

Revenue Dashboard

R\$ 15.42M

Total Revenue

R\$ 160

Average Order Value

Date

All

Month

All

year

All

Product Category

All

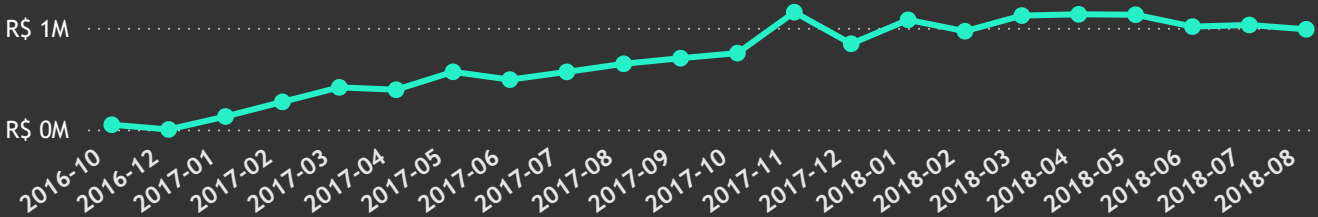
State

All

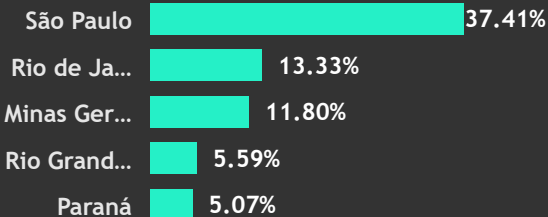
Order Status

All

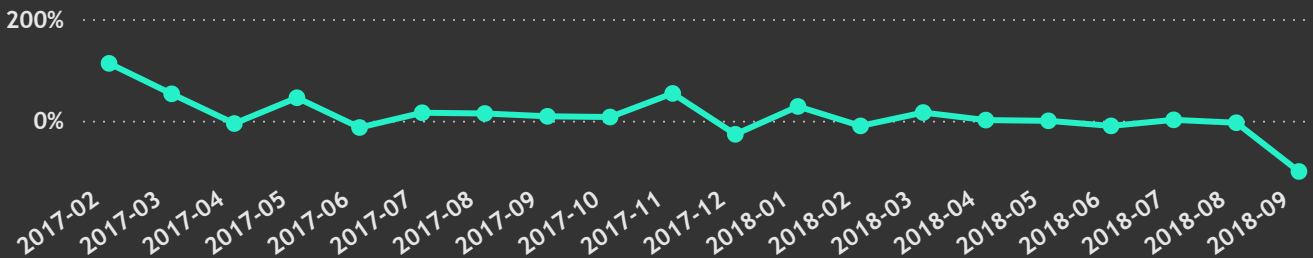
Total Revenue by Month



Revenue Contribution by State



MoM Revenue Growth

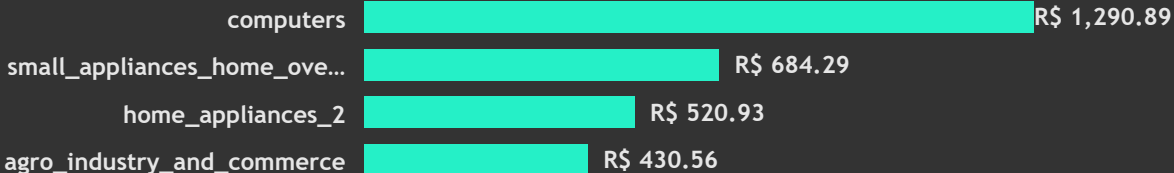


Revenue Contribution by Product Category



| Year | Month | Total Revenue | Revenue MoM Growth |
|------|----------|------------------|--------------------|
| 2018 | January | R\$ 10,78,606.86 | 27.92% ↑ |
| 2018 | February | R\$ 9,66,510.88 | -10.39% ↓ |
| 2018 | March | R\$ 11,20,678.00 | 15.95% ↑ |
| 2018 | April | R\$ 11,32,933.95 | 1.09% ↑ |

Average Order Value by Product Category



Orders Dashboard Dashboard

99,441
Total Orders

R\$ 160
Average Order Value

Date

All

Month

All

year

All

Product Category

All

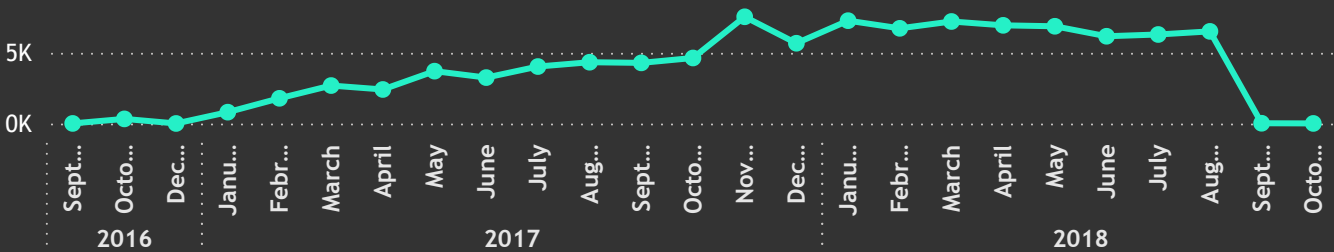
State

All

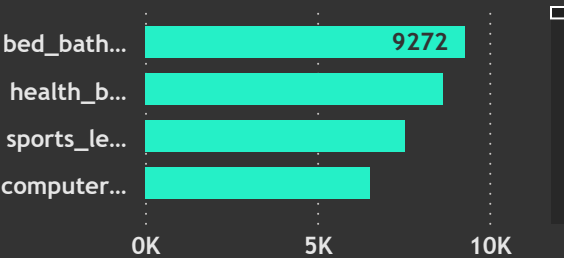
Order Status

All

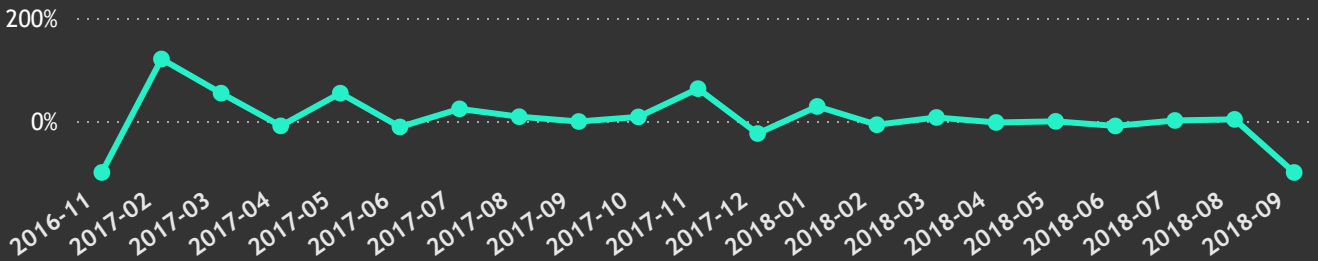
Total Orders by month



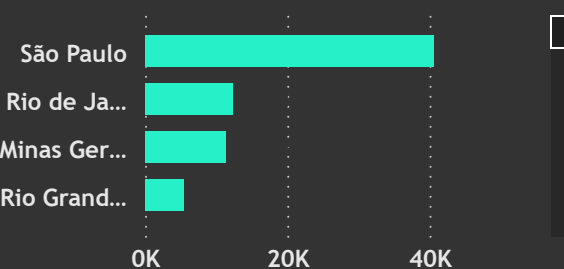
Orders by Product Categories



MoM Orders Growth

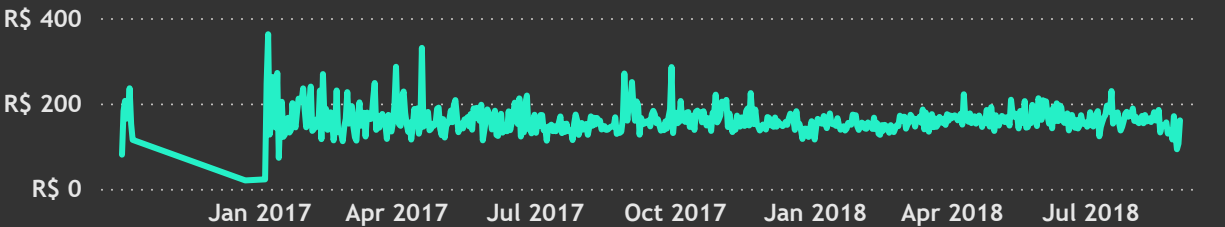


Orders by State



| Year | Month | delivered_ orders | Orders MoM growth |
|-------|----------|-------------------|-------------------|
| 2016 | December | 1 | |
| 2017 | December | 5513 | -24.37% |
| 2016 | November | | -100.00% |
| Total | | 96478 | |

