



Performance Dashboard

Overview

by Arga Adyatama

Select Transaction Period

7/1/2018



7/31/2018



Select Product Category

All



Select Customer City

All



Select Merchant City

All



Gross Revenue

Include Shipping Cost

1.0M

MoM 1.0M ▲ 2%

YoY 566.3K ▲ 81%

Net Revenue

Exclude Shipping Cost

867.5K

MoM 855.6K ▲ 1%

YoY 481.6K ▲ 80%

Orders

Number of Orders

6.2K

MoM 6.1K ▲ 1%

YoY 3.9K ▲ 59%

AOV

Average Order Value

140.9

MoM 140.4 ▬ 0%

YoY 124.4 ▲ 13%

Shopping User

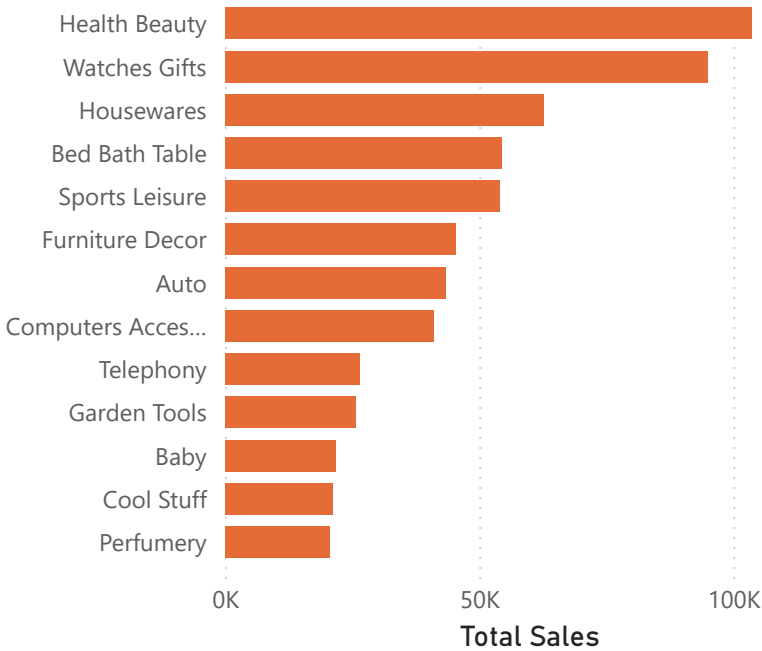
Number of Unique Customer

6.2K

