

## Sales Overview

## Customer &amp; Geographic Analysis

## Product &amp; Category Performance

## Sales &amp; Logistics Analysis

Year	Month	Quarter	City	Product Categ...
All	All	All	All	All

Total Revenue

**R\$ 1,541,968,285**

15 Sep 2016 - 29 Aug 2018



Average Order Value

**R\$ 15,985**

Total Order

**96461**

Total Customer

**99441**

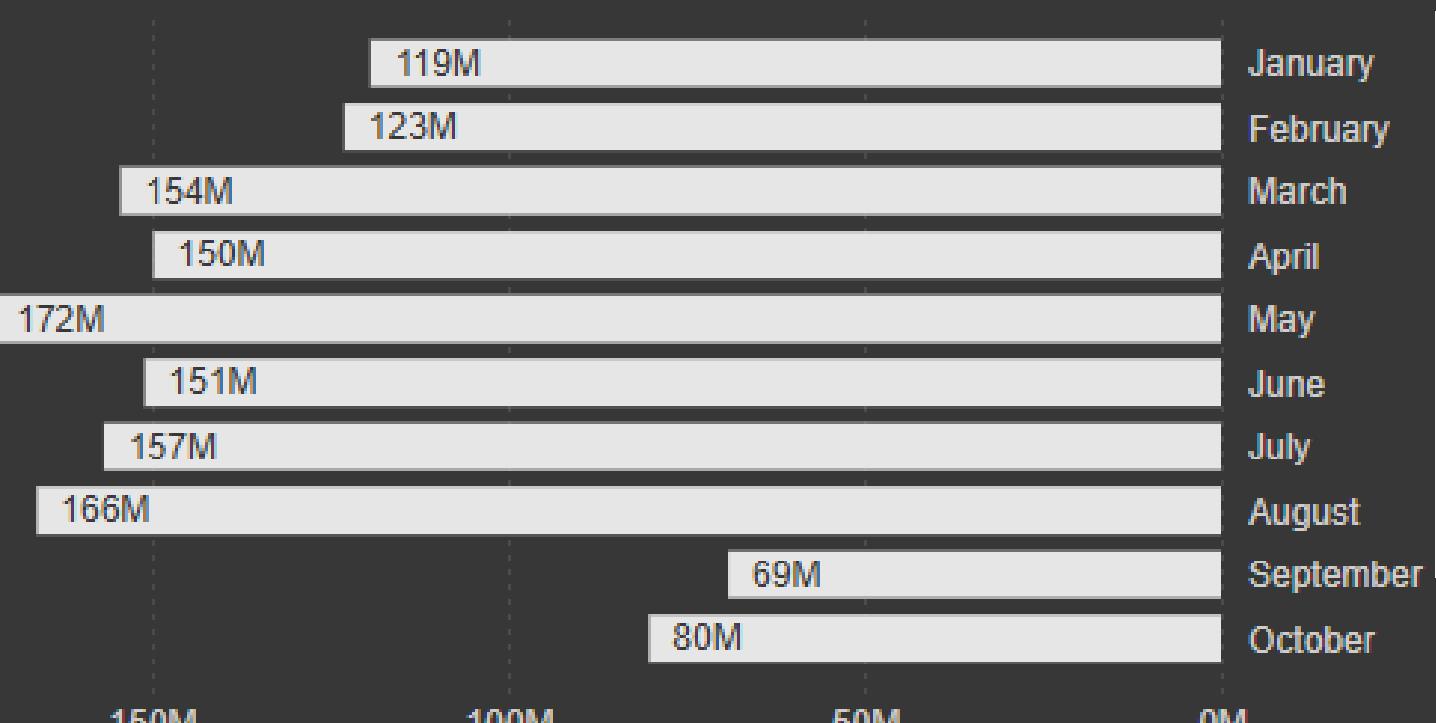
Total Products Sold (Units)

