



Mercados

Tipo de cliente



Clientes

4,873



Transacciones

51,290



Productos

10,292



Ciudades

3,592



Estados

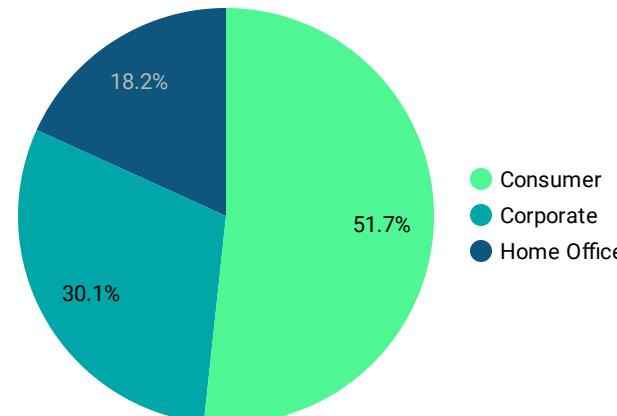
1,094



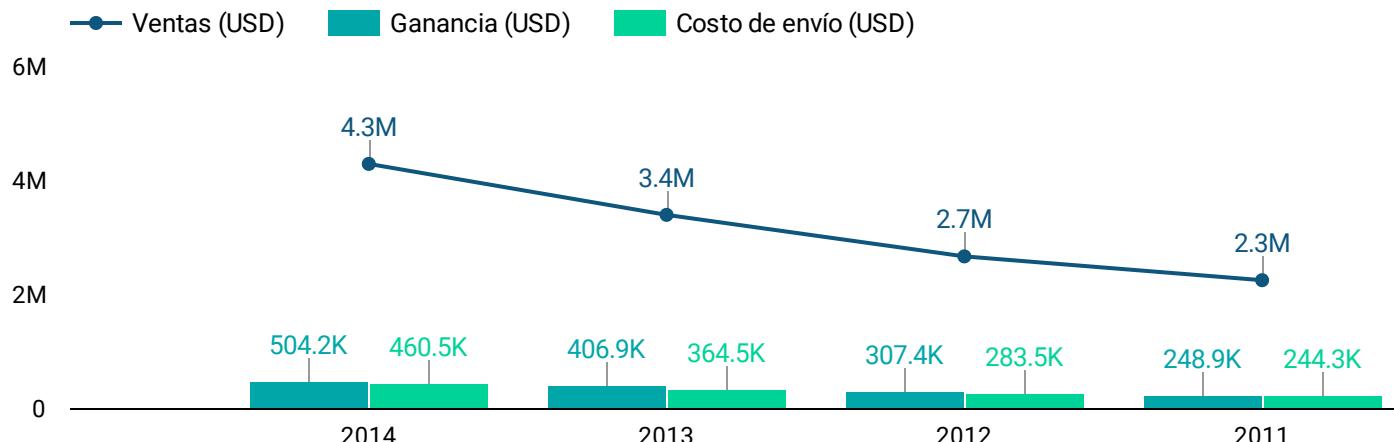
Países

147

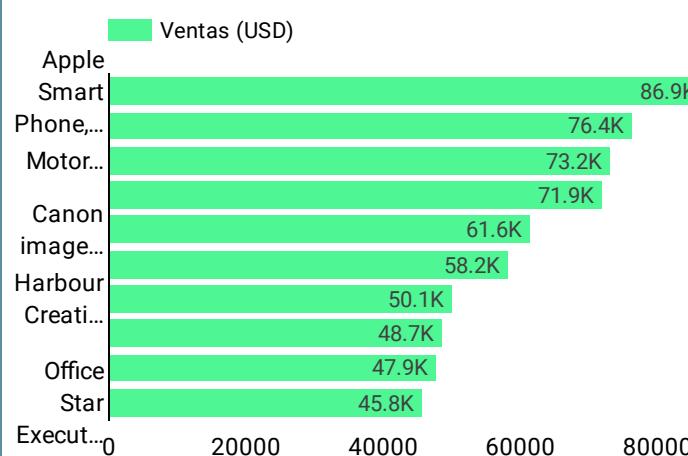
## Clientes por segmento



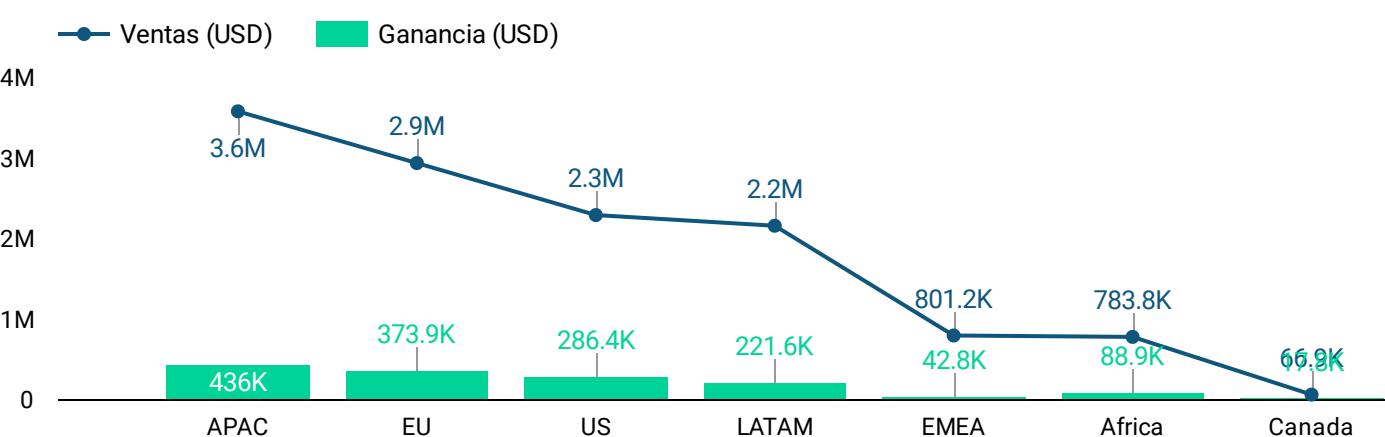
## Ventas vs Ganancias vs Costo de envío



