



# Category

## Overview

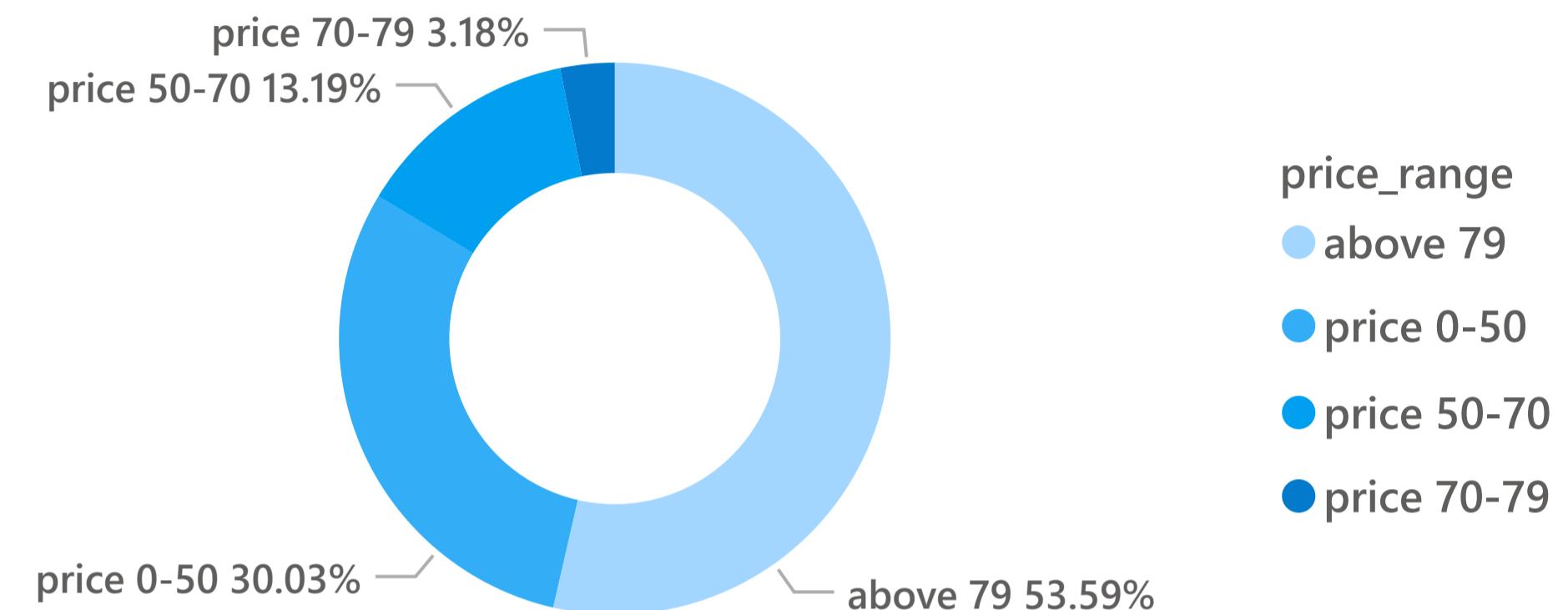
**71**  
Total Category

**31621**  
Total Number of Products

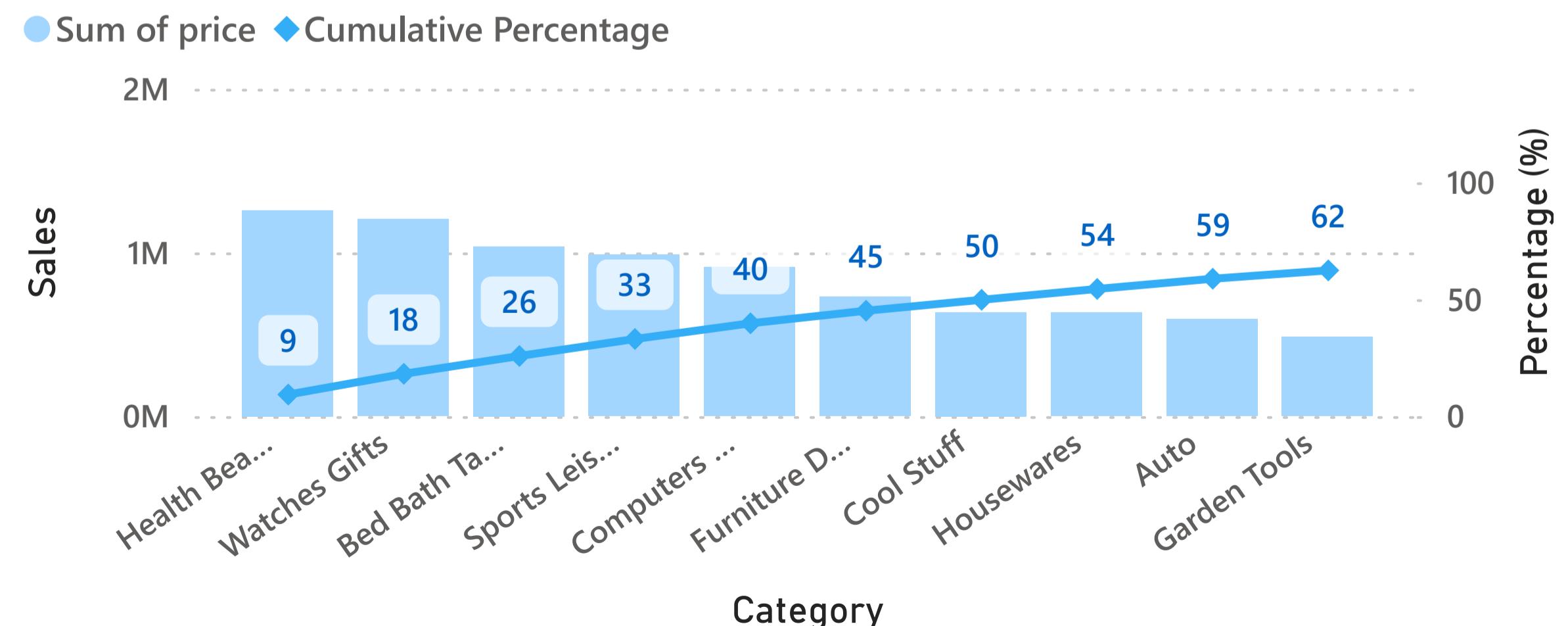
**13M**  
Total Sales(\$)

Category	Total Sales	No. of Orders	No. of Products
agro_industry_and_commerce	70,566	177	71
air_conditioning	53,324	246	121
art	23,657	195	52
arts_and_craftmanship	1,814	23	19
audio	50,571	348	58
<b>Total</b>	<b>13,045,531</b>	<b>95127</b>	<b>31621</b>

