

Total Orders
99,441

Revenue
R\$ 15.84M

AVG. Price
121

AVG. Freight value
19.99

97 %
of the total orders have been delivered.

Customer Preferences and Product Analysis

CUSTOMER ANALYSIS

Total Customers
97,720

Total Customers 2017
44,338

Total Customer 2018
53,382

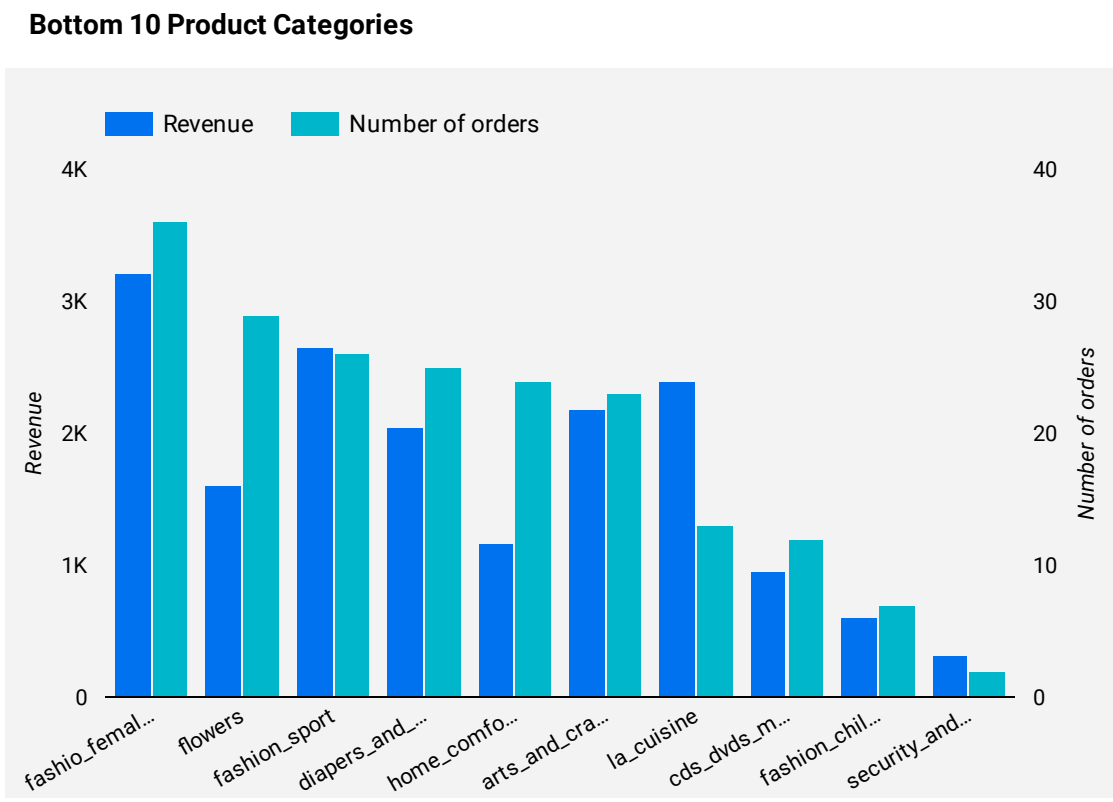
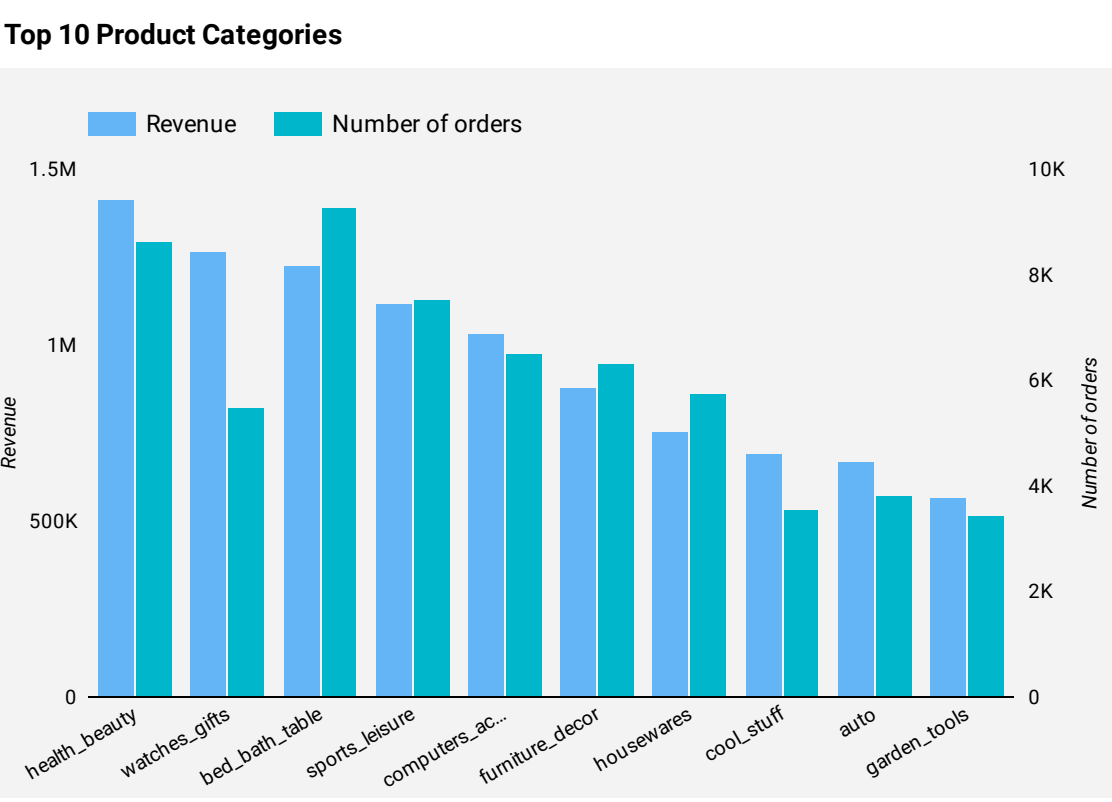
	customer_city	customer_state	Number of Customers
1.	sao paulo	SP	15,014
2.	rio de janeiro	RJ	6,574
3.	belo horizonte	MG	2,687
4.	brasilia	DF	2,065
5.	curitiba	PR	1,483
6.	campinas	SP	1,400
7.	porto alegre	RS	1,340
8.	salvador	BA	1,188