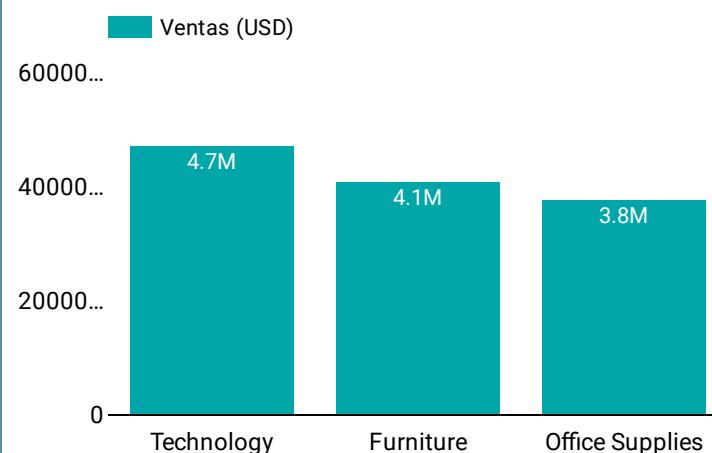
## Top 10 productos más vendidos



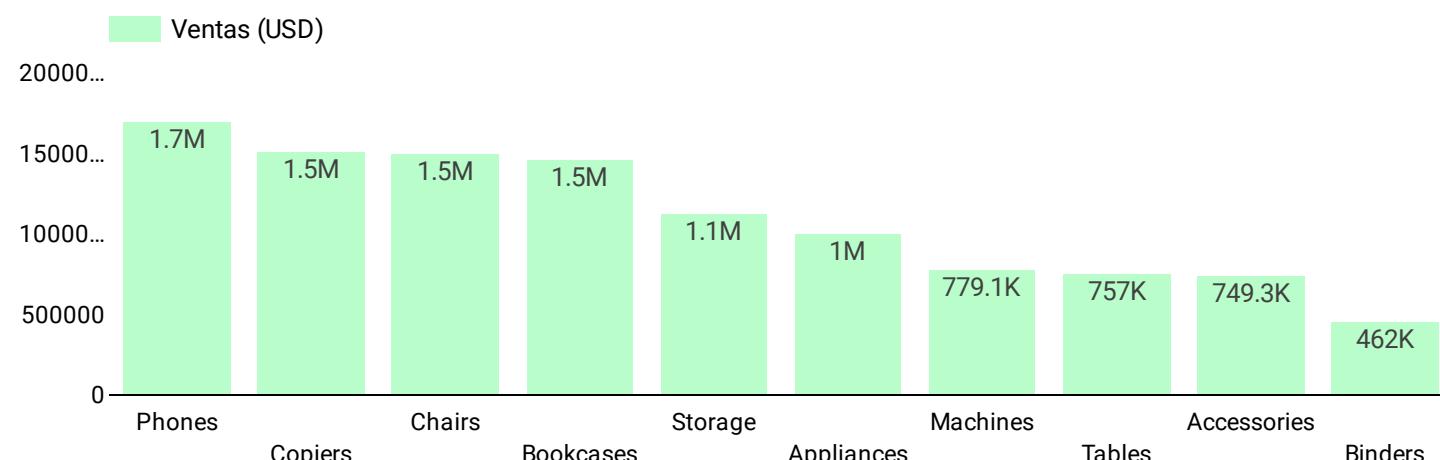
## Ventas vs Ganancias por Mercado



## Ventas por categoría



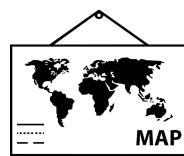
## Top 10 ventas por sub categoría





Tipo de cliente

Mercados



Clientes

4,873

Tickets

