Overview

Sales Insights

Customer Insights

Delivery Analysis

Year

Quarter

reviews

All

State

All





Total Orders Placed

58.53K

(+33.57%)

Total revenue

8.02M

(+32.22%)

Total Customers

57387

(+12.92%)

137.75

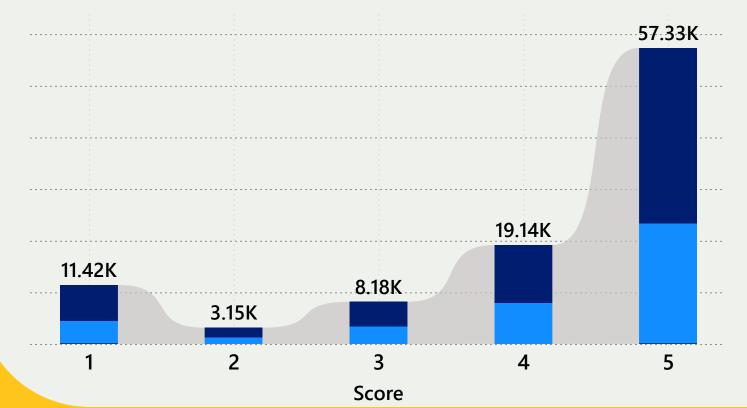
Average Order Value

2.25M

Logistic cost

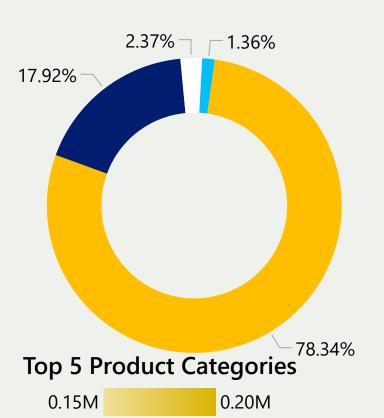
Reviews

•2016 •2017 •2018









bed bath table

health beauty

furniture decor

sports leisure

computers accessories

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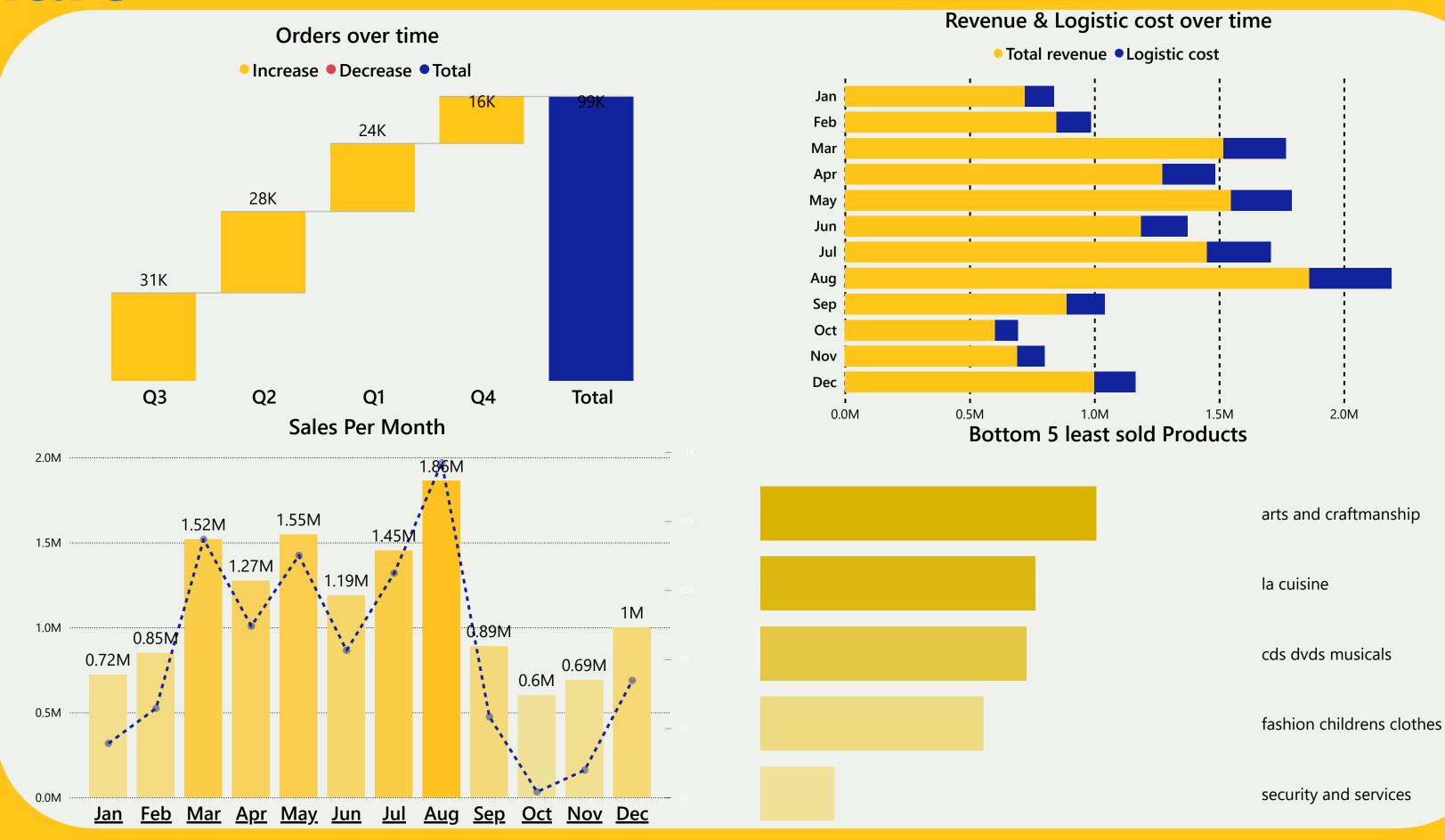
reviews