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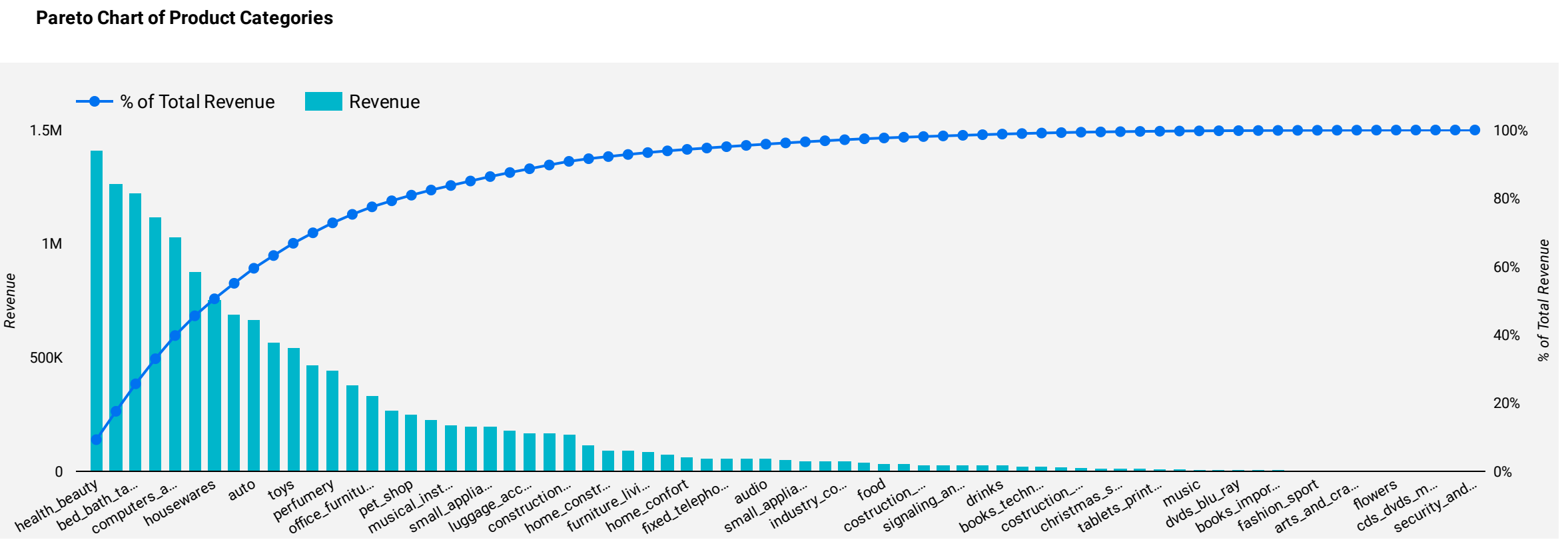