25,753

Productos

10,292

Categorías

3

Sub Categoría

17

Ciudades

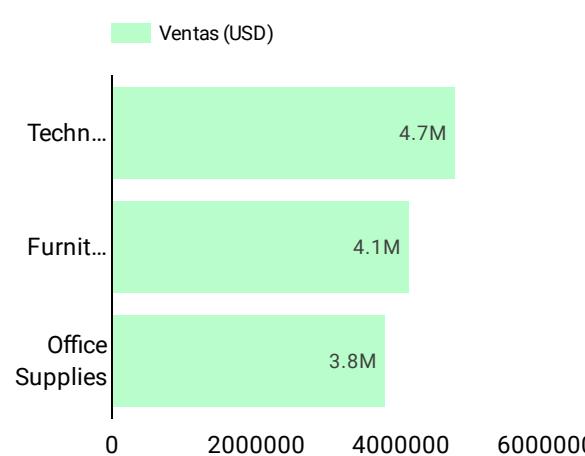
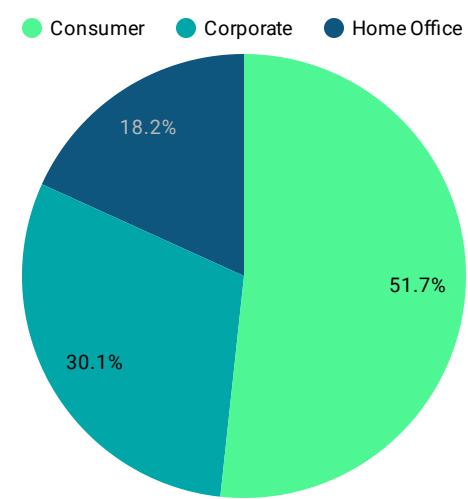
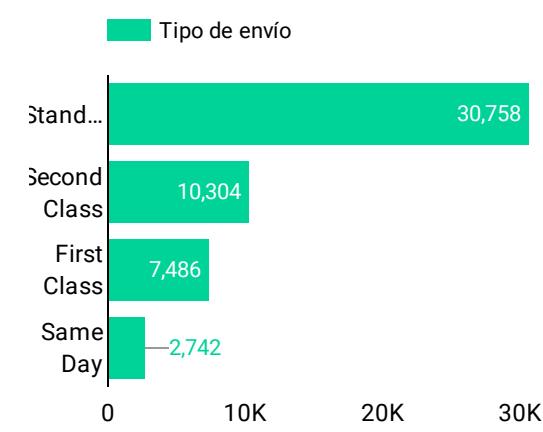
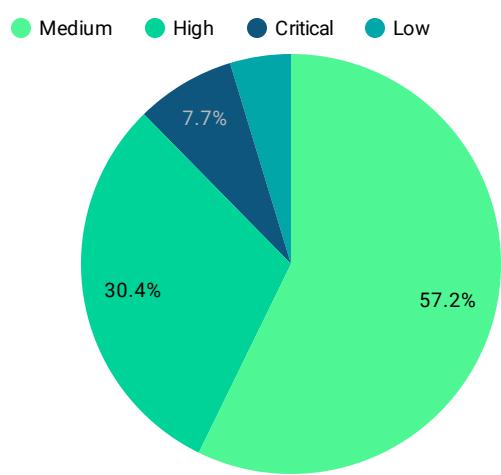
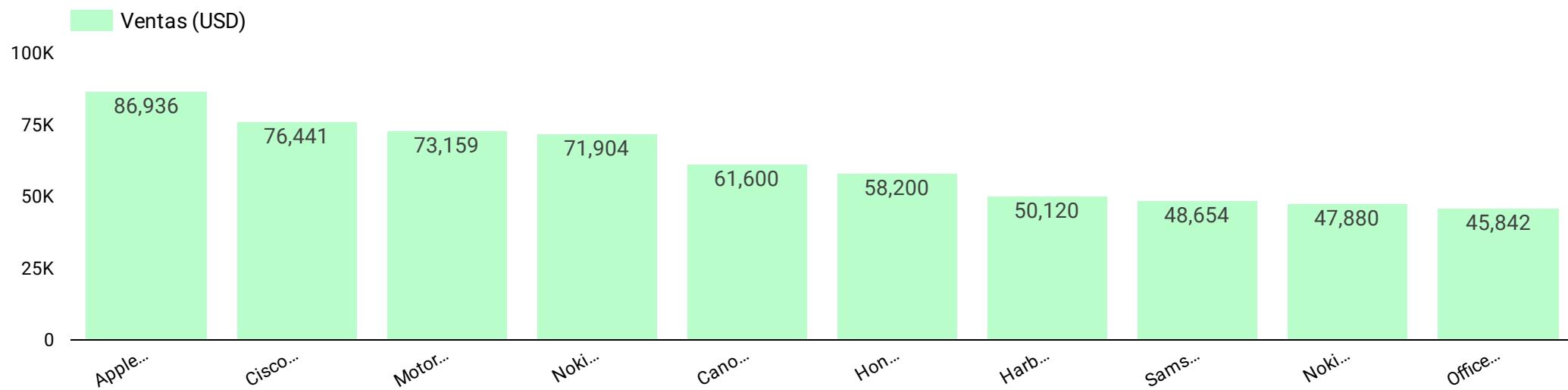
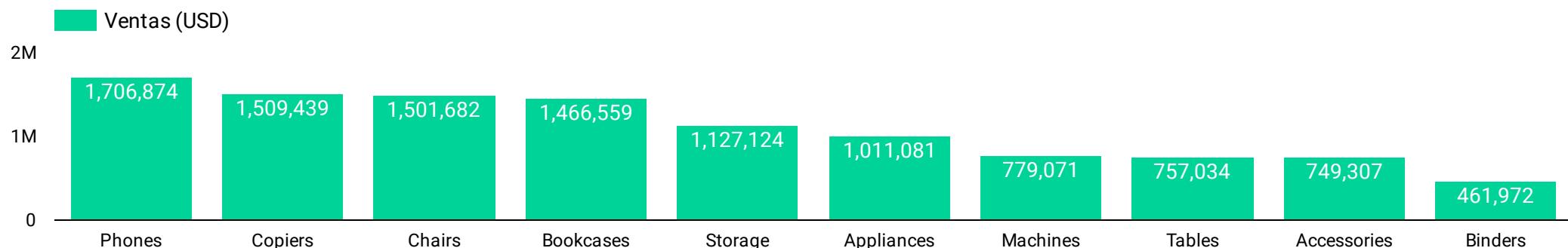
3,592

