

"Smart Sales Insights: Category-wise Analysis of Brazilian E-Commerce"

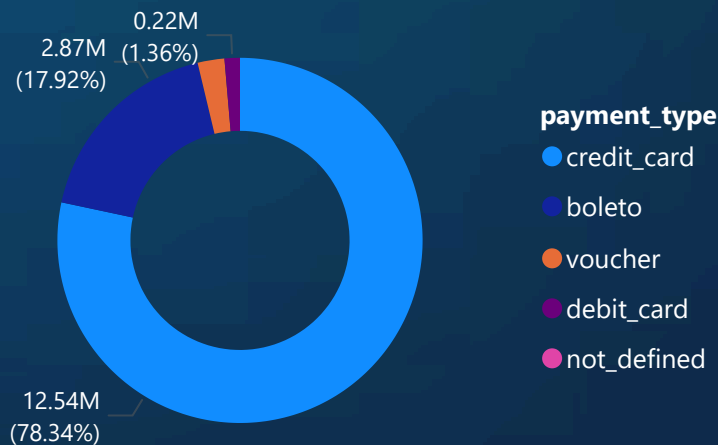
Order Year

- ☐ 2016
- ☐ 2017
- ☐ 2018

Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

Sum of payment_value by payment_type



16.01M

Sum of payment value

296K

Sum of payment install...

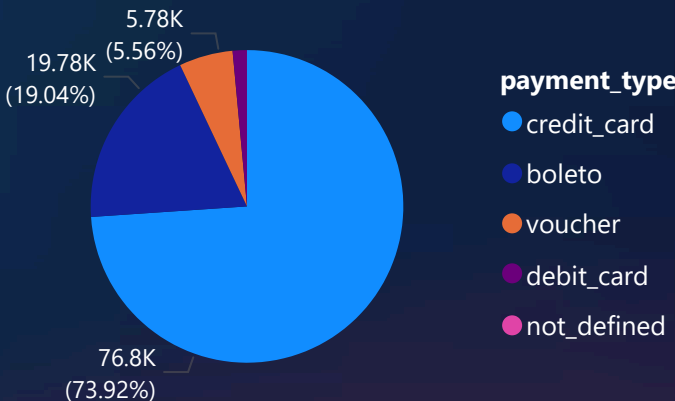
12.50

Average Delivery Time

99.44K

Count of order_id

Count of order_id by payment_type



" total sales and no of orders per payment type "

customer_state

AC	PB
AL	PE
AM	PI
AP	PR
BA	RJ
CE	RN
DF	RO
ES	RR
GO	RS
MA	SC
MG	SE
MS	SP
MT	TO
PA	

Order Year

☐ 2016

☐ 2017

☐ 2018

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

☐ September

☐ October

☐ November

☐ December

Region

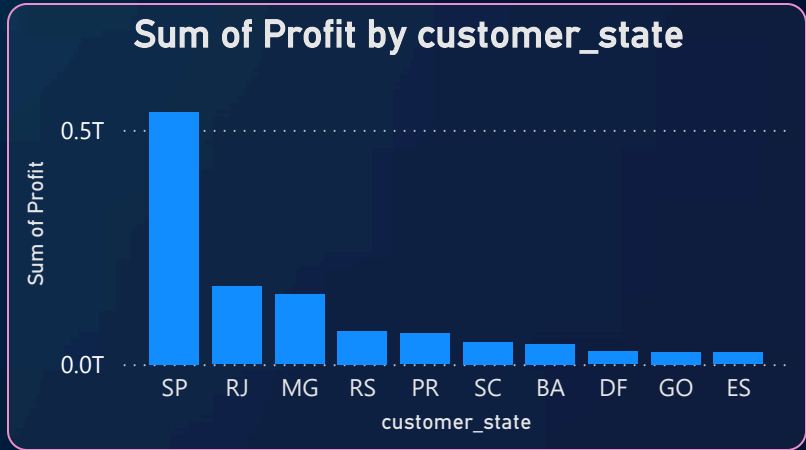
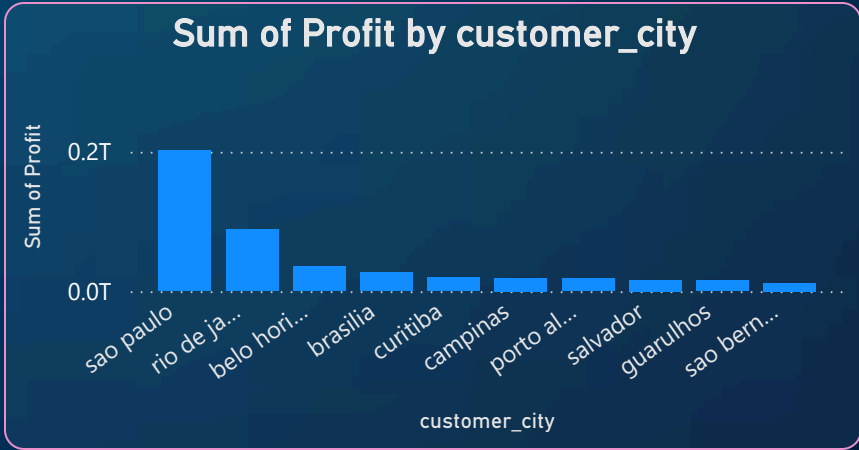
Central-West

