Year on Year Sales Analysis

99.11K
Total Orders

4.09
Avg Review Score

15.95M
Total Sales ($)

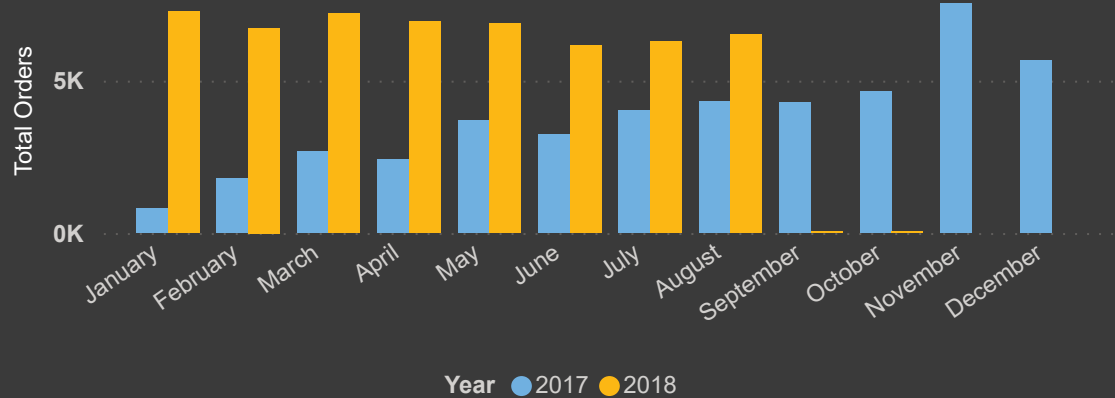**32.95K**
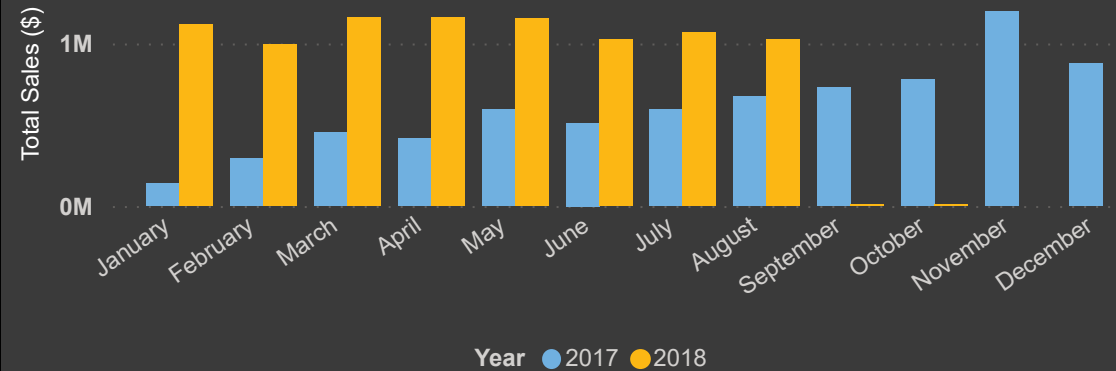Products Sold

Year
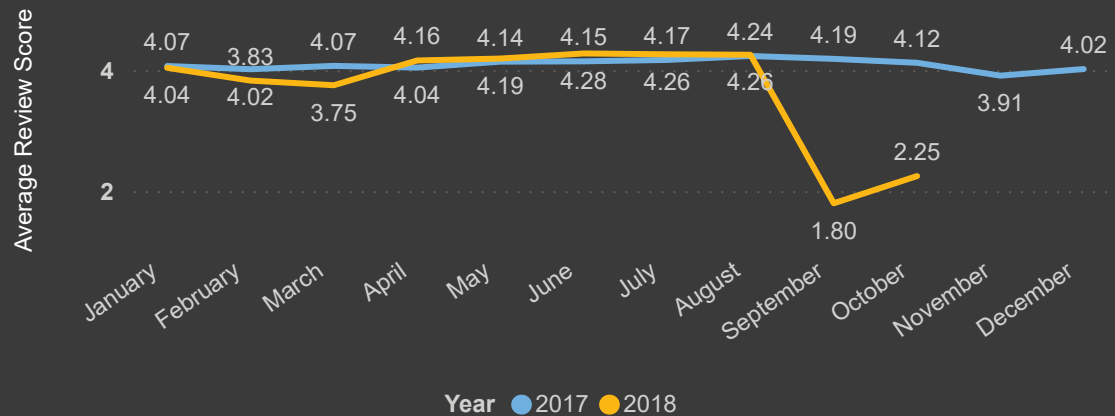Multiple selections

YOY Total Orders

Year ● 2017 ● 2018

YOY Total Sales ($)

