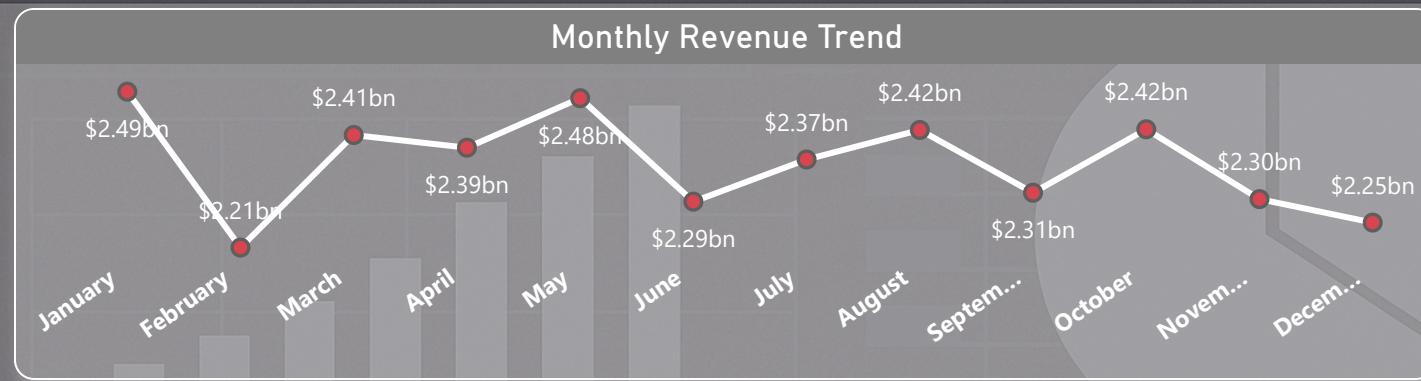
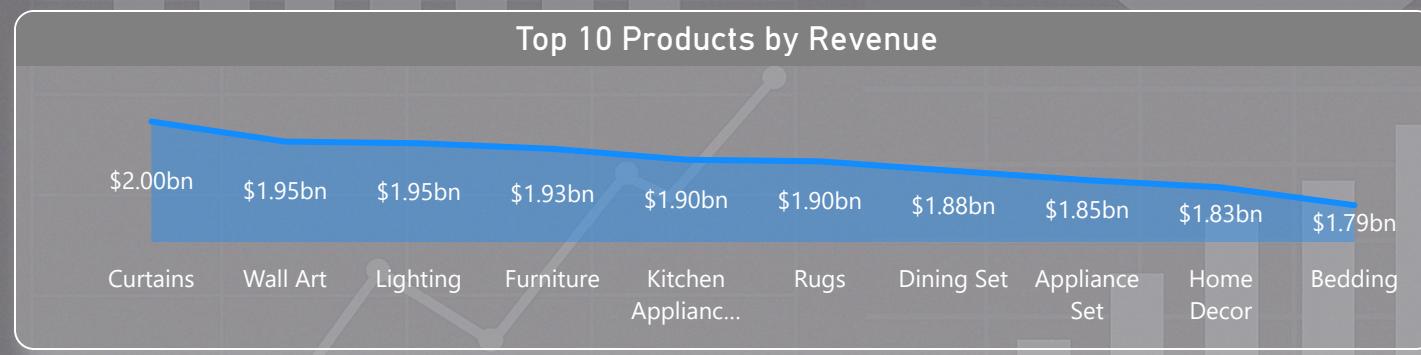