Average Order Value by Day



Customers & Sellers Dashboard

Date
All

State
All

payment_type
All

approved

canceled

created

delivered

invoiced

processing

shipped

unavailable

product_category_na...
All

R\$ 15.42M

Total Revenue

2970

Total Active Sellers

2801

Repeat Purchase Customers

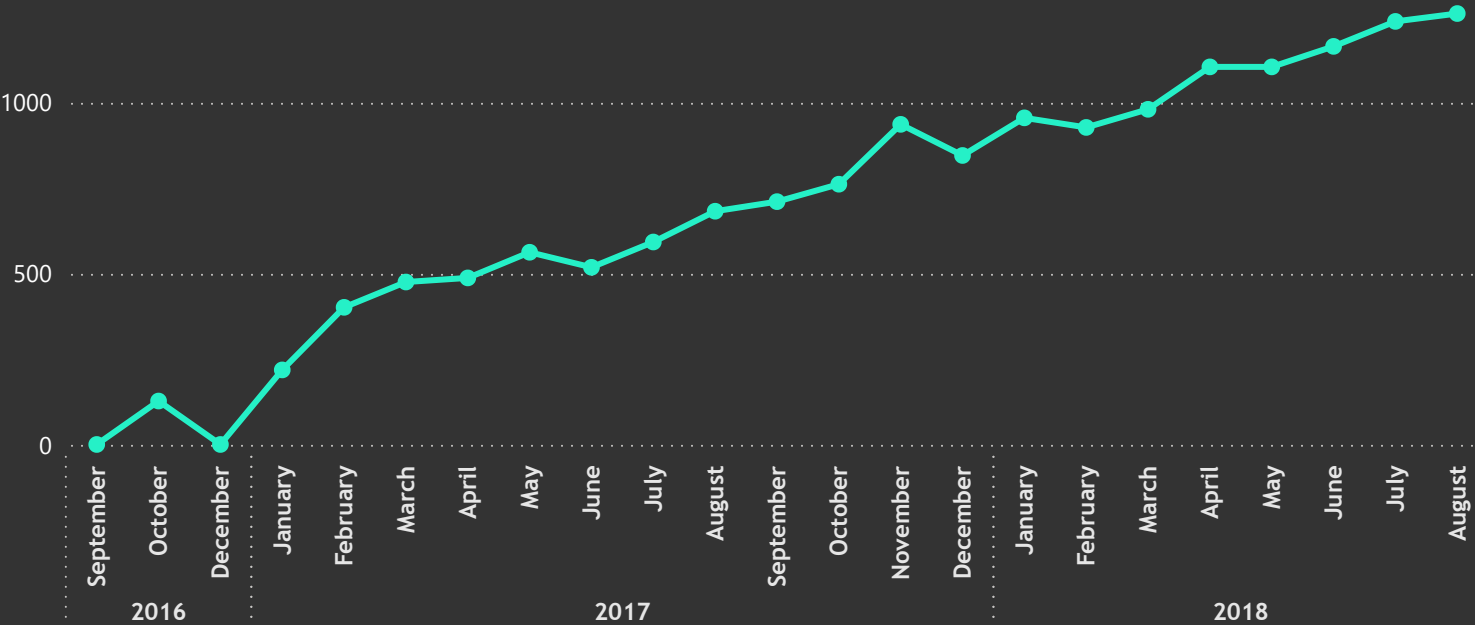
2.82%

Customer Retention

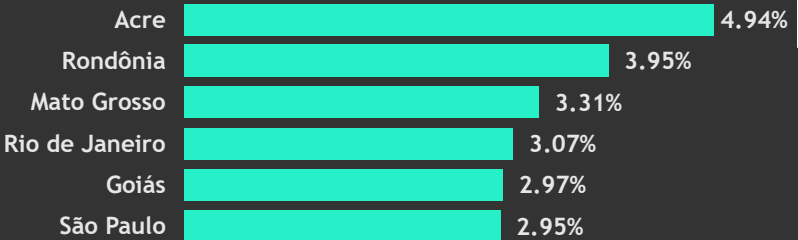
4.09

avg_rating

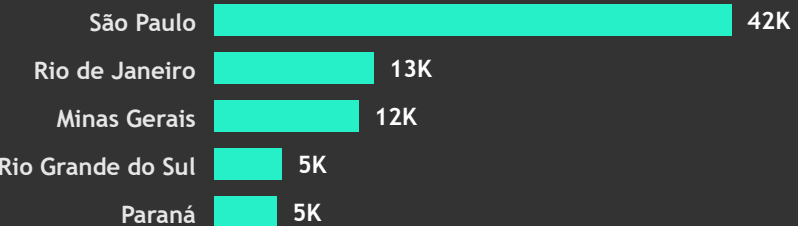
Active Sellers by Month



Customer Retention By State



Customers by State



Freight Cost Analysis

14.25%

Average Freight Per Order Value

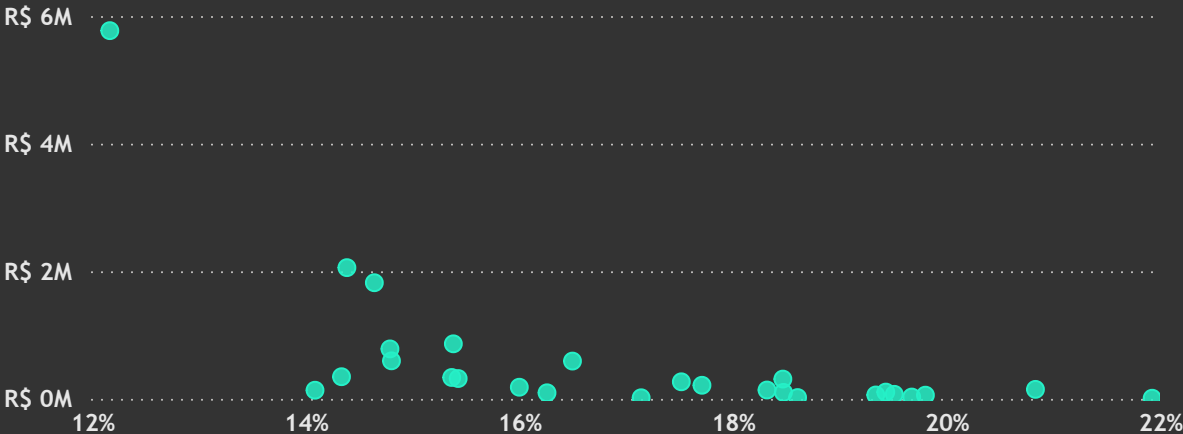
R\$ 2.20M

Total Freight

Average Freight Per Order by State



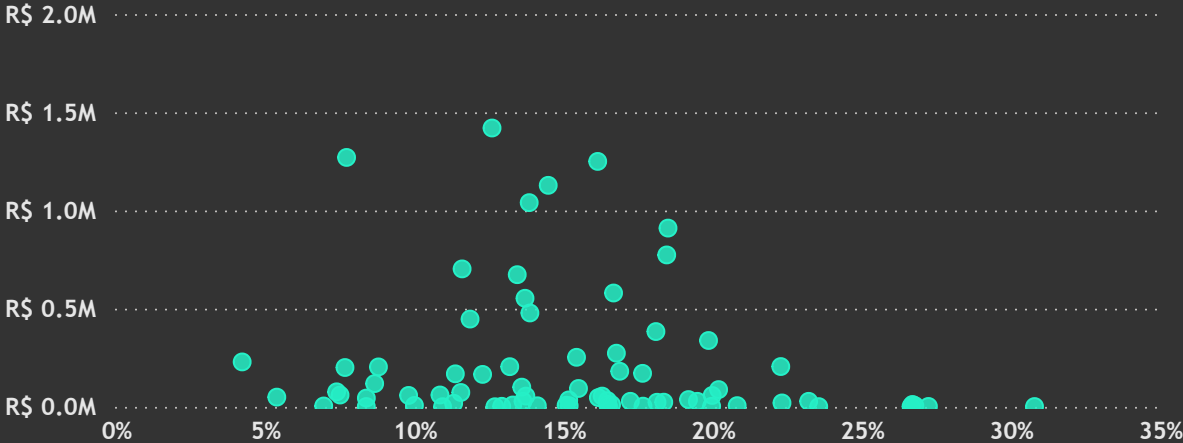
Revenue vs Average Freight by State



Average Freight Per Order by Product Category



Revenue vs Average Freight by Product Category



Delivery Efficiency Analysis

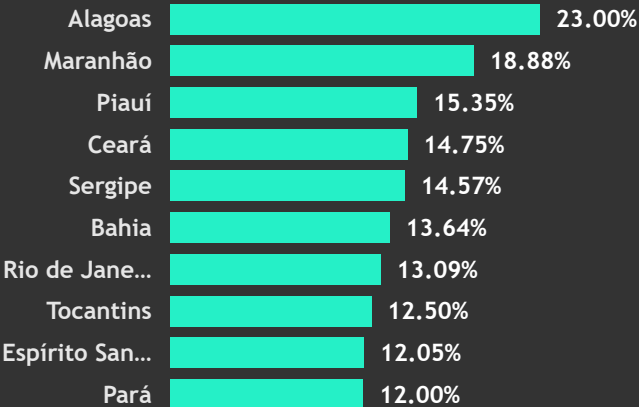
8.02%

On Time Delivery Rate

11.97

Avg Delivery Delay (Days)

