



Mateus Cds 3.24%

Assai 2.11%

Feirao Das Frutas 2.05%

Sup Bombom 1.82%

Mateus Lojas 1.

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R\$ 4,88 Mi

Faturamento Bruto (R\$)



28,52%

Margem Mensal



5,17%

% Dev. S/Vendas



252,5 Mil

Devoluções R\$



222

Nº de Cargas



Despesa total de Fretes (R\$)

R\$ 222,73 K

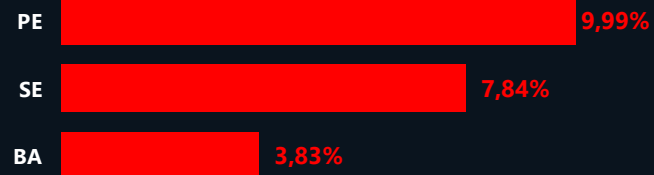
▲ 4,56%

% Despesa Frete Sobre Vendas

### Despesa de fretes - Evolução Temporal



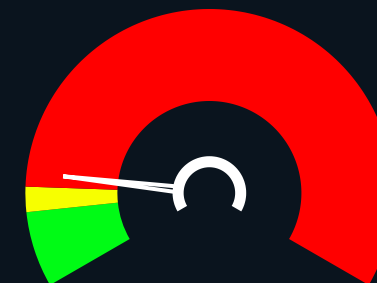
### % Despesa de Frete por UF



### % Despesa por Trimestre

4,56%

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## Comparativo por Cidade - MoM (ano anterior)

Cidade Cliente	% Despesa	MoM Ly	% Eficiência	% Eficiencia MoM Ly
⊕ Mata De Sao Joao	7,45%	↑ 81,32%	12,21%	↑ -33,21%
⊕ Catu	4,90%	↑ 65,83%	11,84%	↑ -33,05%
⊕ Petrolina	9,99%	↑ 44,37%	18,64%	↑ -8,18%
⊕ Senhor Do Bonfim	10,13%	↑ 15,83%	5,70%	↑ -64,33%
⊕ Camacari	4,54%	↑ 12,00%	23,40%	↓ 10,38%
⊕ Salvador	3,19%	↑ 9,19%	22,90%	↓ 5,63%
⊕ Lauro De Freitas	3,76%	↑ 6,84%	21,69%	↓ 6,11%
⊕ Capim Grosso	7,96%	— 0,00%	15,65%	— 0,00%
⊕ Dias D'Avila	6,11%	— 0,00%	7,56%	— 0,00%
⊕ Estancia	8,84%	— 0,00%	-24,16%	— 0,00%
⊕ Jacobina	6,65%	— 0,00%	24,66%	— 0,00%
⊕ Nossa Senhora Da Gloria	6,46%	— 0,00%	23,13%	— 0,00%
⊕ Vera Cruz	9,80%	— 0,00%	13,47%	— 0,00%
⊕ Vitoria Da Conquista	17,39%	— 0,00%	5,70%	— 0,00%
⊕ Juazeiro	6,49%	↓ -8,68%	17,36%	↑ -16,00%
⊕ Itaberaba	8,94%	↓ -10,25%	16,78%	↑ -16,35%
⊕ Feira De Santana	4,88%	↓ -10,40%	6,59%	↑ -64,46%
Total	4,56%	↑ 3,29%	18,78%	↓ 0,77%

## Comparativo por Cidade - MoM (ano atual)

Cidade Cliente	% Despesa	MoM	Eficiência	% Eficiencia MoM Lm
⊕ Petrolina	9,99%	↑ 77,56%	18,64%	↑ -24,47%
⊕ Senhor Do Bonfim	10,13%	↑ 63,63%	5,70%	↑ -55,76%
⊕ Vitoria Da Conquista	17,39%	↑ 47,73%	5,70%	↑ -52,78%
⊕ Juazeiro	6,49%	↑ 26,21%	17,36%	↑ -23,33%
⊕ Nossa Senhora Do Socorro	3,72%	↑ 25,68%	27,88%	↓ 19,97%
⊕ Vera Cruz	9,80%	↑ 22,24%	13,47%	↑ -43,23%
⊕ Itaberaba	8,94%	↑ 14,60%	16,78%	↑ -21,38%
⊕ Feira De Santana	4,88%	↑ 6,14%	6,59%	↑ -58,57%
⊕ Aracaju	8,58%	↑ 5,05%	9,50%	↑ -31,60%
⊕ Camacari	4,54%	↑ 3,21%	23,40%	↑ -10,64%
⊕ Capim Grosso	7,96%	— 0,00%	15,65%	— 0,00%
⊕ Estancia	8,84%	— 0,00%	-24,16%	— 0,00%
⊕ Jacobina	6,65%	— 0,00%	24,66%	— 0,00%
⊕ Salvador	3,19%	↓ -2,01%	22,90%	↑ -4,55%
⊕ Lauro De Freitas	3,76%	↓ -4,95%	21,69%	↑ -9,49%
⊕ Mata De Sao Joao	7,45%	↓ -7,87%	12,21%	↑ -14,11%
⊕ Alagoinhas	5,42%	↓ -9,82%	21,69%	↓ 280,53%
Total	4,56%	↓ -0,64%	18,78%	↑ -12,16%



