

Trade & Logistics

Sales

Logistics

Payments

Reviews

€ 138

Average check

15M

Revenue

€ 316K

Sum deals in work

649

Leads

96K

Sales

Select_value

X

Gross Merchandise Value

▼

All

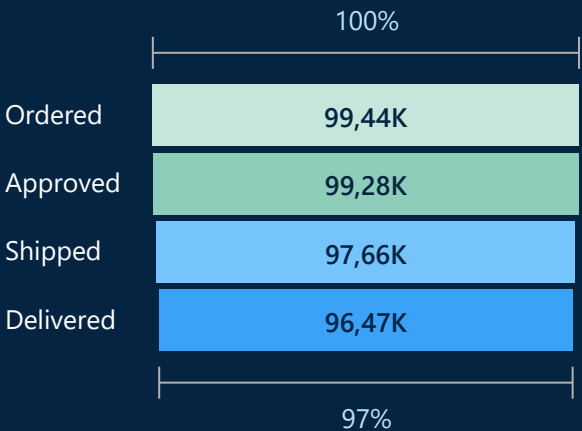
▼

Category

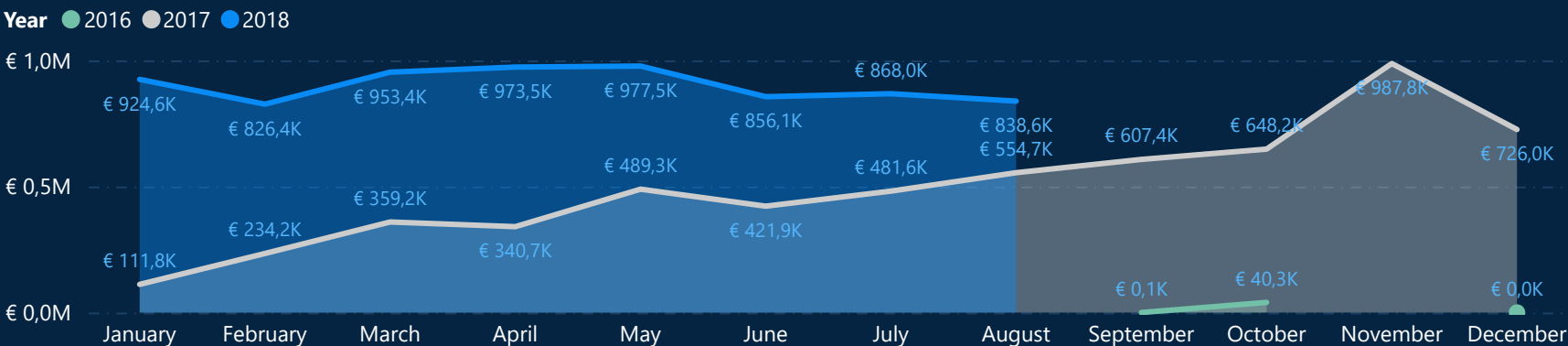
Gross Merchandise Value

Home & Furniture	€ 2 860 801
Miscellaneous & Services	€ 2 390 538
Fashion & Accessories	€ 2 112 421
Electronics & Technology	€ 1 783 160
Health & Beauty	€ 1 624 777
Total	€ 10 771 698