E-Commerce – Business Analytics



\$28.34bn
Total Revenue

90M
Total Orders



1001
Total Customers

2.02K
Average Order Value

Order Year

— ▼

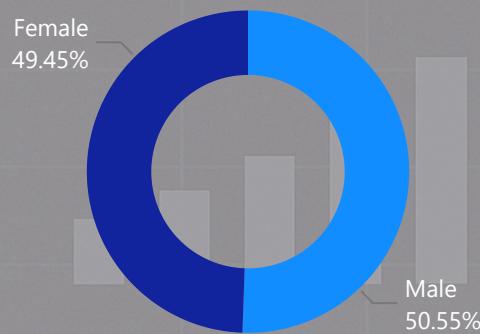
Order Month

> ▼

244K
Total Quantity Sold

E-Commerce – Business Analytics

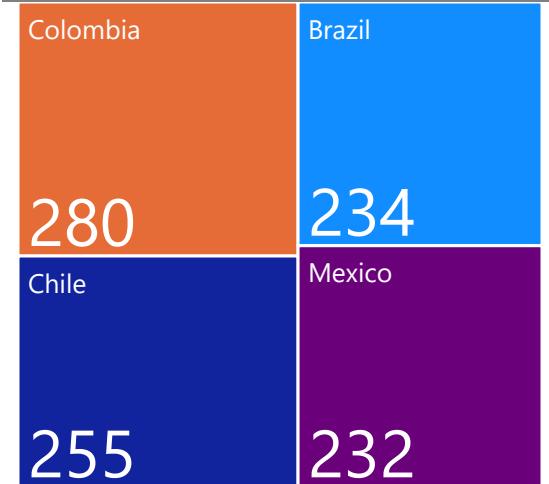
Number of Customers by Gender



Number of Customers by Age Group



Customers by Country



41.34

Average Age of Cust

\$84.63K

Average of income

Total Revenue by Gender



Total Revenue by Gender



Total Rev by Income Level

- Select all
- Brazil
- Chile
- Female
- Male

E-Commerce – Business Analytics

Top N Products by Quantity Sold



Revenue by Product Category



50.00K

Total Unique Products ...

\$637.5K

Average Price of Prod...

Total Rev by Incom...

Select all

Activewear Set

Price vs. Quantity Sold



Product Performance

Product name		Total quantity	Total Revenue
Activewear Set	▲	9342	\$114,890,532.69
Appliance Set	▲	9195	\$1,745,259,549.94
Bedding	▲	9007	\$1,657,819,433.2
Camera	●	9354	\$771,834,857.48
Curtains	●	9329	\$1,870,202,866.57
Dining Set	◆	8947	\$1,765,339,205.76
Dress	◆	8709	\$105,916,969.52
Formal Shirt	▲	9084	\$109,718,197.11
Furniture	●	9442	\$1,773,389,795.73
Gaming Console	▲	9253	\$759,693,085.07
Total		274878	\$26,245,798,658.56

E-Commerce – Business Analytics

\$2.5K

Average Shipping Cost ...

7.49

Average of Delivery Days

Average Shipping Cost by Country

Brazil

\$2.51K

Colombia

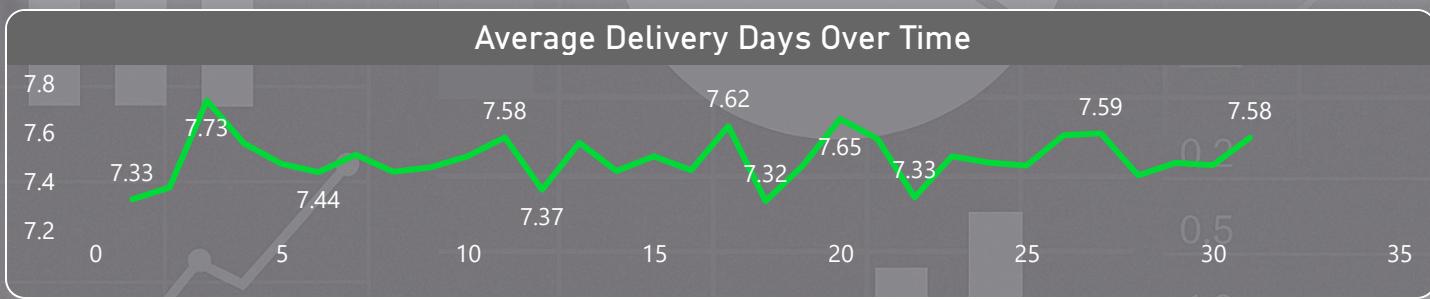
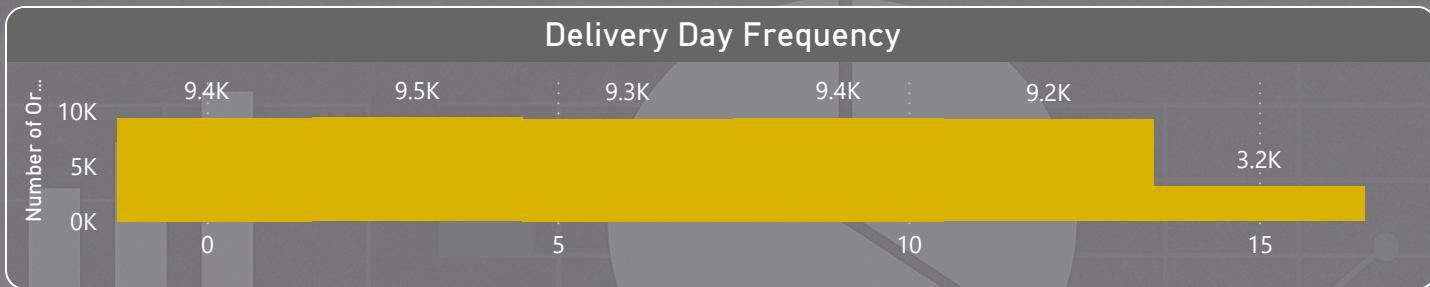
\$2.51K

