

Executive Overview

Total Sales

13.58M

Total Orders

99K

Average Order Value

137.78

Total Freight Cost

2.25M

Total Profit

11.33M

Profit Margin %

83.43%

Average Review

Score

4.09

Sales Trend Over Time



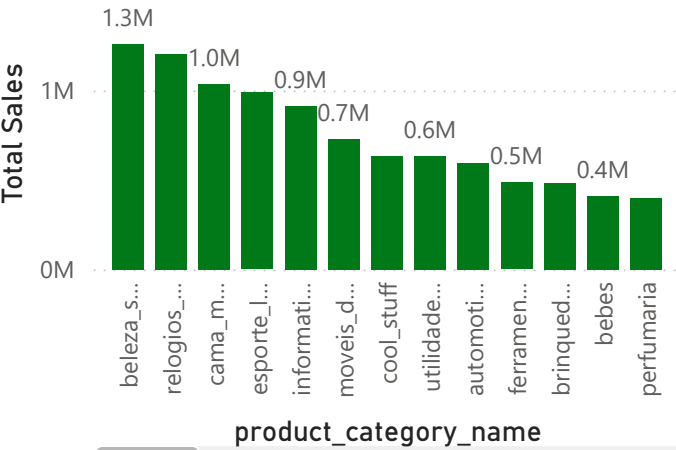
order_purchase_timestamp

04-09-2016

11-10-2018

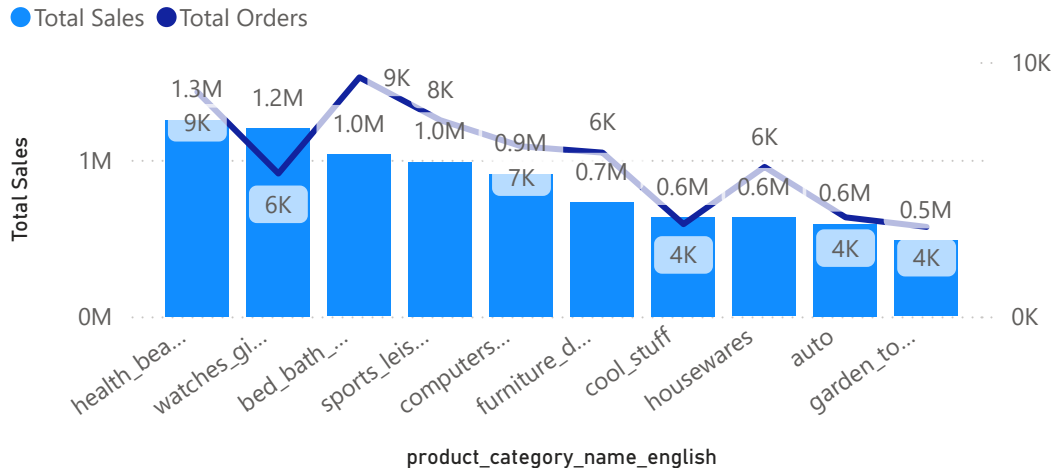


Top Performing Categories



Sales Performance

Top Categories by Sales and Orders



Sales by State



order_purchase_timestamp

04-09-2016 17-10-2018

geolocation_state

All

Profit Performance by Category			
product_category_name_english	Total Sales	Total Profit	Profit Margin %
watches_gifts	12,02,940.52	11,02,569.13	0.92
health_beauty	12,56,905.71	10,74,631.99	0.85
bed_bath_table	10,34,202.17	8,30,041.69	0.80
sports_leisure	9,87,379.87	8,18,976.80	0.83
computers_accessories	9,11,628.45	7,64,391.02	0.84
furniture_decor	7,28,557.99	5,56,106.63	0.76
cool_stuff	6,34,853.99	5,50,926.54	0.87
auto	5,92,603.61	4,99,968.54	0.84
housewares	6,31,656.80	4,85,676.99	0.77
Total	1,33,88,252.48	1,11,67,797.57	0.83

Seller Performance		
seller_id	Total Sales	Total Orders
6560211a19b47992c3666cc44a7e94c0	1,23,083.83	1850
4a3ca9315b744ce9f8e9374361493884	2,00,133.22	1801
cc419e0650a3c5ba77189a1882b7556a	1,04,179.44	1704
1f50f920176fa81dab994f9023523100	1,06,939.21	1404
da8622b14eb17ae2831f4ac5b9dab84a	1,59,622.17	1309
Total	1,35,76,135.75	98537

Marketing & Customer Insights

Top Rated Product Categories

Total Customers

99K

Avg. Review Score

4.09

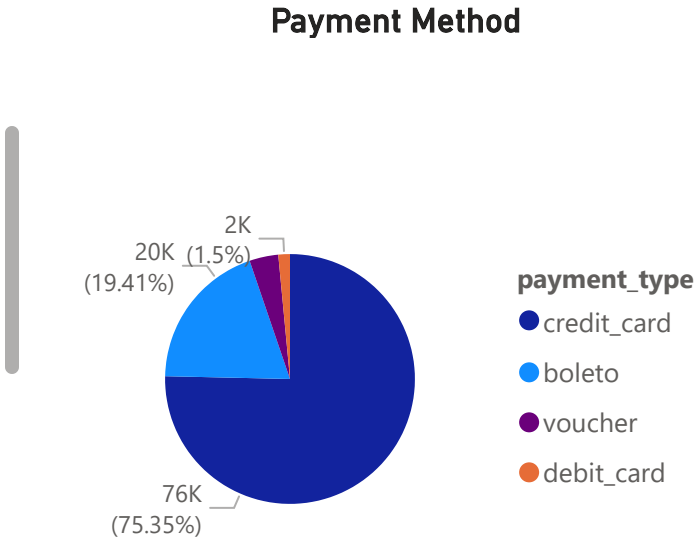
Average Order Value

137.78



Sales & Orders by State

customer_state	Total Sales	Total Orders
SP	51,96,495.93	41314
RJ	18,22,746.63	12750
MG	15,83,884.74	11530
RS	7,49,045.95	5424
PR	6,82,646.87	4995
SC	5,20,299.34	3609
BA	5,10,844.91	3351
DF	3,02,254.07	2123
ES	2,74,951.38	2022
GO	2,94,324.26	2004
PE	2,62,603.16	1644
CE	2,25,925.23	1325
Total	1,35,76,135.75	98537



