Customer Insights

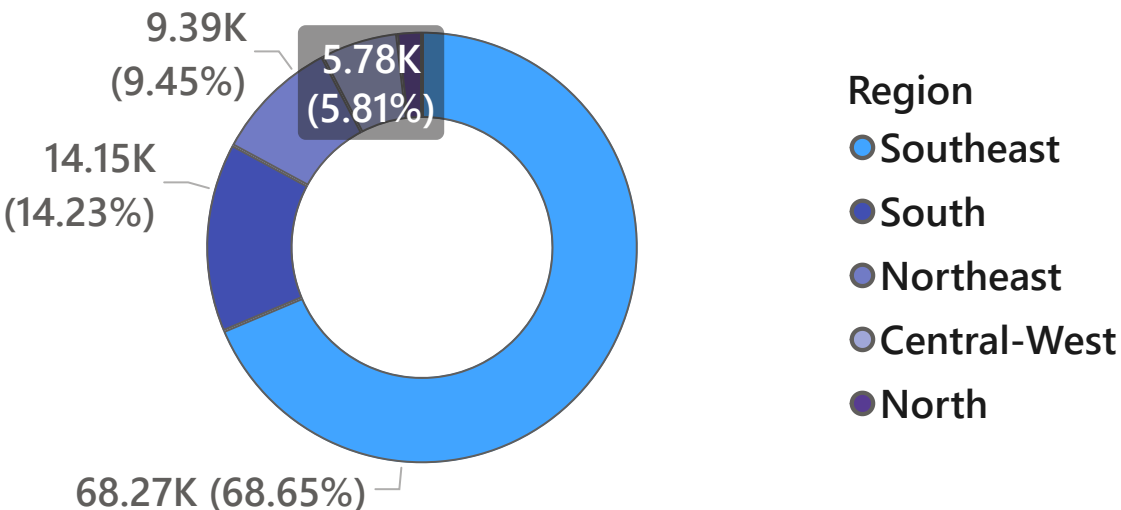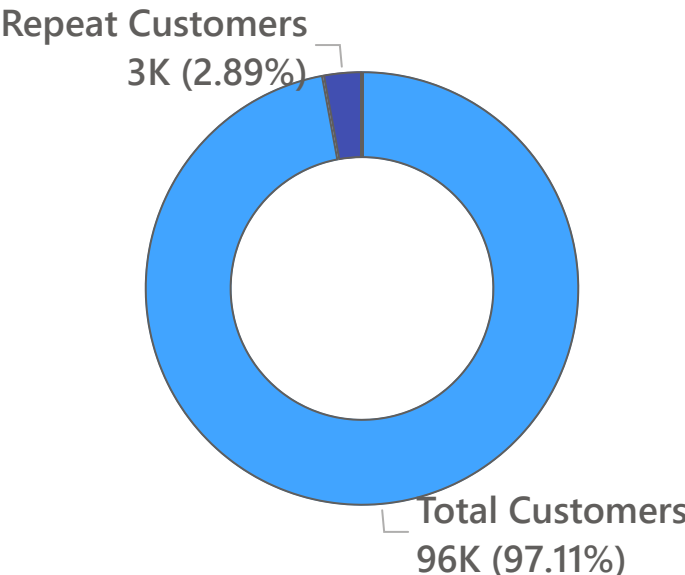| 96K Total Customers	160 Order per Customer	$138 Revenue per Customer	4.15 Average review score	3K Repeat Customers	2.98% Repeat Rate

Customer Insights

Sales Dashboard

Logistics & Delivery Insights

Percentage of Customers by Region

- 9.39K (9.45%)
- 5.78K (5.81%)
- 14.15K (14.23%)
- 68.27K (68.65%)

Region
- Southeast
- South
- Northeast
- Central-West
- North

Type of Customers

- Repeat Customers 3K (2.89%)
- Total Customers 96K (97.11%)