North

Northeast

South

Southeast



1.28T

Sum of Profit

customer_state

AC	PB
AL	PE
AM	PI
AP	PR
BA	RJ
CE	RN
DF	RO
ES	RR
GO	RS
MA	SC
MG	SE
MS	SP
MT	TO
PA	

Region

Central-West

North

Northeast

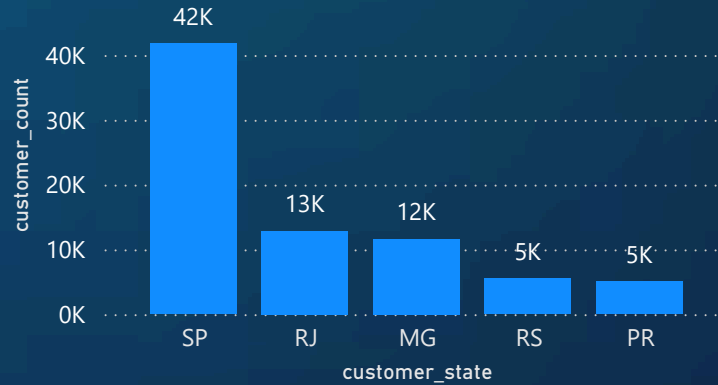
South

Southeast

Order Ye...

- ☐ 2016
- ☐ 2017
- ☐ 2018

CustomerCountByState



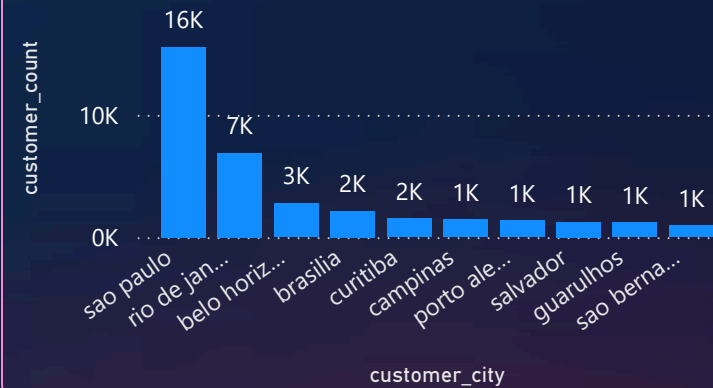
99.44K

Count of customer_id

Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

CustomerCountByState



" No of customers from each state and cities "