**112650**

Total Revenue



Total Revenue by Month



# Customer & Geographic Analysis

Year

All

Month

All

Quarter

All

City

All

Product Category

All

Total Revenue

R\$ 1,541,968,285

Total Order

96461

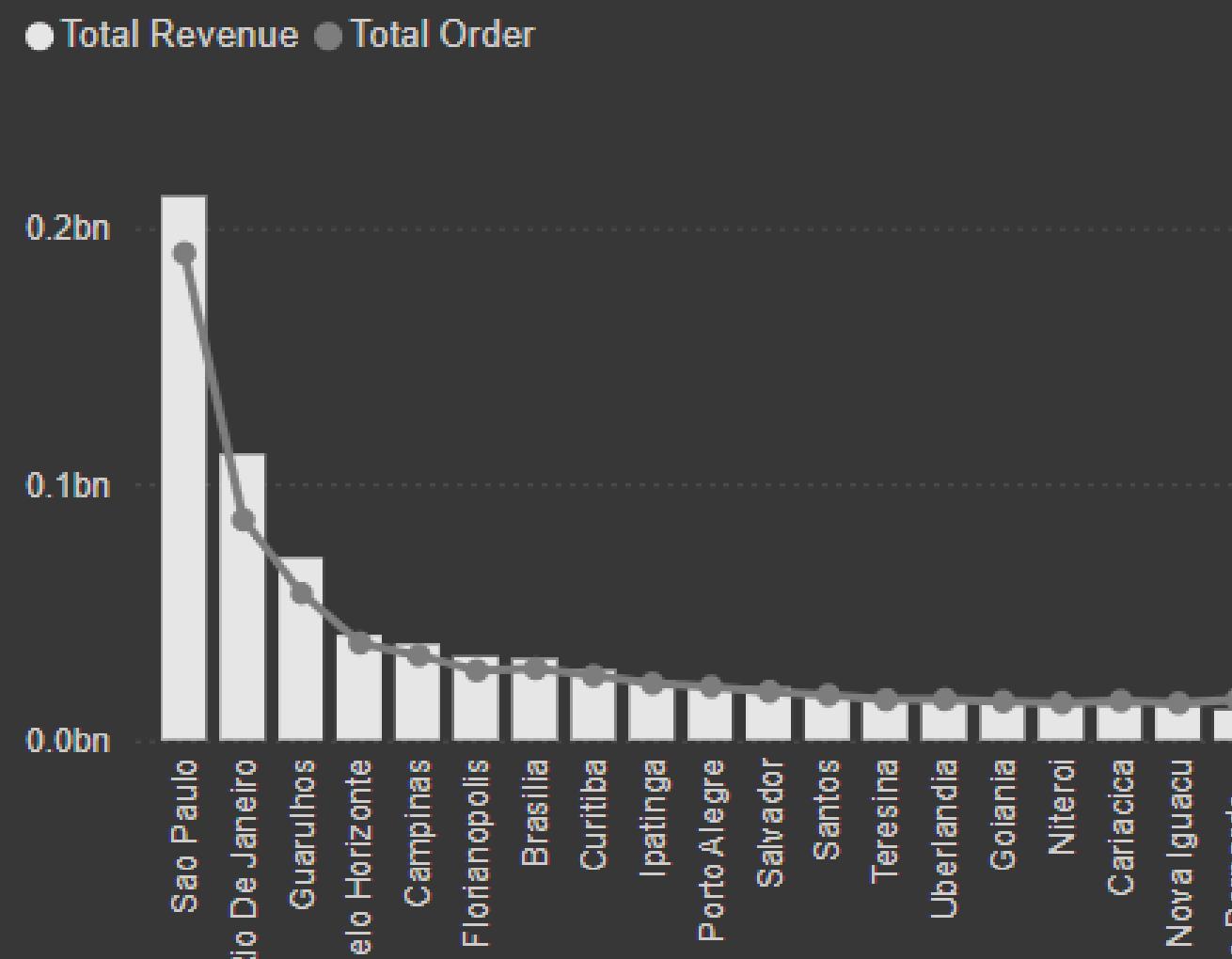
Total Customer

99441

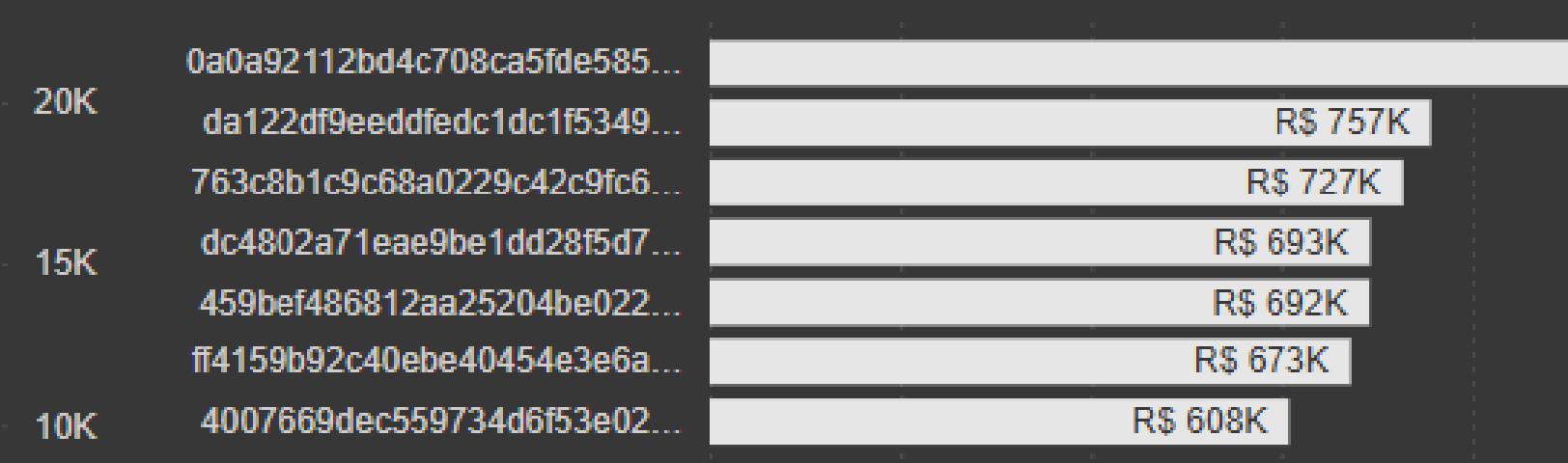
Total Products Sold (Units)

