

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

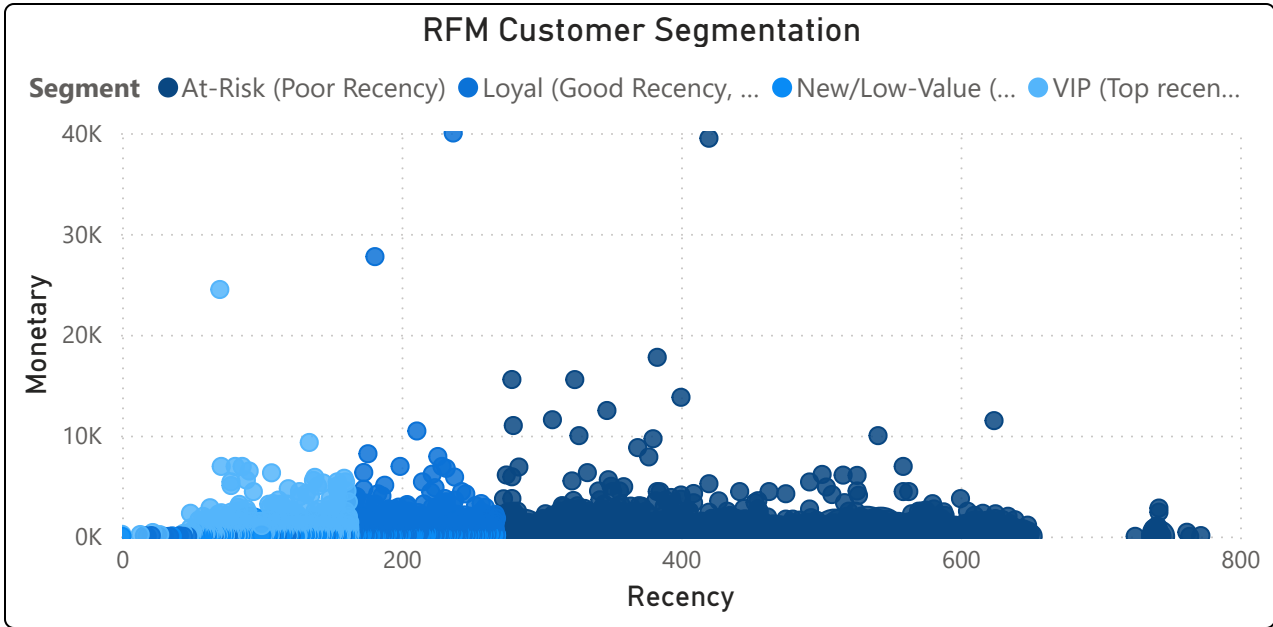
RS

