

payment\_installments

Quarterly Performance

Payment Type

Select date range

KPIs

#Customers  
99,440

Total order  
99,440

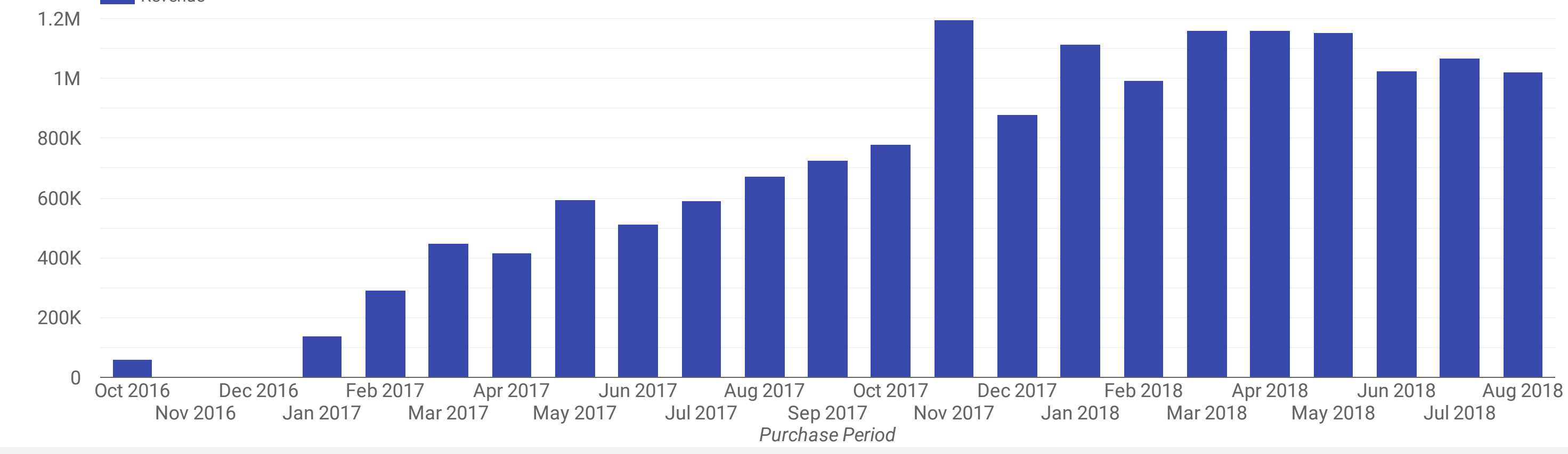
Revenue  
R\$ 16M

Average Spent Per Customer  
R\$ 154

Average Days to Deliver  
12.5

Average Hours to Approve  
10

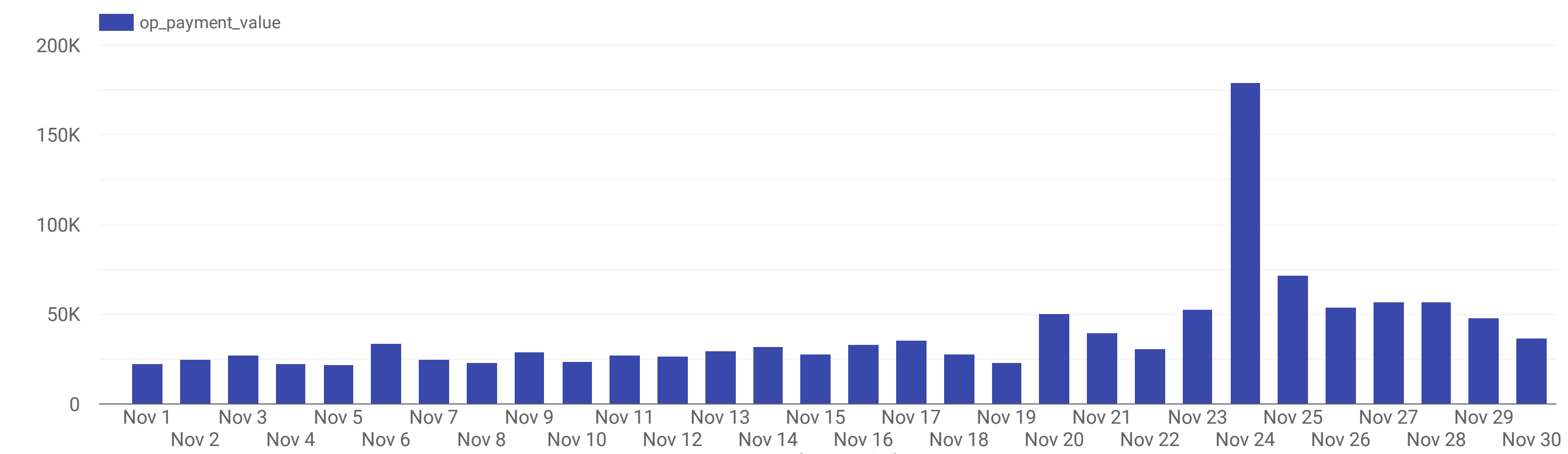
Steady increase in revenue albeit a slight fall from **middle of 2018**