Total reviews based on Review Category

Excellent	Bad	Good	Average
75K	10K	8K	3K
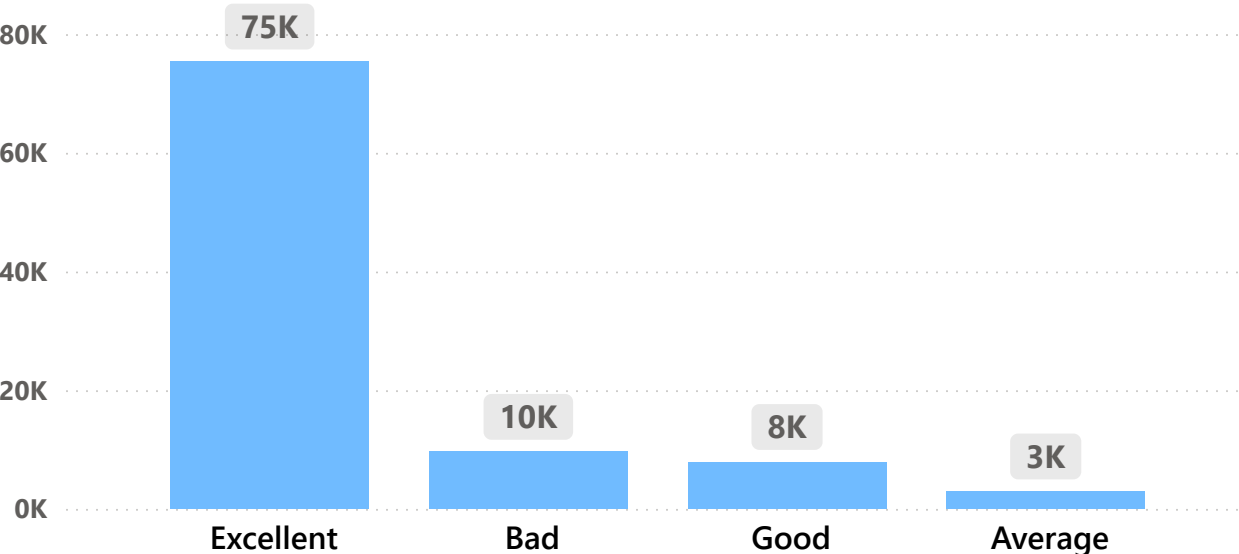
Key Metrics by State

customer_state	Total Customers	Repeat Customers	Repeat Rate	Revenue per Customer	Average review score
SP	40302	1247	3.09%	$126	4.23
RJ	12384	393	3.17%	$141	3.96
MG	11259	323	2.87%	$138	4.19
RS	5277	160	3.03%	$139	4.18
PR	4882	139	2.85%	$137	4.23
SC	3534	92	2.60%	$143	4.12
BA	3277	90	2.75%	$150	3.92
DF	2075	59	2.84%	$143	4.13
ES	1964	56	2.85%	$136	4.07
GO	1952	60	3.07%	$147	4.09
PE	1609	32	1.99%	$156	4.08
CE	1313	21	1.60%	$166	3.94
PA	949	22	2.32%	$182	3.92
MT	876	28	3.20%	$173	4.15
Total	**96096**	**2860**	**2.98%**	**$138**	**4.15**

Avg Review Score by Product Category

product_category	Average review score
Flowers	4.43
Furniture_Bedroom	4.39
Diapers_And_Hygiene	4.38
Agro_Industry_And_Commerce	4.34
Fashio_Female_Clothing	4.33
Construction_Tools_Safety	4.30
Furniture_Mattress_And_Upholstery	4.30
Fashion_Childrens_Clothes	4.29
Drinks	4.25
Kitchen_Dining_Laundry_Garden_Furniture	4.25
Dvds_Blu_Ray	4.23
Office_Furniture	4.22
Fashion_Shoes	4.21
Small_Appliances	4.21
Total	**4.15**

