

**96K**

Orders

93K

Customers (Orders)

\$15,42M

Total Paid

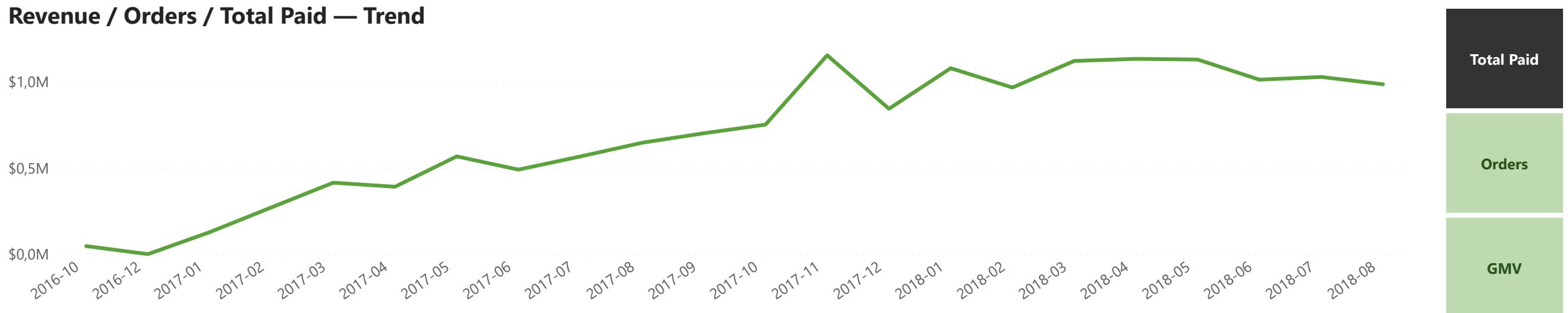
\$137,04

AOV (GMV)

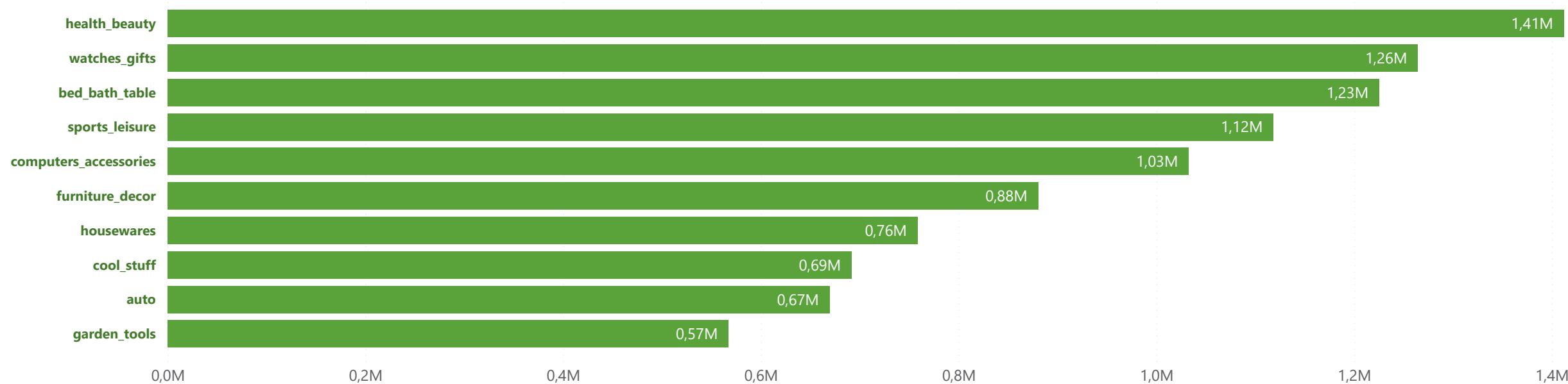
15,42M

GMV (Incl Freight) (Orders)

Revenue / Orders / Total Paid — Trend



Top Categories by GMV (incl. Freight)



96K

Orders (Items)