R\$775,807.86
Total Sales

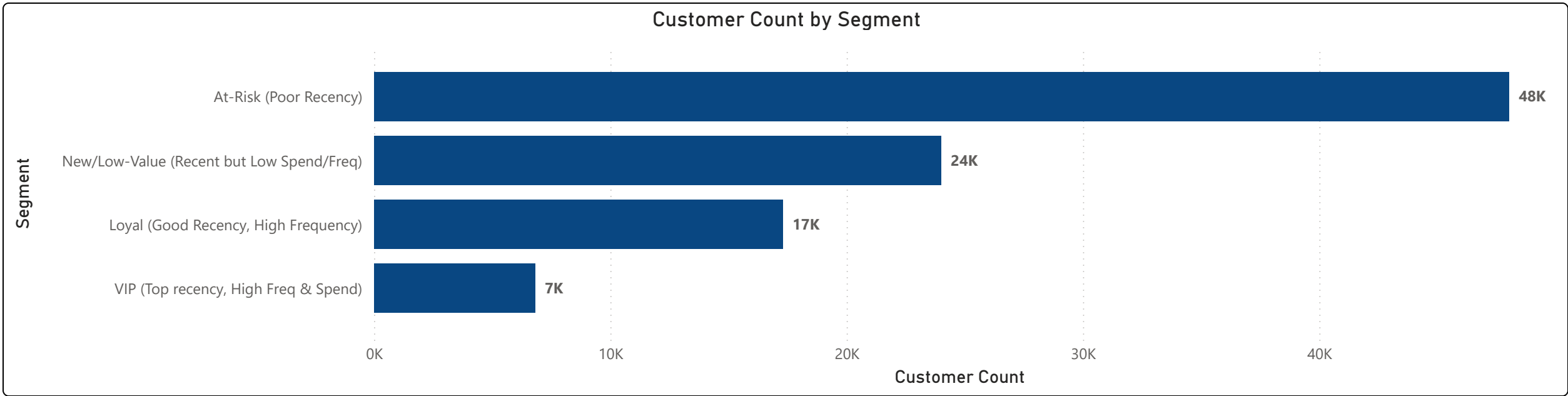
PR

R\$722,225.25
Total Sales