Estados

1,094

Países

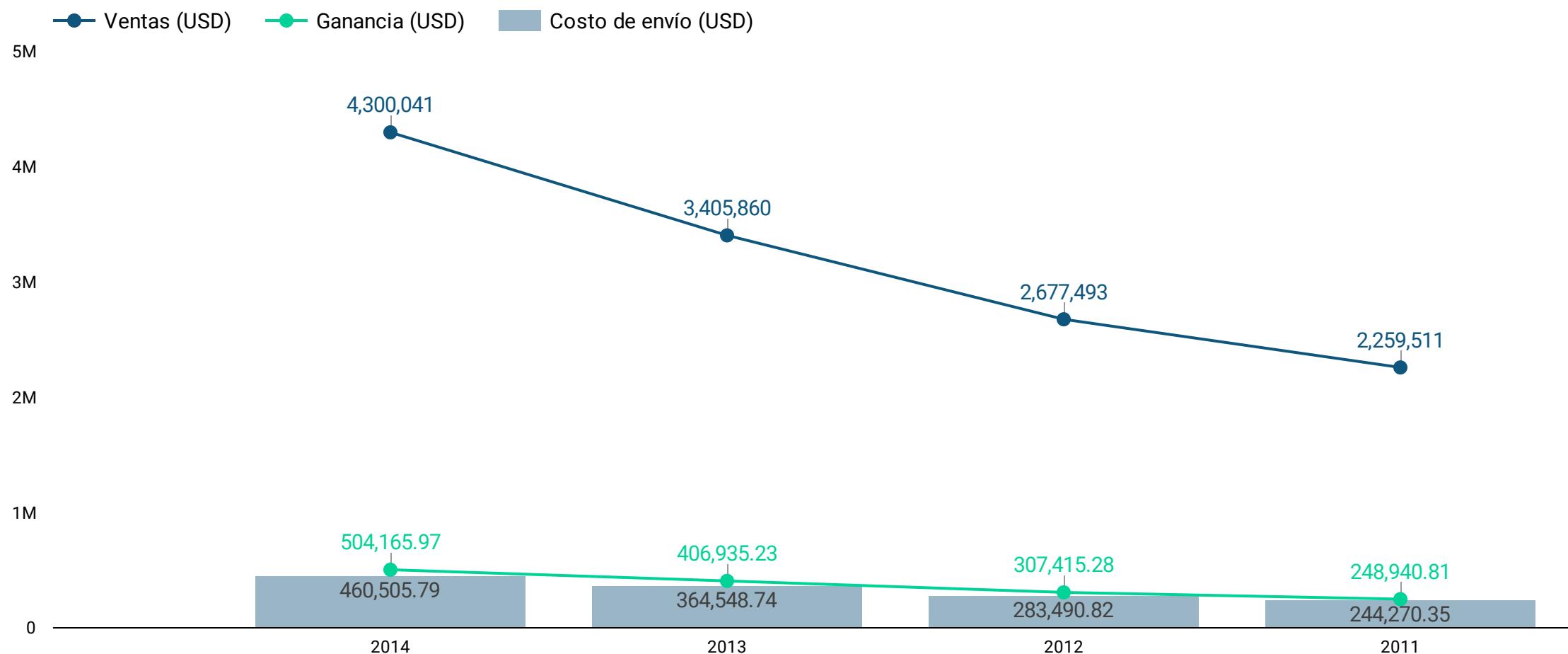
