Terrace Brazil Overview

- KPIs Overview
- Sales insight
- Logistic insight
- Marketing Campaign

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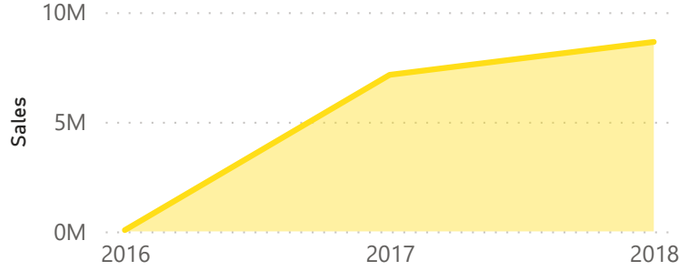
KPIs Overview Terrace Brazil 2016 to 2018

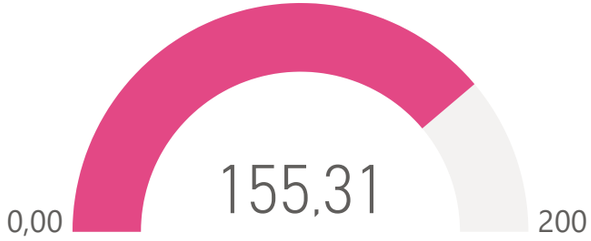
2016 | 2017 | 2018

Customers	Orders	Sales	Revenue	Categories of Products	Overall review score
54K	61K	53K	8,64M	71	4,07

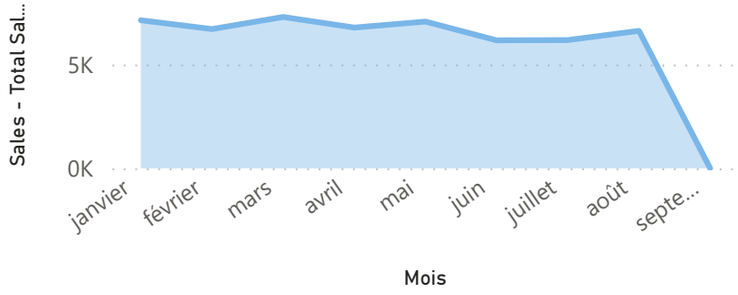
Turnover (year)