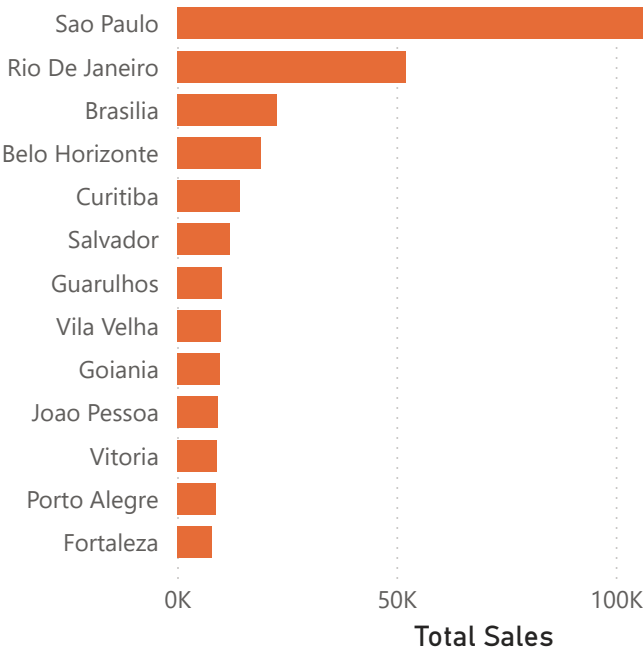
MoM 6.1K ▲ 1%

YoY 3.9K ▲ 59%

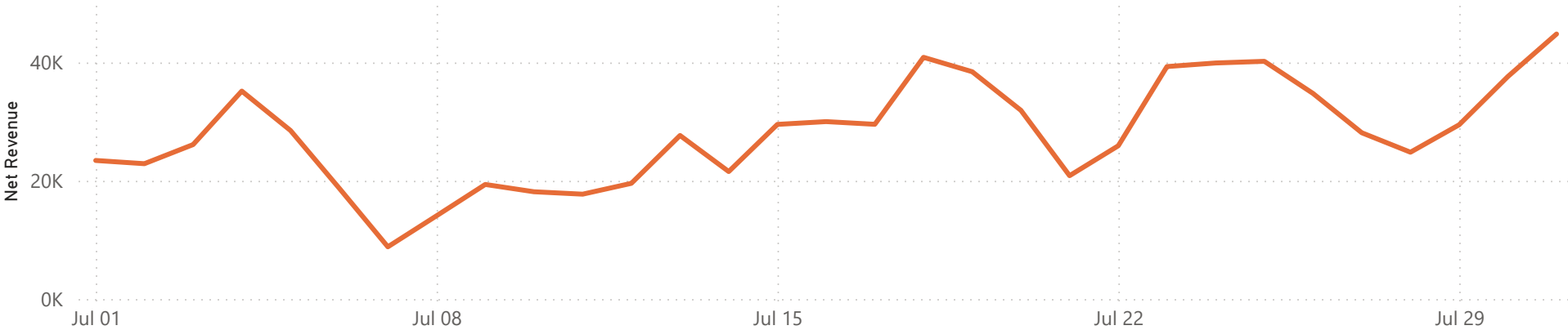
Net Revenue by Product Category



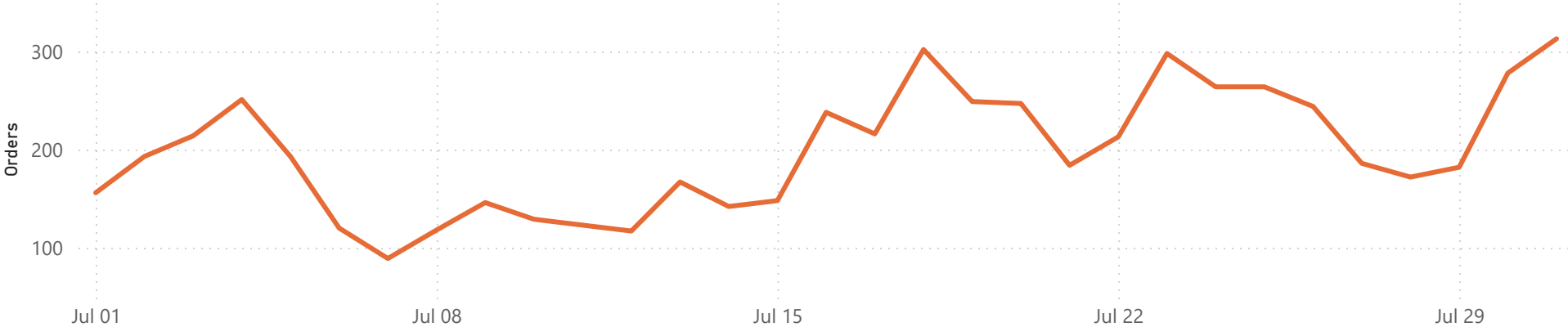
Net Revenue by Customer City



Net Revenue Trend



Orders Trend





Performance Dashboard

Product

by Arga Adyatama

Select Transaction Period

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Select Product Category

All



Select Customer City

All



Select Merchant City

All



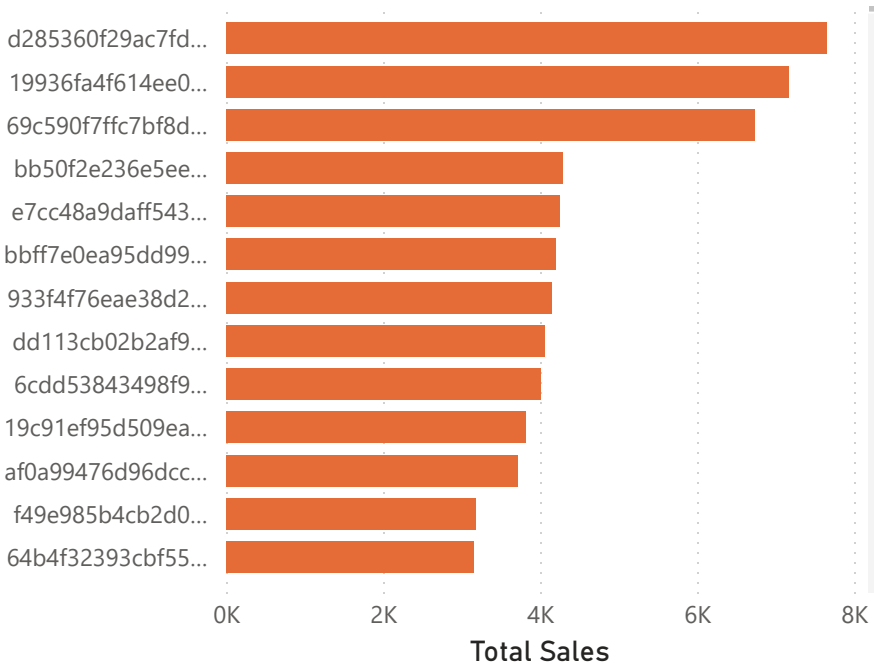
Click on any Product Category to filter the data