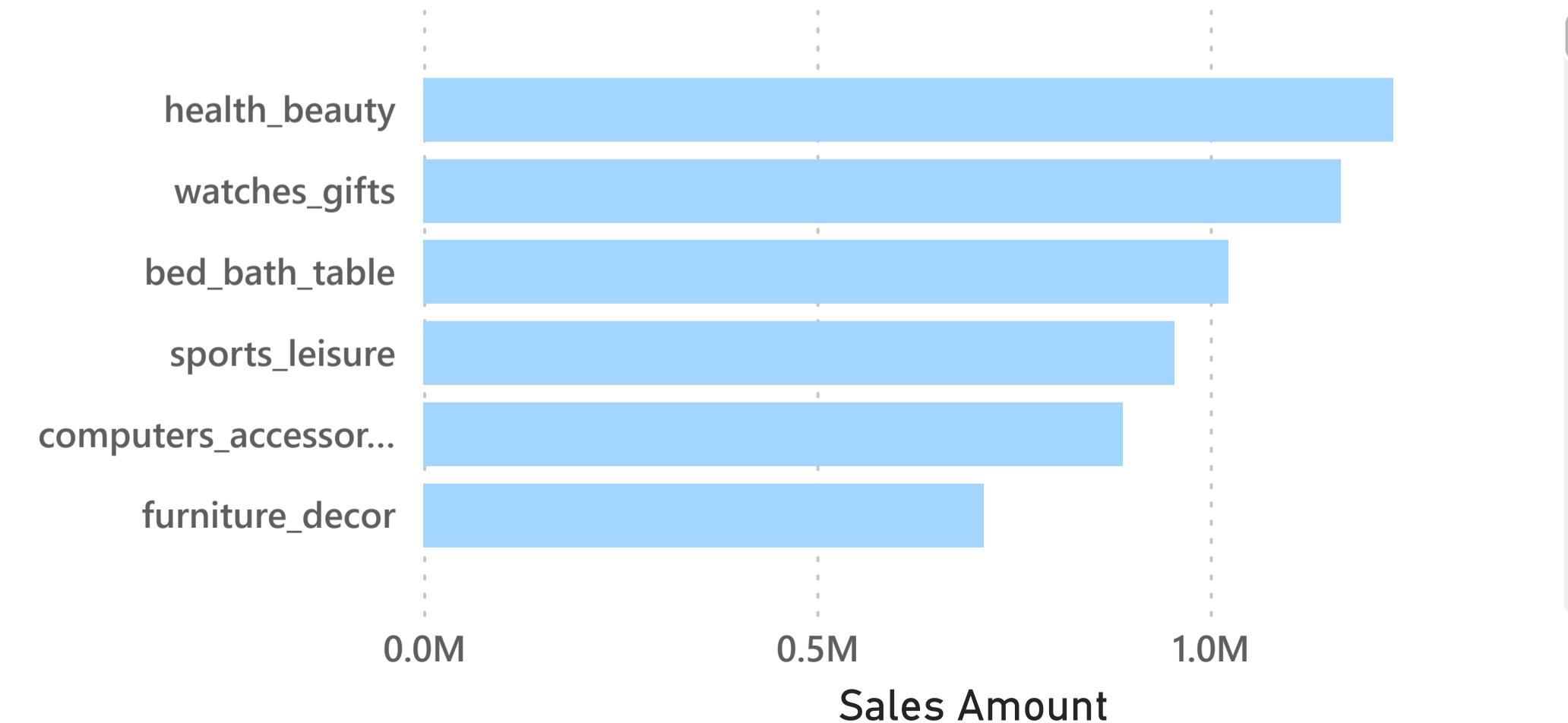
## The price range of customer order



## Top 10 Pareto Sales Category



## Sales Amount of Best Selling Categories



# Return customer

## Overview

2.10K

**15.31K**

## Avg weight product (g)

## Avg size of product (cm<sup>3</sup>)

## Avg repurchase(Days)

154.10

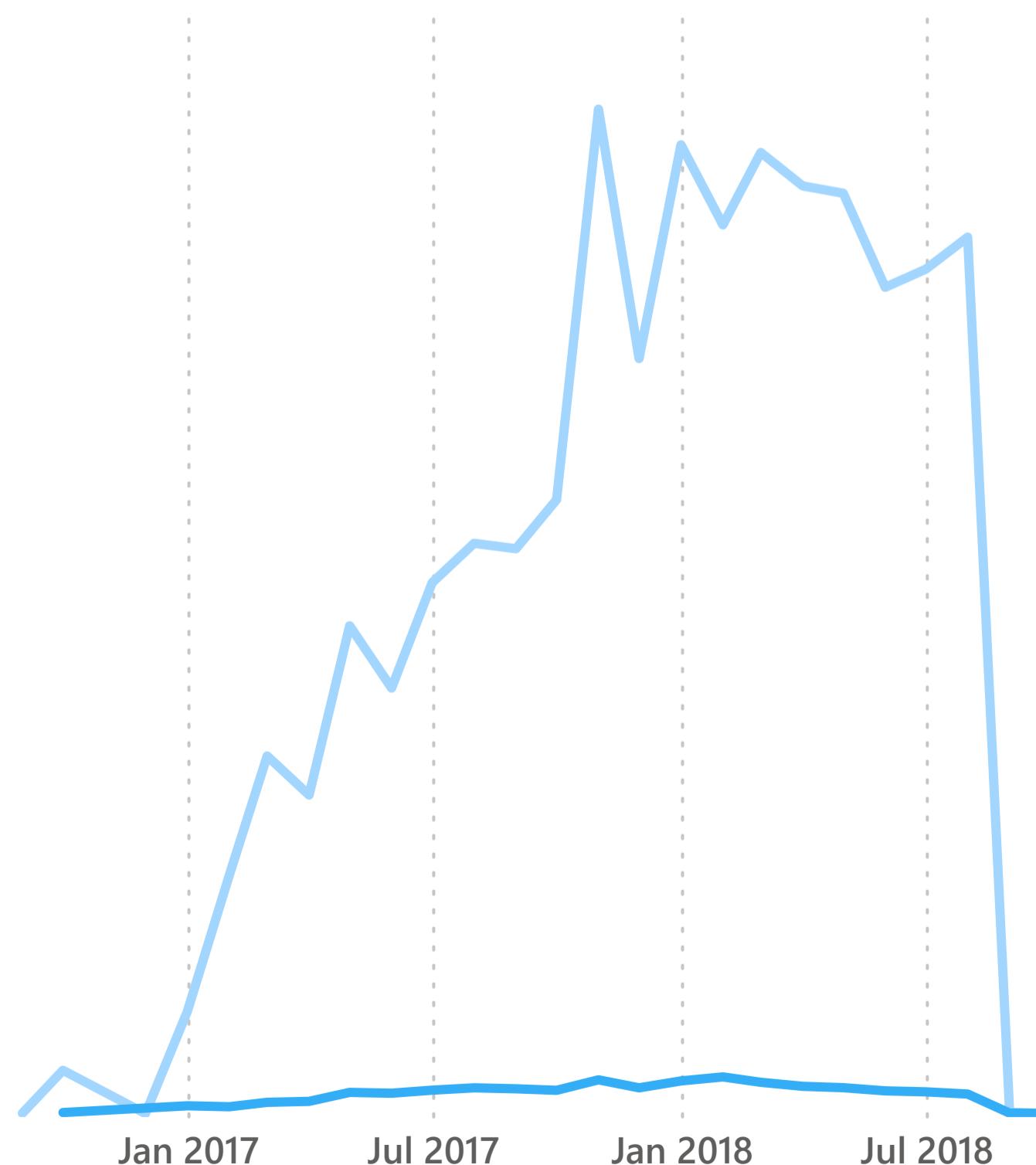
## Avg order value(\$)

