

Amount  
**15.84M**

Total Orders  
**98.67K**

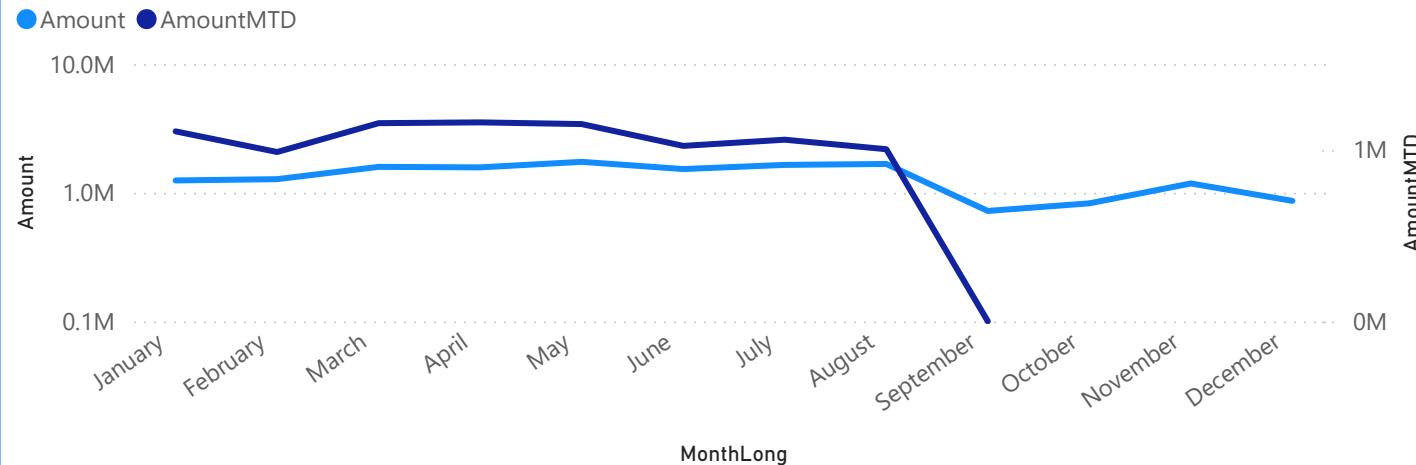
Average Order Value  
**160.58**

Year  
2018  
2017

Quarter  
Q1  
Q2

WeekDay  
Sunday  
Monday

### Amount and AmountMTD by MonthLong



Holiday_Special date	Amount
Brazilian Valentine's Day	15,030,594.70
Carnival end (until 2pm)	64,053.20
Mother's Day	57,993.84
Labor Day	53,743.21
Father's Day	53,238.45
Black Awareness Day	53,231.20
Corpus Christi	50,065.87
Carnival Friday	43,073.33
Total	42,807.88
	15,843,553.24

