



2015

2016

2017

2018

2019

2020

R\$ 31.974,00 Mil  
Total Venda Bruto

470 Mil  
Quantidade Total

R\$ 1.004,43  
Ticket Médio

R\$ 9.172.035,63  
Receita Líquida

32 Mil  
Quantidade de Vendas

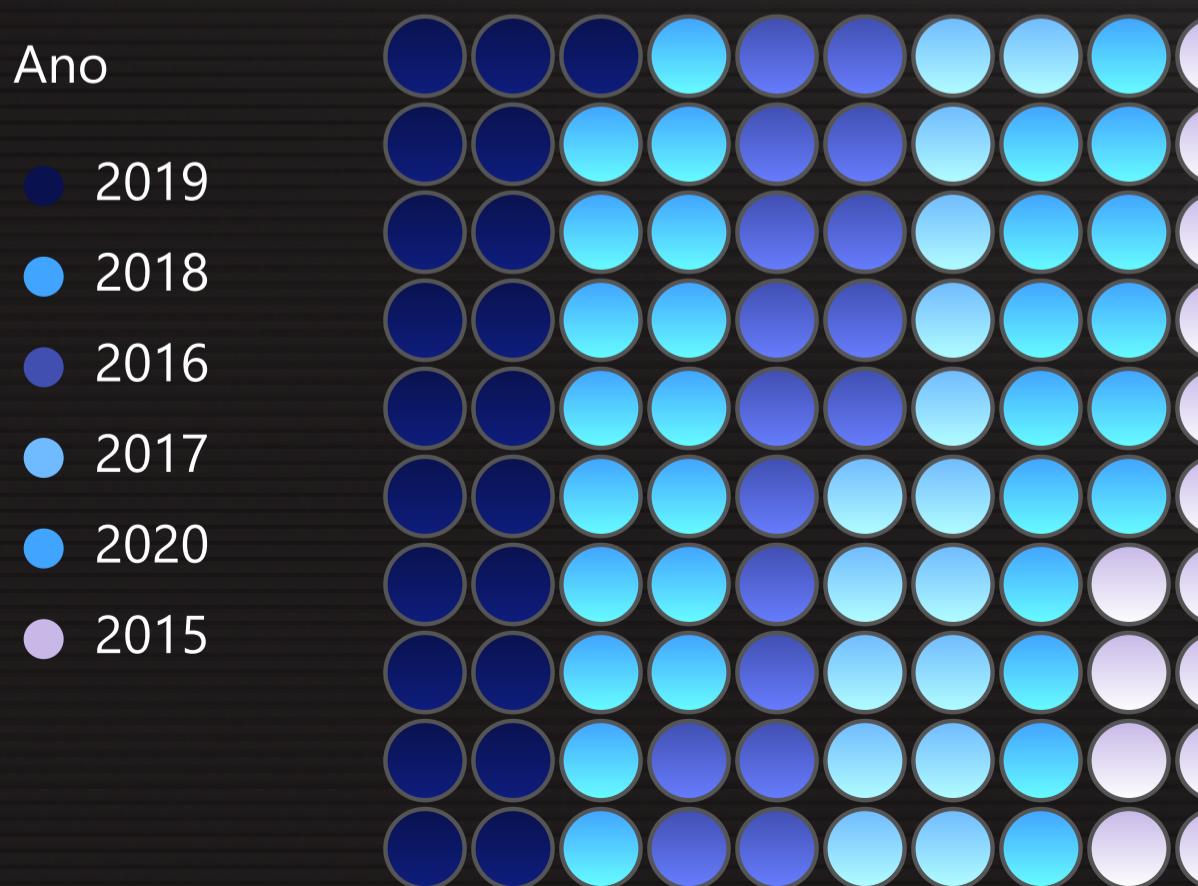
### Venda Bruta por Mês



### Receita Líquida por Continente



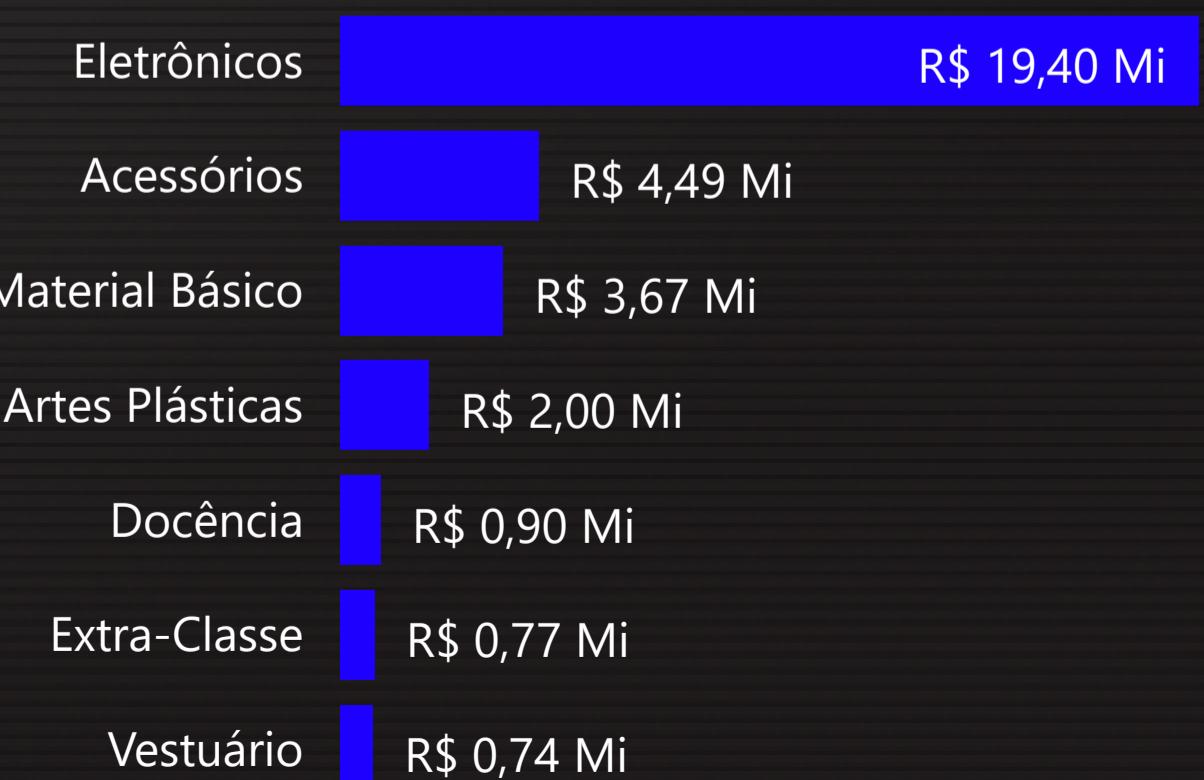
### Quantidade de Produtos Vendidos



### Receita por País

País	Receita	Lucro(%)	Ticket Médio	Custo
CAN	R\$ 1.891.116,61	28,66%	R\$ 994,62	R\$ 3.724.429,30
USA	R\$ 1.849.638,97	28,87%	R\$ 1.017,45	R\$ 3.622.150,41
PT	R\$ 1.132.947,53	28,46%	R\$ 1.024,38	R\$ 2.260.554,45
DE	R\$ 1.095.437,82	28,78%	R\$ 989,78	R\$ 2.147.303,81
SE	R\$ 837.152,80	28,56%	R\$ 1.053,20	R\$ 1.669.651,89
AR	R\$ 830.836,02	28,46%	R\$ 1.017,10	R\$ 1.660.651,39
AU	R\$ 778.143,74	28,82%	R\$ 951,22	R\$ 1.514.098,15
CO	R\$ 756.762,15	28,72%	R\$ 982,34	R\$ 1.486.545,19