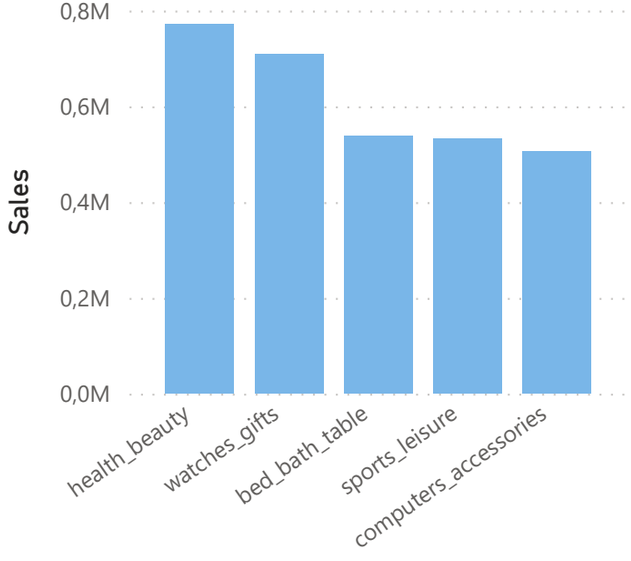
Average order amount price



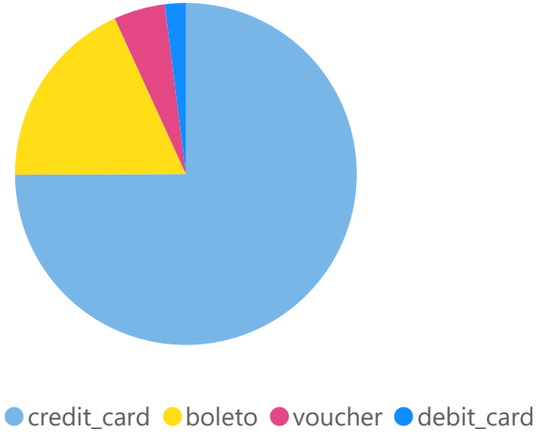
Sales - Total Sales par Mois



Most sell categories



Distribution of payment type



Customer and transaction by state

Sales Insight

2016 | 2017 | 2018

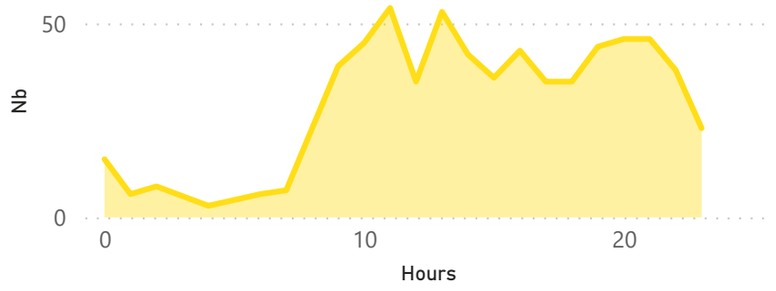
Order categories

- car
- clothing/accessories
- food
- health/cosmetics
- high-tech/IT
- hobbies/sports
- home
- industry/commerce
- outside/DIY

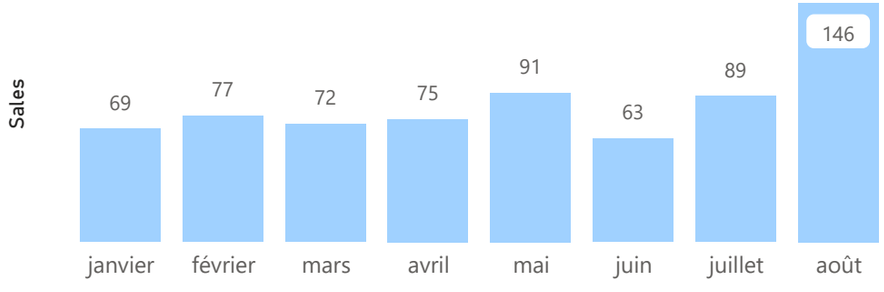
Date

04/09/2016 17/10/2018

Frequency order by hour

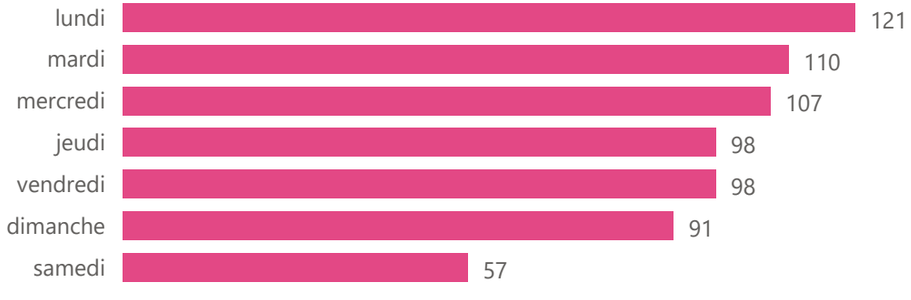


Average sales per month



Customer and transaction by state

Average sales per day



SCORING

Avg time to answer comment (hours)

