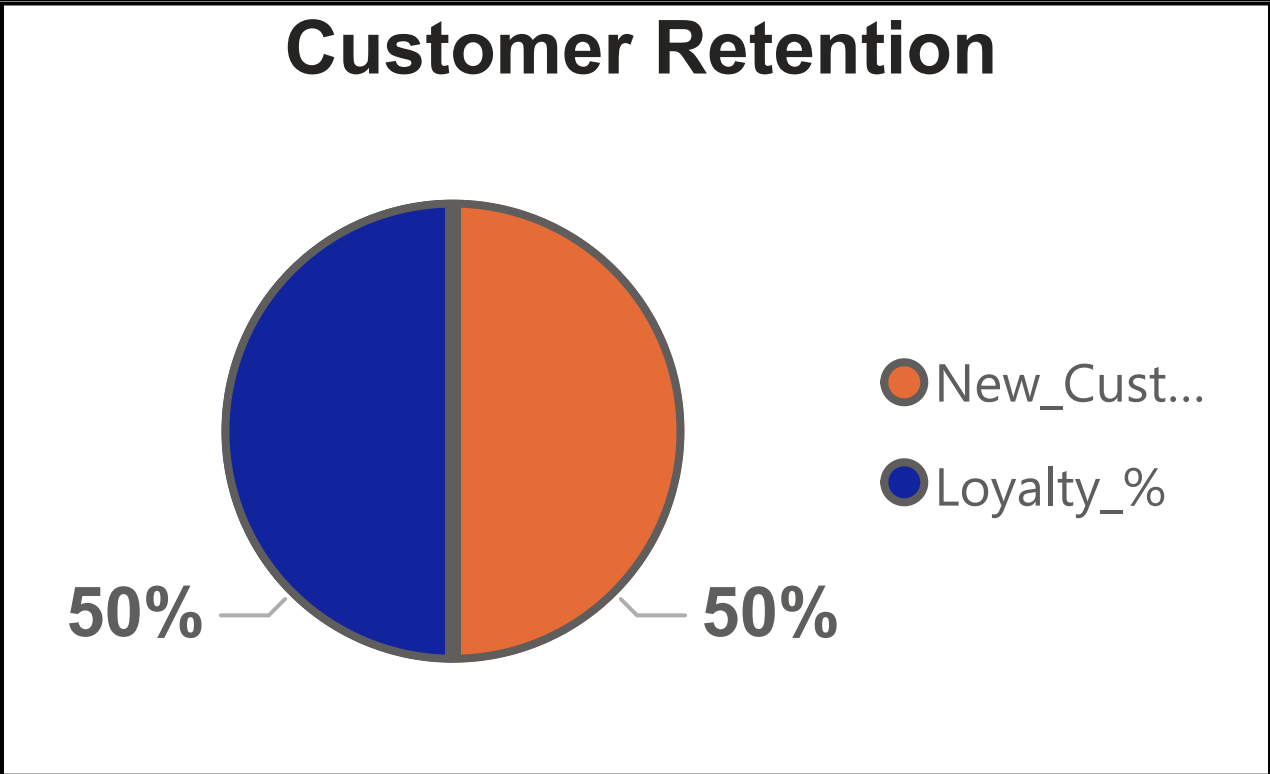
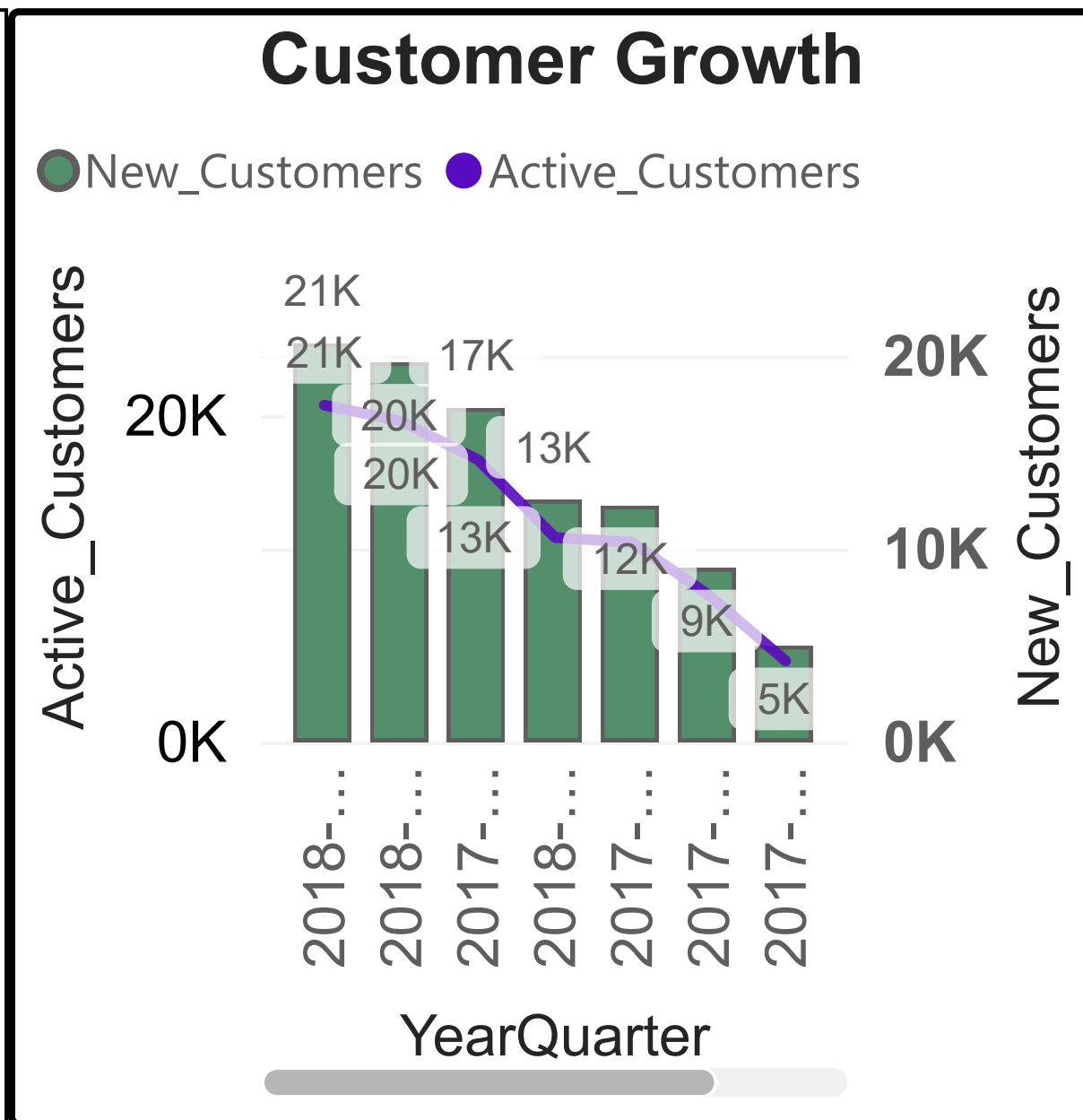