customer_state

AC	PB
AL	PE
AM	PI
AP	PR
BA	RJ
CE	RN
DF	RO
ES	RR
GO	RS
MA	SC
MG	SE
MS	SP
MT	TO
PA	

Region

Central-West

North

Northeast

South

Southeast

Order Ye... ▾

- ☐ 2016
- ☐ 2017
- ☐ 2018

Month ▾

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

Count of order_id by Month

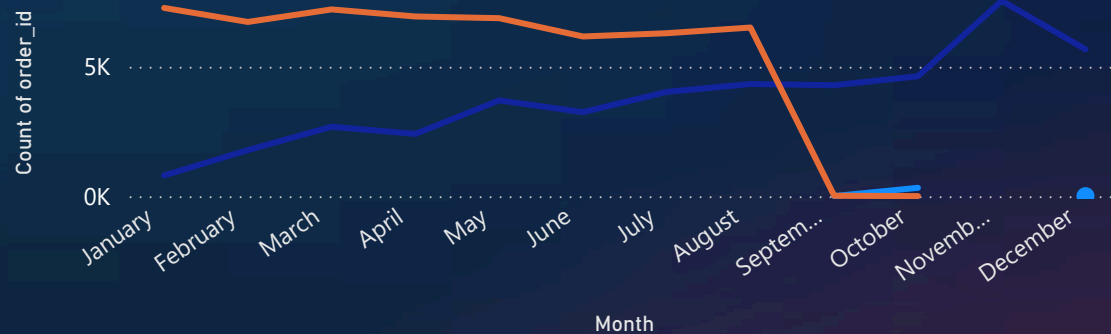


99.44K

Count of order_id

Count of order_id by Month and Year

Year ● 2016 ● 2017 ● 2018



"Count the No of orders from each month and year "

customer_state ▾

AC	PB
AL	PE
AM	PI
AP	PR
BA	RJ
CE	RN
DF	RO
ES	RR
GO	RS
MA	SC
MG	SE
MS	SP
MT	TO
PA	

Order Ye... ▾

☐ 2016
 ☐ 2017
 ☐ 2018

Month ▾

☐ January
 ☐ February
 ☐ March
 ☐ April
 ☐ May
 ☐ June
 ☐ July
 ☐ August
 ☐ September
 ☐ October
 ☐ November
 ☐ December

Region ▾

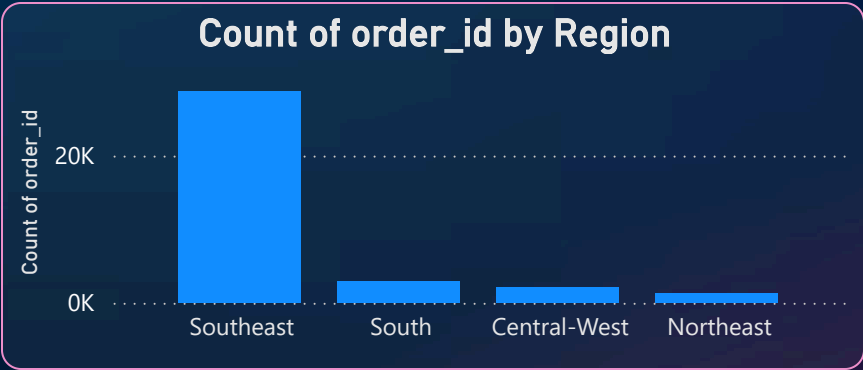
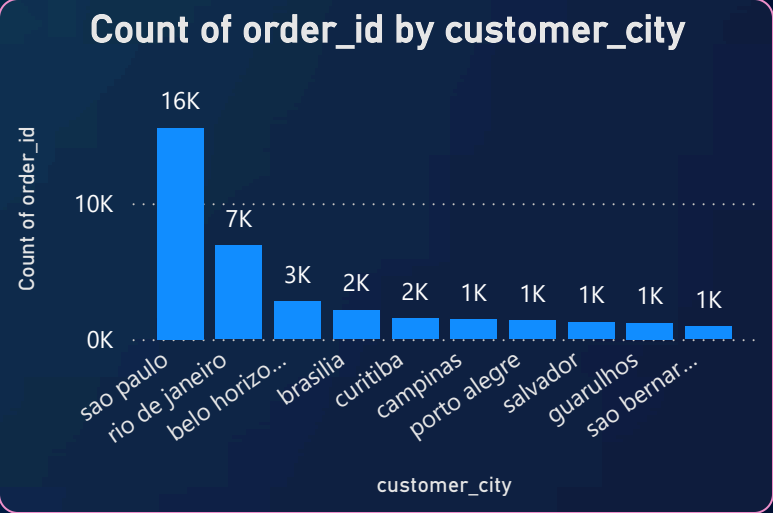
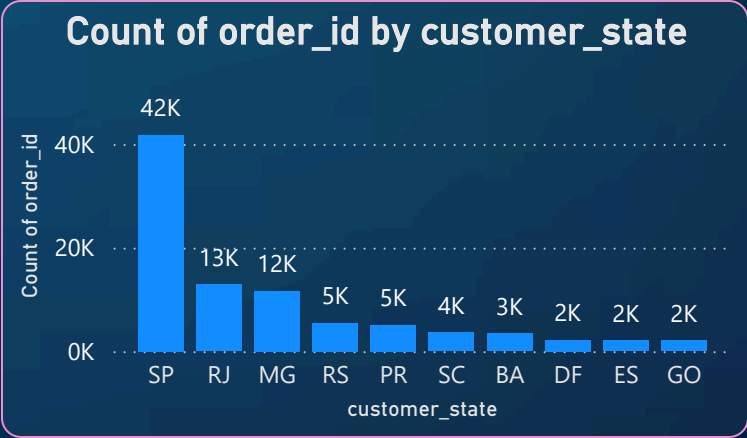
Central-West