# Distribution of customer in states



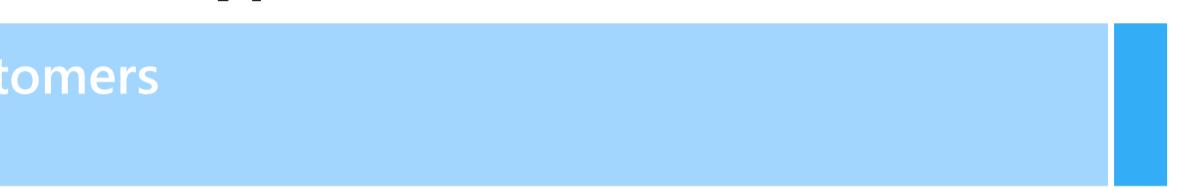
## Change of number of customer

● One-time purchase customers ● Returning customers



## Distribution of customers type

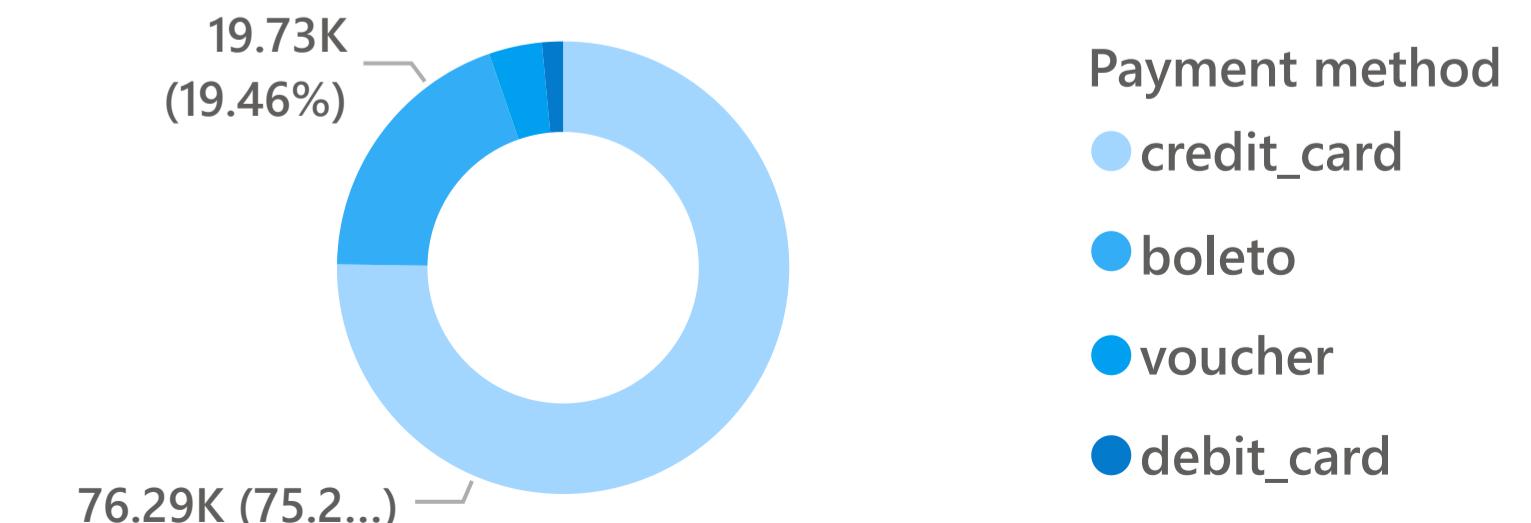
## One-time purchase customers



## Top 5 categories

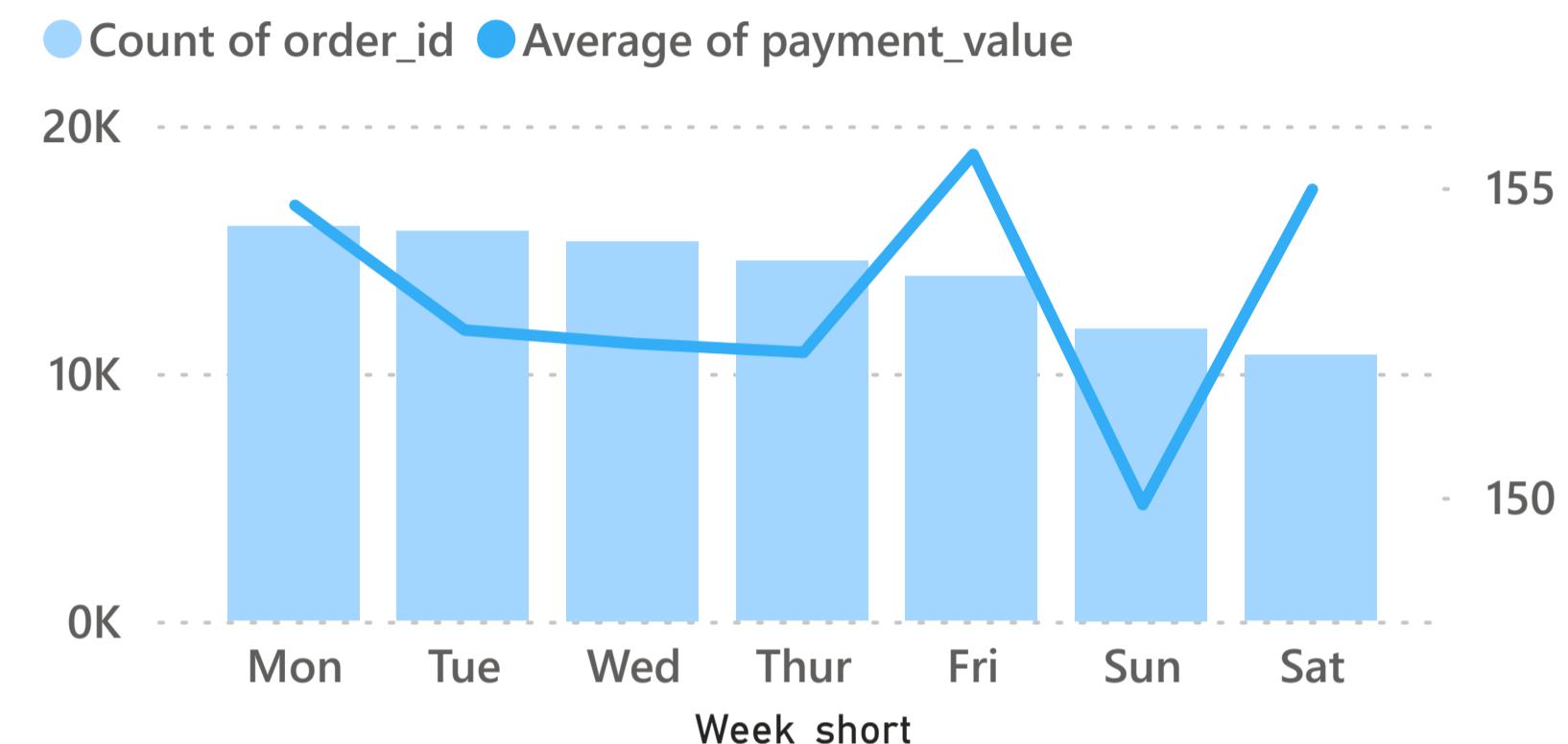


## Distribution of payment method

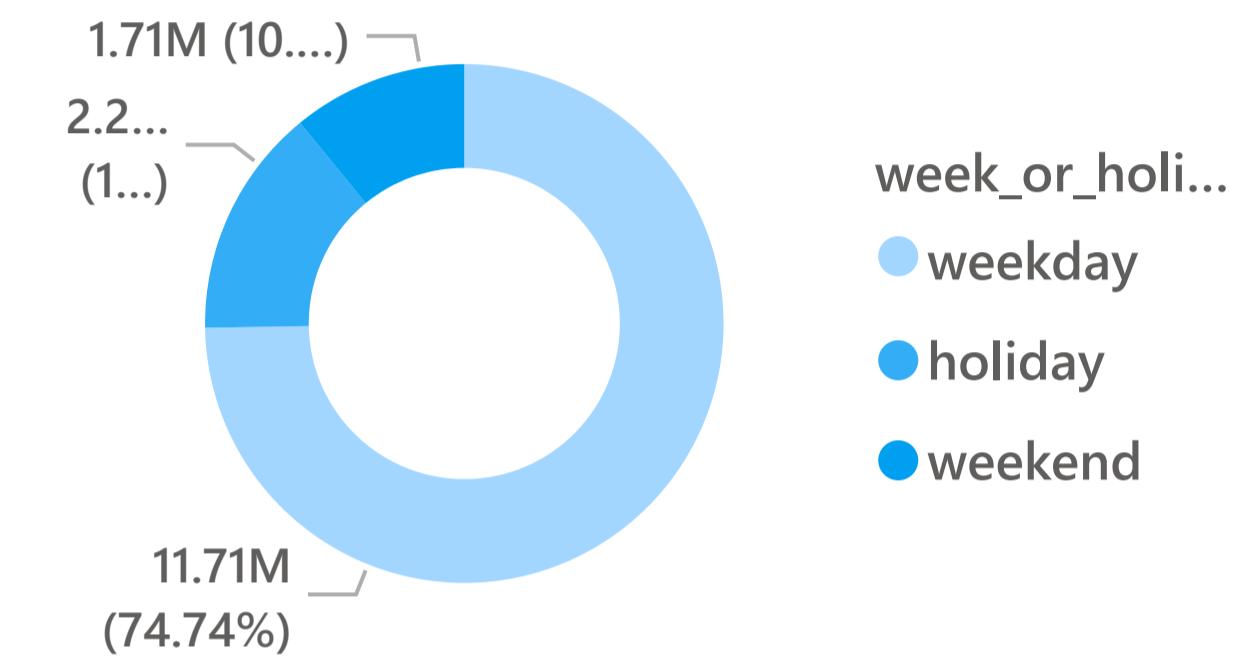


# Order Date

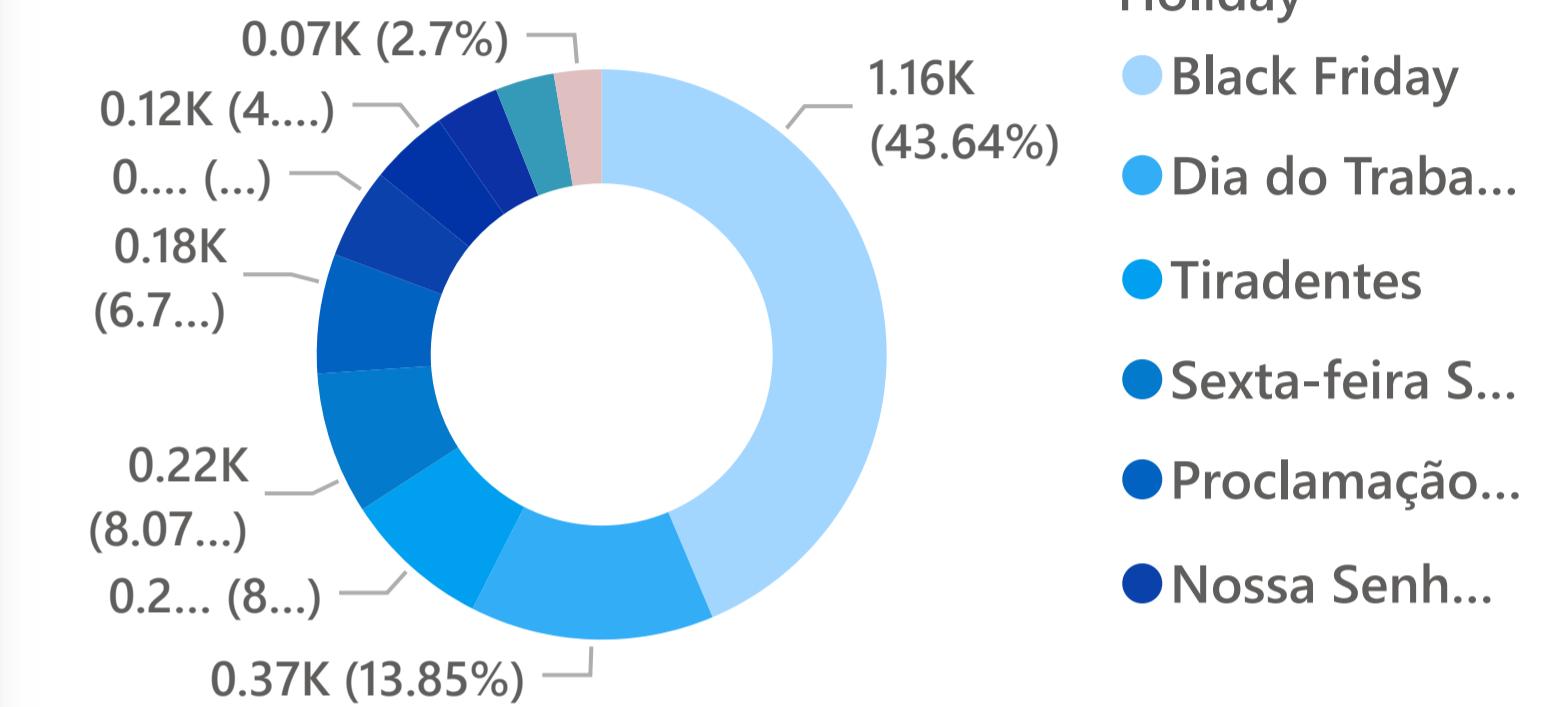
## Popular Order Weekday



## Total sales by Date



## Holiday Sales Ratio

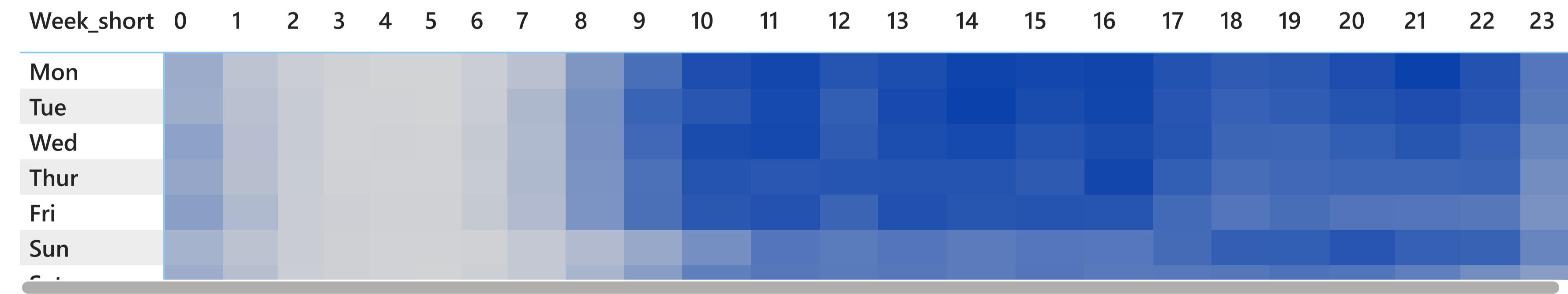


[Dia do Trabalho and Mother's Day 2017](#)

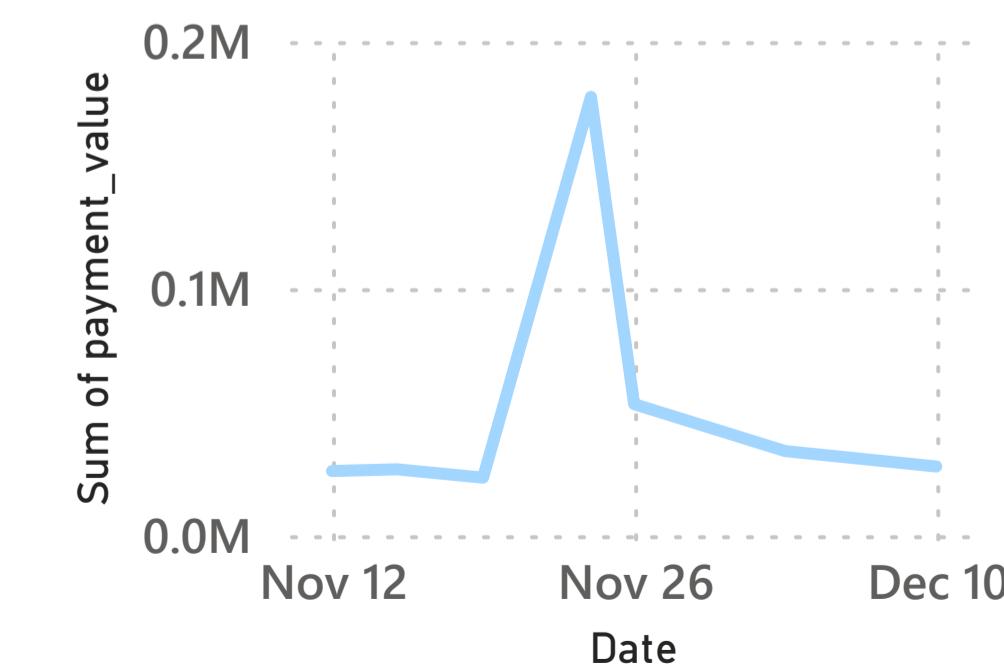
[Dia do Trabalho 2018](#)