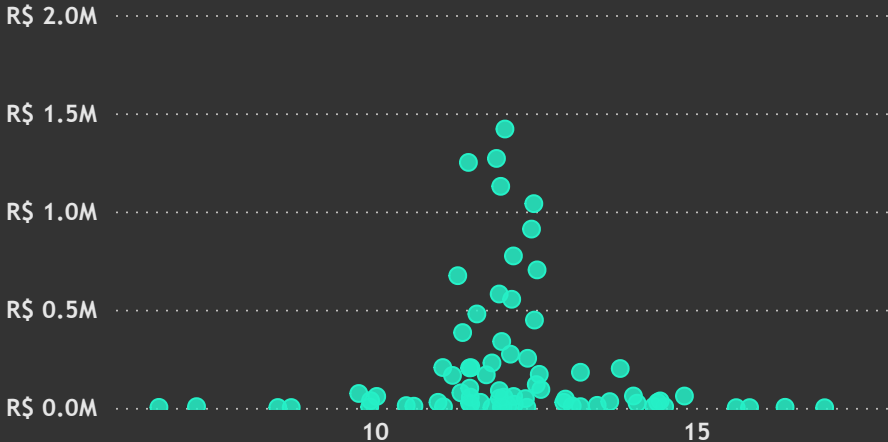
On Time Delivery Rate by State



Average Delivery Delay by State



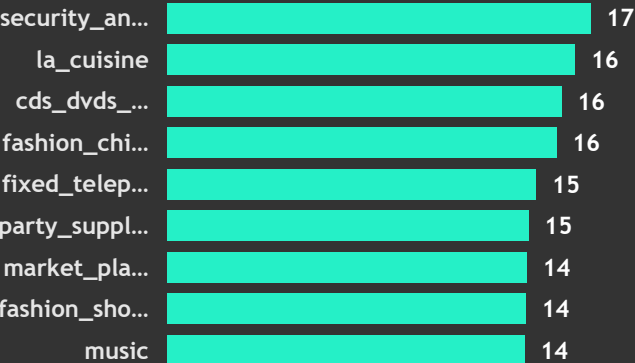
Delivery Delay & Revenue by Product Category



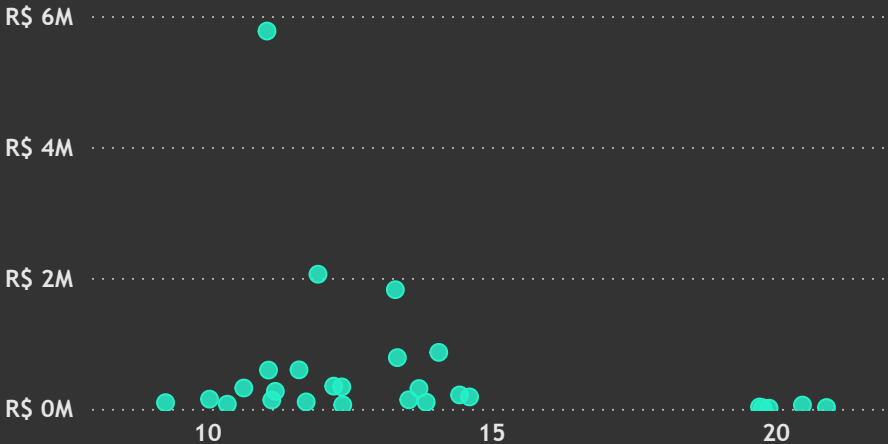
On Time Delivery Rate by Product Category



Average Delivery Delay by Product Category



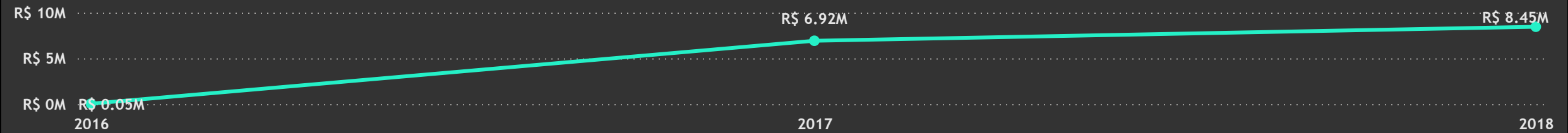
Delivery Delay and Total Revenue by State



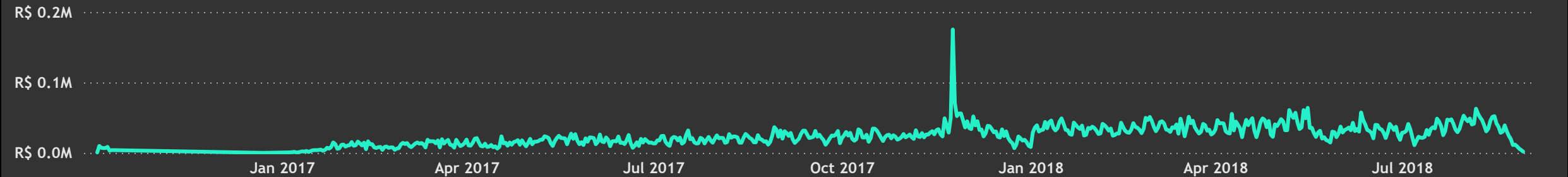
Total Revenue and Change in Revenue Over Time