### Venda Bruta por Categoria



# INFORMATIVO POR CATEGORIA



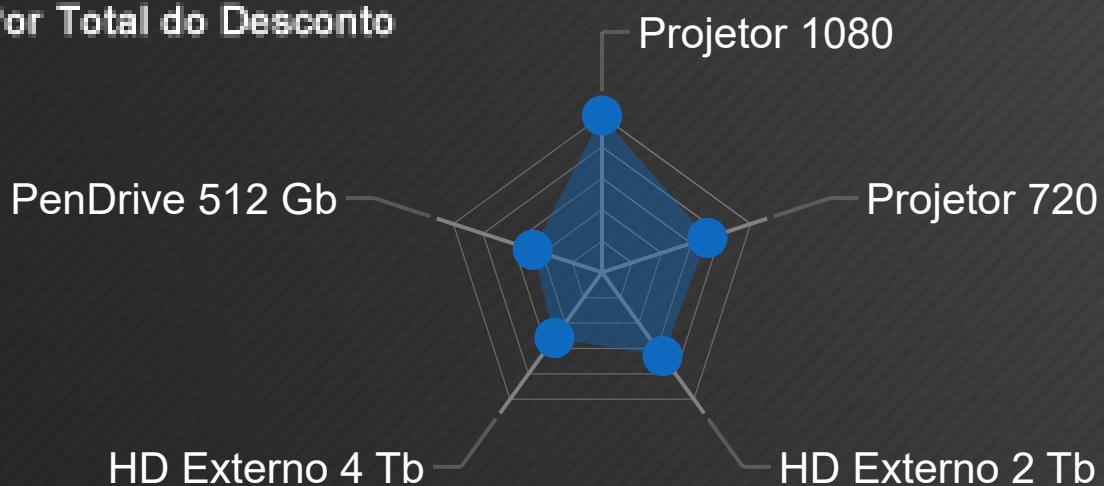
2.811.489

Quantidade de Produtos

R\$ 17.951.242,67

Total do Desconto

## TOP 5 Por Total do Desconto



Produto	Ticket Médio	Quantidade Total	Receita Líquida
HD Externo 2 Tb	R\$ 4.681,99	36.476	R\$ 6.591.040,16
HD Externo 4 Tb	R\$ 3.855,66	34.713	R\$ 578.904,07
PenDrive 512 Gb	R\$ 3.333,15	36.598	R\$ 4.311.671,15
Projetor 1080	R\$ 7.152,08	35.586	R\$ 4.822.697,28
Projetor 720	R\$ 5.025,09	36.094	R\$ 5.250.678,16



Qtde Clientes

Qtde Vendas

Receita Líquida

Venda Bruta

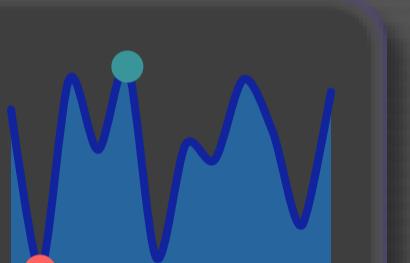
● Total no Período

10,60 Mil



● Europa

3,43 Mil



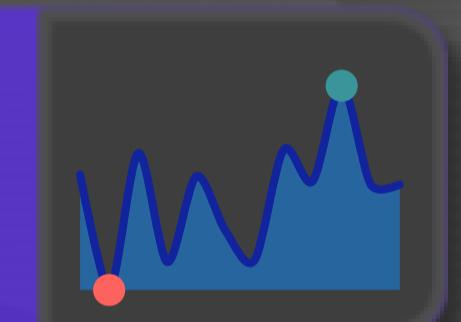
Maior Margem de Lucro:



28,298%

● América do Norte

4,33 Mil



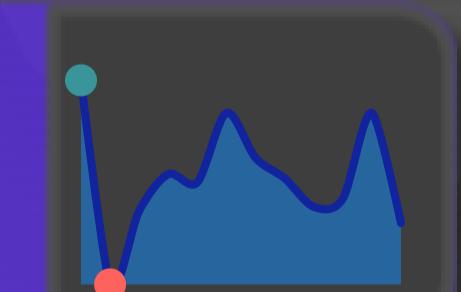
Maior Margem de Lucro:



28,256%

● América do Sul

1,87 Mil



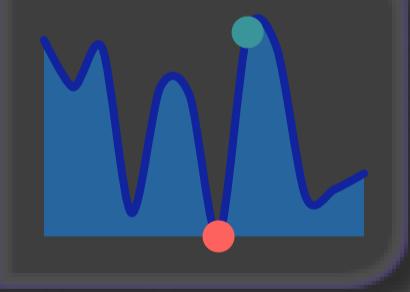
Maior Margem de Lucro:



28,362%

● Oceania

965,00



Maior Margem de Lucro:



28,457%

Ano

2015

2016

2017

2018

2019

2020



2015

2016

2017

2018

2019

2020



Carmem  
27,92 Mi



João  
22,39 Mi



Joana  
14,38 Mi



Ano	2015		2016		2017		2018		2019		2020		Total	
	Gerente	Bruto	Bruto (%)	Bruto										
<b>Carmem</b>	R\$ 4.106.650,41	15,54%	R\$ 4.837.255,75	15,13%	R\$ 4.599.710,55	15,62%	R\$ 4.726.300,21	14,86%	R\$ 6.183.388,97	14,89%	R\$ 3.462.857,32	12,57%	<b>R\$ 27.916.163,21</b>	<b>14,79%</b>
<b>João</b>	R\$ 3.098.059,96	11,72%	R\$ 3.974.235,31	12,43%	R\$ 3.491.371,77	11,86%	R\$ 4.026.017,93	12,66%	R\$ 4.922.205,73	11,86%	R\$ 2.873.778,17	10,44%	<b>R\$ 22.385.668,87</b>	<b>11,86%</b>
<b>Joana</b>	R\$ 2.061.647,95	7,80%	R\$ 2.553.637,66	7,99%	R\$ 2.213.880,11	7,52%	R\$ 2.413.866,87	7,59%	R\$ 3.404.145,48	8,20%	R\$ 1.735.594,11	6,30%	<b>R\$ 14.382.772,18</b>	<b>7,62%</b>
<b>Célia</b>	R\$ 2.056.414,57	7,78%	R\$ 2.427.301,04	7,59%	R\$ 2.348.930,62	7,98%	R\$ 2.447.951,84	7,70%	R\$ 3.256.522,33	7,84%	R\$ 1.809.249,70	6,57%	<b>R\$ 14.346.370,10</b>	<b>7,60%</b>
<b>Roberto</b>	R\$ 1.882.785,01	7,12%	R\$ 2.517.062,61	7,87%	R\$ 2.245.479,76	7,63%	R\$ 2.543.204,21	8,00%	R\$ 3.206.113,21	7,72%	R\$ 1.761.701,33	6,40%	<b>R\$ 14.156.346,13</b>	<b>7,50%</b>
<b>Carlos</b>	R\$ 1.364.845,20	5,16%	R\$ 1.779.052,18	5,56%	R\$ 1.442.366,38	4,90%	R\$ 1.591.824,61	5,00%	R\$ 2.069.470,49	4,98%	R\$ 5.334.006,73	19,37%	<b>R\$ 13.581.565,59</b>	<b>7,20%</b>
<b>Boris</b>	R\$ 1.893.815,70	7,16%	R\$ 2.154.449,65	6,74%	R\$ 2.123.419,89	7,21%	R\$ 2.249.753,52	7,07%	R\$ 2.910.967,68	7,01%	R\$ 1.668.392,91	6,06%	<b>R\$ 13.000.799,35</b>	<b>6,89%</b>
<b>Gerson</b>	R\$ 1.801.177,24	6,81%	R\$ 2.057.387,77	6,43%	R\$ 2.011.813,32	6,83%	R\$ 2.189.039,34	6,88%	R\$ 2.822.295,53	6,80%	R\$ 1.637.460,69	5,95%	<b>R\$ 12.519.173,89</b>	<b>6,63%</b>
<b>Julia</b>	R\$ 1.617.701,25	6,12%	R\$ 2.224.141,60	6,96%	R\$ 2.020.312,82	6,86%	R\$ 2.082.376,51	6,55%	R\$ 2.767.194,57	6,67%	R\$ 1.525.465,96	5,54%	<b>R\$ 12.237.192,71</b>	<b>6,48%</b>
<b>Fábio</b>	R\$ 1.718.271,69	6,50%	R\$ 2.009.598,95	6,29%	R\$ 1.777.520,56	6,04%	R\$ 2.087.124,24	6,56%	R\$ 2.736.607,56	6,59%	R\$ 1.616.904,35	5,87%	<b>R\$ 11.946.027,35</b>	<b>6,33%</b>
<b>Geraldo</b>	R\$ 1.811.952,95	6,85%	R\$ 2.032.983,61	6,36%	R\$ 1.889.092,73	6,42%	R\$ 1.930.669,43	6,07%	R\$ 2.574.583,07	6,20%	R\$ 1.518.717,75	5,51%	<b>R\$ 11.757.999,54</b>	<b>6,23%</b>
<b>Janaina</b>	R\$ 1.606.215,11	6,08%	R\$ 1.804.608,66	5,64%	R\$ 1.693.471,97	5,75%	R\$ 1.801.144,42	5,66%	R\$ 2.333.069,63	5,62%	R\$ 1.341.043,80	4,87%	<b>R\$ 10.579.553,59</b>	<b>5,61%</b>
<b>Paula</b>	R\$ 1.415.237,09	5,35%	R\$ 1.602.289,95	5,01%	R\$ 1.585.290,06	5,38%	R\$ 1.717.469,28	5,40%	R\$ 2.330.933,22	5,61%	R\$ 1.253.629,06	4,55%	<b>R\$ 9.904.848,66</b>	<b>5,25%</b>
<b>Total</b>	<b>R\$ 26.434.774,13</b>	<b>100,00%</b>	<b>R\$ 31.974.004,74</b>	<b>100,00%</b>	<b>R\$ 29.442.660,54</b>	<b>100,00%</b>	<b>R\$ 31.806.742,41</b>	<b>100,00%</b>	<b>R\$ 41.517.497,47</b>	<b>100,00%</b>	<b>R\$ 27.538.801,88</b>	<b>100,00%</b>	<b>R\$ 188.714.481,17</b>	<b>100,00%</b>



