



Sales

Logistics

Payments

Feedback



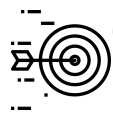
# Sales Analytics

Months name

Bce

Year

Bce



Completed orders

\$15,42 млн



In progress

\$315,75 тыс.



AOV

\$160,58

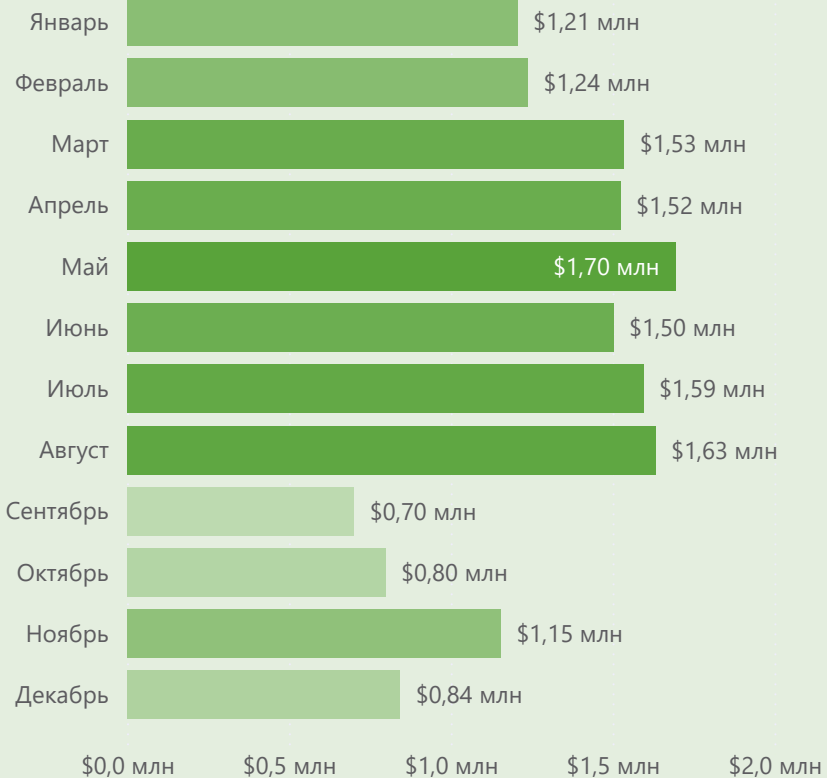


Conversion

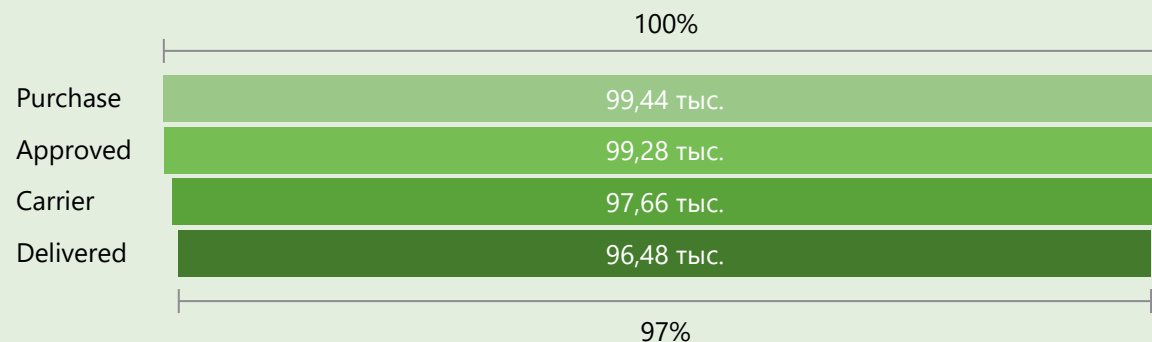
0,97

## Revenue dynamics by month

SUM of completed orders \$0,70 млн \$1,70 млн



## Order Processing Funnel



product_category_name	SUM of completed orders	CountOrders
utilidades_domesticas	\$773 144,57	5884
telefonos_fixa	\$59 917,94	217
telefonos	\$382 903,08	4199
tablets_impressao_imagem	\$9 207,60	79
sinalizacao_e_seguranca	\$27 893,81	140
seguros_e_servicos	\$324,51	2
relogios_presentes	\$1 269 589,35	5624
portateis_cozinha_e_preparador	\$4 228,05	14
es_de_alimentos		
Bcero	\$15 419 773,75	99441