59

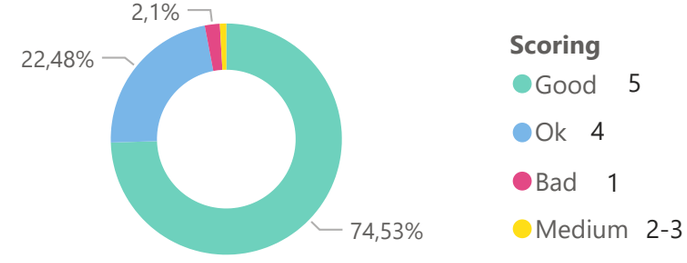
Overall review score

4,26

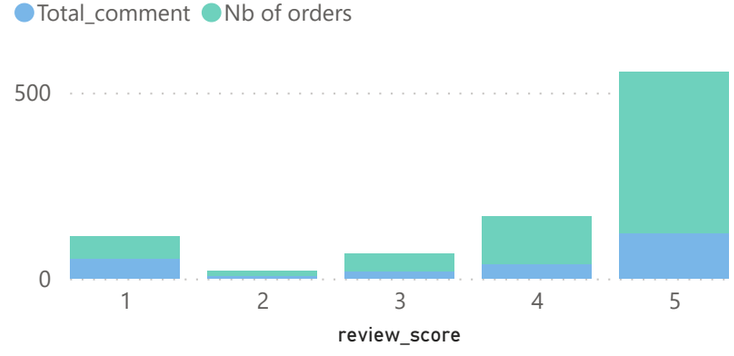
Worst categories

Category	Average review score
drinks	4,18
food	4,26
food_drink	4,40

Score distribution



Distribution of comment by score



Logistic insight

2016 | 2017 | 2018

car | clothing/accessories | food | health/cosmetics | high-tech/IT | hobbies/sports | home | industry/commerce | outside/DIY

DELIVERIES INSIGHT

Average estimated delivery time	Average of days for the delivery	Delivery advance mean	Delivery advance median
21 Days	11 Days	12 Days	10 Days

Average of days for the delivery by state

Order efficiency

status	Order percentage
delivered	98,36%
shipped	1,41%
invoiced	0,23%
Total	**100,00%**

Late deliveries percentage

7,75 %

OVERVIEW

Date: 04/09/2016 – 17/10/2018

Seller and transaction by state

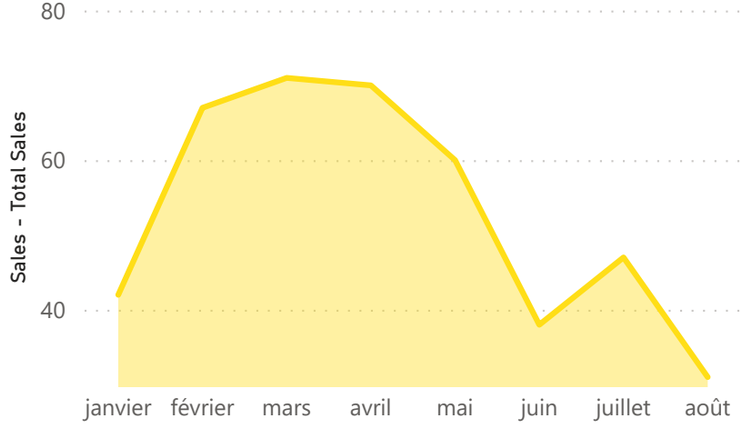
Overall review score

4,10

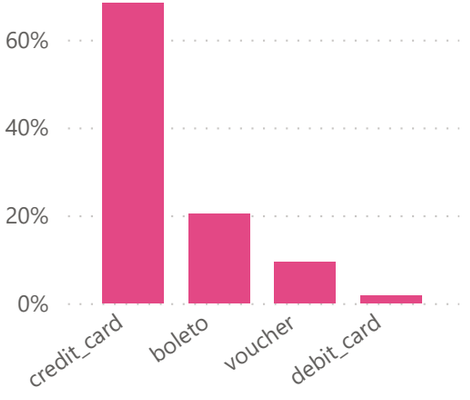
Worst categories

Category	Average review
market_place	
agro_industry_and_commerce	
industry_commerce_and_business	

Sales per month



Distribution of payment type



Marketing Campaign

direct_traffic | display | email | organic_search | other | other_publicities | paid_search | referral | social | unknown

