

Customer State

All

Customer Segment

At-Risk (Poor Recency)

Loyal (Good Recency, High Frequency)

New/Low-Value (Recent but Low Spend/Freq)

VIP (Top recency, High Freq & Spend)

R\$13.5M
Total Sales

96K
Total Customers

R\$135.81
Avg Order Value

120%
YoY Growth %

Total Sales by Year Month



Date
1/1/2016 12/31/2018

SP
R\$5,317,576.15
Total Sales

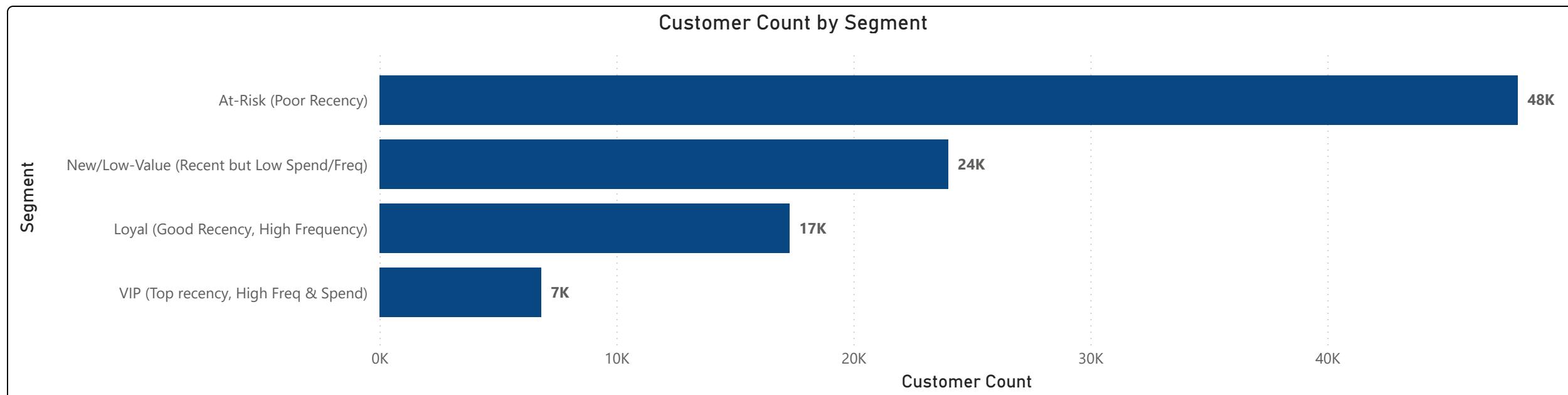
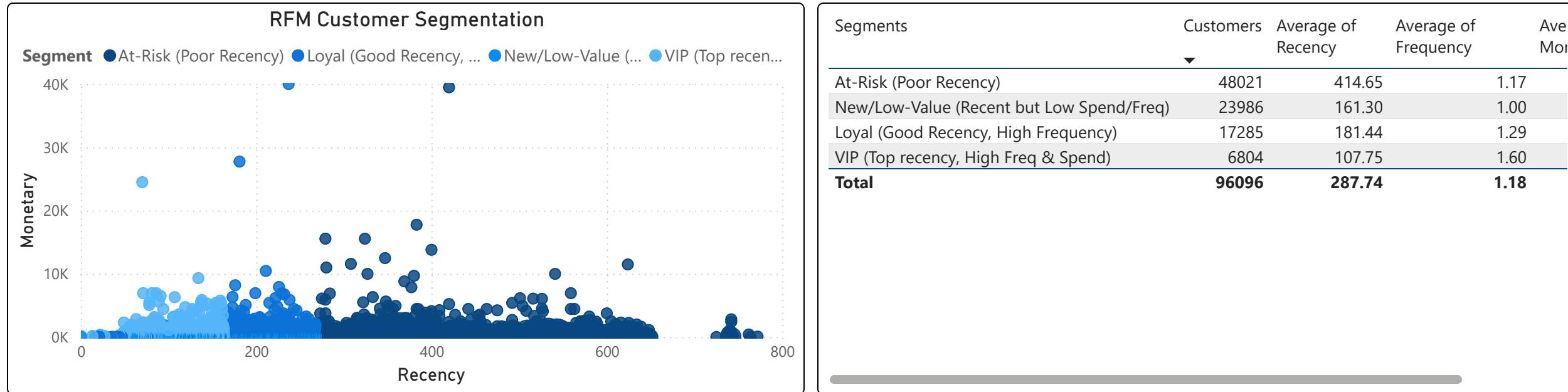
RJ
R\$1,809,013.37
Total Sales

