



96K

Orders

93K

Customers (Orders)

\$15,42M

Total Paid

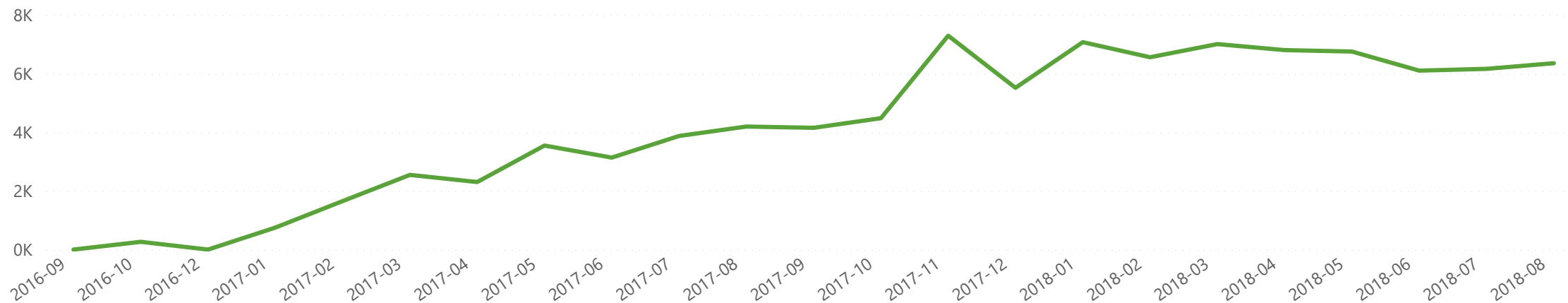
\$137,04

AOV (GMV)

15,42M

GMV (Incl Freight) (Orders)

Revenue / Orders / Total Paid — Trend

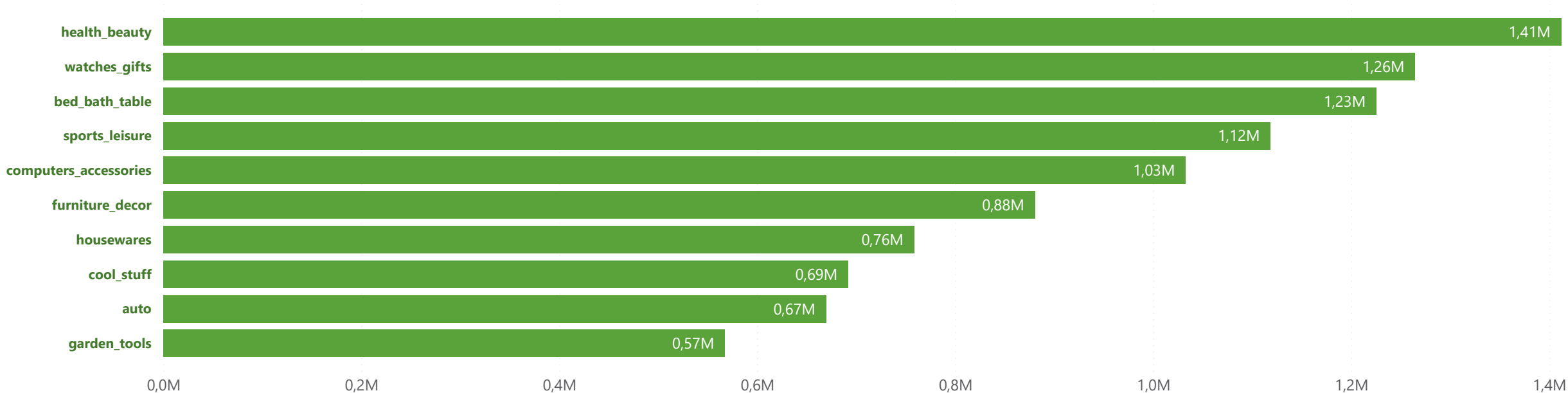


Total Paid

Orders

GMV

Top Categories by GMV (incl. Freight)



96K

Orders (Items)