R\$ 15.42M
Total Revenue

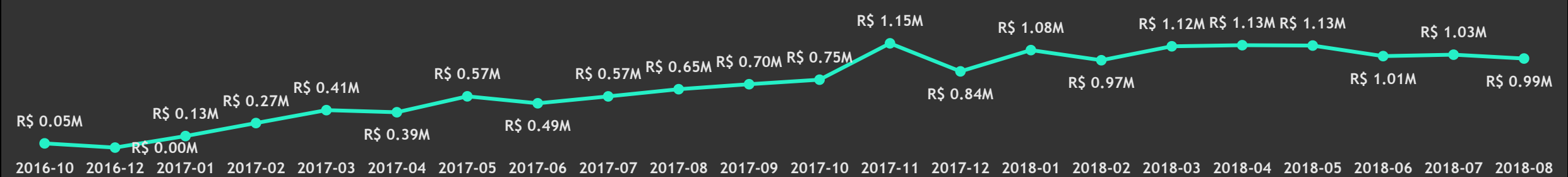
Total Revenue by Year



Total Revenue by Day



Total Revenue by Month



Total Orders and Change in Orders Over Time

99,441
Total Orders

Order Status

approved

canceled

created

delivered

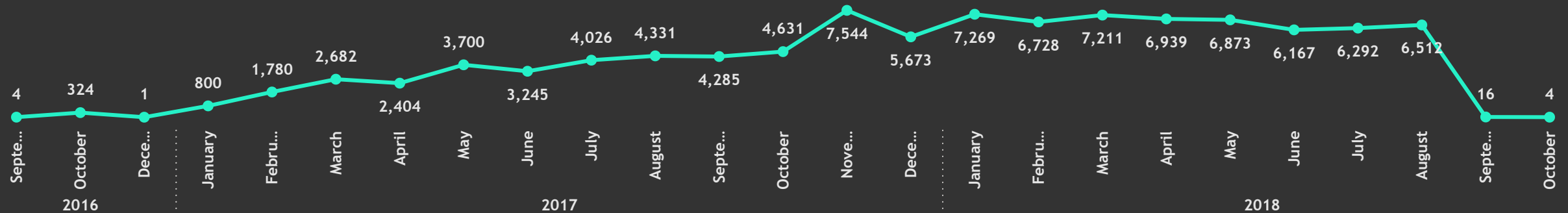
invoiced

processing

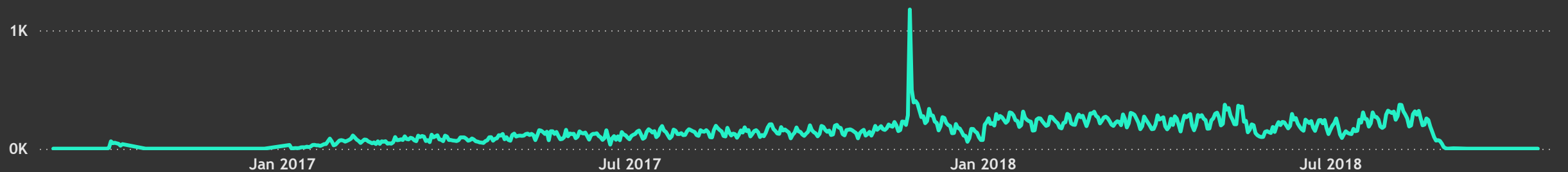
shipped

unavailable

Total Orders by month

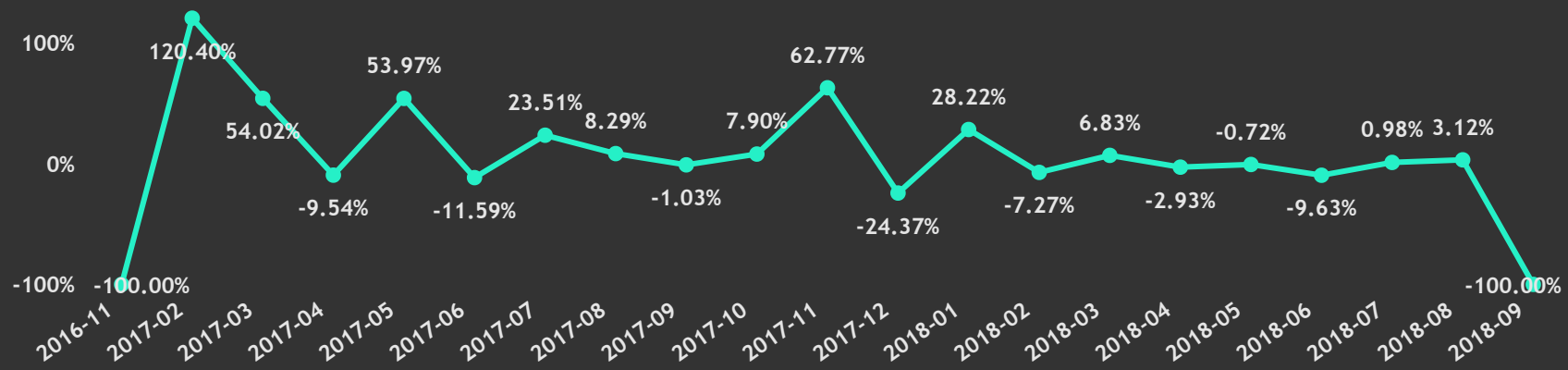


Total Orders by Day



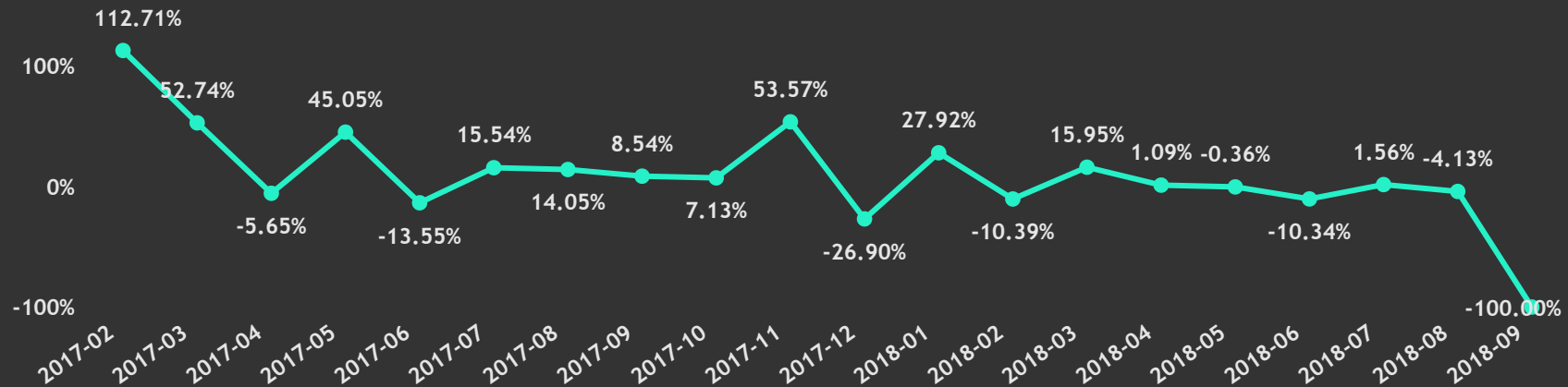
MoM Revenue & Orders Growth

MoM Orders Growth



| Year | Month | delivered_ orders | Orders MoM growth |
|-------|-----------|-------------------|-------------------|
| 2016 | December | 1 | |
| 2017 | December | 5513 | -24.37% |
| 2016 | November | | -100.00% |
| 2017 | November | 7289 | 62.77% |
| 2016 | October | 265 | |
| 2017 | October | 4478 | 7.90% |
| 2016 | September | 1 | |
| 2017 | September | 4150 | -1.03% |
| Total | | 96478 | |

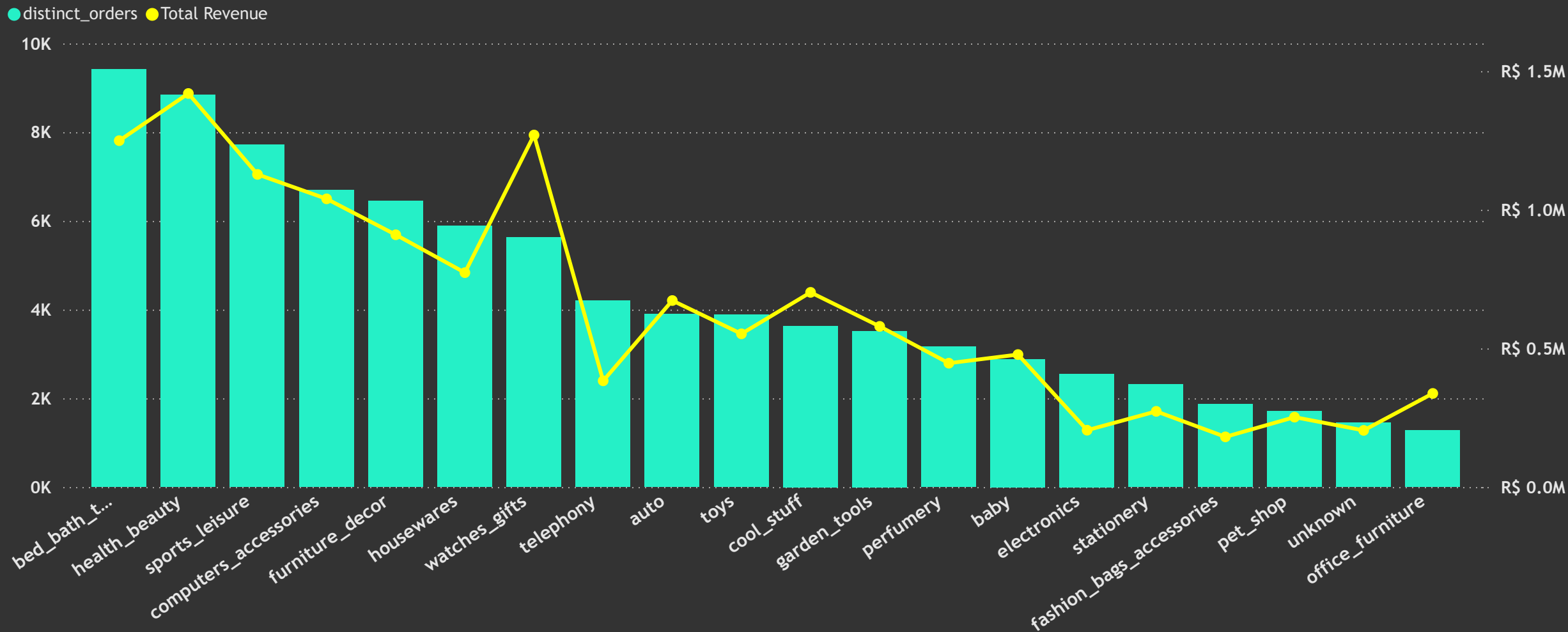
MoM Revenue Growth



| Year | Month | Total Revenue | Revenue MoM Growth |
|-------|----------|--------------------|-------------------------|
| 2016 | October | R\$ 46,566.71 | 0.00% → |
| 2016 | November | | -100.00% ↓ |
| 2016 | December | R\$ 19.62 | 0.00% → |
| 2017 | January | R\$ 1,27,545.67 | |
| 2017 | February | R\$ 2,71,298.65 | 112.71% ↑ |
| 2017 | March | R\$ 4,14,369.39 | 52.74% ↑ |
| 2017 | April | R\$ 3,90,952.18 | -5.65% ↓ |
| Total | | R\$ 1,54,22,461.77 | 0.00% |