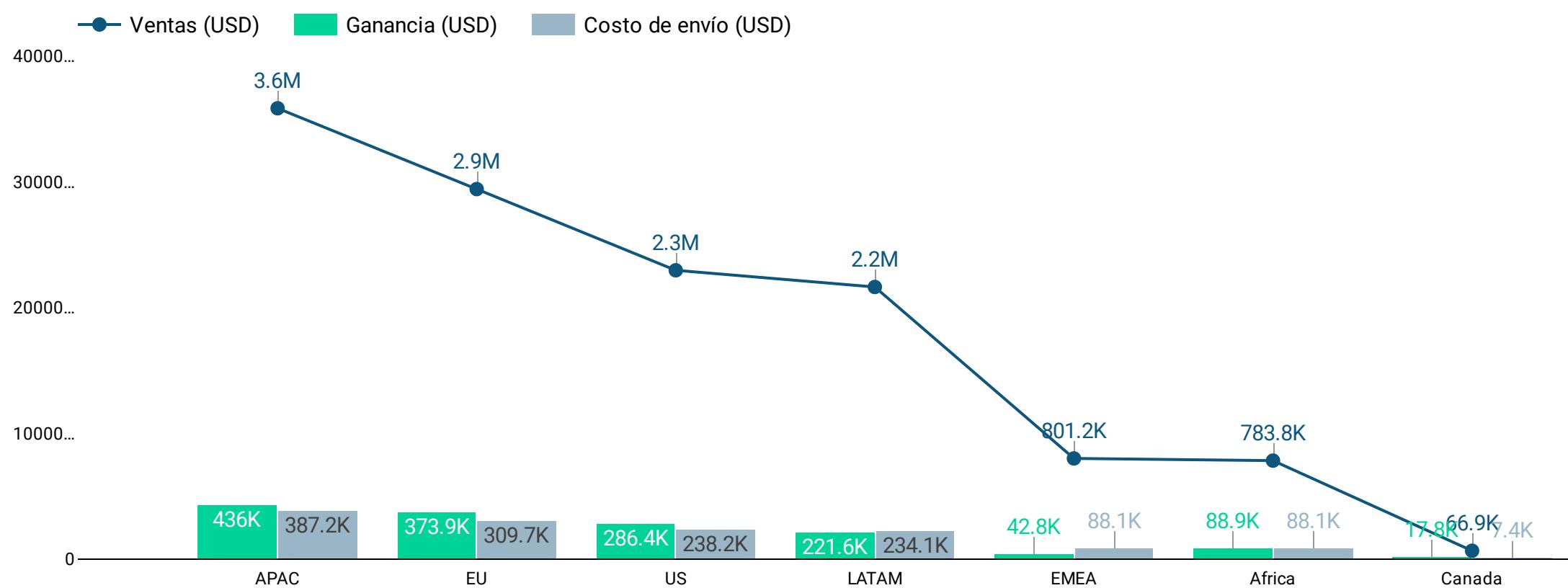
147

