



Total Orders Placed

99,441



Total Orders Delivered

96,476



No. of Products

32,214



Average Review Score

4.09



Total Revenue From Orders Delivered

R\$15,421,831

OVERVIEW

Year

☒ Select all☒ 2016☒ 2017☒ 2018

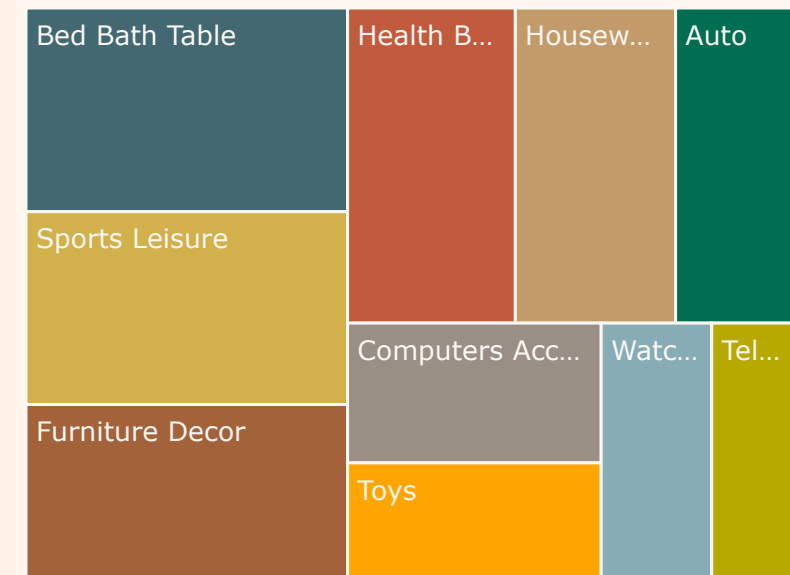
Order status

☒ Select all☒ Approved☒ Canceled☒ Created☒ Delivered☒ Invoiced☒ Processing☒ Shipped☒ Unavailable

