

DASHBOARD 1: CUSTOMERS DASHBOARD

Customer Distribution & Behavior Overview

99K

Total Customers

4119

Total Cities

27

Total States

3.68K

Avg Customers per State

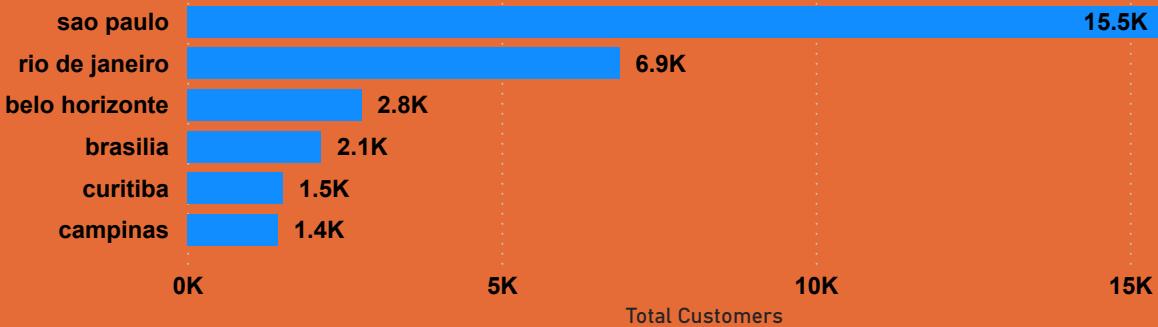
customer_state

- (Blank)
- AC
- AL
- AM
- AP
- BA

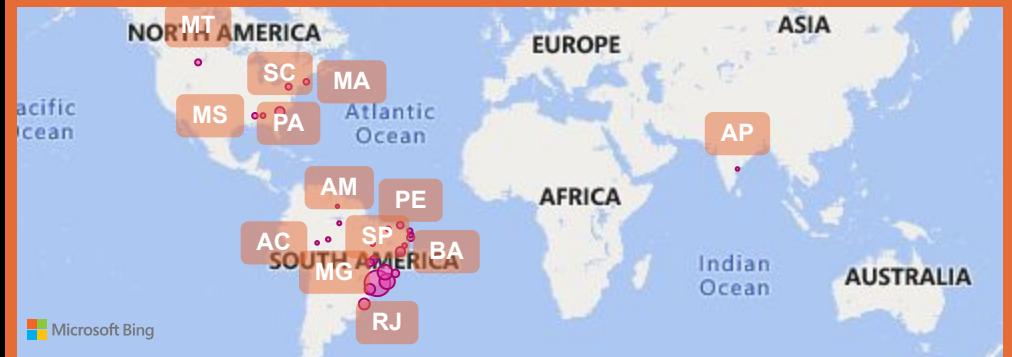
customer_city

- (Blank)
- abadia dos dourados
- abadiania
- abaete
- abaetetuba
- abaiara

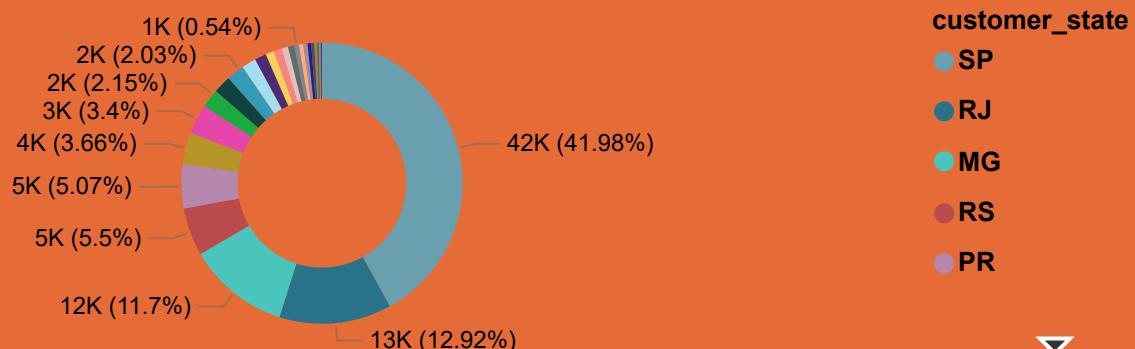
Total Customers by customer_city(Top 10)



