



All ▾

## ECOMMERCE PLATFORM PERFORMANCE ANALYSIS DASHBOARD



OVERVIEW



ORDERS



CUSTOMERS- SELLERS

All Periods

YEARS ▾

All Periods

MONTHS ▾

2016 2017 2018

2017

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 2018 JAN

Total Payment Value  
16,465,354

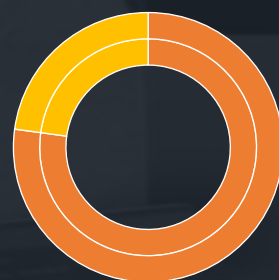
Total Profit  
14,27,710

Total Freight Value  
2,102,511

Total Price  
12,935,133

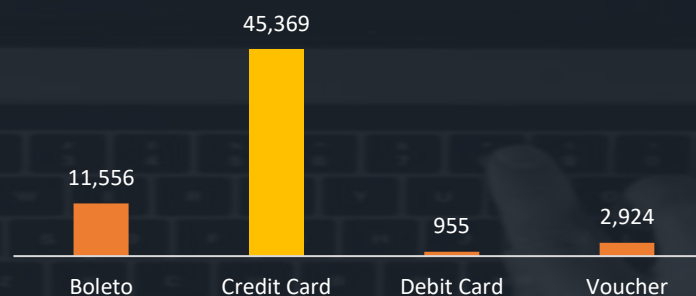
Weekday Vs Weekend Sales

Weekend  
3,762,009  
23%

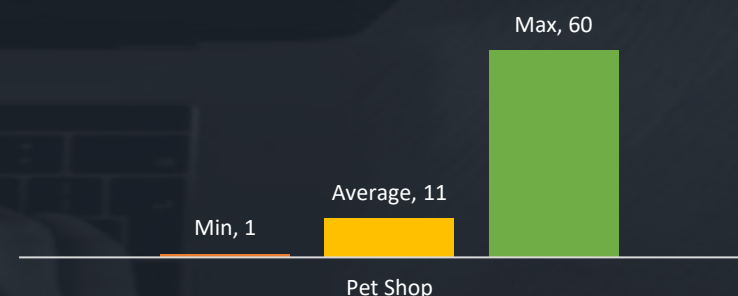


Weekday  
12,703,345  
77%

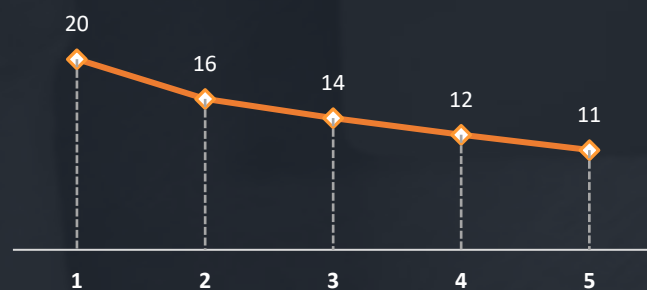
Payment Type Preferred by Top Reviews



Delivery Days for Pet Shop Category