Popular Product Categories by Total Orders and Total Revenue

Total Orders and Total Revenue by Product Categories

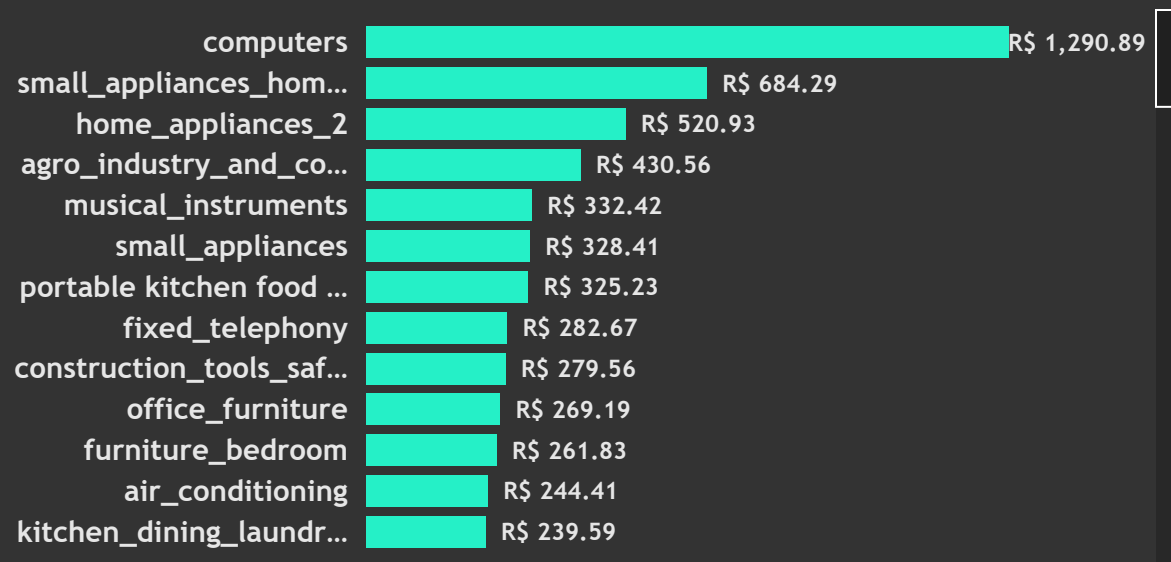


Average Order Value by Product Category & Payment Type

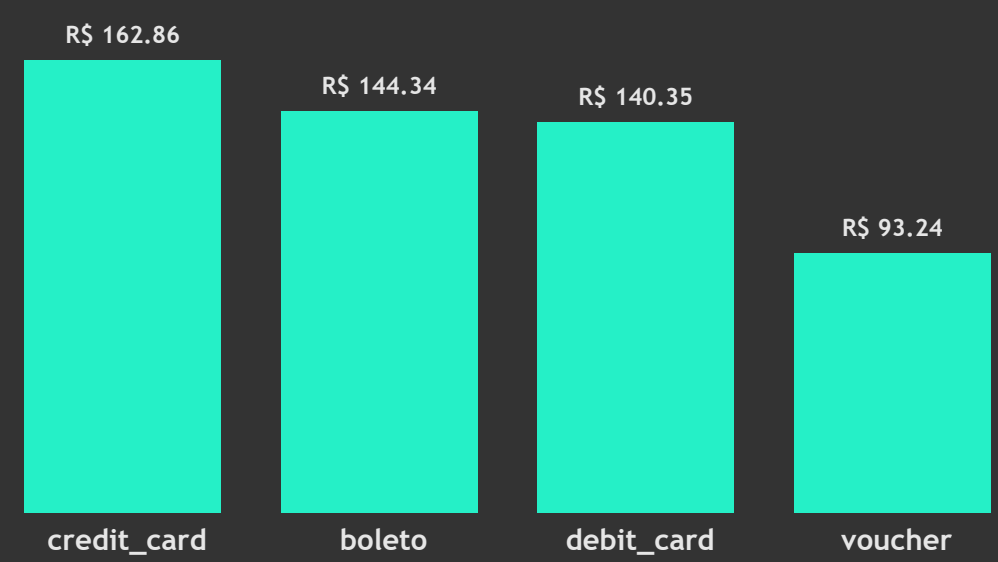
R\$ 160

Average Order Value

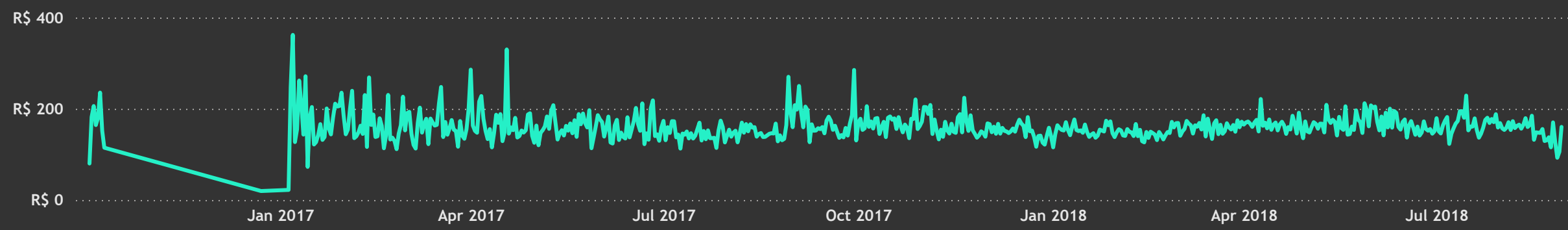
Avg Order Value by Product Category



Average Order value by Payment Type



Average Order Value by Day

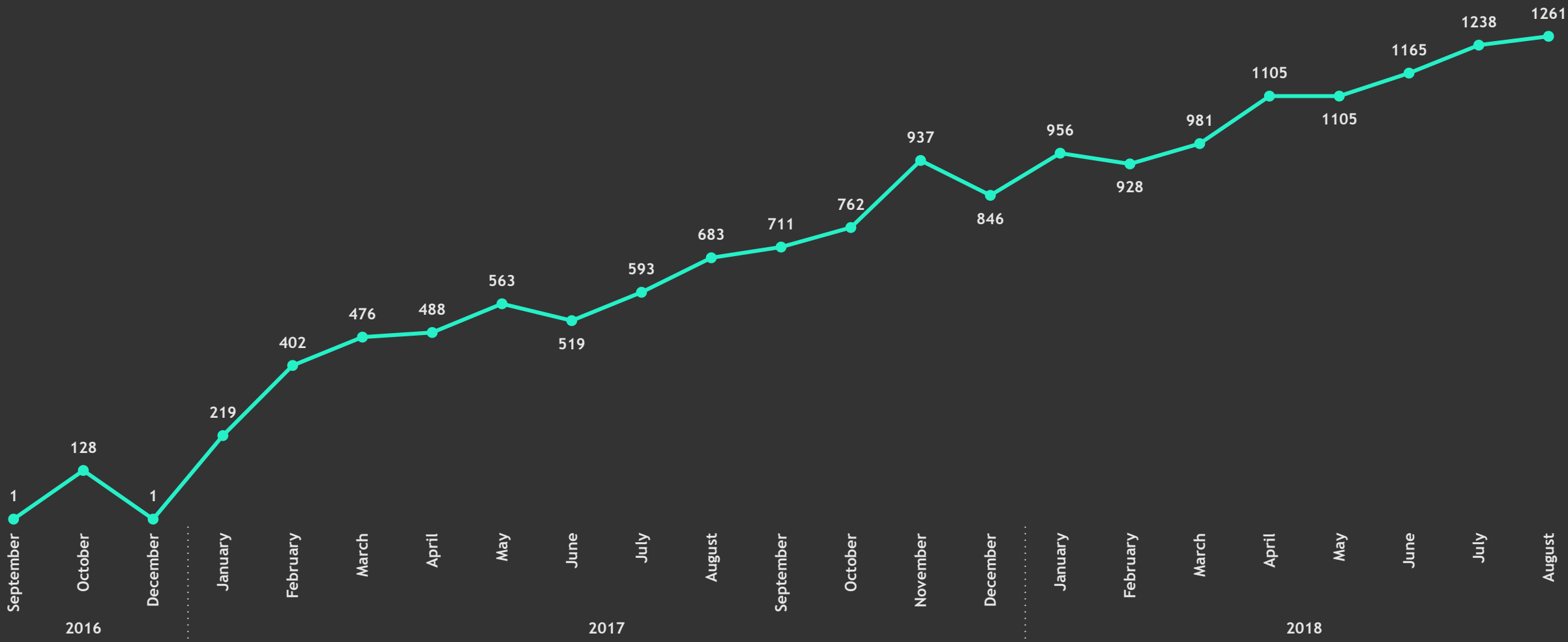


Average Order Value by Product Category & Payment Type

2970

Total Active Sellers

Active Sellers by Month



Seller ratings and its impact on Sales Performance

4.09
Average Rating

Order Status

approved

canceled

created

delivered

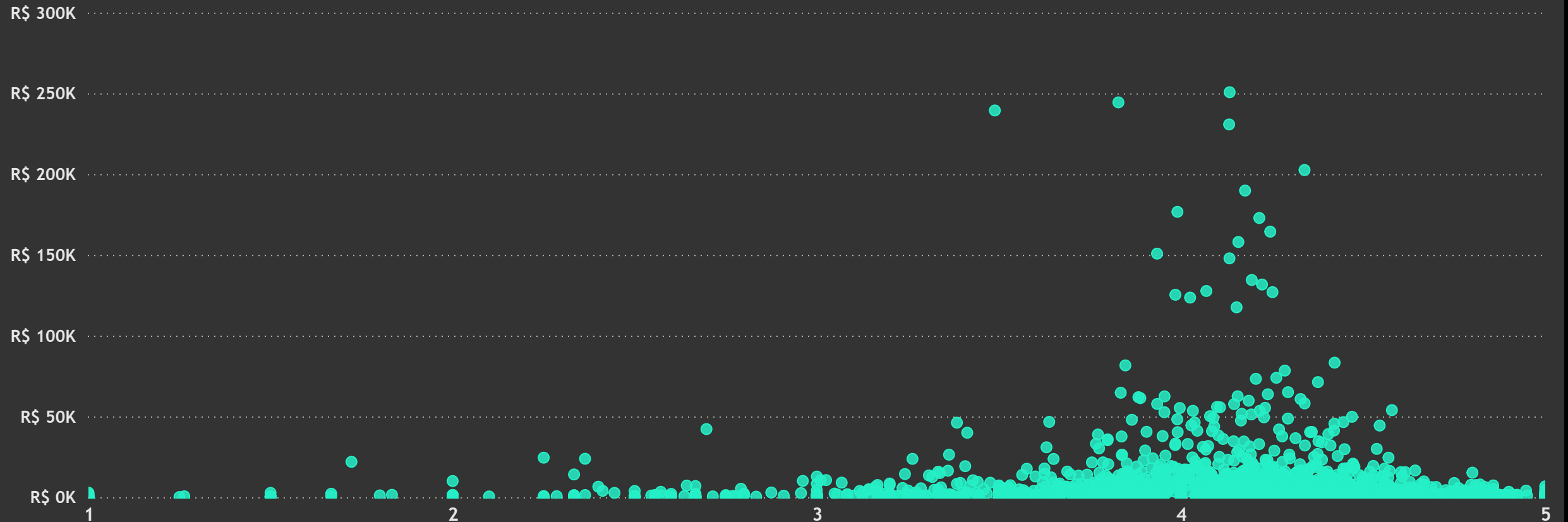
invoiced