No. of Orders from 2016-2018

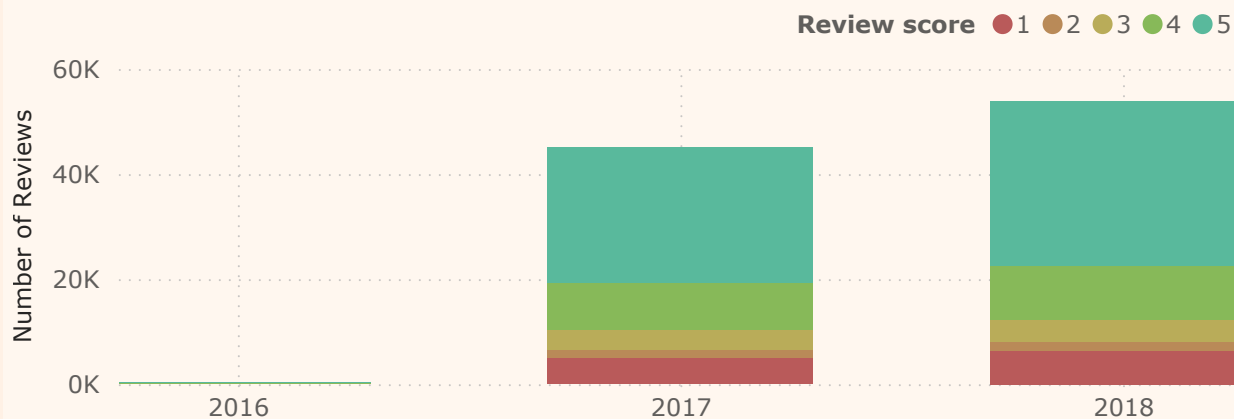


Top 10 Products Categories

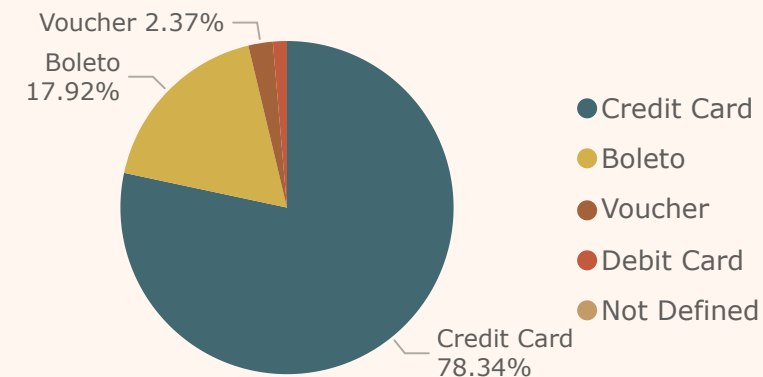


Customer Satisfaction

Count of review score by Year and Month



Total payment value by payment type





Customers
96,096



States
27



Cities
4,088



Average Review Score
4.09

Customers

Year

☒ Select all

☒ 2016

☒ 2017

☒ 2018

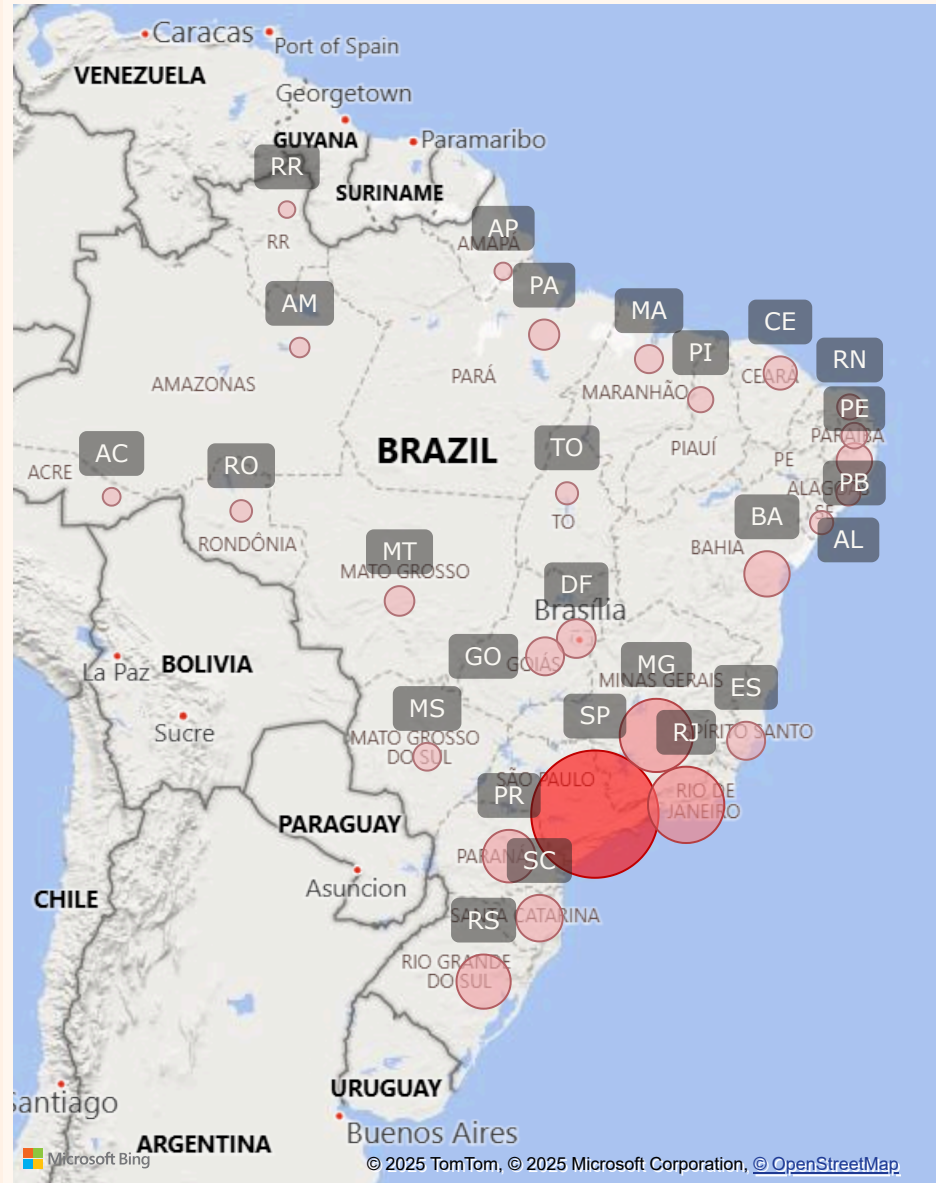
Order status

All

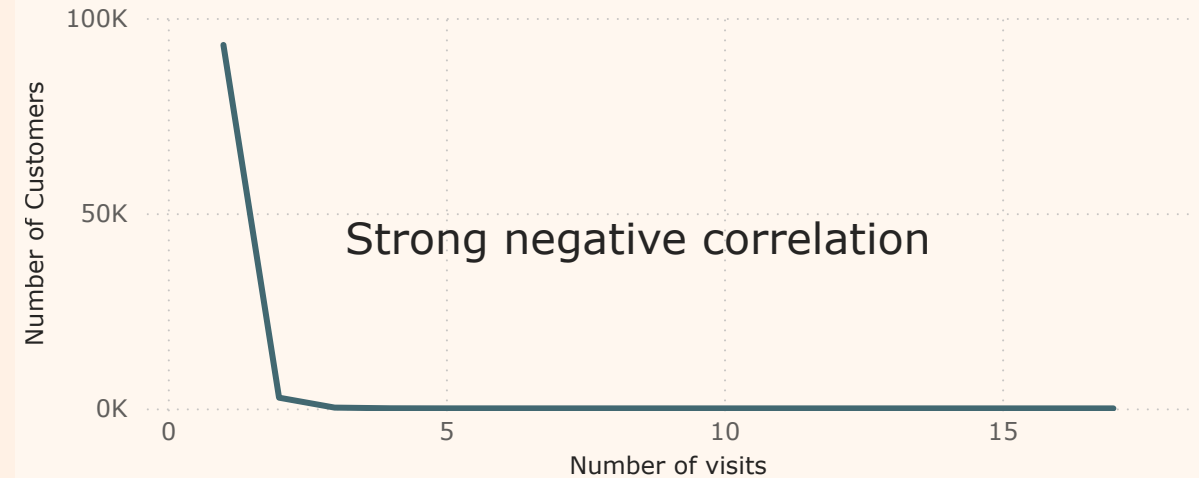
State and City

All

Distribution of customers across States and Cities

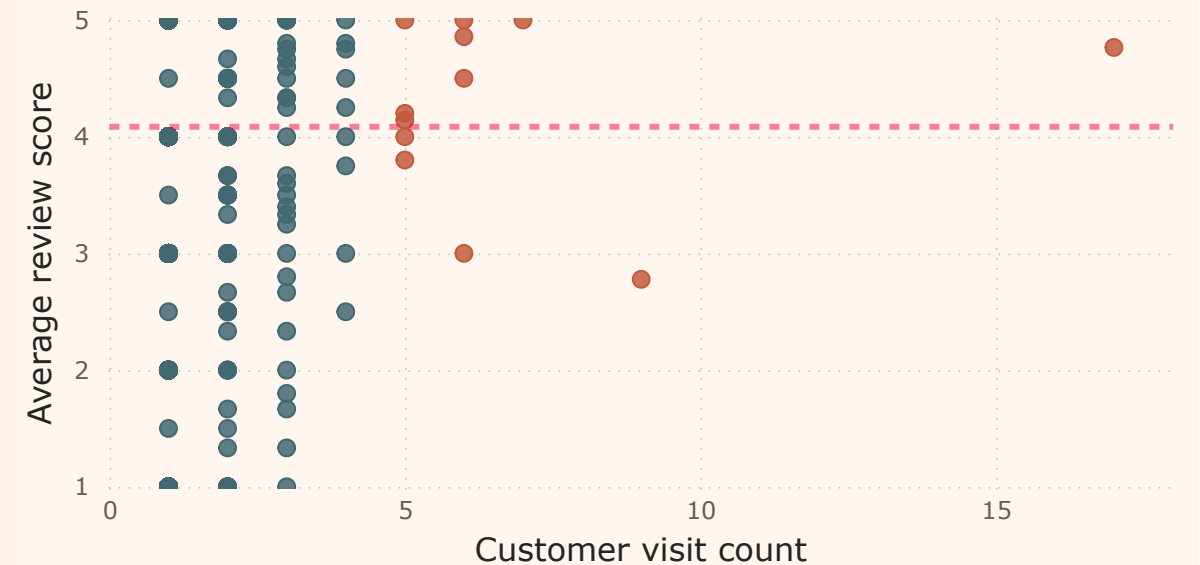


Number of Repeat Customers



Customer Satisfaction

Average review score by customer visit count



Distribution of sellers across States and Cities

All 

A horizontal dot plot showing the distribution of average review scores for sellers. The x-axis is labeled "Average review score" and ranges from 1 to 5. The plot shows a large number of sellers with scores between 2 and 4, with a peak around 3.5. A text annotation states: "Most sellers have average review score of 3 and above".

seller_id (clusters)	No. of sellers	%GT Count	Average review score
	5	0.16%	
Cluster1	913	29.50%	3.94
Cluster2	206	6.66%	1.38
Cluster3	984	31.79%	4.31
Cluster4	668	21.58%	4.86
Cluster5	319	10.31%	3.05
Total	3095	100.00%	4.09



