

Sales Performance Overview

Total Revenue (BRL)

15M

Total Orders

96K

AOV

159.81

Late Rate

6.8%

Avg Review

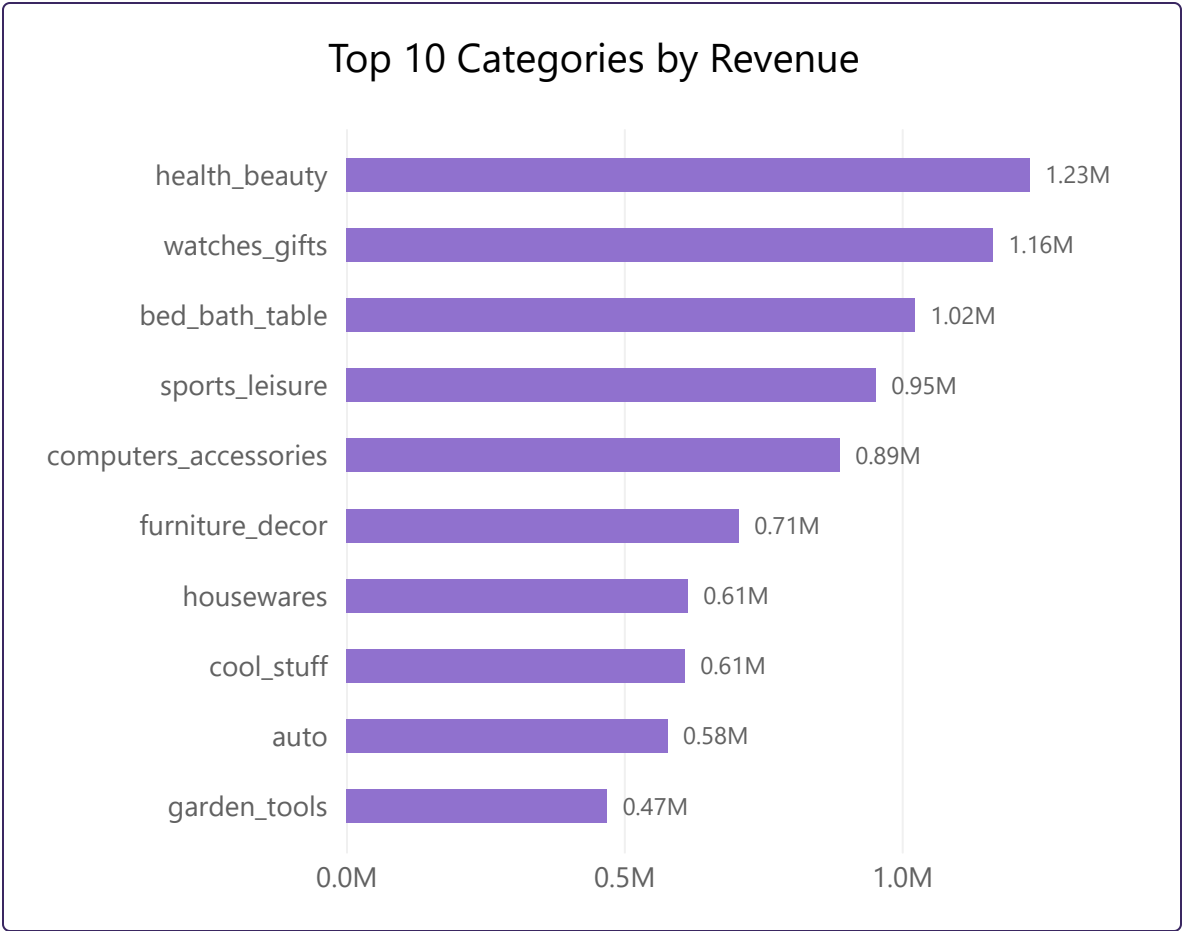
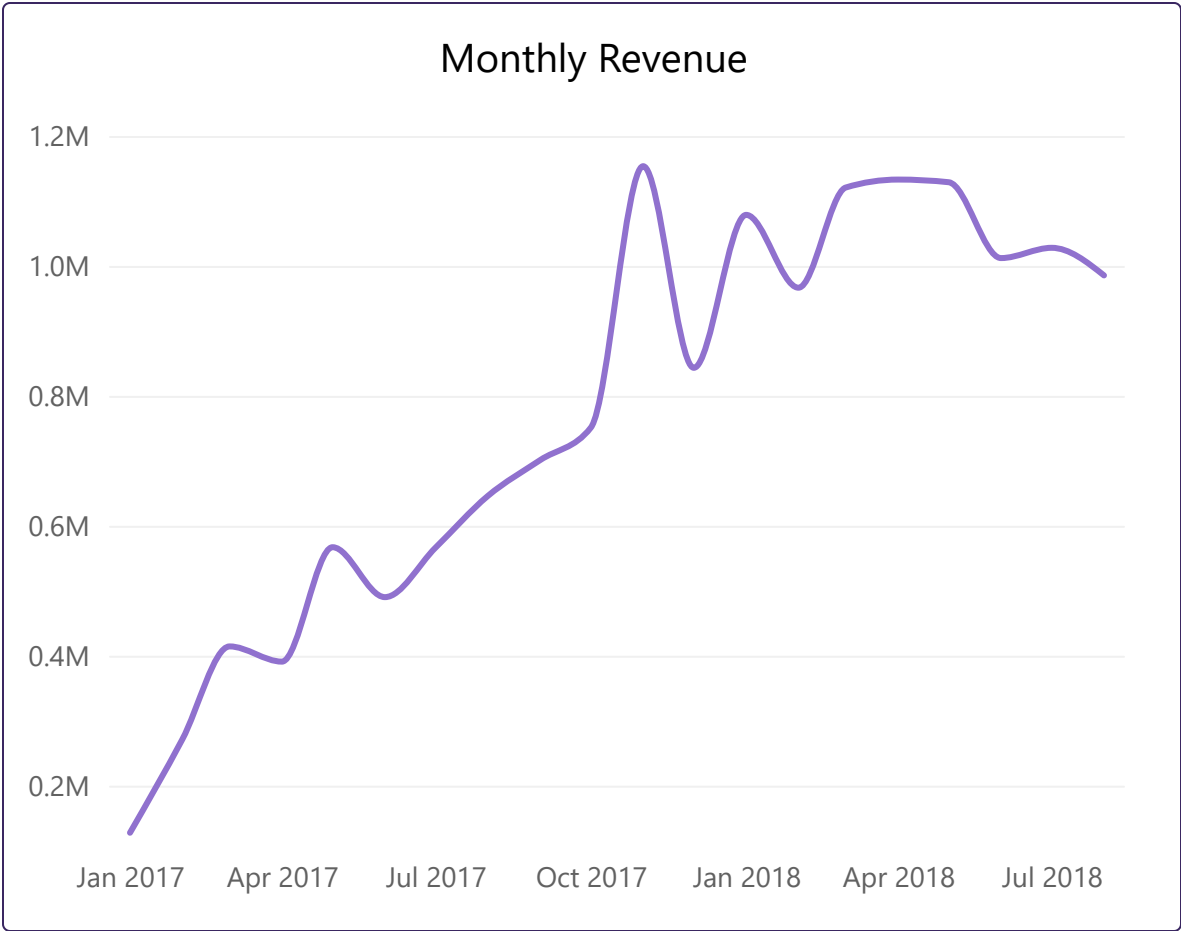
4.16