processing

shipped

unavailable

Sellers Sales Performance vs Average Rating



Popular Product Categories by Total Orders and Total Revenue

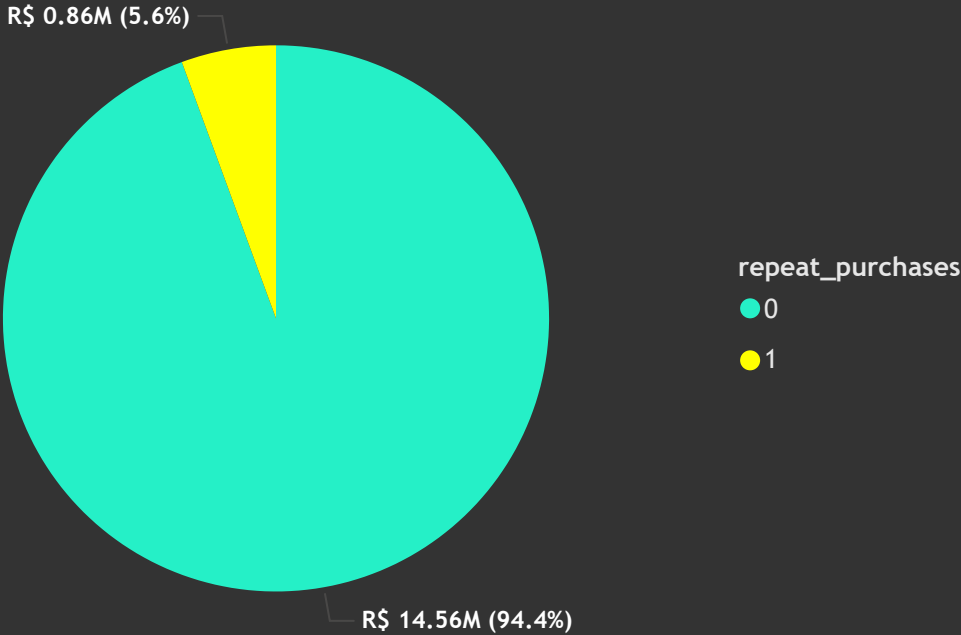
2801

Customers with Repeat Purchase

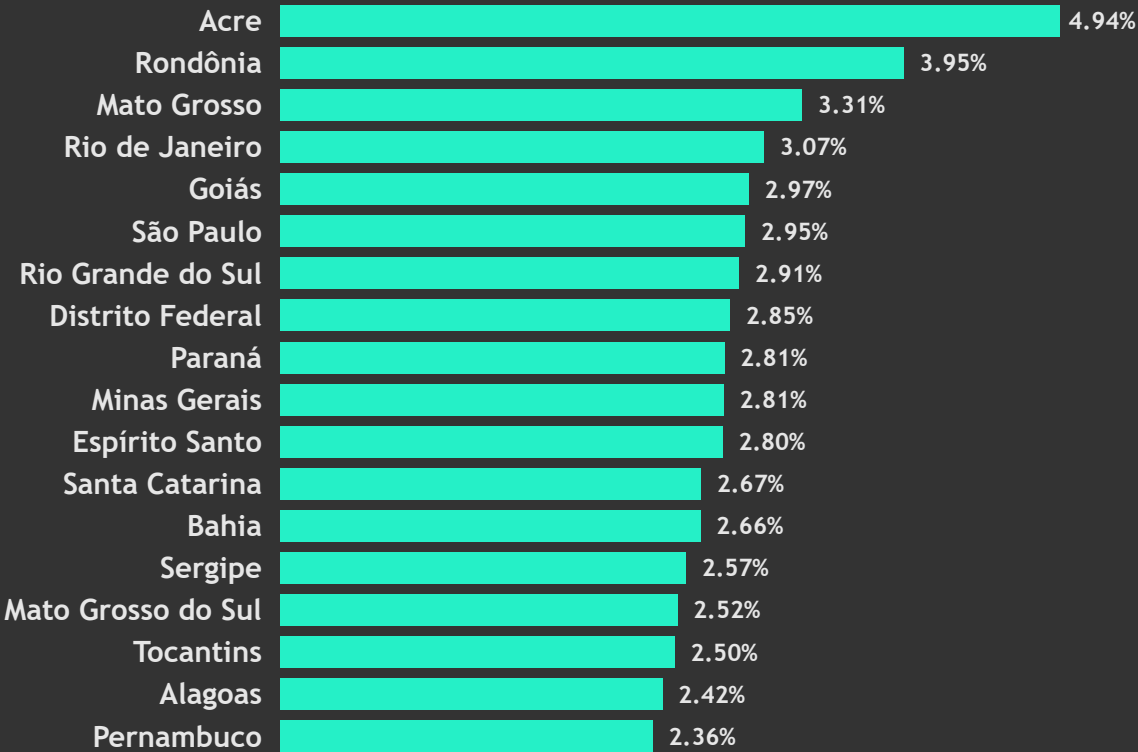
2.82%

customer_retention_rate

Total Revenue by repeat_purchases



Customer Retention By State



Product ratings and its impact on Sales Performance

4.09
avg_rating

Order Status

approved

canceled

created

delivered

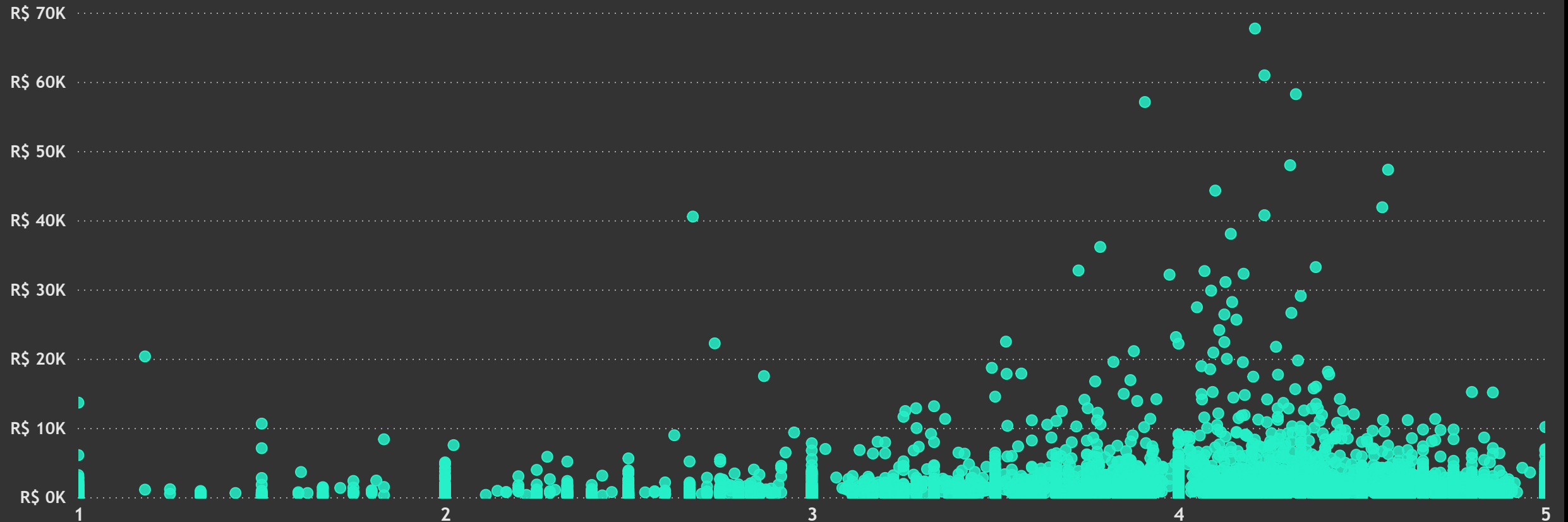
invoiced

processing

shipped

unavailable

Product's Sales Performance vs Average Rating



Cancellation Rate And It's Impact on Seller

0.63
cancellation_rate

Key influencers Top segments



What influences cancellation_rate to ?