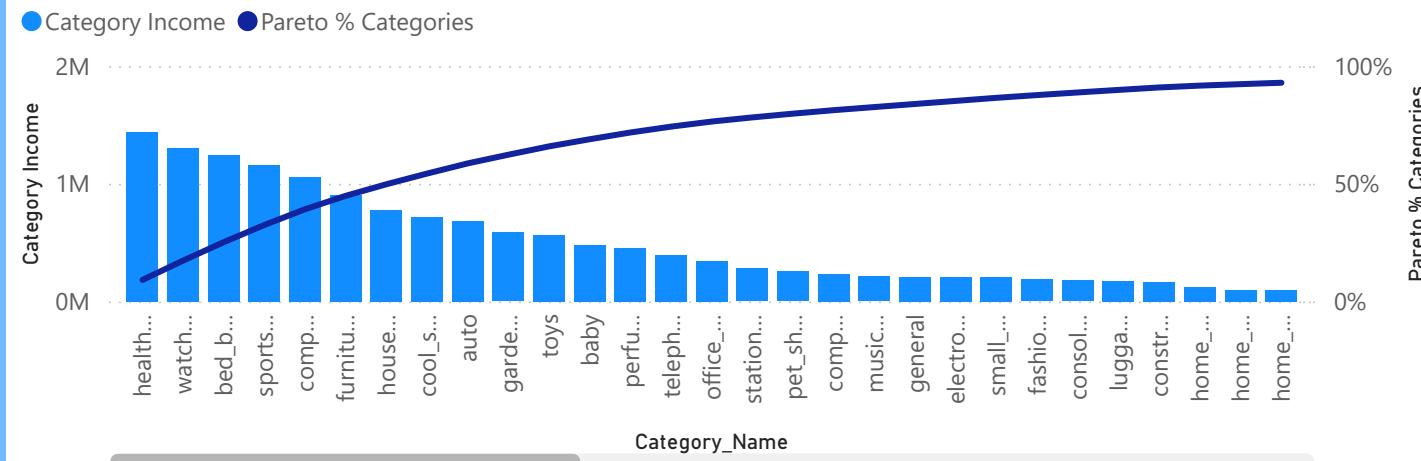
### MonthLong

January

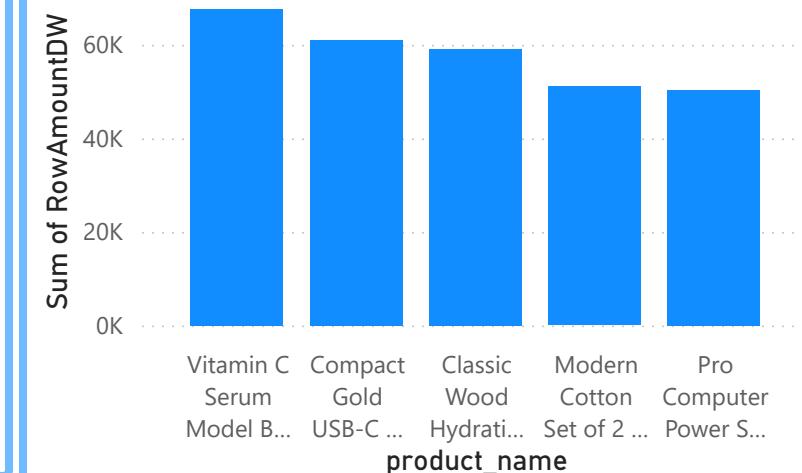
February

March

### Category Income and Pareto % Categories by Category\_Name



### Sum of RowAmountDW by product\_name



### State

AC

AL

AM

Avg Delivery Days

**12.85**

Avg Delay Days

**10.62**

% On-Time Delivery

**93.43%**

### Total Late Orders

Total Late Orders

**6.54K**

### Holiday\_Name

WeekEnd

Tiradentes Day

### State

AC

AL

AM

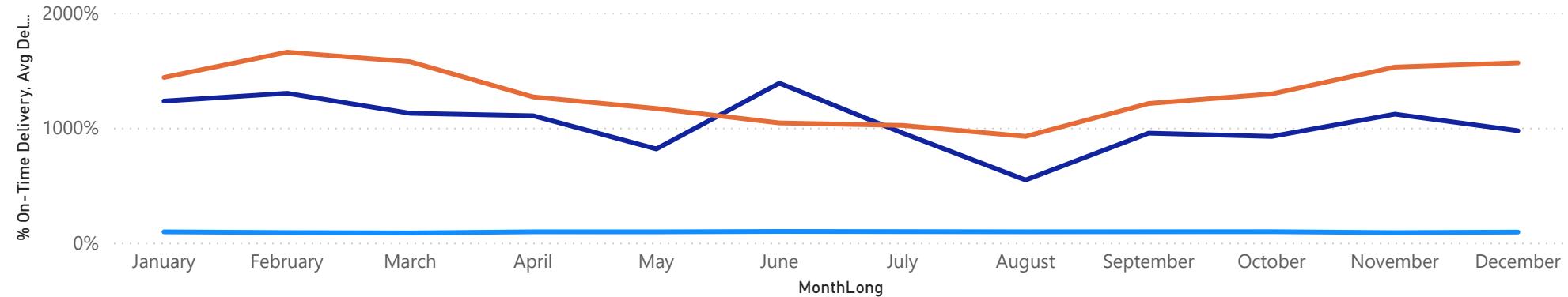
AP

BA

CE

