

Desempenho de vendas

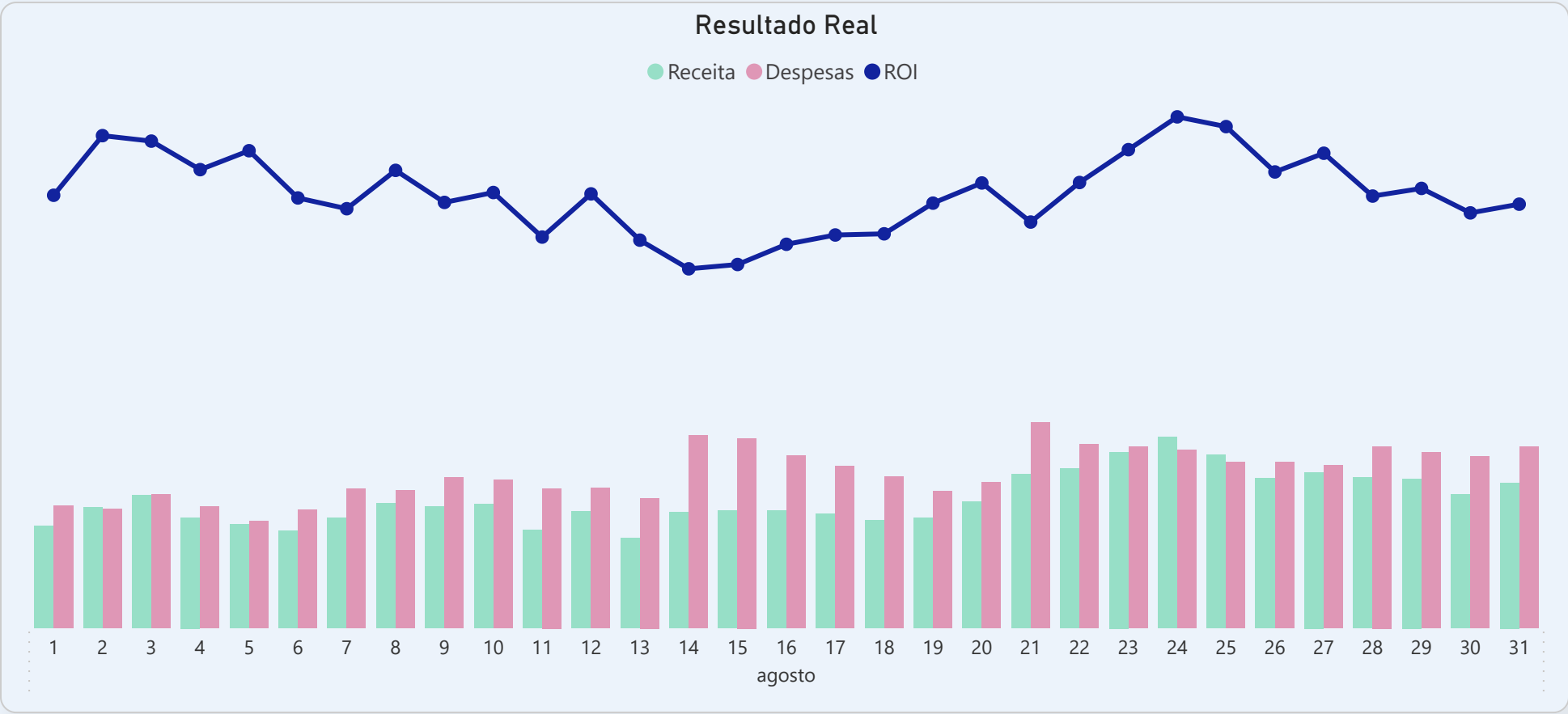
Período

01/08/202331/08/2023

Produto

Todos

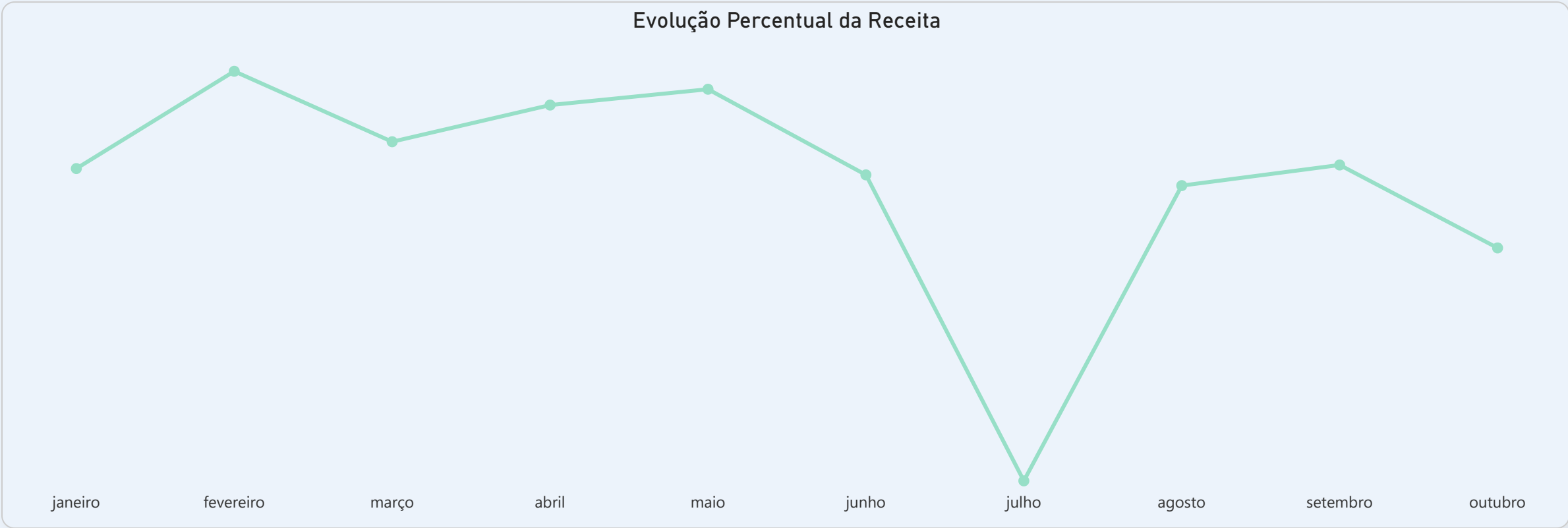
RECEITA X DESPESAS



R\$
