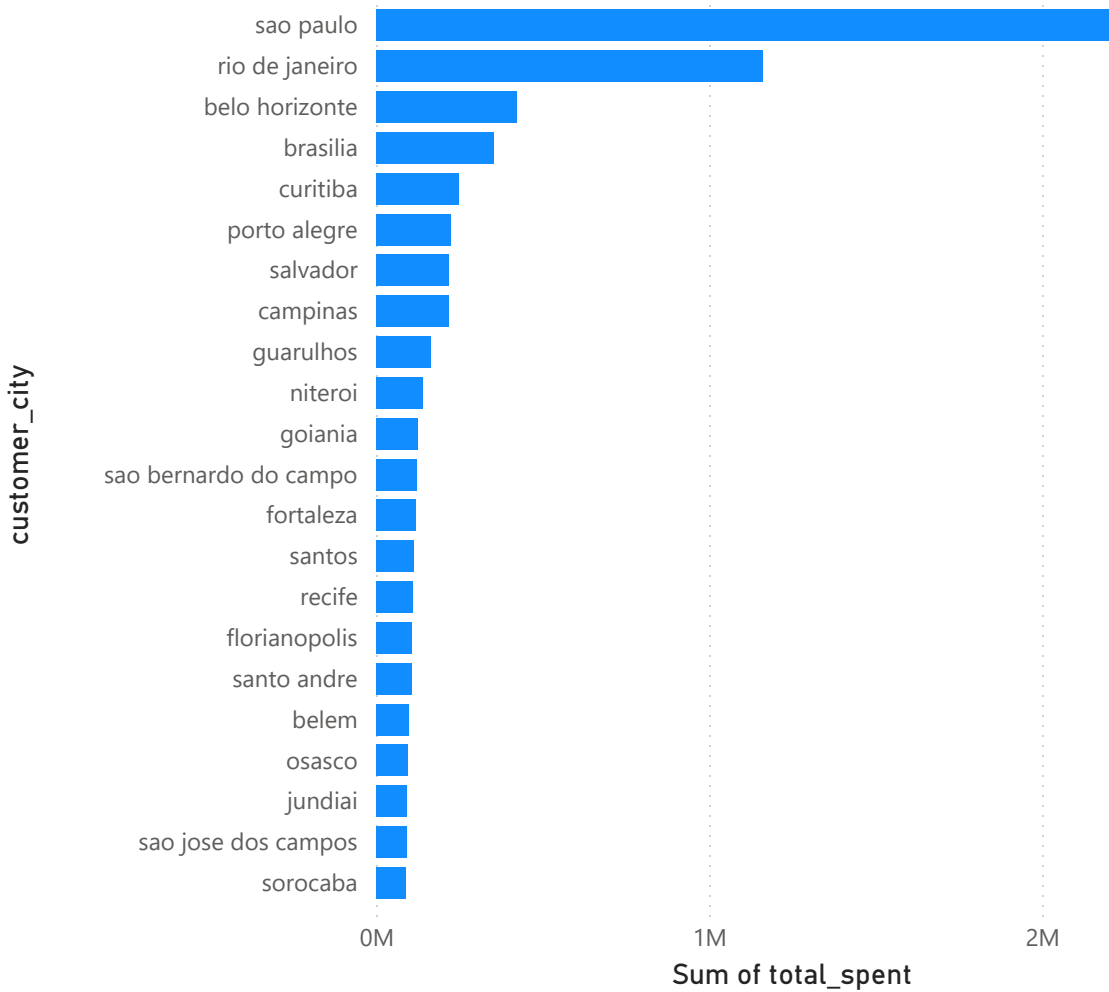## Sum of total_spent by customer_city
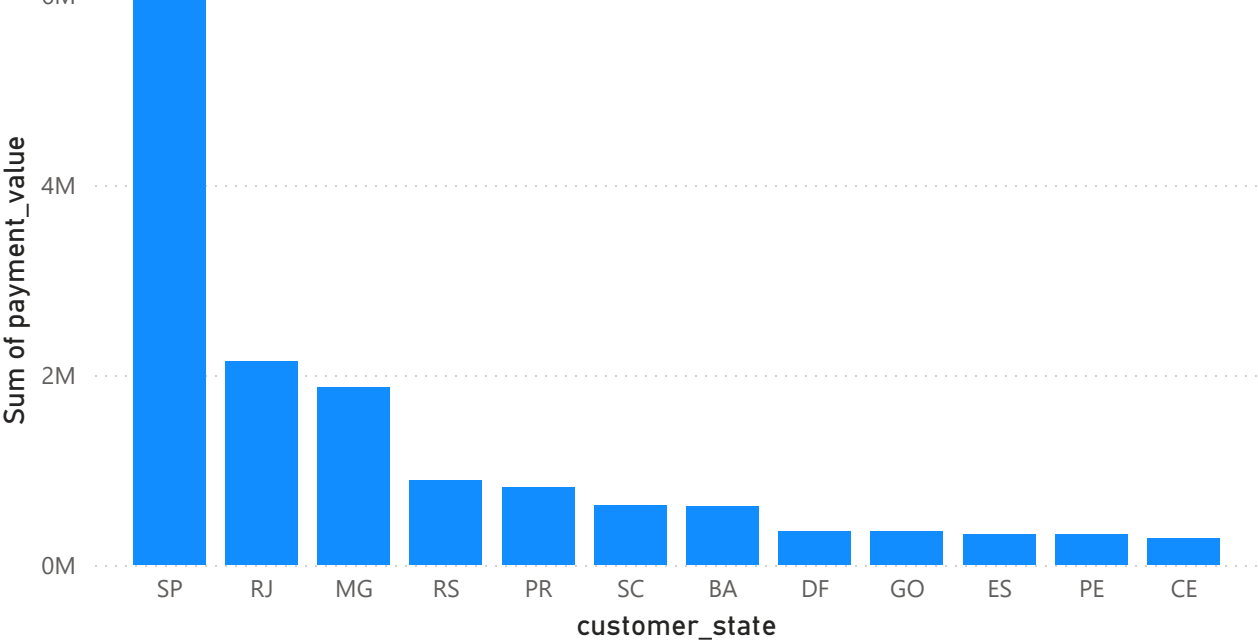

Total Payment_value by customer_state - Top 12
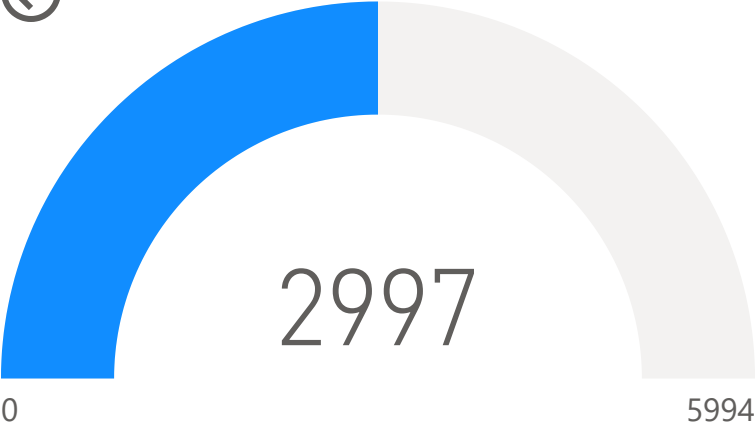

