



96K

Orders

93K

Customers (Orders)

\$15,42M

Total Paid

\$137,04

AOV (GMV)

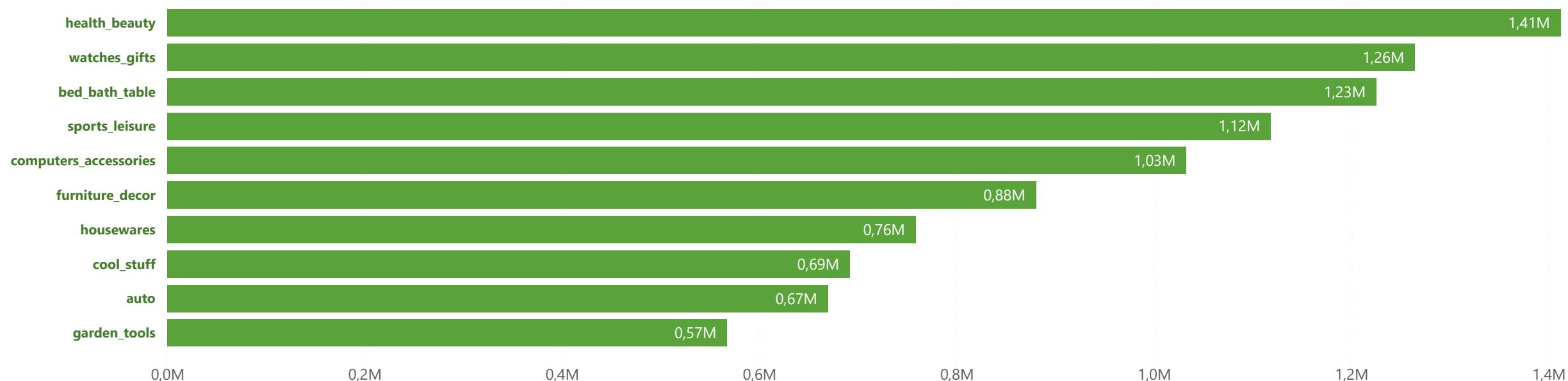
15,42M

GMV (Incl Freight) (Orders)

Revenue / Orders / Total Paid — Trend



Top Categories by GMV (incl. Freight)



96K

Orders (Items)

