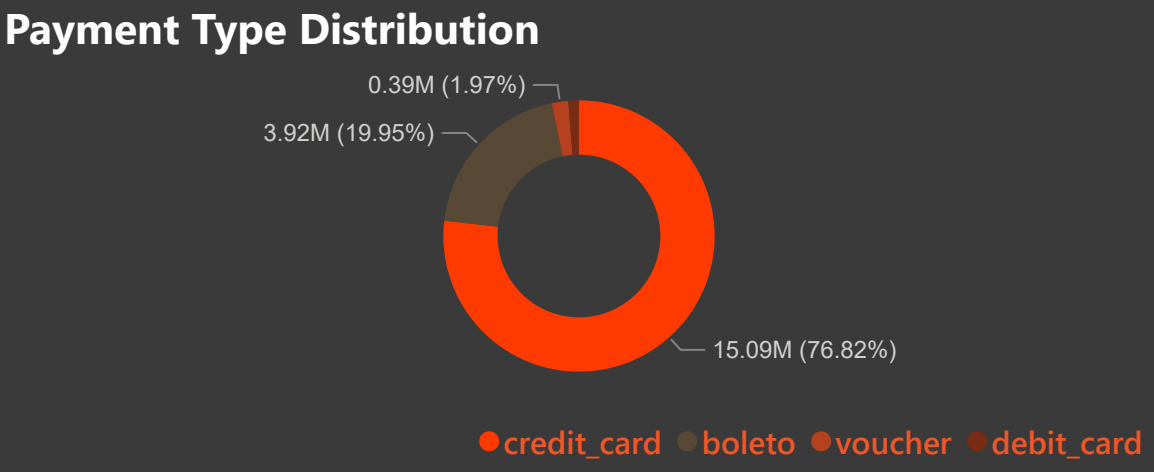
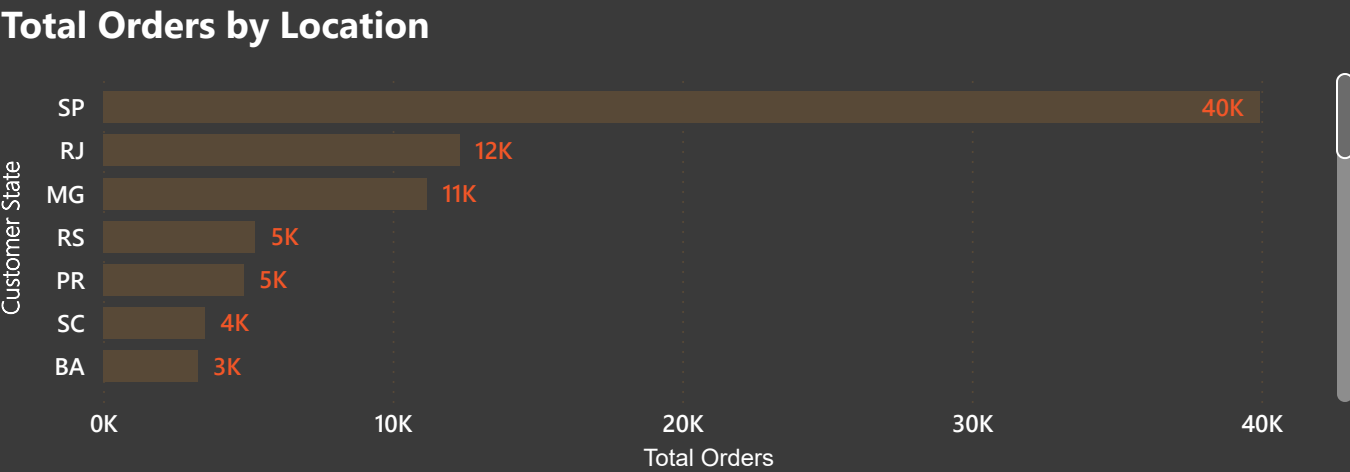