# Logistics Analytics

Months name



Bce



Year



Bce



AVG Order cycle

12,5



AVG Check Delivery

\$23,47



AVG processing

3,22



On time deliveries

93%

Sales

Logistics

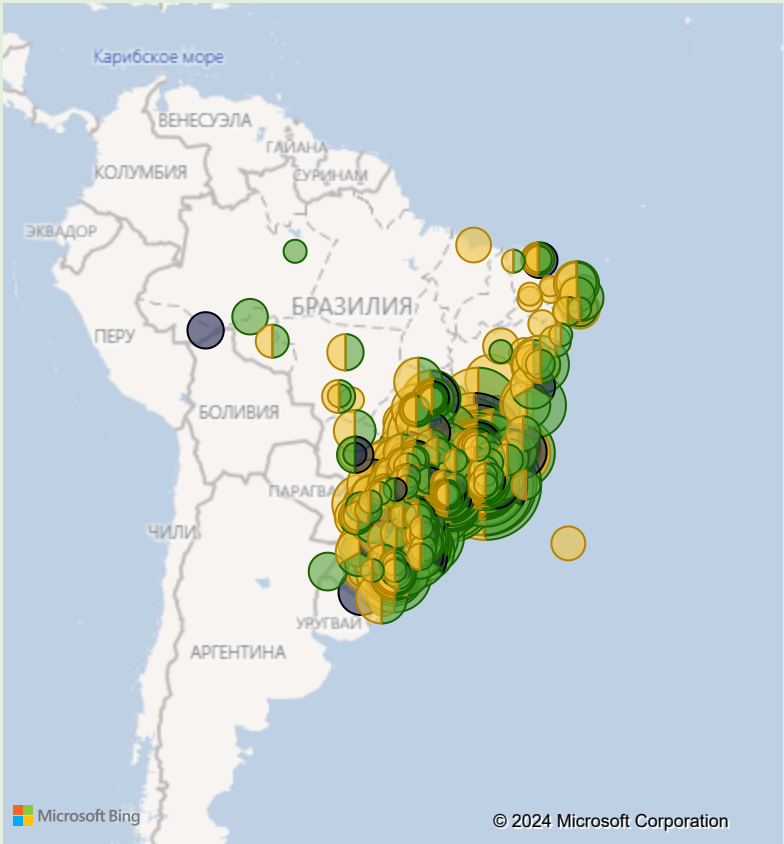
Payments

Feedback



## Sales geography by clients

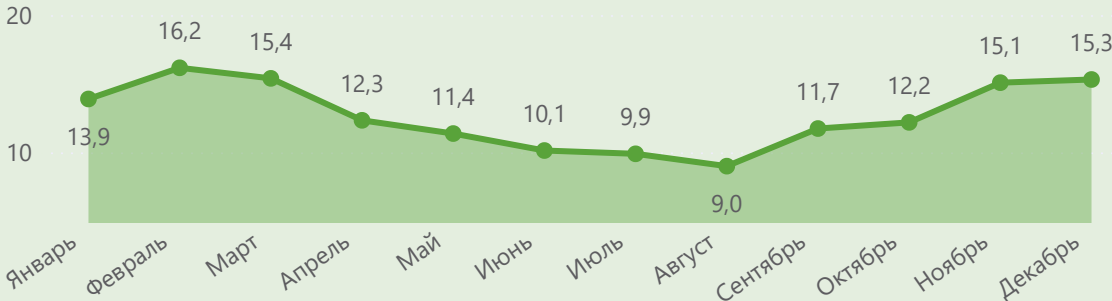
Год ● 2016 ● 2017 ● 2018



Microsoft Bing

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## Average order cycle dynamics



On time deliveries

Untimely deliveries

Июнь	166
Сентябрь	183
Октябрь	189
Июль	316
Декабрь	411
Январь	425
Апрель	457
Август	515
<b>Всего</b>	<b>6534</b>



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# Payments Analytics



Total Payment

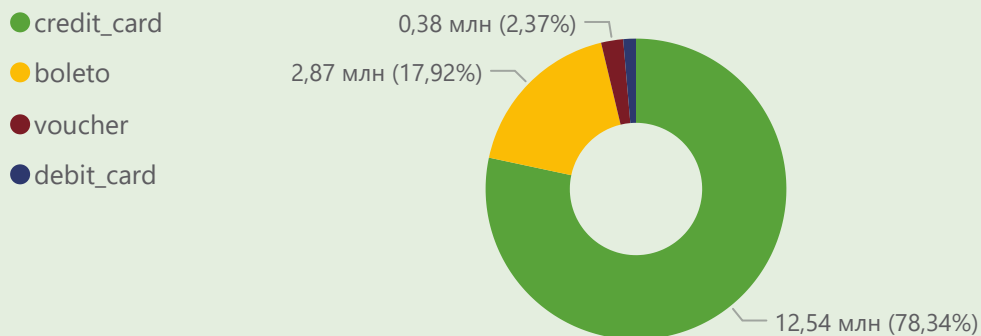
\$16 млн



Number of paid orders

104 тыс.