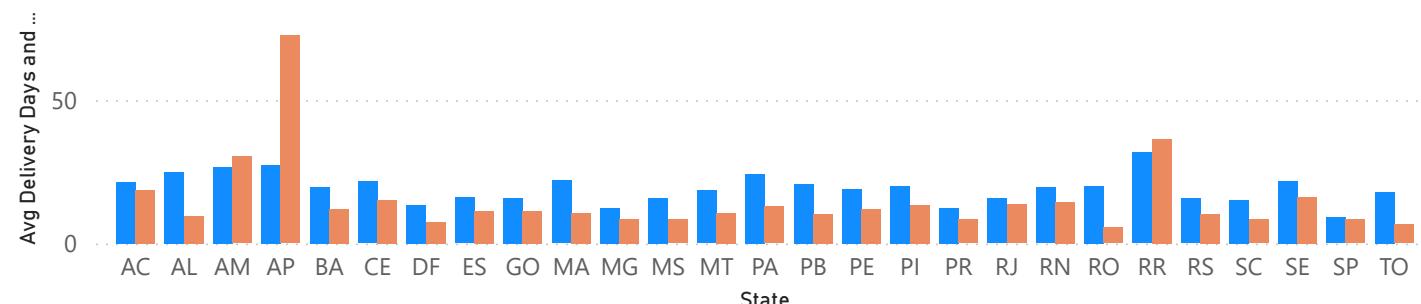
## Delivery Performance BY Month

● % On-Time Delivery ● Avg Delay Days ● Avg Delivery Days



## Avg Delivery Days and Avg Delay Days by State

● Avg Delivery Days ● Avg Delay Days



Shipper_Name	Avg Delay Days	Avg Delivery Days	AverageFreight
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Correios Brazil	10.46	12.86	21.93
DHL Express	10.53	12.87	22.13
FedEx	10.87	12.82	21.95
UPS Logistics	10.63	12.86	21.92
<b>Total</b>	<b>10.62</b>	<b>12.85</b>	<b>21.99</b>