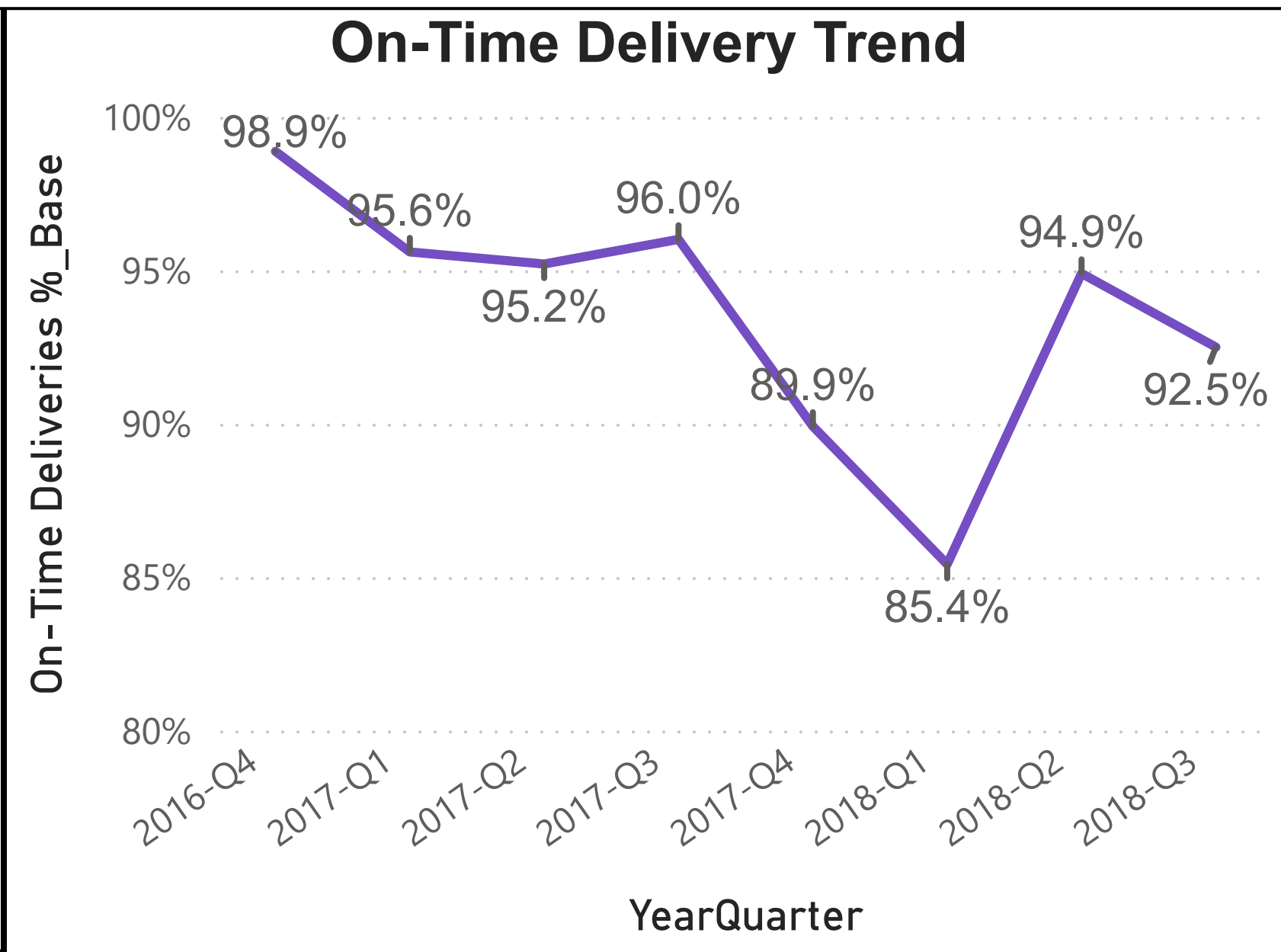
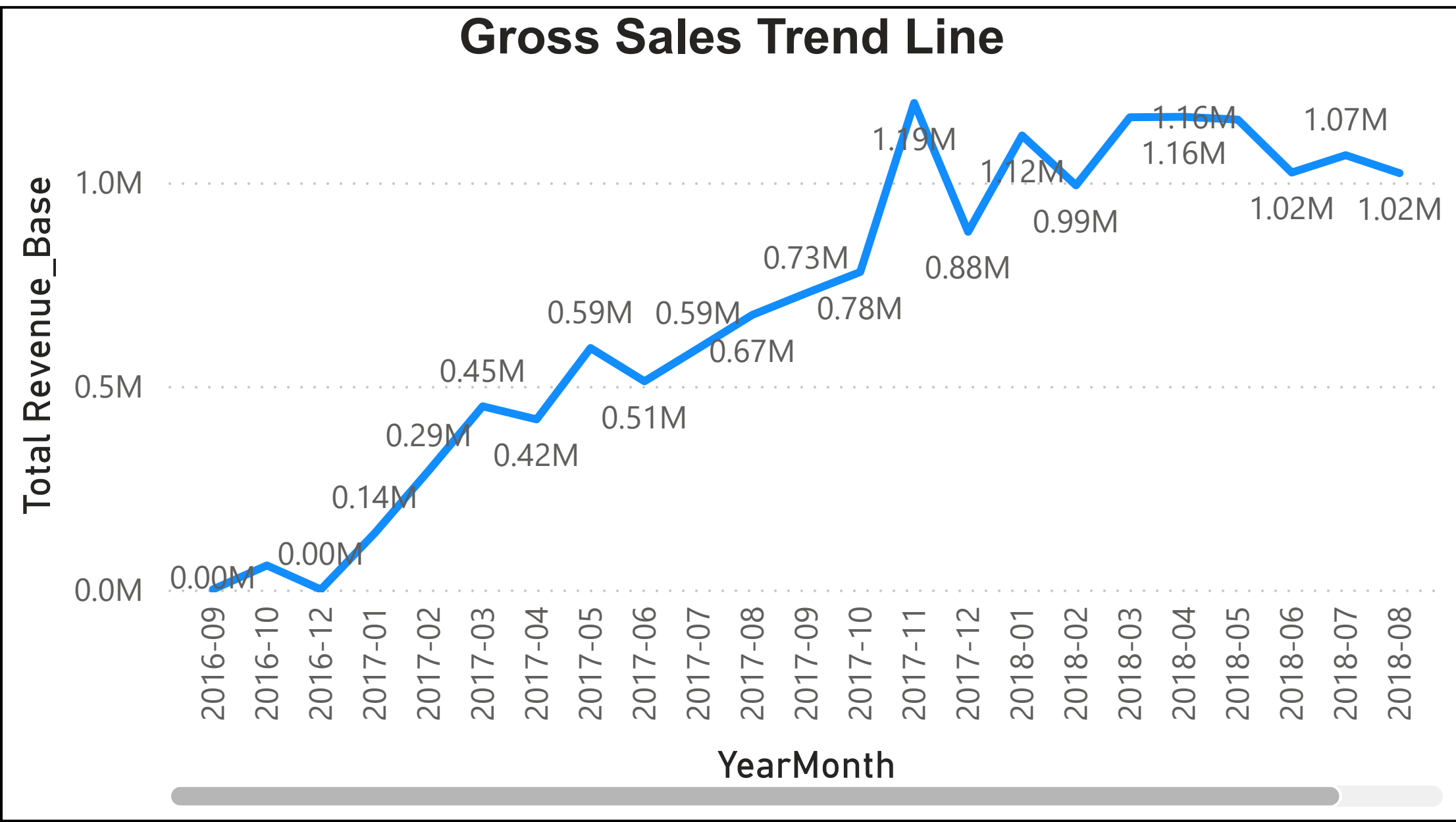