2015

2016

2017

2018

2019

2020

**R\$ 27.539 Mil**

Vendas do Ano: 2020

**R\$ 25.071 Mil**

Metas do Ano Selecionado

**9.84%**

Variacao da Meta(%)

**R\$ 41.517 Mil**

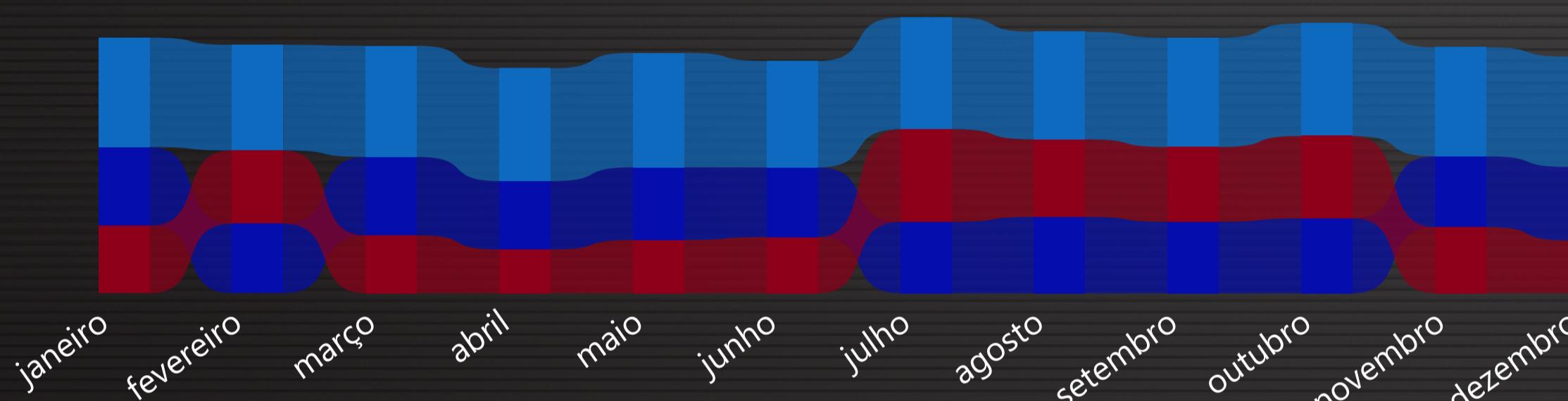
Vendas do Ano: 2019

**-33.67%**

Variacao Faturamento(%)



### Comparação Vendas

● Vendas Ano Atual ● Vendas Ano Anterior ● Metas Ano Atual


### Vendas por Filial

Filial	Venda Anual	Meta Anual	Vr. Absoluta	Venda(%)	Meta(%)
Atlantic	R\$ 3.440.014,30	R\$ 2.744.016	695.997,94	↓ -43,76%	● 25,36%
Smart	R\$ 8.052.462,91	R\$ 6.784.445	1.268.017,70	↑ 15,45%	● 18,69%
Global	R\$ 3.156.538,15	R\$ 2.974.097	182.440,80	↓ -43,53%	● 6,13%
Atalanta	R\$ 6.047.015,12	R\$ 5.764.641	282.374,09	↓ -42,47%	● 4,90%
Tera	R\$ 3.362.202,92	R\$ 3.276.186	86.017,26	↓ -45,25%	● 2,63%
Jnunes	R\$ 3.480.568,48	R\$ 3.527.511	-46.942,53	↓ -43,71%	● -1,33%



