

Year

All

Quarter

All

reviews

All

State

All

Total Orders Placed

58.53K

(+33.57%)

Total revenue

8.02M

(+32.22%)

Total Customers

57387

(+12.92%)

137.75

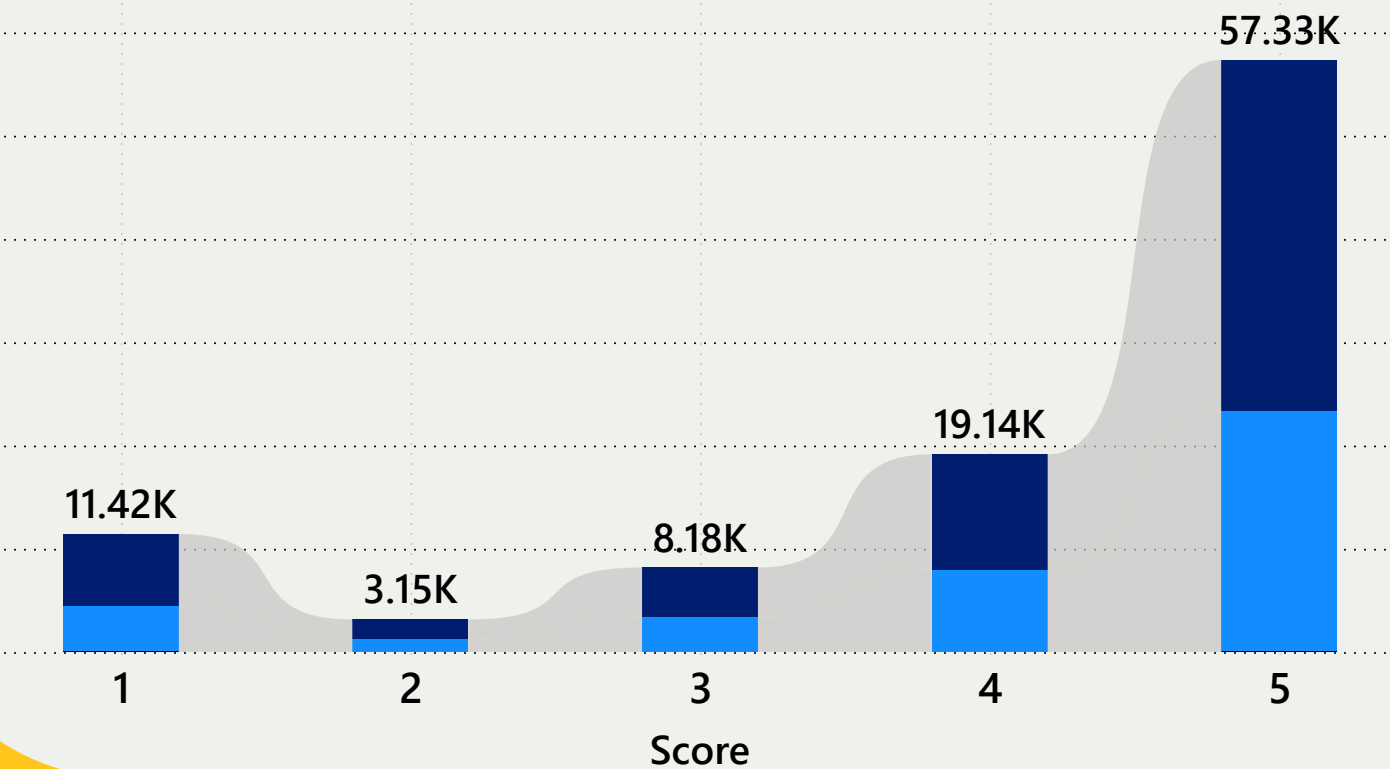
Average Order Value

2.25M

Logistic cost

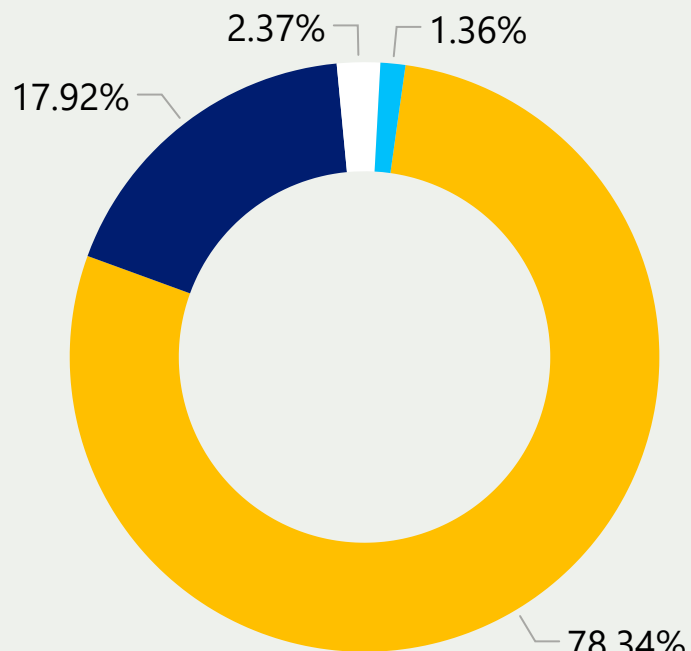
Reviews

● 2016 ● 2017 ● 2018



Payment type distribution

● credit_card ● boleto ● voucher ● debit_card