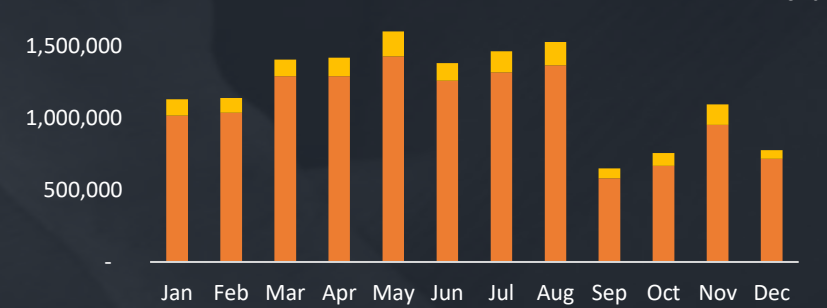
Review Score Vs Average Delivery Days



Payment Value & Price: Sao Paulo City



Monthwise: Marked Price & Profit Made





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2016 2017 2018

Weekend/ Weekday

Weekend

Weekday

Customer State

MT

PA

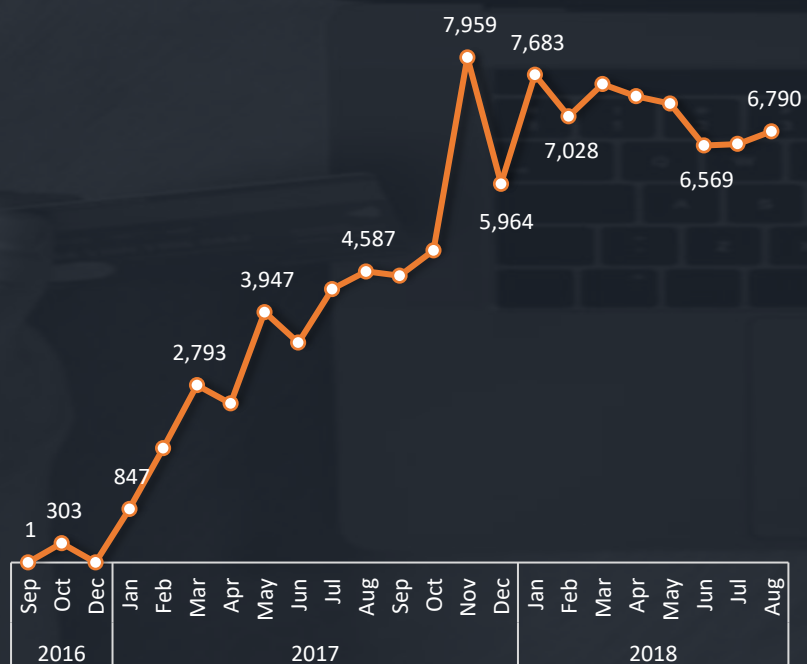
Order Quantity  
104,676

Orders Delivered  
104,669

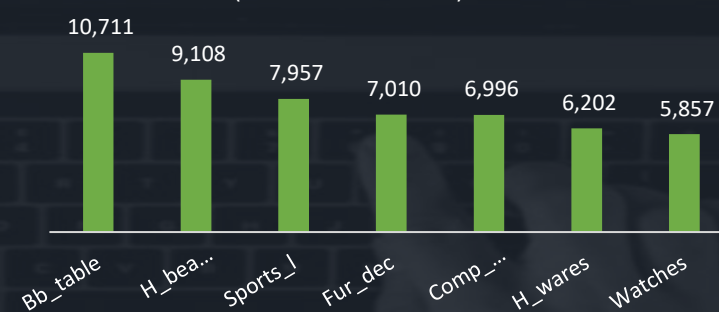
Products Quantity  
32,215

Product Categories  
74

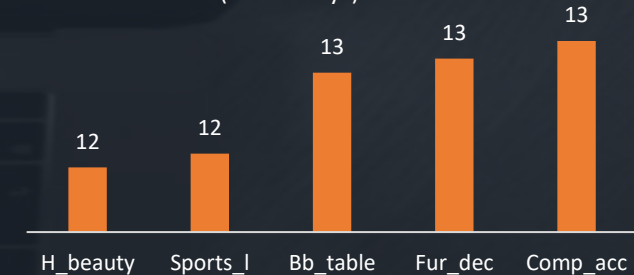
Monthwise Trend of Orders



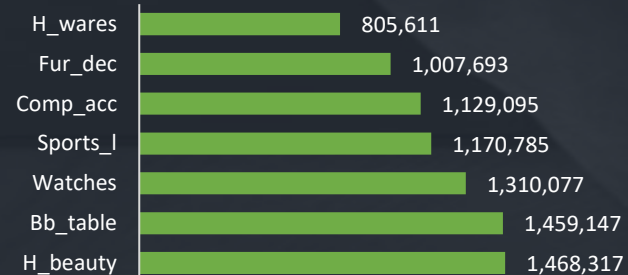
Frequently Ordered Product Categories  
(51% of Total Orders)