When...
....the average of
cancellation_rate increases
by

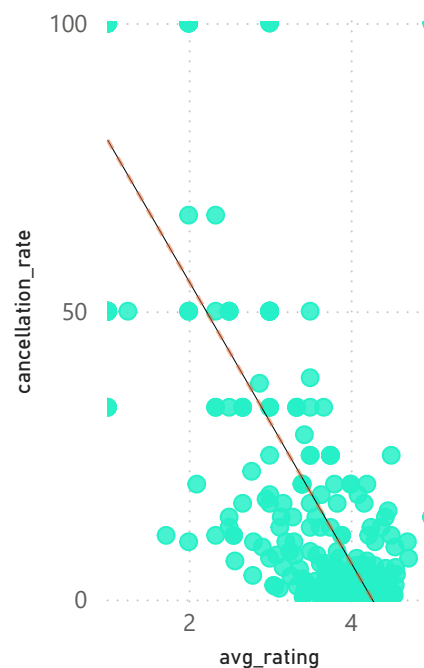
avg_rating goes down 1.08 → 26.69

Min of price goes up 203.06 → 2.81

Total Revenue goes down 37170.90 → 1.25

Total Orders goes down 255.73 → 1.24

← On average when avg_rating decreases, cancellation_rate increases.



Key influencers Top segments



What influences cancellation_rate to ?

When...
....the average of
cancellation_rate decreases
by

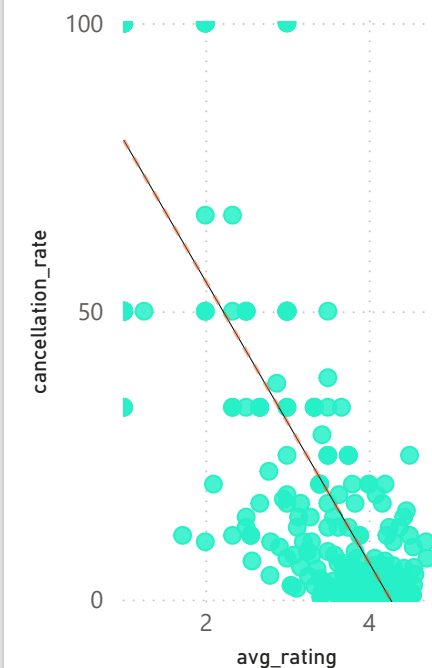
avg_rating goes up 1.08 → 26.69

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Total Revenue goes up 37170.90 → 1.25

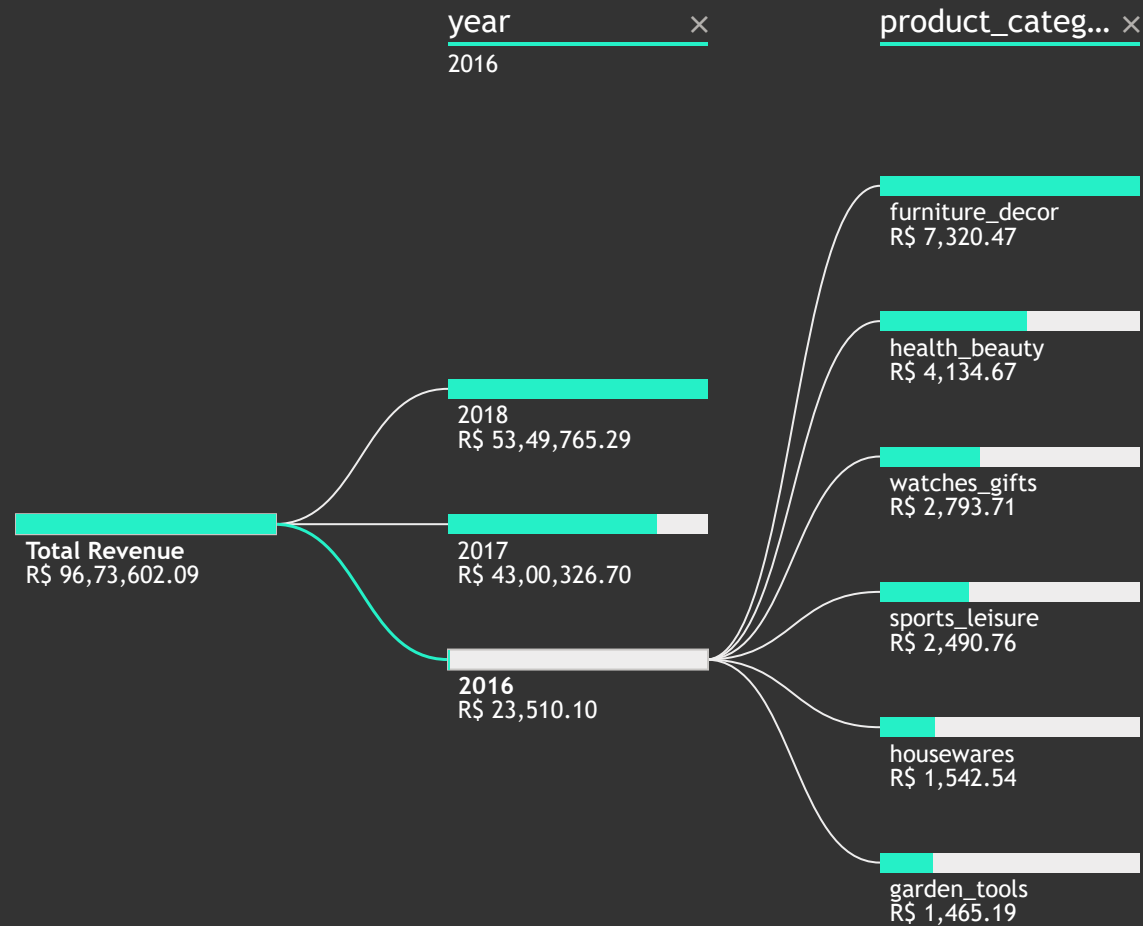
Total Orders goes up 255.73 → 1.24

← On average when avg_rating increases, cancellation_rate decreases.