112650

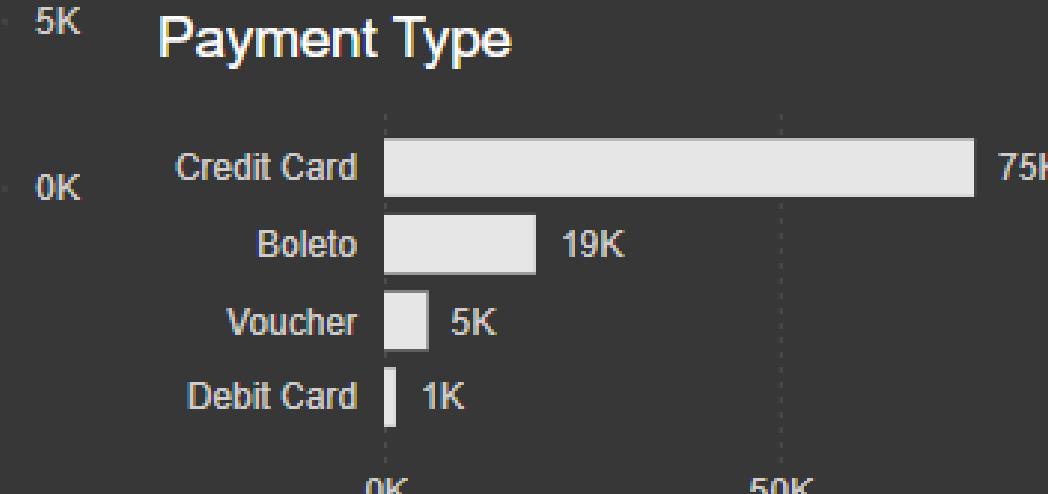
## Total Revenue and Order



## Total Revenue by Customer



## Payment Type



City	Avg Review Score	Total Order
Sao Paulo	4.23	15120
Rio De Janeiro	4.00	6643
Guarulhos	4.16	4304
Belo Horizonte	4.17	2720
Campinas	4.15	2325
Brasilia	4.13	1916
Florianopolis	4.13	1848
Curitiba	4.25	1684
Ipatinga	4.22	1440