Total spend

$16.01M

Count of repeat spenders

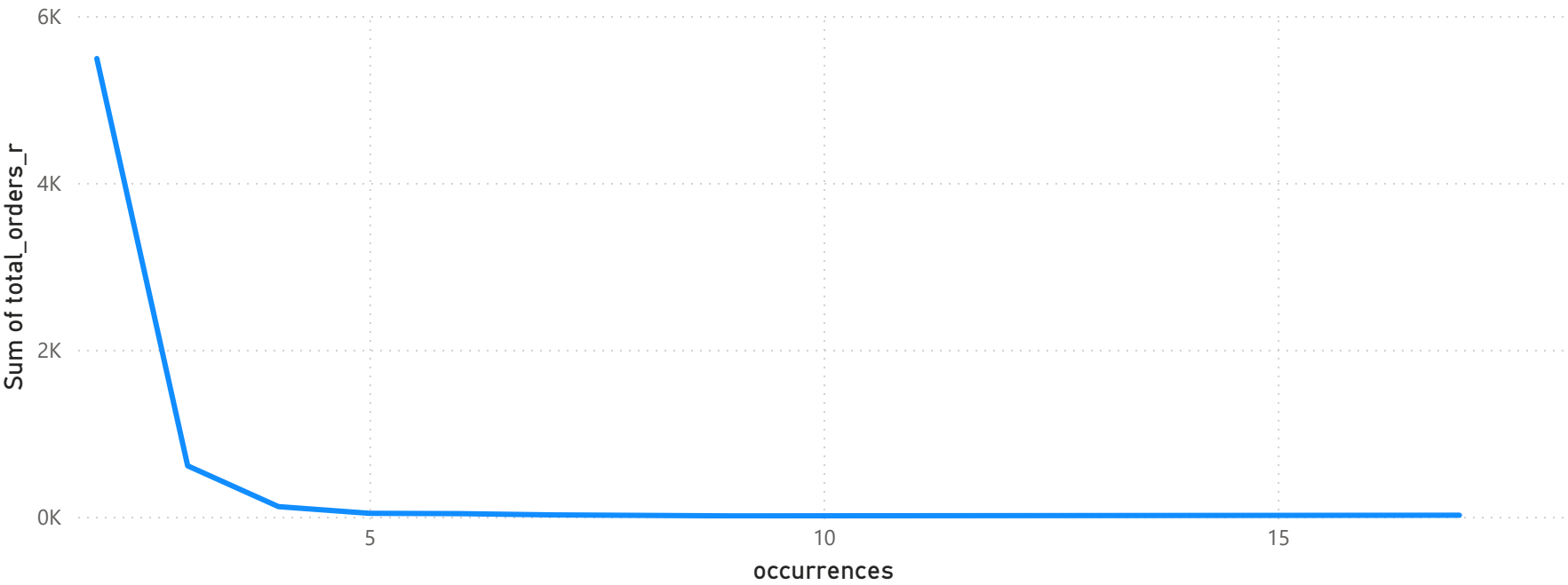2997

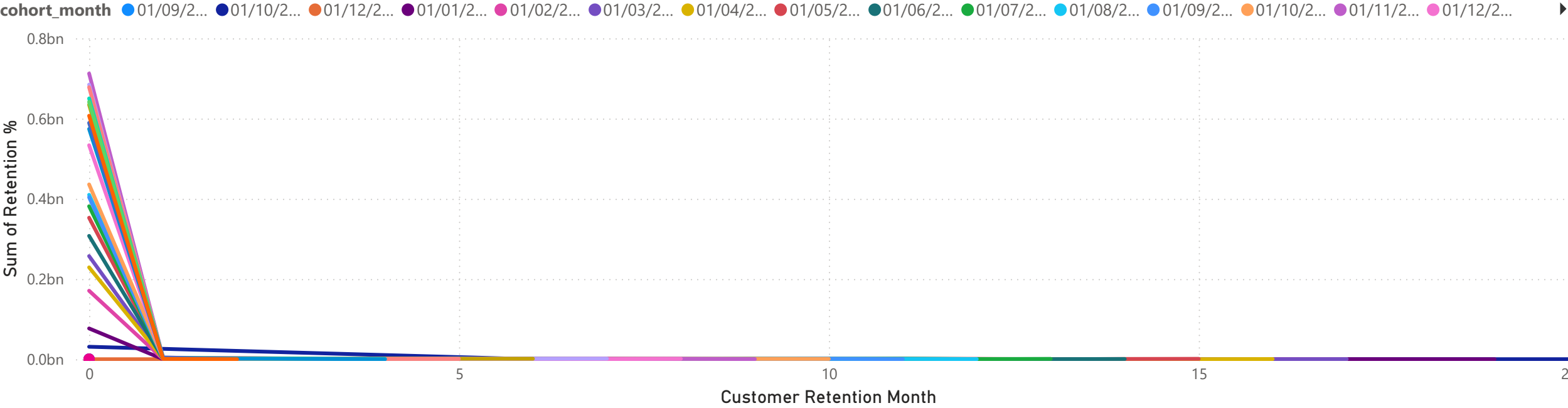0   5994

Sum of total_orders_r by occurrences

Sum of total_orders_r by customer_unique_id

2

customer_unique_id	Sum of occurrences
00172711b30d52eea8b313a7f2cced02	2
004288347e5e88a27ded2bb23747066c	2
004b45ec5c64187465168251cd1c9c2f	2
0058f300f57d7b93c477a131a59b36c3	2
00a39521eb40f7012db50455bf083460	2
00cc12a6d8b578b8ebd21ea4e2ae8b27	2
011575986092c30523ecb71ff10cb473	2
011b4adcd54683b480c4d841250a987f	2
012452d40dafae4df401bced74cdb490	2
012a218df8995d3ec3bb221828360c86	2
Total	**6342**

Sum of Retention % by Customer Retention Month and cohort_month

cohort_month ● 01/09/2... ● 01/10/2... ● 01/12/2... ● 01/01/2... ● 01/02/2... ● 01/03/2... ● 01/04/2... ● 01/05/2... ● 01/06/2... ● 01/07/2... ● 01/08/2... ● 01/09/2... ● 01/10/2... ● 01/11/2... ● 01/12/2... ▶

Year	Sum of Customer Retention Month	%GT Sum of Retention %
⊞ 2016	150	0.34%
⊞ 2017	8029	46.11%
⊞ 2018	1447	53.55%
Total	**9626**	**100.00%**

