



Year

2018

Month

4

Customer City

All

Customer State

All

Product

All

Gross Profit

1.30M

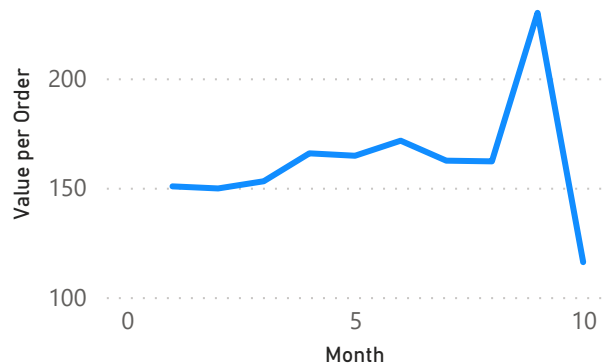
Freight Value

188.74K

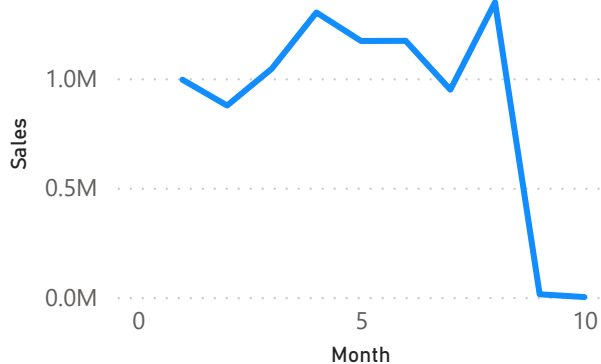
Number of customers

7850

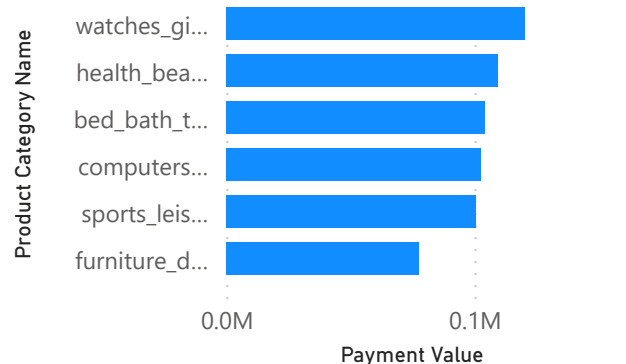
Value per Order by Month



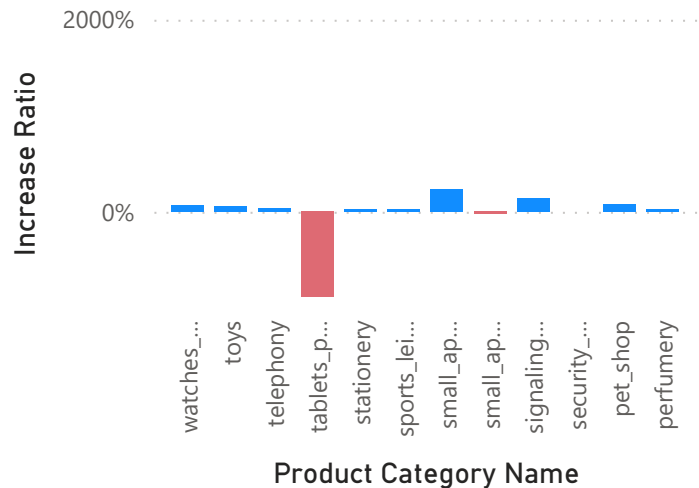
Sales by Month



Contribution of each product to the profit



Increase Ratio Index



Increase ratio for each product

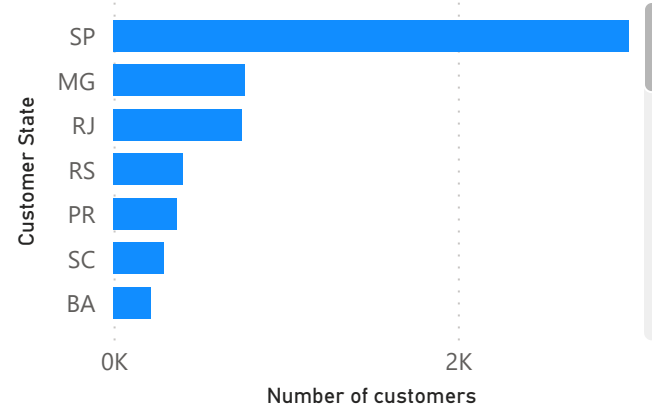
product_category_name	Count of product_id	sum of payments	Profit
utilidades_domesticas	464	54,835.52	
telefonos_fixa	21	3,751.80	
telefonos	349	29,425.97	
tablets_impressao_imagem			
sinalizacao_e_seguranca	27	1,693.52	
seguros_e_servicos			
relogios_presentes	496	120,178.07	
portateis_casa_forno_e_cafe	12	14,176.77	
pet_shop	173	22,401.04	
Total	8999	1,300,791.67	1



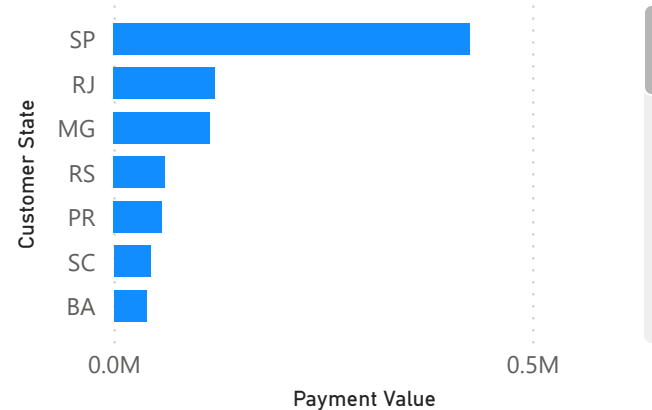
Year
2018

Month
3

Number of customers by State



Profit by State



Retention Rate

FirstOrderMonth_1	January	February	March	April	May	June	July	August	September	October	November	Dec
2017 Sep	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2017 Oct	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2017 Nov	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2017 Dec	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2018 Jan	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2018 Feb		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2018 Mar			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2018 Apr				100%	100%	100%	100%	100%	100%	100%	100%	100%
2018 May					100%	100%	100%	100%	100%	100%	100%	100%
2018 Jun						100%	100%	100%	100%	100%	100%	100%
2018 Jul							100%	100%	100%	100%	100%	100%
2018 Aug								100%	100%	100%	100%	100%
Total	17%	29%	42%	54%	66%	77%	89%	100%	100%	100%	100%	1%

Number of overall customers and new customers by month

