

# Trade & Logistics

Sales

Logistics

Payments

Reviews

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
<b>Total</b>	<b>€ 10 771 698</b>

€ 138

Average check

15M

Revenue

€ 316K

Sum deals in work

649

Leads

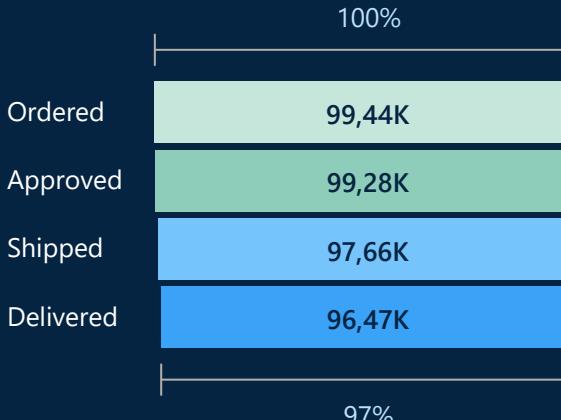
96K

Sales

Gross Merchandise Value by Month and Year



Order fulfillment funnel



Gross Merchandise Value and GMV vs LY by Month and Year



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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
<b>Total</b>	<b>110 197</b>	<b>2 198 276</b>



93%

On time delivery rate

€ 23

AVG freight value

12,3

AVG processing time (h)

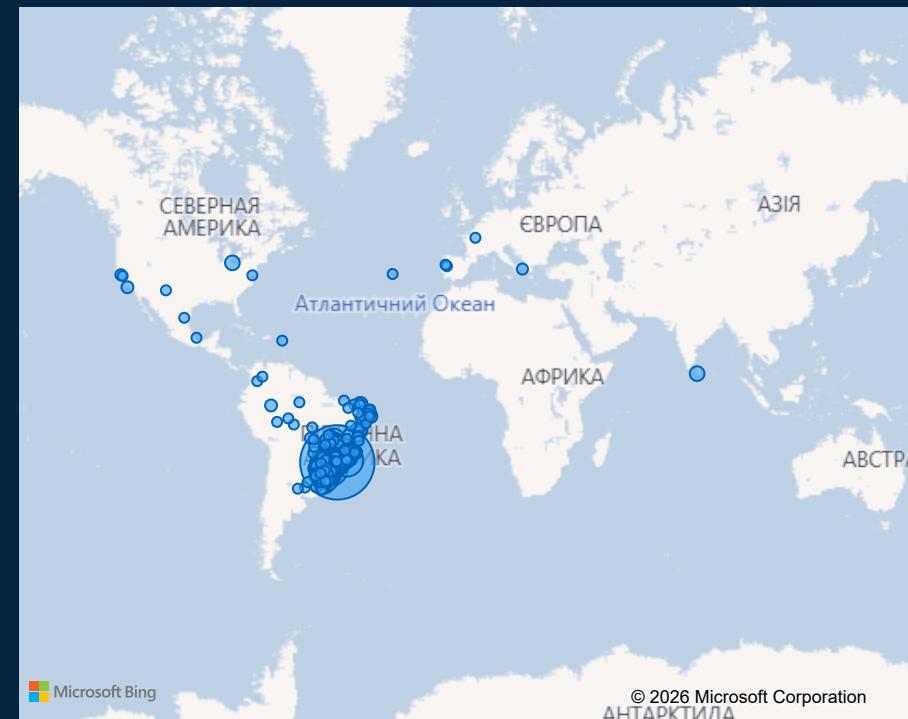
12

AVG Order Cycle Time (d)

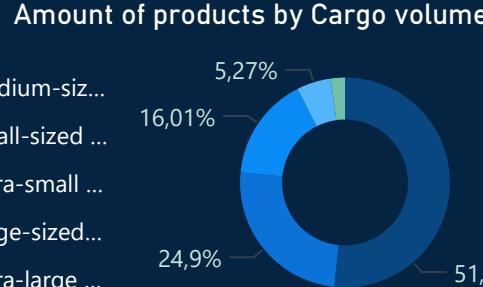
149

AVG Q orders per ship d.

