

Brazil's Southeast region spends the most online, while São Paulo is the top spender both in the region and in the country

Select all

AC

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MA

Orders by state



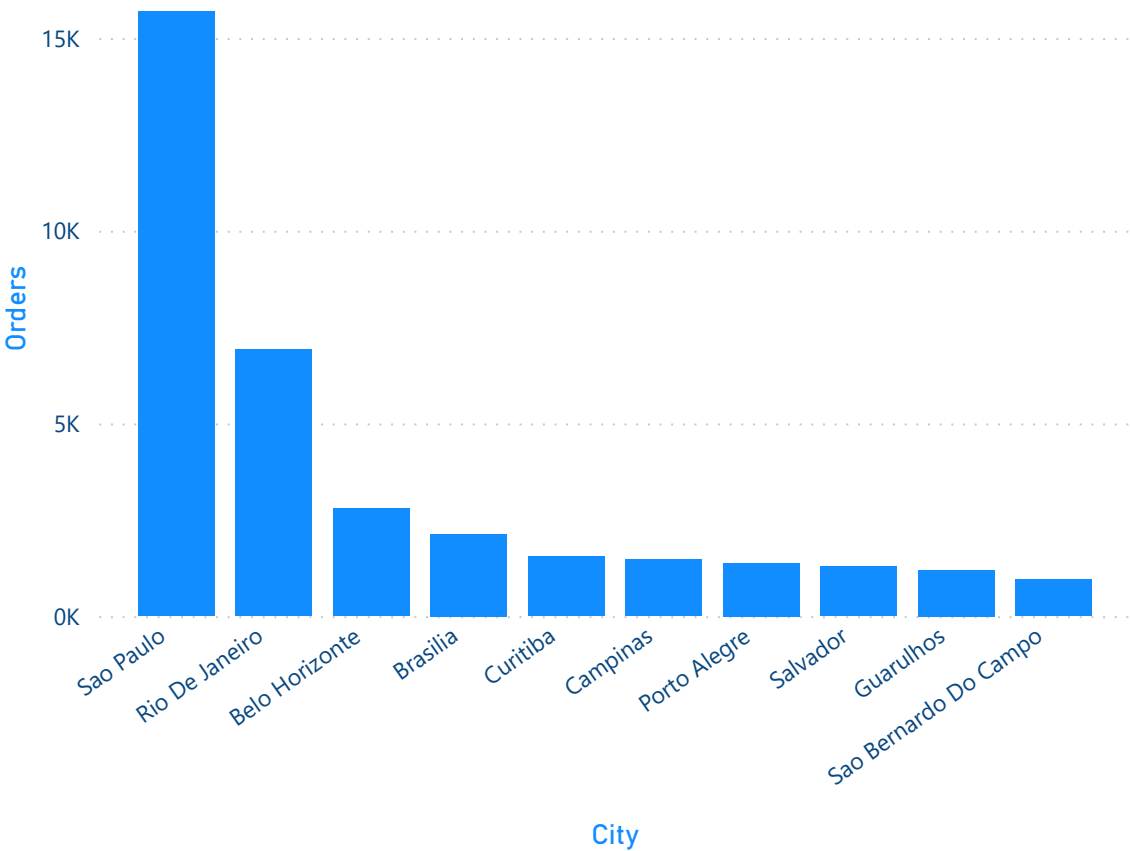
Amount of customers

96.10K

Total amount spent per state

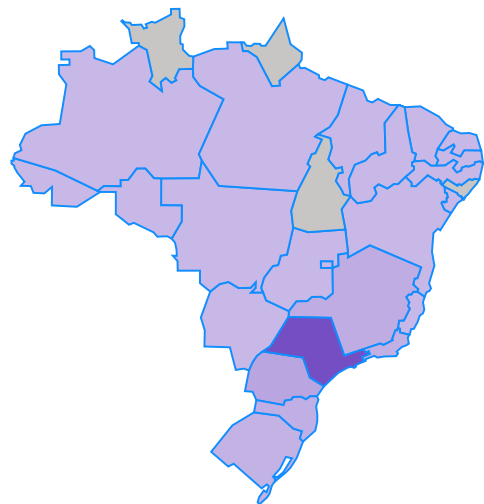
R\$ 63.2M

Number of orders made in each city

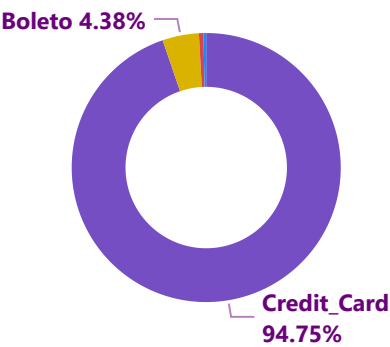


Most sellers also come from São Paulo, selling mostly through credit card transactions that account for ~95% of all transactions in the country, indicating that invoices are increasingly less popular.

