Sales Dashboard

Sales	Customers	Orders
16M	**99.4K**	**103.9K**

Customers

Sellers

Insights

Year ⌄

2016

2018

product_category ⌄

All ⌄

customer_state ⌄

All ⌄

Sales over years

	0.00M	0.06M	0.88M	1.52M	1.99M	2.85M	3.27M	3.34M	2.09M	0.00M
			0.9M	1.5M	2.0M	2.9M	3.3M	3.3M	2.1M	

Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4
2016			2017				2018		

Top 3 states in sales

SP	RJ	MG
2.20M	1.16M	0.42M
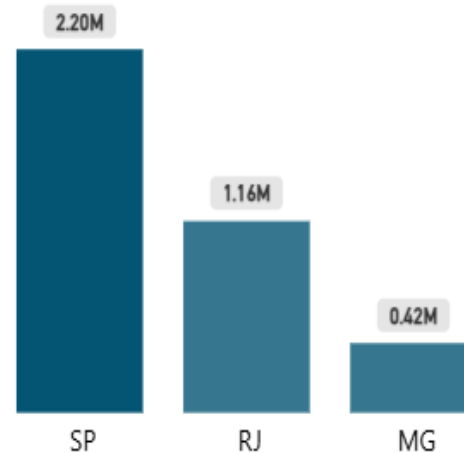
Top 5 product categories in sales

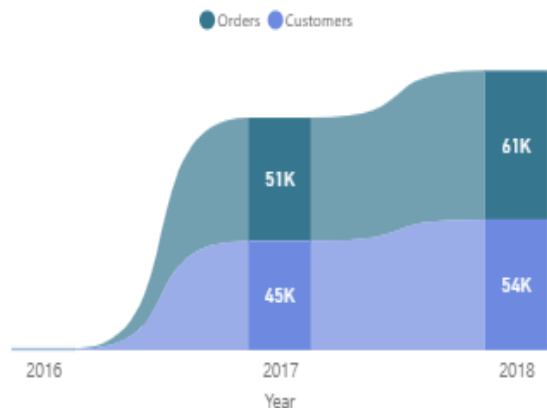| health_beauty | 1.4M |
watches_gifts	1.3M
bed_bath_ta...	1.3M
sports_leisure	1.2M
computers_...	1.1M
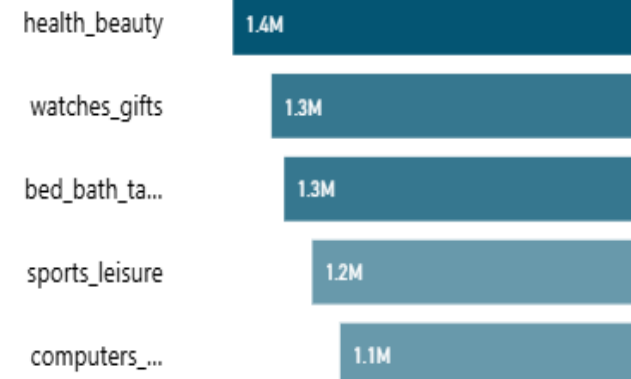
Customer Dashboard

Year
2016
2018

product_category
All

customer_state
All

Orders and Customers over years
● Orders ● Customers

61K
51K
54K
45K
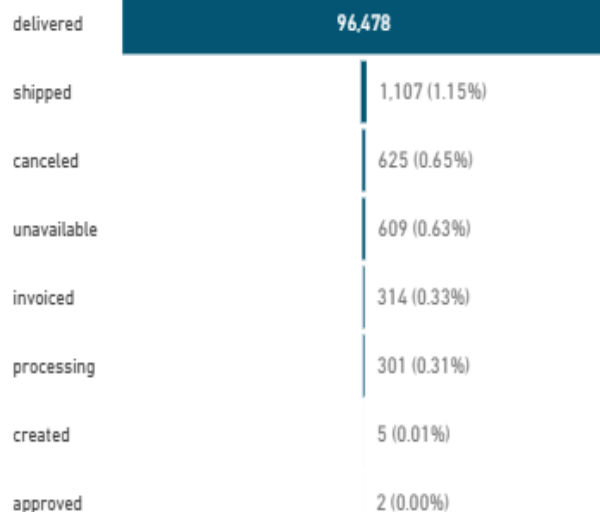
2016 2017 2018
Year

Customers Payment Catagory

1
1
6
65
96022

Customers count

Top 5 Loyal Customers

9a736b248f6... 33 233
8af7ac63b2e... 29 458
569aa12b73... 26 63
f9ae2262918... 23 521
2524dcec233... 22 41

● Orders Count ● Total Payment

Orders status funnel

delivered	96,478
shipped	1,107 (1.15%)
canceled	625 (0.65%)
unavailable	609 (0.63%)
invoiced	314 (0.33%)
processing	301 (0.31%)
created	5 (0.01%)
approved	2 (0.00%)
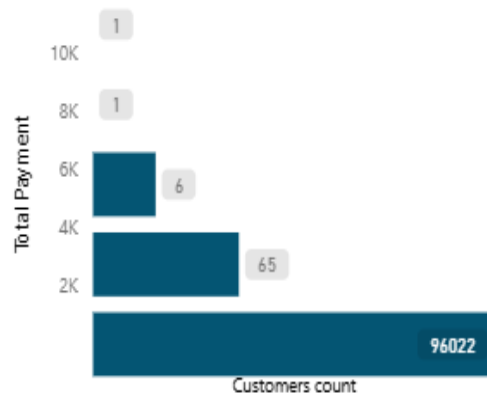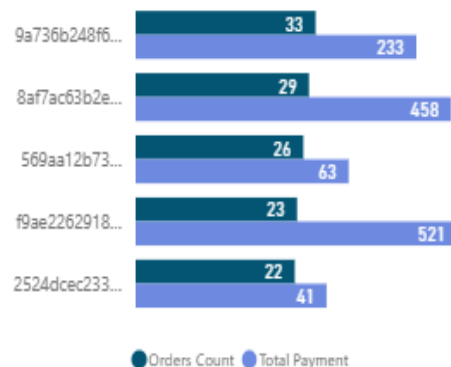
Payment type by total sales