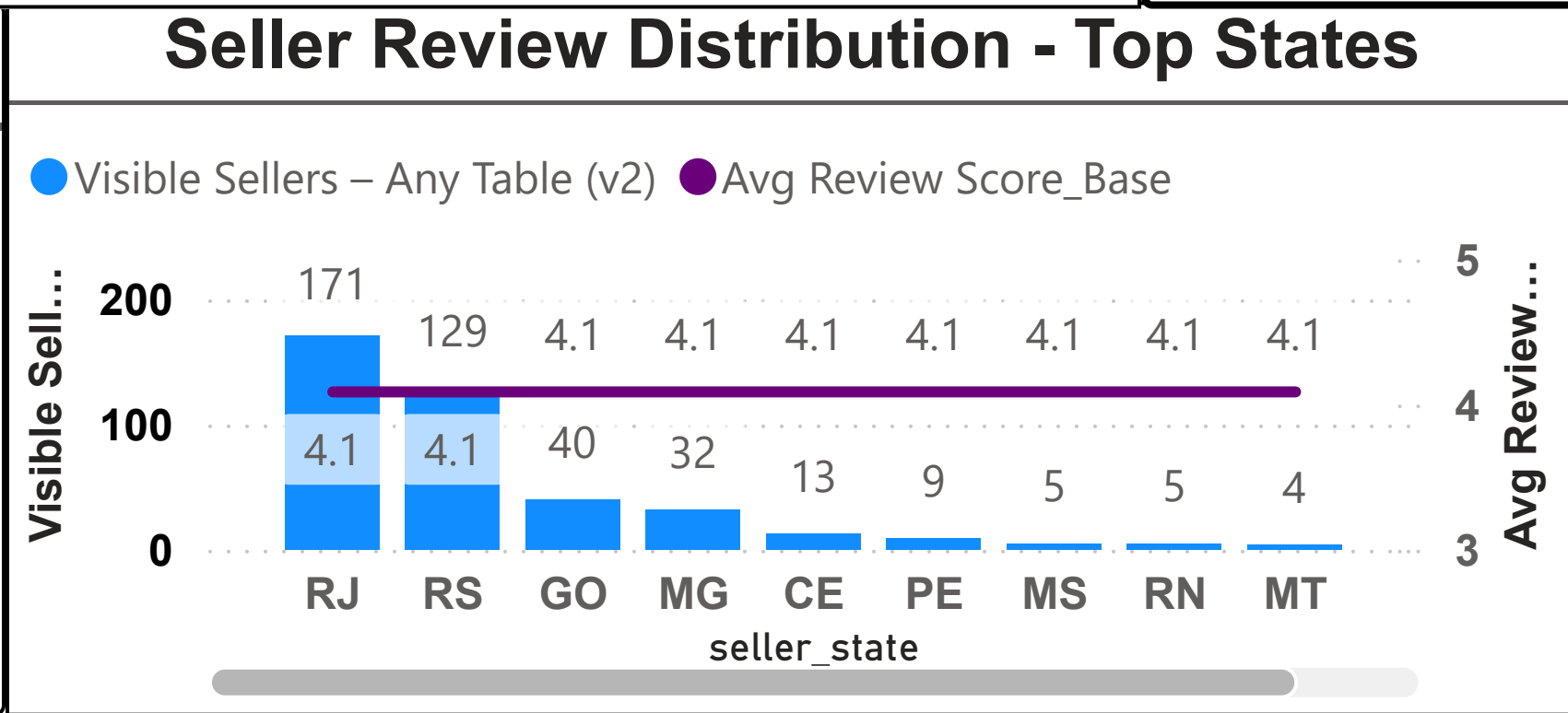
Executive Summary (Oct 2016 -Aug 2018)