**Ventas por categoría**

**Clientes por segmento**

**Tipo de envío**

**Prioridad de orden**

**Top 10 productos más vendidos**

**Ventas por sub categoría**


Mercados

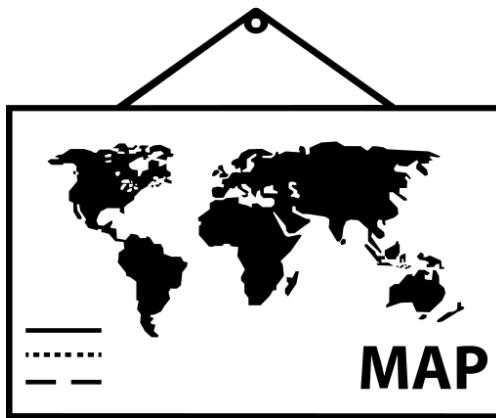
Tipo de cliente

Año

**Ventas, Ganancias y Costo de envío a lo largo del tiempo**

**Ventas, Ganancias y Costo de envío por Mercado**




Mercados



Segmento cliente



Ventas						
Año	Total Ventas	AVG	Mediana	MIN	MAX	STD
1. 2011	2,259,511	251.11	84	1	22,638	536.9
2. 2012	2,677,493	244.25	87	1	6,355	450.3
3. 2013	3,405,860	246.82	85	1	17,500	494.72
4. 2014	4,300,041	245.28	84	0	14,000	477.63

1 - 4 / 4 &lt; &gt;

Ganancias						
Año	Total Gananc...	AVG	Mediana	MIN	MAX	STD
1. 2011	248,940.81	27.67	9.03	-3,701.89	4,630.48	170.3
2. 2012	307,415.28	28.04	9.48	-2,639.99	3,177.48	155.63
3. 2013	406,935.23	29.49	9.22	-6,599.98	8,399.98	190.36
4. 2014	504,165.97	28.76	9.2	-3,839.99	6,719.98	174.28

1 - 4 / 4 &lt; &gt;

Costo de envío						
Año	Total	AVG	Mediana	MIN	MAX	STD
1. 2011	244,270.35	27.15	7.84	244,270.35	894.77	244,270.35
2. 2012	283,490.82	25.86	7.8	283,490.82	933.57	283,490.82
3. 2013	364,548.74	26.42	7.83	364,548.74	923.63	364,548.74
4. 2014	460,505.79	26.27	7.72	460,505.79	867.69	460,505.79

1 - 4 / 4 &lt; &gt;

Descuento						
Año	Total	AVG	Median	MIN	MAX	STD
1. 2011	1,333.17	0.15	0	0	0.8	0.22
2. 2012	1,548.51	0.14	0	0	0.85	0.21
3. 2013	1,935.16	0.14	0	0	0.8	0.21
4. 2014	2,511.63	0.14	0	0	0.8	0.21