Sales Dashboard

Year, Month: All
Product Category: All
Customer State: All
Customer City: All
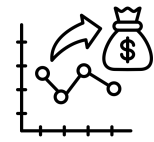
Metric	Value
Avg Order Value	$140.12
Total Order Value	$15.81M
Total Products Sold	97K
Total Revenue	$13.55M
YTD Growth %	20%

Total Orders and Total Revenue by Month

Legend: ● Total Orders ● Total Revenue

Month	Total Orders	Total Revenue
Jan	7.8K	$1.04M
Feb	8.3K	$1.07M
Mar	9.6K	$1.32M
Apr	9.1K	$1.31M
May	10.3K	$1.45M
Jun	9.3K	$1.37M / $1.28M
Jul	10.1K	$1.40M
Aug	10.7K	$1.40M
Sep	4.2K	$0.61M
Oct	4.5K	$0.65M
Nov	7.3K	$0.99M
Dec	5.5K	$0.73M

Payment Methods

- 19.78K (19.05%)
- 1.53K (1.47%)
- 5.77K (5.56%)
- 76.79K (73.93%)

Legend: ● Boleto ● Credit_Card ● Debit_Card ● Voucher
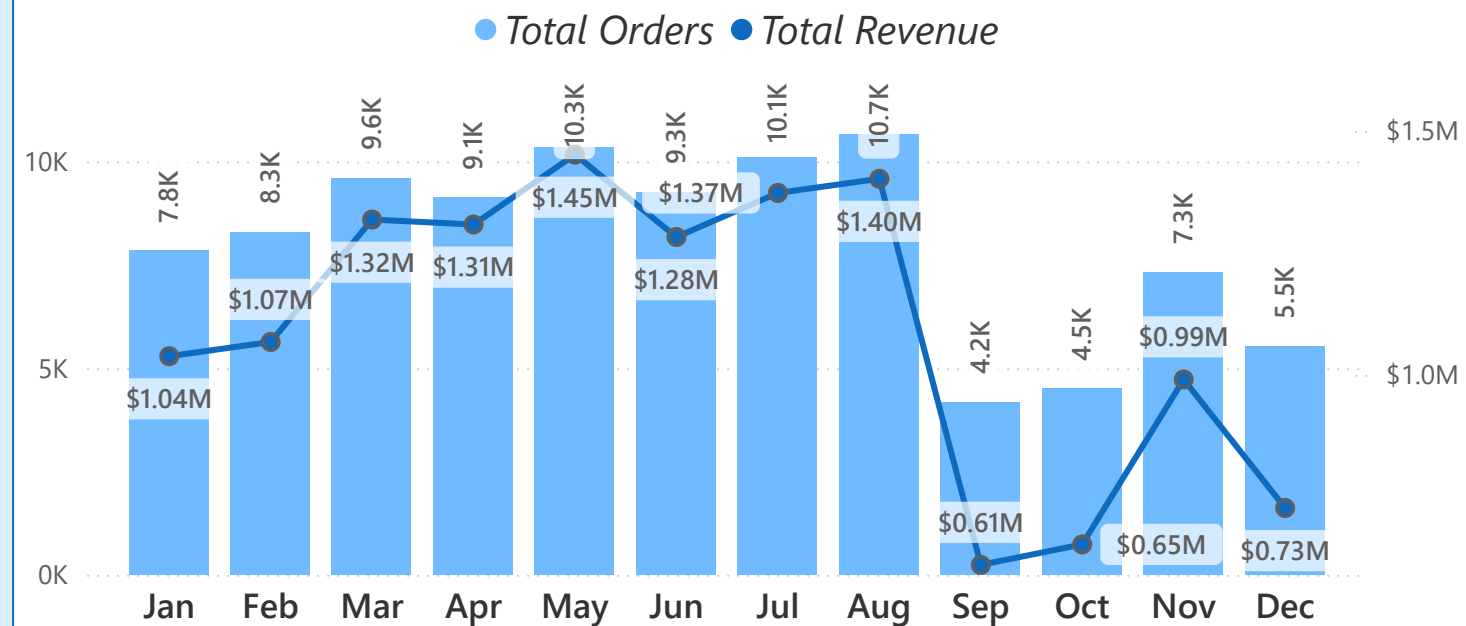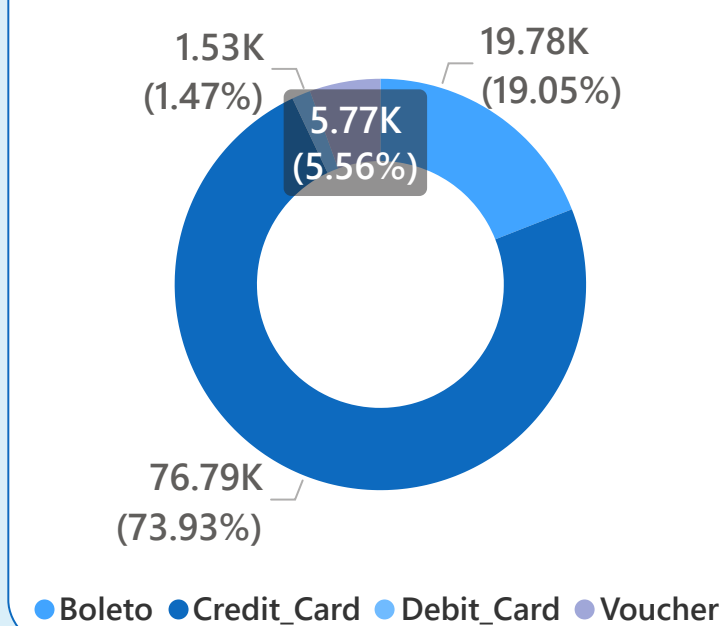
Key Metrics by State