1,14

Items / Order

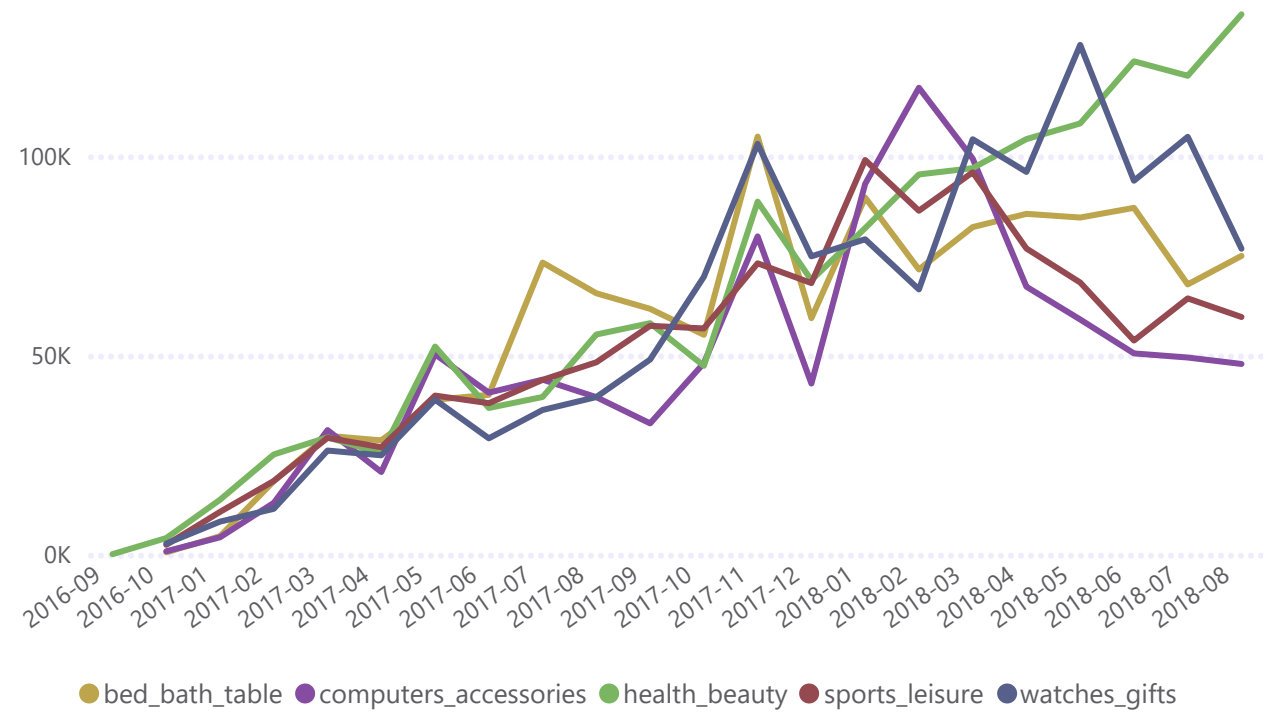
0,14

Freight Share

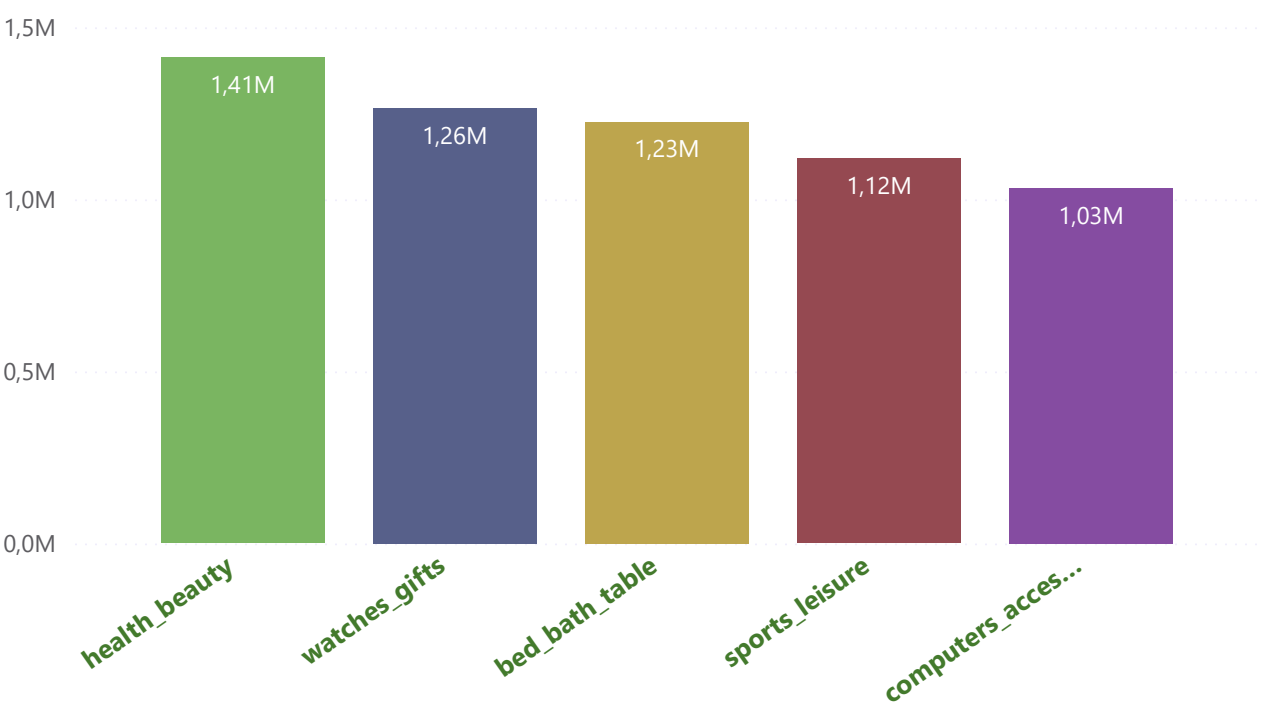
15,42M

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)
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)