2.87M (17.92%)
0.38M (2.37%)
12.54M (78.34%)

● credit_card ● boleto ● voucher ● debit_card
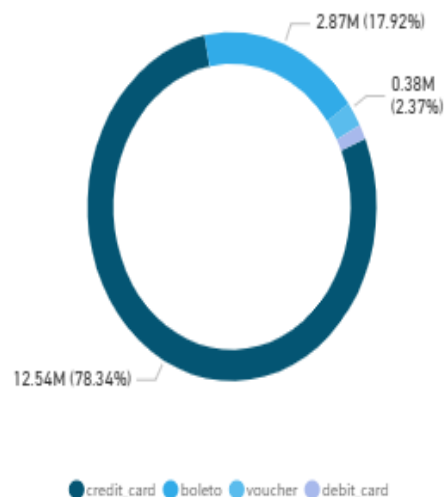
Customer Cities

Sellers

T. Sellers	Avg. Order Price	Avg. Fright Value	Top 200 sellers share
3095	**121**	**20**	**57.9%**
			% of Total sales

Year

2016

2018

product_category

All

customer_state

All

Seller Sales Category

200K	5
	6
100K	8
	30
0K	3046

Count of sellers

Top 5 Sellers in orders

- 6560211a19b4799... — 1.9K
- 4a3ca9315b744ce... — 1.8K
- cc419e0650a3c5b... — 1.7K
- 1f50f920176fa81d... — 1.4K
- da8622b14eb17ae... — 1.3K

Top 5 sellers in sales

- 4869f7a5dfa277a... — 0.25M
- 4a3ca9315b744ce... — 0.25M
- 7c67e1448b00f6e... — 0.24M
- 53243585a1d6dc... — 0.24M
- fa1c13f2614d7b5... — 0.21M
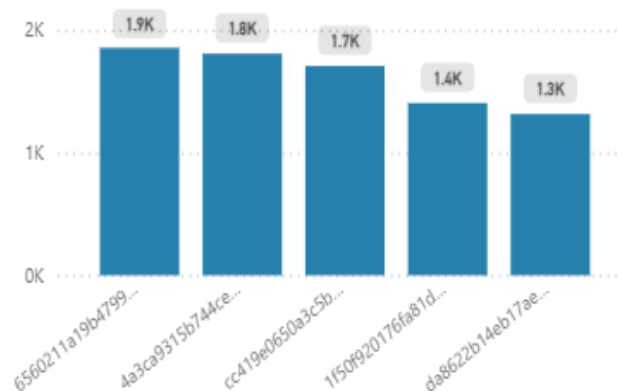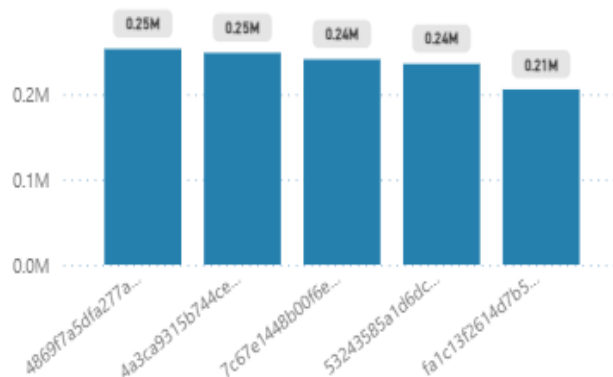
Sellers numbers in top 5 states

State	Value
SP	1849
PR	349
MG	244
SC	190
RJ	171

Insights & Recommendations

Sales Insights & Recommendations

Insights:-

- Top 3 states (SP, RJ, MG) contributed 23.5% of total sales, totaling 3.78M.

- Health & Beauty is the top-selling category with 1.4M in sales (8.75% of total).

- The sales peak was in 2018 Q2 with 3.34 M.

- Sales dropped significantly in Q3 2018, raising concerns

Recommendations:-

- An urgent study on the reasons for the sales decrease is needed to avoid these reasons in the future.

Customers Insights & Recommendations

Insights:-

- Customer count increased by 20% in 2018 compared to 2017.

- The order funnel shows excellent performance across all stages.

- Credit card is the most commonly used payment method.

- 96% of customers spend less than 1K, this category contributing to 92.5% of total sales.

Recommendations:-

- Introduce alternative payment methods in states currently limited to credit cards.

- Target low-spending customers (<1K) with special offers to boost average order value.

Sellers Insights & Recommendations

Insights:-

- Seller count increased by 73% in 2018 compared to 2017.

- 200 from 3095 sellers are responsible for 53% of total sales.

- SP remains the state with the highest number of sellers.

Recommendations:-

- Implement marketing strategies in new markets with high seller growth to drive more sales.

- Reward top-performing sellers with special incentives or bonuses.

- Set clear and achievable sales targets for small vendors to help improve their performance