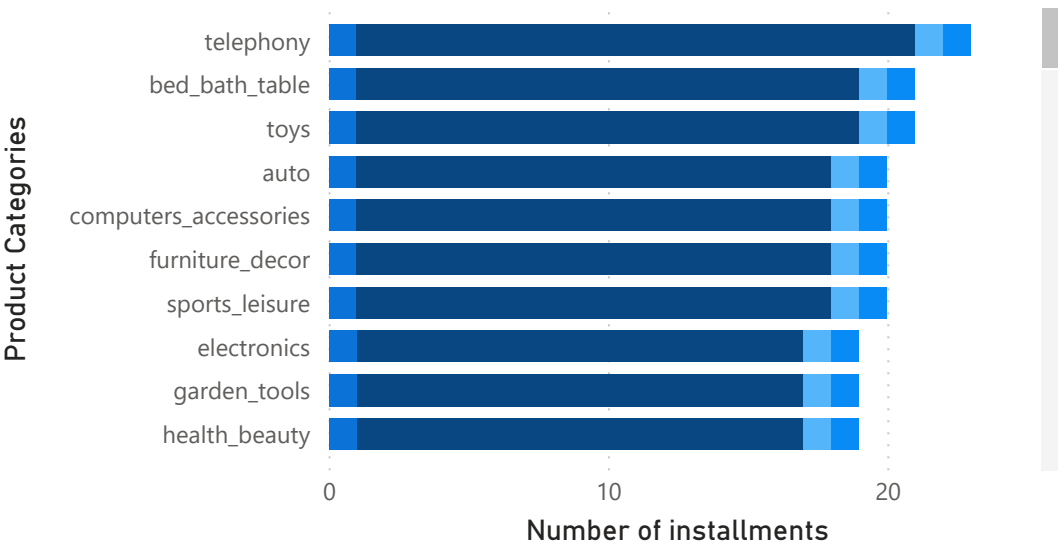


Payment Distribution: Weekday vs. Weekend



Payment Options by Product Category and Type

Payment Type ● boleto ● credit_card ● debit_card ● voucher



Average freight & Delivery Day By Product Categories

Product Categories	Average of Freight Value	Average of Delivery Day
office_furniture	40.55	20.59
fashion_shoes	18.77	15.68
christmas_supplies	21.11	15.30
security_and_services	20.61	15.00
home_comfort_2	13.68	14.46
furniture_mattress_and_upholstery	42.91	14.41
fashion_underwear_beach	14.63	13.91
home_appliances_2	44.54	13.85
furniture_living_room	35.72	13.84
computers	48.45	13.82
consoles_games	17.44	13.70
home_comfort	19.59	13.64
garden_tools	22.77	13.58
furniture_bedroom	42.50	13.58
Total	19.99	12.50

Actual vs Estimated Delivery Day