MG
R\$1,545,949.98
Total Sales

RS
R\$775,807.86
Total Sales

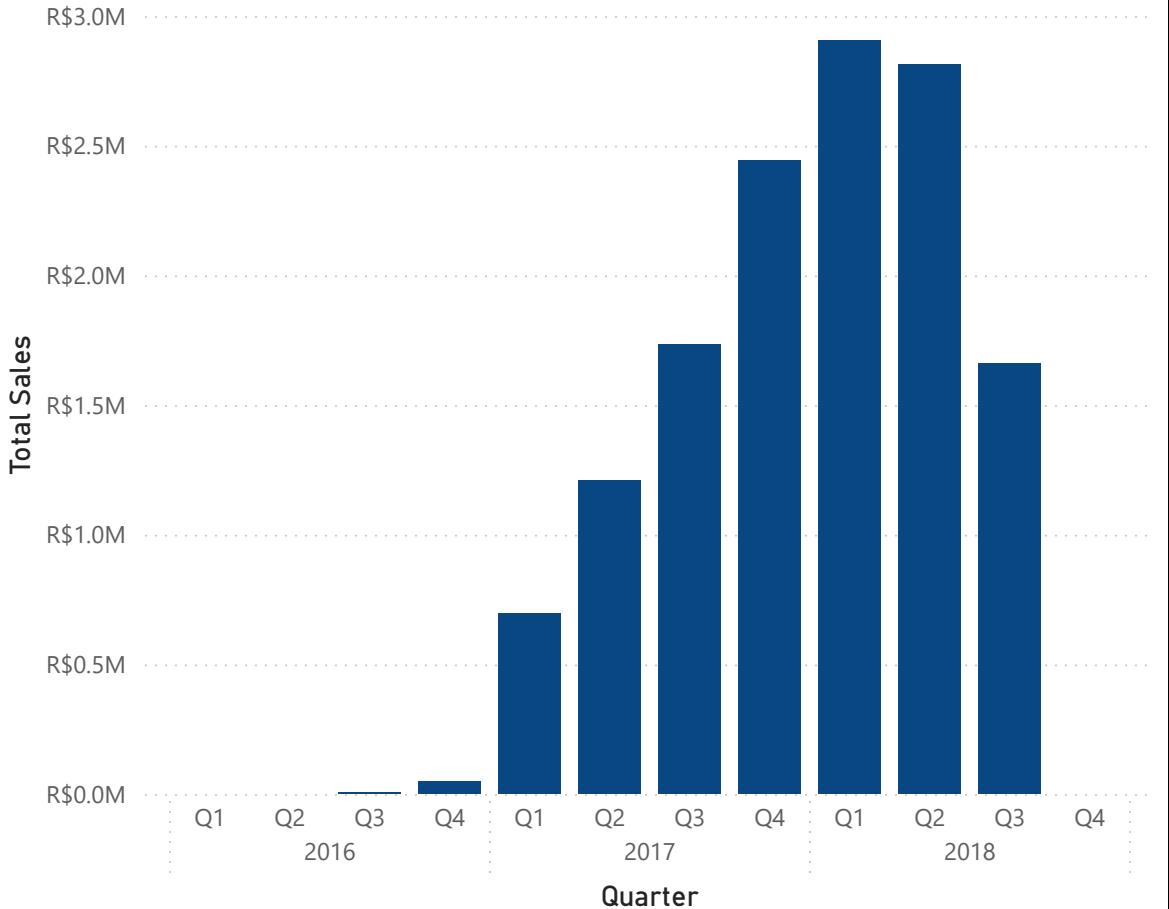
PR
R\$722,225.25
Total Sales

RFM Customer Segmentation

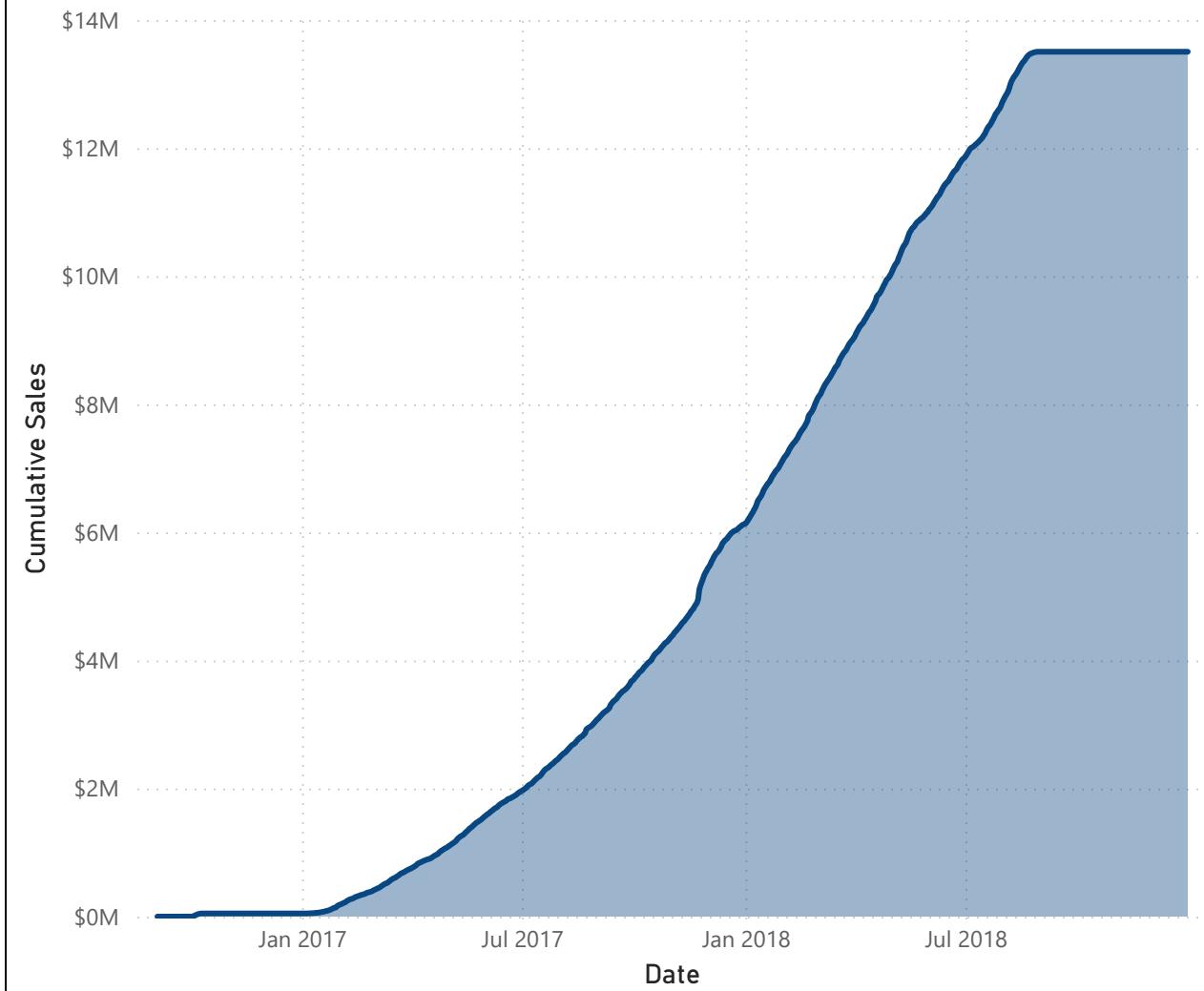


Sales Trends

Sales by Calendar Quarter