Total Customers

**99.4K**

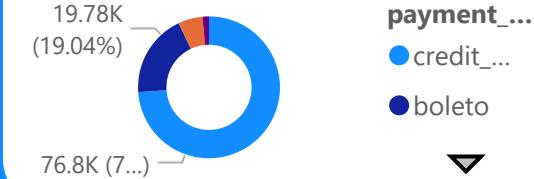
Average Order Value

**160.58**

AVG Review Score

**4.09**

## Count of order\_id by payment\_type



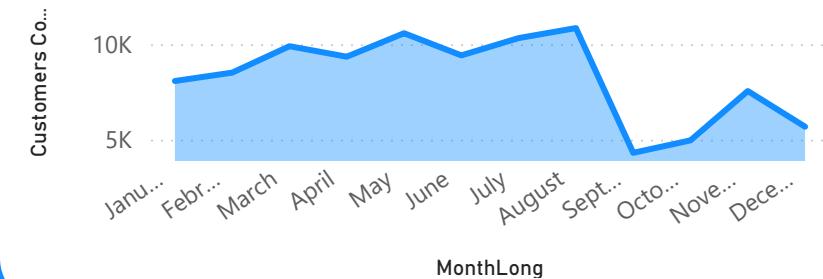
## State

customer\_name Sum of Total\_AmauntDW

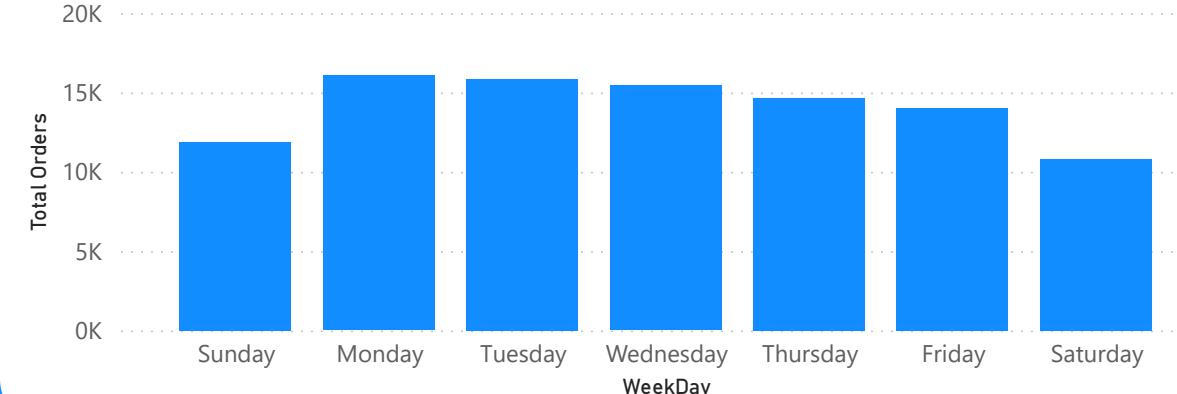
Aaron Anderson	6,703.59
Aaron Brown	13,587.37
Aaron Clark	9,878.27
Aaron Davis	8,308.50
Aaron Garcia	10,051.43
Aaron Harris	8,065.22
Aaron Jackson	8,846.79
Aaron Johnson	10,287.09
Aaron Lee	7,453.27
Aaron Lewis	9,485.40
Aaron Martin	9,056.77
Aaron Martinez	9,111.67
Aaron Miller	11,033.79
Aaron Moore	6,103.23
Aaron Smith	12,765.07
Aaron Taylor	10,237.34
Aaron Thomas	8,041.42
Aaron Thompson	6,143.32
Aaron White	8,135.15
<b>Total</b>	<b>15,843,553.24</b>

Feedback

## Customers Count by MonthLong



## Total Orders by WeekDay



## State

AC

AL

AM

AP

AVG Review Score

**4.09**

Negative Reviews %

**14.69%**

Avg Score (Late Orders)

**2.27**

Avg Score (On Time)

**4.21**

Holiday\_Name

- All Souls' Day
- Black Awareness ...
- Brazilian Valentin...
- Carnival end (unti...)

## AVG Review Score by State



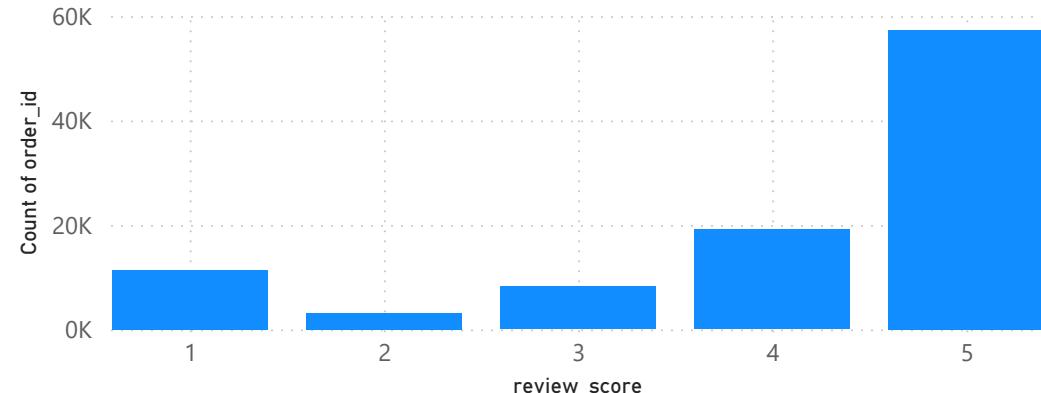
MonthLong

- January
- February
- March
- April
- May

Category\_Name Avg Score by Category

agro_industry_and_commerce	4.02
air_conditioning	4.03
art	4.03
arts_and_craftmanship	4.17
audio	3.83
auto	4.09
baby	4.04
<b>Total</b>	<b>4.09</b>