North

Northeast

South

Southeast



99.44K

Count of order_id

" List the top 10 cites and state with the highest no of orders "

customer_state ▾

AC	PB
AL	PE
AM	PI
AP	PR
BA	RJ
CE	RN
DF	RO
ES	RR
GO	RS
MA	SC
MG	SE
MS	SP
MT	TO
PA	

16.01M

Sum of payment value

Region

Central-West

North

Northeast

South

Southeast

Order Year

☐ 2016

☐ 2017

☐ 2018

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

☐ September

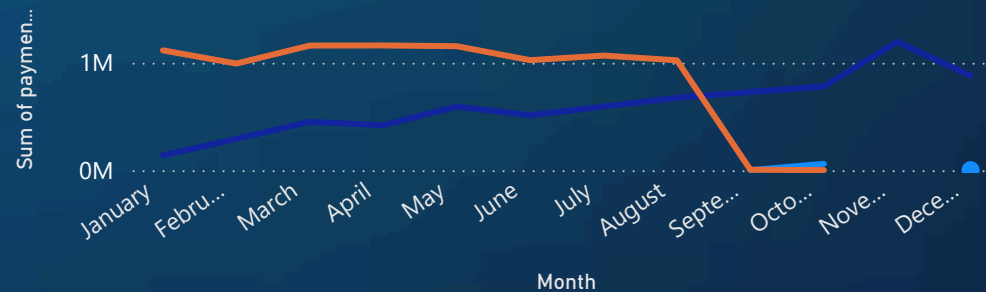
☐ October

☐ November

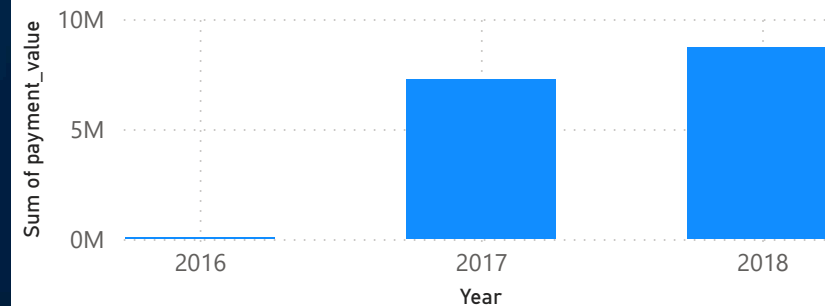
☐ December

Sum of payment_value by Month and Year

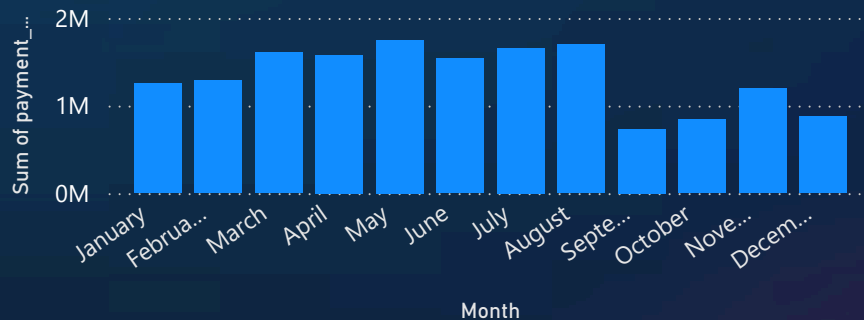
Year ● 2016 ● 2017 ● 2018



Sum of payment_value by Year



Sum of payment_value by Month



"Total sales from each month and year "