Total Orders Not Canceled

45,144



No. of Product Categories

73



No. of Products Delivered

16,950



Average Review Score

4.08

Products

Year

☐ Select all

☒ 2016

☒ 2017

☐ 2018

Order status

☒ Select all

☒ Approved

☒ Canceled

☒ Created

☒ Delivered

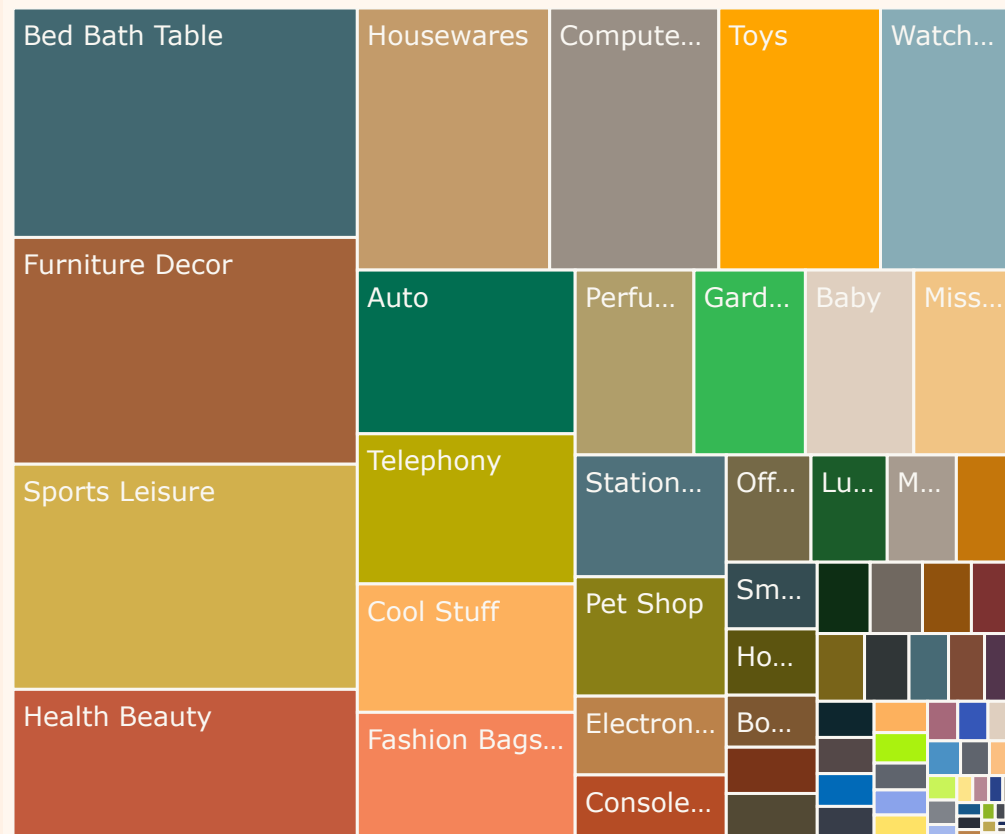
☒ Invoiced

☒ Processing

☒ Shipped

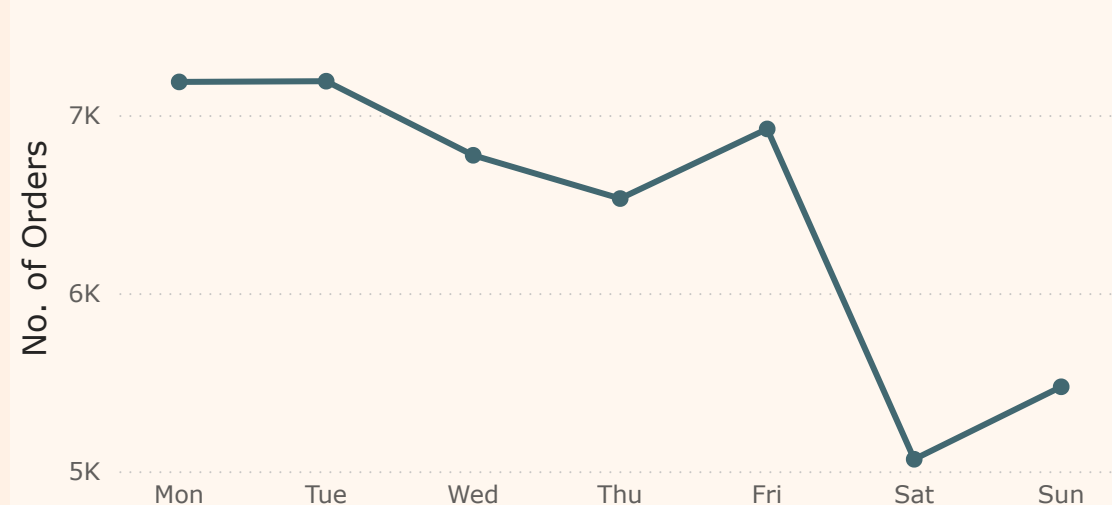
