

E-COMMERCE SALES DASHBOARD

Select Year 2018

OVERVIEW

CUSTOMERS

PRODUCTS

\$7,386,051

▲ 19.99% YOY

Total Sales

53,532

▲ 20.62% YOY

Total Orders

\$138.0

▼ 0.53% YOY

Average Order Value

61,416

▲ 20.75% YOY

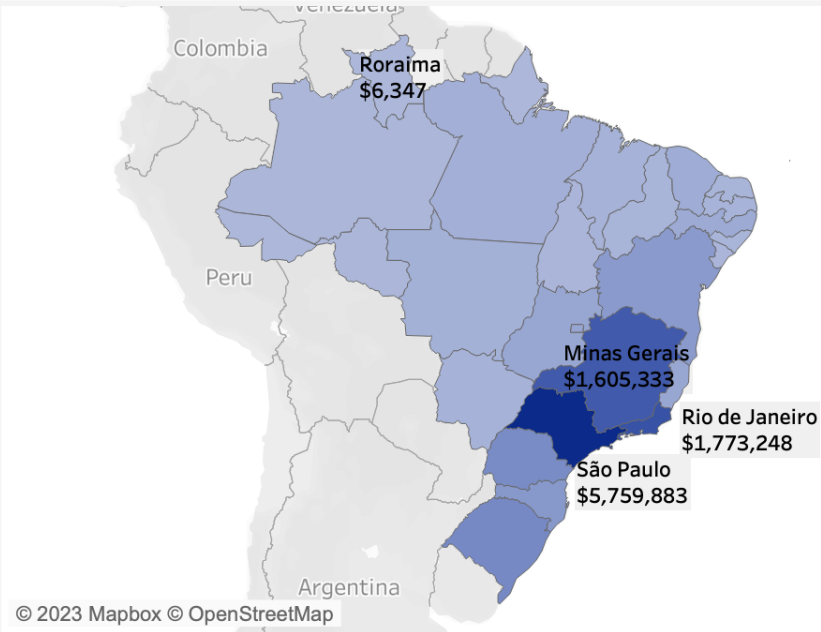
Total Products Sold

229

▲ 42.24% YOY

Total Sellers

SALES BY STATE



TOP 10 BEST SELLING CATEGORY

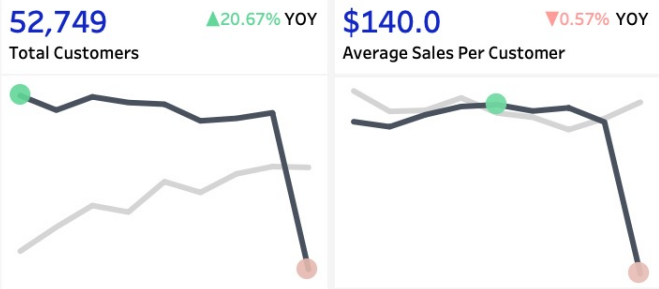
● Sales

● Average Order Value

Health & Beauty	\$772,238	\$143.7
Watches_Gifts	\$708,851	\$203.4
Bed & Bath & Table	\$538,069	\$109.9
Sports Leisure	\$532,566	\$132.0
Computers Accessories	\$505,476	\$125.4
Housewares	\$399,888	\$117.6
Furniture_Decor	\$386,669	\$121.4
Automotive	\$347,631	\$142.0
Telephony	\$180,293	\$83.7
Electronics	\$102,929	\$59.8

E-COMMERCE SALES DASHBOARD

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PAYMENT METHOD



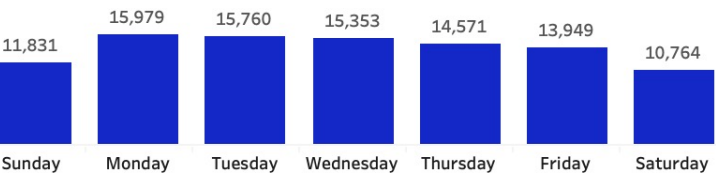
OVERVIEW

CUSTOMERS

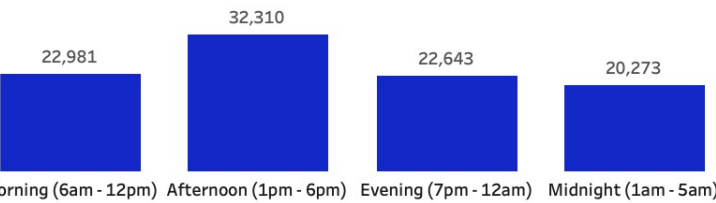
PRODUCTS

PURCHASE PATTERN

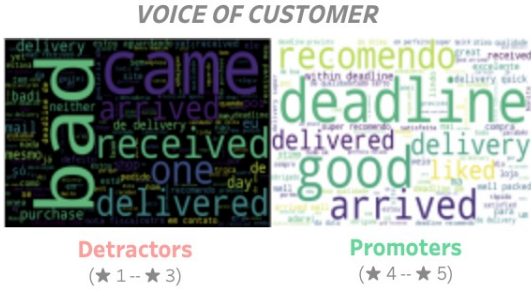
Weekly Orders



Daily Orders



CUSTOMER SATISFACTION



Average Rating



CUSTOMER SEGMENTATION (RFM ANALYSIS)