Gross Sales (\$M)	Total Orders #counts	Avg Order Value (\$)	On-Time Deliveries %	Avg Review Score_Seller
16M	99K	161	92%	4.1



Executive Risk Snapshot

Risk Factor	Severity %
Low Customer Ratings	17.90
Worst On-Time %	8.10
Worst Cancellation %	0.60
Low Sales Volume	0.00



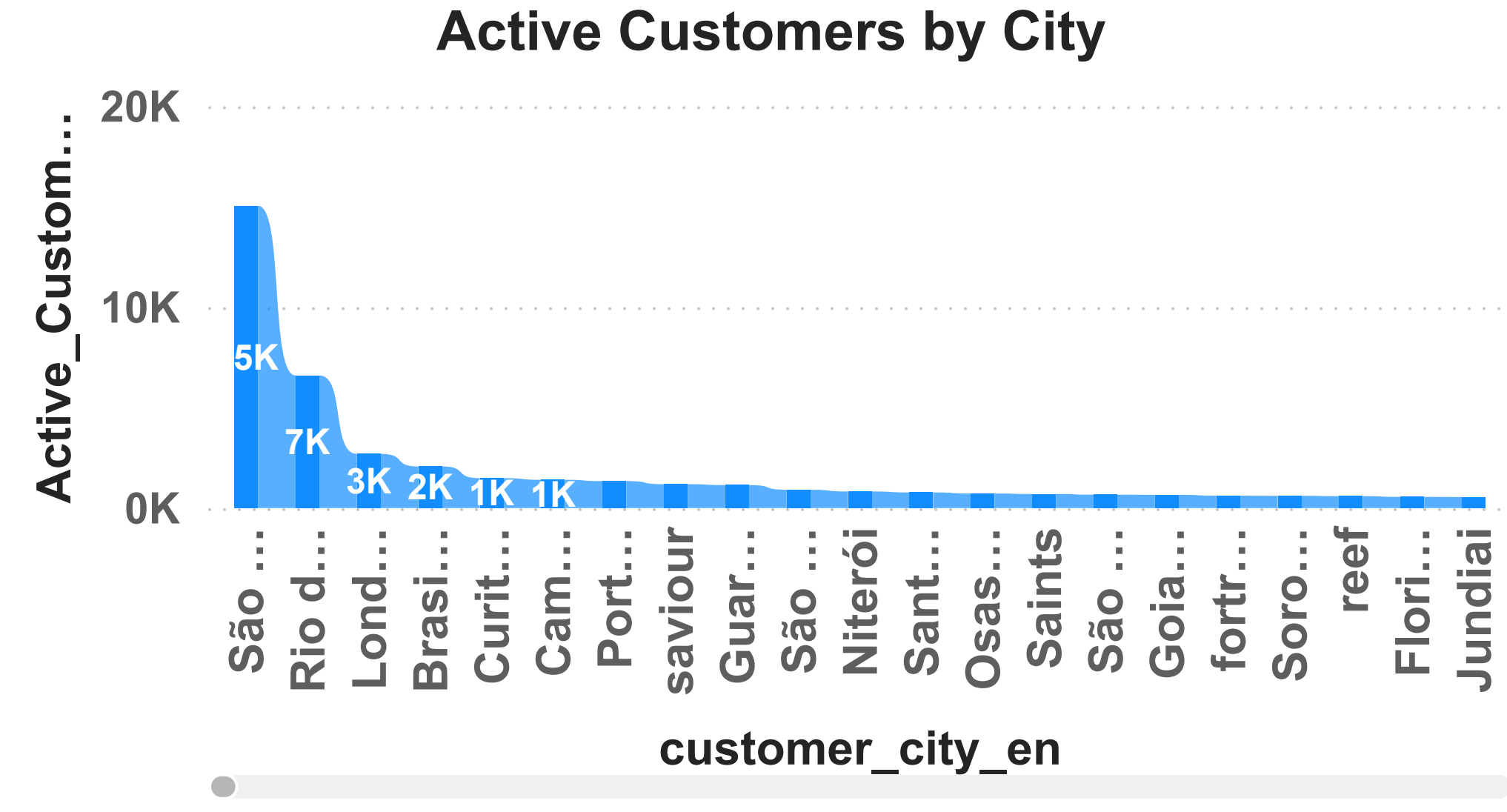
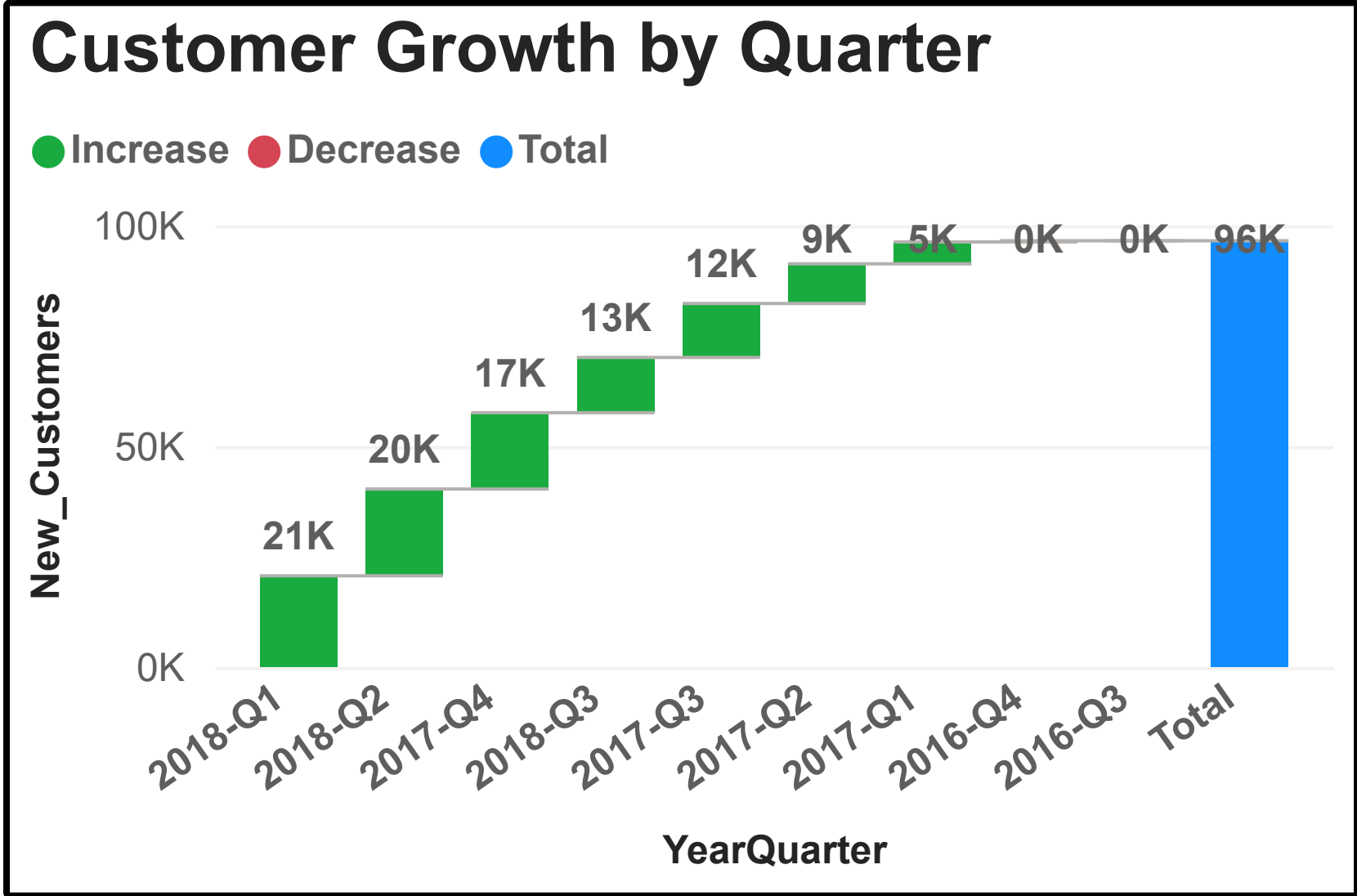
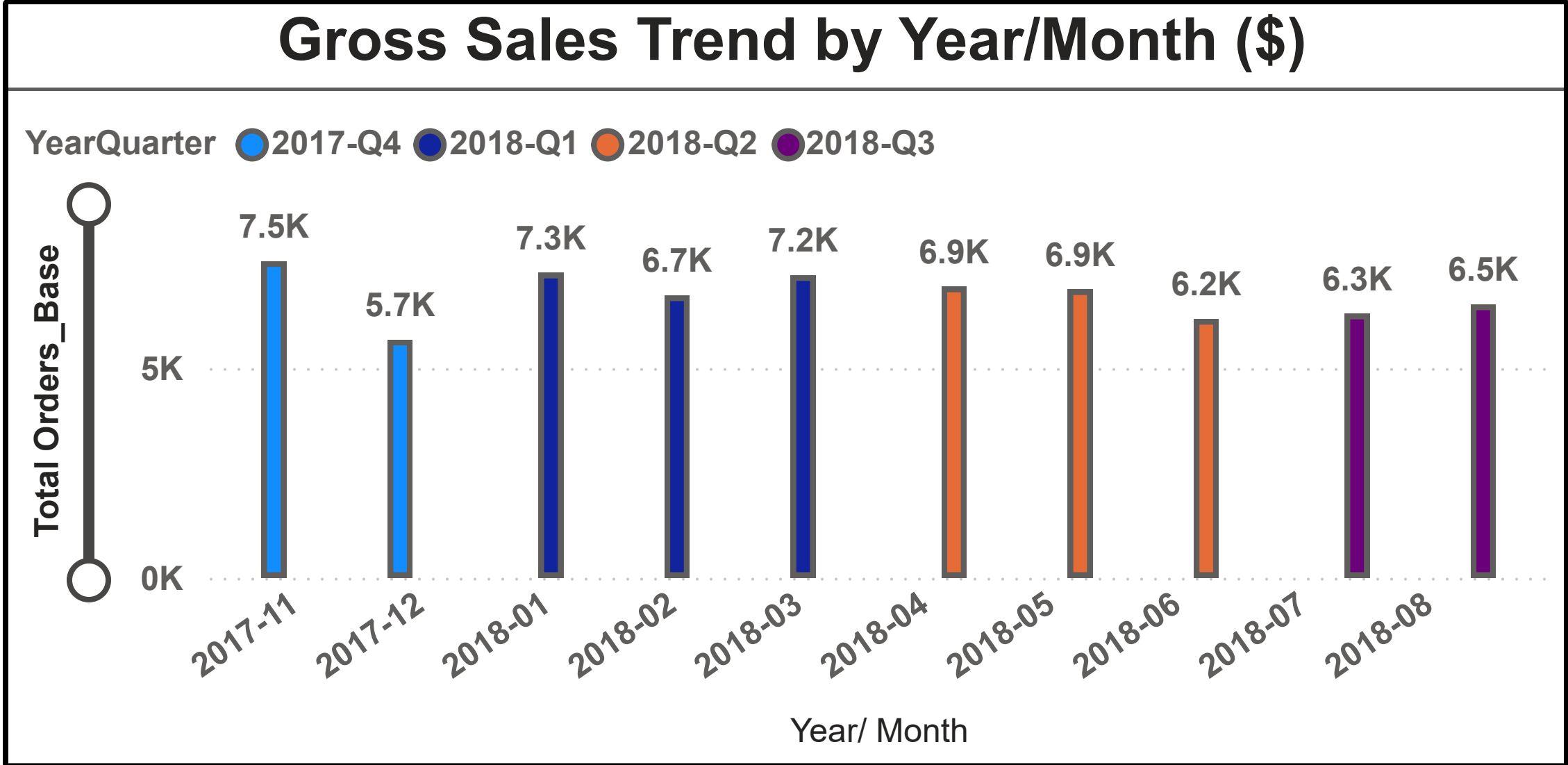
YearQua...