☒ Unavailable

Distribution of orders across product categories

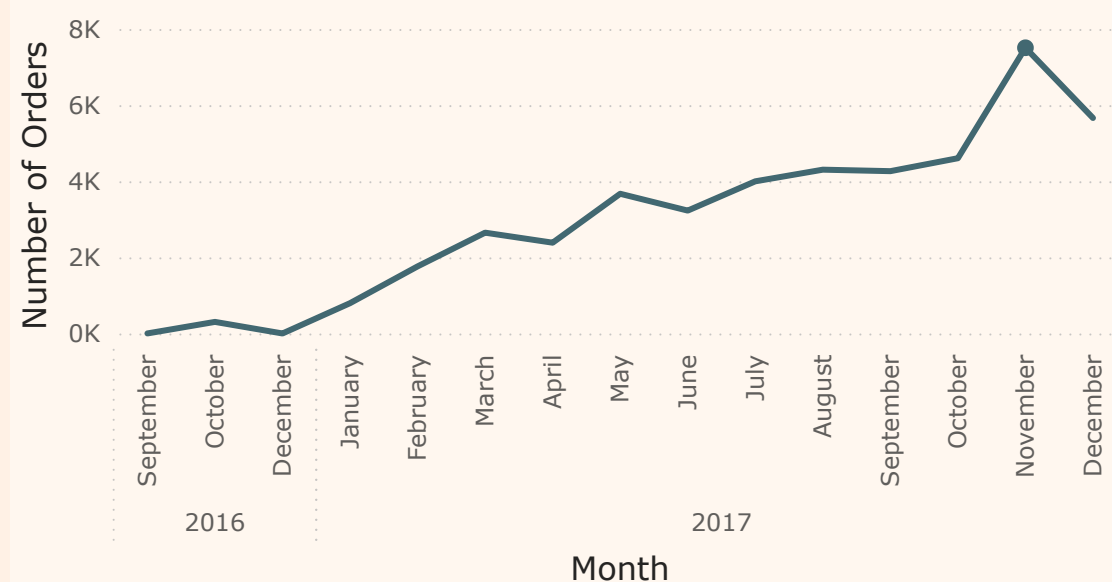


Same top 5 categories over the years

Relation between orders and Day of Week



No. of Orders from selected timeframe





Total Orders Placed
99,441



Total Orders Delivered
96,476



Average Freight Value
R\$ 19.99



Average Delivery Days
12.09