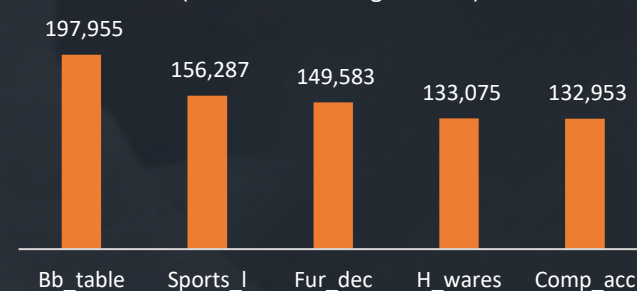
Slowest Delivered- Product Categories  
(No. of Days)



Top 7 Product Categories  
(51% of Total Payment Value)



Categories with Max Shipping Cost  
(37% of Total Freight Value)





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2016

2017

2018

Weekend/ Weekday

Weekend

Weekday

Customer State

MT

PA

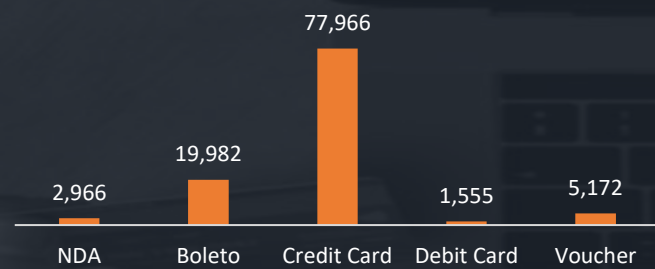
No. of Customers  
99,442

No. of Sellers  
2,971

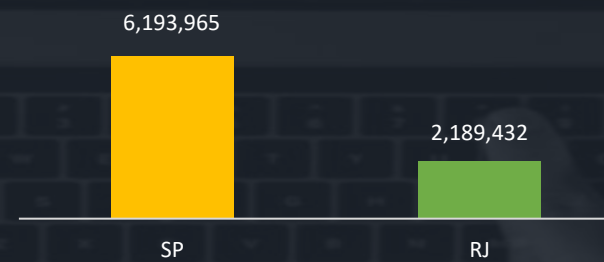
Cities with Sellers  
596

Cities Served  
4,120

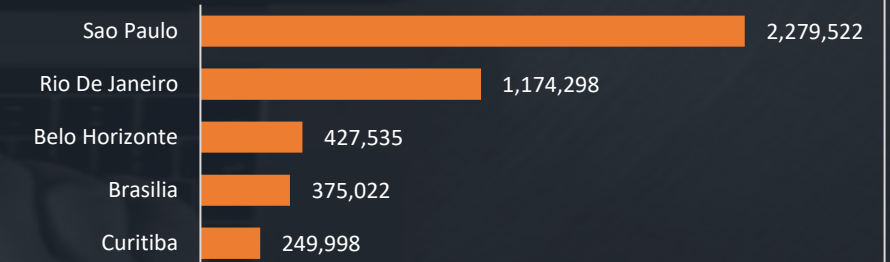
Payment Type Vs Customers



Payment Value Share: Statewise  
(51% of Sale)



Top 5 Customer Cities  
(27% of Total Payment Value)



### Performance Snapshot :

- The Credit Card is the most preferred payment method, with 77,966 customers choosing it. Among them, 45,369 customers reviewed their orders with 5 stars.
- The pet shop experienced a maximum delay of 60 days. On average, pet shop deliveries take 11 days. As for computer accessories, they have the slowest average delivery time, at 13 days. The earliest deliveries received better reviews.
- The revenue from Payment Value surpasses the product price, indicating that Sao Paulo drives higher sales than its product pricing suggests. Sales from the states of SP and RJ contributes to almost half of the overall sales cost.
- A rising trend was observed in the placement of orders on the O'live E store between September 2016 to August 2018.
- In general, the most popular products with the highest payment value also tend to incur the highest shipping costs. Additionally, these products frequently experience