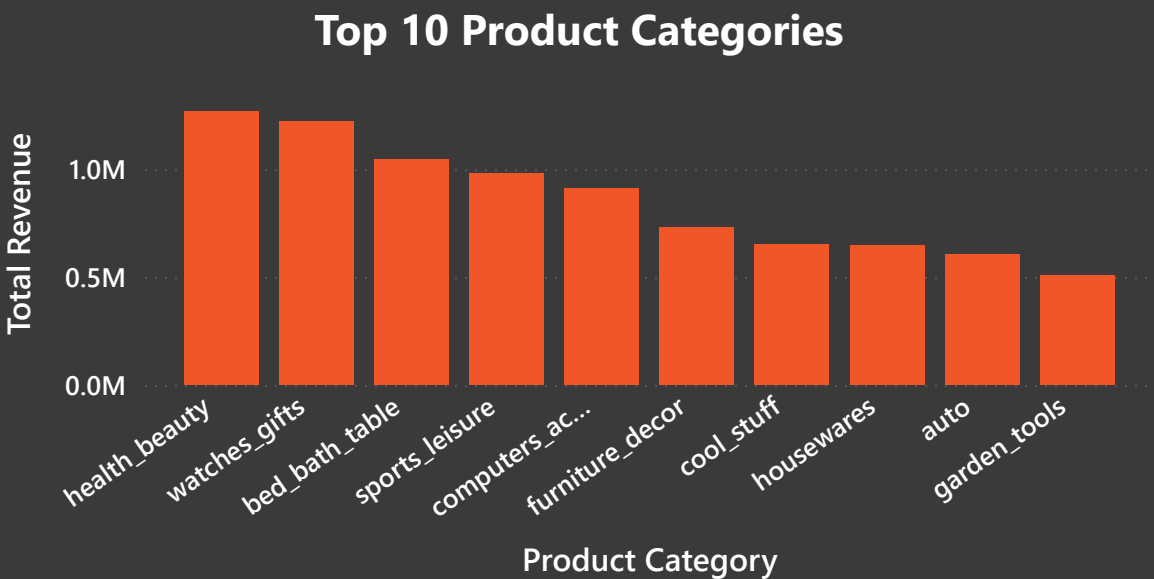
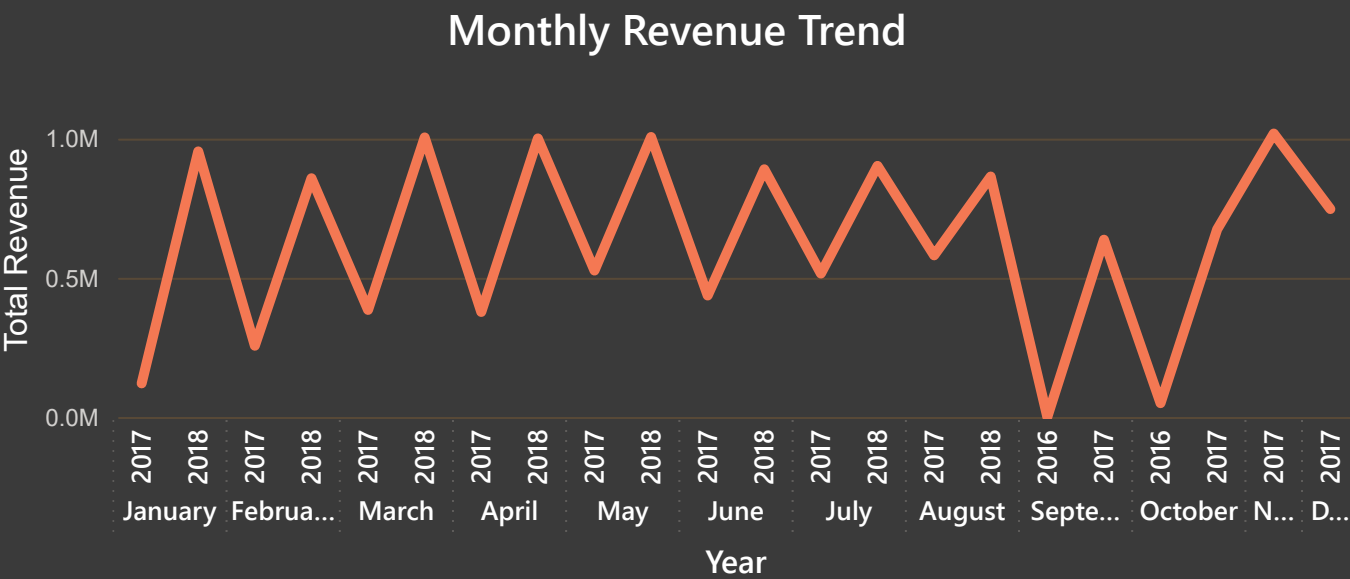