### Venda Bruta e Faturamento por Mês

● Total Venda Bruto ● Total Faturamento Bruto


Jan 2020

Fev 2020

Mar 2020

Abr 2020

Mai 2020

Jun 2020

Jul 2020

Ago 2020

Set 2020

Out 2020

Nov 2020

Dez 2020



2015

2016

2017

2018

2019

2020



## Variação da Receita por Ano

● Aumentar ● Diminuir ● Total


## Quantidade de Produtos Vendidos por Filial



Ano	Atalanta	Atlantic	Global	Jnunes	Smart	Tera	Total
2019	156.614	90.566	85.392	92.896	100.844	87.981	<b>614.293</b>
2018	120.853	70.998	64.438	72.694	80.460	69.388	<b>478.831</b>
2016	121.376	68.020	63.366	72.303	77.647	67.627	<b>470.339</b>
2017	113.018	66.207	59.078	67.457	73.820	60.603	<b>440.183</b>
2020	91.632	50.708	49.881	52.983	119.859	50.893	<b>415.956</b>
2015	97.952	55.947	54.456	60.267	66.529	56.736	<b>391.887</b>
<b>Total</b>	<b>701.445</b>	<b>402.446</b>	<b>376.611</b>	<b>418.600</b>	<b>519.159</b>	<b>393.228</b>	<b>2.811.489</b>

Ano

2016

2017

2018

2019

2020

Total

## Informações Gerais por Mês



	janeiro	fevereiro	março	abril	maio	junho	julho	agosto	setembro	outubro	novembro	dezembro
Nº Vendas	2.688	2.508	2.645	2.713	2.765	2.511	2.609	2.708	2.716	2.627	2.659	2.684
Qtd Produtos	41.386	37.680	40.292	41.002	29.473	38.166	39.788	41.598	41.144	38.869	40.065	40.876
Venda Bruta	R\$ 2.772.255,38	R\$ 2.653.224,29	R\$ 2.751.296,59	R\$ 2.767.762,64	R\$ 1.986.733,85	R\$ 2.734.342,10	R\$ 2.662.015,20	R\$ 2.741.527,93	R\$ 2.757.694,19	R\$ 2.620.866,10	R\$ 2.685.266,18	R\$ 2.841.020,29
Desconto Total	R\$ 262.792,67	R\$ 250.233,47	R\$ 258.235,48	R\$ 261.965,12	R\$ 187.453,22	R\$ 261.575,74	R\$ 257.588,16	R\$ 260.033,53	R\$ 262.717,91	R\$ 250.073,02	R\$ 260.091,46	R\$ 271.975,72
Frete Total	R\$ 141.926	R\$ 131.571	R\$ 138.928	R\$ 142.285	R\$ 146.026	R\$ 131.689	R\$ 136.973	R\$ 142.438	R\$ 142.257	R\$ 137.872	R\$ 139.526	R\$ 140.358
Custo	R\$ 1.568.144,92	R\$ 1.508.335,18	R\$ 1.543.853,58	R\$ 1.564.525,70	R\$ 1.118.662,13	R\$ 1.550.109,96	R\$ 1.498.351,25	R\$ 1.524.506,30	R\$ 1.557.132,63	R\$ 1.496.903,31	R\$ 1.516.285,65	R\$ 1.638.573,98
Receita	R\$ 799.391,79	R\$ 763.084,64	R\$ 810.279,53	R\$ 798.986,82	R\$ 534.592,50	R\$ 790.967,40	R\$ 769.102,79	R\$ 814.550,10	R\$ 795.586,65	R\$ 736.017,77	R\$ 769.363,07	R\$ 790.112,59
Receita PY	R\$ 605.503,47	R\$ 564.740,42	R\$ 564.800,57	R\$ 571.728,08	R\$ 851.951,77	R\$ 558.517,09	R\$ 593.824,97	R\$ 564.453,30	R\$ 573.103,68	R\$ 791.068,78	R\$ 549.106,28	R\$ 580.857,14
Variação da Receita(%)	32,02%	35,12%	43,46%	39,75%	-37,25%	41,62%	29,52%	44,31%	38,82%	-6,96%	40,11%	36,03%
Variacao da Meta(%)	25,31%	16,67%	-16,66%	-0,53%	-16,22%	126,59%	4,31%	-14,06%	42,04%	25,48%	-29,11%	1016,02%