All

10
Top N (Selected)

01 Growth KPIs (Oct 2016 -Aug 2018)

Total Orders #counts	Avg Order Value (\$)	Gross Sales (\$M)
99K	161	16M



YearQua...
All

YearMonth
All

Top N
10

Top 10 Cities by Gross Sales

Delivered orders (Oct 2016 – Aug 2018)

São P...	2.2M
Rio de...	1.2M
London	0.4M
Brasilia	0.4M
Curitiba	0.2M
Porto ...	0.2M
saviour	0.2M
Campi...	0.2M
Guarul...	0.2M
Niterói	0.1M

customer_city_en

0M 1M 2M

Total Revenue (TopN only • ...

02 Delivery Performance (Oct 2016 -Aug 2018)

Delivered orders	On-Time Orders Delivered	On-Time Deliveries %	Avg Delivery Days (Purchase Date → Actual Delivery Date)	Avg Delivery Delay (Late Orders Only)
96K	89K	92%	12.56	0.77
<div>◆ Delivered Orders</div> <div>Total number of orders that were successfully delivered within the analysis period.</div>	<div>◆ On-Time Orders</div> <div>Number of delivered orders that arrived on or before the promised delivery date.</div>	<div>◆ On-Time Deliveries %</div> <div>Percentage of delivered orders that were on time = (On-Time Orders ÷ Delivered Orders).</div>	<div>◆ Avg Delivery Days (Purchase → Actual Delivery)</div> <div>Average number of calendar days between when a customer places an order and when it is delivered.</div>	<div>◆ Avg Delivery Delay (Late Orders Only)</div> <div>Average number of days delayed, but only counting orders that arrived after the promised date.</div>