Product Category	SKU	Merchants	Time to Ship (Days)	AOV	Net Revenue	MoM Revenue	YoY Revenue	Orders	MoM Orders	YoY Orders		
Health Beauty	387	169	3.9	148	103,524	▼	-3% ▲	202%	699	▼	-12% ▲	159%
Watches Gifts	203	36	3.2	188	94,887	▲	12% ▲	182%	505	▲	14% ▲	234%
Housewares	360	161	2.6	135	62,583	▲	12% ▲	209%	462	▼	-0% ▲	110%
Bed Bath Table	372	87	2.0	106	54,405	▼	-23% ▼	-13%	511	▼	-21% ▲	2%
Sports Leisure	302	147	2.4	132	54,016	▲	20% ▲	48%	410	▲	11% ▲	25%
Furniture Decor	260	106	3.1	132	45,394	▲	8% ▲	89%	343	▲	9% ▲	38%
Auto	247	112	2.4	134	43,467	▼	-3% ▲	213%	324	▲	21% ▲	215%
Computers Accessories	193	77	3.2	108	41,063	▼	-2% ▲	8%	381	▲	9% ▲	42%
Telephony	127	42	2.9	131	26,493	▲	17% ▲	193%	202	▬	0% ▲	50%
Garden Tools	82	54	2.2	169	25,640	▲	43% ▲	35%	152	▲	3% ▼	-1%