1,14

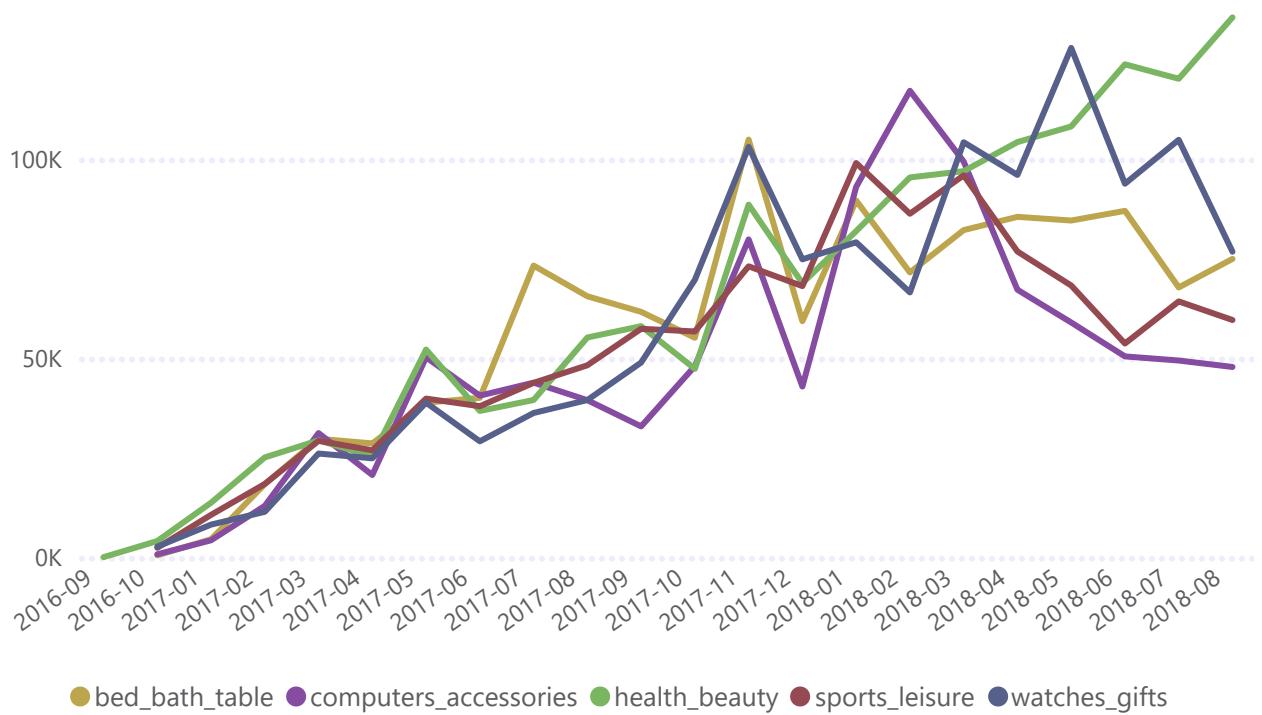
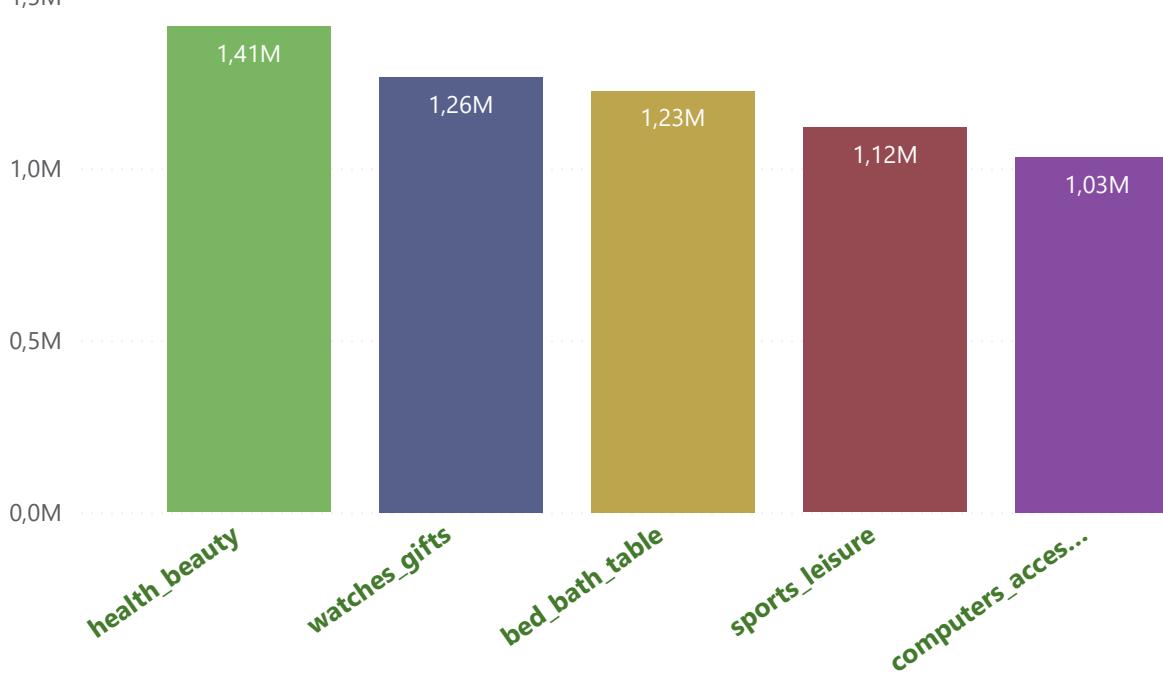
Items / Order

0,14

Freight Share

15,42M

GMV (Incl Freight) (Items)

Trend lines for the top 5 categories**Top 5 Categories by GMV (incl. Freight)****Category Label****GMV (incl. Freight)****Orders (Items)****Customers (Items)****Items / Order****Avg Item Price (Items)**