ATUAL

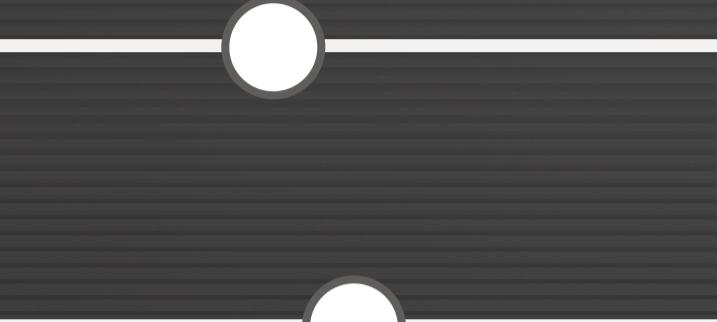
**R\$ 188,71 Mi**

Total Venda Bruto



8%

24%

**8%**

Quantidade

**24%**

Preço

SIMULAÇÃO

**252,73 Mi**

Venda Bruta

VARIAÇÃO

**64,01 Mi**

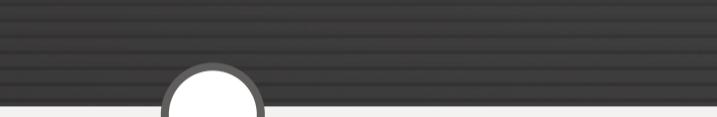
Variação Venda

**R\$ 106,54 Mi**

Total do Custo



-4%

**-4%**

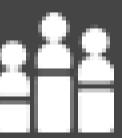
Custo

**110,46 Mi**

Custo

**-3,92 Mi**

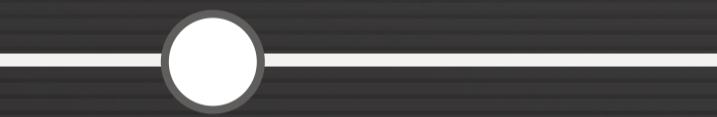
Variação Custo

**R\$ 10 Mi**

Frete Total



-4%

**-4%**

Frete

**9,64 Mi**

Frete

**-401,59 Mil**

Variação Frete

**R\$ 17,95 Mi**

Total do Desconto



36%

**36%**

Desconto

**24,41 Mi**

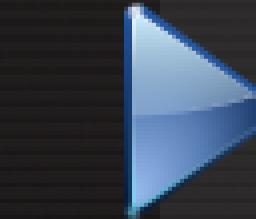
Desconto

**-6,46 Mi**

Variação Desconto

**R\$ 54,19 Mi**

Receita Líquida



36%

**108,22 Mi**

Receita Líquida

**54,03 Mi**

Variação Receita

**28,71%**

Margem de Lucro(%)



36%

**42,82%**

Margem de Lucro(%)

**99,71%**

Variação Receita(%)



## TOTAL

9.612

Quantidade de Vendas

## ANÁLISE TEMPORAL

CROSS SELL  
MENSAL

Cadernos e Papéis  
Lápis e Lapiseiras  
Lancheiras  
Canetas  
Régua e Acrílicos

## SUB-CATEGORIA



Esse visual não tem suporte para  
exportação.

100%

4,96%

4,76%

4,33%

3,82%

3,82%

76,9%





2015

2016

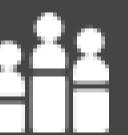
2017

2018

2019

2020

Borrachas



✖  
Esse visual não tem suporte para  
exportação.