Amount of payments by type по payment\_type



Dynamics of receipt of payments



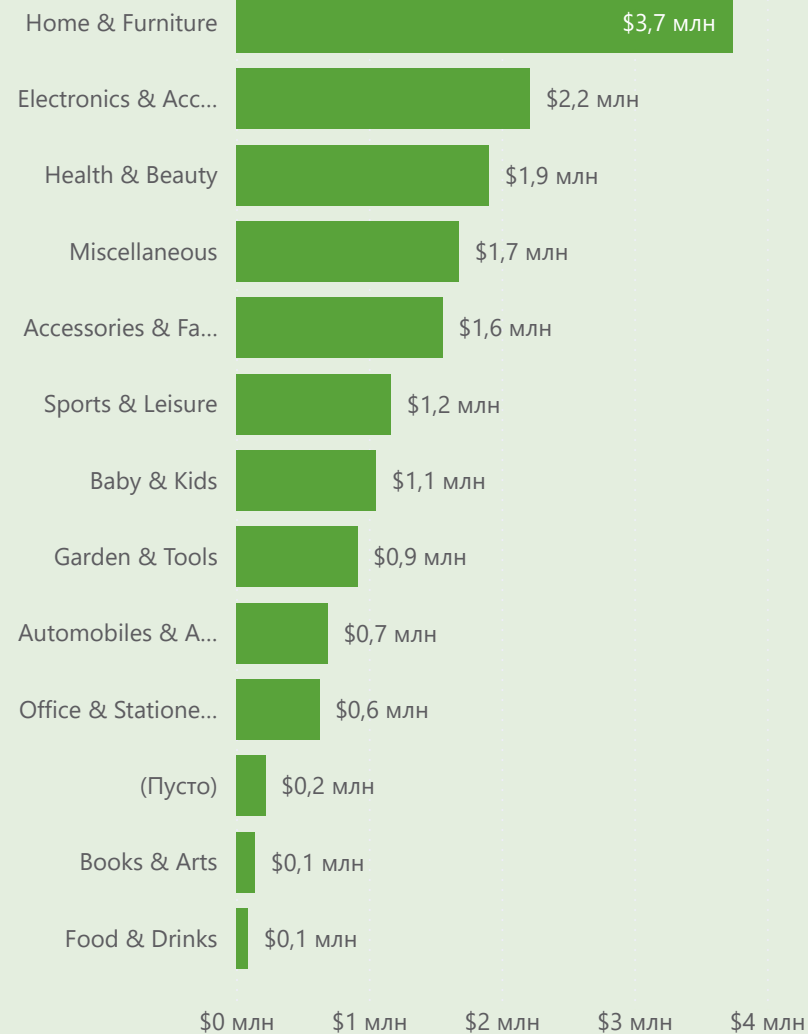
Months name

Bce

Year

Bce

TotalPrice по CategoryName





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## Feedback Analytics

Months name

Bce

Year

Bce



AVG review DAY

2,58



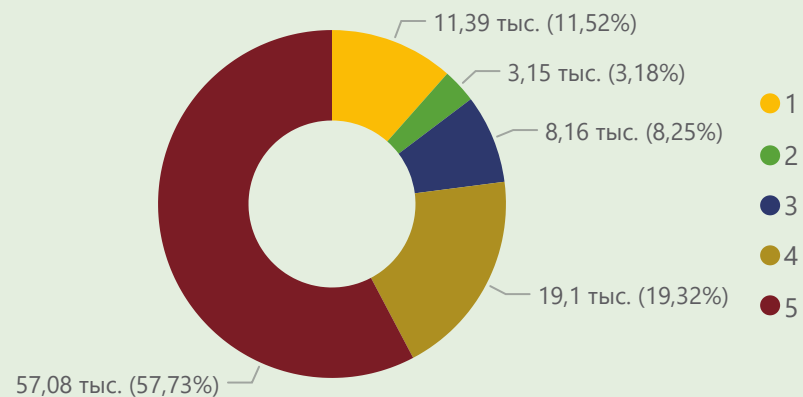
Active Clients

96 ТЫС.

AVG of Feedback



Количество order\_id по review\_score



product_category_name_english	Review Score	Сумма Total reviews
	3,49	1470
agro_industry_and_commerce	4,02	182
air_conditioning	4,03	249
art	4,03	200
arts_and_craftmanship	4,17	23
audio	3,83	348
auto	4,09	3895
baby	4,04	2869
bed_bath_table	3,97	9432
books_general_interest	4,46	508
books_imported	4,32	53
books_technical	4,41	259
cds_dvds_musicals	4,67	12
christmas_supplies	4,06	126
cine_photo	4,24	66
computers	4,17	178
computers_accessories	4,03	6702
consoles_games	4,06	1053
construction_tools_construction	4,08	744
construction_tools_lights	4,13	242
construction_tools_safety	3,85	166
cool_stuff	4,17	3609
costruction_tools_garden	4,20	196
costruction_tools_tools	4,43	94
diapers_and_hygiene	2,74	27

Graph

Table