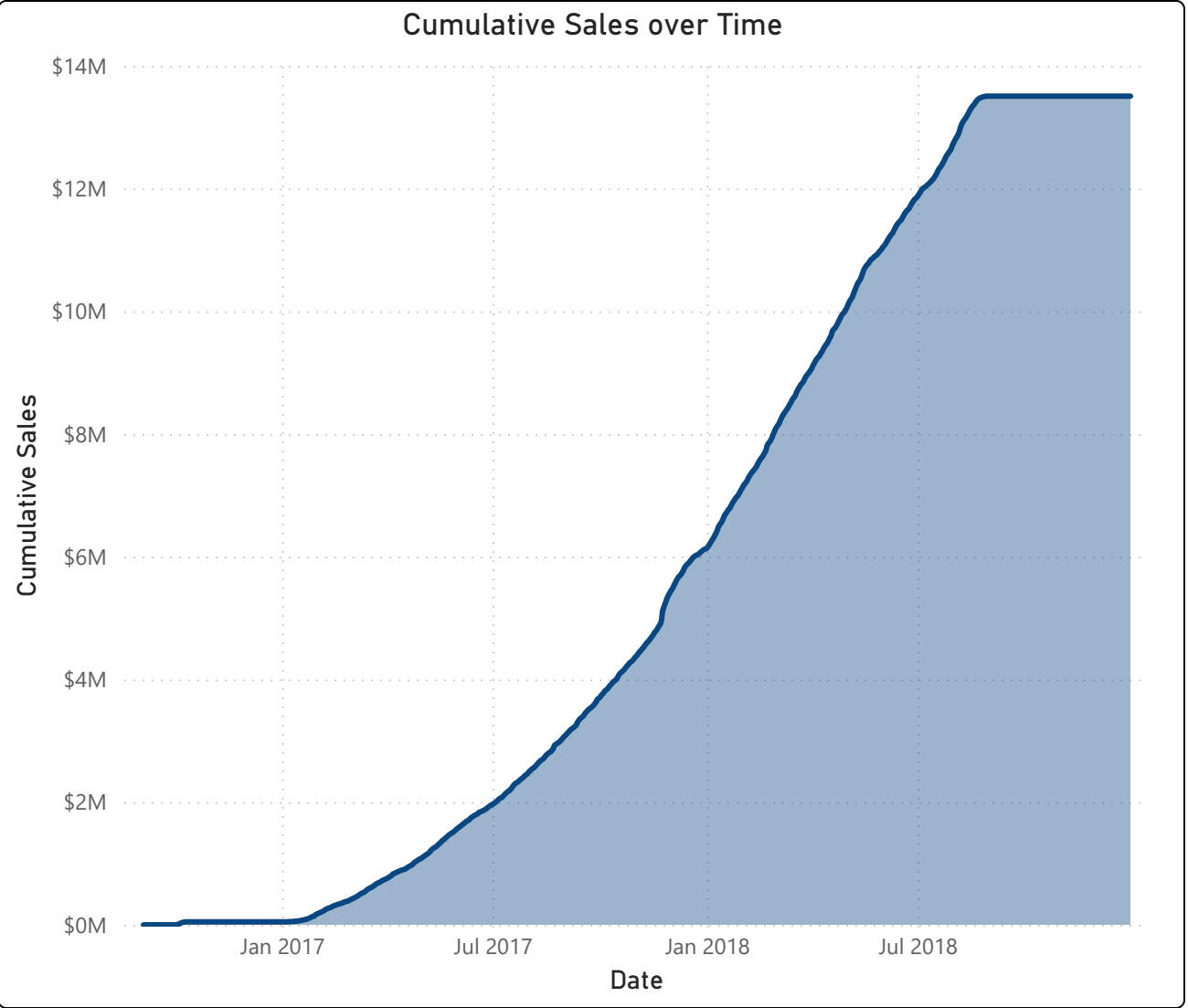
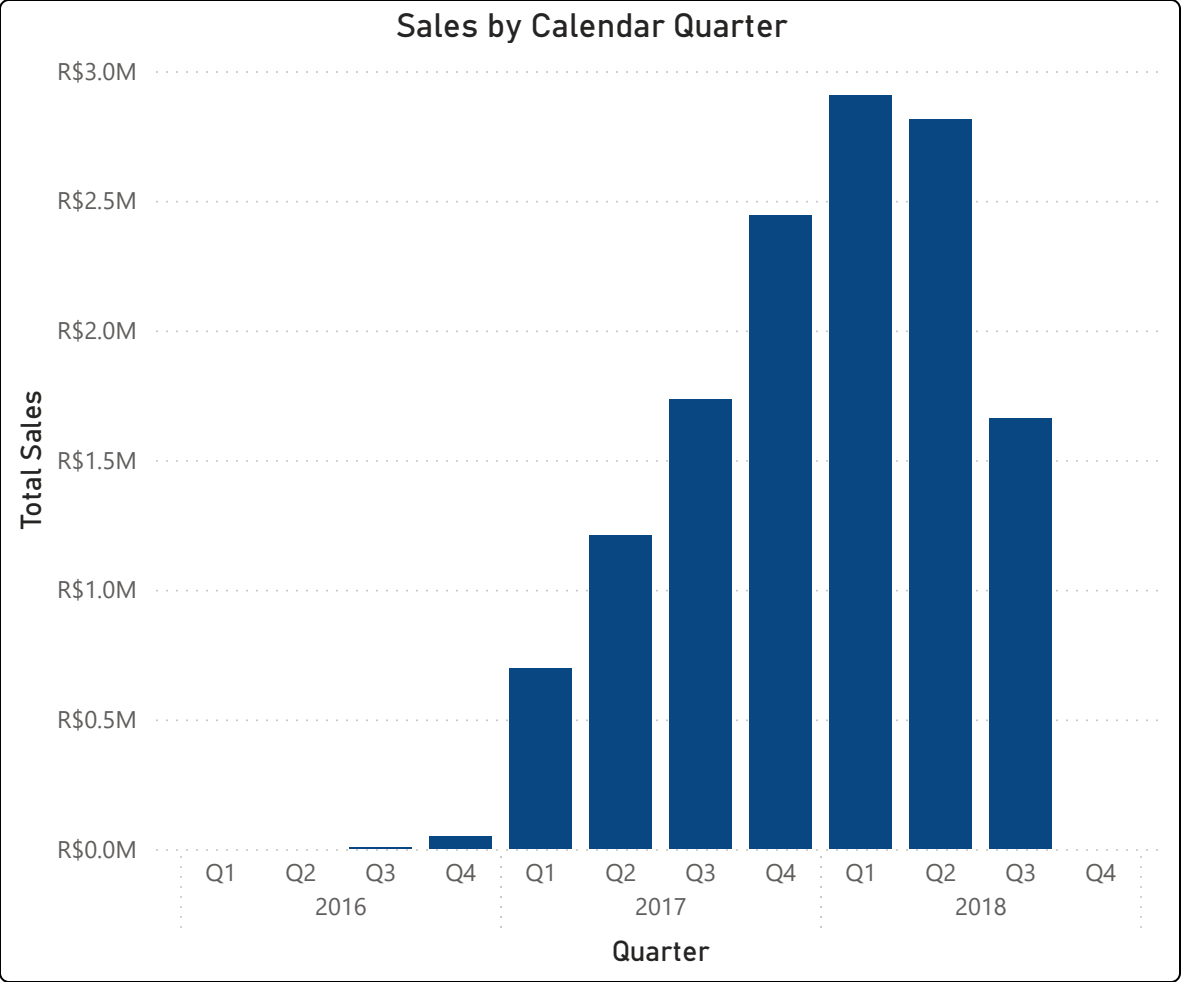
RFM Customer Segmentation