Orders by state



Preferred payment methods



Days needed to approve and deliver orders:

9

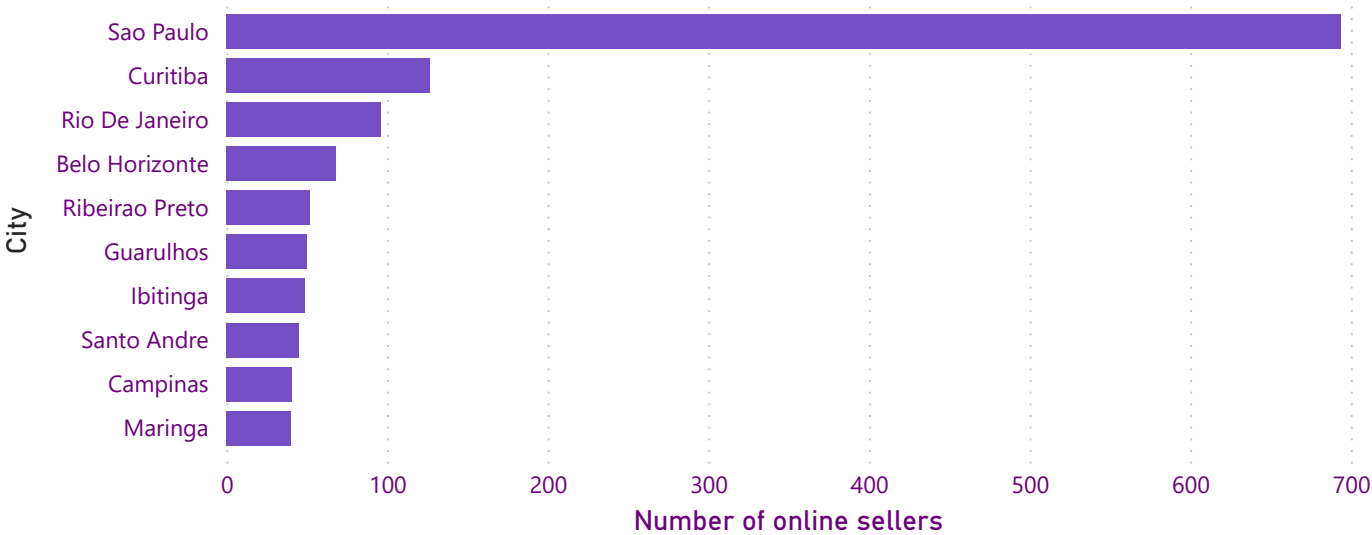
Total paid via invoice (boleto)

R\$ 2.77M

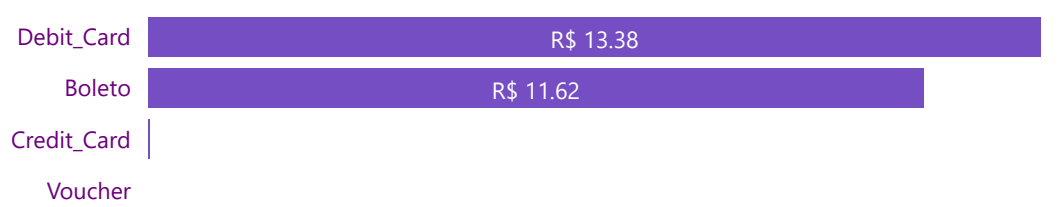
Total paid via credit cards

R\$ 59.89M

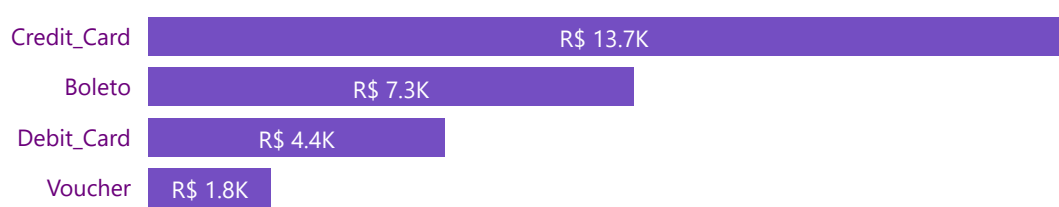
Number of online sellers in each city



Preferred payment methods for cheaper orders



Preferred payment methods for expensive orders



When buying online, people tend to purchase products for the house and health and beauty products online

Most ordered items per category

product_category_name_english	Count of product_id
Bed_Bath_Table	3029
Sports_Leisure	2867
Furniture_Decor	2657
Health_Beauty	2444
Housewares	2335
Auto	1900
Computers_Accessories	1639
Toys	1411
Watches_Gifts	1329
Telephony	1134

Least ordered items per category

product_category_name_english	Count of product_id
Arts_And_Craftmanship	19
Fashion_Sport	19
Flowers	14
Diapers_And_Hygiene	12
Furniture_Mattress_And_Upholstery	10
La_Cuisine	10
Tablets_Printing_Image	9
Fashion_Childrens_Clothes	5
Home_Comfort_2	5
Security_And_Services	2
Cds_Dvds_Musicals	1

Breakdown of product categories