Both have similar trend pattern to that of the Revenue, while having a ratio of **1:1**



Nov. 2017 comes top both in revenue, order and customers. **Nov. 24** contributed most (Black Friday)

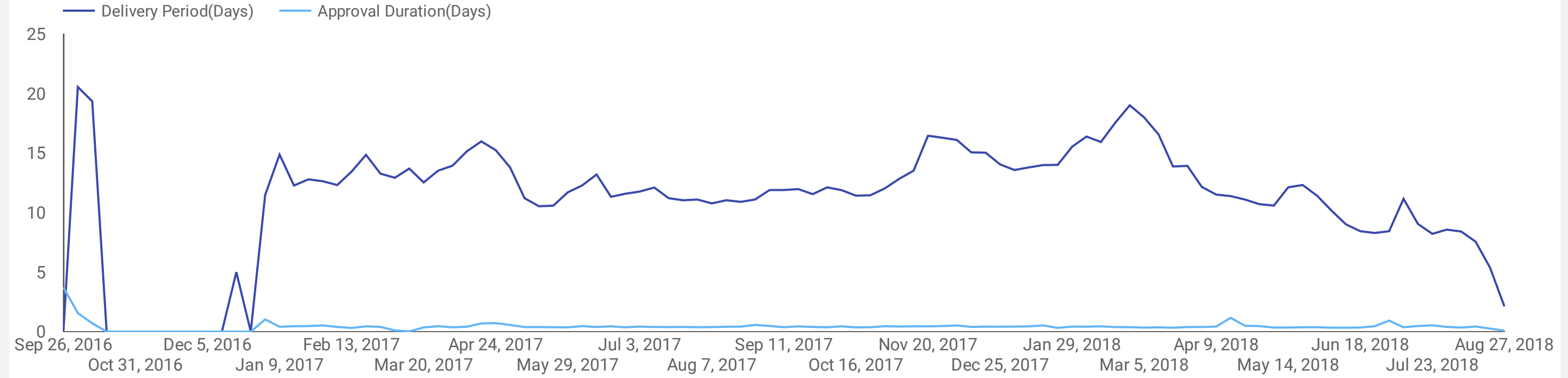


Customer retention is non-existent

order_purchase_timestamp (Year Quarter) / #Customers								
first_purchase...	Q4, 2016	Q1, 2017	Q2, 2017	Q3, 2017	Q4, 2017	Q1, 2018	Q2, 2018	Q3, 2018
Q4, 2016	325	-	-	-	-	-	-	-
Q1, 2017	-	5,262	-	-	-	-	-	-
Q2, 2017	-	-	9,349	-	-	-	-	-
Q3, 2017	-	-	-	12,642	-	-	-	-
Q4, 2017	-	-	-	-	17,848	-	-	-
Q1, 2018	-	-	-	-	-	21,208	-	-
Q2, 2018	-	-	-	-	-	-	19,979	-
Q3, 2018	-	-	-	-	-	-	-	12,804