[Black Friday 2017](#)

## Hours sales range



## Sales range in Special Date



# Review

## Overview

4.14

Avg Score

33982

Count of Comment

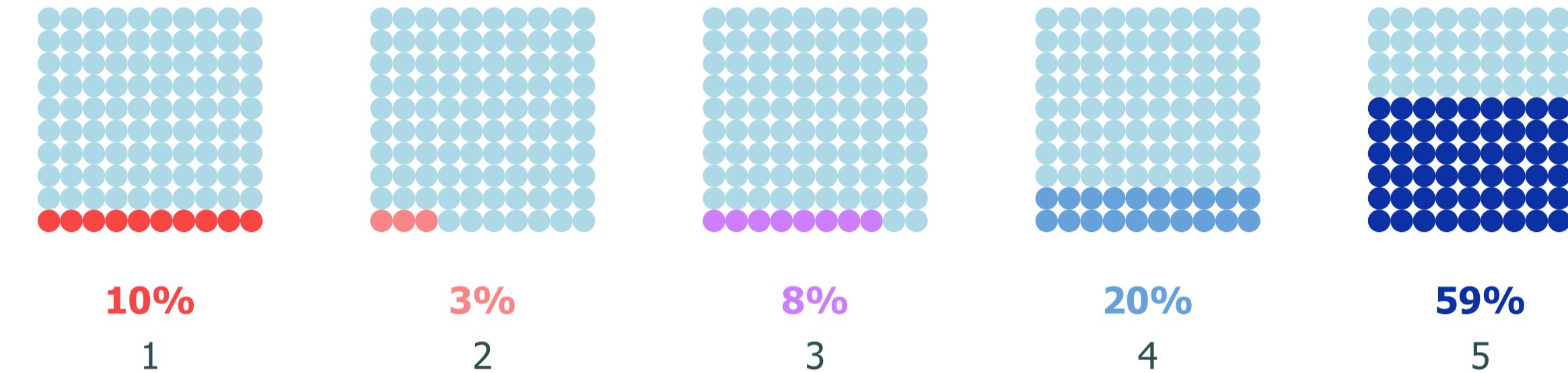
97,013

Count of rate(buyer)

331

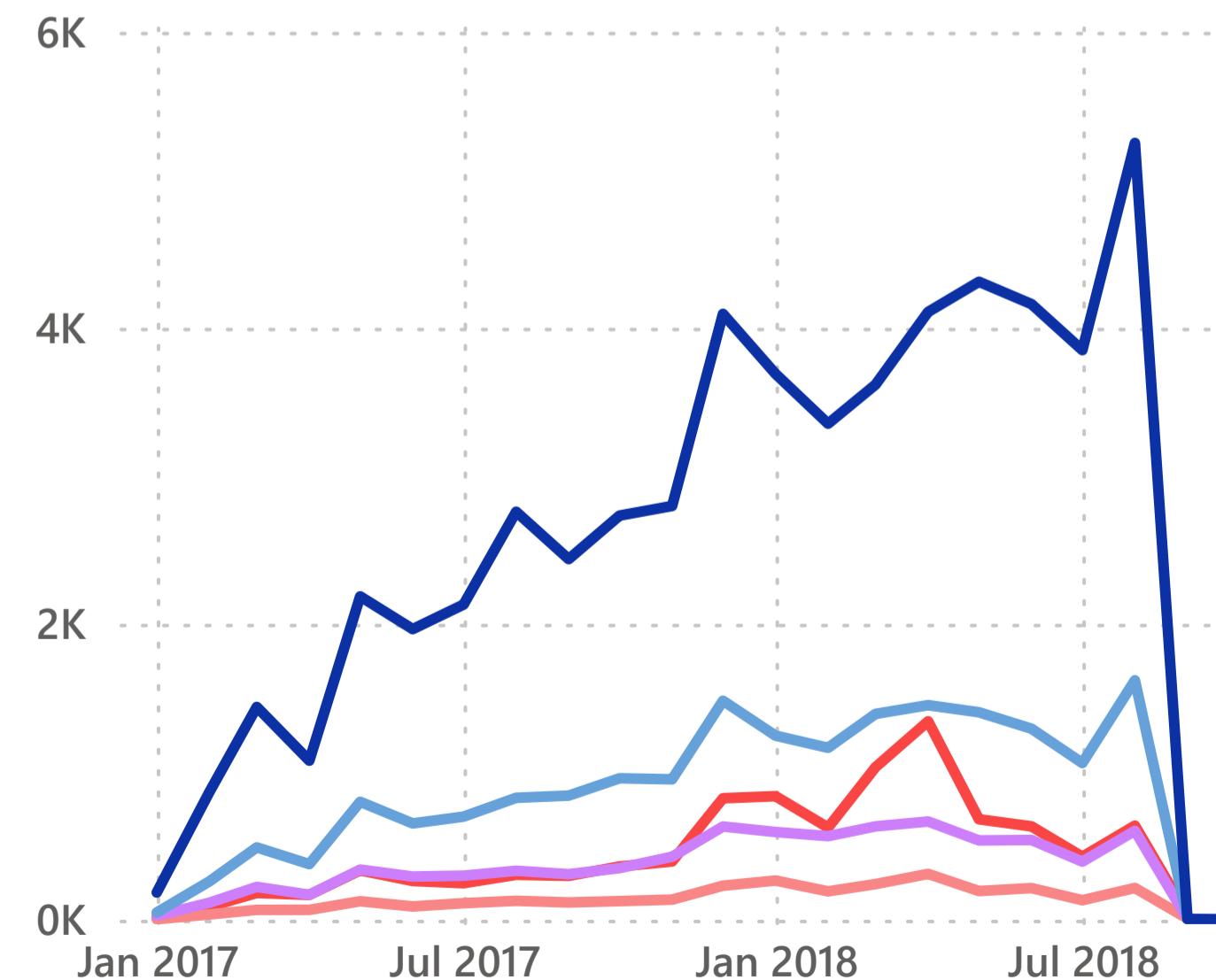
Avg Reply Date(Day)

## Review Score



## Score and sales Trend

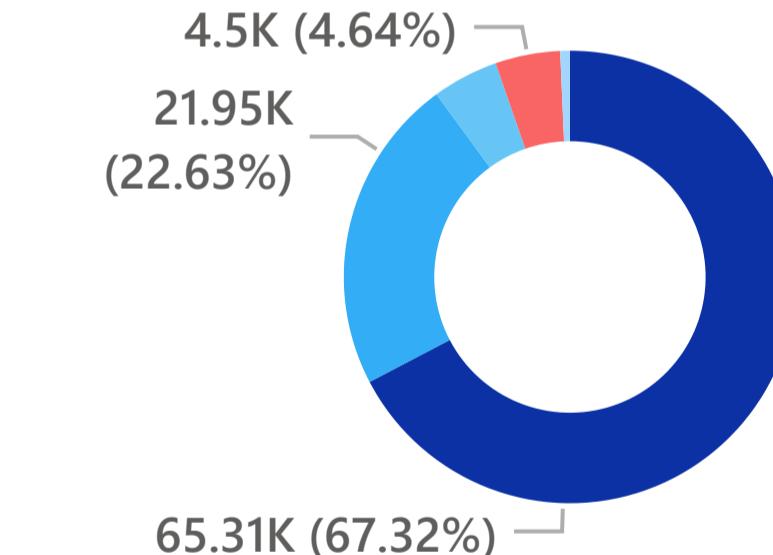
review\_score ● 1 ● 2 ● 3 ● 4 ● 5



## Avg Score Trend



## Reply Time



Reply\_type

- in 3 Days
- in 1 week
- in 1 month
- before
- in 1 year

## Comment Review

A cloud of words representing common terms found in comments, including words like product, delivery, service, and quality.

Sales Report  
**Shipping**

### Overview

**12.41**

Avg Delivery Days

**3.44**

Intervals Before Deadline

**2.10K**

Avg Product Weight (g)