Sellers geolocation



Customers geolocation



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Select all

2016

2017

2018

96K

Active customer base

1,14

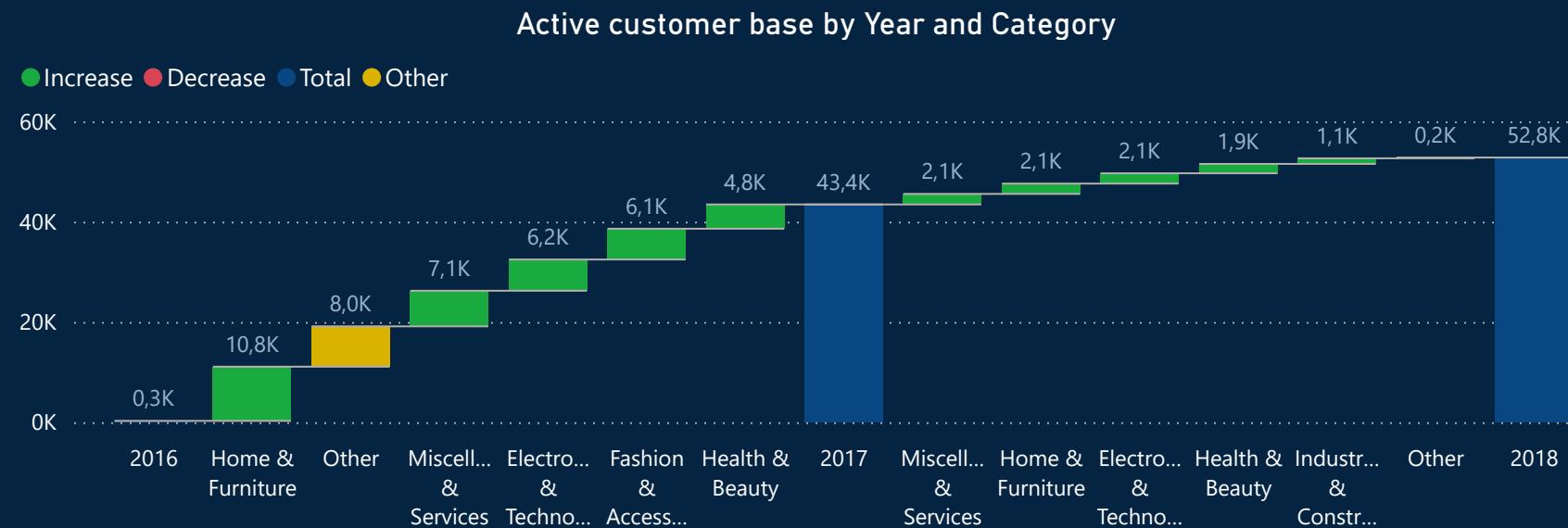
Average Q of products i...

98%

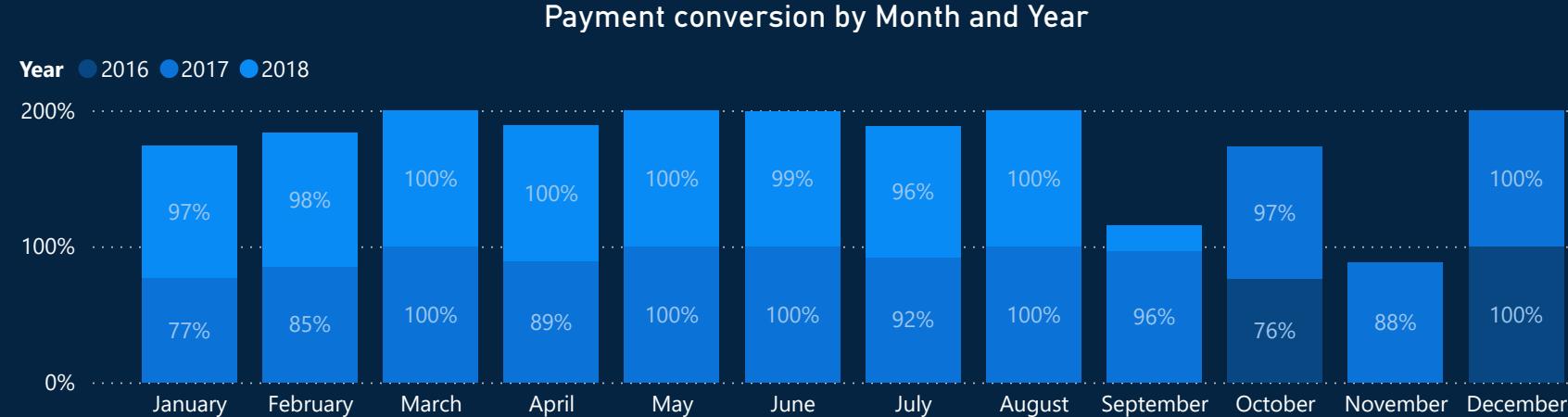
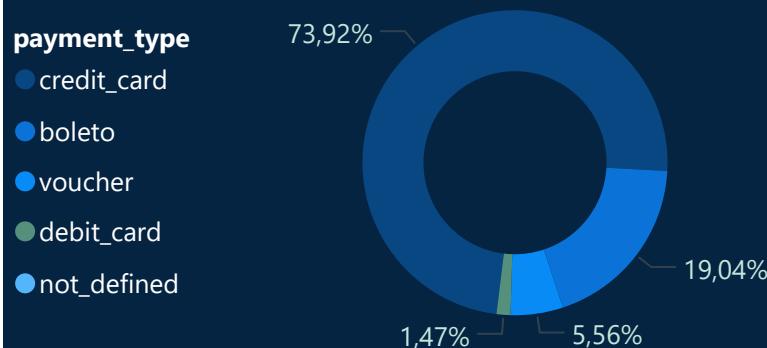
Payment conversion