# General Overview



# Sales & Revenue Analysis

13.80M

Total Revenue

95K

Total Orders

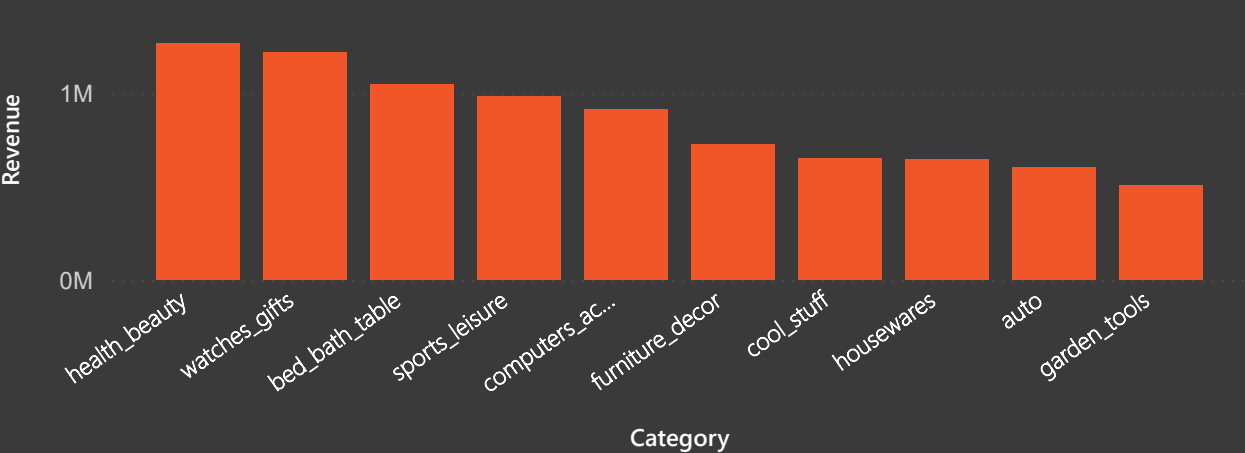
144.75

Avg Order Value

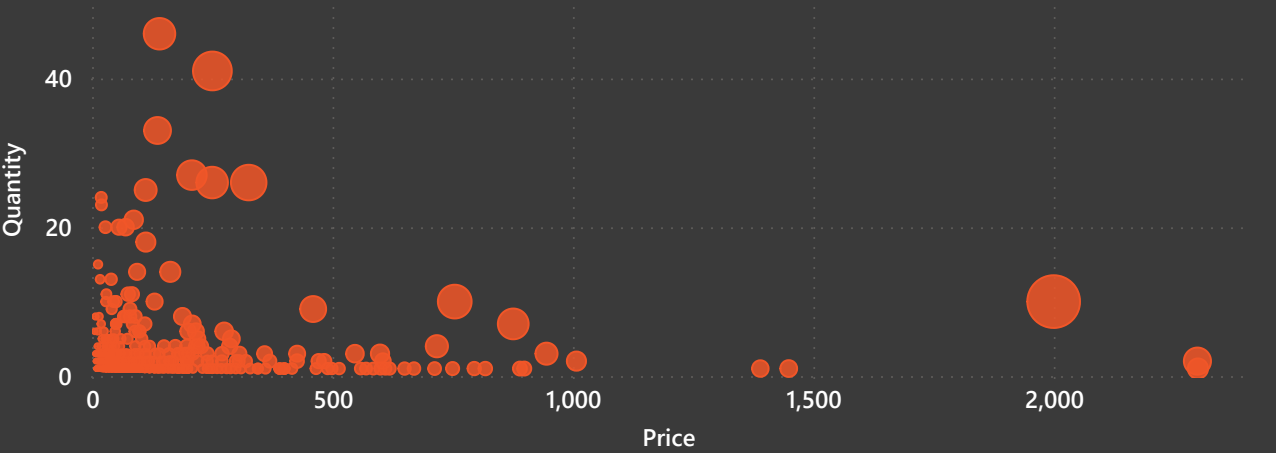
1.42

Avg Basket Size

Revenue By Category



Price vs Quantity



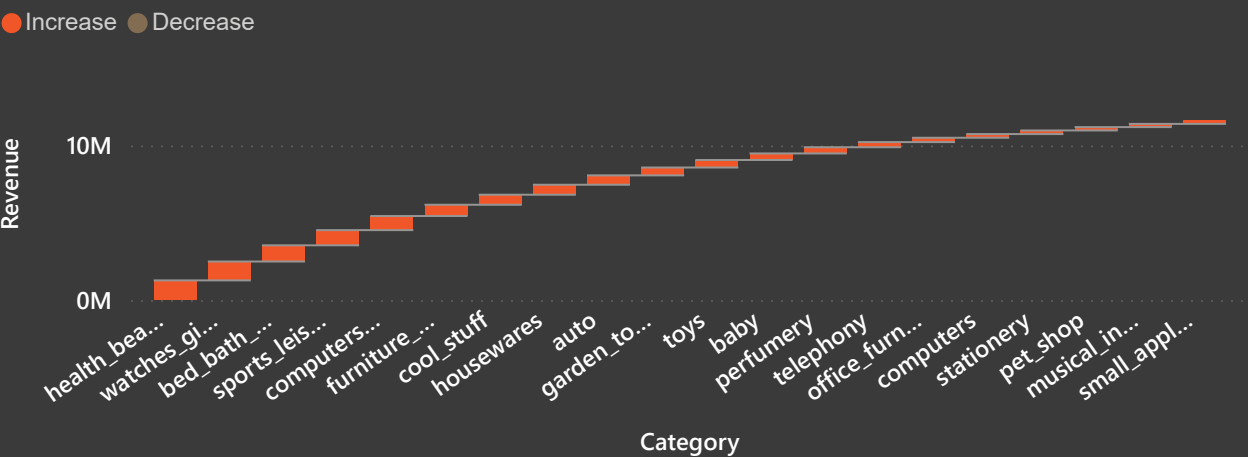
Top 10 Products

Category	Orders
bed_bath_table	8948
health_beauty	8568
sports_leisure	7390
computers_accessories	6473
furniture_decor	6125
housewares	5697
watches_gifts	5469
telephony	4108

Low Performing Products

Category	Orders
security_and_services	2
fashion_childrens_clothes	8
cds_dvds_musicals	12
la_cuisine	12
arts_and_craftmanship	20
home_comfort_2	23
diapers_and_hygiene	26
fashion_sport	26
flowers	20