customer_state

AC

PB

AL

PE

AM

PI

AP

PR

BA

RJ

CE

RN

DF

RO

ES

RR

GO

RS

MA

SC

MG

SE

MS

SP

MT

TO

PA

Region

Central-West

North

Northeast

South

Southeast

Order Ye...

☐ 2016

☐ 2017

☐ 2018

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

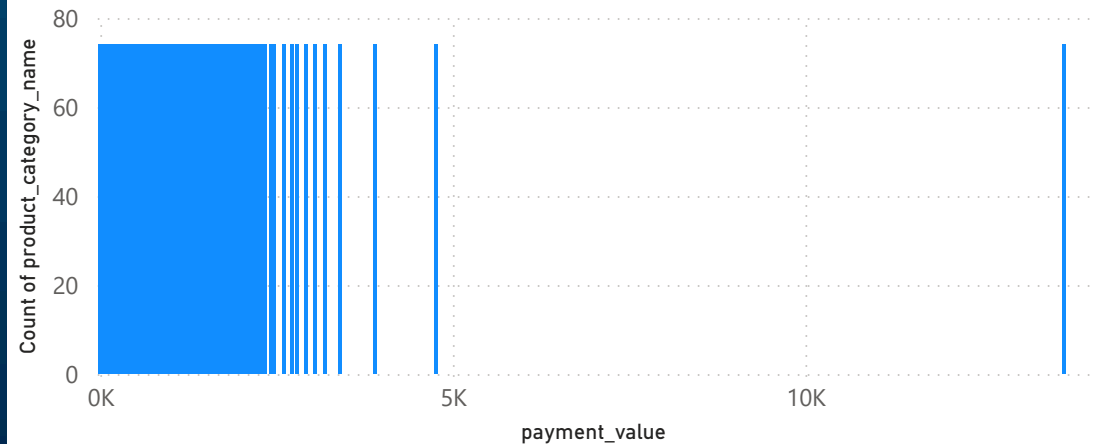
☐ September

☐ October

☐ November

☐ December

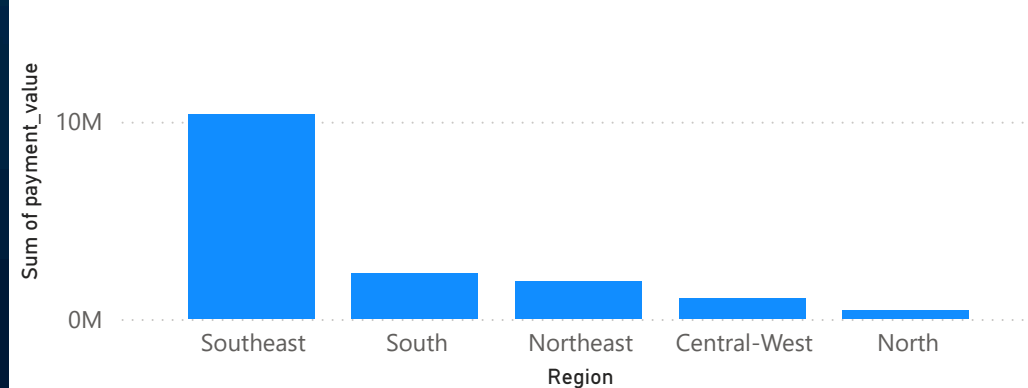
Count of product_category_name by payment_value