Overview of Delivery Behaviour

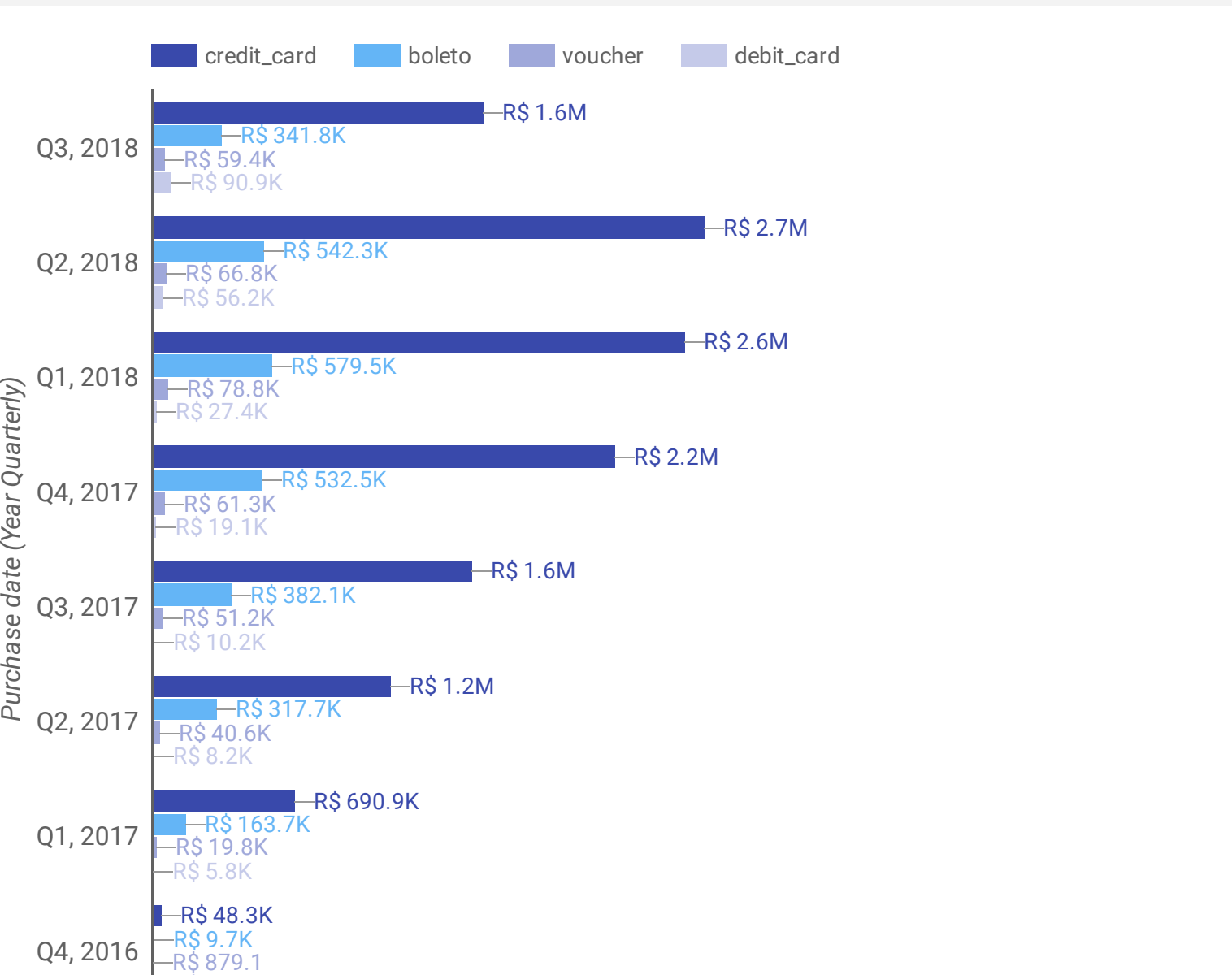
No delivery was made between **Mid Oct. to Mid Dec. 2018**