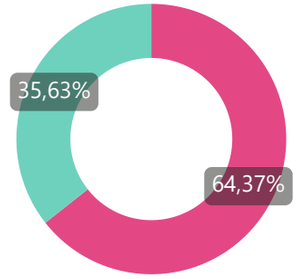
499
Total of leads

56
Qualified leads

11,22 %
Transformation rate

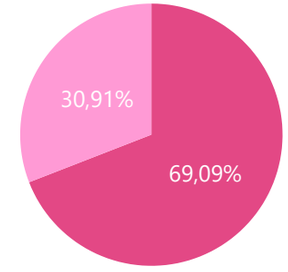
14/06/2017 — 31/05/2018

Part of sellers from campaign



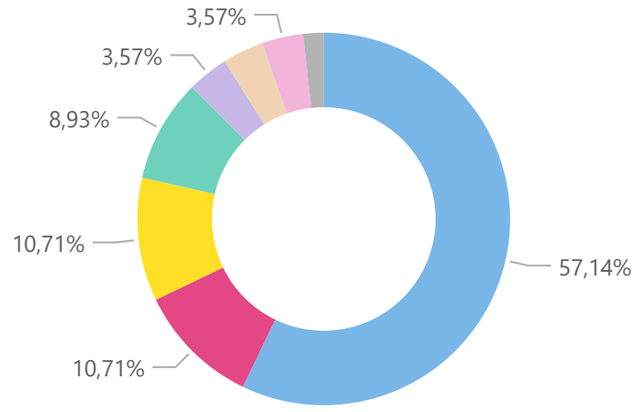
Sellers from campaign | Total sellers

Sellers distribution by business type



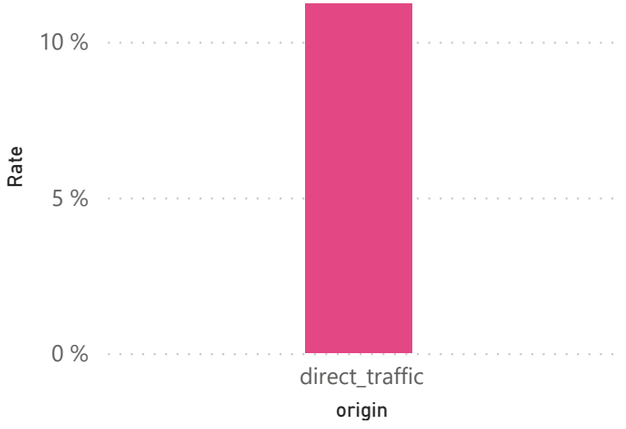
reseller | manufacturer

Sellers by category

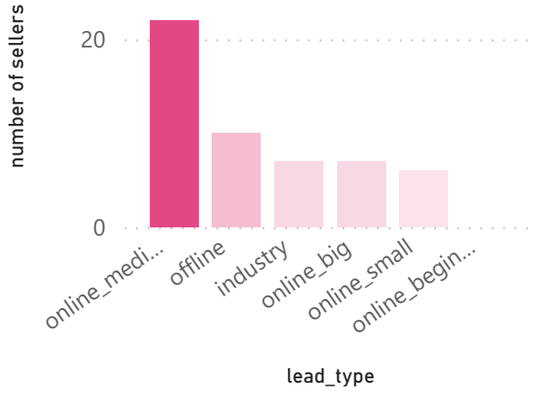
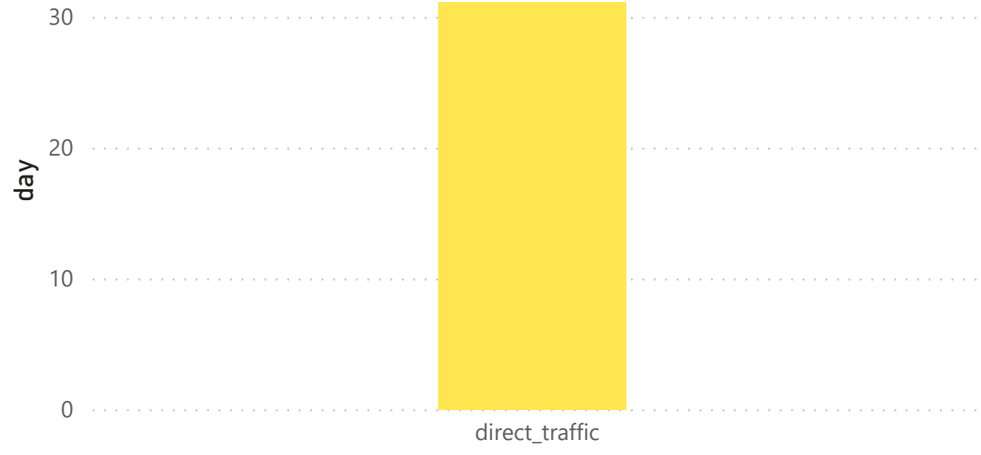


category
- home
- car
- health/cosmetics
- high-tech/IT
- clothing/accessories
- food
- hobbies/sports
- diy

Origin rate



Lead type of sellers



Sellers avg time to join by marketing channel