Standard Deviation of Delivery Days
9.55

Shipping

Year

☒ Select all

☒ 2016

☒ 2017

☒ 2018

Order status

☒ Select all

☒ Approved

☒ Canceled

☒ Created

☒ Delivered

☒ Invoiced

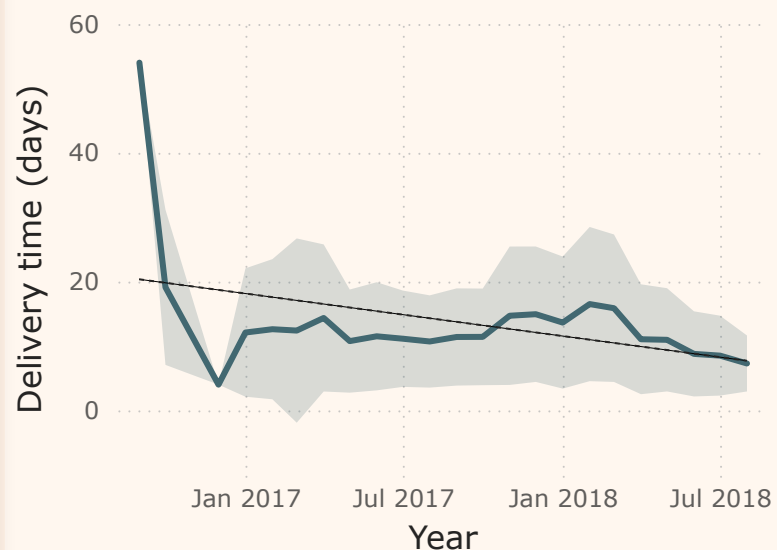
☒ Processing

☒ Shipped

☒ Unavailable

Does delivery time affect review scores?

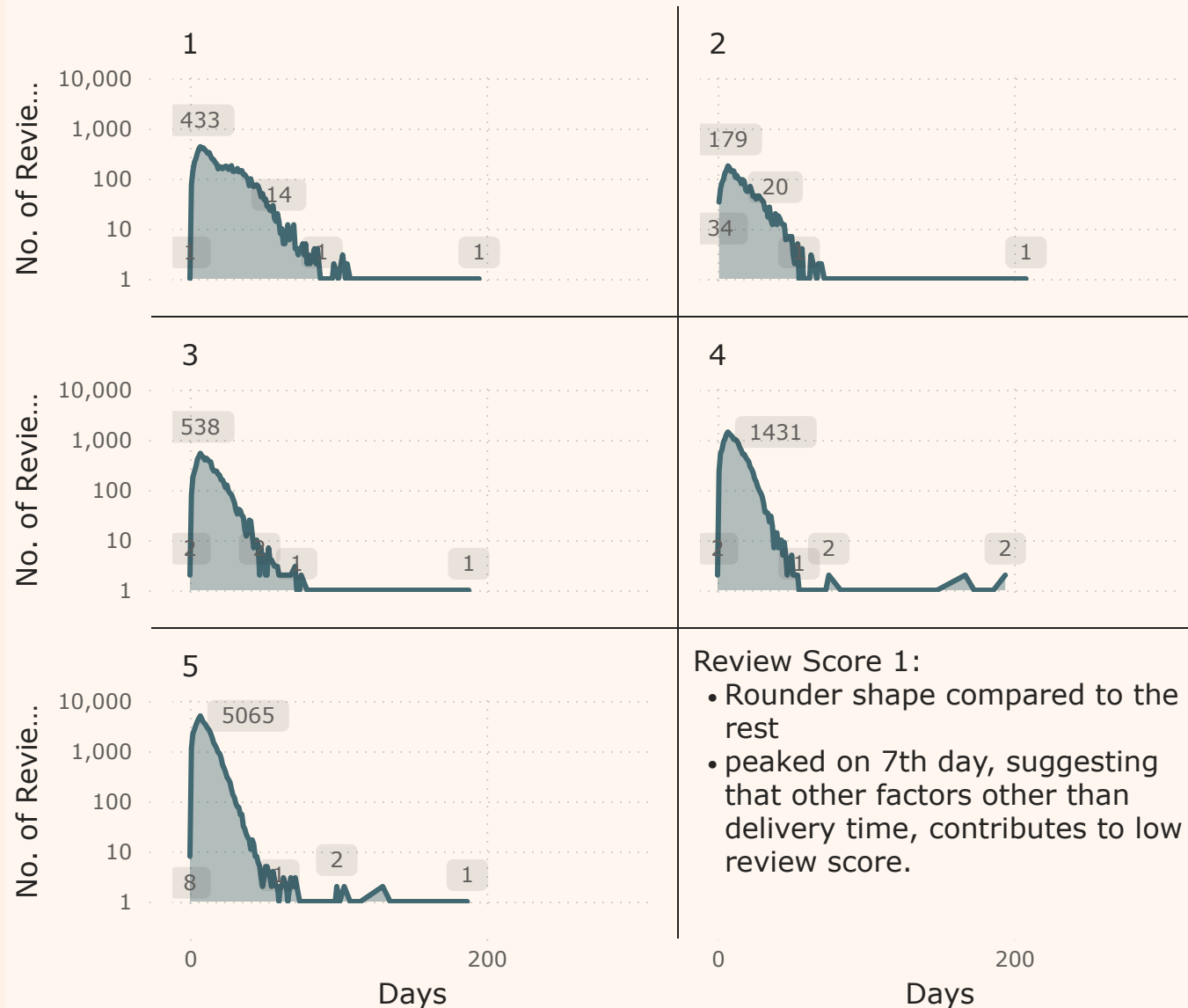
Average Delivery Time (in days)