SEGMENT	CHARACTERISTICS	# OF CUSTOMERS	SALES	# OF ORDERS
CHAMPION	Best Customer who purchased recently and are frequent buyers and highest spenders	1 <i>(0.00% of Total)</i>	Total sales: \$730 Average sales: \$730	Total orders: 17 Average orders: 17.00
POTENTIAL BIG SPENDER	Big spender who purchased recently	23,915 <i>(25.18% of Total)</i>	Total sales: \$5,646,567 Average sales: \$236	Total orders: 25,500 Average orders: 1.07
NEED ATTENTION	Big spender who didn't return or frequently purchase	11,861 <i>(12.49% of Total)</i>	Total sales: \$4,228,099 Average sales: \$356	Total orders: 12,682 Average orders: 1.07
PROMISING	New recent customer with low spending	23,406 <i>(24.64% of Total)</i>	Total sales: \$1,105,971 Average sales: \$47	Total orders: 23,692 Average orders: 1.01
LOW VALUE	Low in RFM	35,807 <i>(37.70% of Total)</i>	Total sales: \$2,513,034 Average sales: \$70	Total orders: 36,435 Average orders: 1.02

TOP 10 CUSTOMERS

		Segment		Multiple values	
RANK	CUSTOMER ID	SEGMENT	TOTAL SPENT	# OF PURCHASE	AVERAGE SPENT
#1	0a0a92112bd4c..	NEED ATTENTION	\$13,440	1	\$13,440
#2	da122df9eeddfe..	NEED ATTENTION	\$7,388	2	\$3,694
#3	763c8b1c9c68a0..	POTENTIAL BIG SPEND..	\$7,160	1	\$7,160
#4	dc4802a71eae9..	NEED ATTENTION	\$6,735	1	\$6,735
#5	459bef486812a..	POTENTIAL BIG SPEND..	\$6,729	1	\$6,729
#6	ff4159b92c40eb..	NEED ATTENTION	\$6,499	1	\$6,499
#7	4007669dec559..	NEED ATTENTION	\$5,935	1	\$5,935
#8	eebb5dda148d3..	NEED ATTENTION	\$4,690	1	\$4,690
#9	48e1ac109decbb..	POTENTIAL BIG SPEND..	\$4,590	1	\$4,590
#10	a229eba70ec1c2..	POTENTIAL BIG SPEND..	\$4,400	1	\$4,400

E-COMMERCE SALES DASHBOARD

PRODUCT DETAILS

PRODUCT ID	PRODUCT CATEGORY	TOTAL SALES	# OF ORDERS	AVERAGE UNIT PRICE
bb50f2e236e5eea01006801..	Health & Beauty	\$63,885	187	\$328
6cdd53843498f9289054466..	Health & Beauty	\$54,730	151	\$351
d6160fb7873f184099d9bc9..	Computer	\$48,899	35	\$1,397
d1c427060a0f73f6b889a5c..	Computers Accessories	\$47,215	323	\$138
99a4788cb24856965c36a24..	Bed & Bath & Table	\$43,026	467	\$88
3dd2a17168ec895c781a919..	Computers Accessories	\$41,083	255	\$150
25c38557cf793876c5abdd5..	Baby	\$38,907	38	\$1,024
5f504b3a1c75b73d6151be8..	Cool_stuff	\$37,734	63	\$599