Receita

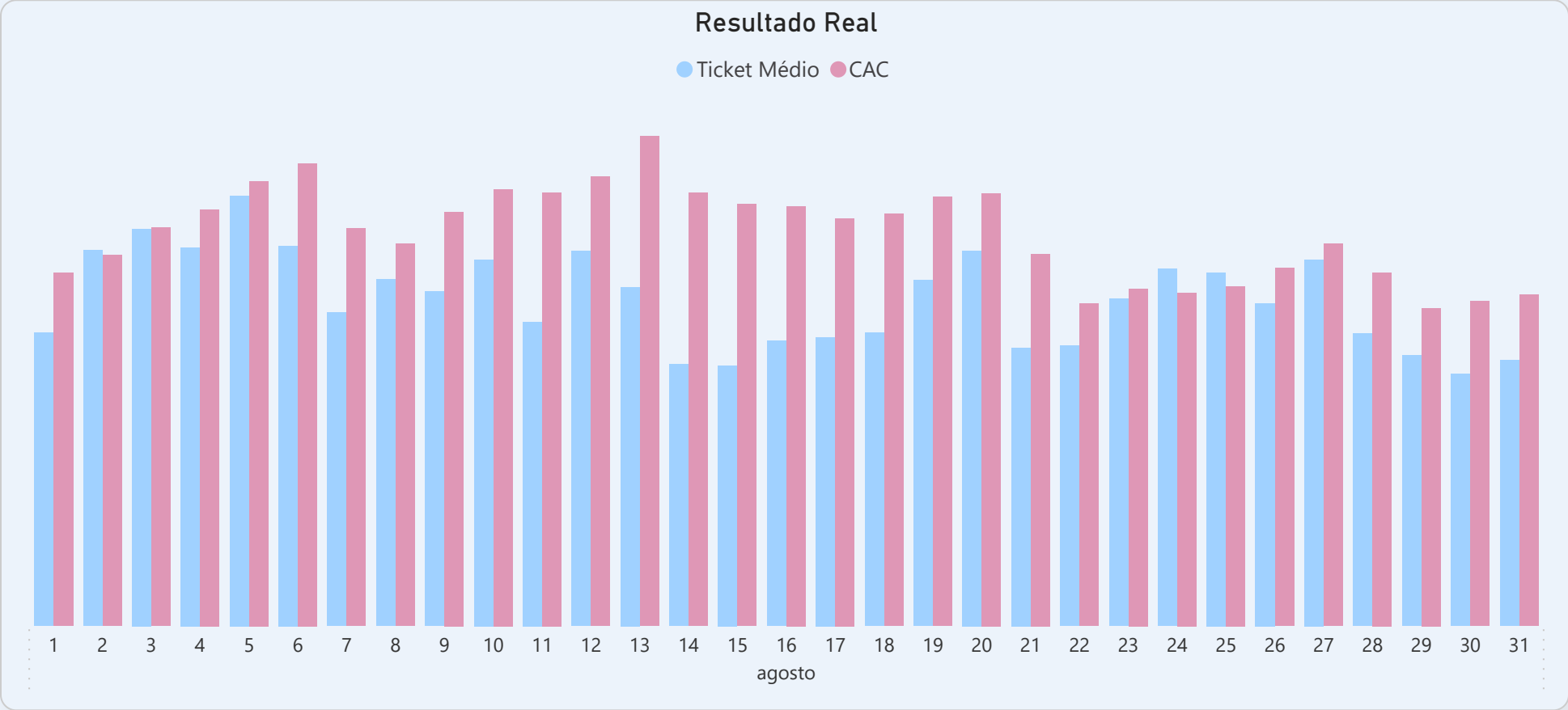
R\$
Despesas

%
ROI



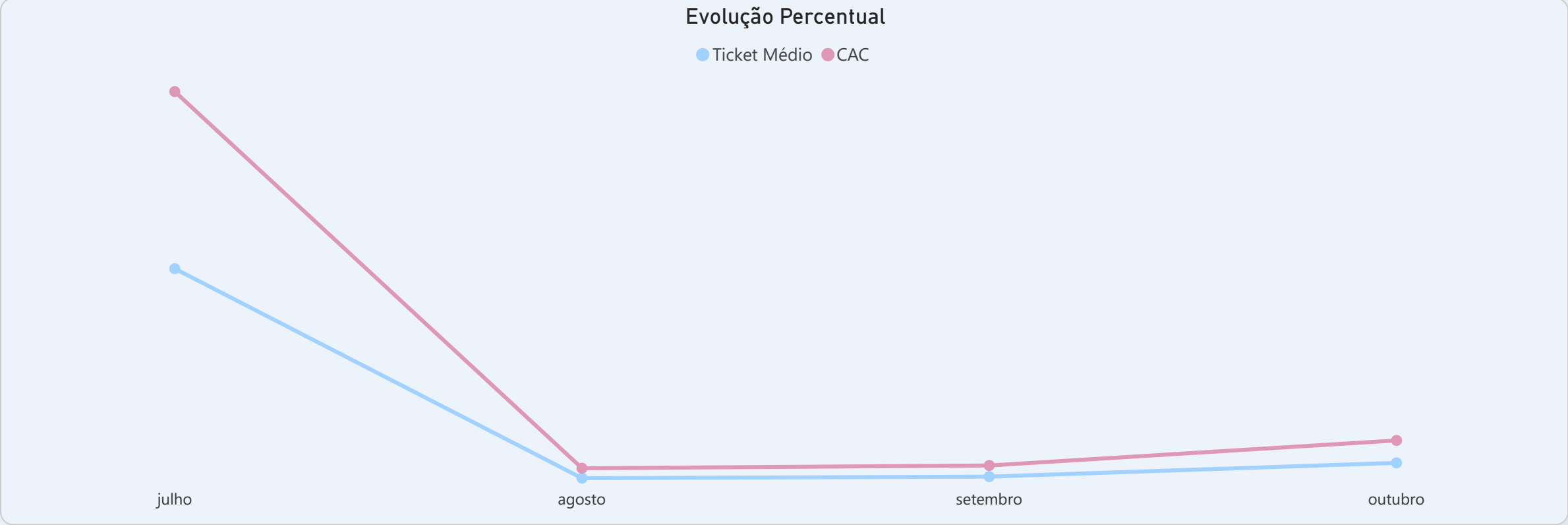
💡 ROI (Retorno Sobre o Investimento) = { [Receita Total] - [Custo] } / [Custo]

TICKET MÉDIO X CAC



R\$
Ticket Médio

R\$
CAC



💡 CAC (Custo de Aquisição de Cliente) = [Custo] / [Novos Clientes]

💡 Ticket Médio = [Valor da Venda] / [Novos Clientes]