Customer Preferences

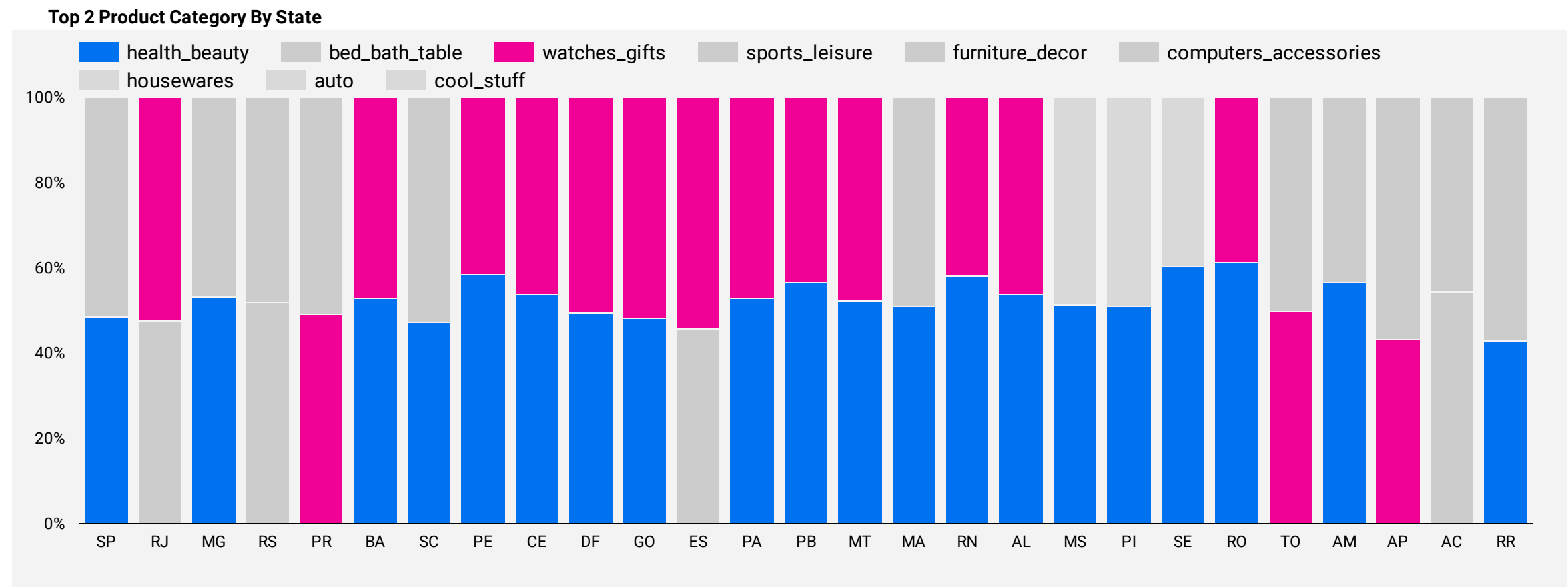
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