customer_state	Total Orders	Total Revenue	Avg Order Value
SP	40708	$5,078,930.34	$124.76
RJ	12370	$1,750,149.52	$141.48
MG	11379	$1,553,602.73	$136.53
RS	5348	$731,204.64	$136.72
PR	4924	$668,207.61	$135.70
SC	3553	$504,877.33	$142.10
BA	3259	$493,006.83	$151.28
DF	2081	$296,712.63	$142.58
ES	1996	$267,039.34	$133.79
GO	1959	$286,810.80	$146.41
Total	96733	$13,219,631.40	$136.66

Total Orders and Total Revenue by Dayname

Legend: ● Total Orders ● Total Revenue

Dayname	Total Orders	Total Revenue
Mon	15.8K	—
Tue	15.5K	$2.11M
Wed	15.1K	$2.05M
Thu	14.4K	$1.97M
Fri	13.7K	$1.91M
Sun	11.7K	$1.55M
Sat	10.6K	$1.46M
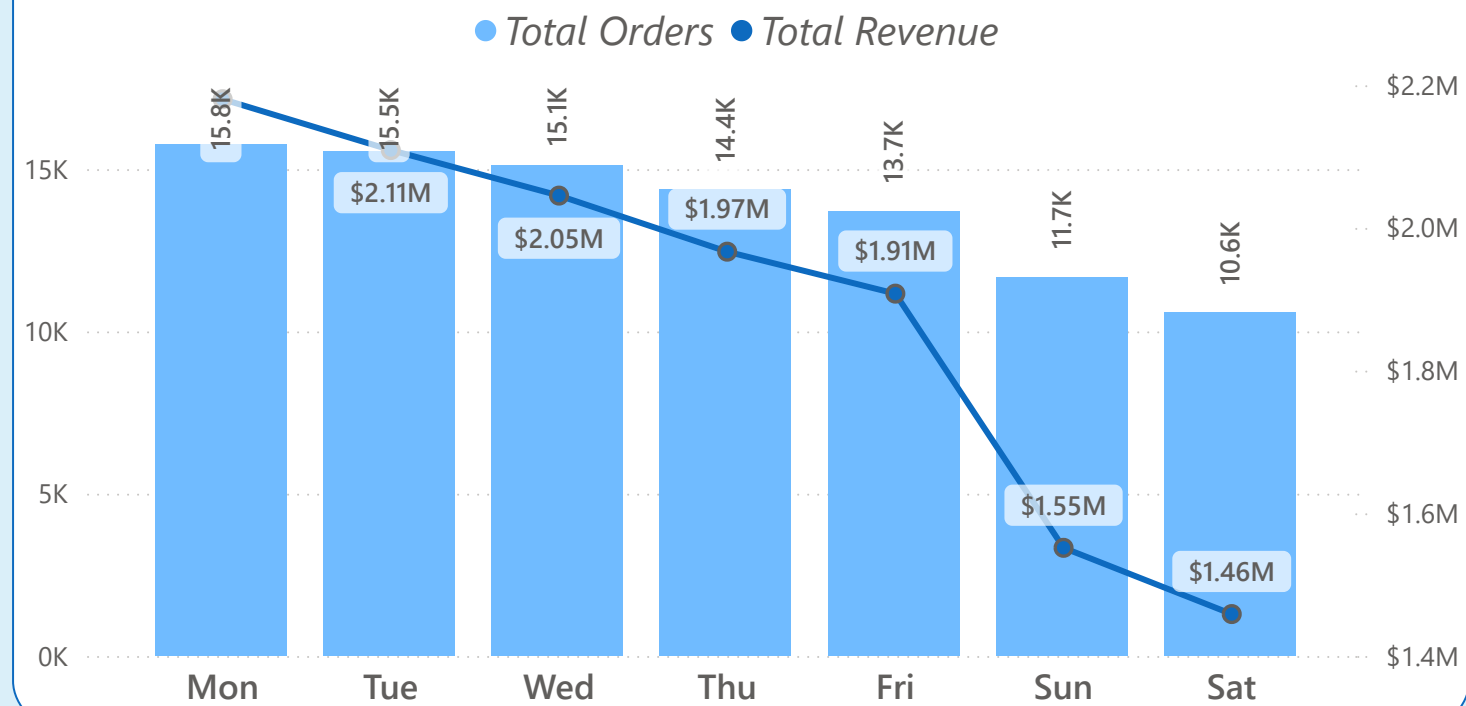
Key Metrics by Category

product_category	Total Revenue	Avg Order Value	Total Orders
Fashion_Childrens_Clothes	$492.17	$70.31	7
Cds_Dvds_Musicals	$919.47	$83.59	11
La_Cuisine	$1,147.26	$95.61	12
Diapers_And_Hygiene	$2,249.49	$93.73	24
Fashion_Sport	$2,551.35	$106.31	24
Flowers	$2,679.33	$92.39	29
Party_Supplies	$4,098.26	$107.85	38
Furniture_Mattress_And_Upholstery	$4,167.59	$112.64	37
Books_Imported	$7,284.02	$148.65	49
Dvds_Blu_Ray	$7,558.68	$134.98	56
Total	$12,848,207.16	$136.60	94054