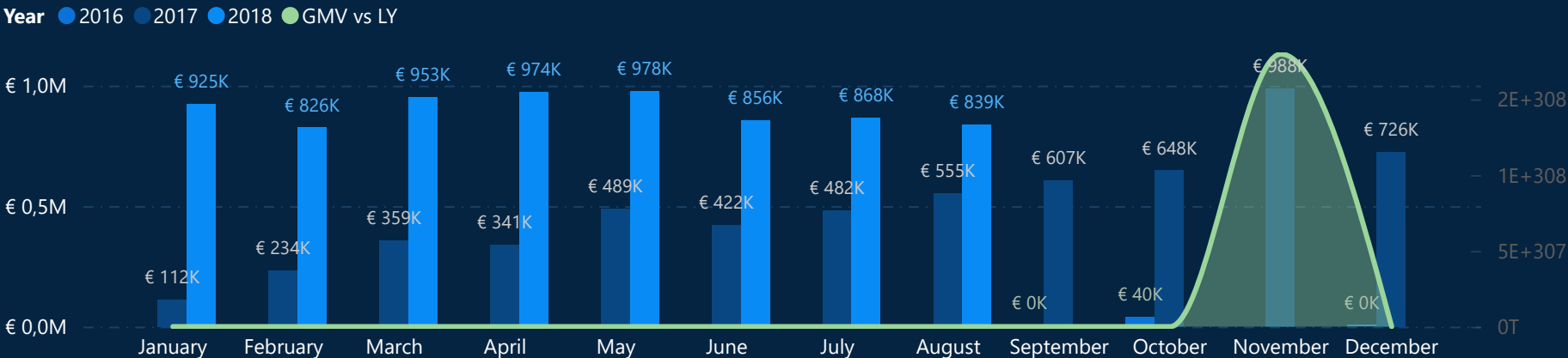
Order fulfillment funnel



Gross Merchandise Value by Month and Year



Gross Merchandise Value and GMV vs LY by Month and Year



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93%

On time delivery rate

€ 23

AVG freight value

12,3

AVG processing time (h)

12

AVG Order Cycle Time (d)

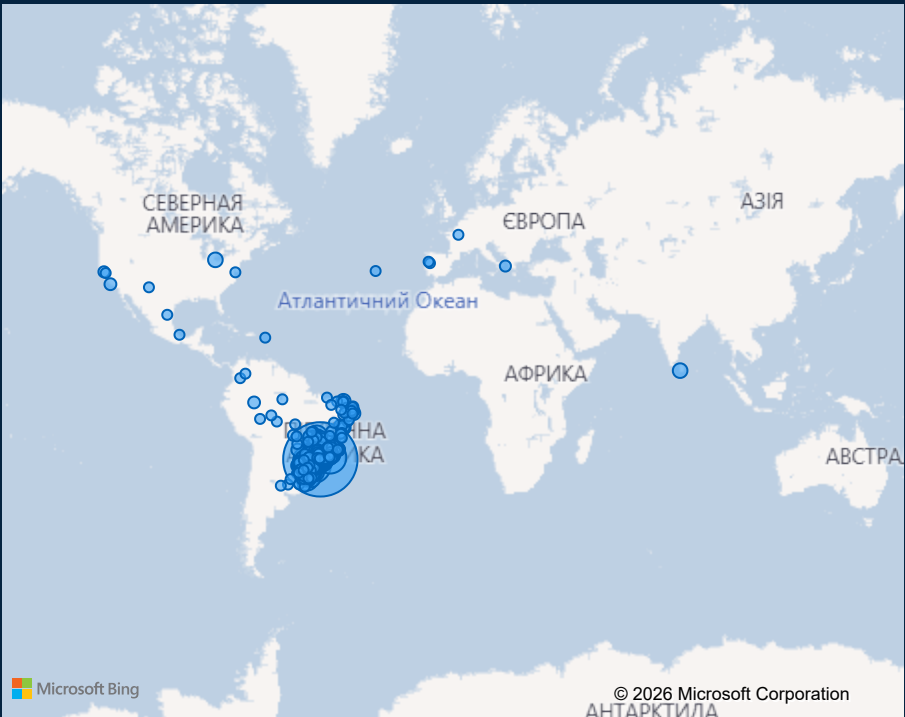
149

AVG Q orders per ship d.

Select all || 2016 || 2017 || 2018

Category	Quantity of Deliveries	Total Shipping Cost
Electronics & Technology	16 429	293 508
Fashion & Accessories	13 229	250 224
Food & Drinks	1 143	17 233
Health & Beauty	12 842	232 530
Home & Furniture	28 930	597 920
Industrial & Construction	2 000	46 293
Miscellaneous & Services	18 512	409 287
Music & Entertainment	2 053	40 738
Other	1 559	27 387
Pets & Outdoors	6 225	136 058
Toys, Hobbies & Baby	7 275	147 099
Total	110 197	2 198 276