Category Label	GMV (incl. Freight)	Orders (Items)	Customers (Items)	Items / Order	Avg Item Price (Items)
Health beauty	1 412 089,53	8647	8498	1,09	\$130,28
Watches gifts	1 264 333,12	5495	5421	1,07	\$199,04
Bed bath table	1 225 209,26	9272	9008	1,18	\$93,44
Sports leisure	1 118 256,91	7530	7341	1,12	\$113,25
Computers accessories	1 032 723,77	6530	6405	1,17	\$116,26

Key metrics (selected state & period)

\$31,85K

Total Paid

31,85K

GMV (Incl Freight) (Orders)

144

Orders

143

Customers

Total Paid - Monthly Trend



Total Paid	\$31 851,86
Orders	144
Customers	143
AOV (Paid)	\$221,19

State (click to filter)

AC	CE	MG	PE	RO	SP
AL	DF	MS	PI	RR	TO
AM	ES	MT	PR	RS	
AP	GO	PA	RJ	SC	
BA	MA	PB	RN	SE	

Date filter

- Select all
- 2016
- 2017
- 2018

Selected State - Location



Key metrics (selected category & period)

379,20K

GMV (Incl Freight)

4K

Orders

4K

Customers

\$69,95

Avg Item Price

1,08

Items / Order

Monthly Trend - Selected Metric



Category

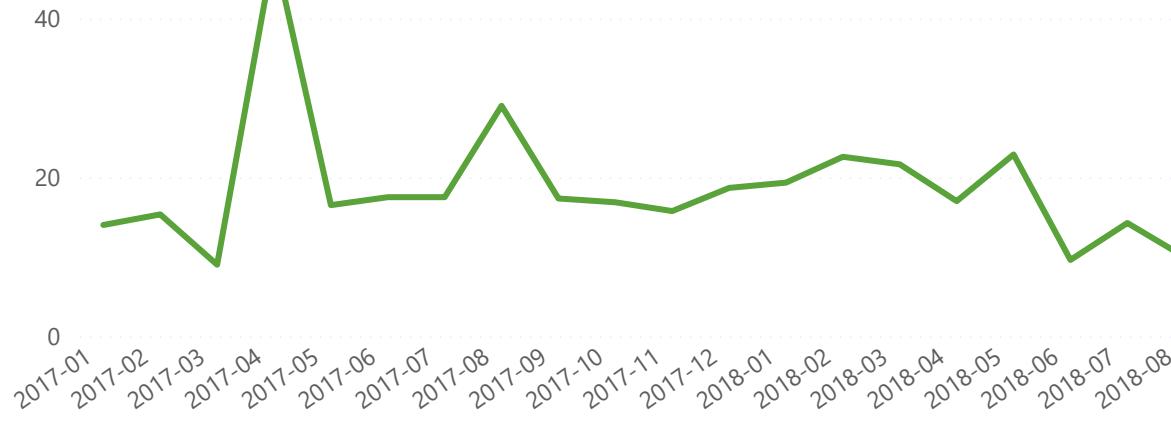
Auto	Baby	Bed bath table	Selected Category - Summary
Computers	Computers accessories	Cool stuff	
Electronics	Furniture decor	Garden tools	
Health beauty	Housewares	Musical instruments	
Office furniture	Perfumery	Pet shop	
Sports leisure	Stationery	Telephony	
Toys	Watches gifts		

Selected Category - Summary

GMV (Incl Freight)	379 202,62
Orders	4093
Customers	4047
Avg Item Price	\$69,95
Items / Order	1,08

Avg Delivery Time - Monthly Trend

Avg Delivery Days



Late Orders % - Monthly Trend

Late Orders %



2016

AC

PB

2017

AL

PE

2018

AP

PR

BA

RJ

State

19,45

Avg Delivery Days

-11,77

Avg Delivery Offset

7,50%

Late Orders %

120

Delivered Orders

Top 10 Types by Late Orders %

Portateis cozinha e preparadores de alimentos
Office furniture
Home confort
Home comfort 2
Furniture mattress and upholstery
Fashion underwear beach
Christmas supplies
Books technical
Baby
Audio

Top 10 states by Late Orders %

AL
BA
CE
ES
MA
PA
PI
RJ
RR
SE

Category

Agro industry and commerce

Auto

Baby

Bed bath table

Computers

Computers accessories

Consoles games

Cool stuff

Furniture decor

Garden tools