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Customer reviews

Adequate 1 product not delivered ADVERTISING, Amanda highly recommended 1 product missing All the best Delay 100 delivery 1 loved Everything ok 1 receive the product Ameered And great Store I loved 10 I really liked A great store after sales Abducts Abduct

Top 10 sellers

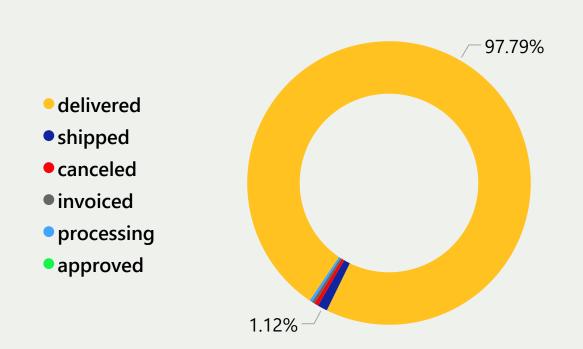
Seller	Total revenue	Total Orders	Avg Review
AssumeCommon Traders	135.17K	1.3K	4.03
CheckProject Distribution	138.97K	0.9K	4.03
DropRange Depot	229.47K	1.1K	4.03
FishOffer Warehouse	194.04K	0.6K	4.03
From Discussion Supply Co.	141.75K	1.2K	4.03
HeDraw Depot	187.92K	1.0K	4.03
ManagerAlready Distributors	222.78K	0.4K	4.03
NetworkTown Wholesalers	200.47K	1.8K	4.03
RealizeEver Distribution	176.43K	0.3K	4.03
YardWar Distribution	160.24K	1.3K	4.03

Insights:

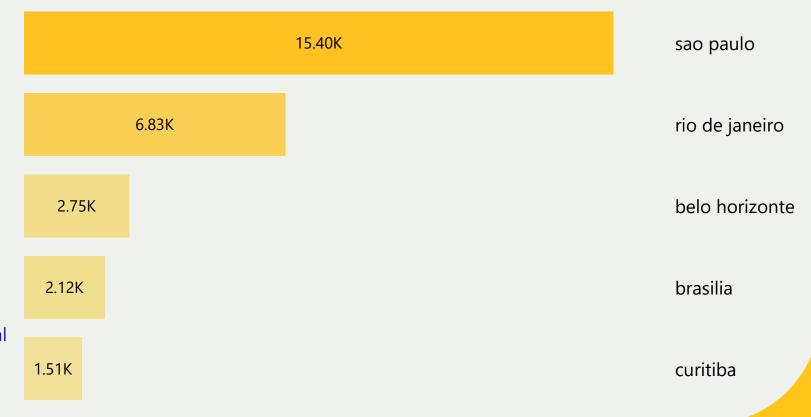
Customer reviews are largely positive with **97%** of orders delivered, indicating strong operational efficiency and satisfaction.

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

Order status



Top 5 cities with highest orders placed





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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



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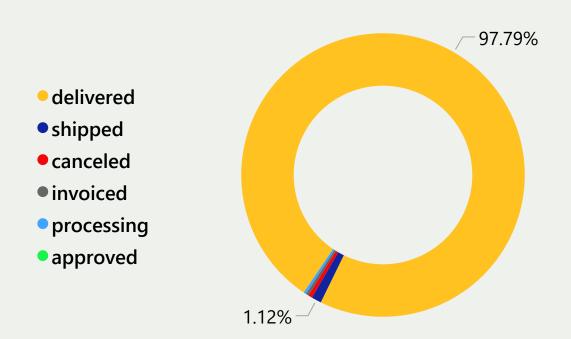


Insights:

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



Top 5 states with highest orders Delivered

Order delivered on time Orders delivered late Avg of review

39K

4.17

4.14

4.13

4.18

2K

3.87

1IK

0K

0K

São Paulo Rio de Janeiro Minas Gerais Rio Grande do Paraná

Sul