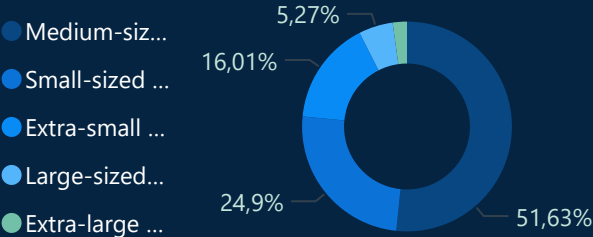
Sellers geolocation



Customers geolocation



Amount of products by Cargo volume



Year	2016			2017			2018						Total
Cargo_volume	Qtr 3	Qtr 4	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	Qtr 1	Qtr 2	Qtr 3	Total	
Extra-large cargo		€ 669	€ 669	€ 8 796	€ 18 210	€ 17 822	€ 21 639	€ 66 467	€ 21 606	€ 23 112	€ 16 037	€ 60 756	€ 127 892
Large-sized cargo		€ 826	€ 826	€ 11 048	€ 15 805	€ 28 033	€ 39 707	€ 94 594	€ 50 738	€ 52 287	€ 27 723	€ 130 748	€ 226 168
Extra-small cargo	€ 16	€ 466	€ 481	€ 14 879	€ 24 886	€ 28 238	€ 44 402	€ 112 405	€ 55 052	€ 54 871	€ 37 140	€ 147 063	€ 259 949
Small-sized cargo	€ 8	€ 1 336	€ 1 344	€ 20 053	€ 39 452	€ 59 314	€ 82 928	€ 201 747	€ 119 502	€ 112 020	€ 72 009	€ 303 531	€ 506 622
Medium-sized cargo	€ 63	€ 4 013	€ 4 077	€ 58 781	€ 104 186	€ 143 764	€ 204 922	€ 511 653	€ 225 016	€ 231 577	€ 158 955	€ 615 549	€ 1 131 278
Total	€ 87	€ 7 310	€ 7 397	€ 113 558	€ 202 539	€ 277 170	€ 393 598	€ 986 865	€ 471 915	€ 473 867	€ 311 864	€ 1 257 647	€ 2 251 910

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Select all

2016

2017

2018

96K

Active customer base

1,14

Average Q of products i...