Cumulative Sales over Time



Customer State

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

Geographic Sales & Customer Distribution

Segment

All

Year

All

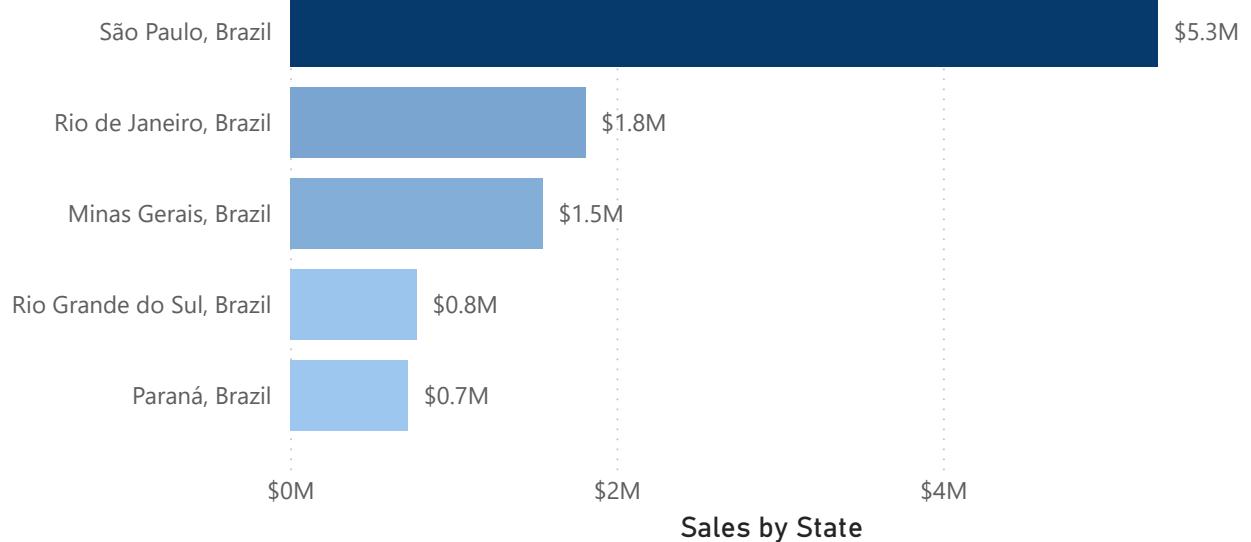
Revenue by State (BRL)