16.01M

Sum of payment_value

Sum of payment_value by Region



"Total top sales from top category and region"

customer_state

AC

PB

AL

PE

AM

PI

AP

PR

BA

RJ

CE

RN

DF

RO

ES

RR

GO

RS

MA

SC

MG

SE

MS

SP

MT

TO

PA

Region

Central-West

North

Northeast

South

Southeast

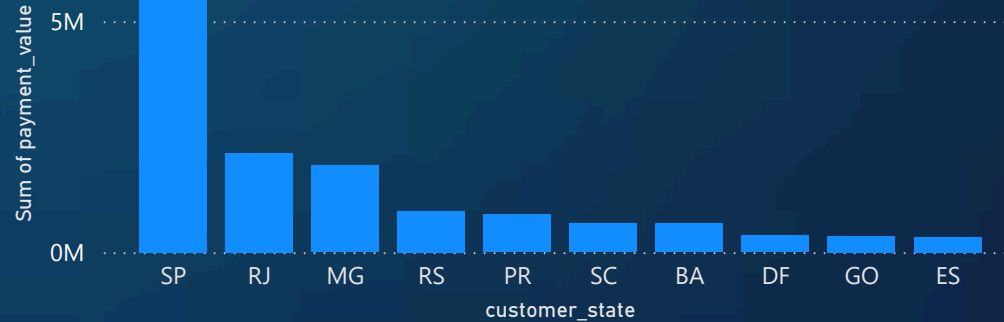
Order Ye...

☐ 2016

☐ 2017

☐ 2018

Sum of payment_value by customer_state



16.01M

Sum of payment_value

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

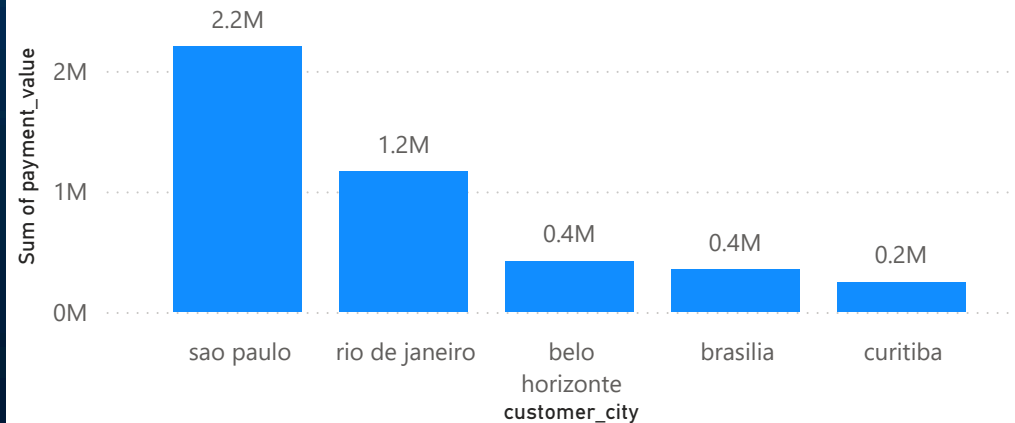
☐ September

☐ October

☐ November

☐ December

Sum of payment_value by customer_city



" List the top 10 state and cities with the highest no of sales "

customer_state

AC

PB

AL

PE

AM

PI

AP

PR

BA

RJ

CE

RN

DF

RO

ES

RR

GO

RS

MA

SC

MG

SE

MS

SP

MT

TO

PA

Order Year

☐ 2016

☐ 2017

☐ 2018

Region

Central-West

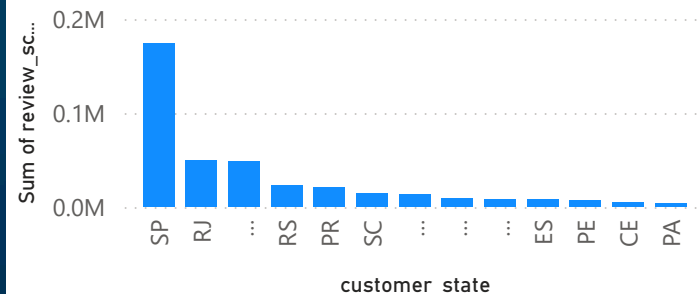
North

Northeast

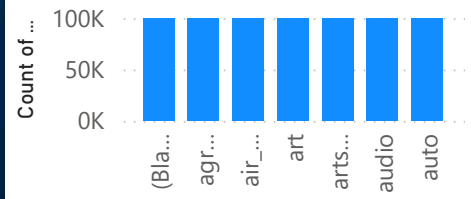
South

Southeast

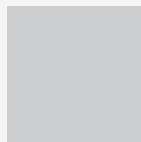
Sum of review_score by customer_state



Count of review_score by product_category_name_english



i Select or drag fields to populate this visual



Something's wrong with one or more fields. [See details](#)