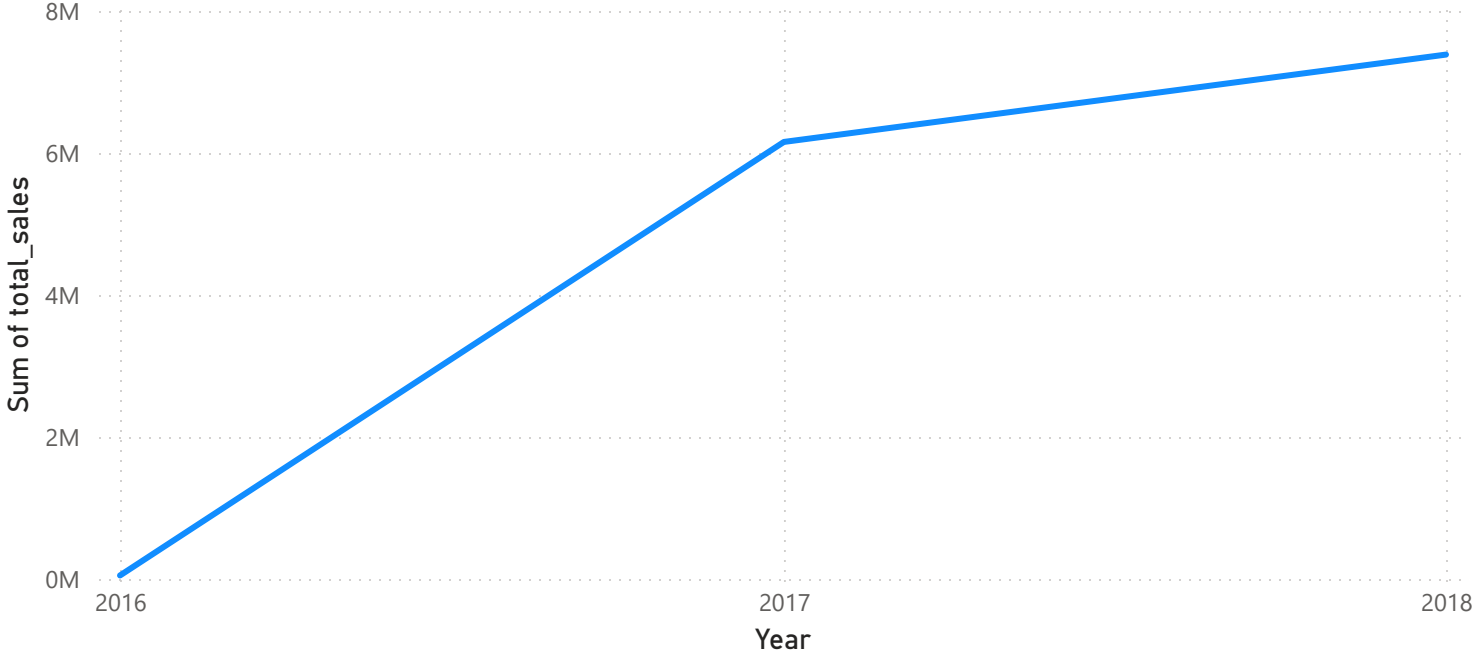# Count of customer_unique_id and Count of Is Churned by Year

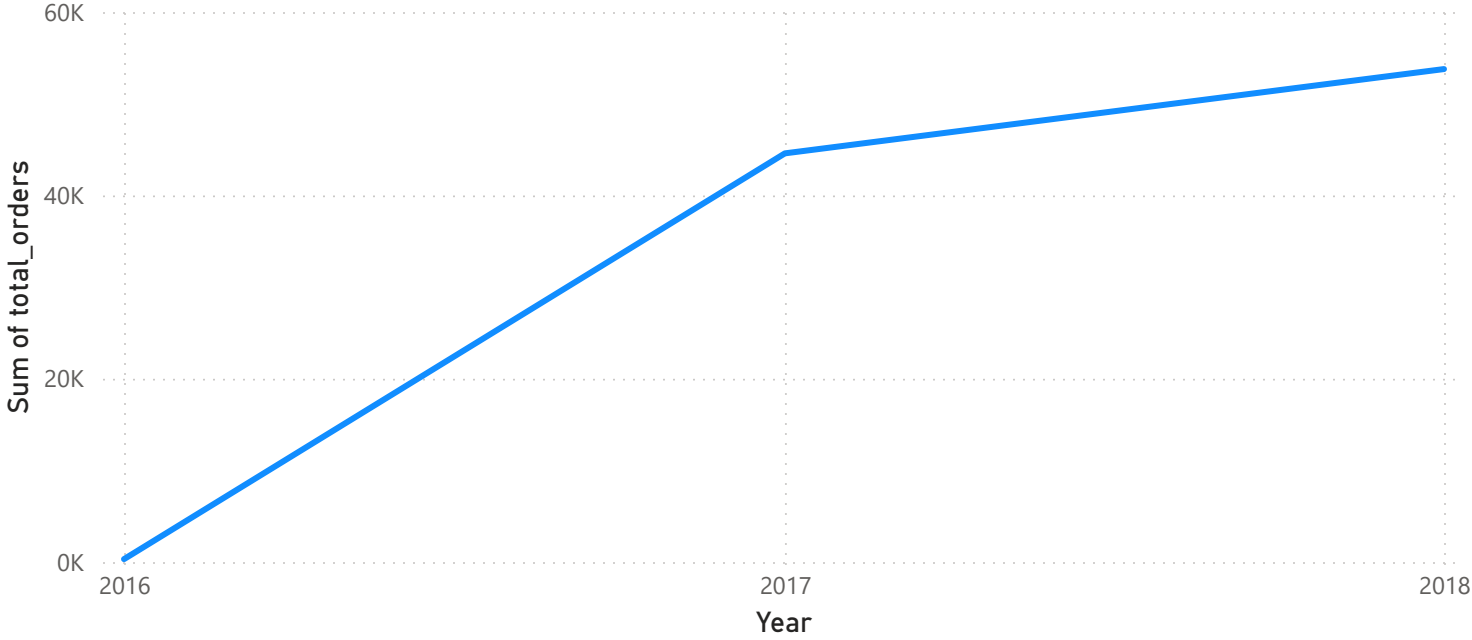● Count of customer_unique_id ● Count of Is Churned
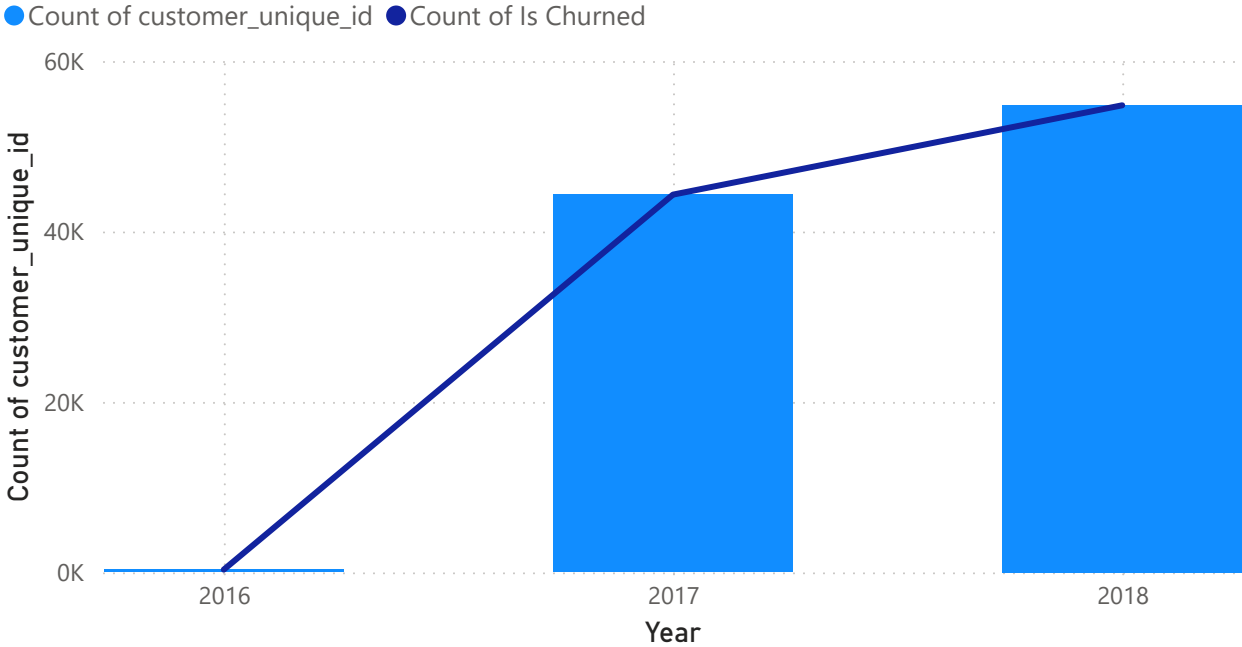
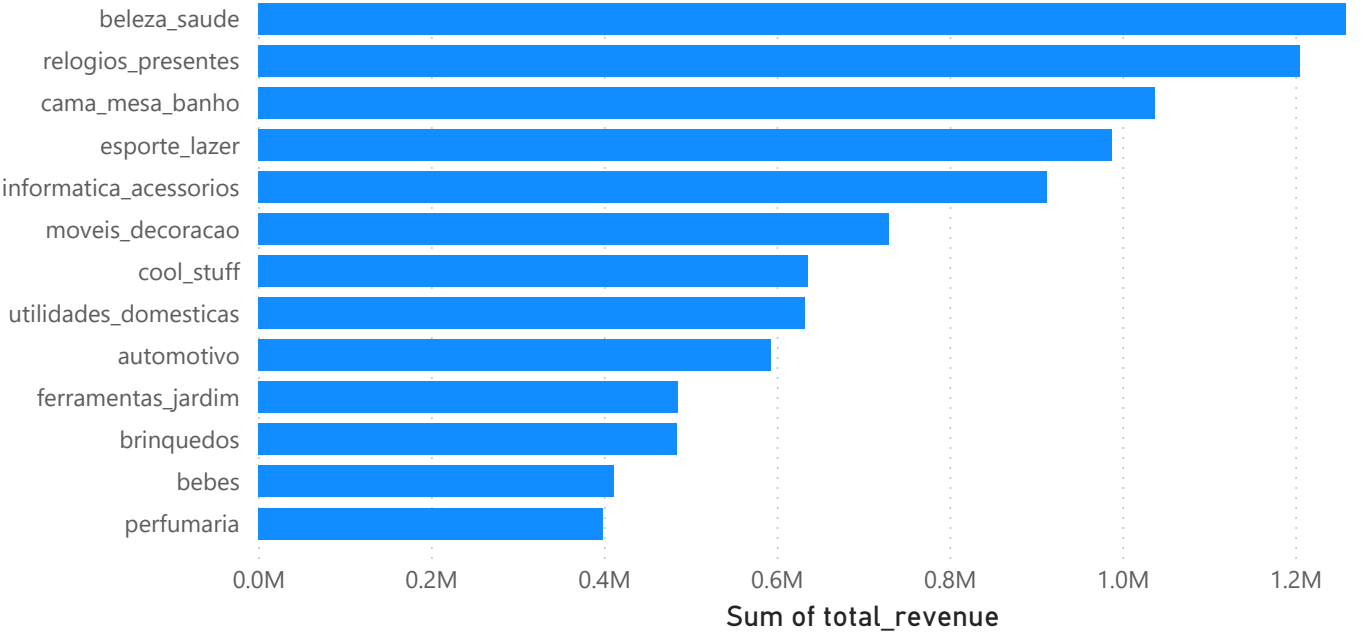Select or drag fields to populate this visual