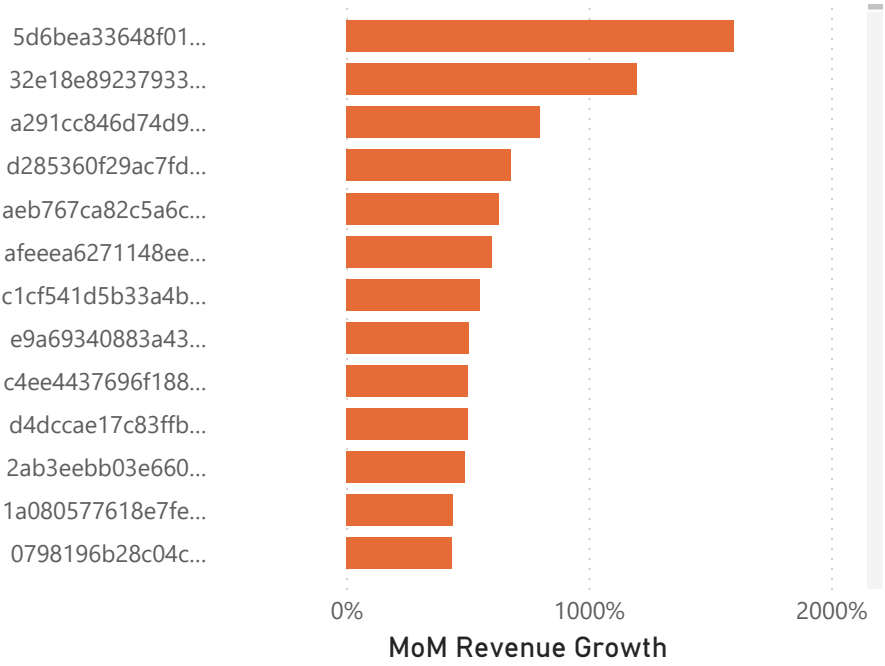
Product Category Distribution



Top Product by Net Revenue



Rising Product



Select Transaction Period

7/1/2018



7/31/2018



Select Product Category

All



Select Customer City

All



Select Merchant City

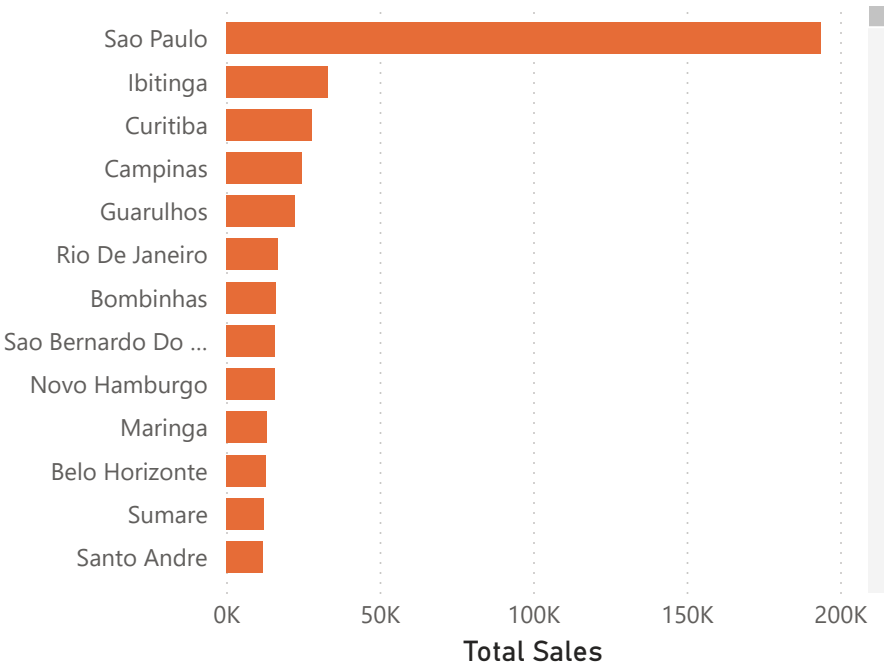
All



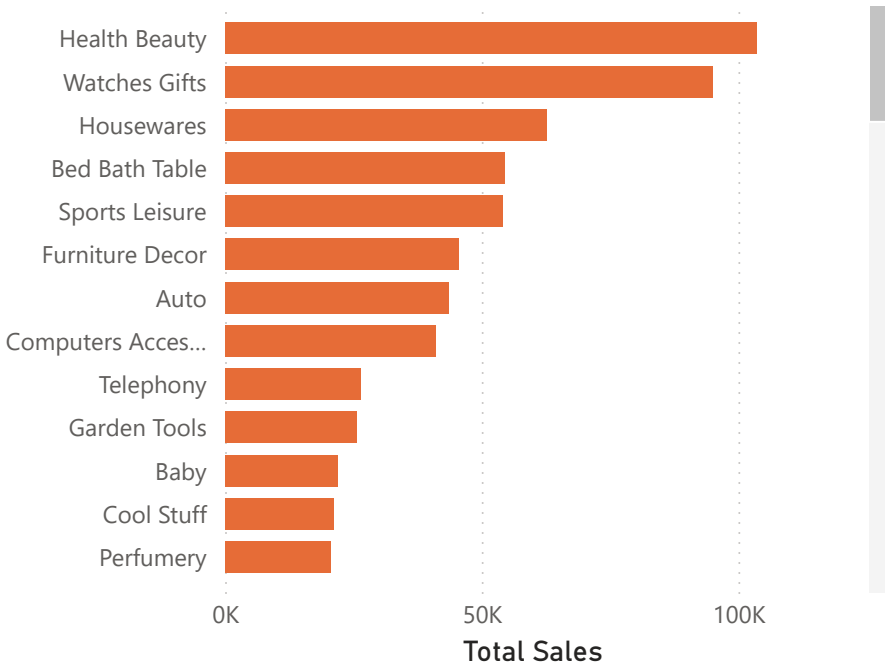
Click on any Seller ID to filter the data