Revenue Contribution



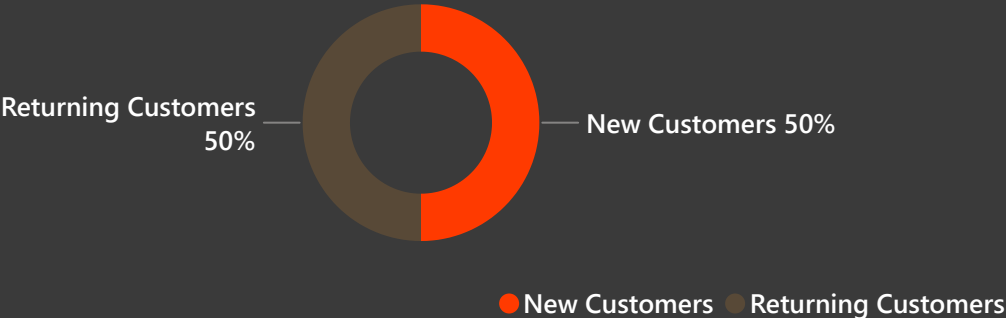
# Customer & Retention Analysis

95K  
Total Customers

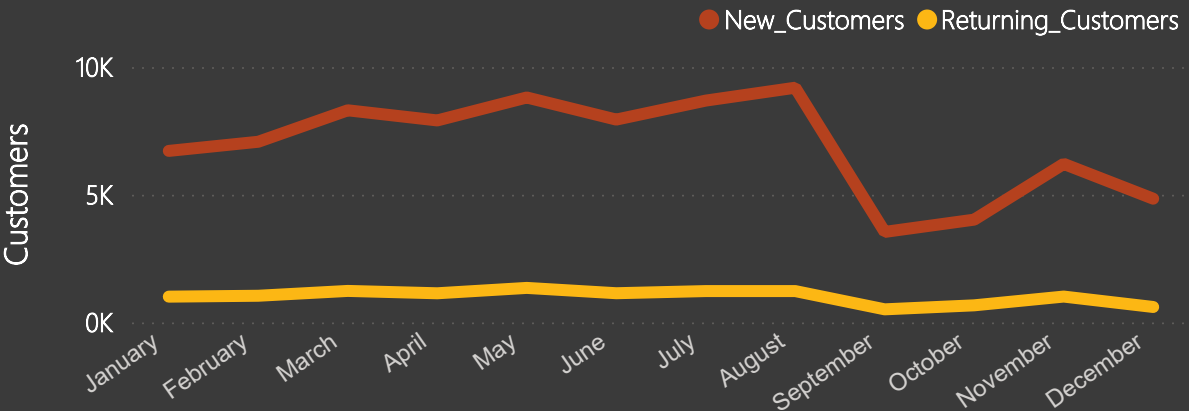
12.73%  
Returning Customer Rate

144.75  
Average Customer Lifetime Value

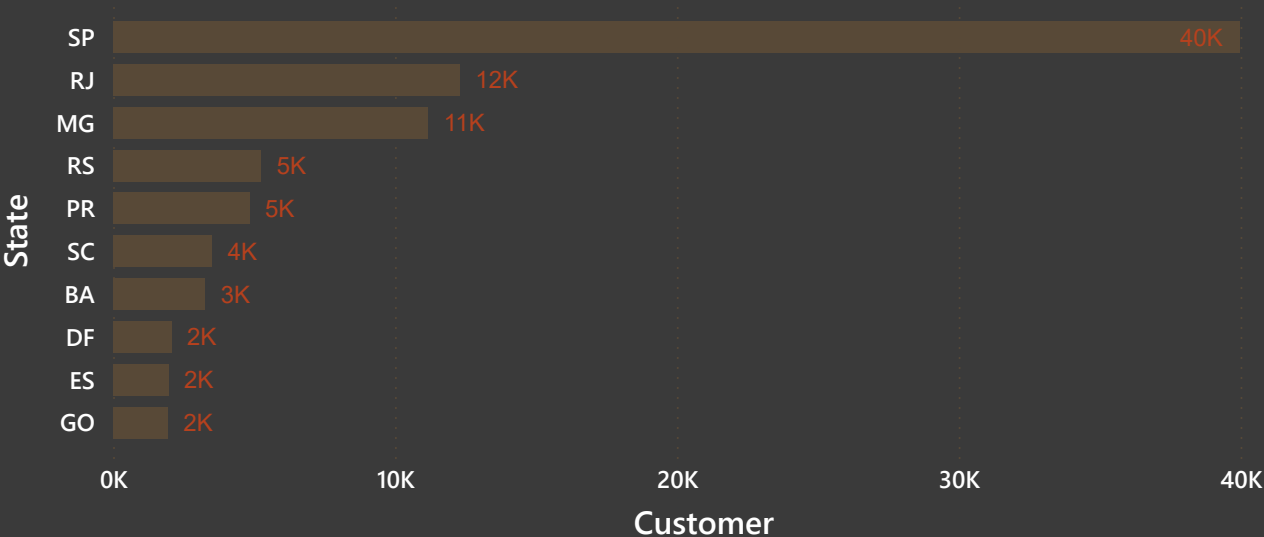
Repeat Customer Ratio



New vs Old Customer



Customer By State



		Month			
Customer id	Revenue	Orders	Order Value	First Pur	
b7d76e111c89f7ebf14761390f0f7d17	72.89	1	72.89	9/4/2016 9:5	
4854e9b3feff728c13ee5fc7d1547e92	59.50	1	59.50	9/5/2016 12	
0eb1ee9dba87f5b36b4613a65074337c	100.00	1	100.00	10/2/2016 10	
2f64e403852e6893ae37485d5fcacdaf	21.90	1	21.90	10/3/2016 4	
b8b8726af116a5cfb35b0315ecef9172	21.50	1	21.50	10/3/2016 9	
61db744d2f835035a5625b59350c6b63	36.49	1	36.49	10/3/2016 9	
8d3a54507421dbd2ce0a1d58046826e0	119.90	1	119.90	10/3/2016 10	
87776adb449c551e74c13fc34f036105	29.99	1	29.99	10/3/2016 10	
7390ed59fa1febbfda31a80b4318c8cb	128.90	1	128.90	10/3/2016 10	
10e89fd8e5c745f81bec101207ba4d7d	74.90	1	74.90	10/3/2016 10	
cd5a5813d35e0bd00368bf21d1a04cf	10.00	1	10.00	10/4/2016 0	