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## Comparativo por Rede - MoM (ano anterior)

Rede	% Despesa	MoM Ly	% Eficiência	% Eficiencia MoM Ly
Atakarejo Lojas	0,53%	↑ 1565,57%	23,82%	↑ -2,81%
Atacadao	0,60%	↑ 344,24%	27,34%	↓ 11,60%
Cesta Do Povo	0,12%	↑ 78,56%	25,87%	↓ 5,49%
Deli E Cia	0,04%	↑ 68,78%	26,05%	↓ 6,00%
Outros	0,33%	↑ 65,24%	24,43%	↓ 2,53%
Ponto Verde	0,04%	↑ 39,84%	26,05%	↓ 6,02%
Redemix	0,79%	↑ 33,22%	25,23%	↓ 8,46%
Assai	2,11%	↑ 13,32%	22,98%	↑ -0,16%
Sams	0,72%	↑ 5,75%	23,50%	↓ 3,09%
Feirao Das Frutas	2,05%	↑ 4,36%	26,57%	↓ 5,24%
Economart	0,86%	— 0,00%	10,62%	— 0,00%
Sup Bombom	1,82%	— 0,00%	15,21%	— 0,00%
Mateus Lojas	1,64%	↓ -7,52%	18,19%	↓ 47,89%
Mateus Cds	3,24%	↓ -17,80%	22,32%	↓ 90,37%
G Barbosa	0,58%	↓ -27,50%	22,93%	↓ 4,03%
Perini	0,10%	↓ -35,63%	25,99%	↓ 6,32%
Hiperideal	0,22%	↓ -37,35%	25,25%	↓ 4,36%
Atakarejo Cds	1,27%	↓ -61,88%	14,17%	↓ 122,04%
Total	4,56%	↑ 8,27%	18,78%	↑ -0,32%

## Comparativo por Rede - MoM (ano atual)

Rede	% Despesa	MoM	Eficiência	% Eficiencia MoM Lm
Feirao Das Frutas	2,05%	↑ 85,09%	26,57%	↑ -8,98%
Ponto Verde	0,04%	↑ 62,51%	26,05%	↑ -4,30%
Perini	0,10%	↑ 54,51%	25,99%	↑ -4,38%
Atacadao	0,60%	↑ 39,03%	27,34%	↑ -8,81%
Economart	0,86%	↑ 33,08%	10,62%	↑ -50,91%
Outros	0,33%	↑ 24,17%	24,43%	↑ -10,24%
Sams	0,72%	↑ 14,05%	23,50%	↑ -8,47%
Assai	2,11%	↑ 10,88%	22,98%	↑ -8,87%
Hiperideal	0,22%	↑ 8,03%	25,25%	↑ -6,01%
Redemix	0,79%	↑ 4,38%	25,23%	↑ -4,98%
Sup Bombom	1,82%	— 0,00%	15,21%	— 0,00%
G Barbosa	0,58%	↓ -3,09%	22,93%	↑ -10,17%
Deli E Cia	0,04%	↓ -3,72%	26,05%	↑ -4,24%
Mateus Cds	3,24%	↓ -14,56%	22,32%	↓ 2,77%
Atakarejo Lojas	0,53%	↓ -16,22%	23,82%	↑ -6,68%
Mateus Lojas	1,64%	↓ -23,25%	18,19%	↑ -16,18%
Cesta Do Povo	0,12%	↓ -48,38%	25,87%	↑ -2,87%
Atakarejo Cds	1,27%	↓ -82,05%	14,17%	↑ -19,66%
Total	4,56%	↑ 0,40%	18,78%	↑ -12,35%



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### Comparativo dos Resultados por Clientes