Logistics & Delivery Insights

olist

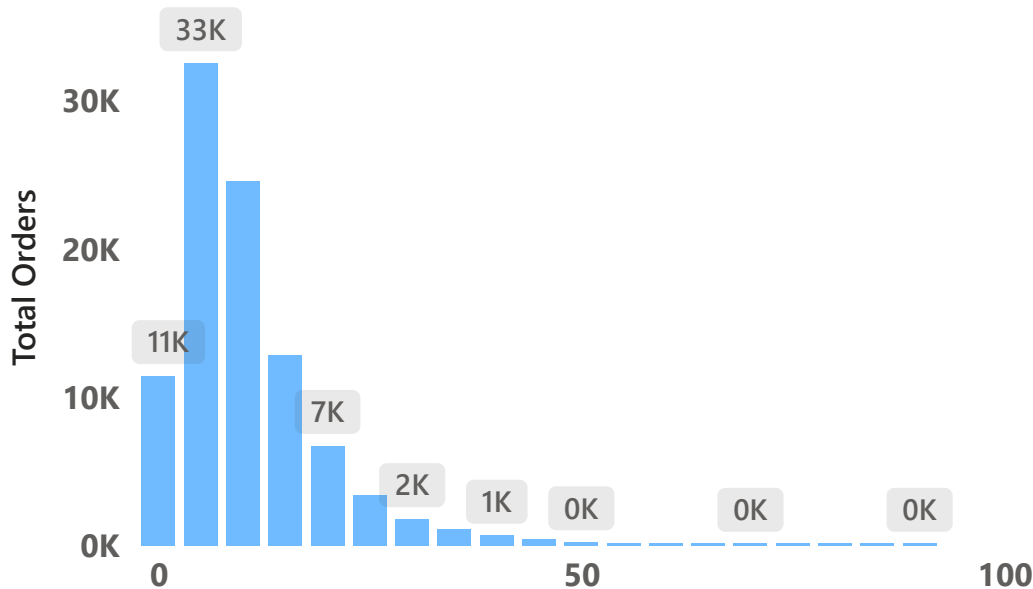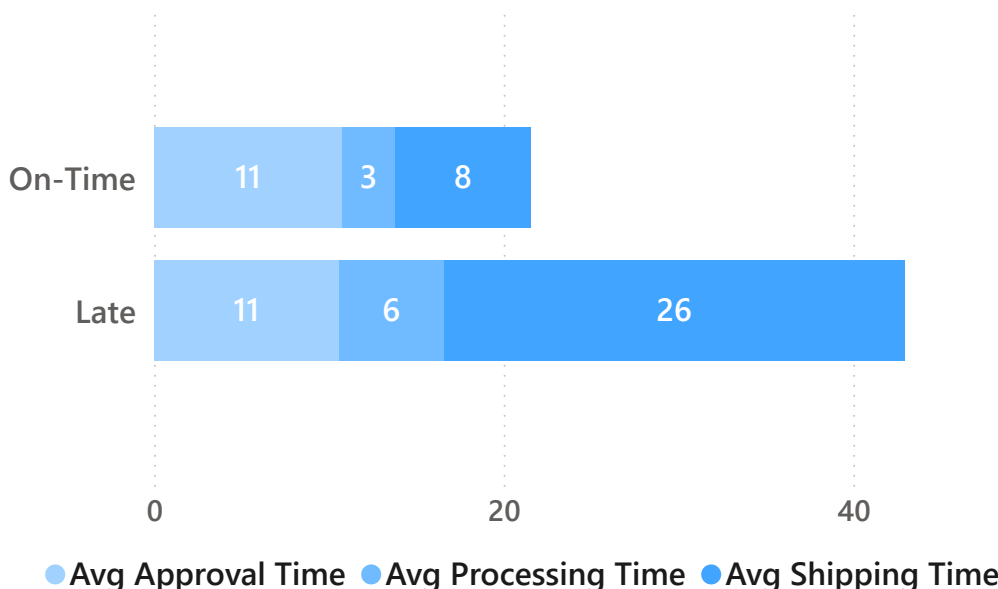| 97K Total Orders	6K No of delayed orders	12 Average Delivery Time	$2.20M Total Shipping Cost	6.67 % of delayed orders