# Delivery & Product Performance

12.44

Avg Delivery Time  
(Days)

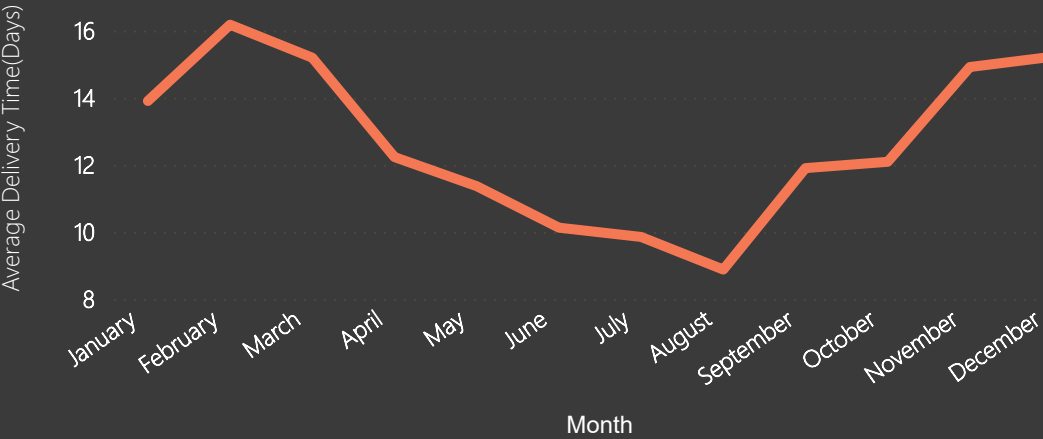
92.27%

Time Delivery  
Rate

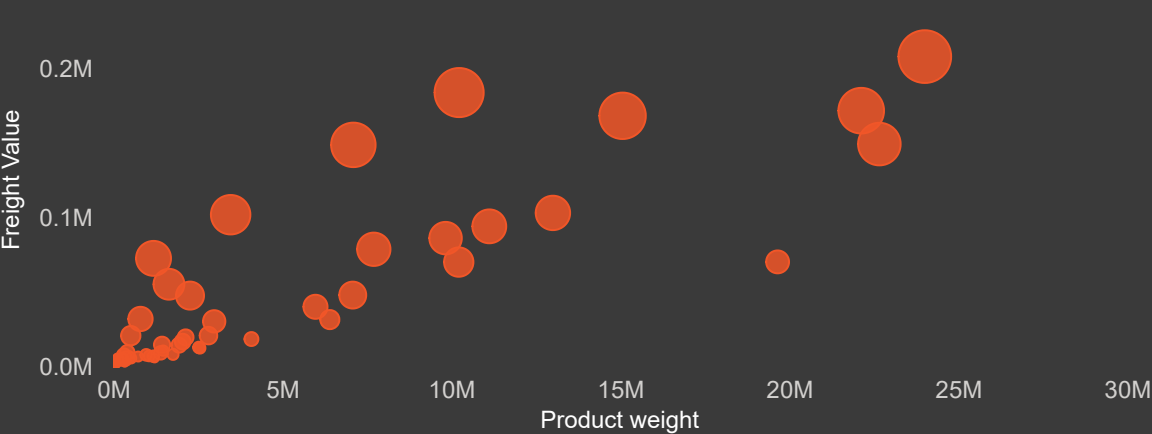
9K

Delayed Orders

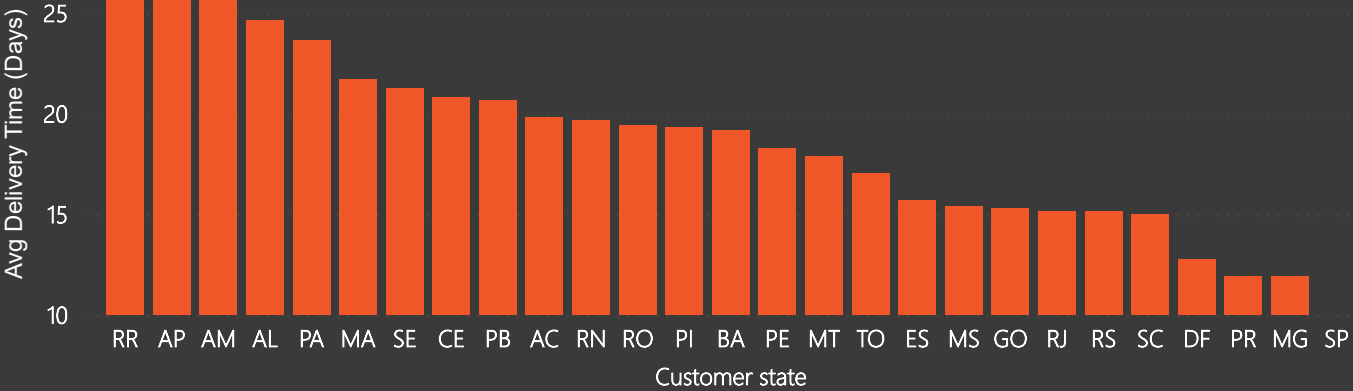
Delivery Time Trend



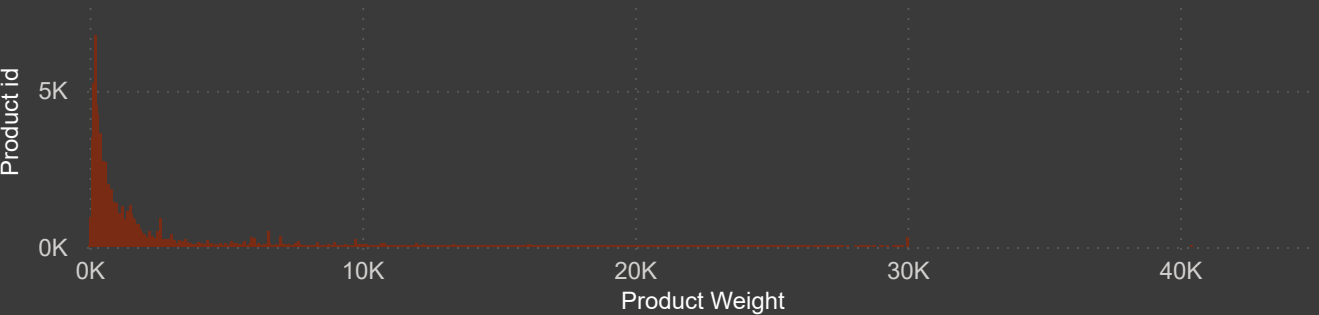
Weight vs Shipping Cost



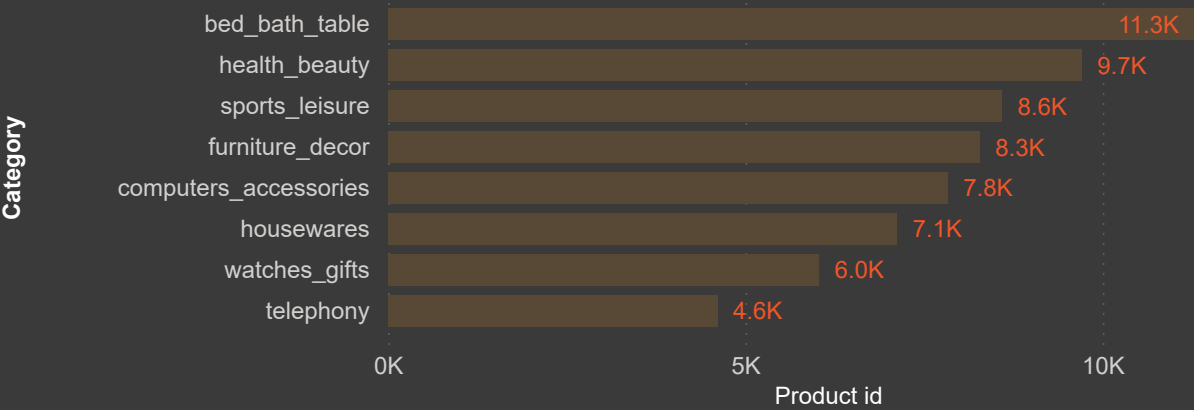
Delivery Delay by State



Product Dimensions



Product Weight vs Orders

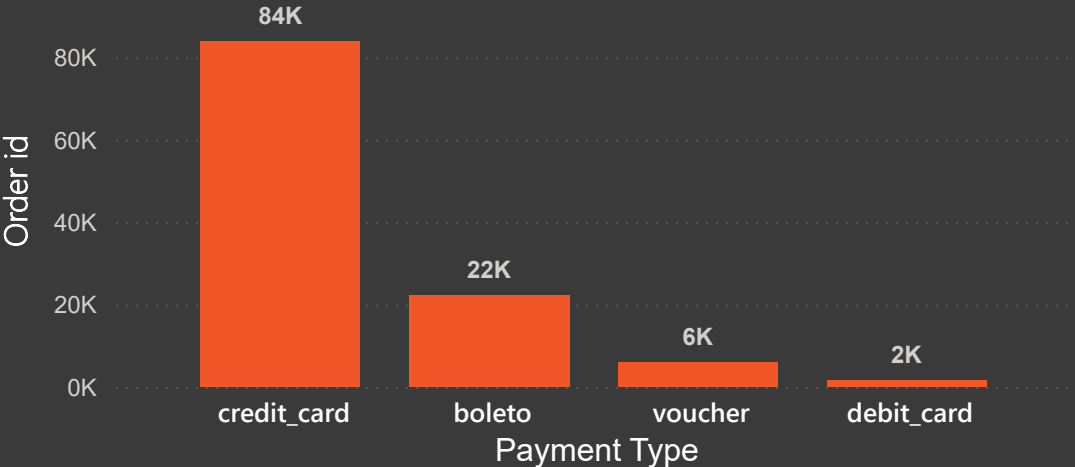


# Payment Behaviour Analysis

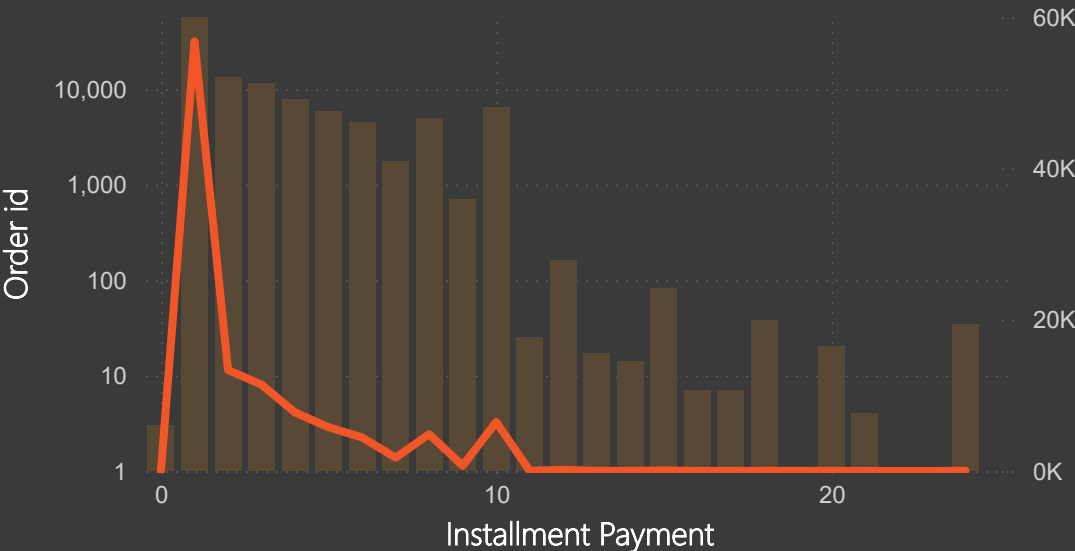
172.69

Avg Installment Amount