Nome Fantasia	% Despesa	MoM Lm	MoM Ly	% Devol. S/Vendas	Margem	Eficiência	% Eficiencia MoM Lm	% Eficiencia MoM Ly
Gbarbosa 015 Feira De Santana	8,84%	↑ 69,12%	↑ 61,06%	97,36%	-232,88%	-339,07%	↑ 7926,19%	↓ -2475,04%
	4,45%	— 0,00%	— 0,00%	0,00%	-107,54%	-111,99%	↓ -86,18%	↑ 0,00%
Mateus Jose Conrado Aracaju	7,17%	↑ 0,63%	↓ -37,80%	41,22%	22,54%	-25,85%	↓ -1502,17%	↓ -266,23%
Super BomBom Estancia	8,84%	— 0,00%	— 0,00%	0,00%	-15,32%	-24,16%	↑ 0,00%	↑ 0,00%
Atakarejo Alagoinhas	6,41%	↓ -28,10%	— 0,00%	0,00%	-16,16%	-22,57%	↑ 354,25%	↑ 0,00%
Assai Feira Sobradinho	3,55%	— 0,00%	↑ 58,19%	66,38%	57,23%	-12,69%	↑ 0,00%	↓ -195,29%
Mateus Santa Monica	7,57%	↑ 29,95%	— 0,00%	15,82%	19,84%	-3,56%	↓ -128,96%	↑ 0,00%
Gbarbosa 108 Lauro De Freitas	4,32%	↑ 31,46%	↑ 5,72%	26,85%	29,75%	-1,43%	↓ -108,58%	↓ -109,23%
Atakarejo Feira De Santana	4,87%	↓ -17,71%	— 0,00%	17,31%	21,67%	-0,51%	↓ -103,42%	↑ 0,00%
Assai Lauro De Freitas	3,09%	— 0,00%	↓ -19,06%	6,29%	11,48%	2,11%	↑ 210,10%	↓ -73,52%
Gbarbosa-302 - Horto Bela Vista	3,87%	↓ -13,05%	↓ -2,74%	24,66%	32,71%	4,18%	↓ -78,52%	↓ -82,89%
Atakarejo Cd Vitoria Da Conquista	17,39%	↑ 47,11%	— 0,00%	7,27%	30,35%	5,70%	↓ -54,38%	↑ 0,00%
Assai Sr Do Bonfim	10,13%	↑ 63,63%	↑ 15,83%	12,45%	28,28%	5,70%	↓ -55,76%	↓ -64,33%
Hiperideal Orla	6,16%	↑ 22,41%	↑ 127,87%	15,88%	29,27%	7,23%	↑ 2,49%	↓ -65,15%
Assai Feira Tomba	3,55%	— 0,00%	— 0,00%	0,00%	10,80%	7,25%	↑ 0,00%	↑ 0,00%
Cdp Centro Dias Davila	6,11%	↓ -16,30%	— 0,00%	0,00%	13,67%	7,56%	↓ -31,74%	↑ 0,00%
Atakarejo Aracaju	14,67%	↑ 29,60%	— 0,00%	2,40%	25,65%	8,59%	↓ -31,38%	↑ 0,00%
Cdp Centro - Mata S.J. Sede	9,20%	↑ 26,37%	— 0,00%	0,00%	17,83%	8,62%	↓ -46,58%	↑ 0,00%
Total	4,56%	↑ 1,25%	↑ 6,94%	5,16%	28,52%	18,79%	↓ -14,85%	↓ -2,60%





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### Comparativo dos Resultados por Clientes

UF Cliente	Totais das Vendas	% Margem	Totais dos Fretes	% Despesa	MoM	MoM Ly	Total R\$ Devoluções	% Devolução Sobre Vendas	Eficiência	Var Eficiencia % MoM Lm	Var Eficiencia % MoM Ly
SE	R\$ 677,07 K	26,17%	53.099,81	7,84%	↑ 6,77%	↓ -27,60%	R\$ 43,88 K	6,48%	11,67%	↓ -20,03%	↑ 236,41%
2025	R\$ 677,07 K	26,17%	53.099,81	7,84%	↑ 6,77%	↓ -27,60%	R\$ 43,88 K	6,48%	11,67%	↓ -20,03%	↑ 236,41%
junho	R\$ 677,07 K	26,17%	53.099,81	7,84%	↑ 6,77%	↓ -27,60%	R\$ 43,88 K	6,48%	11,67%	↓ -20,03%	↑ 236,41%
PE	R\$ 140,51 K	31,40%	14.031,08	9,99%	↑ 77,56%	↑ 44,37%	R\$ 4,63 K	3,30%	18,64%	↓ -24,47%	↓ -8,18%
2025	R\$ 140,51 K	31,40%	14.031,08	9,99%	↑ 77,56%	↑ 44,37%	R\$ 4,63 K	3,30%	18,64%	↓ -24,47%	↓ -8,18%
junho	R\$ 140,51 K	31,40%	14.031,08	9,99%	↑ 77,56%	↑ 44,37%	R\$ 4,63 K	3,30%	18,64%	↓ -24,47%	↓ -8,18%
BA	R\$ 4,06 Mi	28,82%	155.601,89	3,83%	↓ -8,14%	↑ 4,64%	R\$ 203,96 K	5,02%	19,96%	↓ -9,94%	↓ -0,96%
2025	R\$ 4,06 Mi	28,82%	155.601,89	3,83%	↓ -8,14%	↑ 4,64%	R\$ 203,96 K	5,02%	19,96%	↓ -9,94%	↓ -0,96%
junho	R\$ 4,06 Mi	28,82%	155.601,89	3,83%	↓ -8,14%	↑ 4,64%	R\$ 203,96 K	5,02%	19,96%	↓ -9,94%	↓ -0,96%
Total	R\$ 4,88 Mi	28,53%	222.732,78	4,56%	↓ -0,72%	↑ 3,29%	R\$ 252,47 K	5,17%	18,78%	↓ -12,07%	↑ 0,77%