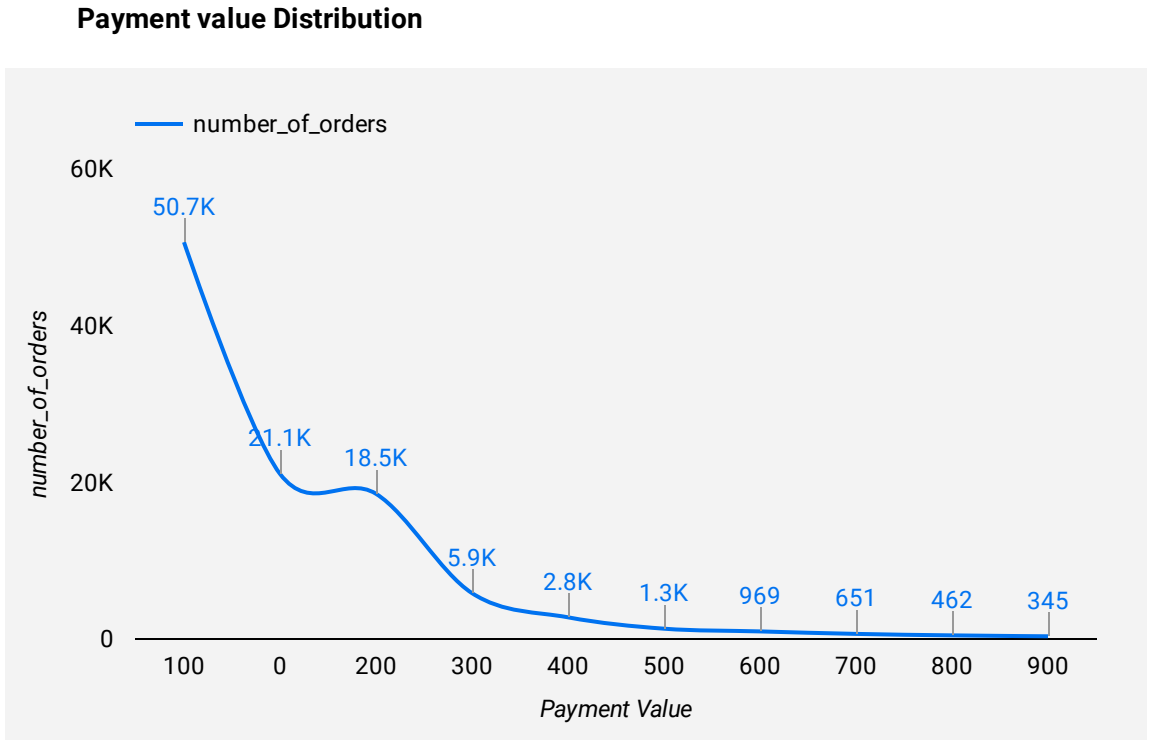
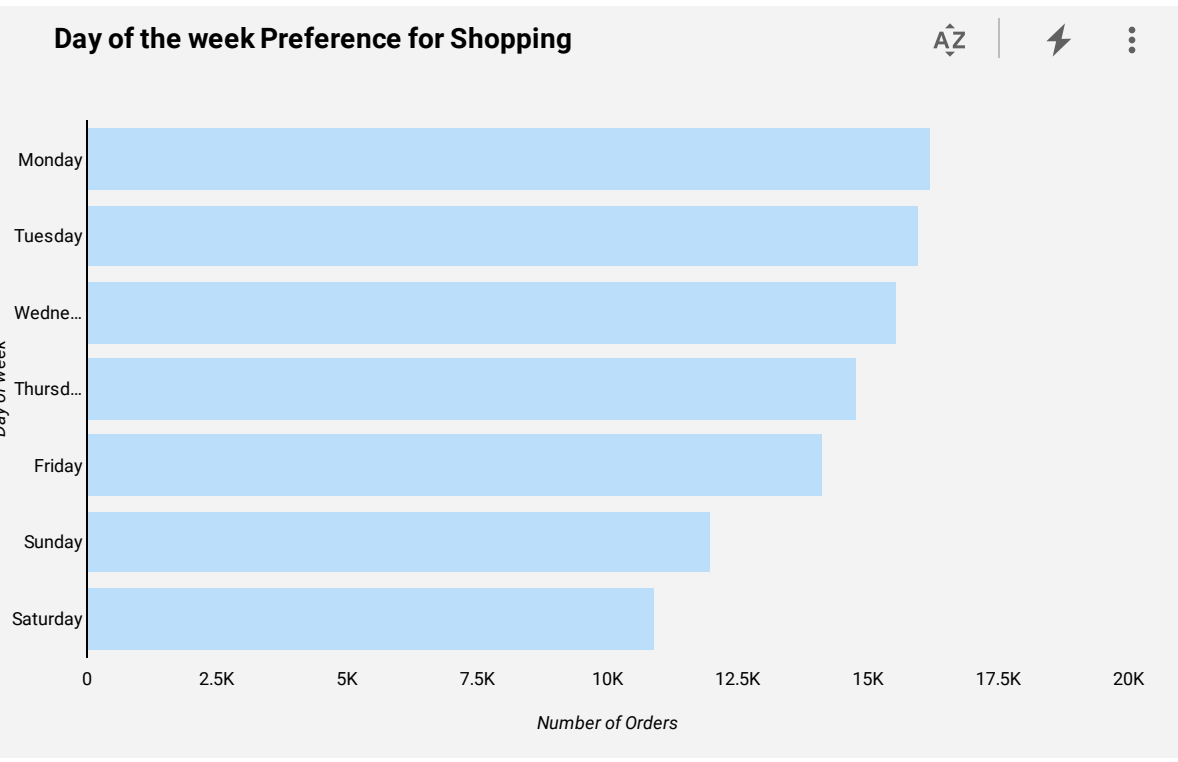
Pareto Chart of Product Categories