### Category Selection

All

### Shipping Timeline

**Approed spent(Days)**

**0.51**

Order purchase date

**Packed spend(Days)**

**2.70**

Seller packed order to carrier

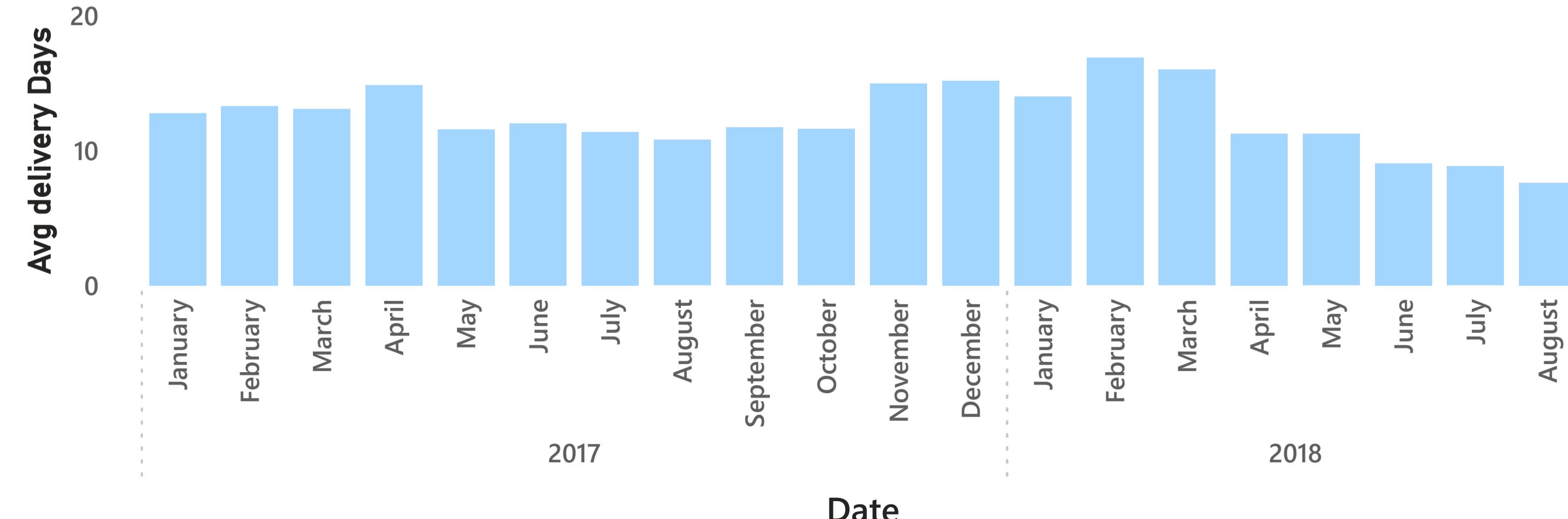
**Delivered spent(Days)**

**9.29**

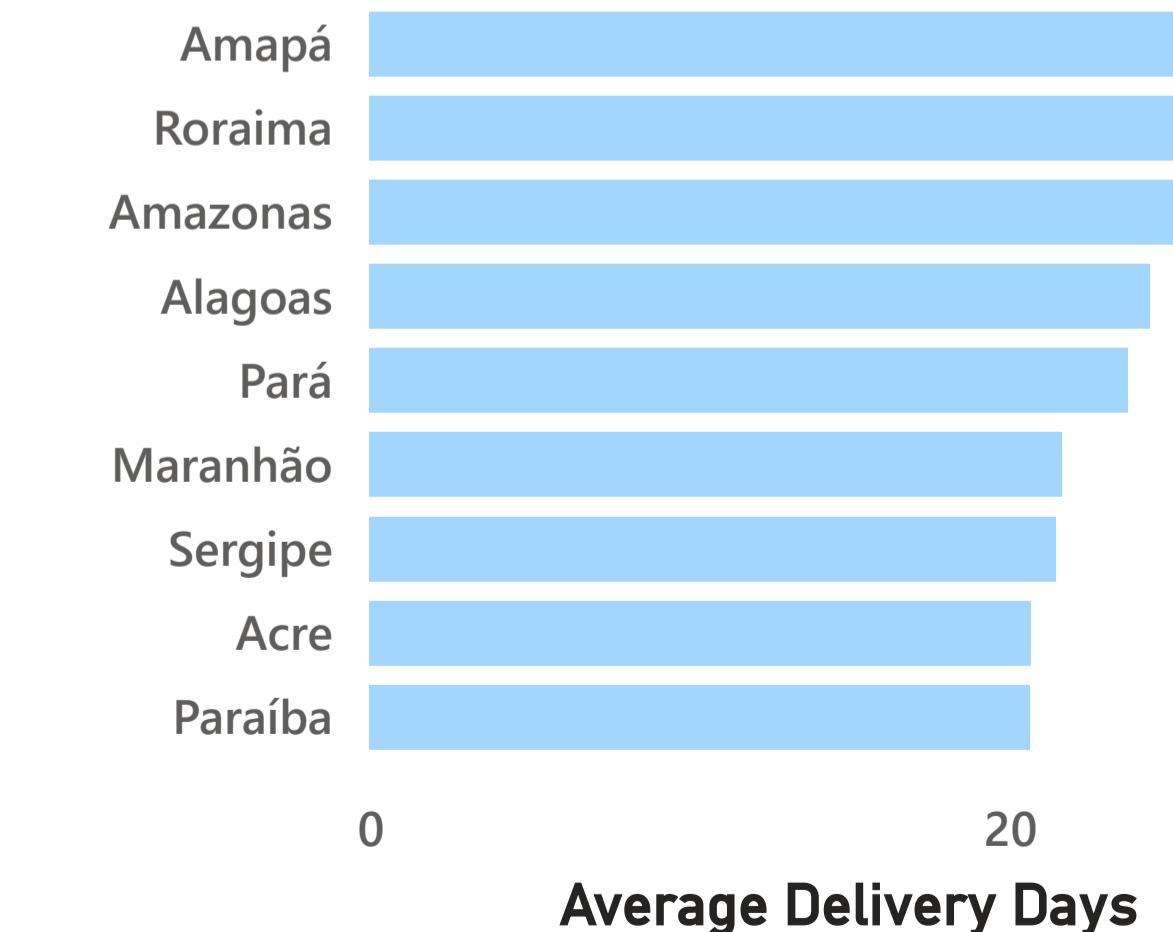
Order delivered carrier date

Order delivered date