Seller ID	City	Top Product Category	Last Order	Time to Ship (Days)	AOV	Net Revenue	MoM Revenue	YoY Revenue	Orders	MoM Orders	YoY Orders
1025f0e2d4...	Sao Paulo	Signaling And Security	2018-07-31	2.9	166	17,465	▲ 40%	▲ 2,094%	105	▲ 17%	▲ 1,400%
04308b1ee5...	Bombinhas	Health Beauty	2018-07-31	7.6	602	16,259	▲ 3,153%	▼ -100%	27	▲ 2,600%	▼ -100%
612170e34b...	Novo Hamburgo	Watches Gifts	2018-07-30	4.7	229	15,770	▲ 593%	▼ -100%	69	▲ 527%	▼ -100%
6560211a19...	Sao Paulo	Watches Gifts	2018-07-31	1.6	68	13,237	▲ 16%	▲ 162%	196	▲ 23%	▲ 151%
2eb70248d6...	Campinas	Watches Gifts	2018-07-19	10.7	221	13,036	▲ 569%	▼ -100%	59	▲ 490%	▼ -100%
fa1c13f2614...	Sumare	Watches Gifts	2018-07-31	2.4	325	12,011	▼ -0%	▲ 57%	37	▼ -5%	▲ 85%
53243585a1...	Lauro De Freitas	Telephony	2018-07-31	3.4	276	9,398	▲ 2,078%	▼ -100%	34	▲ 1,600%	▼ -100%
966cb47605...	Diadema	Watches Gifts	2018-07-31	1.6	541	9,198	▼ -26%	▼ -100%	17	▼ -11%	▼ -100%
4869f7a5dfa...	Guariba	Watches Gifts	2018-07-31	1.9	156	8,280	▼ -47%	▲ 15%	53	▼ -44%	▲ 77%
8fb791022c...	Sao Paulo	Home Appliances 2	2018-07-22	0.8	1,624	8,120	▼ -100%	▼ -100%	5	▼ -100%	▼ -100%