## Count of order\_id by review\_score



Year

- 2016
- 2017
- 2018

Sellers Count

3.095K

1 Sofia Garcia (\$254,887)

2 Kevin Miller (\$246,251)

3 James Harris (\$236,256)

Year

2016

2017

2018

seller\_id

seller\_name

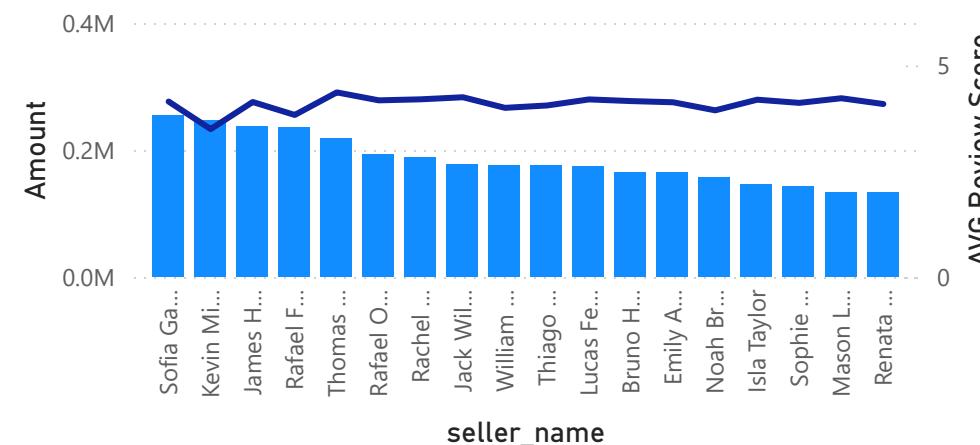
Amount

Sum of  
Quantity

seller_id	seller_name	Amount	Sum of Quantity
4869f7a5dfa277a7dca6462dcf3b52b2	Sofia Garcia	249,640.70	1,156.00
7c67e1448b00f6e969d365cea6b010ab	Kevin Miller	239,536.44	1,364.00
53243585a1d6dc2643021fd1853d8905	James Harris	235,856.68	410.00
4a3ca9315b744ce9f8e9374361493884	Rafael Ferreira	235,539.96	1,987.00
fa1c13f2614d7b5c4749cbc52fecda94	Thomas Brown	204,084.73	586.00
da8622b14eb17ae2831f4ac5b9dab84a	Rafael Oliveira	185,192.32	1,551.00
Total		15,843,553.24	112,650.00

## Amount and AVG Review Score by seller\_name

● Amount ● AVG Review Score



State

AC

AL

AM

AP

Category\_Name

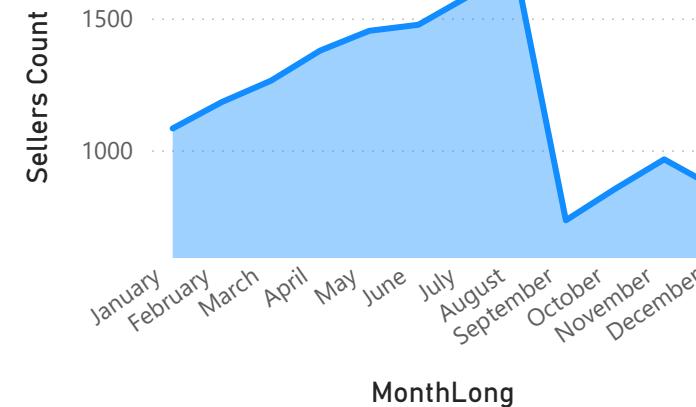
agro\_industry...

air\_conditioni...

art

arts\_and\_craft...

## Sellers Count by MonthLong



## Top Categories

health\_be...

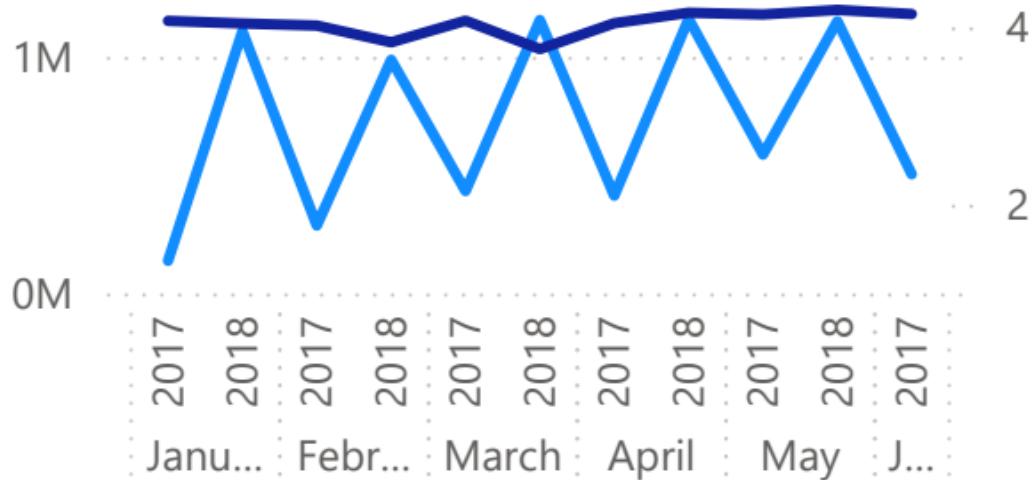
watches\_...