Fix this

customer_state

AC

PB

AL

PE

AM

PI

AP

PR

BA

RJ

CE

RN

DF

RO

ES

RR

GO

RS

MA

SC

MG

SE

MS

SP

MT

TO

PA

Region

Central-West

North

Northeast

South

Southeast

12.50

Average Delivery Time

Order Ye...

☐ 2016

☐ 2017

☐ 2018

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

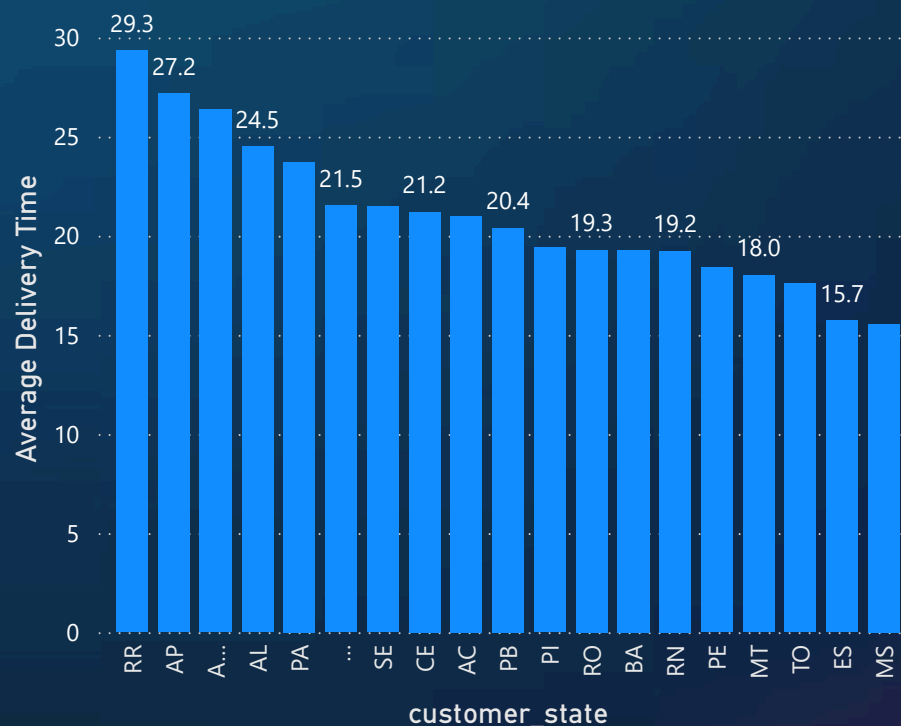
☐ September

☐ October

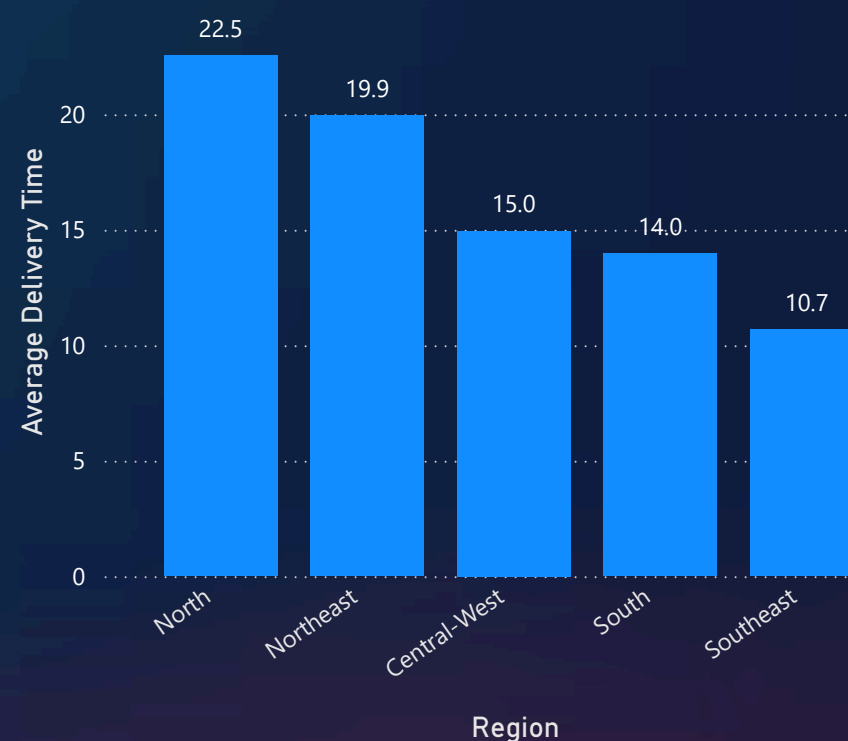
☐ November

☐ December

Average Delivery Time by customer_state



Average Delivery Time by Region



customer_state

AC

PB

AL

PE

AM

PI

AP

PR

BA

RJ

CE

RN

DF

RO

ES

RR

GO

RS