Segments	Customers	Average of Recency	Average of Frequency	Ave Mo
At-Risk (Poor Recency)	48021	414.65	1.17	
New/Low-Value (Recent but Low Spend/Freq)	23986	161.30	1.00	
Loyal (Good Recency, High Frequency)	17285	181.44	1.29	
VIP (Top recency, High Freq & Spend)	6804	107.75	1.60	
Total	96096	287.74	1.18	



Sales Trends



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

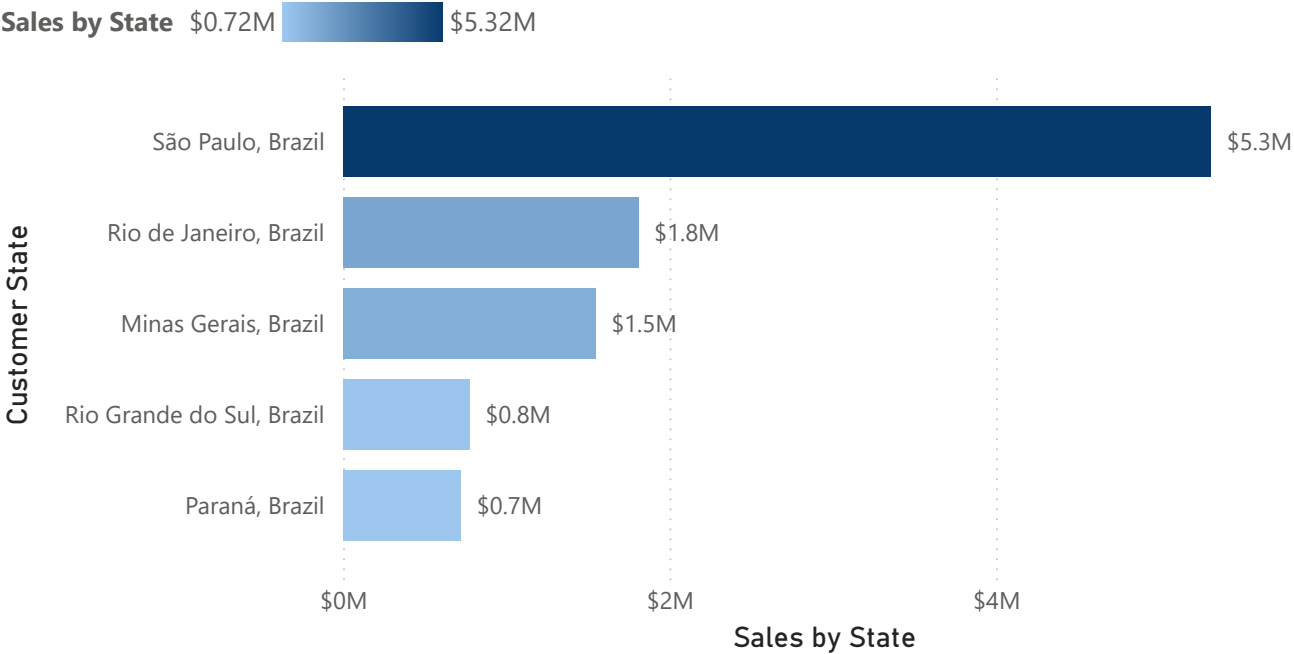
Year

All

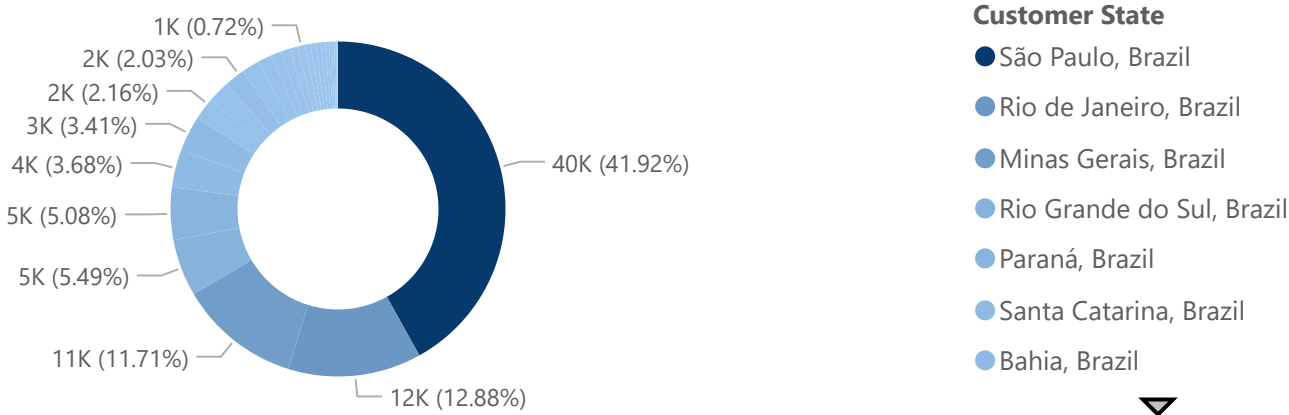