order_purchase_timestamp

04-09-2016

17-10-2018

Delivery Performance

order_purchase_timestamp

04-09-2016

17-10-2018

Total Valid Delivery

96K

On-Time Delivery

89K

AVG.Delivery Days

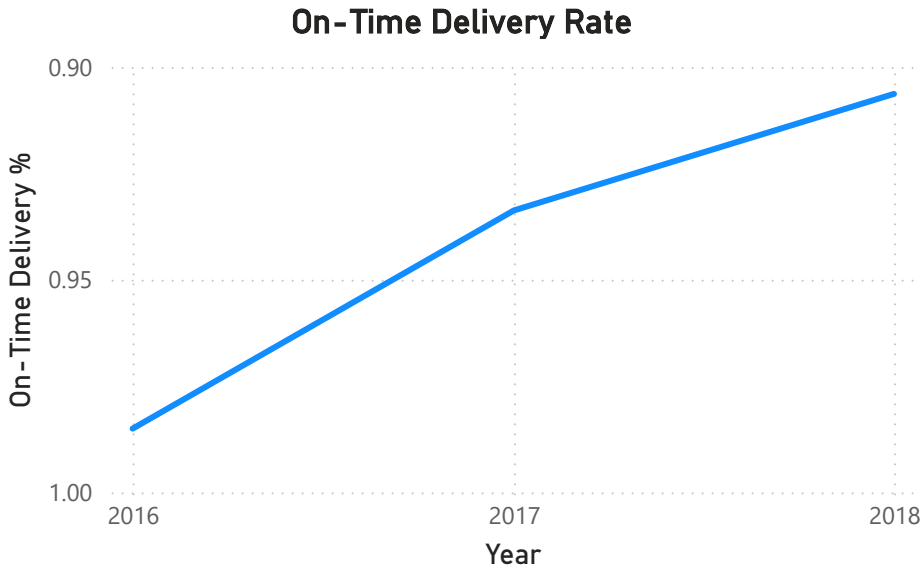
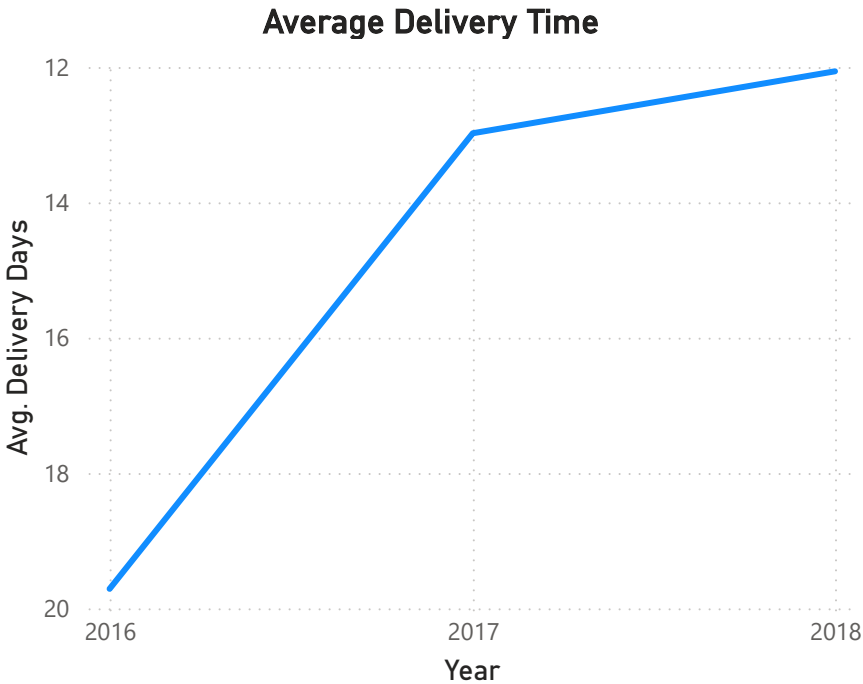
12.5

On-Time Delivery %

0.92

0.95

1.00



Seller Report Card				
seller_id	Total Validated Delivery	On-Time Delivery %	Avg. Delivery Days	Average Review Score
0015a82c2db000af6aaaf3ae2ecb0532	3	1.00	10.67	3.67
001cca7ae9ae17fb1caed9dfb1094831	195	0.93	13.40	3.98
001e6ad469a905060d959994f1b41e4f				1.00
002100f778ceb8431b7a1020ff7ab48f	50	0.82	16.20	3.90
003554e2dce176b5555353e4f3555ac8	1	1.00	4.00	5.00
004c9cd9d87a3c30c522c48c4fc07416	155	0.92	14.79	4.15
00720abe85ba0859807595bbf045a33b	13	0.85	11.69	3.62
00ab3eff1b5192e5f1a63bcecfce11c8	1	1.00	9.00	5.00
Total	96470	0.92	12.50	4.09