- Average delivery time shows a decreasing trend
- Increased delivery time in the end of 2017 to first quarter of 2018
- High standard deviation

Delivery Time based on Review score count

Count of review score based on delivery time (in days)





Total transaction amount
R\$ 15,866,365



Payment Types
5



Average Review Score
4.09

Payments

Year

☒ Select all

☒ 2016

☒ 2017

☒ 2018

Order status

All

Review score

☒ Select all

☒ 1

☒ 2

☒ 3

☒ 4

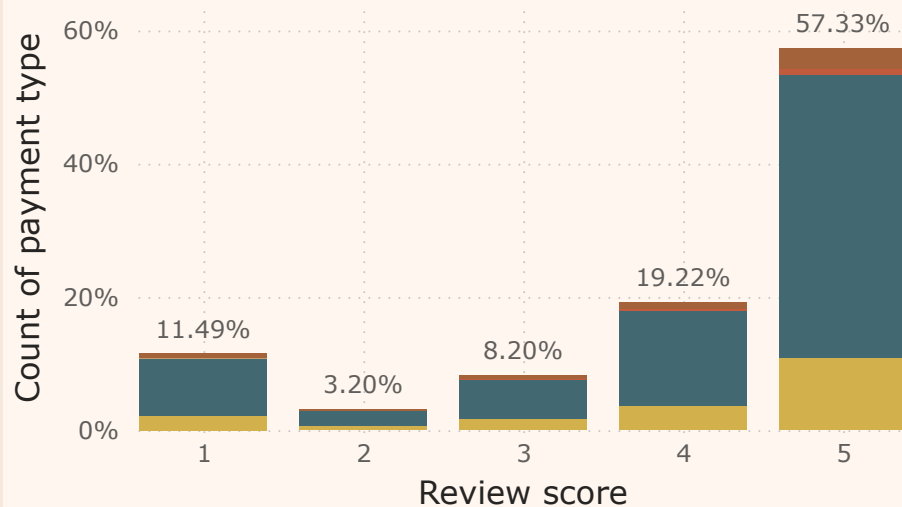
☒ 5

Do payment methods affect review scores?