### Average Delivery Days By Date



### Average Delivery Days In Region



# Seller and Buyer

## Overview

**2912**

Count Of Distinct Seller

**92079**

Count Of Distinct Customer

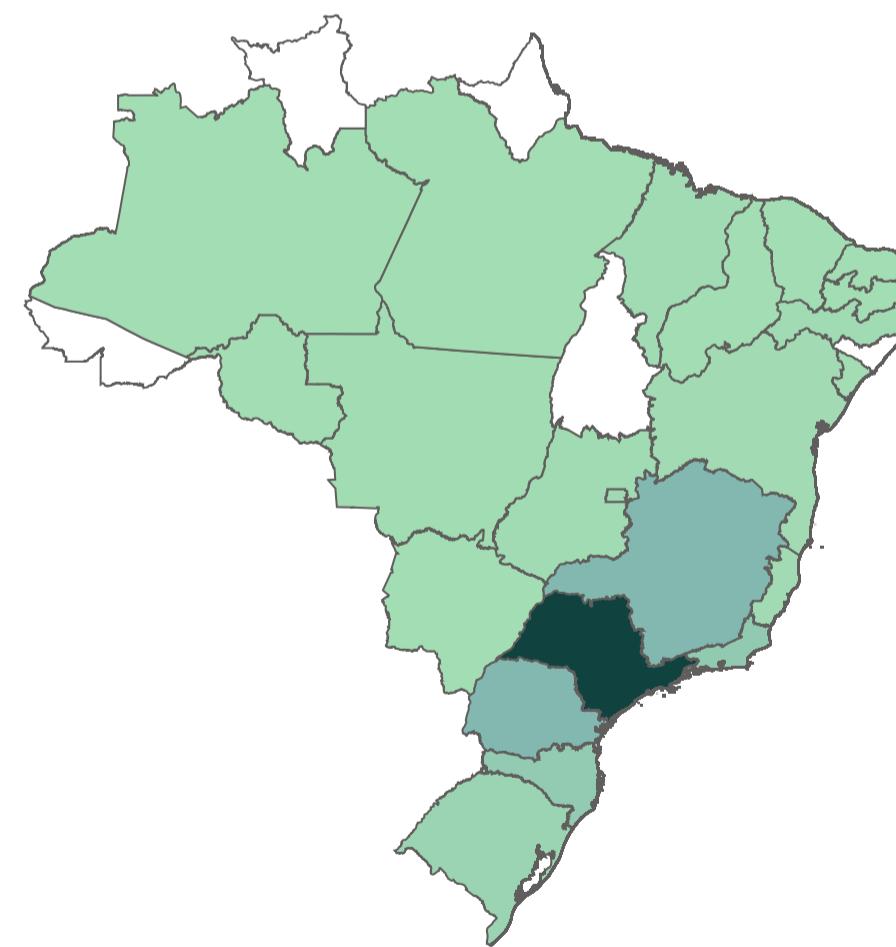
**95127**

Total Distinct Order

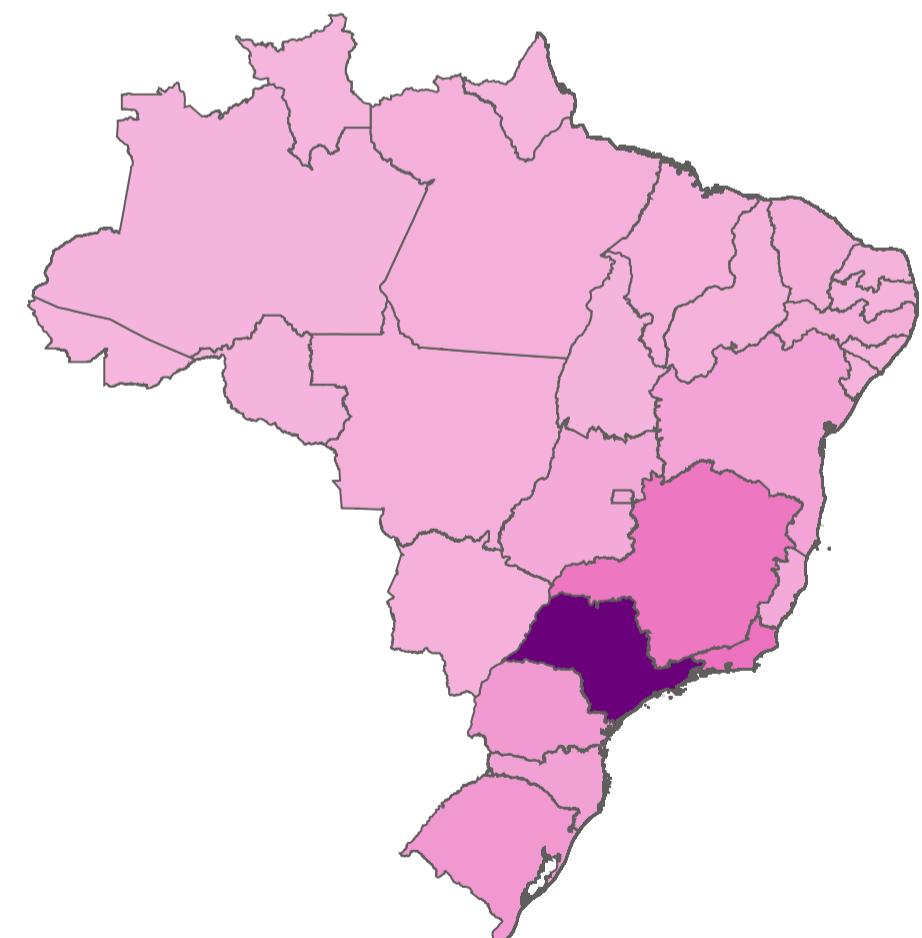
**3.1%**

Distinct Seller To Order %PCT

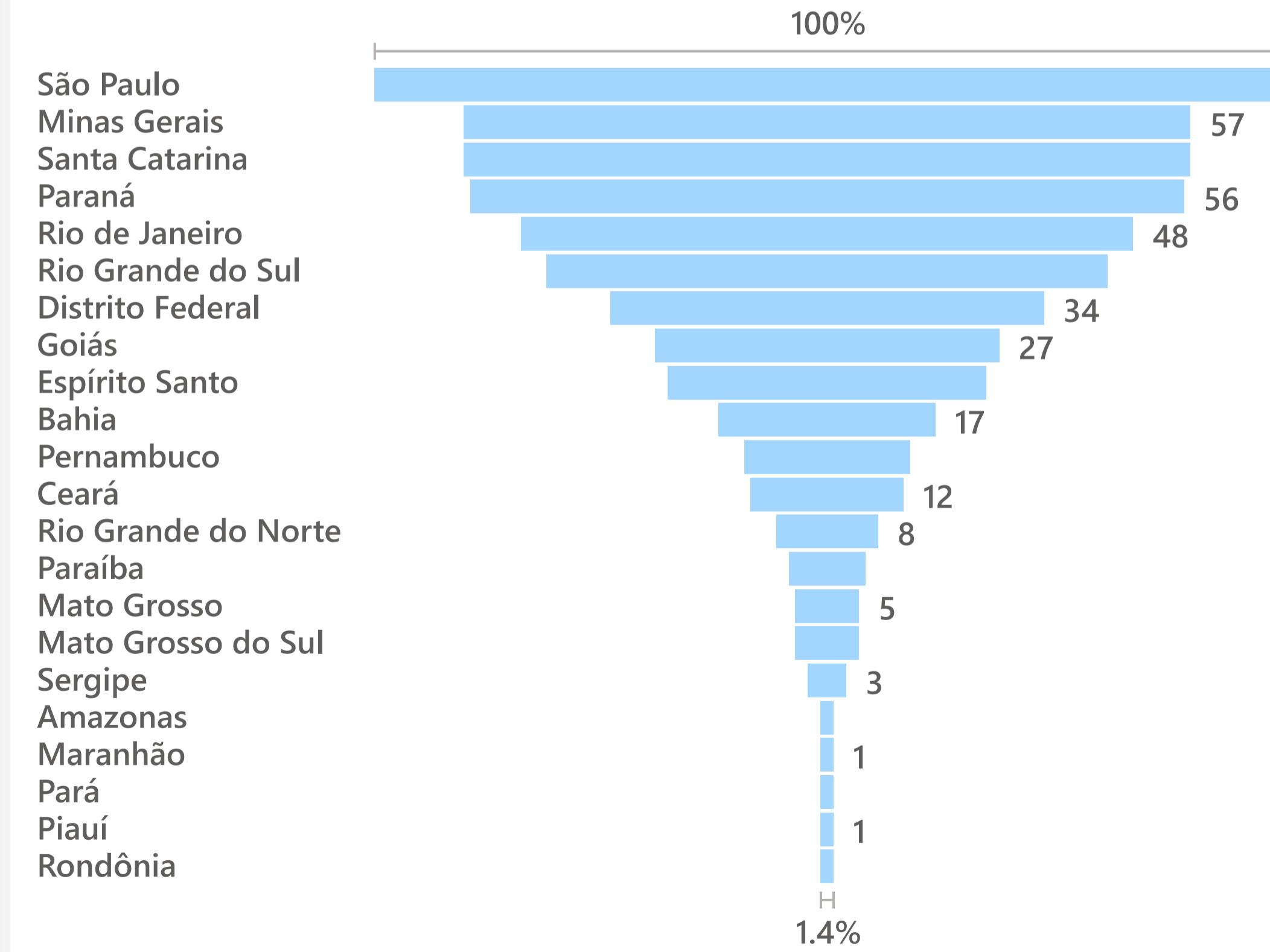