Sum of total_sales by Year

Sum of total_orders by Year
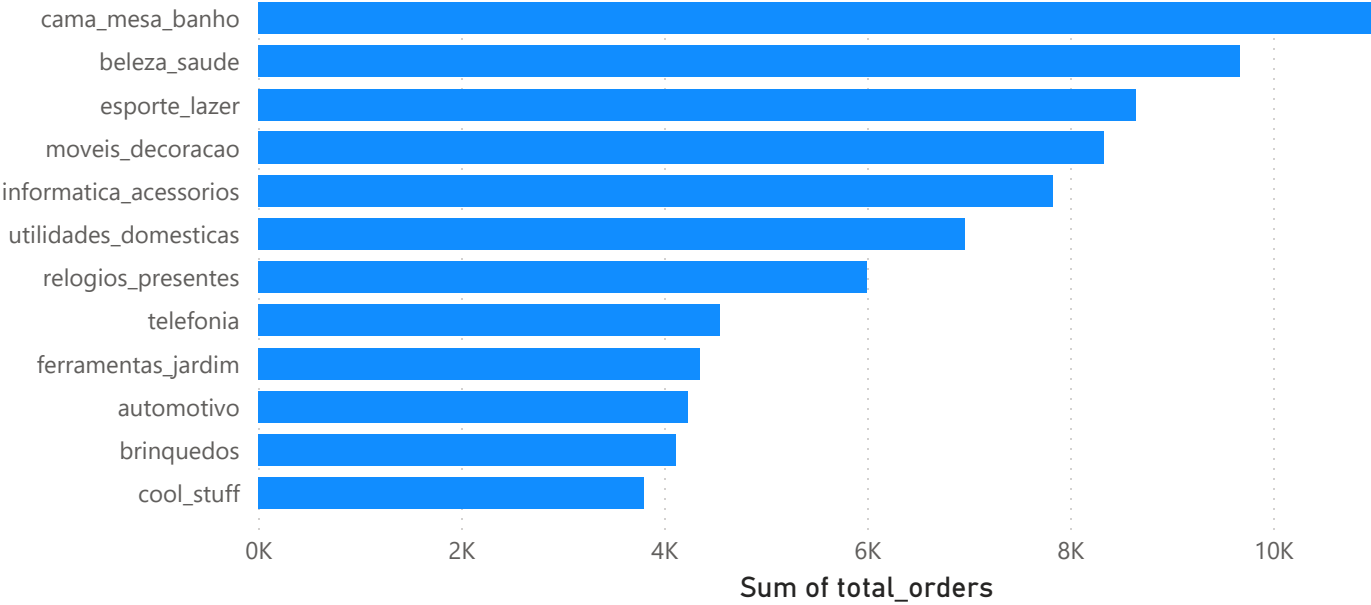
Sum of total_revenue by product_category_name

Sum of av_price by product_category_name

Sum of total_orders by product_category_name

Sum of avg_delay_days by customer_state

Sum of avg_delay_days by customer_state
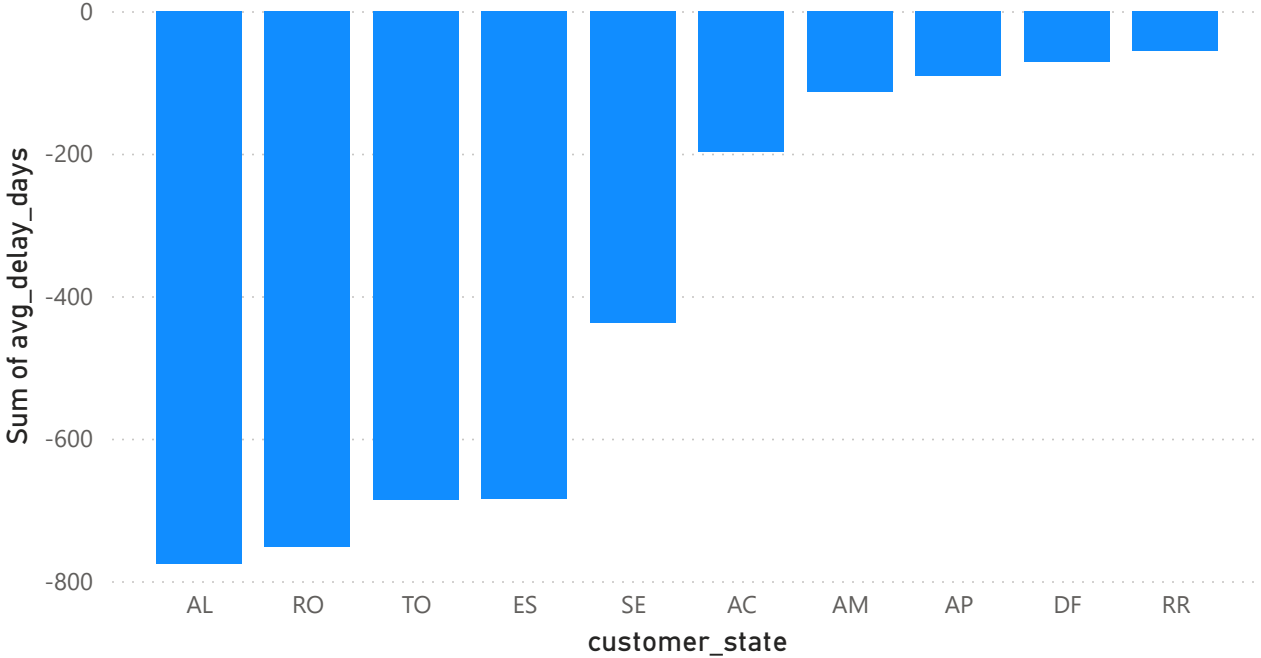
12.09
Average of actual_delivery_days