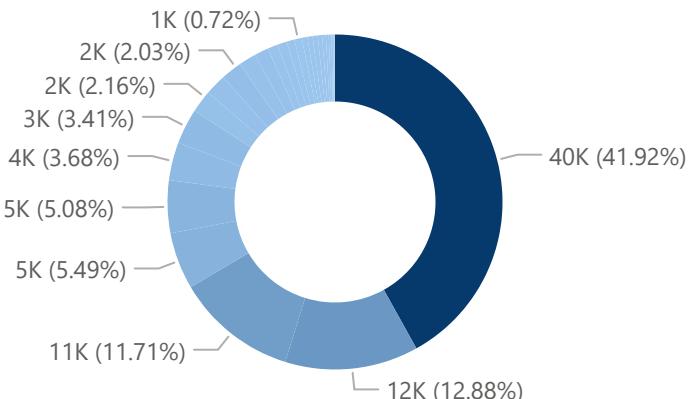
Top 5 States by Revenue

Sales by State \$0.72M \$5.32M

Customer State



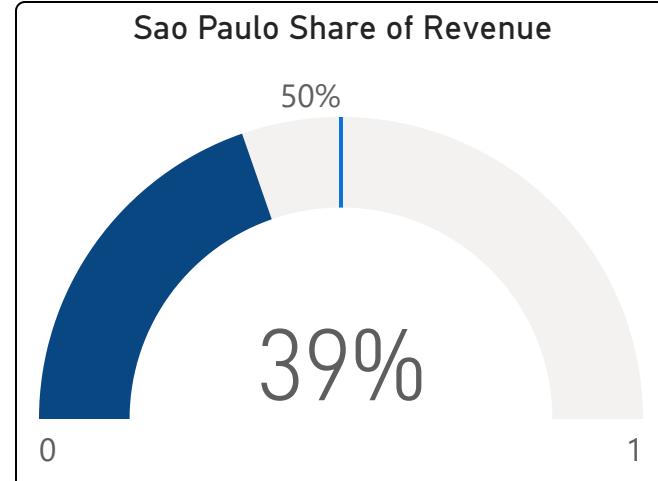
Customer Distribution by State



Customer State

- São Paulo, Brazil
- Rio de Janeiro, Brazil
- Minas Gerais, Brazil
- Rio Grande do Sul, Brazil
- Paraná, Brazil
- Santa Catarina, Brazil
- Bahia, Brazil

Sao Paulo Share of Revenue



Product & Category Performance

Product Category

All

Year

All

Revenue by Product Category



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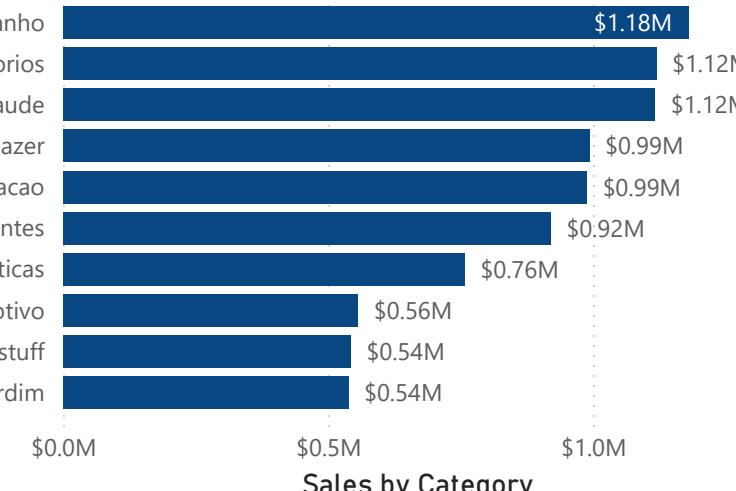
Top Category

\$1.18M

Top Category Sales

Top 10 Categories by Revenue

Product Category



Price vs Volume (Size = Sales, Color = Category)