### Seller Location By State



### Customer Location By State

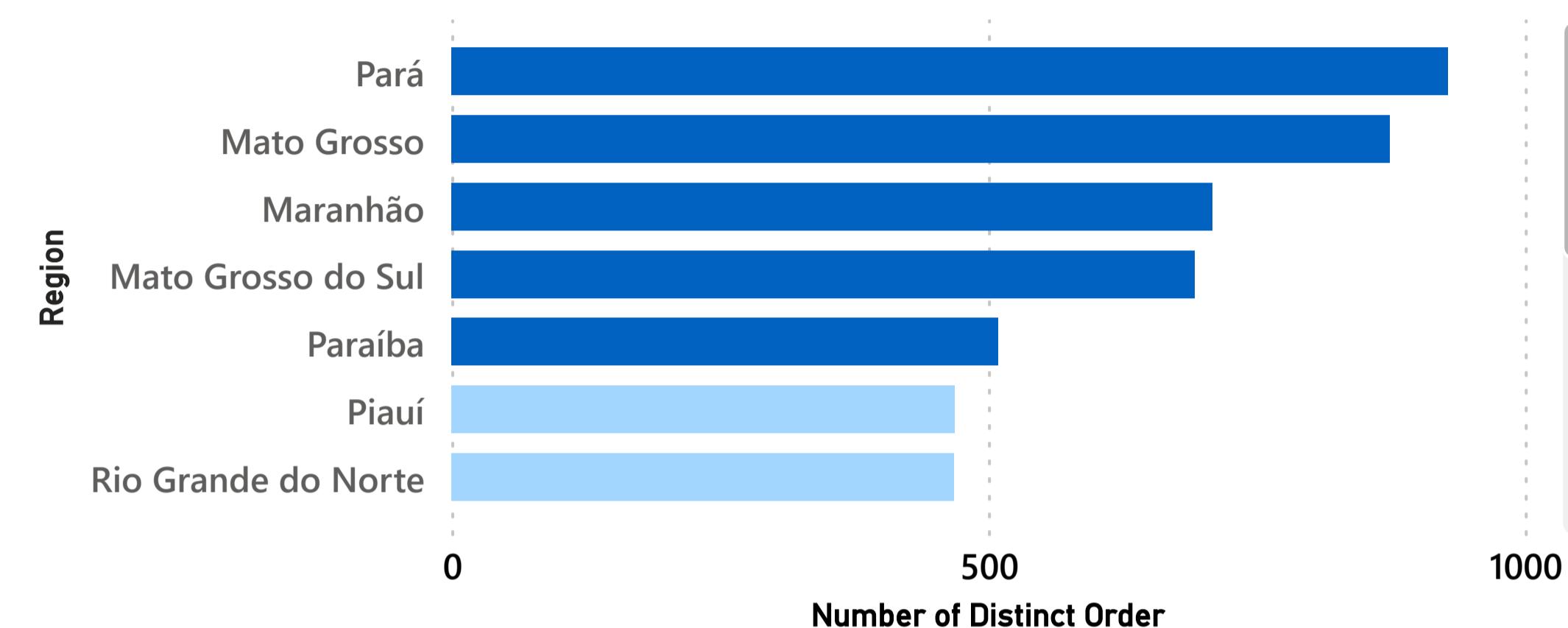


### Distinct Category By Region

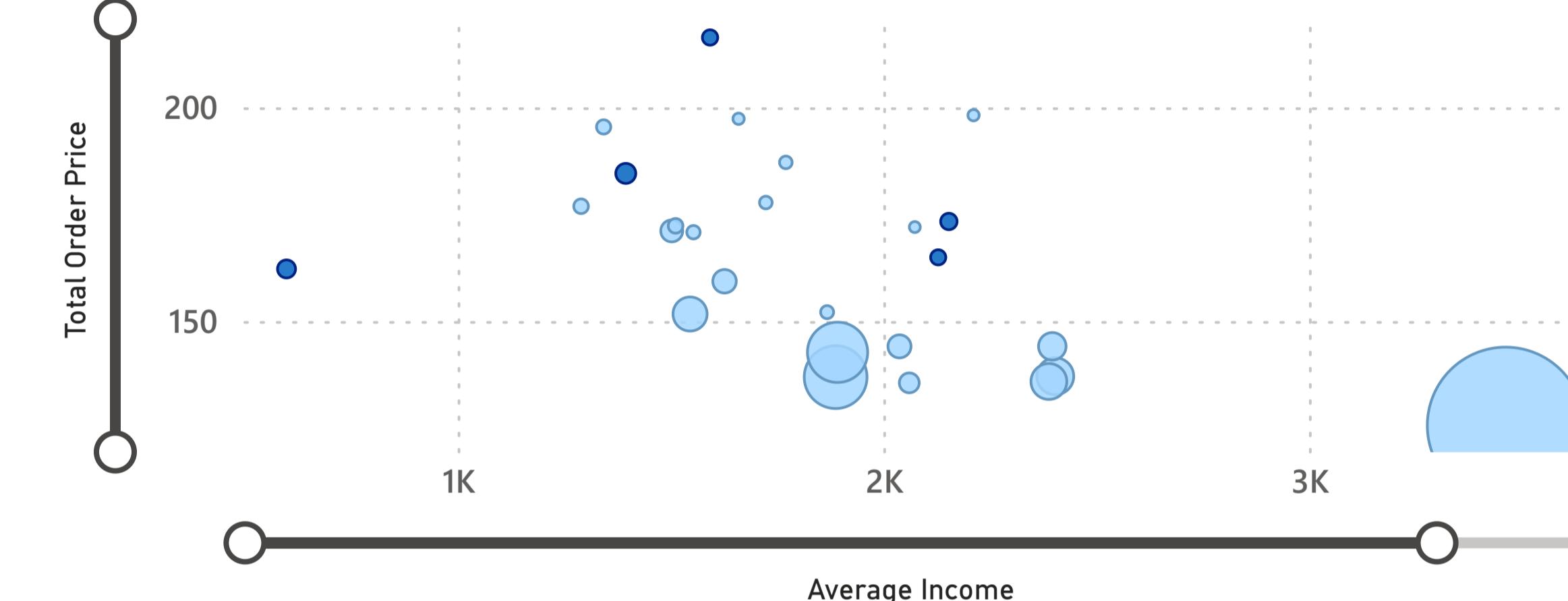


# Population and Income

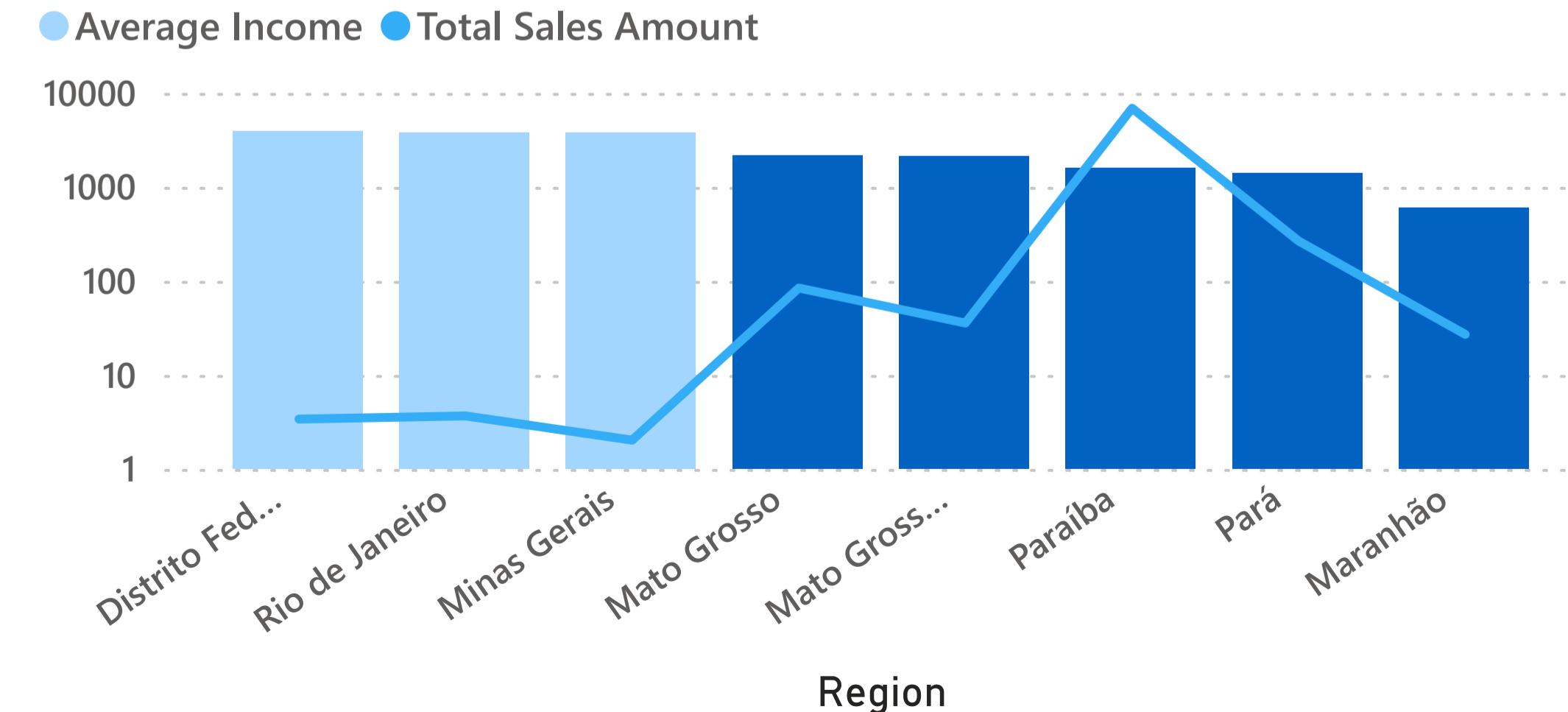
Distinct Order In Region (Order less than 1000)



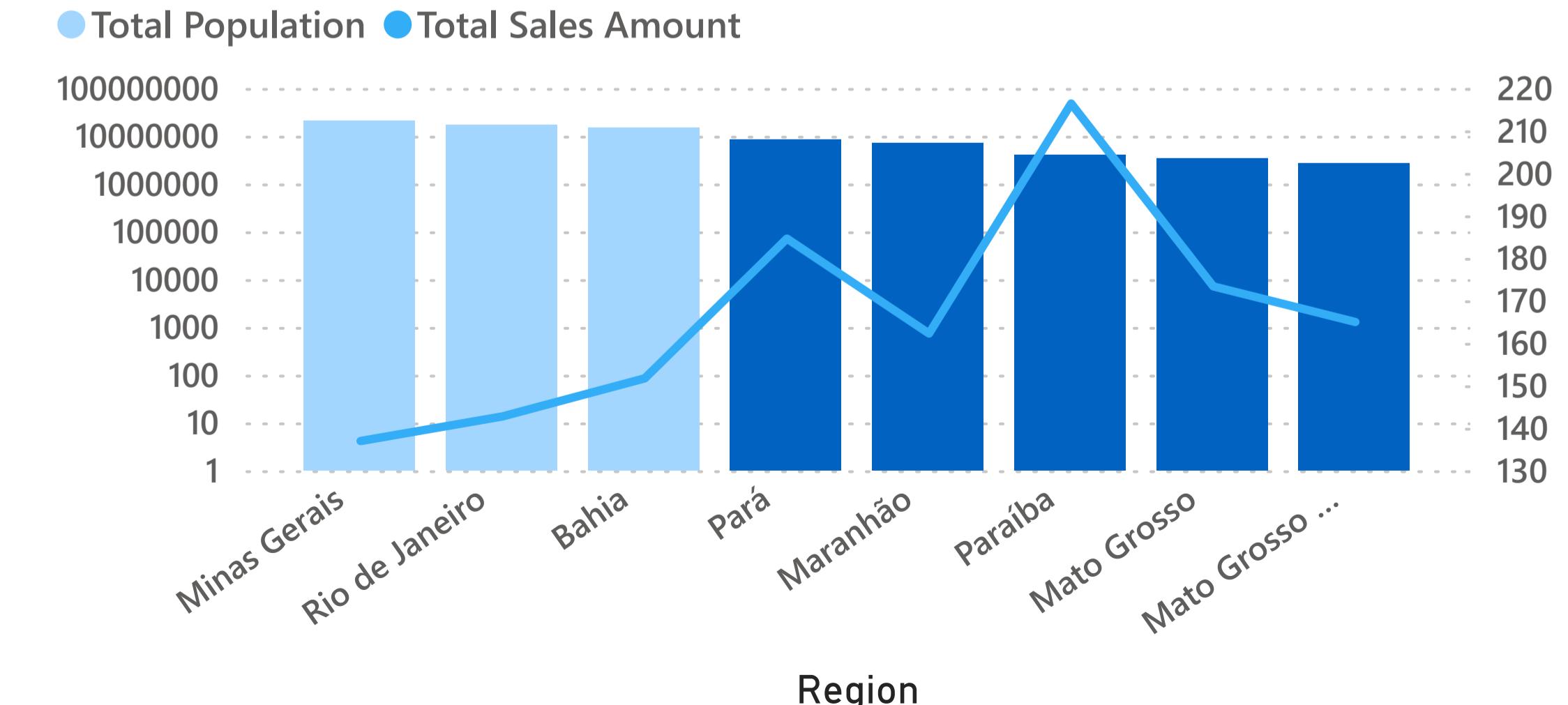
State-wise Analysis: Income vs. Order Price (Bubble Size: Population)