98%

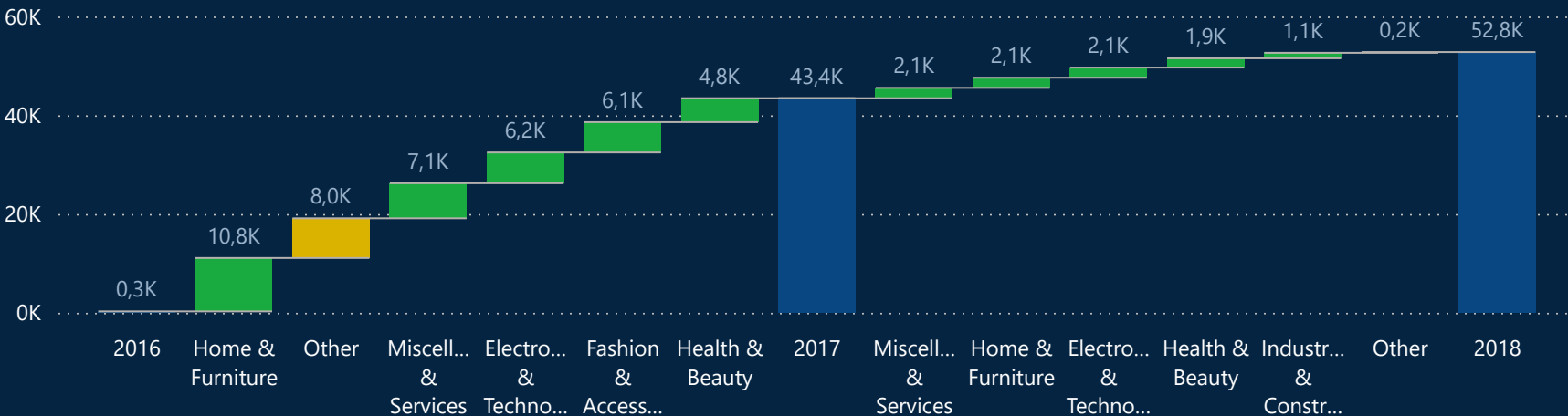
Payment conversion

TOP 10

Customer_city	Active customer base	Total payments	Amount of payments
sao paulo	15 045	€ 2 125 316	15 187
rio de janeiro	6 601	€ 1 139 705	6 771
belo horizonte	2 697	€ 408 832	2 723
brasilgia	2 071	€ 349 488	2 101
curitiba	1 489	€ 239 290	1 494
porto alegre	1 342	€ 217 967	1 359
salvador	1 188	€ 214 549	1 226
campinas	1 406	€ 209 929	1 418
guarulhos	1 144	€ 159 505	1 155
niteroi	825	€ 136 559	836
Total	33 808	€ 5 201 140	34 270

