

Customer Insights

- There are **59,691 unique customers** in the dataset.
 - **Sao Paulo and Rio de Janeiro** have the highest concentration of customers.
 - **No repeat purchases** were observed — each customer placed **only one order**.
 - Customer spending is segmented as follows:
 - **High-Value (Top 10%)**: 687 customers
 - **Medium-Value (20–40%)**: 2,061 customers
 - **Low-Value (Bottom 50%)**: 4,116 customers
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Order & Product Insights

- Customers' **order values range from 668 to 6,735**.
 - Most orders were placed in **August, May, and July** (each exceeding 10k orders).
 - **September and October** had the lowest activity (less than 5k orders).
 - Other months had a moderate volume (5k–10k orders).
 - **Average delivery time** is approximately **12.4 days**.
 - The **most popular payment method** is the **credit card**.
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Top Products & Categories

- The **top-selling product categories** include:
 - Beleza Saude
 - Relogios Presentes
 - Cama Mesa Banho
 - Esporte Lazer
 - Informatica Acessorios
 - Movies Decoracao
 - Cool Stuff
 - Utilidades Domesticas
 - Automotivo

- Ferramentas Jardim
 - **Beleza Saude** has the **highest sales volume** with **1,117,980 units sold**.
 - Among 71 categories:
 - **Pcs** has the **highest average price** at **1,079**.
 - **Casa Conforto 2** has the **lowest average price** at **26**.
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Seller Insights

- There are **3,095 sellers** in total.
 - Seller sales volume ranges from a minimum of **1,800** to a maximum of **205,762**.
 - Seller ratings vary from **1 to 5**.
 - The seller with the **most late shipments** had **183 delayed orders**.
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Revenue Insights

- **Total revenue per payment method:**
 - **Credit Card:** 1,143,083.98
 - **Boleto:** 230,150.11
 - **Voucher:** 64,301.85
 - **Debit Card:** 21,294.31
 - **Revenue per customer** ranges between a **minimum of 719** and a **maximum of 13,440**.
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Installment Payment Trends

- In **October 2016**, installment use was stable.
- In **2017**, there was a **7-month increase**, followed by a **5-month decline** in installment-based purchases.