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
brasilia	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
<b>Total</b>	<b>33 808</b>	<b>€ 5 201 140</b>	<b>34 270</b>



Customer preferences by payment methods



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Select all

2016

2017

2018

2,6

Feedback response time

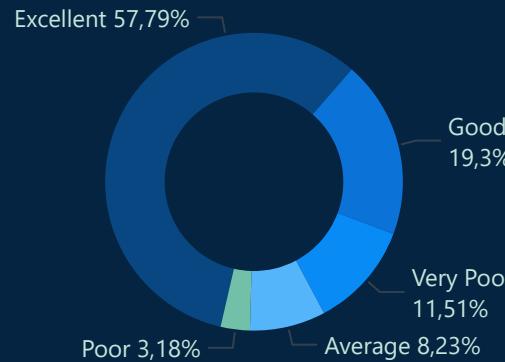
4,09

Average Review score

14,7%

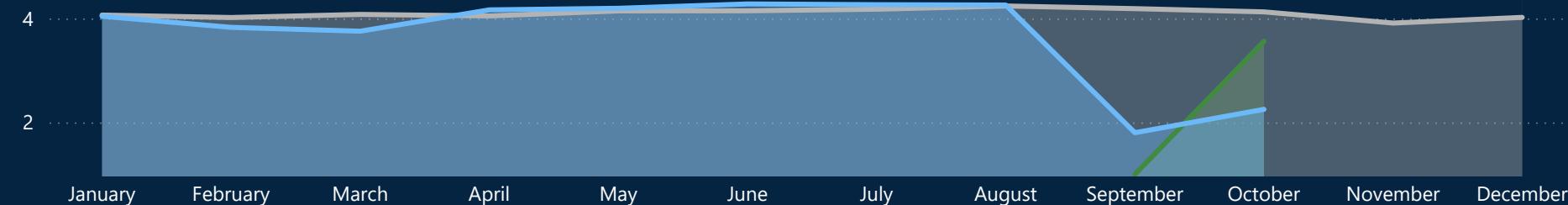
Negative Feedback Ratio

## Review score



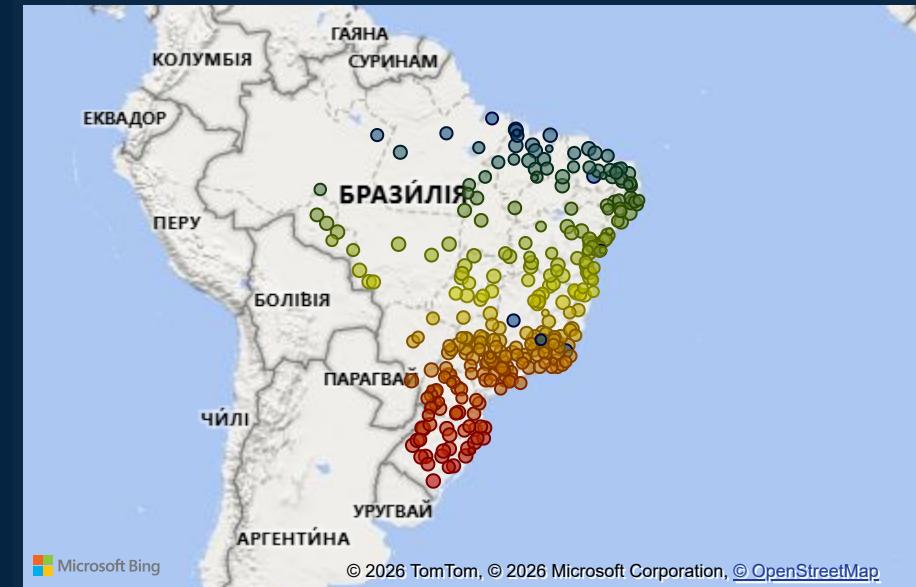
Year ● 2016 ● 2017 ● 2018

## Average Review score by Month and Year



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
brasilia	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
<b>Total</b>	<b>4450</b>	<b>2,49</b>

## Average Review score by the City



## Feedback response time greater than 1,5 days