Total Customers by customer_state



Total Customers by customer_state



DASHBOARD 2: SELLERS DASHBOARD

Sellers Presence & Supply Strength

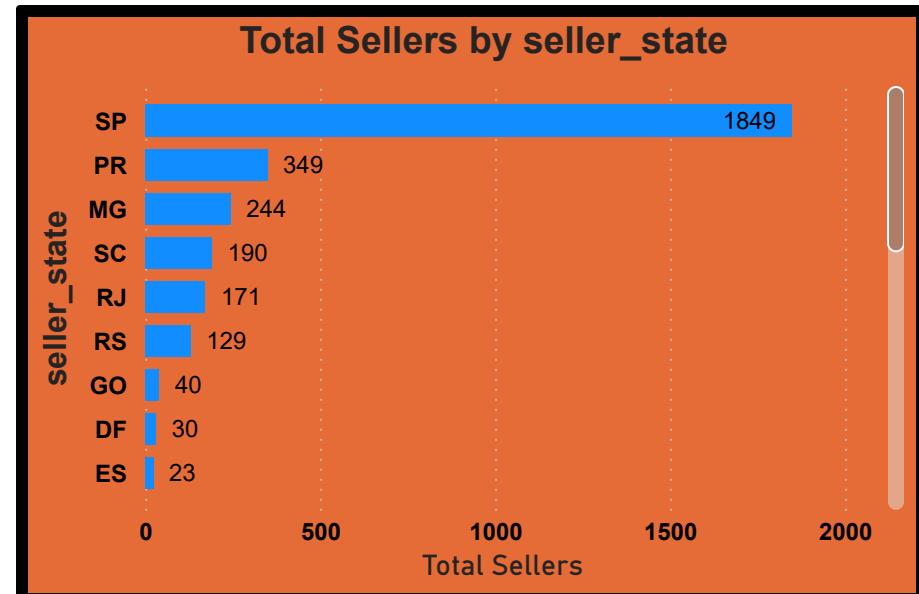
3095
Total Sellers

23
Active Seller States

seller_state

- AC
- AM
- BA
- CE
- DF
- ES
- GO

seller_id	Sum of seller_zip_code_prefix
0015a82c2db000af6aaaf3ae2ecb0532	9080
001cca7ae9ae17fb1caed9dfb1094831	29156
001e6ad469a905060d959994f1b41e4f	24754
002100f778ceb8431b7a1020ff7ab48f	14405
003554e2dce176b5555353e4f3555ac8	74565
004c9cd9d87a3c30c522c48c4fc07416	14940
00720abe85ba0859807595bbf045a33b	7070
00ab3eff1b5192e5f1a63bcecfee11c8	4164
00d8b143d12632bad99c0ad66ad52825	30170
00ee68308b45bc5e2660cd833c3f81cc	3333
00fc707aaaad2d31347cf883cd2dfe10	87025
010543a62bd80aa422851e79a3bc7540	1212
010da0602d7774602cd1b3f5fb7b709e	9710
011b0eaba87386a2ae96a7d32bb531d1	17580
01266d4c46afa519678d16a8b683d325	80250
013900e863eace745d3ec7614cab5b1a	80740
014c0679dd340a0e338872e7ec85666a	35180
014d9a685fd57276679edd00e07089e5	87015
0176f73cc1195f367f7b32db1e5b3aa8	14940
01bcc9d254a0143f0ce9791b960b2a47	76400
01c97ebb5cdac52891c0ed1c37ba0012	15804
01cf7e3d21494c41fb86034f2e714fa1	85603
01ed254b9ff8407dfb9d99ba1e17d923	8710
01fd077212124329bac32490e8ef80d9	14079
01fdefa7697d26ad920e9e0346d4bd1b	86050
0241d4d5d36f10f80c644447315af0bd	80330
0249d282d911d23ch8b869ab49c99f53	5676
Total	99940829