Year ● 2017 ● 2018

YOY Average Review Score

4.07   3.83   4.07   4.16   4.14   4.15   4.17   4.24   4.19   4.12   4.02

4.04   4.02   3.75   4.04   4.19   4.28   4.26   4.26   3.91

1.80   2.25

Year ● 2017 ● 2018

Products Sold YOY

4.1K   4.2K   4.3K   4.1K   4.2K   4.4K   4.5K

3.8K   2.4K   4.0K   2.5K   2.9K   3.0K   3.4K

0.6K   1.3K   1.8K   1.7K   2.0K   2.8K

0.0K

Year ● 2017 ● 2018
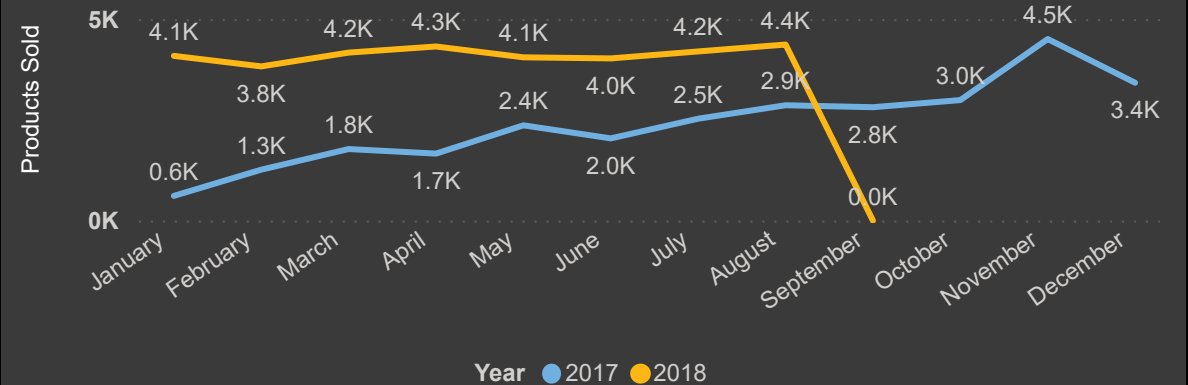
High level Forecast

Total Order Forecast

Total Orders

10K
7.5K
7.2K
6.5K
5.6K
6.2K
5K
4.2K
2.6K
0K 0.8K 0.0K

Jan 2017   Jul 2017   Jan 2018   Jul 2018   Jan 2019   Jul 2019

Customers Forecast

Total Customers

10K
7.5K
7.2K
6.5K
5.7K
6.2K
5K
4.3K
2.7K
0K 0.8K   0.0K

Jan 2017   Jul 2017   Jan 2018   Jul 2018   Jan 2019   Jul 2019

Total Sales Forecast

Total Sales