# Product & Category Performance

Year

All

Month

All

Quarter

All

City

All

Product Category

All

Total Revenue

R\$ 1,541,968,285

Total Order

96461

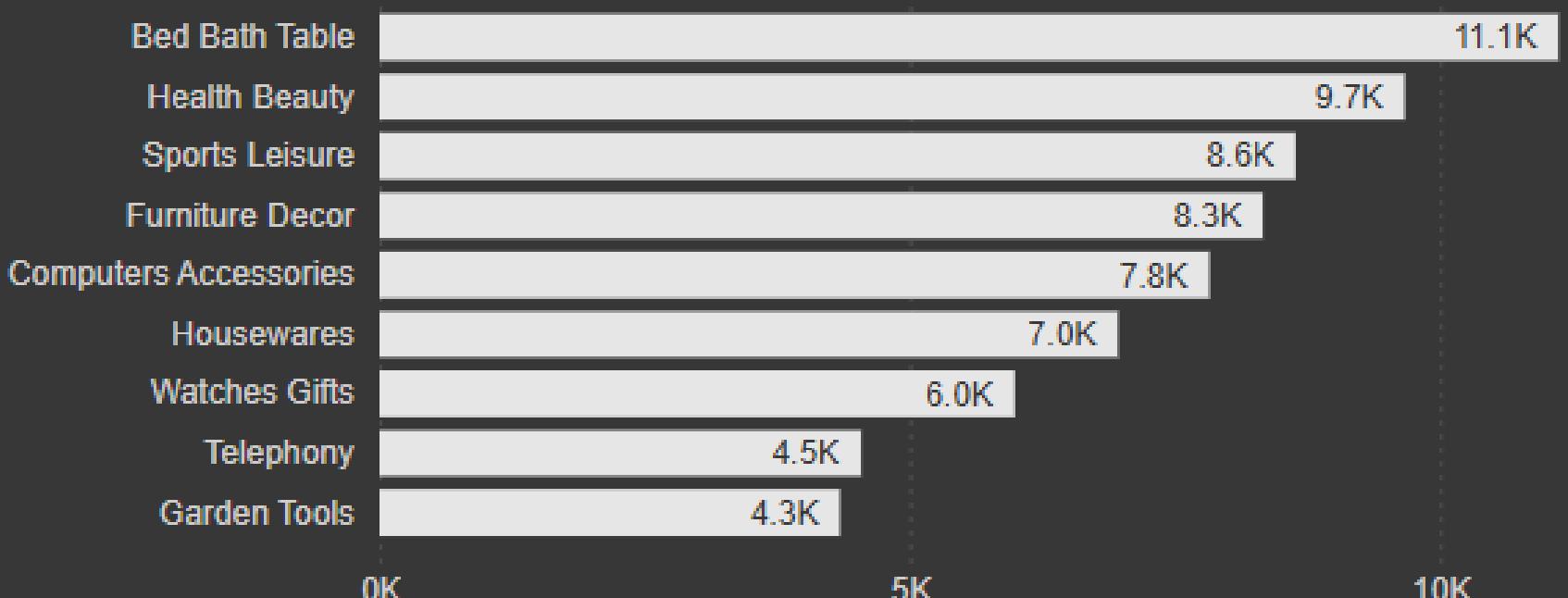
Total Customer

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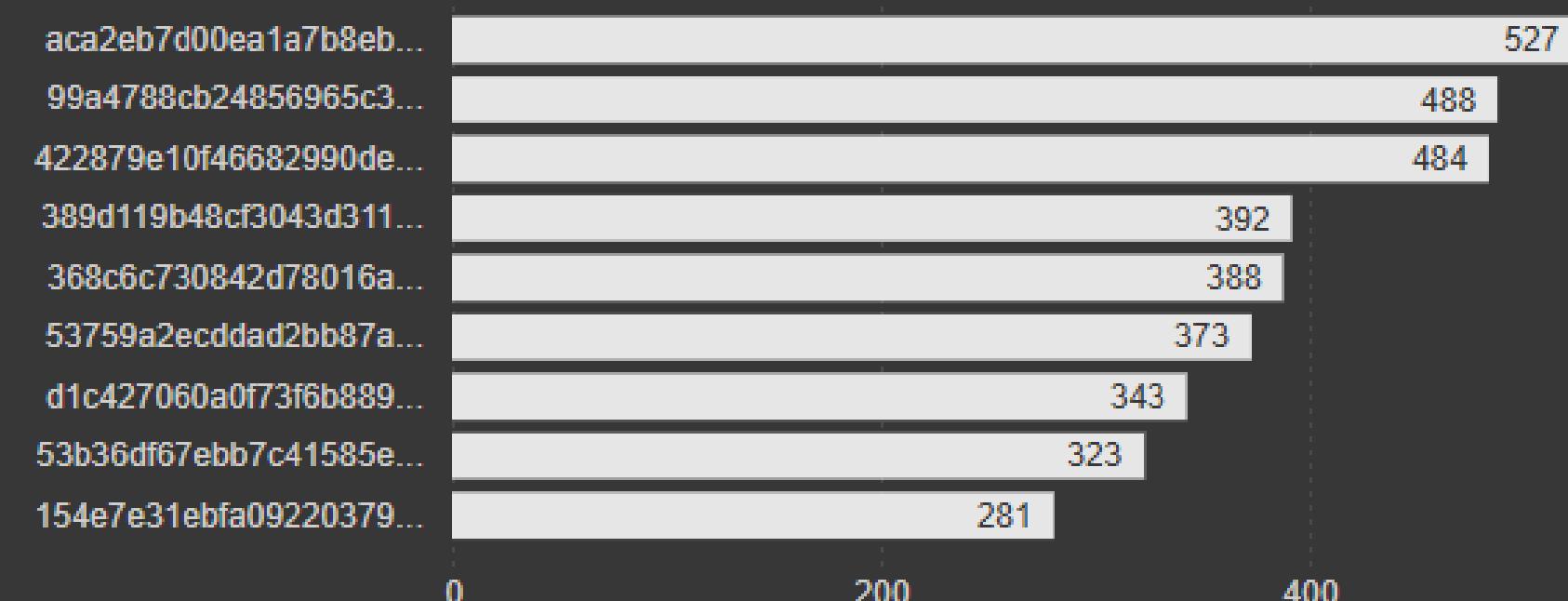
Total Products Sold (Units)

112650

## Total Product Category Sales



## Total Product ID Sales



Product Category	Average of Review Score	Total Revenue
Health Beauty	3.62	R\$ 141,969,420
Bed Bath Table	3.47	R\$ 124,925,437
Sports Leisure	3.55	R\$ 112,740,809
Furniture Decor	3.34	R\$ 90,944,552

ID Product	Average of Review Score	Total Revenue
99a4788cb24856965c36a24e339b6058	2.07	R\$ 5,708,604
aca2eb7d00ea1a7b8ebd4e68314663af	2.08	R\$ 4,429,653
422879e10f46682990de24d770e7f83d	4.12	R\$ 3,805,267
389d119b48cf3043d311335e499d9c6b	2.01	R\$ 3,228,450