Customer Insights

Sales Dashboard

Logistics & Delivery Insights

Delivery Time Distribution

33K · 11K · 7K · 2K · 1K · 0K · 0K · 0K

Y-axis: Total Orders (0K–30K), X-axis: 0–100

On-Time vs Late Delivery by Stage

On-Time: 11 | 3 | 8
Late: 11 | 6 | 26

X-axis: 0 – 20 – 40

● Avg Approval Time ● Avg Processing Time ● Avg Shipping Time

Avg Review Score & Total Orders based on delivery days

Y-axis: Average of review_score (1–4), X-axis: 0–80
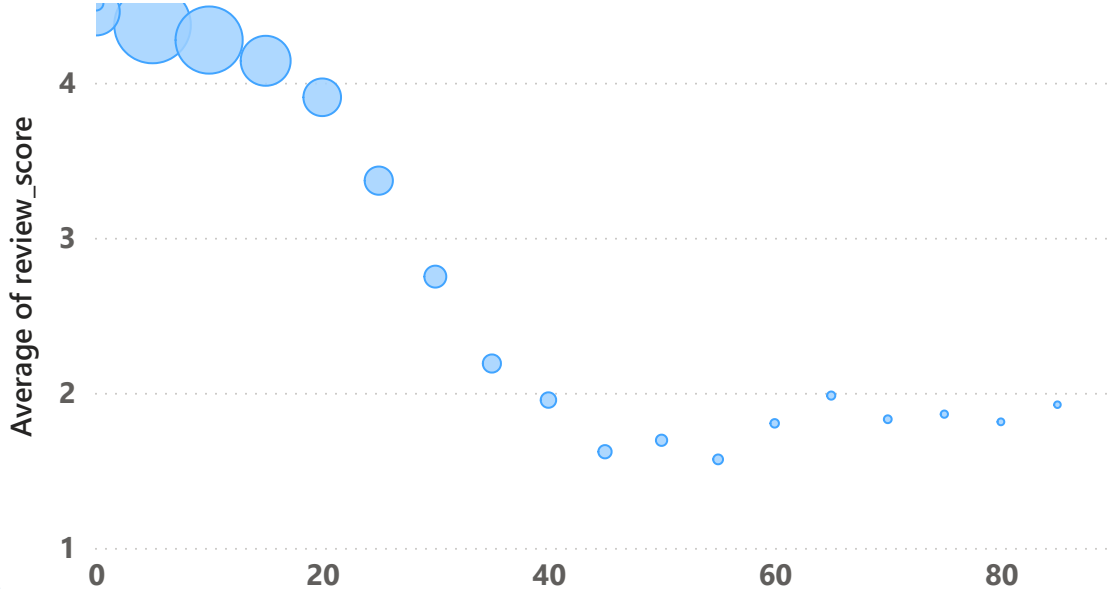
On-Time vs Late delivery Category Wise

product_category	Late Delivery Rate (%)	On-Time Delivery Rate (%)
Books_Imported	16.33	83.67
Fashion_Childrens_Clothes	14.29	85.71
Music	10.81	89.19
Costruction_Tools_Tools	10.31	89.69
Security_And_Services	10.22	89.78
Costruction_Tools_Garden	9.29	90.71
Books_Technical	9.09	90.91
Tablets_Printing_Image	9.09	90.91
Dvds_Blu_Ray	8.93	91.07
Books_General_Interest	8.74	91.26
Food_Drink	8.72	91.28
Agro_Industry_And_Commerce	8.57	91.43
Total	6.67	93.33

Key Metrics by State

customer_state	Total Orders	Average Delivery Time	On-Time Delivery Rate (%)	Late Delivery Rate (%)
AL	397	24	78.59	21.41
MA	716	21	82.68	17.32
SE	331	20	85.20	14.80
CE	1274	21	86.58	13.42
PI	477	19	86.58	13.42
RJ	12370	15	88.03	11.97
BA	3259	19	88.16	11.84
PA	944	23	88.98	11.02
ES	1996	15	89.53	10.47
PB	517	20	89.75	10.25
RR	40	26	90.00	10.00
TO	275	18	90.18	9.82
Total	96733	12	93.33	6.67