purchase_year

All

customer_state

All

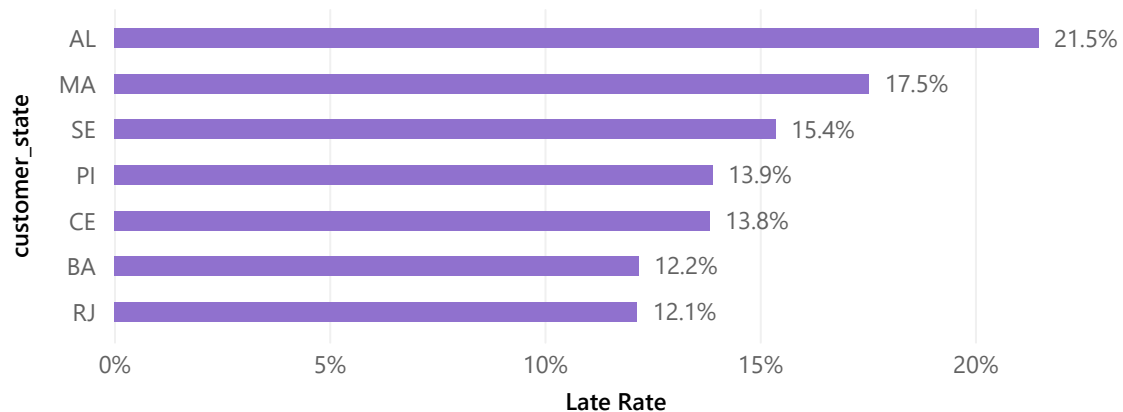


Delivery Performance

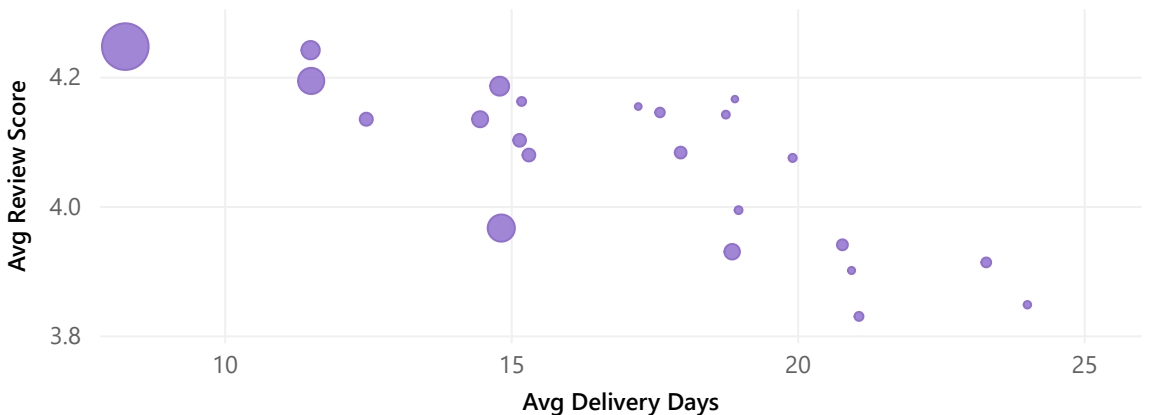
purchase_year

All

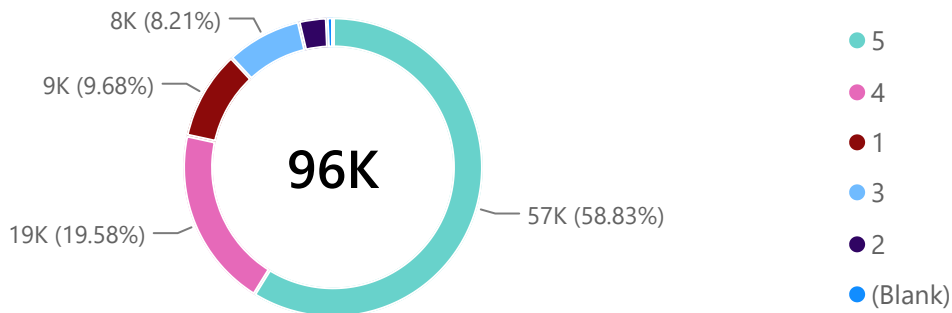
Late Delivery Rate by State



Delivery Speed vs Customer Satisfaction



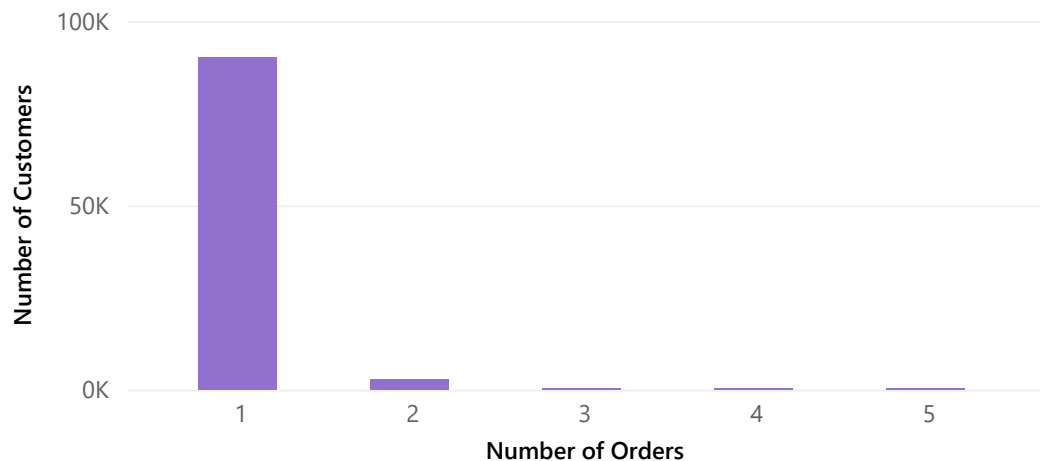
Customer Satisfaction Distribution



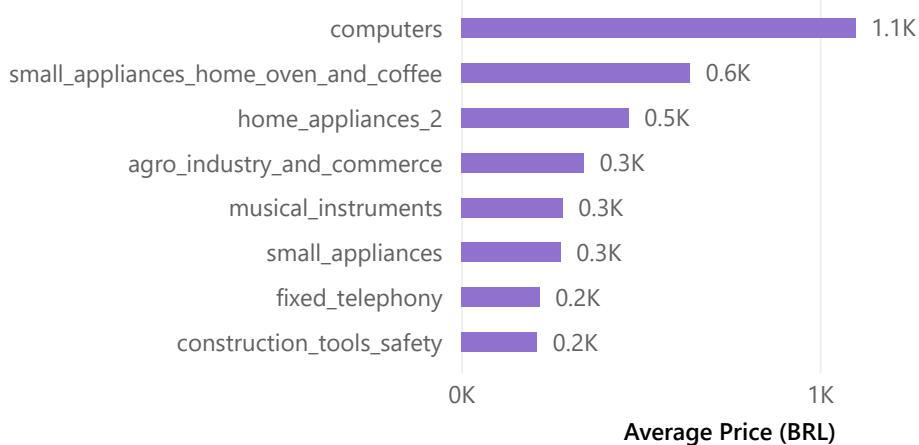
customer_state	Total Orders	Late Rate	Avg Delivery Days	Avg Review	Total Revenue
AL	396	21.5%	24.02	3.85	94,119
MA	713	17.5%	21.08	3.83	146,808
SE	332	15.4%	20.95	3.90	69,943
PI	475	13.9%	18.98	3.99	105,026
CE	1,273	13.8%	20.79	3.94	264,579
BA	3,253	12.2%	18.87	3.93	590,950