2.0M
1.5M
1.19M   1.16M
1.12M   1.07M
1.0M
0.88M
0.5M
0.45M
0.51M
0.0M 0.14M   0.00M

Jan 2017   Jul 2017   Jan 2018   Jul 2018   Jan 2019   Jul 2019

Sellers Forecast

Total Sellers

2K
1.3K
1.1K
1K 1.0K 1.1K
0.6K 0.9K
0.5K
0K 0.2K   0.0K

Jan 2017   Jul 2017   Jan 2018   Jul 2018   Jan 2019   Jul 2019
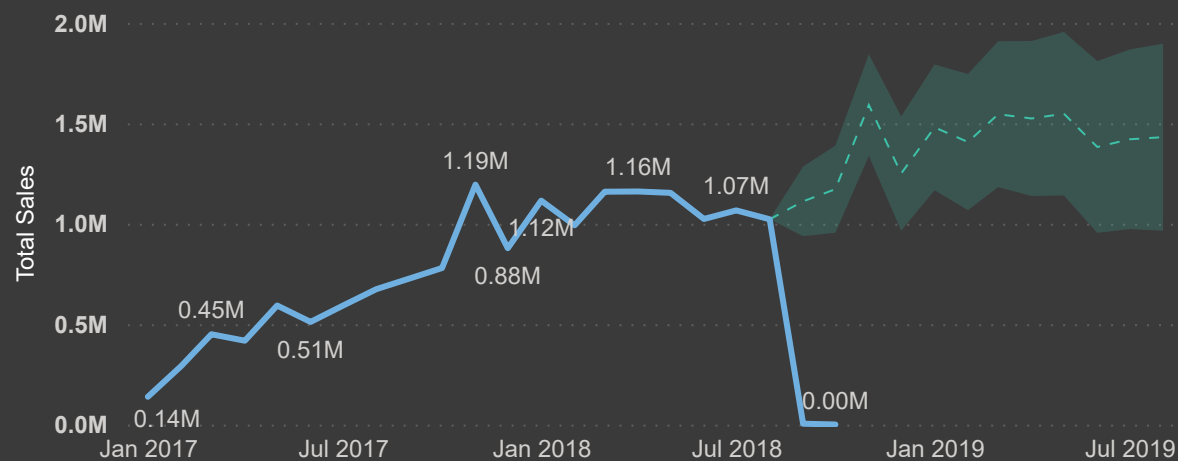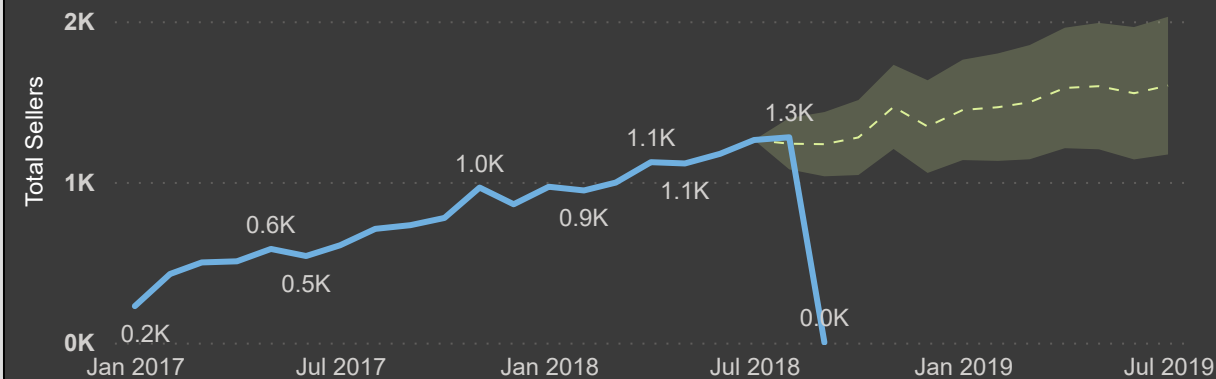
Forecast was based off the last 12 months data.
We have ignored the last month's data as it was incomplete.

Seller Analysis

54.01K — Total Orders

3095 — Count of seller id

32.95K — Products Sold

Year: 2018

Total Orders by Month and Year

8K
7.3K
6.7K
7.2K
6.9K
6.2K
6.5K
0.0K
6K
4K
2K
0K
Jan 2018   Mar 2018   May 2018   Jul 2018   Sep 2018
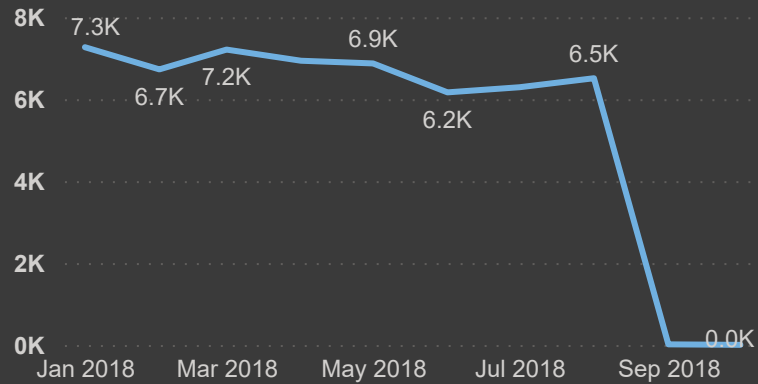
Total Orders in each State