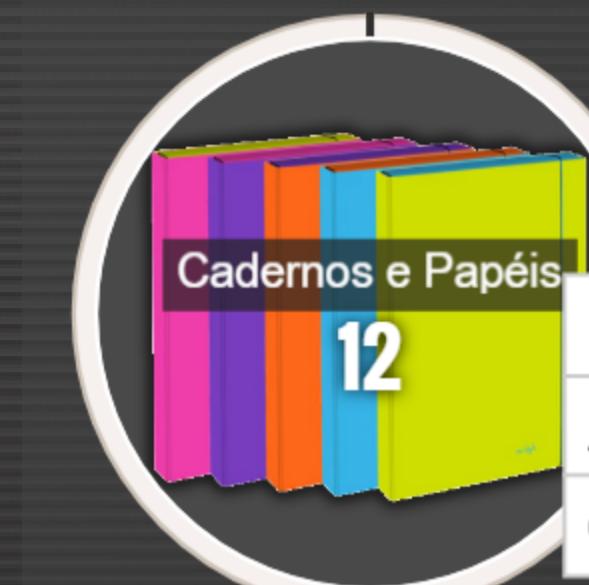
## ANÁLISE GERAL

### CROSS-SELL GERAL

JANEIRO



ABRIL



JULHO



OUTUBRO



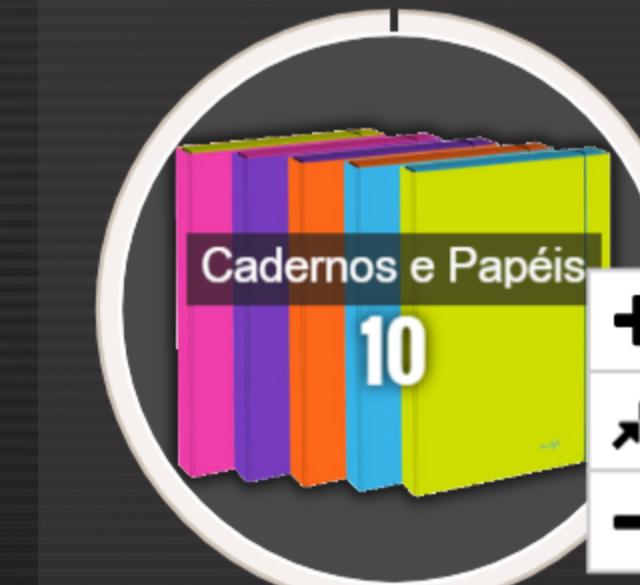
FEVEREIRO



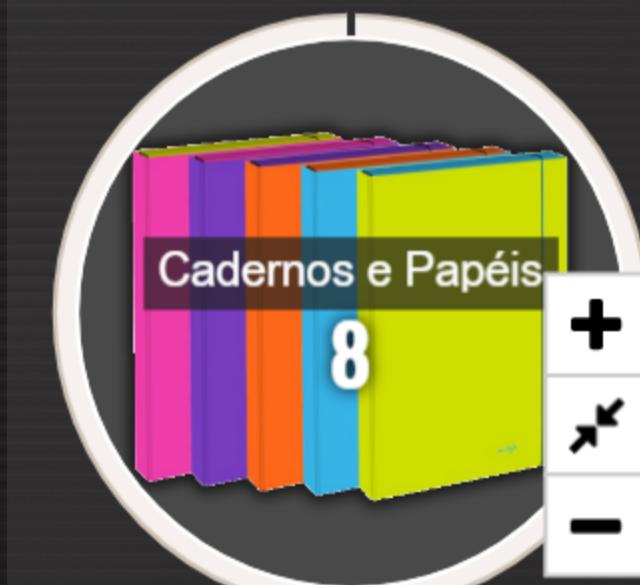
MAIO



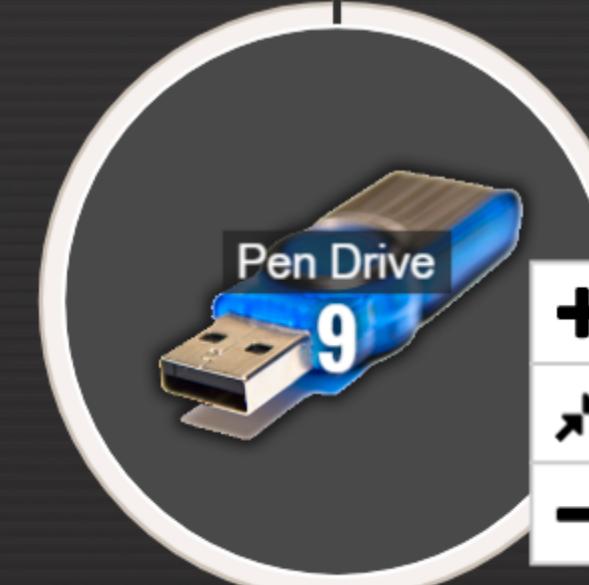
AGOSTO



NOVEMBRO



MARÇO



JUNHO



SETEMBRO



DEZEMBRO