1,14

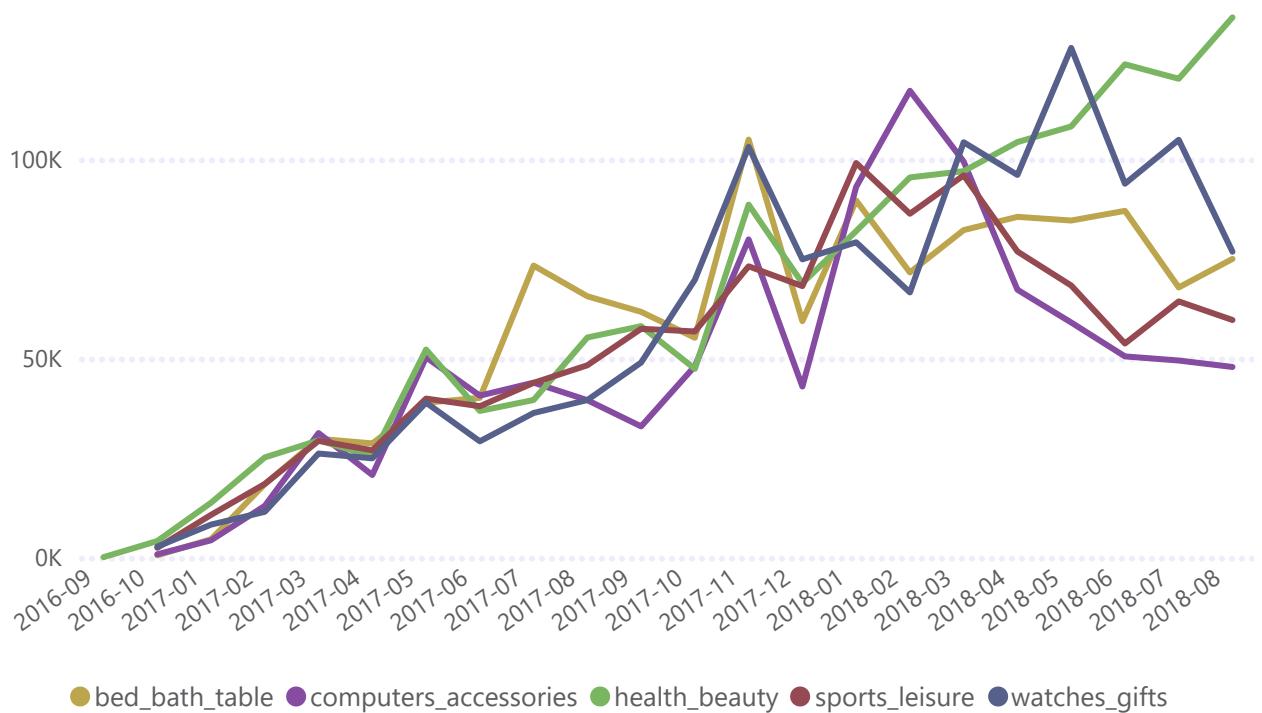
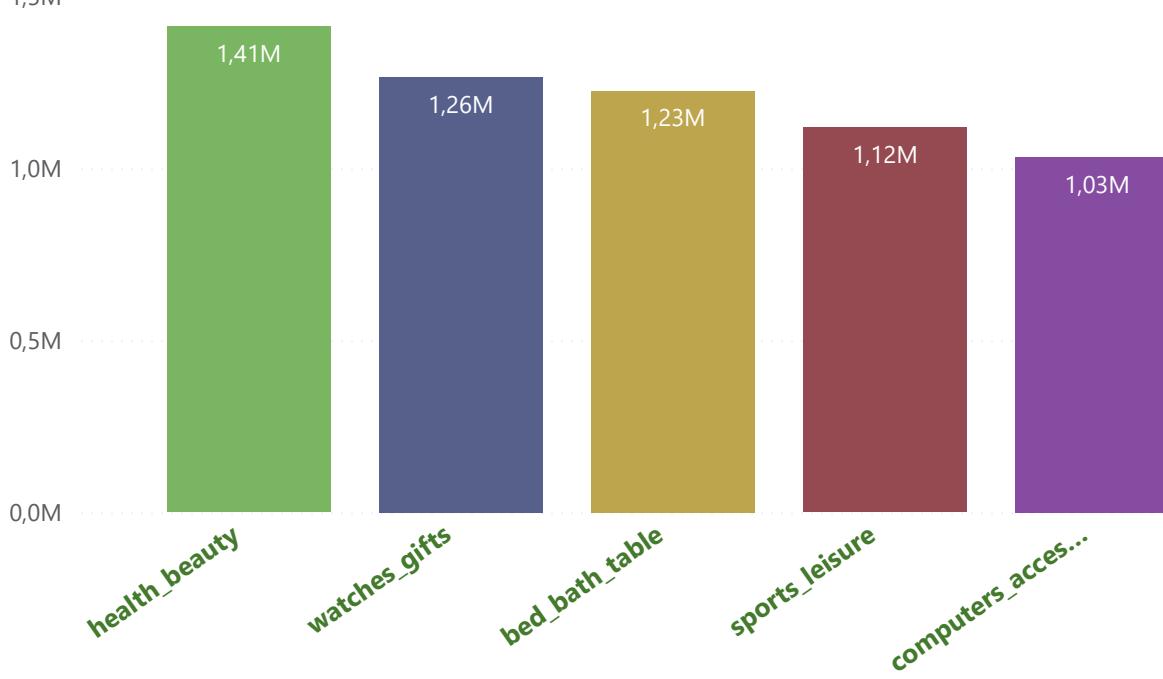
Items / Order

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)

\$32,85K

Total Paid

32,85K

GMV (Incl Freight) (Orders)

148

Orders

145

Customers

Total Paid - Monthly Trend



Total Paid	\$32 852,39
Orders	148
Customers	145
AOV (Paid)	\$221,98

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)

179,89K

GMV (Incl Freight)

2K

Orders

2K

Customers

\$75,23

Avg Item Price

1,09

Items / Order

Monthly Trend - Selected Metric



Category (TOP 40)

Agro industry and commerce	Air conditioning	Audio
Auto	Baby	Bed bath table
Books general interest	Computers	Computers accessories
Consoles games	Construction tools construction	Construction tools lights
Cool stuff	Electronics	Fashion bags accessories
Fixed telephony	Furniture decor	Furniture living room
Garden tools	Health beauty	Home appliances
Home appliances 2	Home confort	Home construction

Selected Category - Summary

GMV (Incl Freight)	179 888,29
Orders	1820
Customers	1757
Avg Item Price	\$75,23
Items / Order	1,09