Active customer base by Year and Category

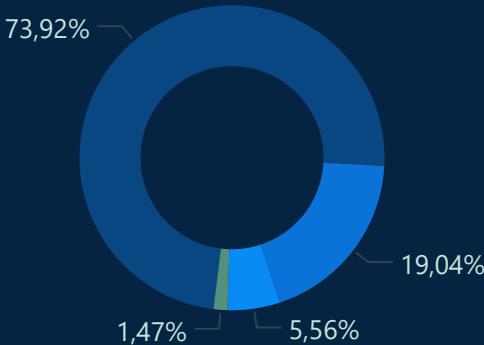
● Increase ● Decrease ● Total ● Other



Customer preferences by payment methods

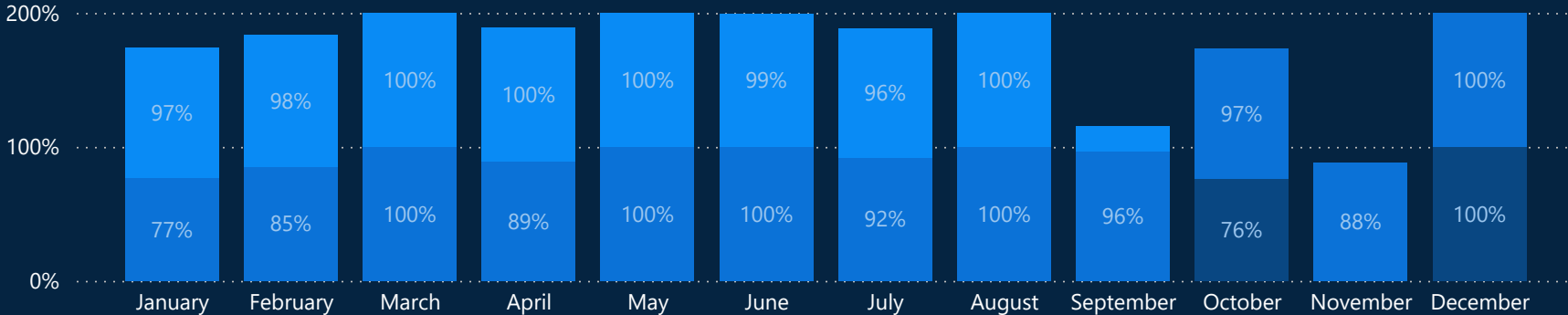
payment_type

- credit_card
- boleto
- voucher
- debit_card
- not_defined



Payment conversion by Month and Year

Year ● 2016 ● 2017 ● 2018



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Select all

2016

2017

2018

2,6

Feedback response time

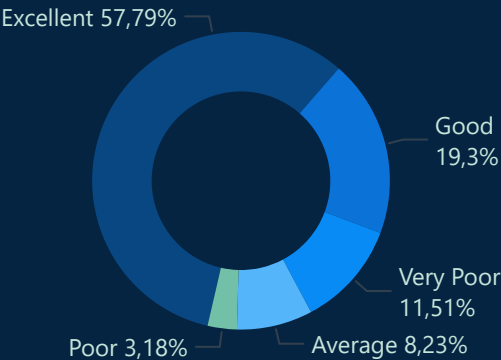
4,09

Average Review score

14,7%

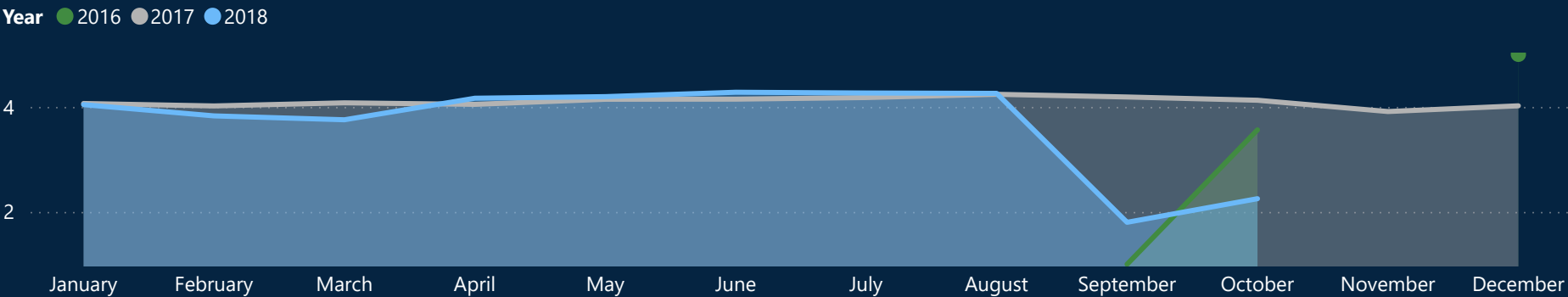
Negative Feedback Ratio

Review score

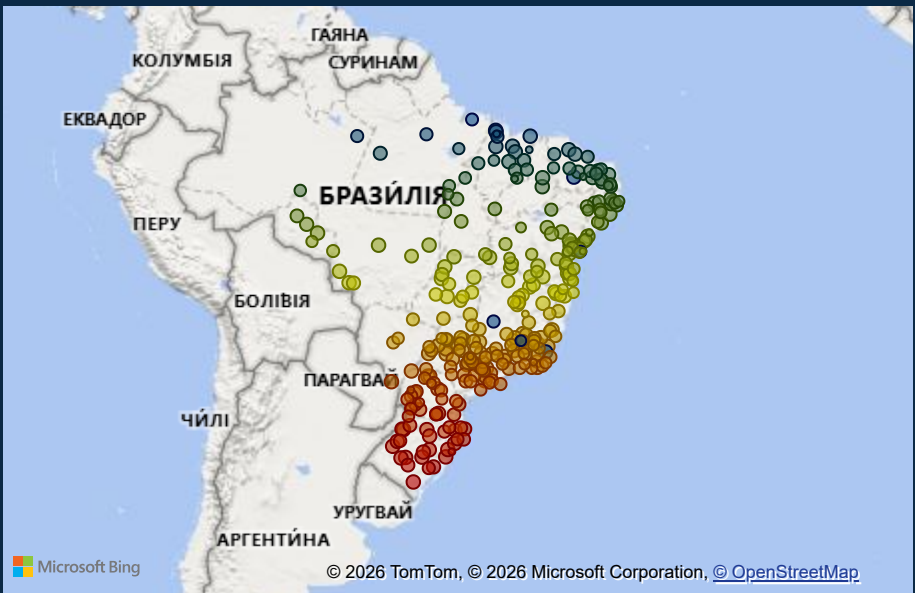


Customer_city	Count of Very poor rating	Average of response time (days)
sao paulo	1576	3,03
rio de janeiro	1140	2,14
belo horizonte	295	2,09
brasil	253	2,60
salvador	223	3,30
porto alegre	187	1,87
campinas	156	1,62
curitiba	143	2,49
niteroi	133	2,23
guarulhos	131	1,46
fortaleza	117	2,04
recife	96	1,95
Total	4450	2,49

Average Review score by Month and Year



Average Review score by the City



Feedback response time greater than 1,5 days