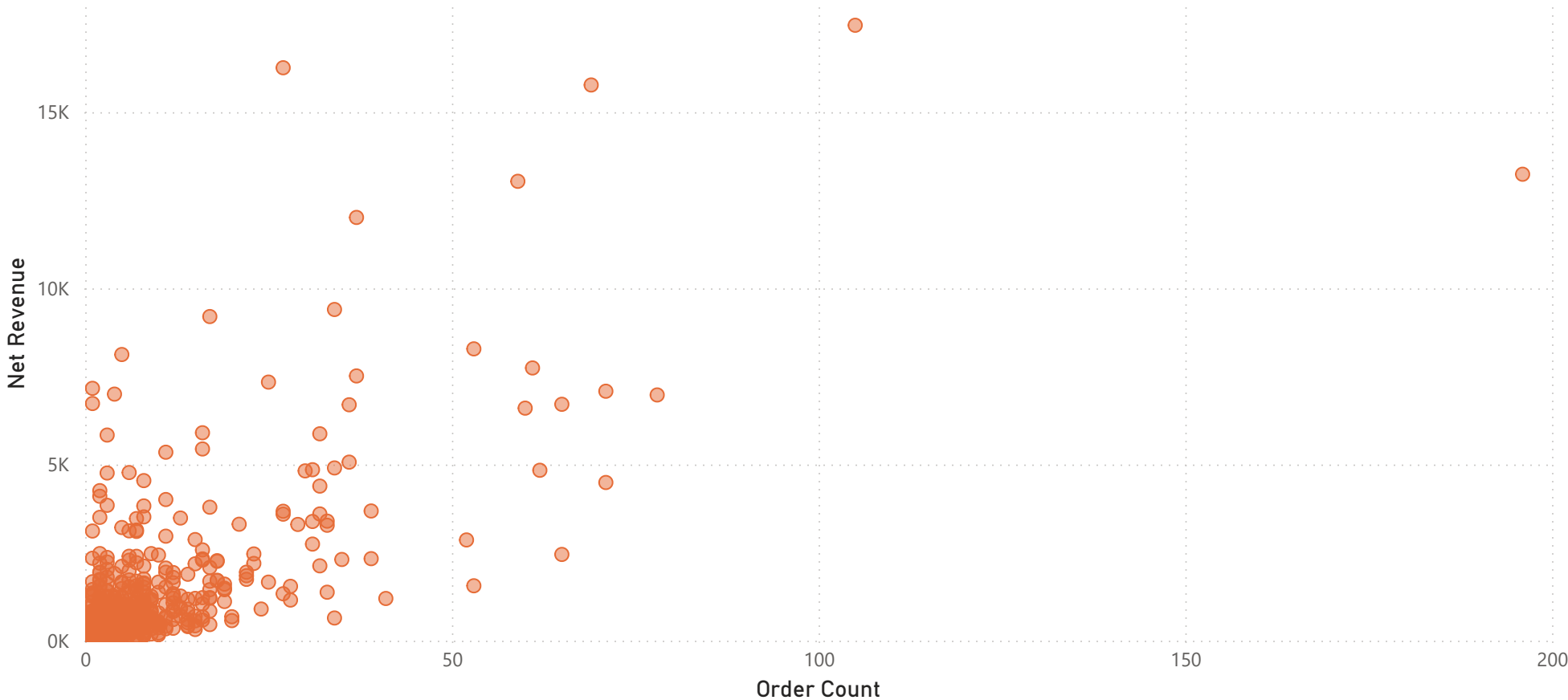
Net Revenue by Merchant City



Net Revenue by Product Category



Merchant Distribution





Performance Dashboard

Customer

by Arga Adyatama

Select Transaction Period

7/1/2018



7/31/2018



Select Product Category

All



Select Customer City

All



Select Merchant City

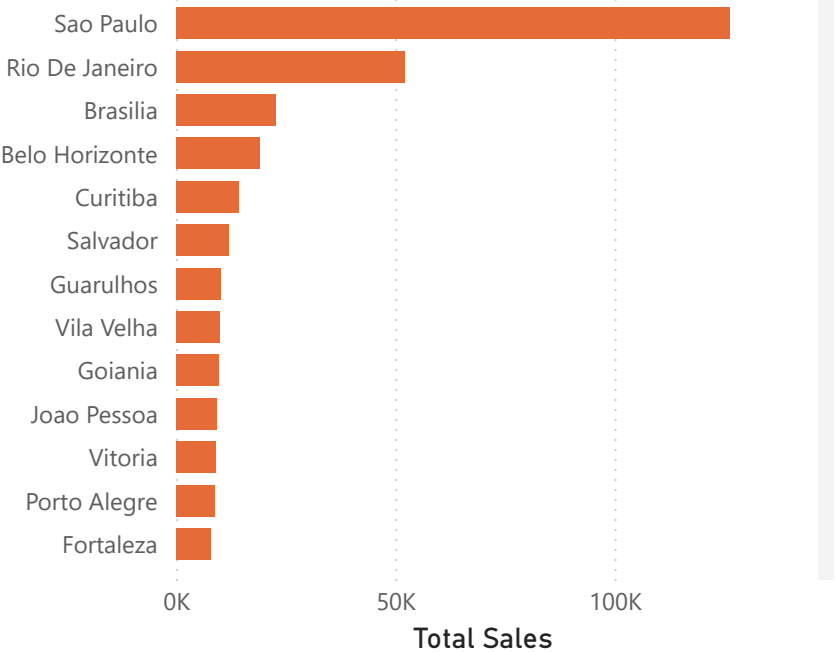
All



Click on any Customer ID to filter the data

Customer ID	City	Top Product Category	Last Order	SKU	AOV	Net Revenue	MoM Revenue	YoY Revenue	Orders	MoM Orders	YoY Orders
ec5b2ba62e5...	Vila Velha	Fixed Telephony	2018-07-15	1	7,160	7,160	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
f48d464a0ba...	Vitoria	Computers	2018-07-25	1	6,729	6,729	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
e9b0d0eb30...	Nova Lima	Sports Leisure	2018-07-29	1	4,059	4,059	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
26dcb450c4b...	Florianopolis	Cool Stuff	2018-07-24	1	3,110	3,110	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
3c7c62e8d38...	Joao Pessoa	Industry Commerce An...	2018-07-06	1	3,089	3,089	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
177ba55869d...	Joao Pessoa	Watches Gifts	2018-07-28	1	2,399	2,399	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
f08306b9537...	Maringa	Housewares	2018-07-30	1	2,338	2,338	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
b18d47c9116...	Jacobina	Auto	2018-07-27	1	2,258	2,258	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
06e107f2125...	Sao Paulo	Home Appliances 2	2018-07-12	1	2,200	2,200	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%
10066d6eb46...	Nova Esperanca Do Piria	Watches Gifts	2018-07-26	1	2,199	2,199	▼ -100%	▼ -100%	1	▼ -100%	▼ -100%

Net Revenue by Customer City



Net Revenue by Product Category