Top 5 Product Categories

0.15M 0.20M



Year

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All

reviews

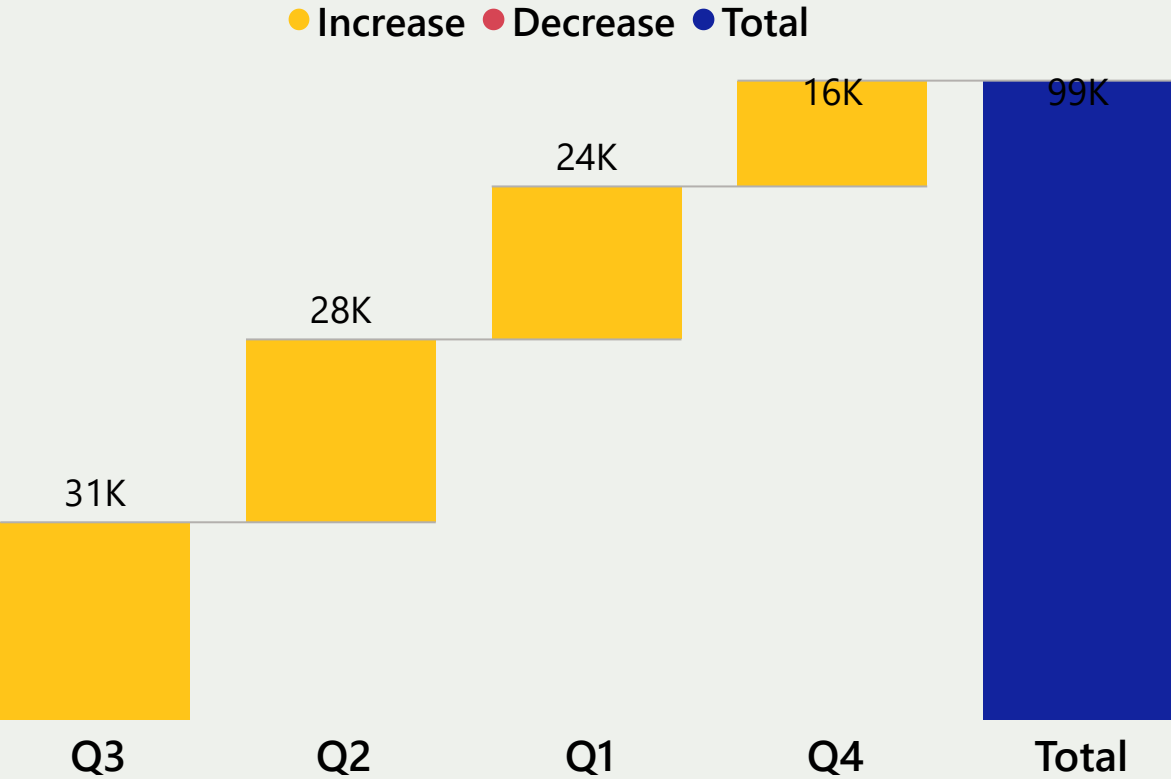
All

State

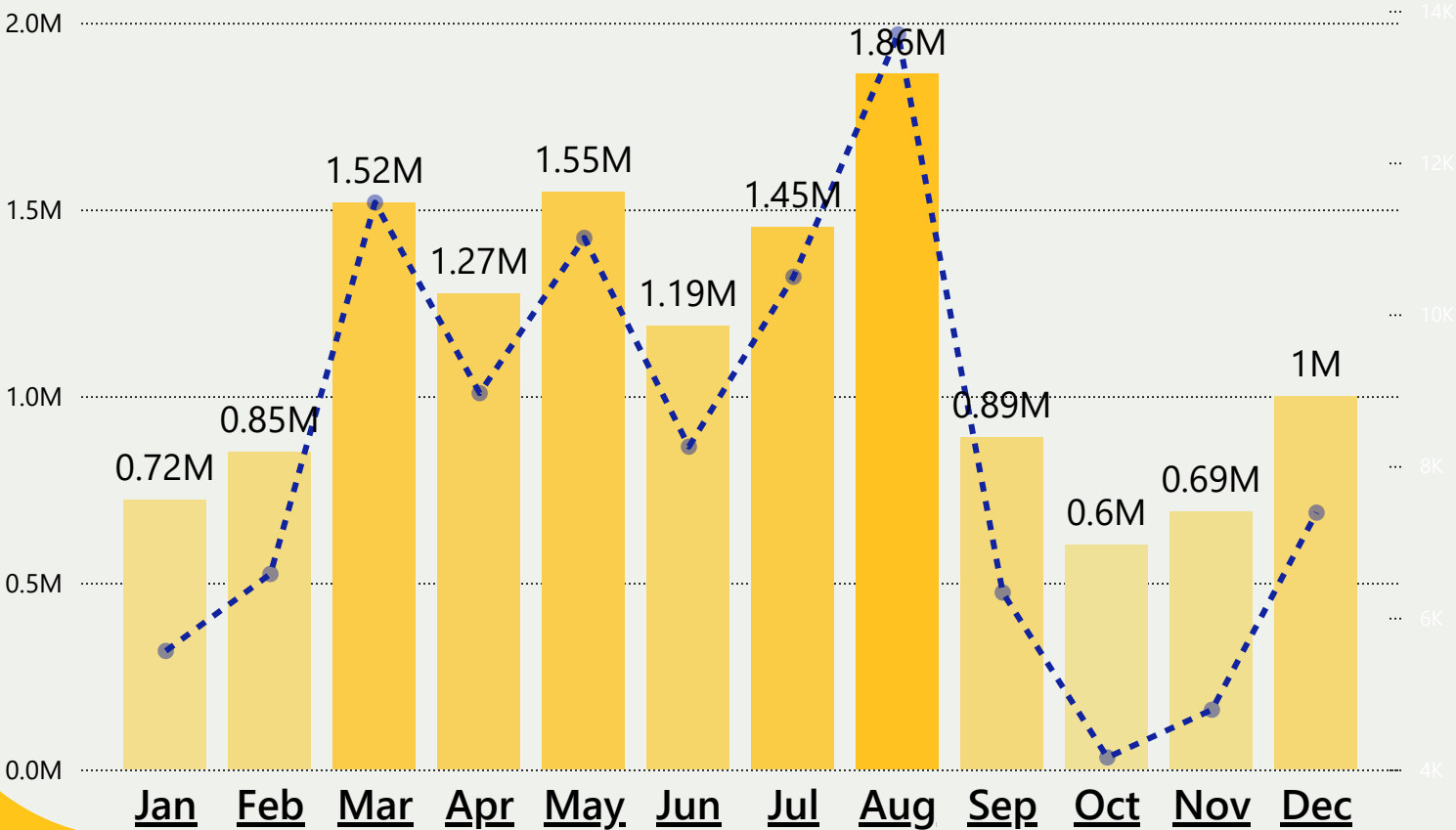
All



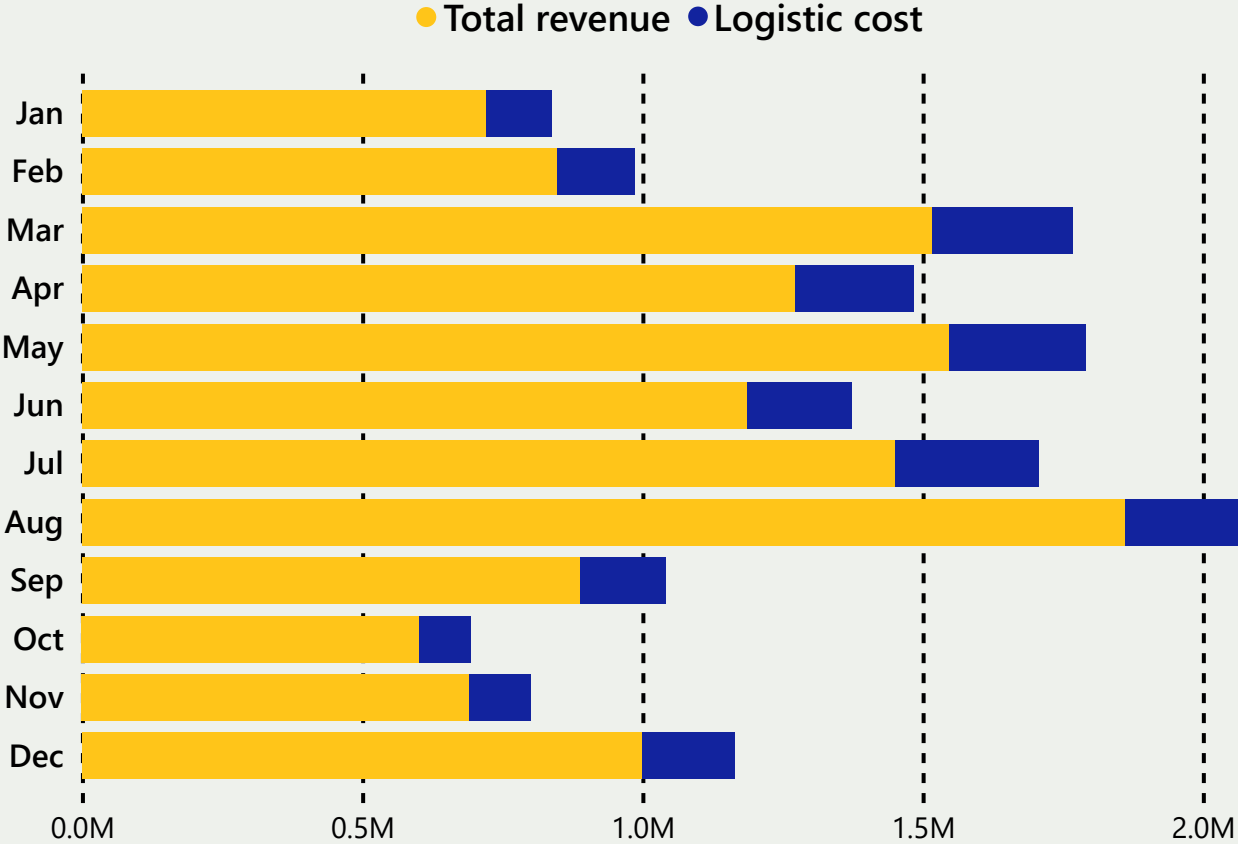
Orders over time



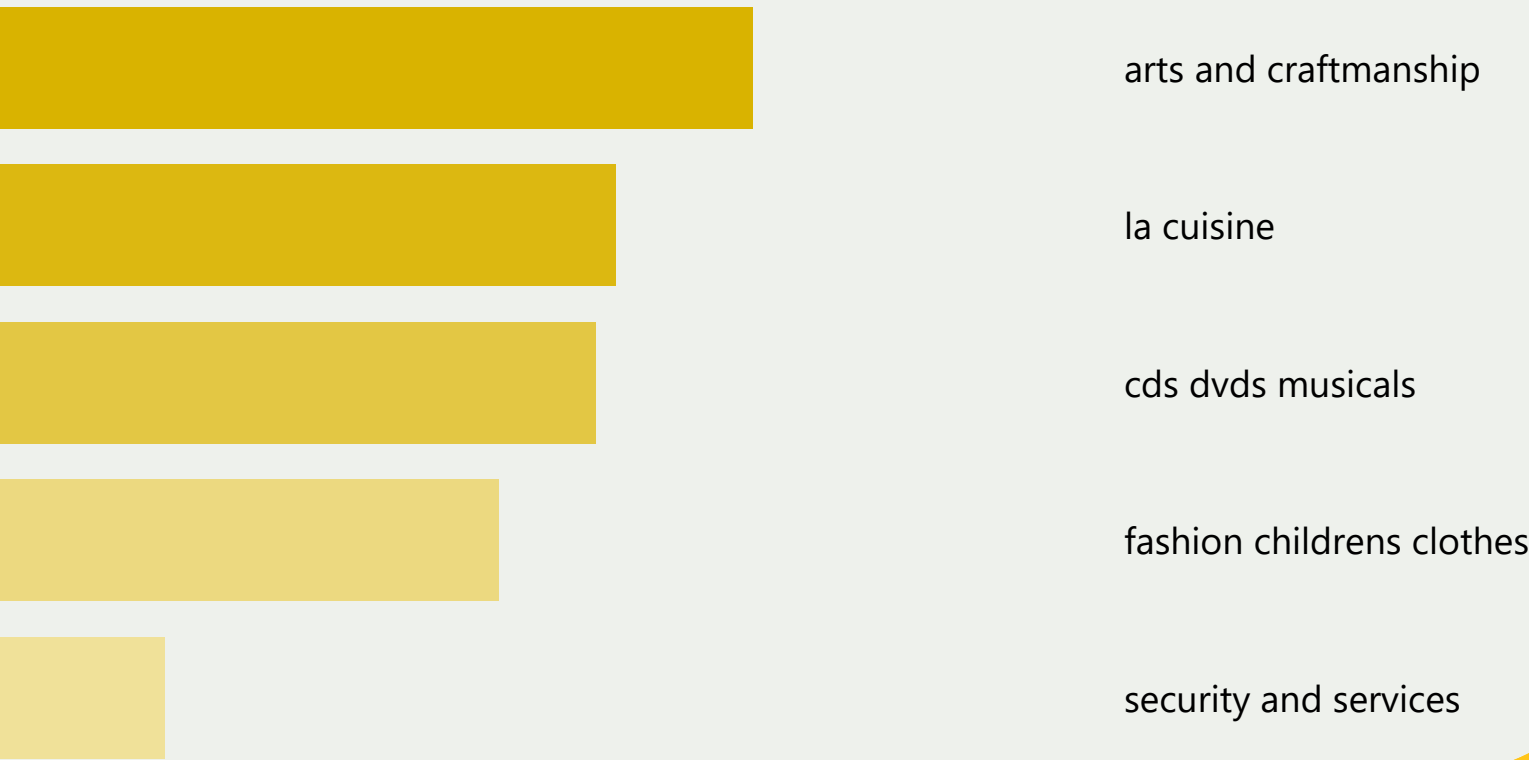
Sales Per Month



Revenue & Logistic cost over time



Bottom 5 least sold Products