Average Income VS Total Order Price

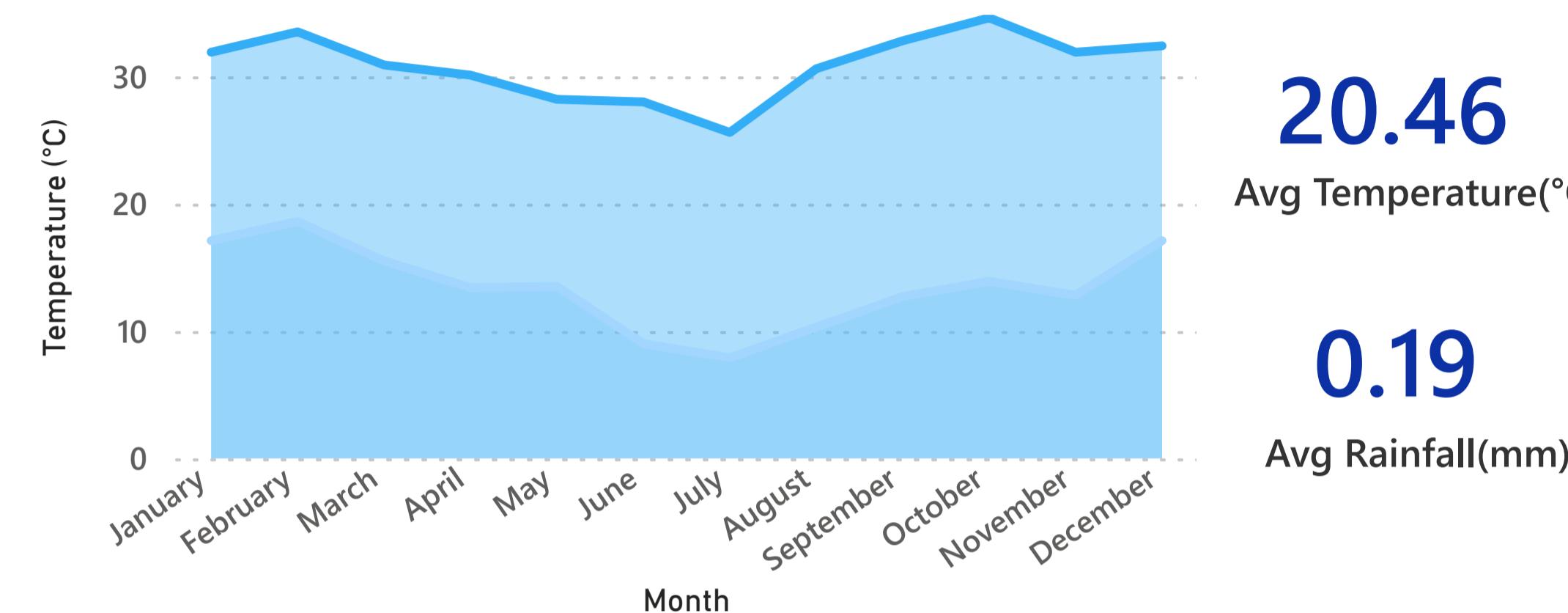


Total Population VS Total Order Price

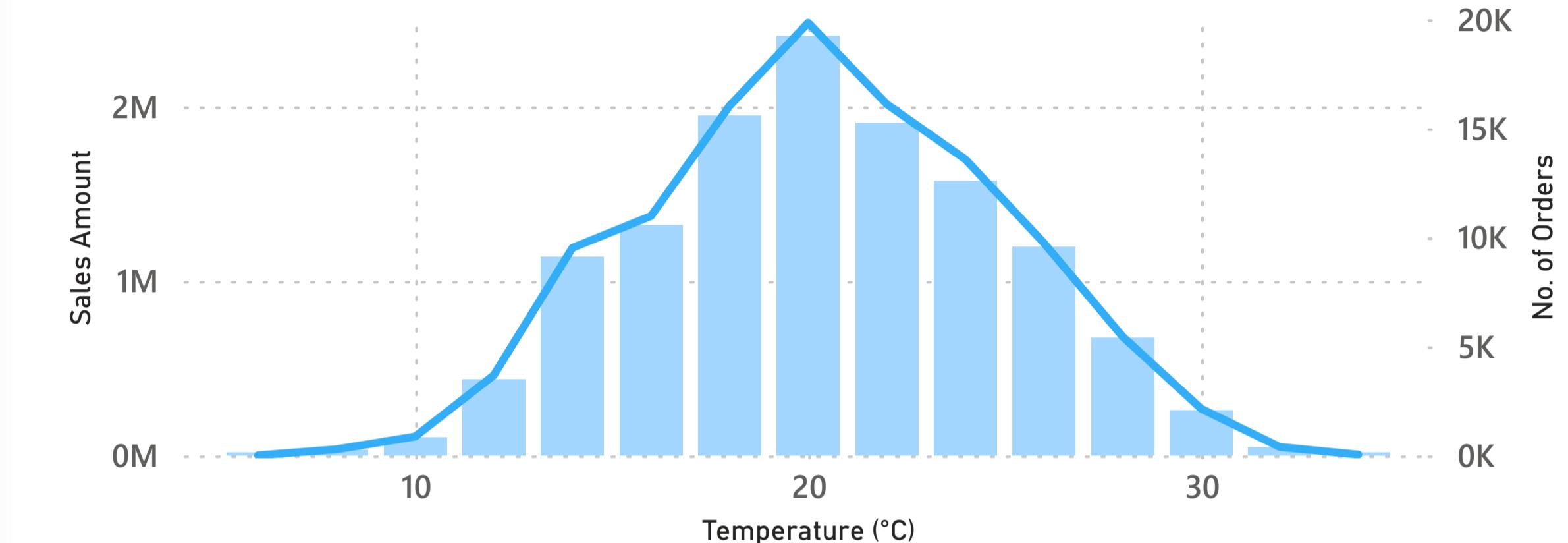


# Weather

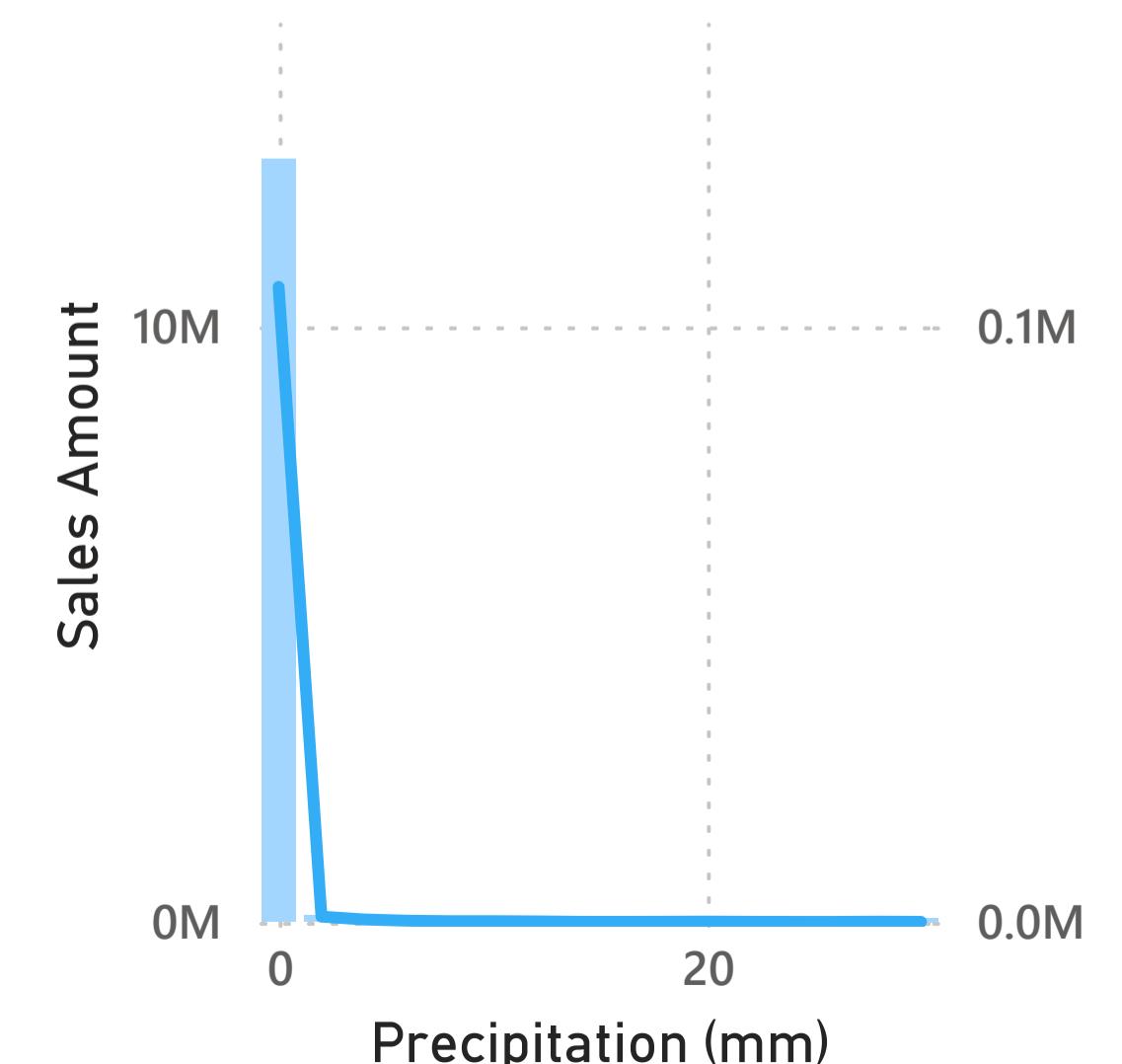
## Temperature in Brazil by Month



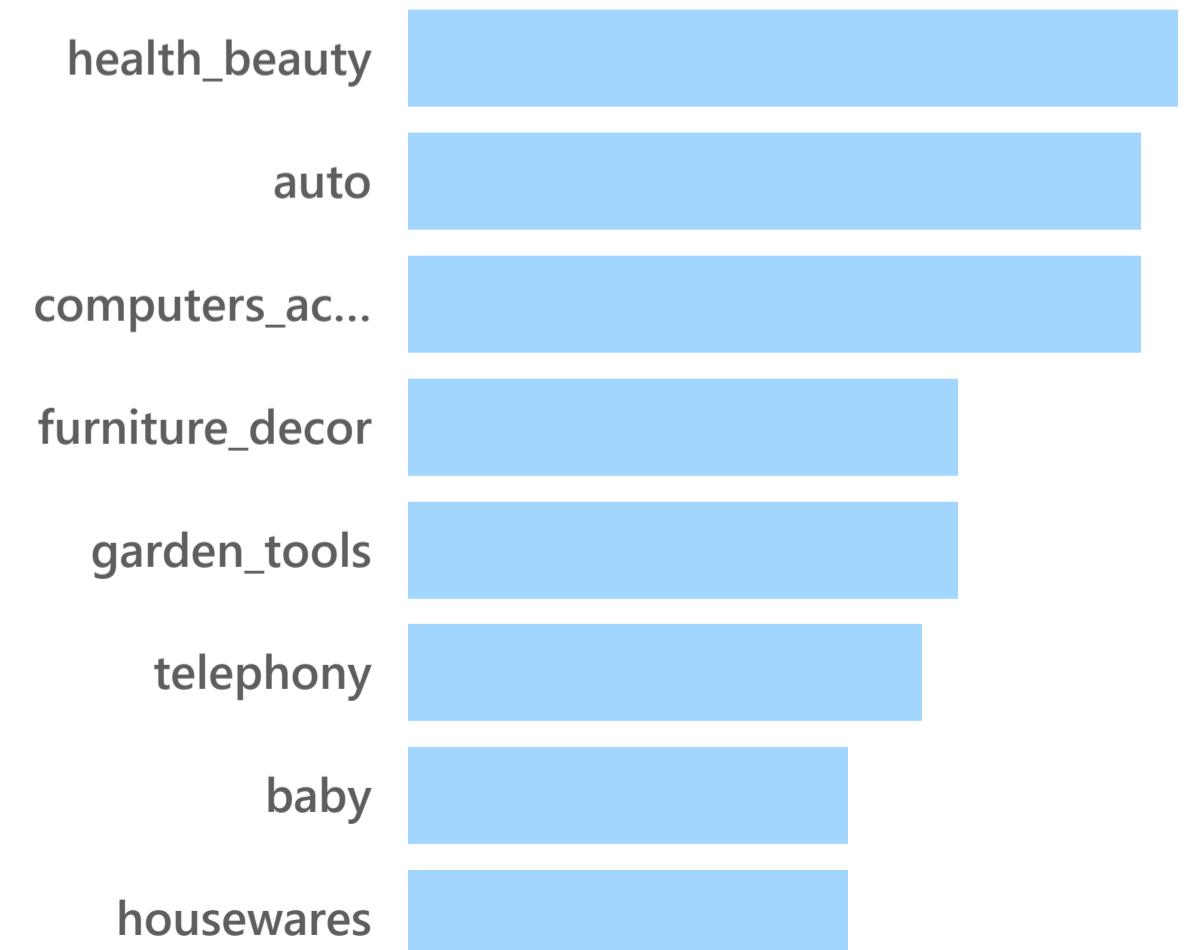
## Sales by Temperature



## Sales by rainfall



## Best Sales during colder weather (<15°C)



## Best Sales during warm weather (>30°C)