YearMonth

Select all

2018-10

2018-09

2018-08

2018-07

2018-06

2018-05

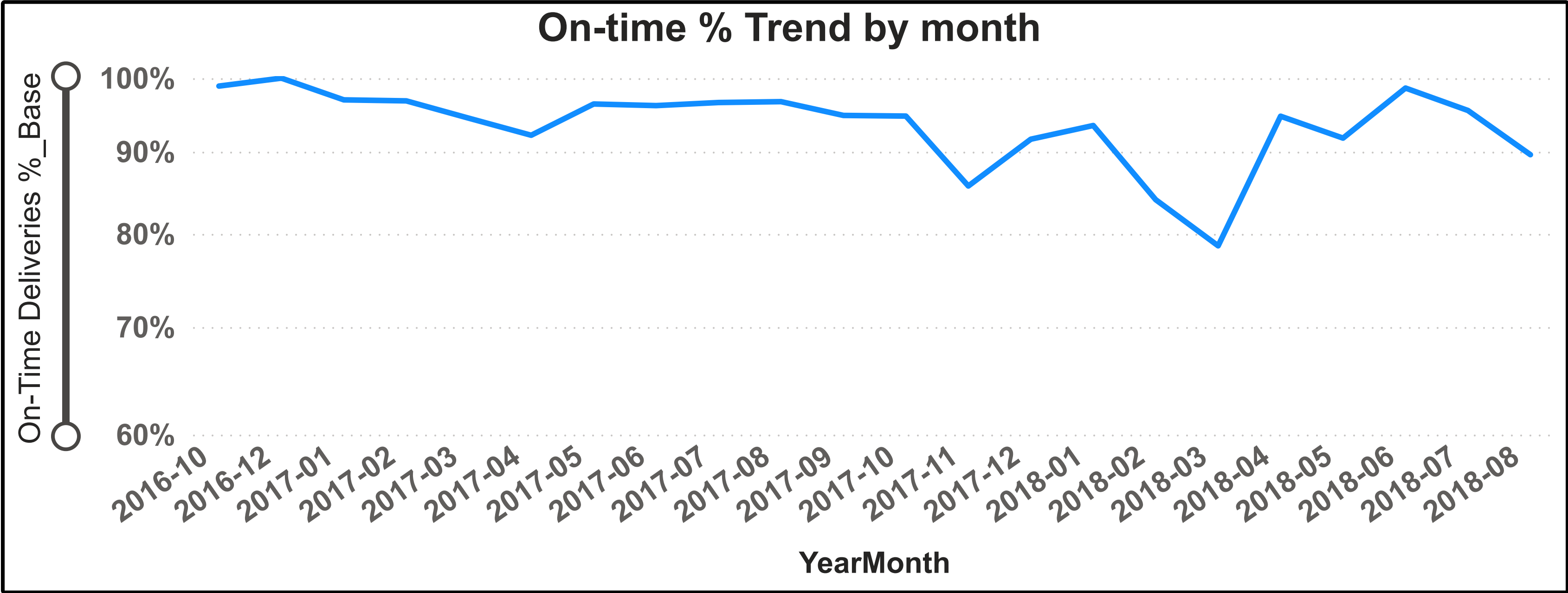
2018-04

2018-03

2018-02

2018-01

2017-12



03 Customer Retention (Oct 2016 -Aug 2018)

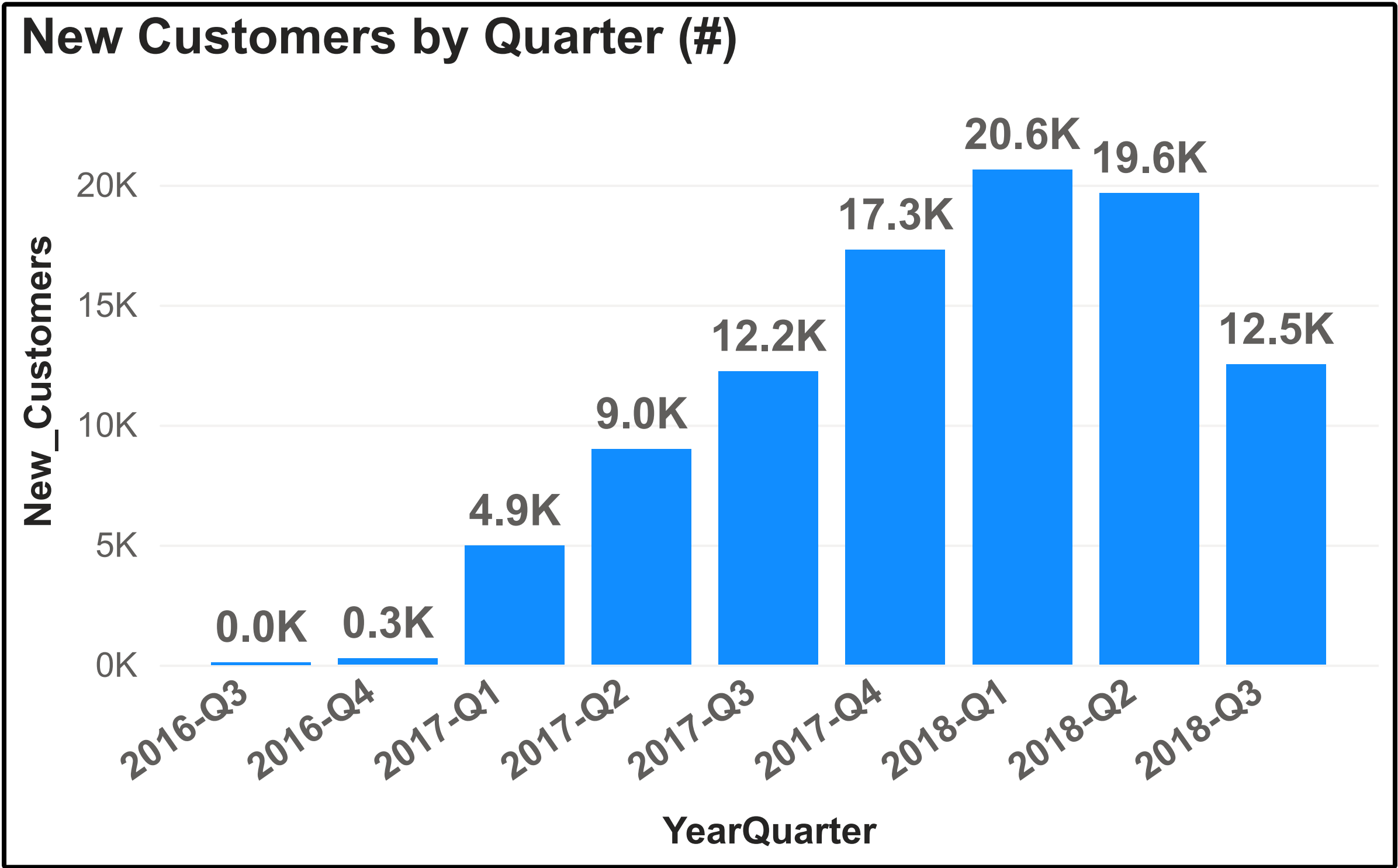
Quarterly new-customer acquisition is slowing.

At the same time, the real story in the data is that active customers average 6–7K per month, but are trending downward into 2018.

Repeat purchases are rare, so overall lift depends on **winning back inactive customers and securing second purchases quickly.**

Possible Reasons For Decline in New Customers

- **Market Saturation** – Rapid early growth left fewer untapped customers.
- **Seasonality** – Q3/Q4 shifts in demand (holidays, school, budget cycles).
- **Operational Issues** – Bottlenecks in logistics or onboarding slowed growth.
- **Marketing Shift** – Less ad spend, more focus on retention/profitability.
- **Competition** – New rivals and promotions diverted potential customers.