RJ	12,310	12.1%	14.84	3.97	2,046,698
Total	95,879	6.8%	12.03	4.16	15,303,581

Customer Behavior & Product Mix

Customer Purchase Frequency



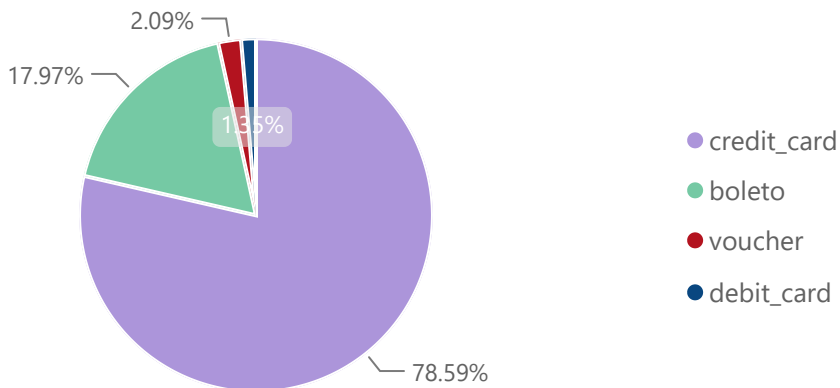
Top 10 Categories by Average Price



purchase_year

All

Revenue Share by Payment Type



product_category_name_english	Sum of price	Count of order_id	Average of price
health_beauty	1,229,557.50	8610	130.5
watches_gifts	1,163,465.91	5491	198.7
bed_bath_table	1,022,955.77	9267	93.4
sports_leisure	952,840.40	7513	113.2
computers_accessories	888,055.59	6518	116.3
furniture_decor	706,237.17	6258	87.2
housewares	614,341.62	5734	90.5
cool_stuff	609,158.00	3552	164.1
Total	8,233,585.75	59917	118.8