MA

SC

MG

SE

MS

SP

MT

TO

PA

" Average delivery time per state and region "

Region

Central-West

North

Northeast

South

Southeast

Order Ye...

☐ 2016

☐ 2017

☐ 2018

Month

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

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☐ August

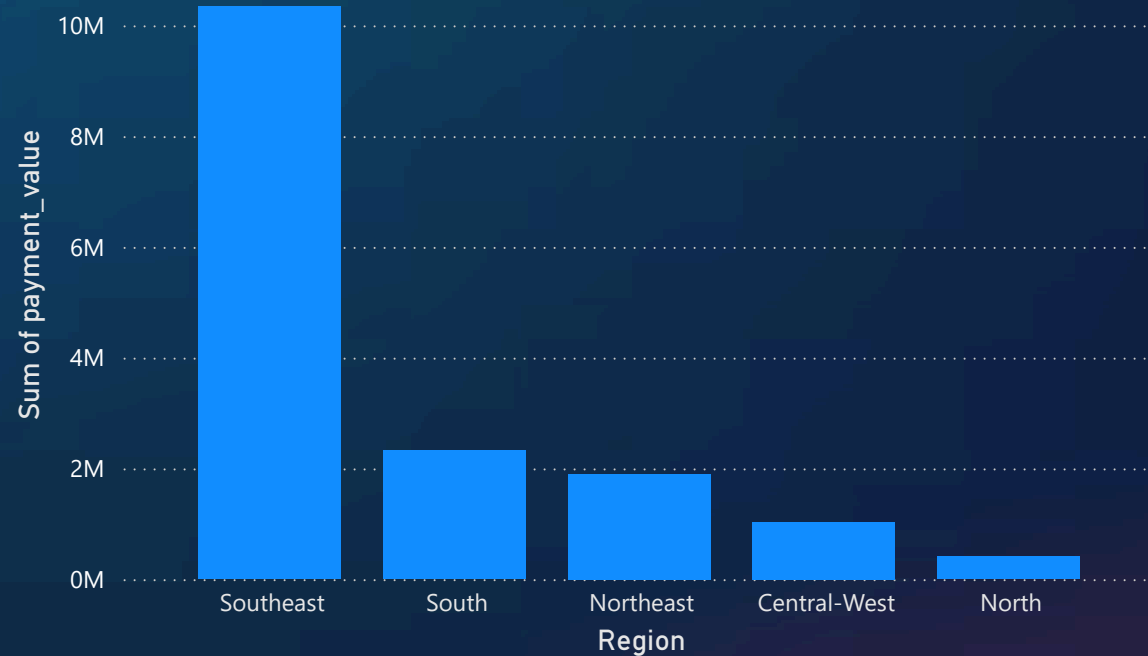
☐ September

☐ October

☐ November

☐ December

Sum of payment_value by Region



16.01M

Sum of payment_value

"Total top sales from top region"

customer_state

AC

PB

AL

PE

AM

PI

AP

PR

BA

RJ

CE

RN

DF

RO

ES

RR

GO

RS

MA

SC

MG

SE

MS

SP

MT

TO

PA