Revenue by State (BRL)



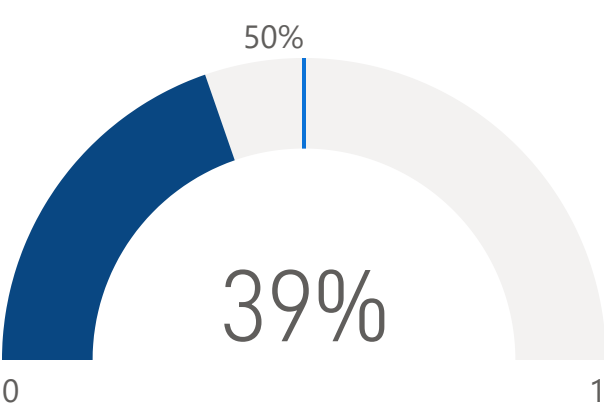
Top 5 States by Revenue



Customer Distribution by State



Sao Paulo Share of Revenue



Product & Category Performance

Product Category

All

Year

All

Revenue by Product Category



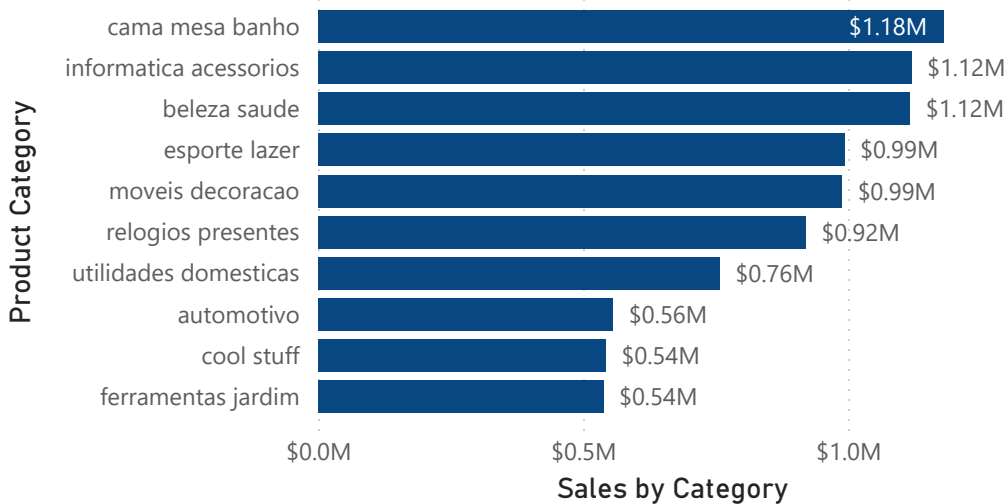
cama mesa
banho

Top Category

\$1.18M

Top Category Sales

Top 10 Categories by Revenue



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