Payment methods

Total count for each review score

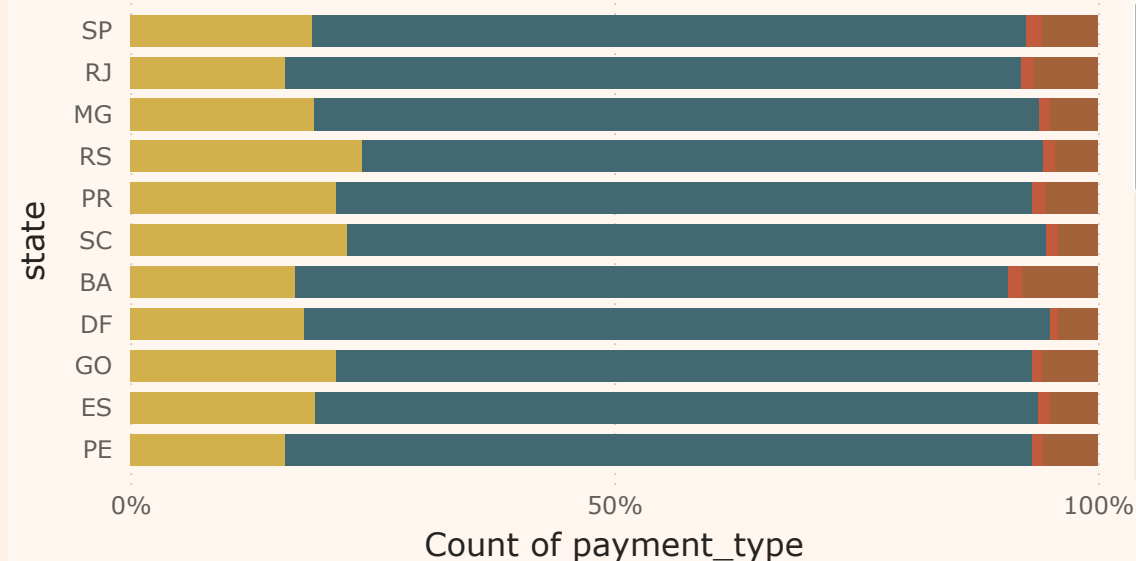
Boleto Credit Card Debit Card Not Defined Voucher



- Payment methods not affected by customer's state
- Payment methods are not a significant factor in affecting review scores.


Count of payment type by state


Boleto Credit Card Debit Card Not Defined Voucher



state


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

 No. of Reviews
98,410

 Review Messages
40,977

 Average Review Score
4.09

Reviews


Year 

☒ Select all

☒ 2016

☒ 2017

☒ 2018

Order status 

All 

Review score 

☒ Select all

☒ 1

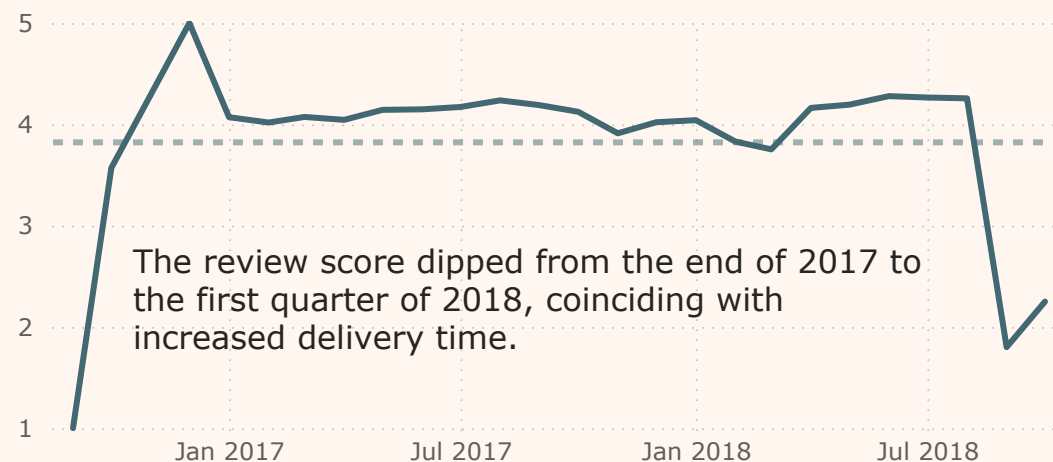
☒ 2

☒ 3

☒ 4

☒ 5

Average review score by Year and Month



Key words for each review score

Count of review score by order status