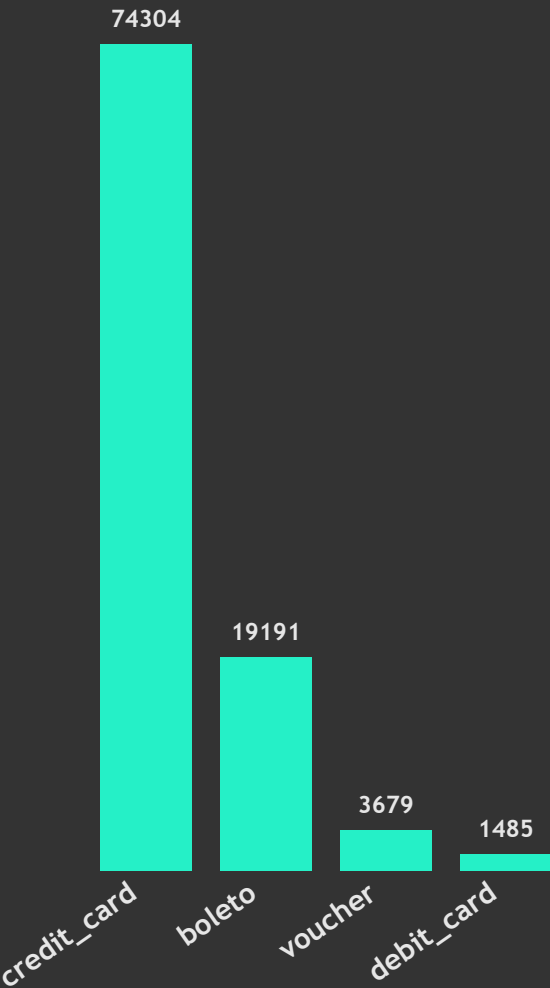
Top Selling Products Over Time

Top 10 Revenue Generating Product Categories by Year

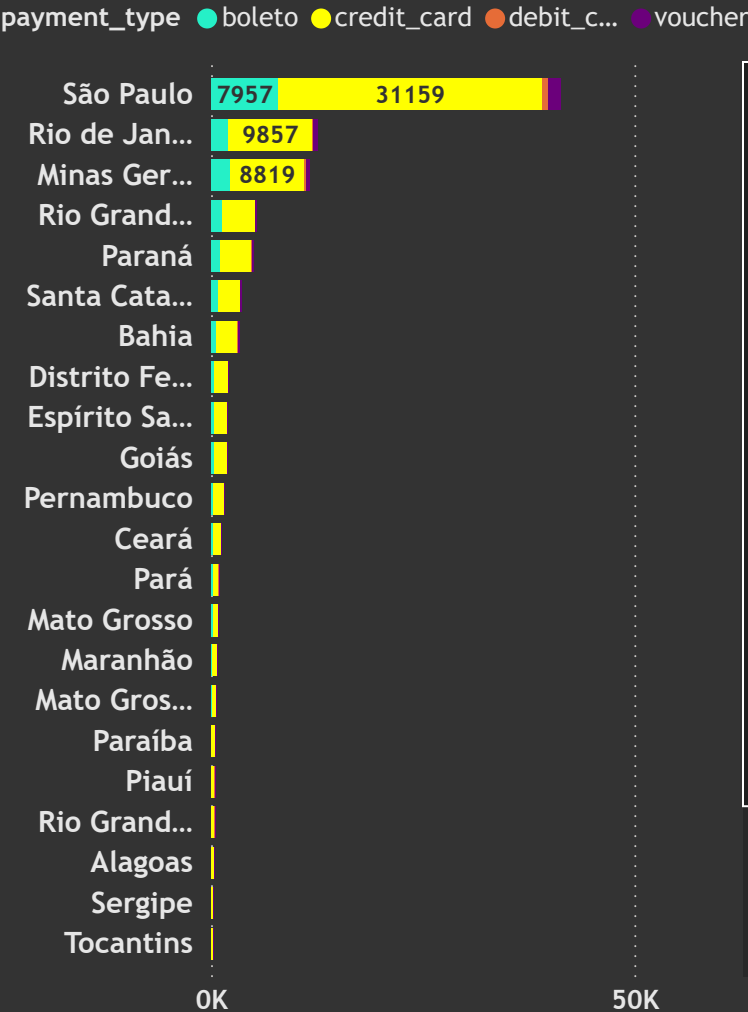


Orders by Payment Type

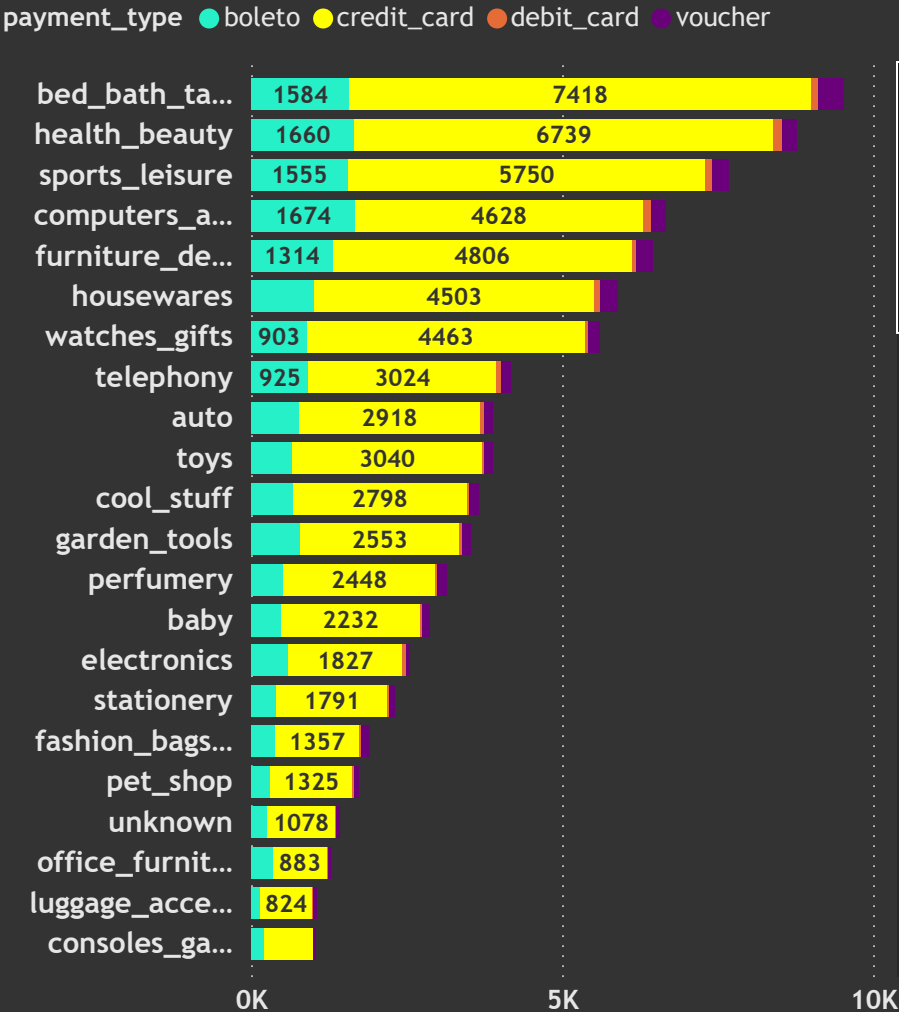
Orders by Payment Type



Orders by Payment Type Across States



Orders by Payment Type Across Product Categories



Customers by State

state_full_name

- São Paulo
- Rio de Janeiro
- Minas Gerais
- Rio Grande do Sul
- Paraná
- Santa Catarina
- Bahia
- Distrito Federal
- Espírito Santo
- Goiás
- Pernambuco
- Ceará
- Pará
- Mato Grosso
- Maranhão
- Mato Grosso do Sul
- Paraíba
- Piauí
- Rio Grande do Norte
- Alagoas



Microsoft Bing

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