23.37
Average of estimated_delivery_days
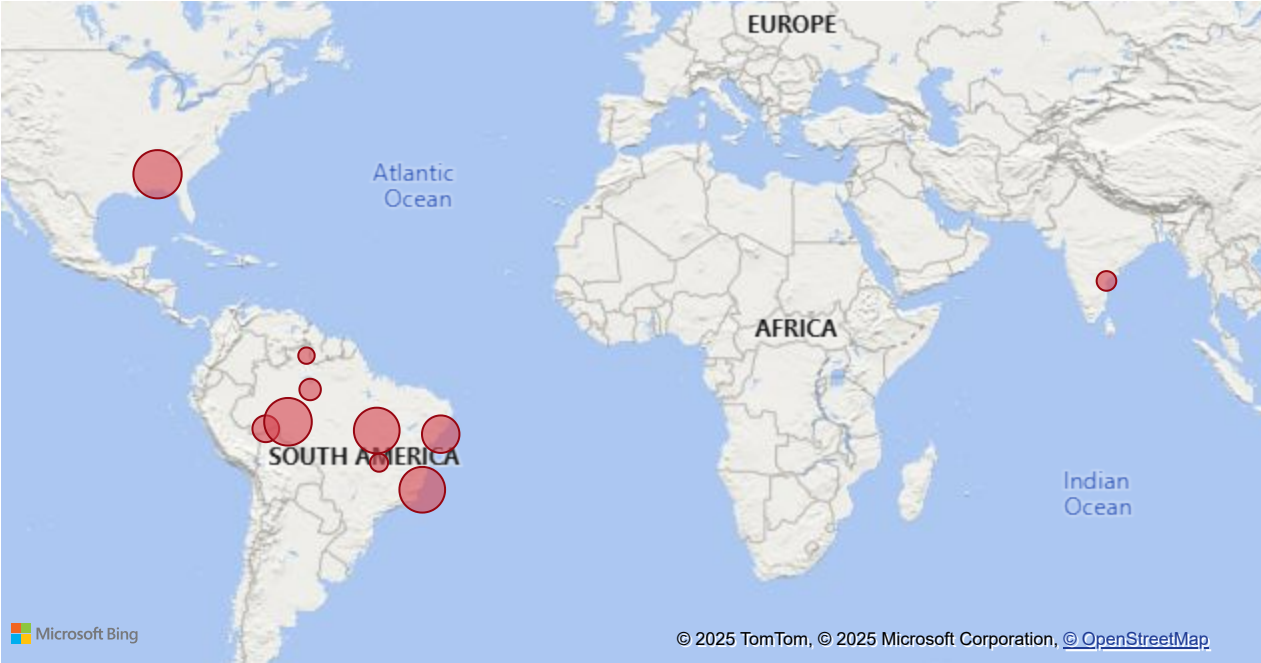
Sum of delivery_diff_days by Quarter and Month
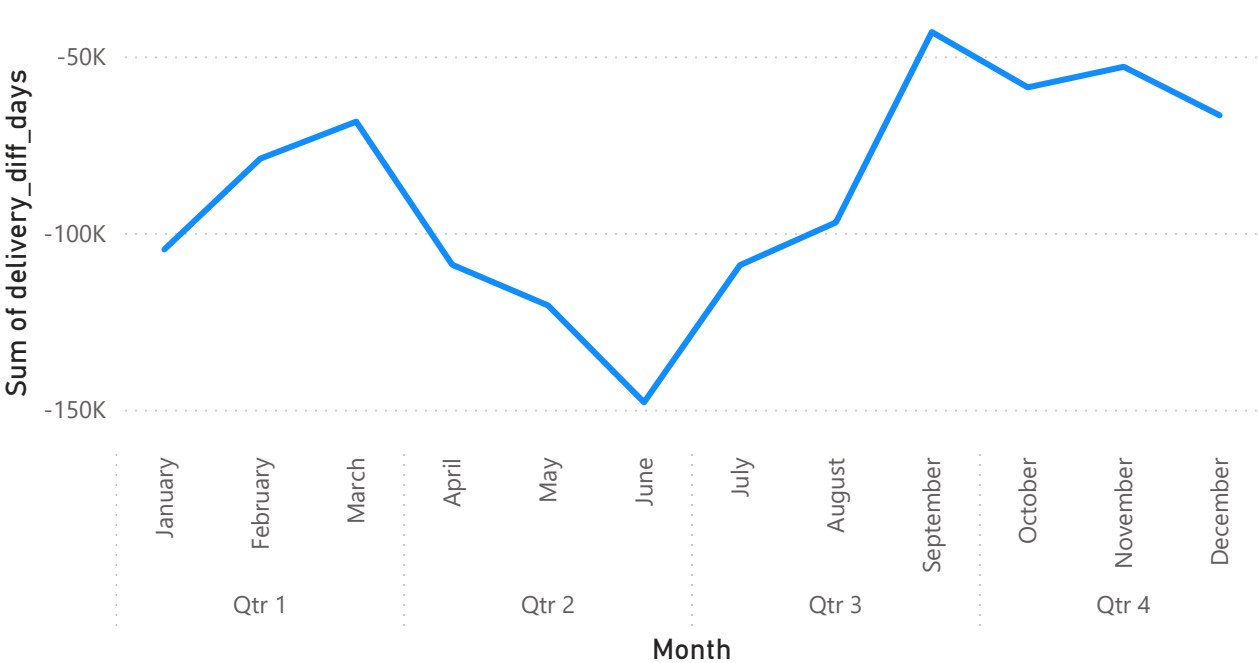
Sum of total_transactions by payment_type
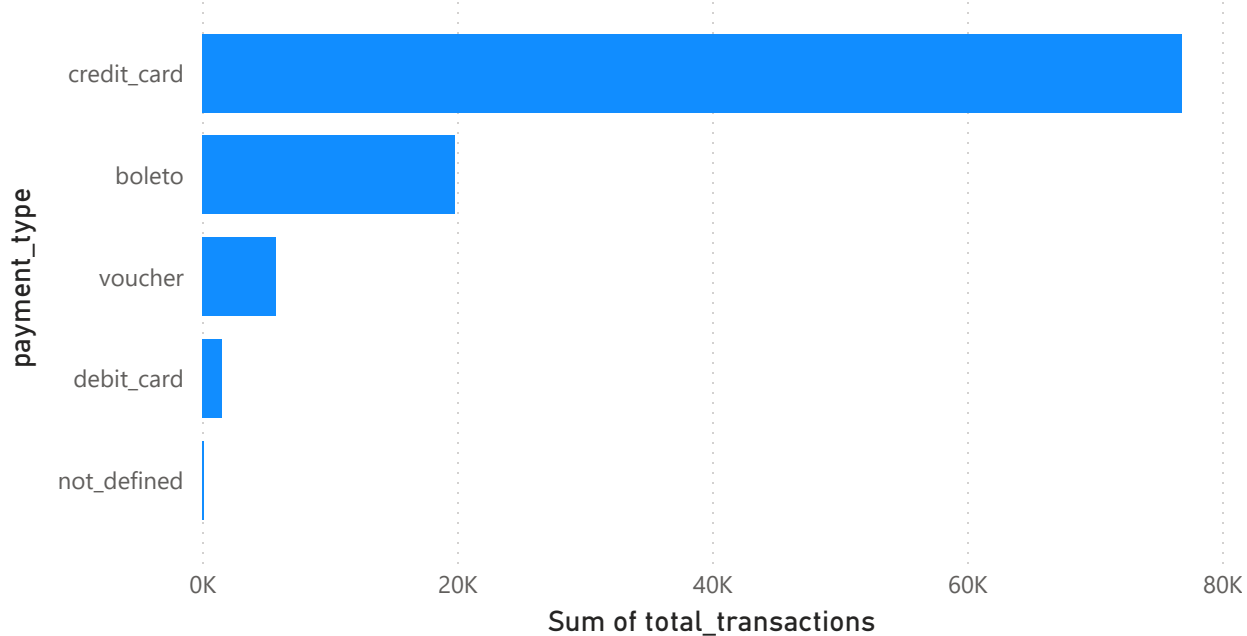
Sum of total_transactions by customer_state and payment_type