DASHBOARD 3: PRODUCTS DASHBOARD

Product Portfolio & Category Analysis

33K

Total Products

48.48

Avg Product Name Length

74

Product Categories

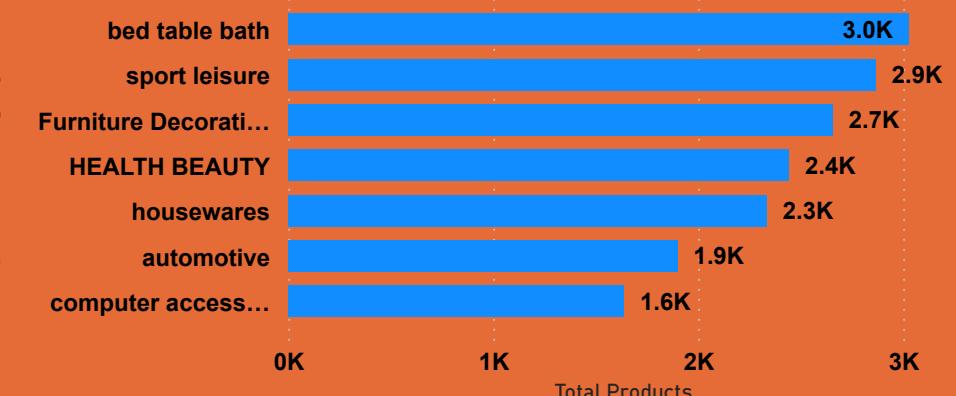
product category

- Agro Industria e Comercio
- Art
- Arts and Crafts
- audio
- automotive
- babies
- Bags Accessories
- bed table bath
- Blu Ray DVDs
- Casa Construcao
- cds music dvds
- Christmas articles

Product Dimensions

	Sum of product_weight_g	Sum of product_height_cm	product_id
	300	16	00066f42ae
	1225	10	00088930e
	300	15	0009406fd7
	550	24	000b8f95fc
	250	11	000d9be29
	100	15	0011c512e
	700	5	00126f27c8
	600	20	001795ec6
	6000	4	001b237c0
	600	8	001b72dfd6
	1800	21	001c5d71a
	300	15	00210e418
	1850	37	002159fe70
	650	10	0021a87d4
	750	5	00250175f
	355	16	002552c06
	75007492	558079	

Products by Category



Total Products by product category



DASHBOARD 4: ORDER ITEMS (SALES) DASHBOARD

Sales & Freight Performance Dashboard

order_id
00010242fe8c5a6d1ba2dd792cb16214
00018f77f2f0320c557190d7a144bdd3
000229ec398224ef6ca0657da4fc703e
00024acbcdf0a6daa1e931b038114c75

13.59M
Total Sales

2.25M
Total Freight

0.14K
Avg Order Value

customer_state

- (Blank)
- AC
- AL
- AM
- AP
- BA
- CE
- DF
- ES
- GO
- MA
- MG
- MS

order_id

order_id	Sum of freight_value	Sum of price
00010242fe8c5a6d1ba2dd792cb16214	13.29	58.90
00018f77f2f0320c557190d7a144bdd3	19.93	239.90
000229ec398224ef6ca0657da4fc703e	17.87	199.00
00024acbcdf0a6daa1e931b038114c75	12.79	12.99
00042b26cf59d7ce69dfabb4e55b4fd9	18.14	199.90
00048cc3ae777c65dbb7d2a0634bc1ea	12.69	21.90
00054e8431b9d7675808bcb819fb4a32	11.85	19.90
Total	22,51,909.54	1,35,91,643.70

Total Sales by customer_state

customer_state



Total Sales by Month



Total Freight by customer_state

customer_state