SOUTH AMERICA

Microsoft Bing © 2023 TomTom, © 2023 Microsoft Corporation, © OpenStreetMap

Best Selling Categories

Category	Value
beleza_saude	6.0K
cama_mesa_b...	5.9K
informatica_ac...	4.7K
esporte_lazer	4.5K
relogios_prese...	3.7K

0K   5K
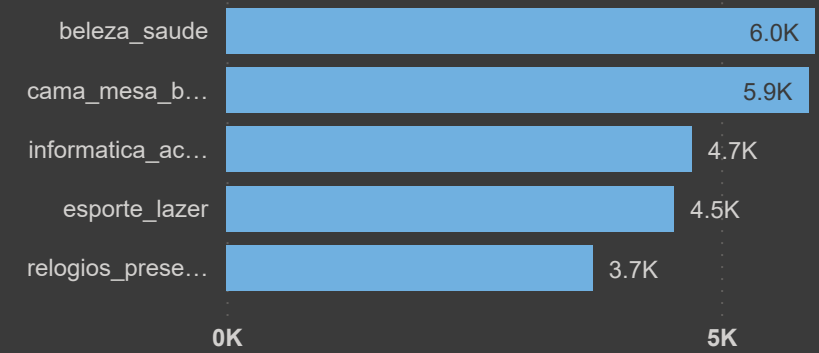
Total Sellers by Month and Year

1,000
970
947
1123
1115
1261
1278
1
500
0
Jan 2018   Mar 2018   May 2018   Jul 2018   Sep 2018

Sellers in each State

SURINAME
BRAZIL
PERU
BOLIVIA
PARAGUAY
CHILE

Microsoft Bing © 2023 TomTom, © 2023 Microsoft Corporation, © OpenStreetMap
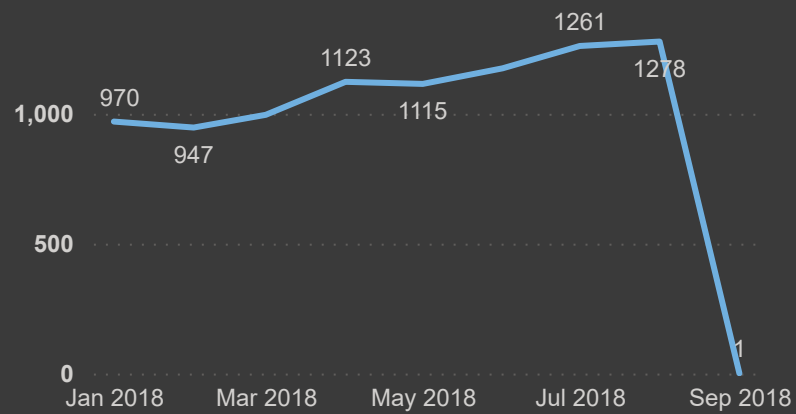
Top 5 Sellers (Most Orders)

Seller	Value
955fee9216a65...	1.1K
6560211a19b4...	1.0K
ea8482cd71df3...	0.8K
8b321bb66939...	0.8K
da8622b14eb1...	0.8K

0K   1K
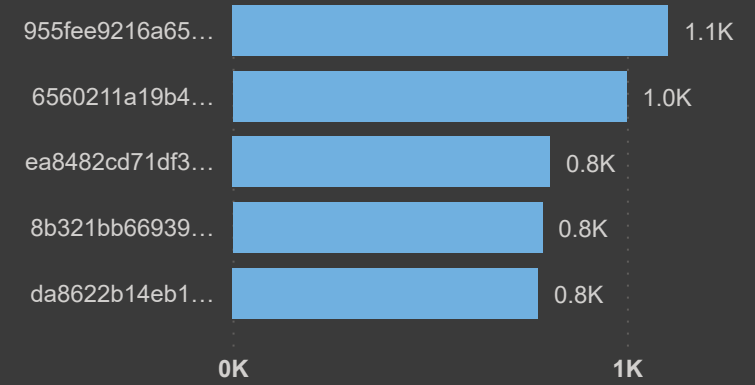
Delivery Performance vs Review Score