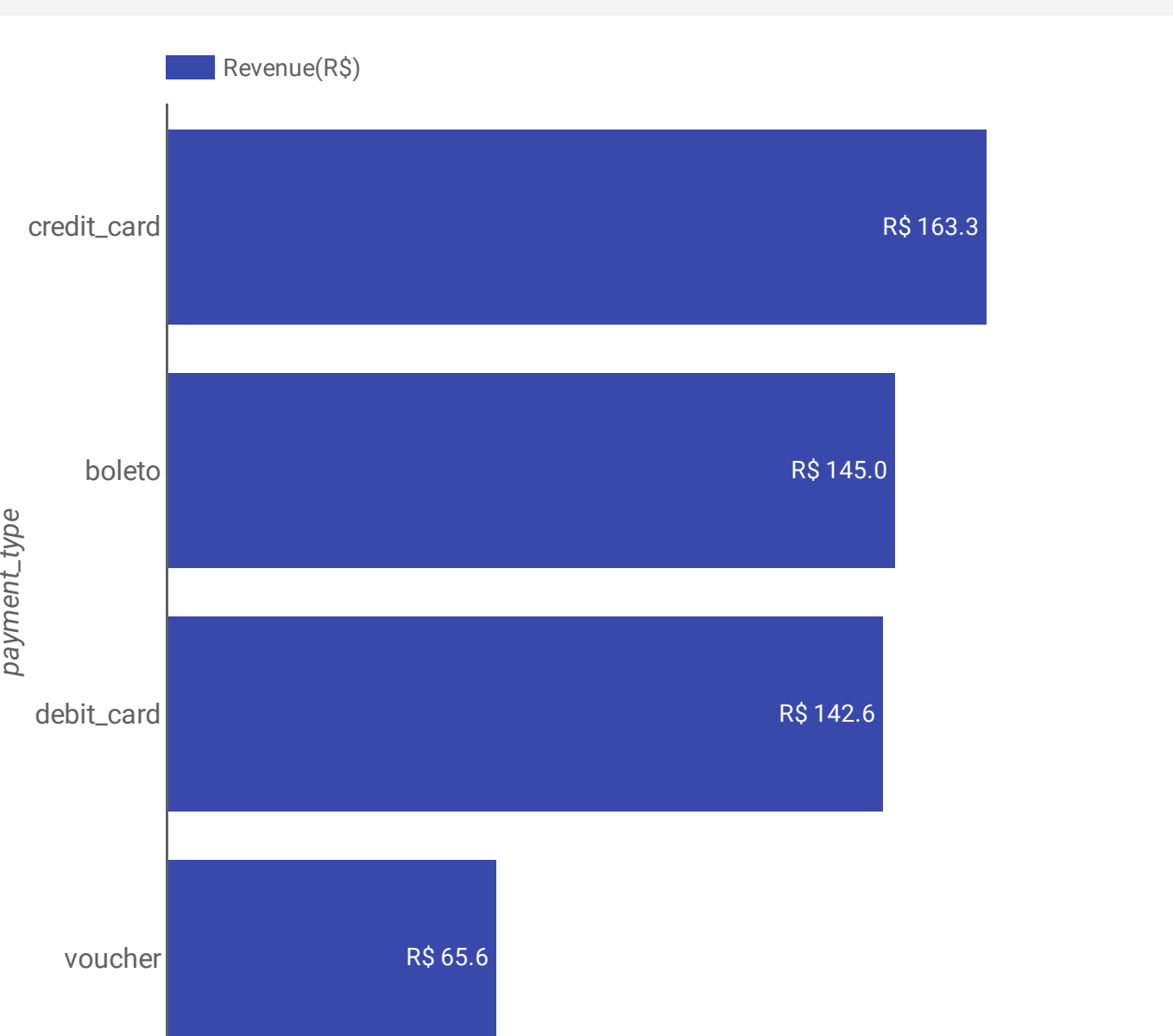
**January 2017 and June 2018** experience a huge delay in delivery