Chile

\$2.5K

Mexico

\$2.49K



Orders with longest delivery times				
Delivery Days	product_name	Net Revenue	country	
3878	Curtains	\$566,594,867.01	Colombia	
3396	Lighting	\$523,720,803.19	Colombia	
3525	Kitchen Appliances	\$514,846,497.12	Colombia	
3642	Wall Art	\$514,654,122.78	Colombia	
374434		\$26,245,798,658.56		

country, order_date, ship...
✓ Brazil
✓ Chile
✓ Colombia
✓ Mexico

E-Commerce – Business Analytics

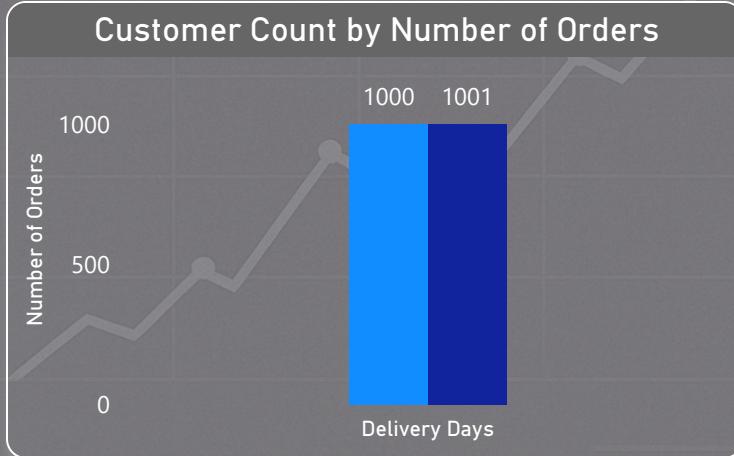
Top Customers by Total Revenue			
first_name	last_name	country	Total Revenue
Daniela	Cardoso	Brazil	\$27,319,154.93
Daniela	da Rocha	Brazil	\$26,761,977.14
Juan	Araújo	Brazil	\$25,159,308.14
Juan	da Rocha	Brazil	\$24,068,778.65
Pedro	Carvalho	Brazil	\$31,211,081.32
Total			\$2,718,121,528.3

49.95

Average Orders Per Customer

1001

Number of Repeat Customers



customer_id
<input checked="" type="checkbox"/> Select all
<input checked="" type="checkbox"/> CS00001
<input checked="" type="checkbox"/> CS00002
<input checked="" type="checkbox"/> CS00003
<input checked="" type="checkbox"/> CS00004
<input checked="" type="checkbox"/> CS00005
<input checked="" type="checkbox"/> CS00006

product_name
<input checked="" type="checkbox"/> Select all
<input checked="" type="checkbox"/> Activewear Set
<input checked="" type="checkbox"/> Appliance Set
<input checked="" type="checkbox"/> Bedding
<input checked="" type="checkbox"/> Camera
<input checked="" type="checkbox"/> Curtains
<input checked="" type="checkbox"/> Dining Set
<input checked="" type="checkbox"/> Dress
<input checked="" type="checkbox"/> Formal Shirt
<input checked="" type="checkbox"/> Furniture
<input checked="" type="checkbox"/> Gaming Console
<input checked="" type="checkbox"/> Headphones
<input checked="" type="checkbox"/> Home Decor
<input checked="" type="checkbox"/> Jacket
<input checked="" type="checkbox"/> Jeans