Order Delivery Status

- On Time Del…
- Late Delivery
- Not Delivered

7.74%
2.18%
90.09%
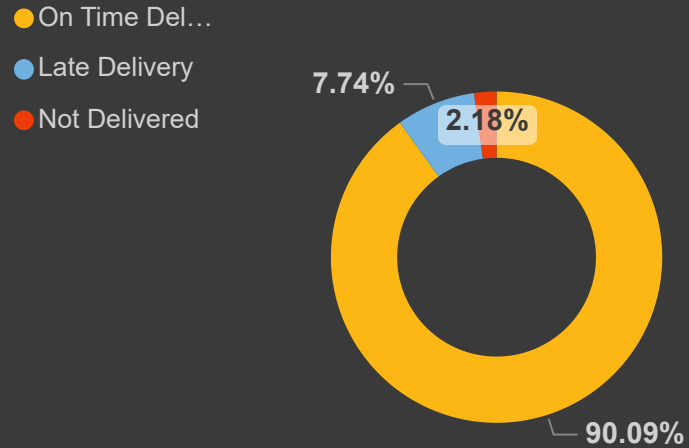
Orders by Delivery Status

8K
6K
4K
2K
0K

0.0K 0.0K 3.2K 3.7K 7.5K 6.5K 0.0K

Jan 2017   Jul 2017   Jan 2018   Jul 2018

Year
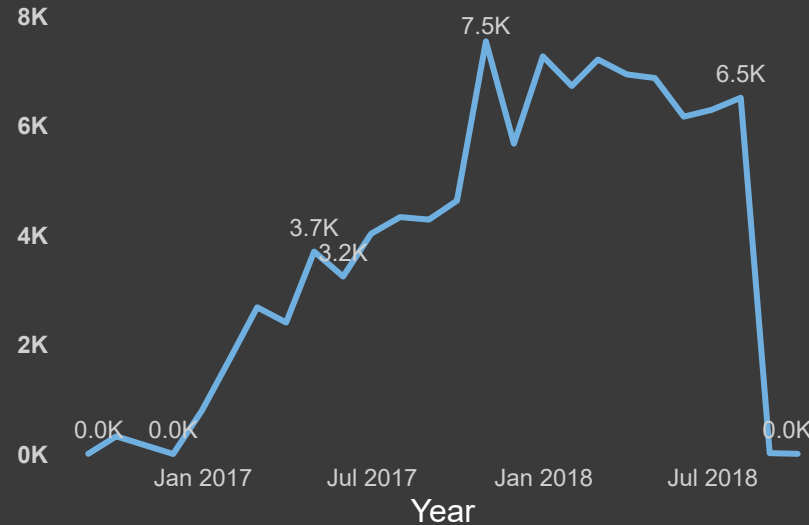
Top 5 Cities with Late Deliveries

sao paulo	0.9K / 0.4K
rio de jan…	0.8K / 0.2K
salvador	0.2K
belo horiz…	0.2K
brasilia	0.1K

- Late Delivery
- Not Delivered

Average Review Score

5
4
3
2
1

5.00
4.24
4.28
3.75
2.25
1.80
1.00

Jan 2017   Jul 2017   Jan 2018   Jul 2018
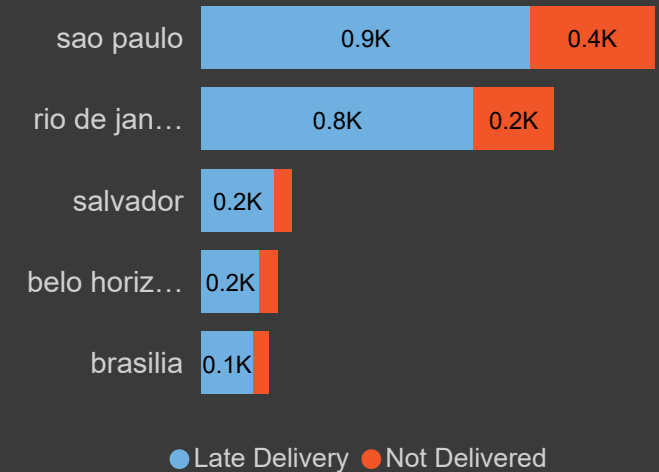
Delivery Status vs Review Score

4
3
2
1

3.99   4.28   4.34   4.26   4.22   4.32   4.38
2.50   2.49   2.78   2.45   2.23   1.81   3.43
1.00   1.80   1.91   1.90   1.64   1.59   2.25