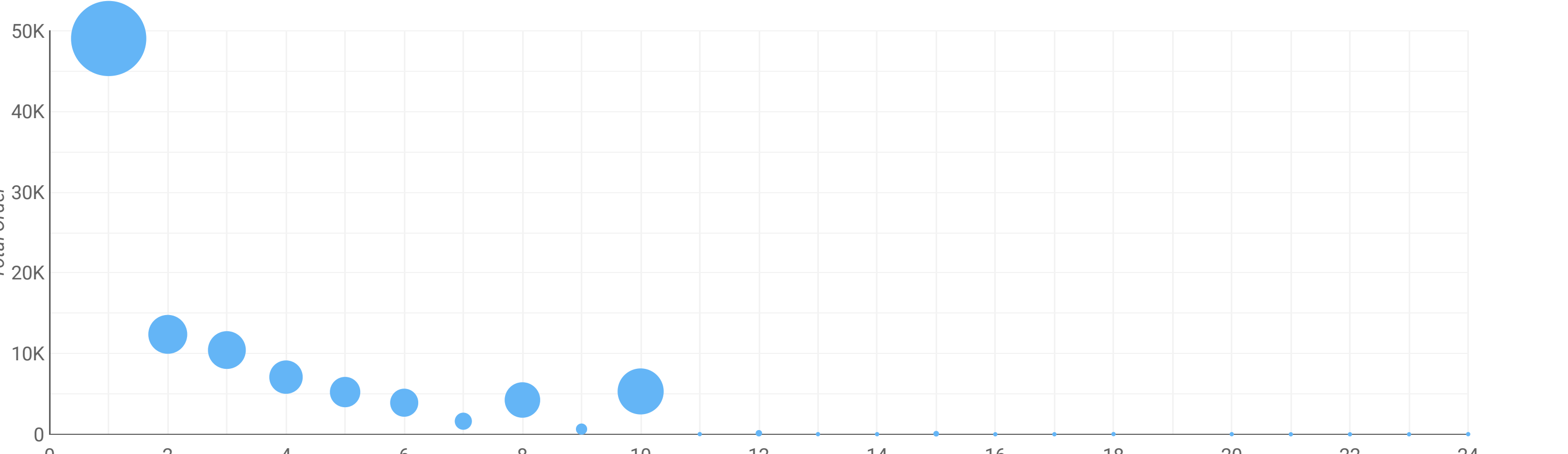
Most of the revenue was generated through payment using **credit card**



**Credit Card** payment has the highest spend per order



Most customers uses one installation payment plan but high spending customers uses the **10 payment installation**