0M

1M

32.951K

● Amount ● AVG Review Score



60K

40K

20K

0K

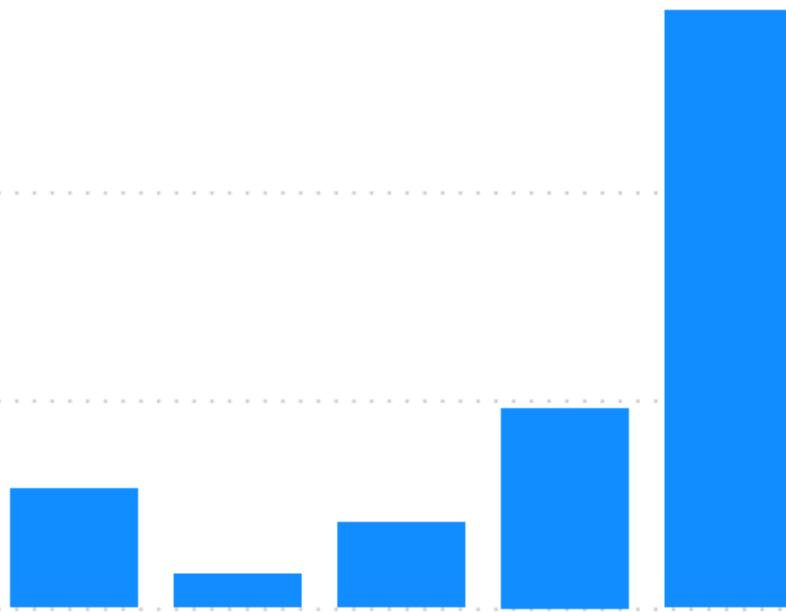
1.00

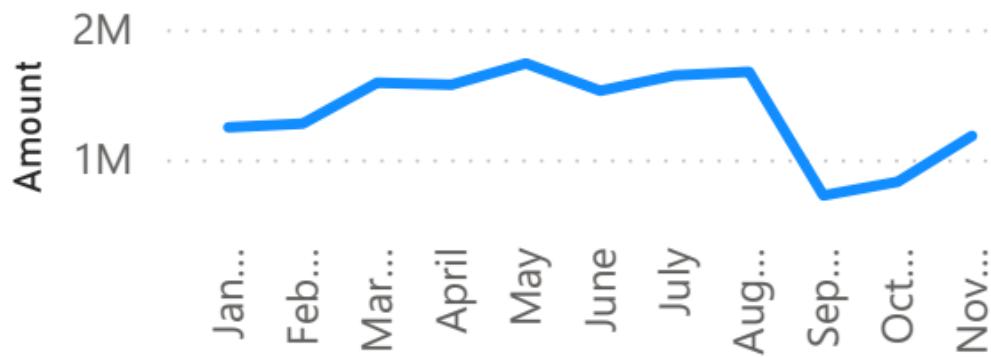
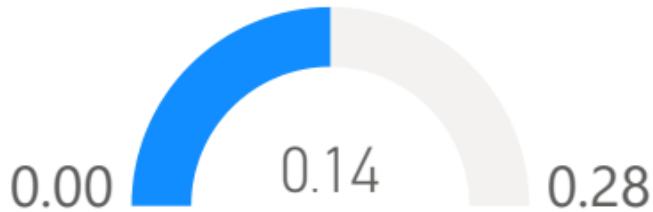
2.00

3.00

4.00

5.00





Avg Delay Days

10.62

Count of review\_id

98.41K

### Count of review\_id by Sentiment Status