payment_type ● boleto ● credit_card ● debit_card ● not_defined ● voucher
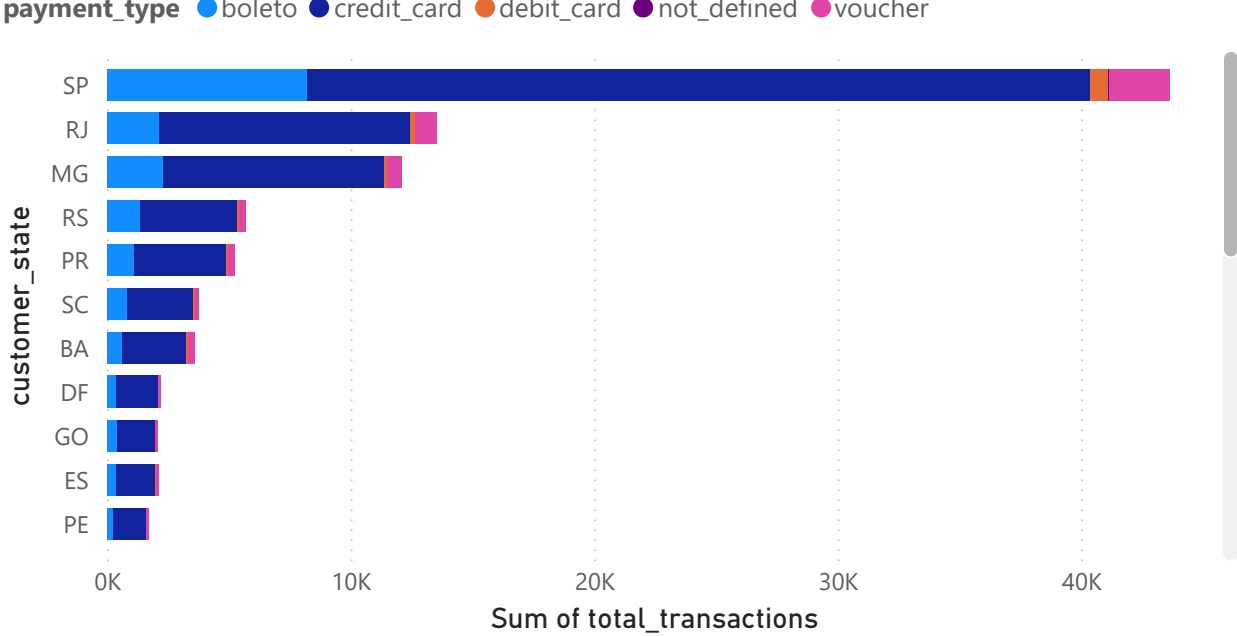
Sum of percentage_share by payment_type

5.6 (5.56%)
19.0 (19.04%)
73.9 (73.93%)

payment_type
● credit_card
● boleto
● voucher
● debit_card
● not_defined
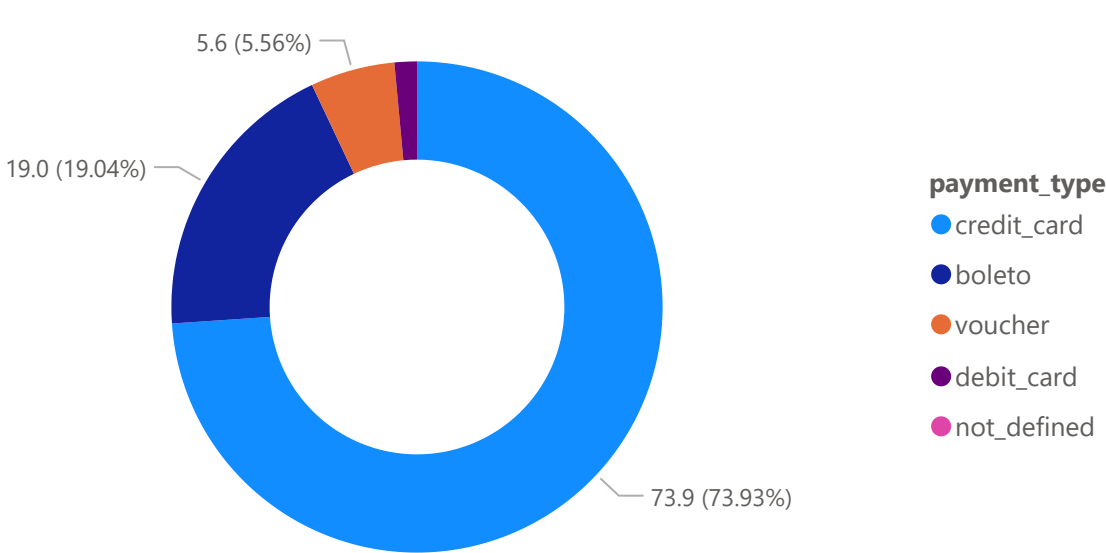
Sum of percentage_share by customer_state