Revenue generation distribution

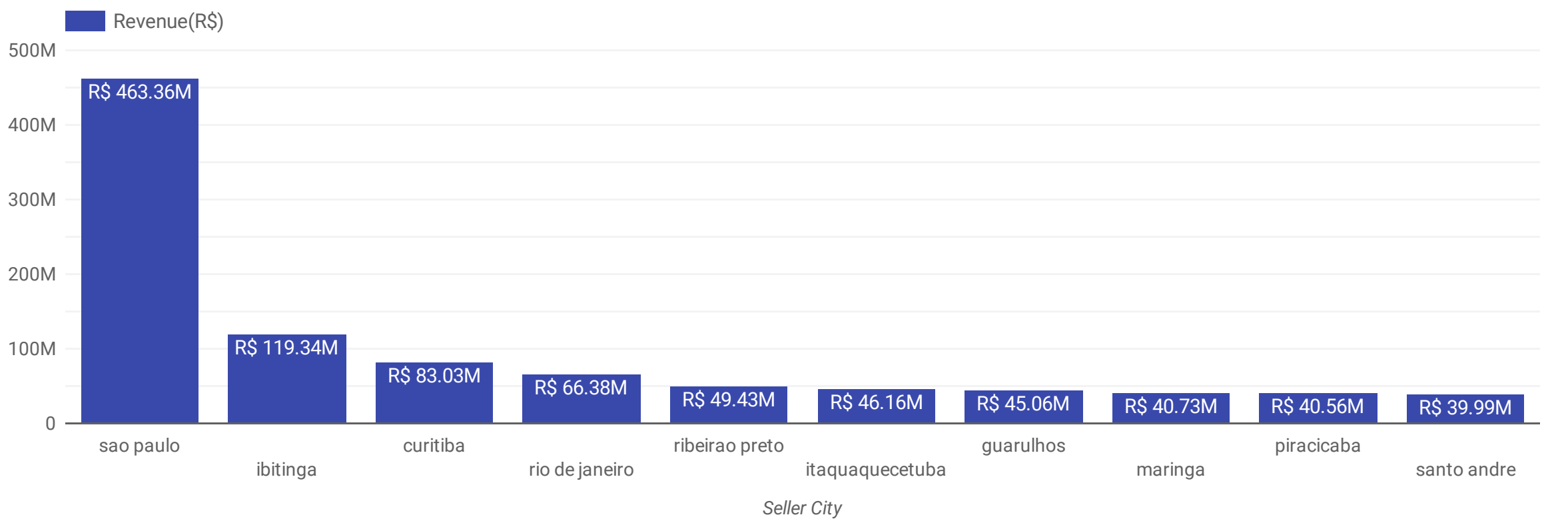
# Product and Sellers Performance

Quarterly Performance

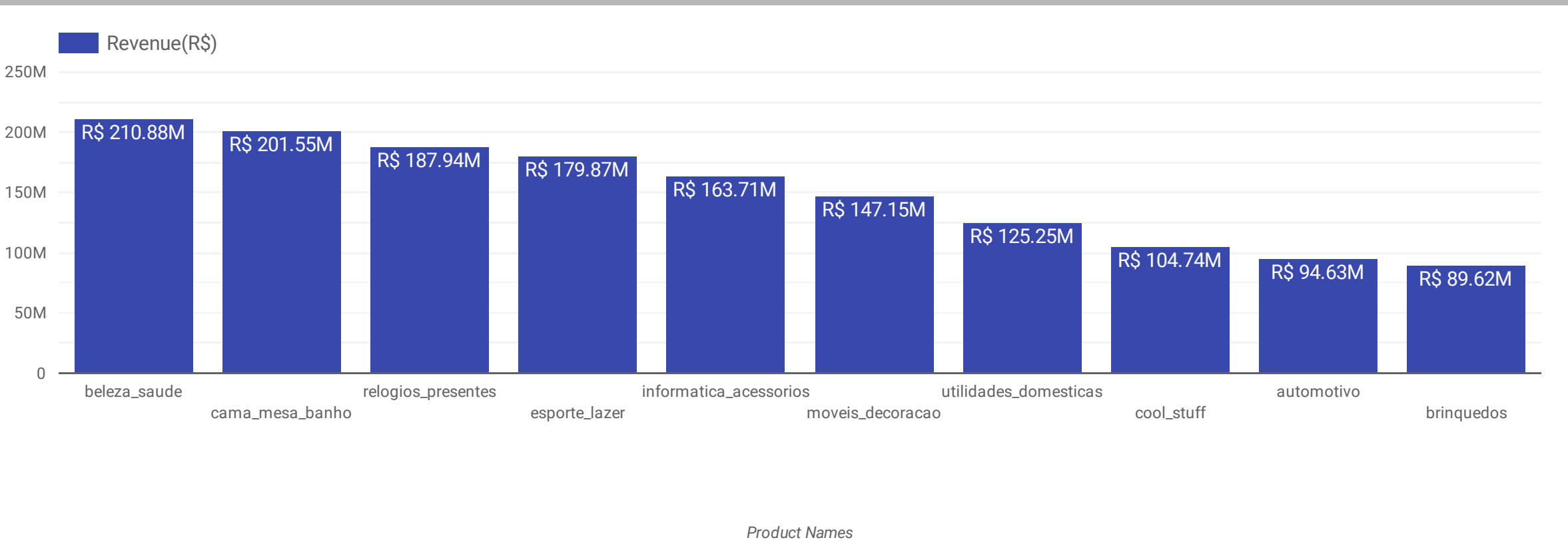