Jul 2016   Jan 2017   Jul 2017   Jan 2018   Jul 2018
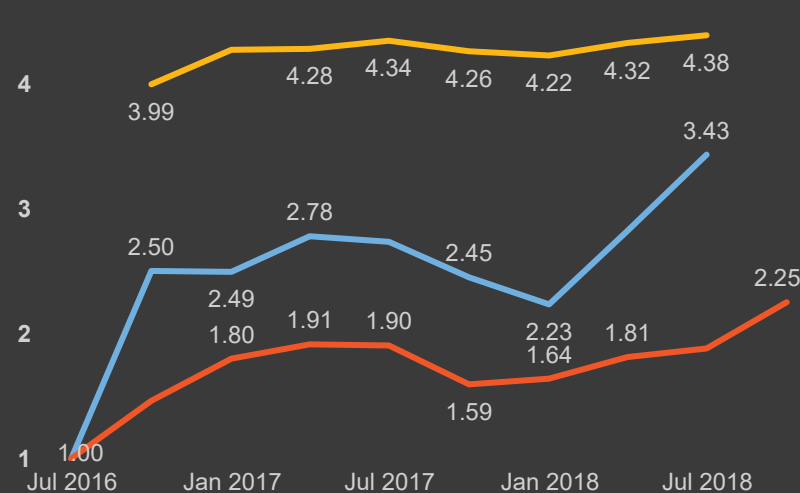
Key Call outs

1. 90% of overall orders are delivered on time.
2. 2017 November and 2018 March show a sudden spike in late deliveries.
3. Sau Paulo and Rio are cities with high volume of overall orders and also high volume of late and Not delivered orders
4. Average Review Score shows that customer satisfaction is directly related to delivery status. Orders delivered on time have a better customer satisfaction than orders with late or no delivery.
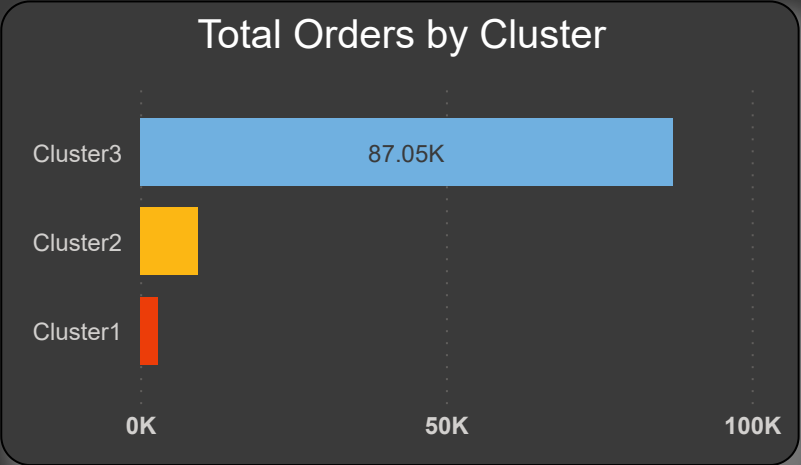
Clustering by Orders and Region