Top sellers maintain consistent **4.03** ratings, with Sao Paulo driving the highest order volume, suggesting key market concentration.



Year

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Quarter

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Average Review

4.03

(+0.81%)

Delivery on time %

91.33%

(+7.45%)

Delivery Analysis

Month letter	Orders Placed	Delivered on time	Delivered late	Avg review score
Jan	5.6K	5.2K	0.4K	4.03
Feb	6.6K	6.2K	0.4K	4.05
Mar	11.5K	9.9K	1.7K	3.85
Apr	9.0K	7.8K	1.2K	3.93
May	11.0K	10.4K	0.6K	4.14
Jun	8.3K	7.8K	0.5K	4.15
Jul	10.5K	10.3K	0.3K	4.24
Aug	13.7K	12.8K	1.0K	4.22
Sep	6.3K	6.3K	0.2K	4.25
Oct	4.2K	4.0K	0.2K	4.16
Nov	4.8K	4.6K	0.3K	4.08
Dec	7.4K	6.4K	1.0K	3.91
Total	98.7K	91.6K	7.8K	4.09

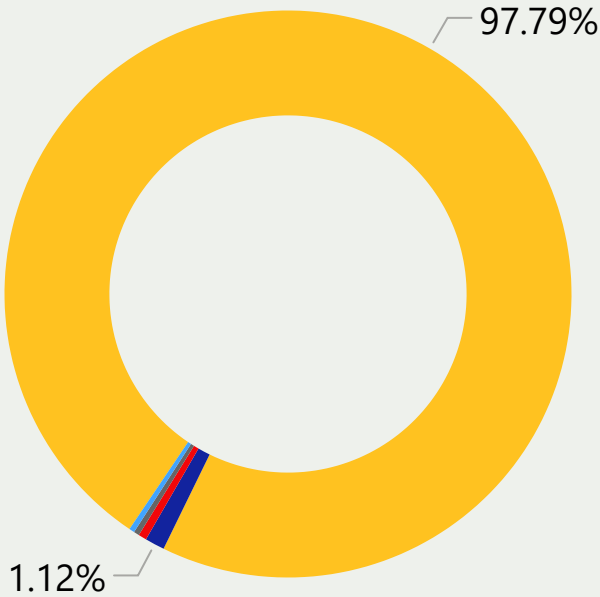
Insights:

August and September achieved the highest on-time deliveries with top average review scores of **4.22** and **4.25** respectively.

São Paulo led in total orders delivered (**39K**), while **Rio de Janeiro** showed the **lowest** average review (**3.87**) despite high order volume.

Order status

- delivered
- shipped
- canceled
- invoiced
- processing
- approved



Top 5 states with highest orders Delivered