# Sales Analysis

Year

All

Month

All

Quarter

All

City

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Product Category

All

Total Revenue

R\$ 1,541,968,285

Total Order

96461

Total Customer

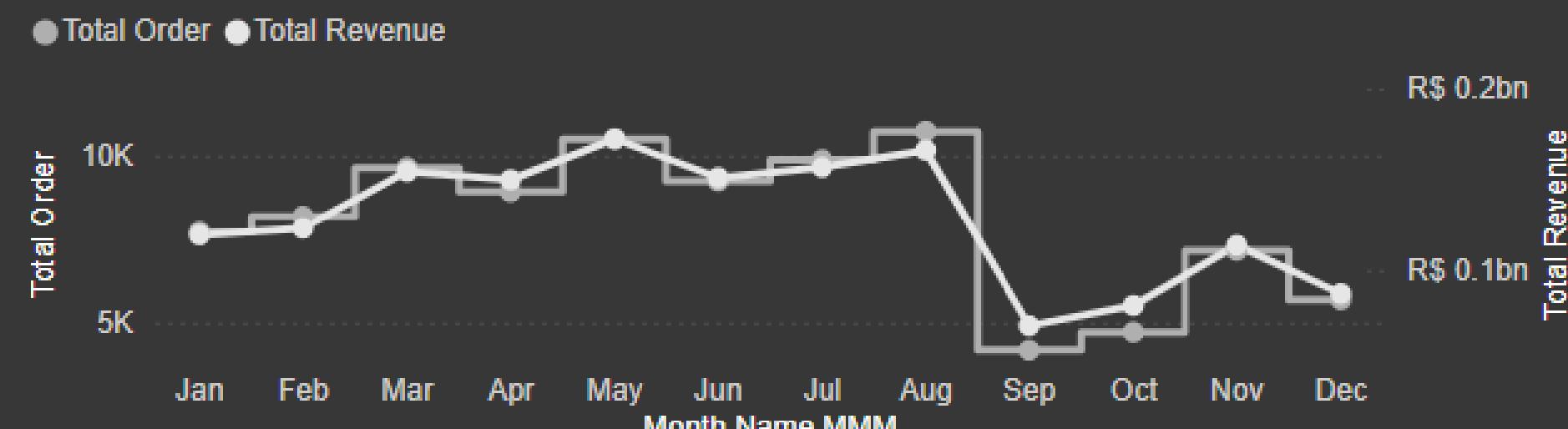
99441

Total Products Sold (Units)

112650

Seller ID	Total Revenue	Total Order	Average Order Value
4869f7a5dfa277a7dca6462dcf3b52b2	R\$ 25,073,553	1124	R\$ 22,307
4a3ca9315b744ce9f8e9374361493884	R\$ 24,444,443	1772	R\$ 13,795
7c67e1448b00f6e969d365cea6b010ab	R\$ 23,943,831	973	R\$ 24,608
53243585a1d6dc2643021fd1853d8905	R\$ 23,079,703	348	R\$ 66,321
fa1c13f2614d7b5c4749cbc52fecda94	R\$ 20,258,318	578	R\$ 35,049
da8622b14eb17ae2831f4ac5b9dab84a	R\$ 18,984,000	1311	R\$ 14,481
1025f0e2d44d7041d6cf58b6550e0bfa	R\$ 17,668,560	910	R\$ 19,416
7e93a43ef30c4f03f38b393420bc753a	R\$ 17,286,641	319	R\$ 54,190
7a67c85e85bb2ce8582c35f2203ad736	R\$ 16,408,710	1142	R\$ 14,368
955fee9216a65b617aa5c0531780ce60	R\$ 15,801,467	1261	R\$ 12,531
6560211a19b47992c3666cc44a7e94c0	R\$ 15,080,956	1819	R\$ 8,291
1f50f920176fa81dab994f9023523100	R\$ 14,788,592	1399	R\$ 10,571
46dc3b2cc0980fb8ec44634e21d2718e	R\$ 13,459,533	504	R\$ 26,705
a1043baf471dff536d0c462352beb48	R\$ 13,168,438	702	R\$ 18,758
cc419e0650a3c5ba77189a1882b7556a	R\$ 12,767,876	1651	R\$ 7,733
620c87c171fb2a6dd6e8bb4dec959fc6	R\$ 12,737,461	724	R\$ 17,593
5dceca129747e92ff8ef7a997dc4f8ca	R\$ 12,534,396	322	R\$ 38,927
7d13fca15225358621be4086e1eb0964	R\$ 12,358,706	558	R\$ 22,148
3d871de0142ce09b7081e2b9d1733cb1	R\$ 11,758,156	1064	R\$ 11,051
edb1ef5e36e0c8cd84eb3c9b003e486d	R\$ 8,329,506	165	R\$ 50,482
cca3071e3e9bb7d12640c9fbe2301306	R\$ 8,132,843	696	R\$ 11,685
ccc4bbb5f32a6ab2b7066a4130f114e3	R\$ 7,839,332	184	R\$ 42,605

## Total Order and Total Revenue by Month Name



## Total Revenue by City