0.7 (0.79%)
1.6 (1.79%)
2.1 (2.32%)
2.8 (3.08%)
3.1 (3.42%)
4.3 (4.71%)
4.6 (5.06%)
10.1 (11.06%)
12.8 (13.98%)
40.7 (44.57%)

customer_state
● SP
● RJ
● MG
● RS
● PR
● SC
● BA
● DF
● ES
● GO
● PE

Sum of total_price by Year and is_late

is_late ● False ● True
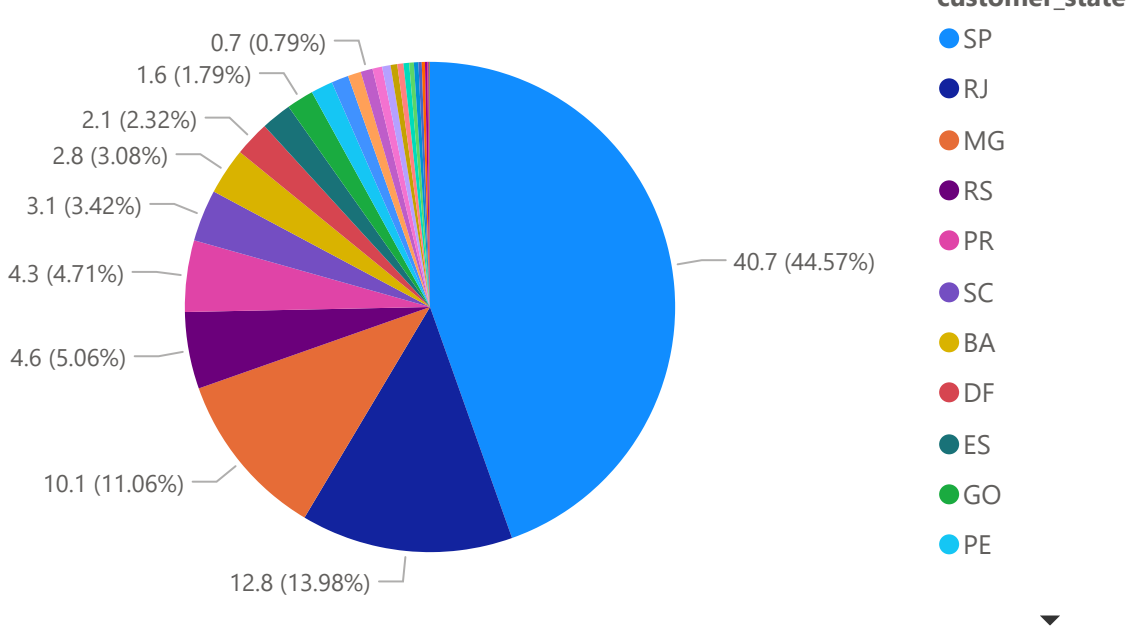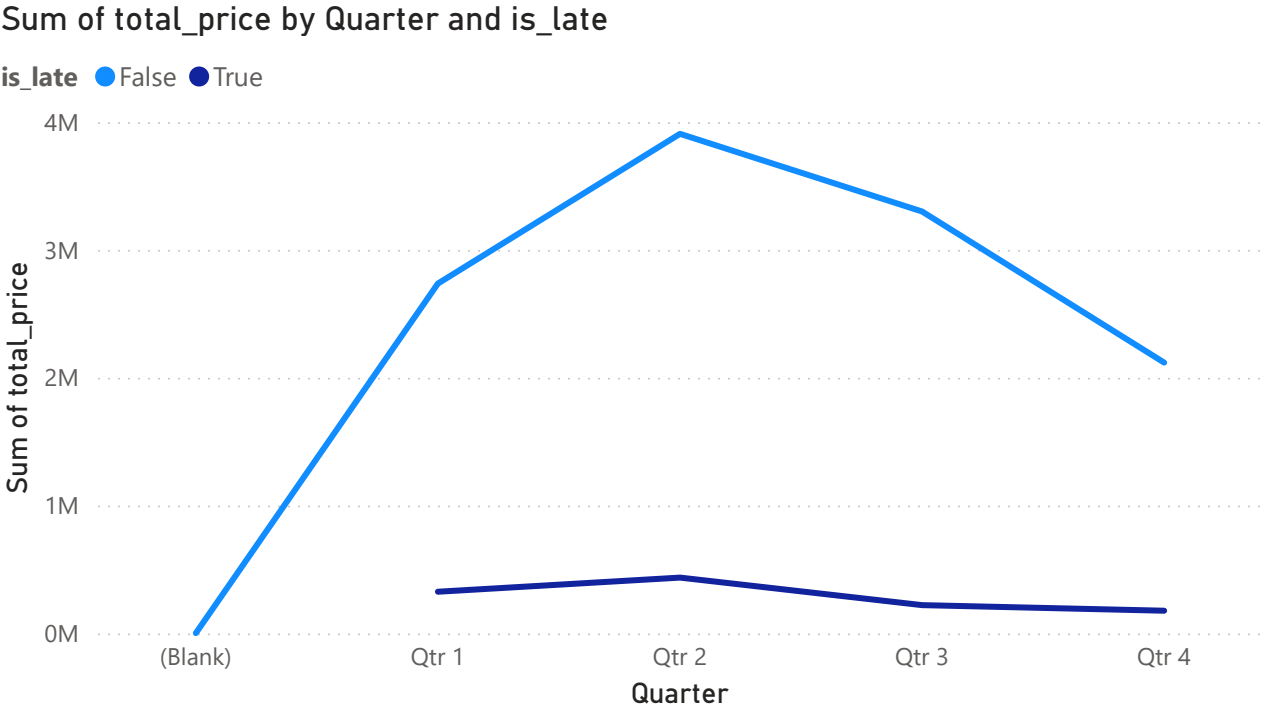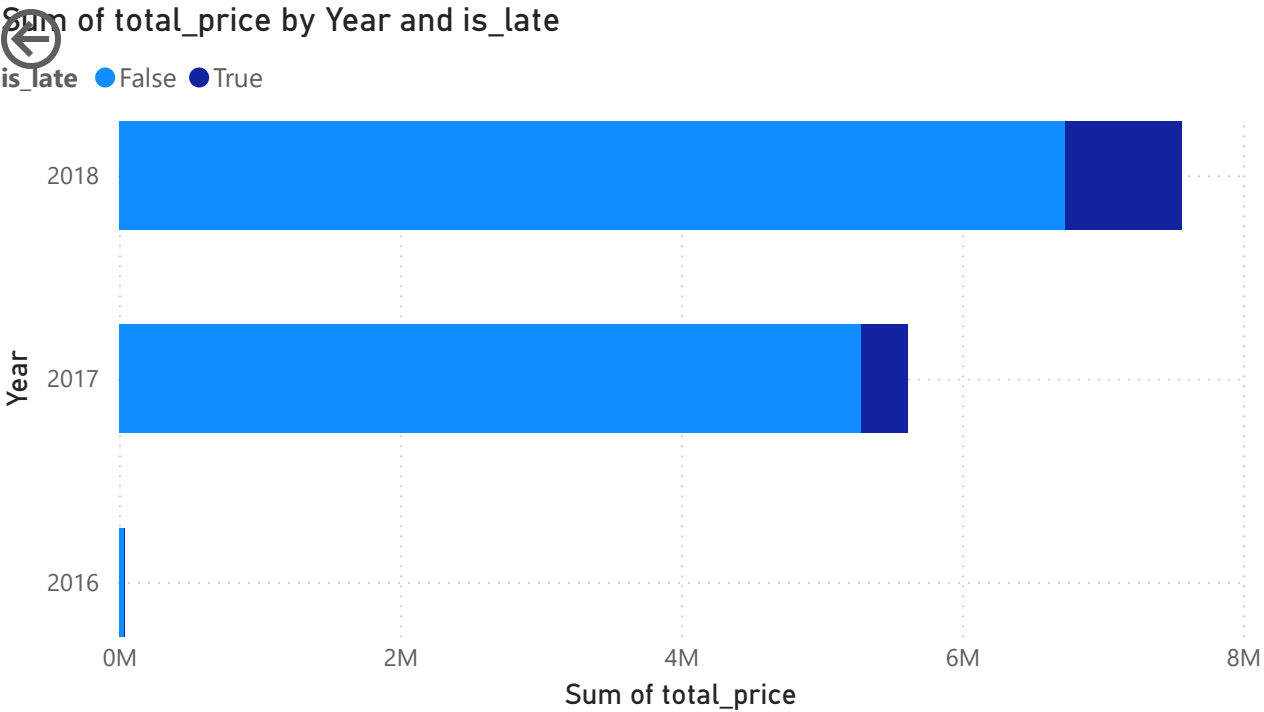
Month	is_late	Sum of total_price
	False	1,249.18
January	False	780,195.98
January	True	104,521.26
February	False	883,738.66
February	True	65,141.19
March	False	1,072,242.74
March	True	155,743.58
April	False	1,157,333.99
April	True	223,325.72
May	False	1,422,729.18
May	True	106,013.83
June	False	1,327,339.60
June	True	106,672.42
July	False	1,206,522.48
July	True	44,907.36
August	False	1,536,653.58
August	True	140,667.89
September	False	556,736.35
September	True	35,001.05
October	False	656,858.90
October	True	30,856.21
November	False	625,394.89
November	True	35,900.31
December	False	835,582.07
Total		**13,221,498.11**