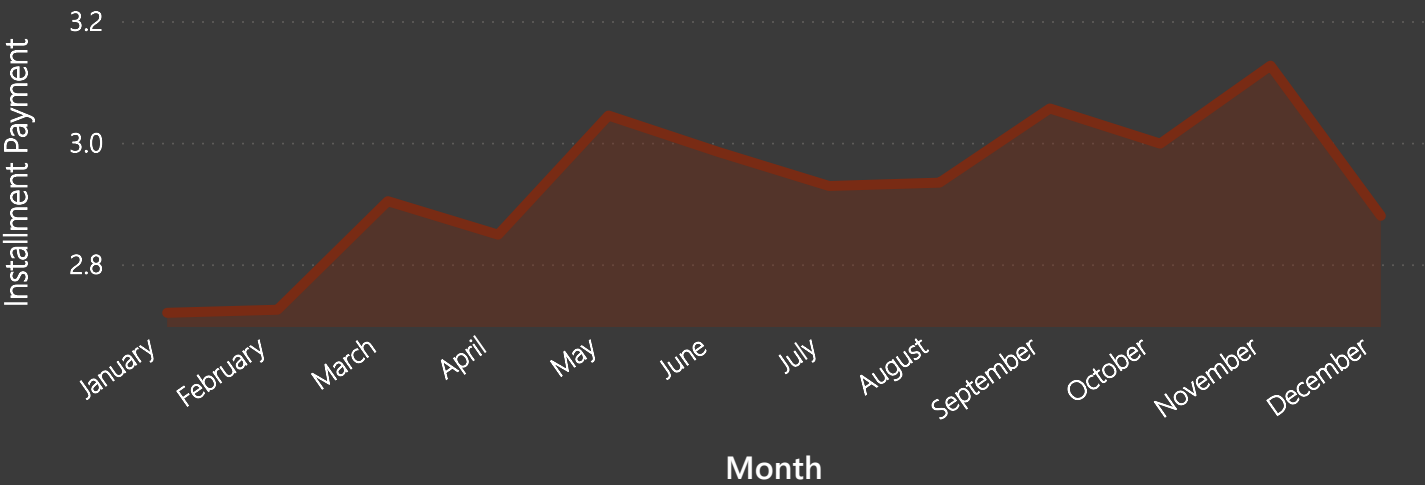
Payment Type Usage



Installments Distribution



Installments Over Time



High Installment Orders

Order id	Payment Type	Payment Installment	Payment Value
ffa82886406ccf10c7b4e35c4ff2788	credit_card	7	273.92
fff8287bbae429a99bb7e8c21d151c41	credit_card	8	912.56
fff6889749958e42b47a7977a4cf0ea0	credit_card	10	123.60
fff1e3e76b816bfe8ef16678cc53c643	credit_card	7	86.85
ffea5b26be781da4c215c0feb484f4fd	credit_card	7	140.07
ffe49171e120186dcc4c444b55691810	credit_card	7	76.85
ffde92ba447b33a47d1c04d203f10f41	credit_card	10	304.70
ffdce235aaf8a4e381ba694a4da99221	credit_card	6	69.14
ffd6f465cab015b452d398ac1f5d978a	credit_card	6	269.10
ffd3ff583dec4975e6443d6a396f2f36	credit_card	10	172.09
ffce8a2dd7579795f5c1cbe2bf23d51d	credit_card	6	126.78
ffcbf9b4459704e9185c5c630d11b69c	credit_card	6	137.14
ffc29f864fd689fab9ae81be82baf8ef	credit_card	8	84.26
ffc2638415f3ce34e88641eef792c1fc	credit_card	10	696.08
ffc16cecff8dc037f60458f28d1c1ba5	credit_card	16	739.74
ffbcbeeac5c9c9495cd729f896bc1d5f	credit_card	9	97.69
ffb9a9cd00c74c11c24aa30b3d78e03b	credit_card	24	2,427.80
ffb18bf11fa70edf316eb0390427986	credit_card	72	1,851.72
ffabb8ed44ae4f83efd9d206904d88f5	credit_card	12	925.08