04 Seller Trust & Ranking (Oct 2016 -Aug 2018)

On-Time Deliveries %	Delivered Orders
92%	96K

% Orders Cancelled	Delivery Delay (days)
0.5%	-11.20

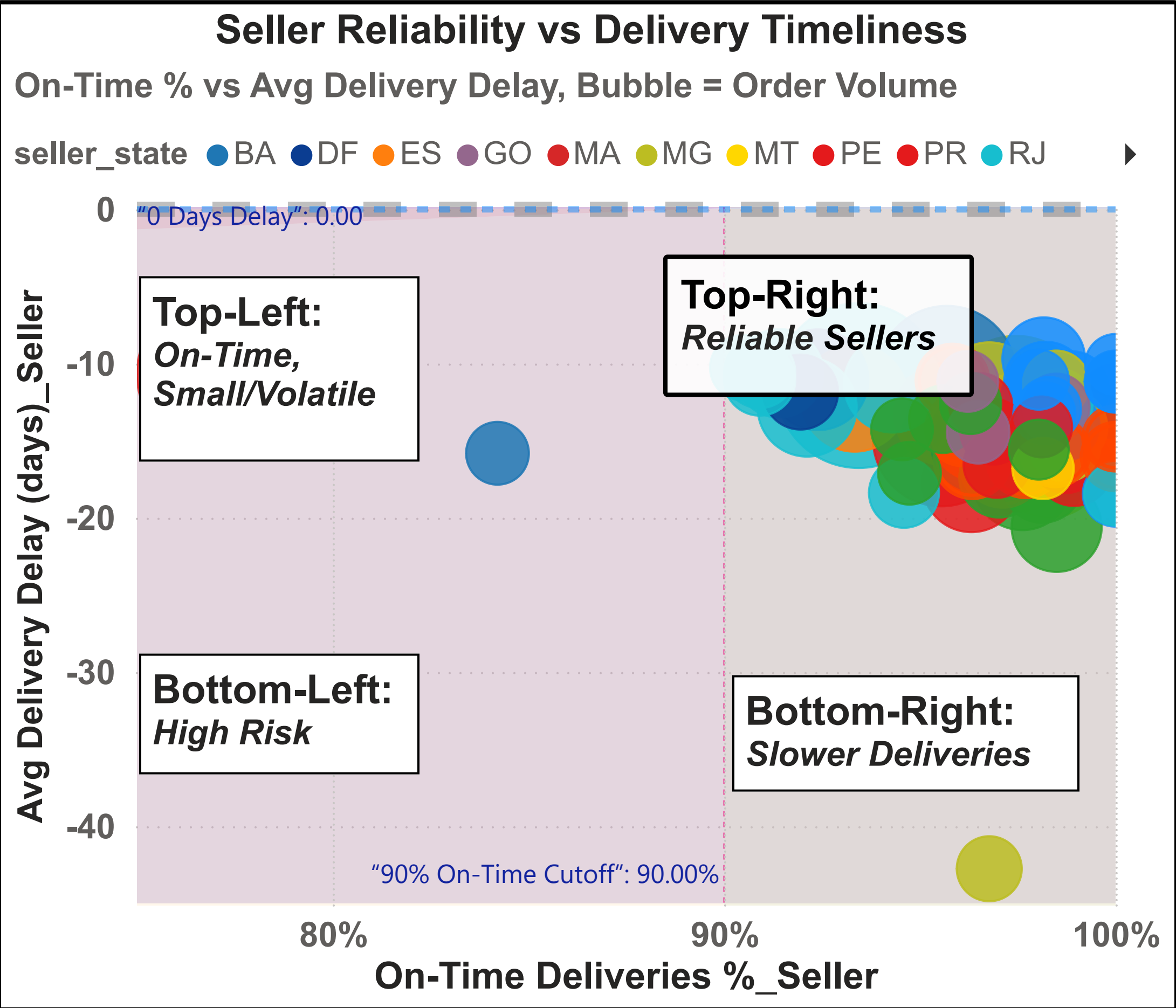
YearMonth

Multiple ...

Seller Reliability & Order Performance		
seller_id	Delivered Orders	On-Time Deliveries %
6560211a19b47992c3666cc44a7e94c0	1819	0.94
4a3ca9315b744ce9f8e9374361493884	1772	0.89
cc419e0650a3c5ba77189a1882b7556a	1651	0.94
1f50f920176fa81dab994f9023523100	1399	0.89
da8622b14eb17ae2831f4ac5b9dab	1311	0.92
Total	32788	0.92

Top N

10



seller_id

All

05 TOP 5 Risks

✖ Worst On-Time % — Top 10 Sellers			
seller_id	Visible Sellers – Any Table (v2)	On-Time Deliveries %_Seller	seller_state
001cca7ae9ae17fb1caed9dfb1094831	1	0.93	ES
001e6ad469a905060d959994f1b41e4f	1		RJ
02a2272692e13558373c66db98f05e2e	1		RJ
02d35243ea2e497335cd0f076b45675d	1	0.64	RN
Total	424	0.83	

🐢 Worst Avg Delay (days) — Top 10 Sellers			
seller_id	Visible Sellers – Any Table (v2)	Avg Delivery Delay (days)_Seller	seller_state
001e6ad469a905060d959994f1b41e4f	1		RJ
02a2272692e13558373c66db98f05e2e	1		RJ
02d35243ea2e497335cd0f076b45675d	1	-5.45	RN
0417b067eeab773d2f7061a726dc477f	1	-3.21	SC
04842805047f0fc584fc1060b6e50fe7	1	0.62	RS
Total	183	-10.47	

🚫 Worst Cancellation Rate % — Top 10 Sellers			
seller_id	Visible Sellers – Any Table (v2)	Cancellation Rate %_Seller	seller_state
001cca7ae9ae17fb1caed9dfb1094831	1		ES
001e6ad469a905060d959994f1b41e4f	1	1.00	RJ
003554e2dce176b5555353e4f3555ac8	1		GO
01b0ee0d254e0142f0ee0701b060b2e47	1		GO
Total	581	0.02	

Total No. of Sellers

3095

10

Top N (Selected)

Show Worst N

Top N

10