Seller City

Select Language: Portuguese

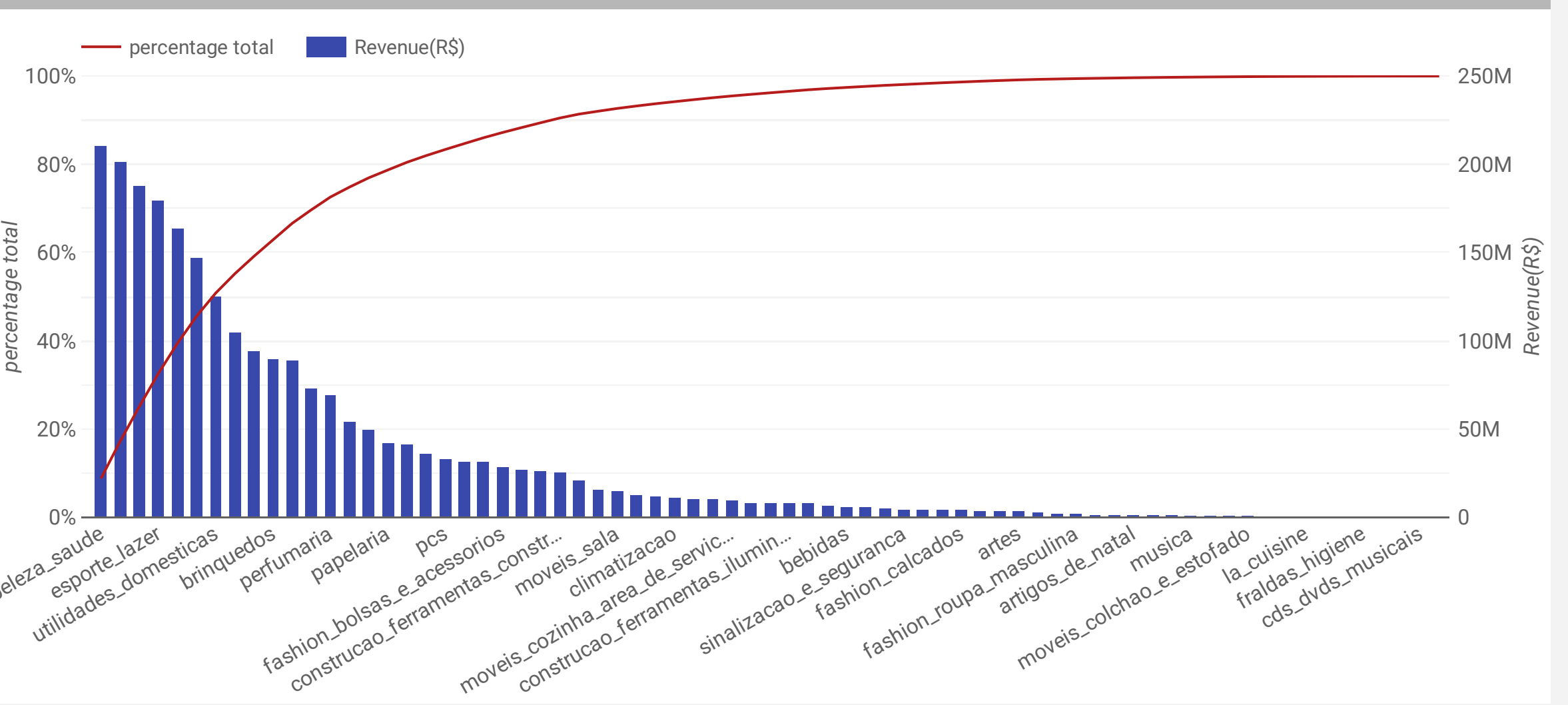
## Most of the revenue are generated from Sao Paulo