Count of order_count by order_status

order_status
● approved
● canceled
● created
● delivered
● invoiced
● processing
● shipped
● unavailable

Sum of total_price by Quarter and is_late

is_late ● False ● True

Total Late Delivery

8.11%

Late Delivery %

Count of payment_type by Year
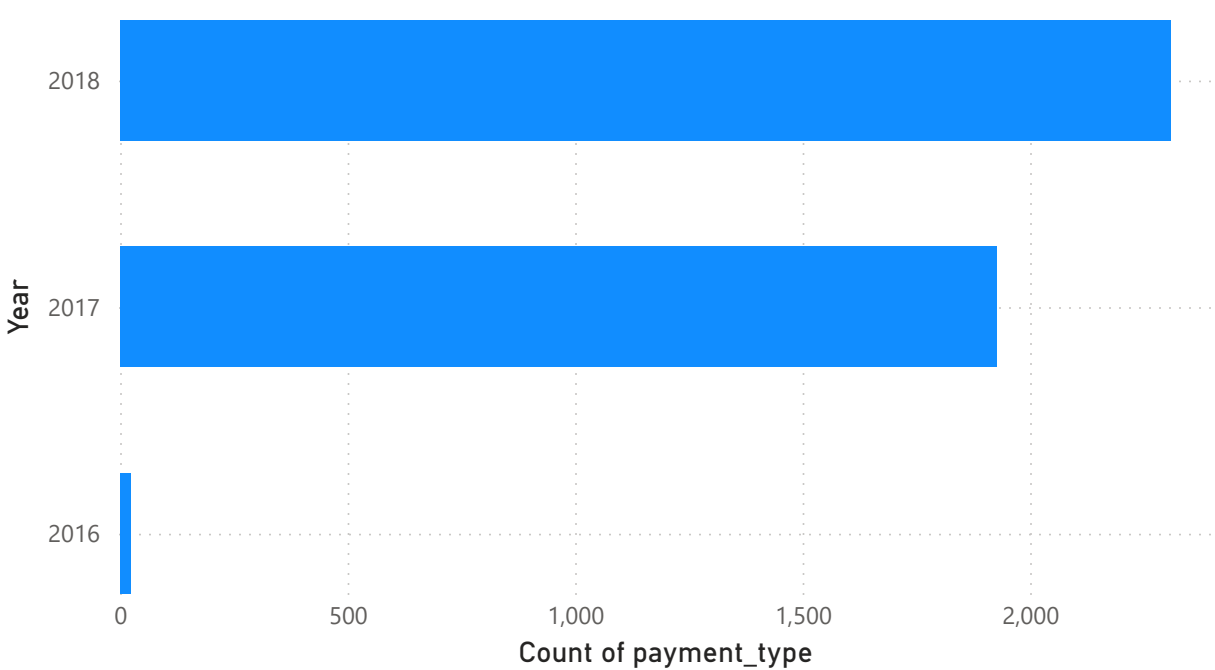
Count of customer_id by order_id and payment_value

03caa2c082116e1d31e67e9a...	2cc9089445046817a7539d9...	a96610ab360d42...	b4c4b76c642808c...
13664.08	6081.54		
0812eb902a67711a1cb742b...	736e1922ae60d0d6a89247b...	4950.34	4809.44
		f5136e38d1a14a4dbd87dff67da82701	
6929.31	7274.88	6726.66	
199af31afc78c699f0dbf71fb...	8dbc85d1447242f3b127dda...	fefacc66af859508bf1a7934eab1e97f	
4764.34	4681.78	6922.21	

Average Overall Basket   **Total Spend**

Sum of payment_value by Month

181K (4.59%)
286K (7.26%)
240K (6.09%)
207K (5.26%)
414K (10.5%)
405K (10.28%)
386K (9.8%)
459K (11.64%)
425K (10.79%)
404K (10.25%)
263K (6.67%)
271K (6.87%)

order_purchase_timestamp M...
- 🔵 January
- 🔵 February
- 🟠 March
- 🟣 April
- 🔴 May
- 🟣 June
- 🟡 July
- 🔴 August
- 🟢 September
- 🟢 October
- 🔵 November
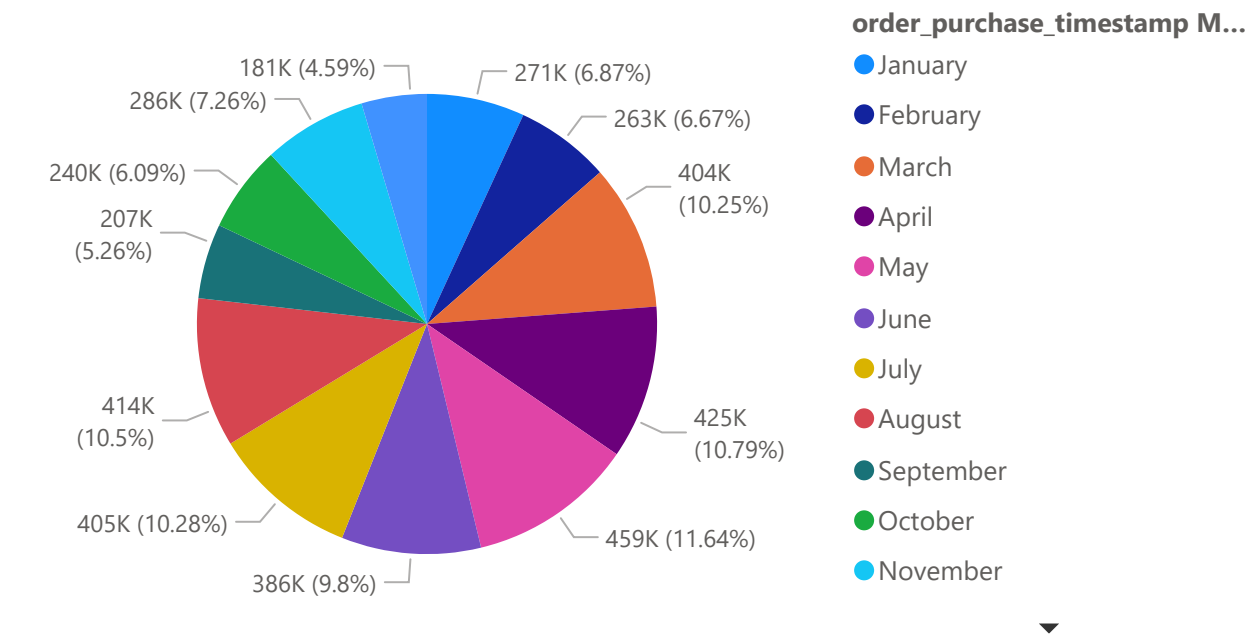
R$137.75

Sum of overall_avg_basket_value

R$13.59M

Sum of total_spent

Count of order_count by order_status