CATEGORY POPULARITY BY STATES

	# OF PRODUCTS									
	São Paulo	Rio de Janeiro	Minas Gerais	Rio Grande do Sul	Paraná	Santa Catarina	Bahia	Espírito Santo	Goiás	Distrito Federa
Bed & Bath & Table	\$478,285	\$148,035	\$129,644	\$60,271	\$45,598	\$31,149	\$25,795	\$22,679	\$22,645	\$16,391
Health & Beauty	\$462,305	\$145,299	\$157,558	\$51,328	\$54,949	\$39,760	\$51,368	\$20,214	\$28,312	\$29,863
Sports Leisure	\$386,357	\$125,148	\$112,719	\$53,788	\$58,630	\$44,117	\$38,645	\$20,113	\$19,547	\$22,846
Furniture_Decor	\$286,708	\$98,428	\$79,000	\$54,814	\$49,485	\$32,335	\$23,426	\$12,913	\$12,555	\$12,081
Computers Accessories	\$350,748	\$120,289	\$111,070	\$52,758	\$44,127	\$37,757	\$33,590	\$14,841	\$13,856	\$25,029
Housewares	\$275,379	\$77,676	\$78,074	\$38,995	\$31,222	\$27,047	\$17,036	\$12,092	\$14,836	\$12,988
Watches_Gifts	\$435,010	\$185,380	\$123,759	\$48,153	\$59,967	\$33,419	\$48,886	\$29,461	\$33,258	\$32,730
Garden tools	\$153,181	\$73,505	\$60,649	\$36,679	\$20,681	\$23,779	\$24,229	\$10,733	\$15,153	\$9,247
Telephony	\$104,088	\$38,434	\$35,092	\$19,160	\$13,273	\$12,175	\$21,144	\$9,323	\$6,170	\$6,244
Automotive	\$214,277	\$65,838	\$72,851	\$26,333	\$28,134	\$27,531	\$29,763	\$12,146	\$11,361	\$17,389
Toy	\$185,562	\$74,188	\$58,888	\$29,038	\$24,200	\$15,783	\$14,707	\$10,572	\$7,914	\$11,792
Cool_stuff	\$213,187	\$83,910	\$72,778	\$46,676	\$37,539	\$28,499	\$23,780	\$10,910	\$22,528	\$12,413
Perfume	\$166,631	\$54,168	\$48,824	\$20,554	\$15,833	\$13,954	\$9,723	\$6,578	\$10,292	\$9,948
Baby	\$156,717	\$42,319	\$47,889	\$28,525	\$21,764	\$16,878	\$15,377	\$8,371	\$9,632	\$8,621
Electronics	\$53,165	\$26,365	\$20,831	\$8,379	\$10,992	\$8,323	\$6,252	\$3,716	\$855	\$2,458
Stationery	\$90,599	\$33,333	\$25,107	\$12,769	\$11,232	\$8,918	\$7,356	\$5,503	\$4,580	\$4,853

OVERVIEW

CUSTOMERS

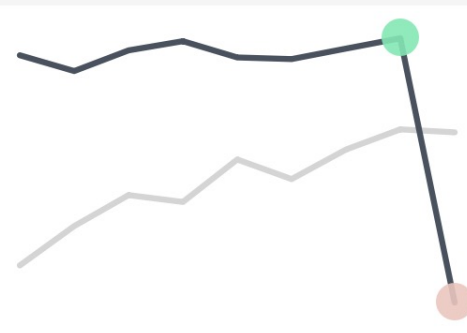
PRODUCTS

Select Year 2018

20,495

▲ 18.65% YOY

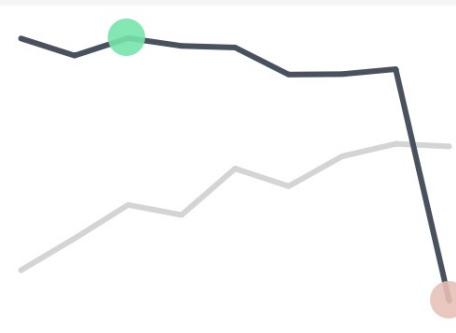
Total Unique Products Sold



61,416

▲ 20.75% YOY

Total Products Sold



TOP 3 BEST SELLING PRODUCTS

PRODUCT CATEGORY	PRODUCT ID	TOTAL SALES
Health & Beauty	bb50f2e236e5eea010068..	\$63,885
	6cdd53843498f92890544..	\$54,730
	2b4609f8948be1887449..	\$22,717
Watches_Gifts	53b36df67ebb7c41585e8..	\$37,683
	e0d64dcfaa3b6db5c54ca..	\$31,787
	d285360f29ac7fd97640b..	\$31,624
Bed & Bath & Table	99a4788cb24856965c36a..	\$43,026
	f1c7f353075ce59d8a6f3c..	\$29,997
	84f456958365164420cfc..	\$10,305
Sports Leisure	b4436da747c3a53ab07ac..	\$9,594
	0bbdc963004d9b2fd3427..	\$9,070
	e44f675b60b3a3a2453ec..	\$8,949
Computers Accessories	d1c427060a0f73f6b889a..	\$47,215
	3dd2a17168ec895c781a9..	\$41,083
	e53e557d5a159f5aa2c5e..	\$15,439
Furniture_Decor	aca2eb7d00ea1a7b8ebd4..	\$37,609
	7814c273ab16783d73a9..	\$14,772
	78efe838c04bbc568be03..	\$9,646