## Top 10 products that generated the most revenue



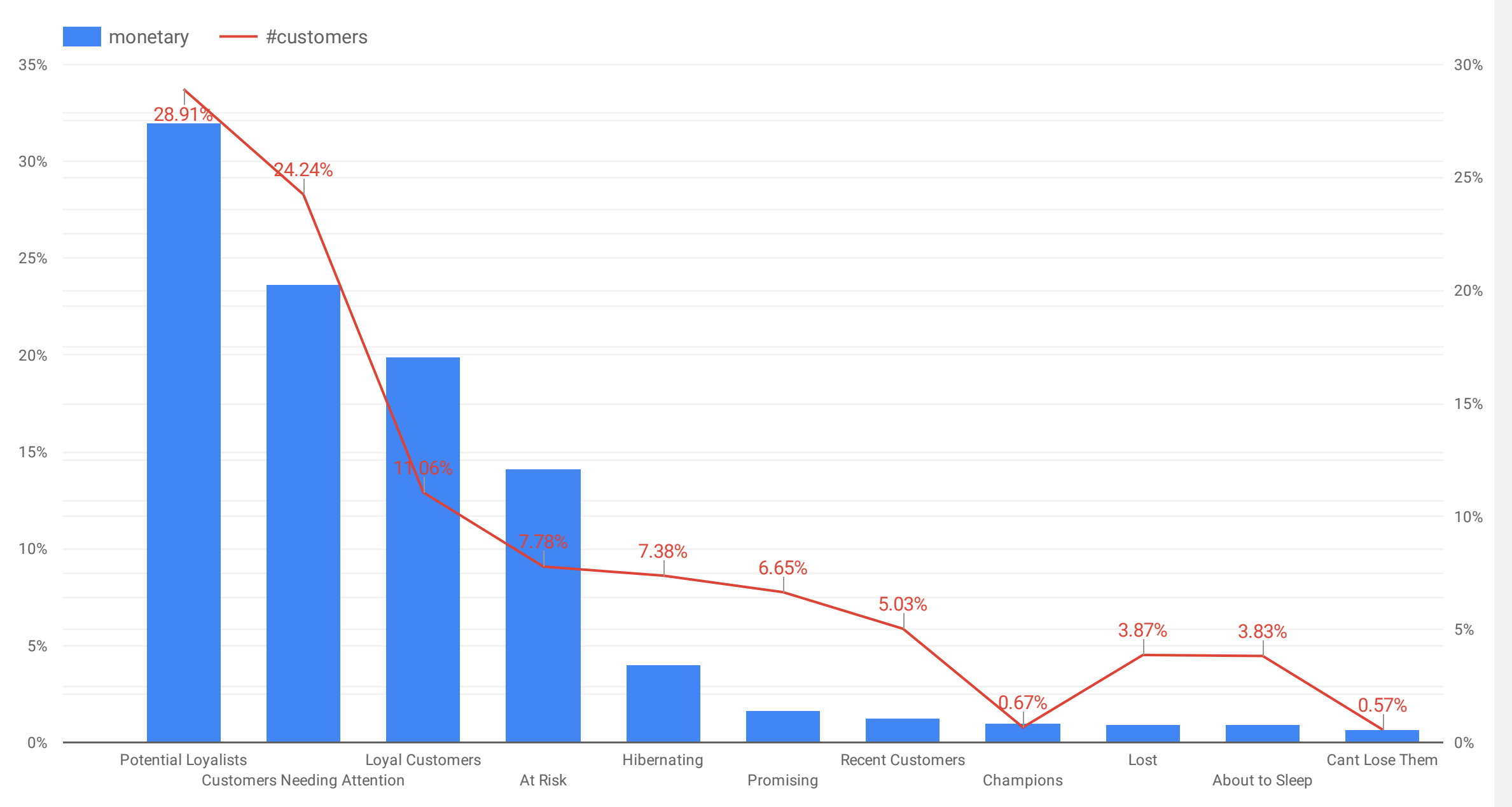
## Items ranging from Health beauty to Pet items generated 80% of the Revenue



# Customer Segmentation



Champions and Loyal customers (Core customer base) = just over **20% Total revenue**



# Freight Review

Shipping cost is highest when sellers from **Ceará** ships to the **Northern** part of the country.

customer_region / avg_freight_value					
seller_state	mid_west	north	north_east	south	south_east
AC	-	-	-	-	32.84
AM	-	-	28.26	-	25.29
BA	29.95	46.29	23.11	36.42	33.01
CE	65.46	85.61	32.76	51.45	47.92
DF	13.07	28.84	27.7	27.31	19.62
ES	36.9	68.9	40.46	39.89	28.51
GO	14.69	26.5	33.37	29.58	24.12
MA	27.15	28.86	19.54	42.66	31.81
MG	27.06	42.16	34.22	28.56	21.14
MS	26.23	21.41	42.49	25.6	21.61
MT	22.52	27.53	38.17	34.65	33.96
PA	-	-	-	35.75	17.05
PB	38.8	20.93	19.55	-	50.78
PE	30.9	41.91	18.74	48.09	27.95
PI	-	-	26.52	46.86	43.41
PR	31.2	46.93	44.08	18.83	20.84
RJ	20.75	39.04	33.34	21.12	16.75
RN	22.85	26.29	14.35	44.19	37.07
RO	-	-	64.57	43.29	49.71
RS	33.27	43.1	49.19	18.22	25.78
SC	35.2	51.12	51.58	20.71	24.36