# Seller Performance & Customer Experience

3K

Total Sellers

13.80M

Seller Revenue

12.44

Avg Delivery Time (Days)

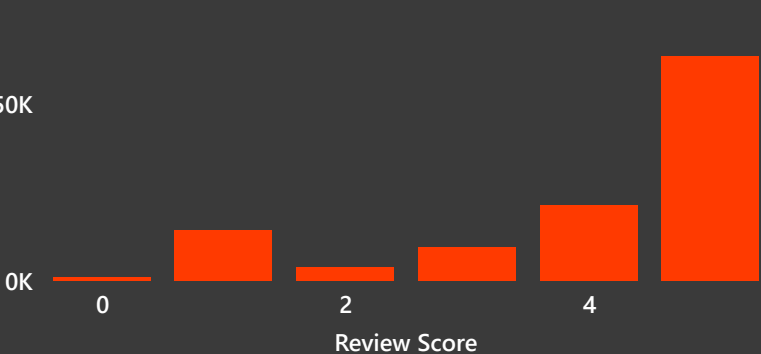
Avg Review Score

1.004.005.00

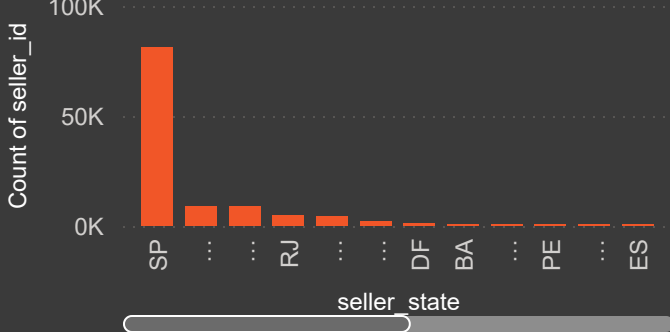
Seller Revenue by seller\_id



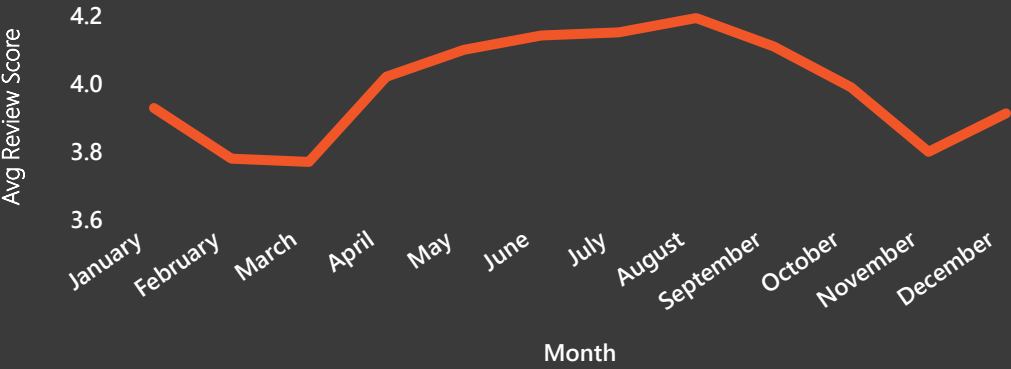
Review Distribution



Count of seller\_id by seller\_state



Review Trend



Top Sellers

seller_id	Seller Revenue	Avg Review Score	Avg Delivery Time (Days)
0f94588695d71662beec8d883ffacf09	9.00	5.00	15.00
1fa2d3def6adfa70e58c276bb64fe5bb	6.90	1.00	6.00
344223b2a90784f64136a8a5da012e7f	10.90	2.00	33.00
4965a7002cca77301c82d3f91b82e1a9	8.49	5.00	6.00
702835e4b785b67a084280efca355756	7.60	5.00	2.00
77129dcca1bca4979c27ab7d8160d6f96	6.50	5.00	12.00

Bottom Seller

seller_id	Seller Revenue	Avg Review Score	Avg Delivery Time (Days)
7c67e1448b00f6e969d365cea6b010ab	194,649.02	3.39	22.39
4869f7a5dfa277a7dca6462dcf3b52b2	232,475.75	4.07	15.18
4a3ca9315b744ce9f8e9374361493884	206,494.87	3.74	14.36
fa1c13f2614d7b5c4749cbc52fecda94	197,399.22	4.31	13.33
53243585a1d6dc2643021fd1853d8905	235,717.52	4.04	13.27
1025f0e2d44d7041d6cf58b6550e0bfa	134,304.04	3.84	12.00

Worst Rated Products

Category	Avg Review Score	Number of Reviews
security_and_services	2.50	2