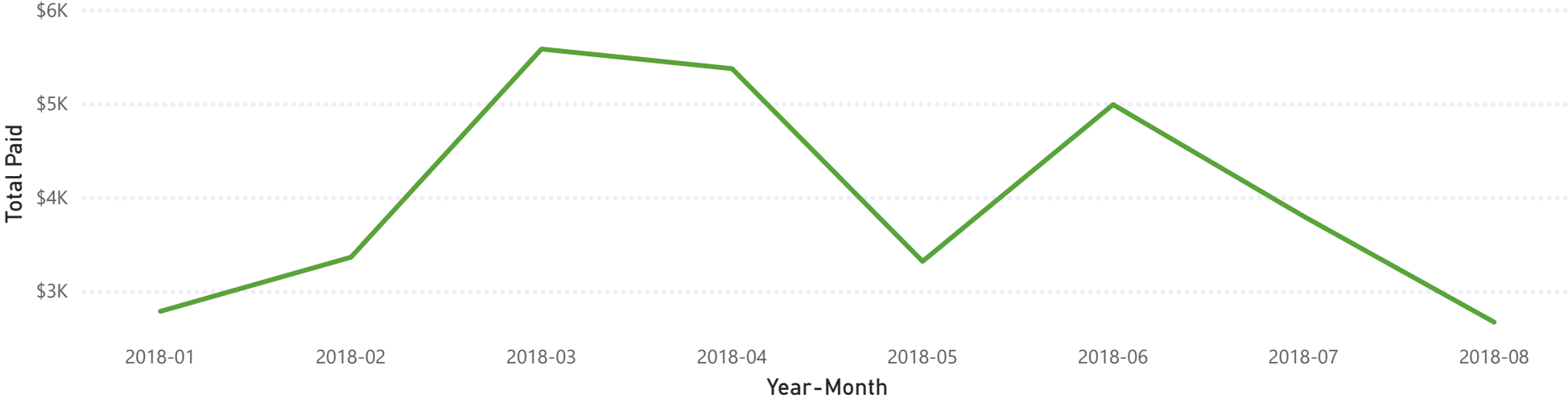
144

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

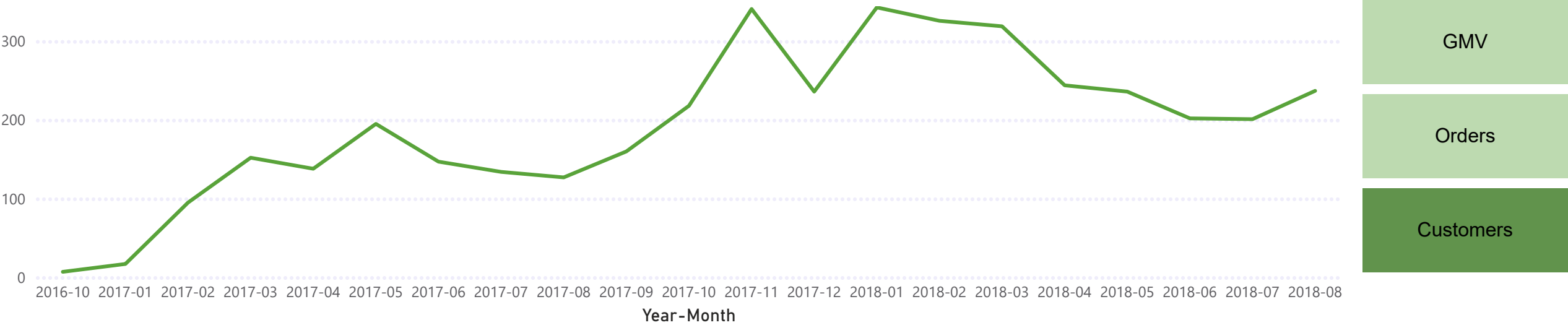
\$69,95

Avg Item Price

1,08

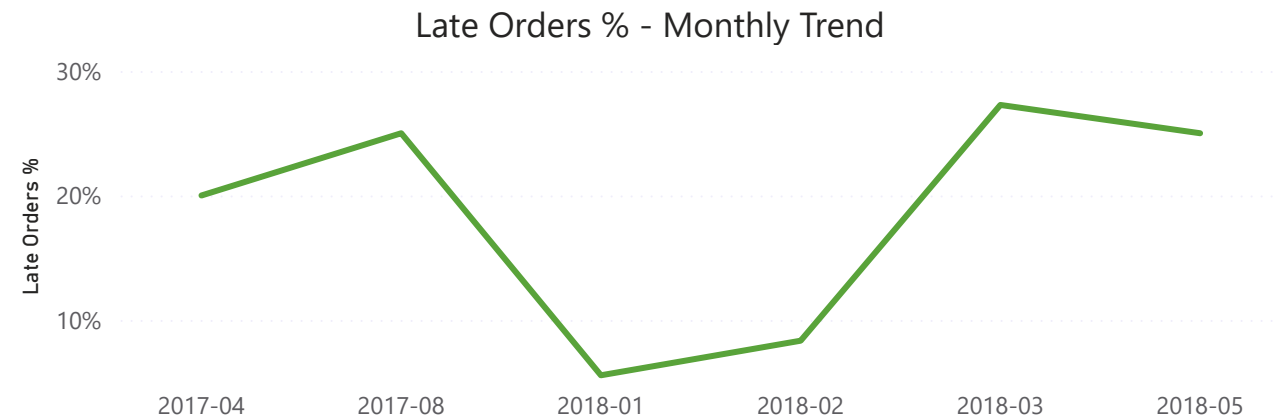
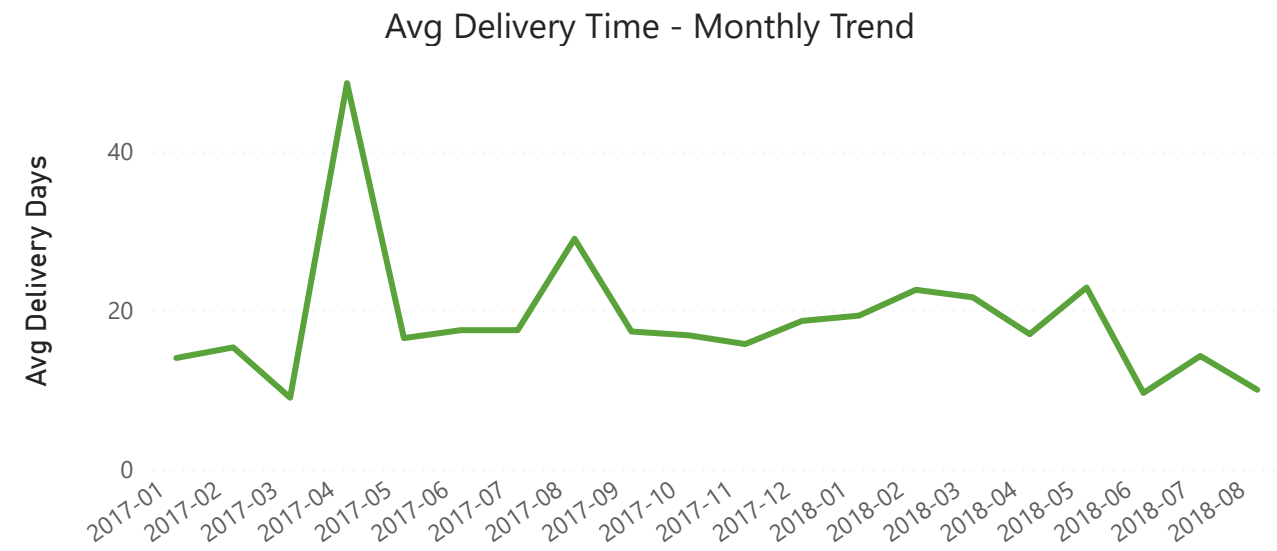
Items / Order

Monthly Trend - Selected Metric



Category		
Auto	Baby	Bed bath table
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



Year	State	
	AC	PB
	AL	PE
	AM	PI
	AP	PR
2018	BA	RJ

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