Product Category by States



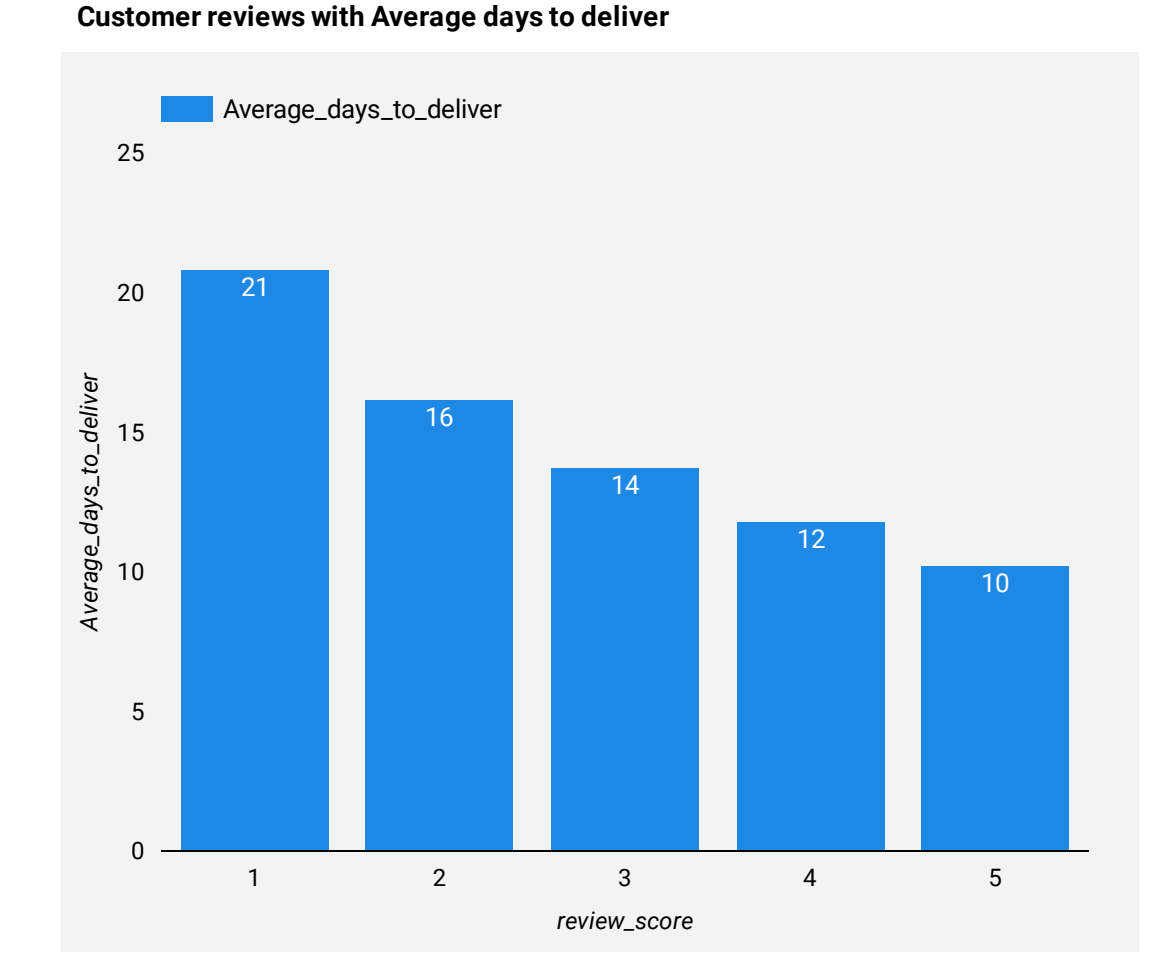
Customer Shopping Preferences and Price



Product Category and Freight Value and Prices, Reviews by delivery days

product_category_name	Average_freight	Average_price	Number of Orders
1... watches_gifts	16.78	201.14	5,991
2... toys	18.81	117.55	4,117
3... telephony	15.67	71.21	4,545
4... tablets_printing_image	14.77	90.7	83
5... stationery	18.59	91.75	2,517
6... sports_leisure	19.51	114.34	8,641
7... small_appliances_home_oven_a...	36.16	624.29	76
8... small_appliances	23.59	280.78	679
9... signaling_and_security	32.7	108.09	199
1... security_and_services	20.61	141.64	2
1... pet_shop	20.32	110.07	1,947
1... perfumery	15.86	116.74	3,419
1... party_supplies	19.26	104.31	43
1... office_furniture	40.55	162.01	1,691

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Product Category by Reviews