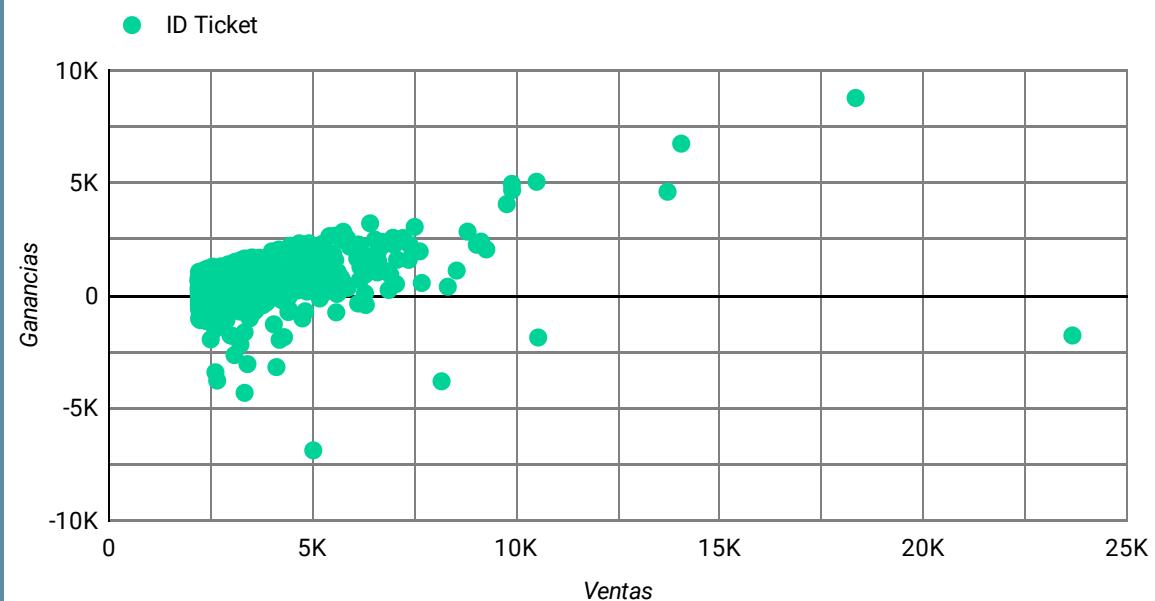


Mercados

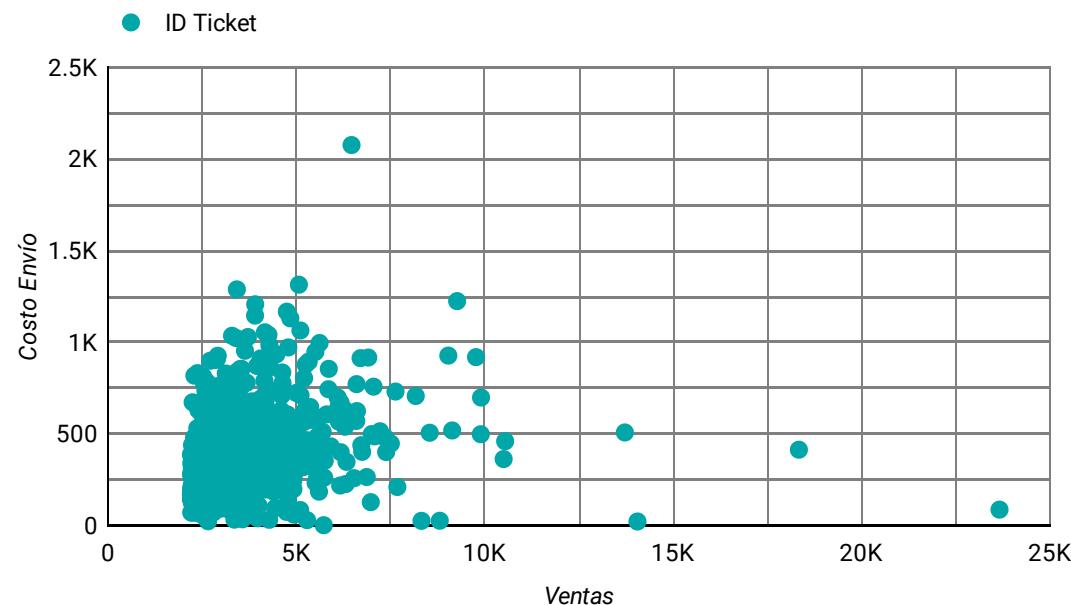
Segmento cliente



### Ventas vs Ganancias



### Ventas vs Costo de Envío



### Ganancias vs Costo de Envío