Purchase Year

Multiple selections ⌄
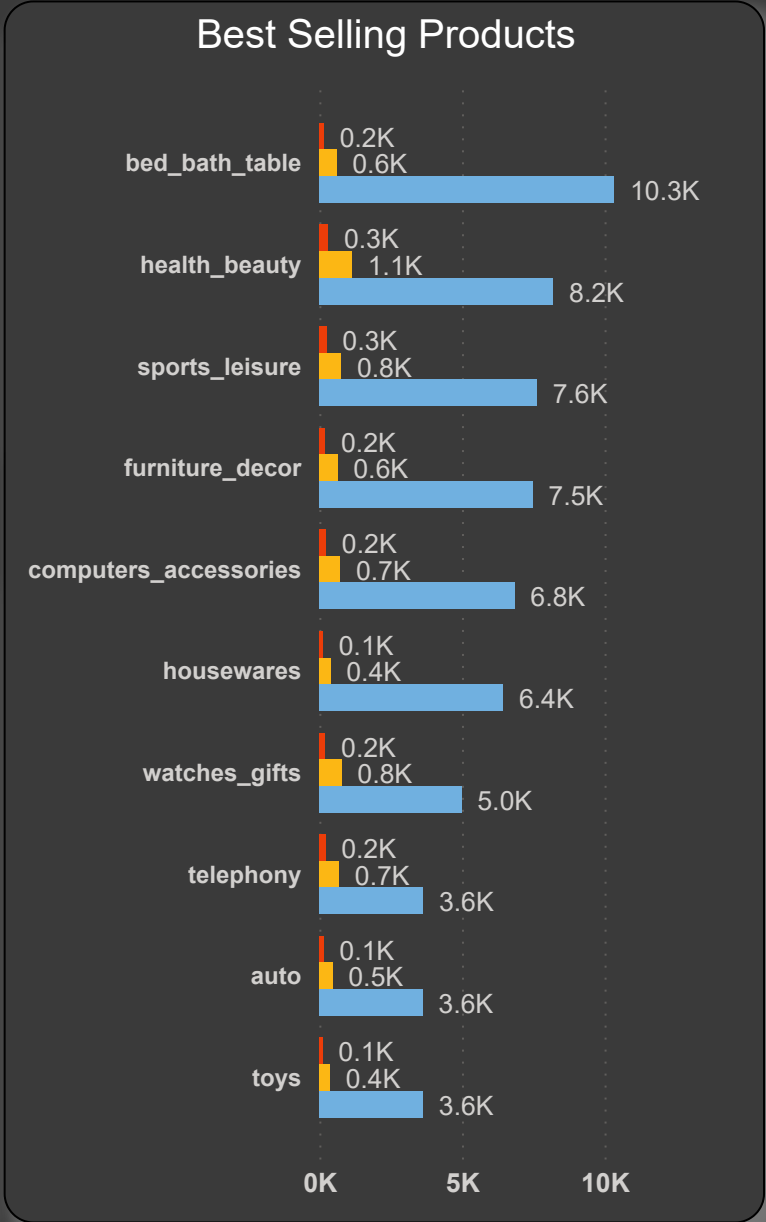
Key Callouts

1. Clusters were based on order volumes
2. Cluster 3 is regions with high volume (47K)
3. Cluster 2 s regions with medium overall orders (<2K)
4. Cluster 1 is regions with low orders (<0.5K)
5. Most of the best performing cities belong to cluster 3
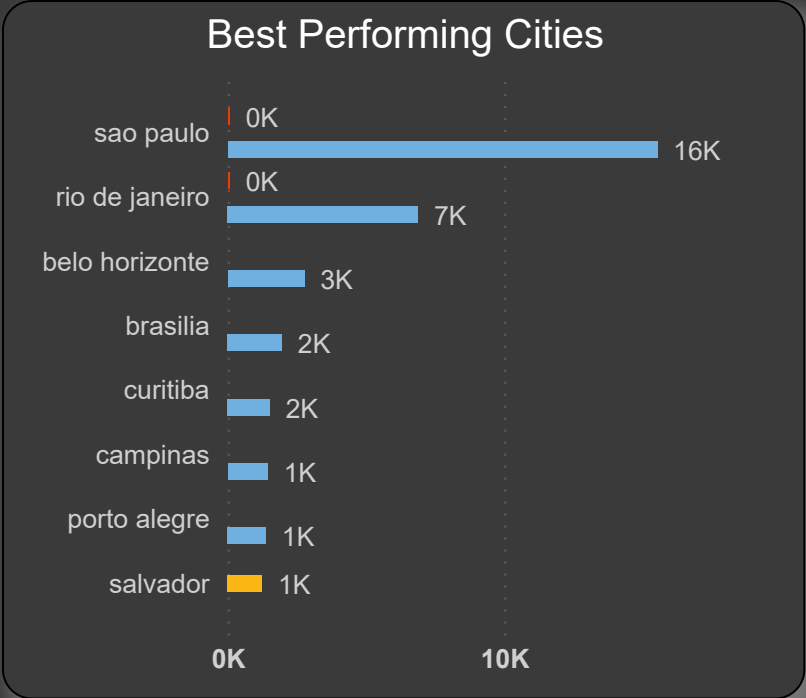6. Best selling products vary in each cluster.

Total Orders by Cluster

Cluster	Value
Cluster3	87.05K
Cluster2	
Cluster1	

0K   50K   100K

Best Selling Products

- bed_bath_table: 0.2K / 0.6K / 10.3K
- health_beauty: 0.3K / 1.1K / 8.2K
- sports_leisure: 0.3K / 0.8K / 7.6K
- furniture_decor: 0.2K / 0.6K / 7.5K
- computers_accessories: 0.2K / 0.7K / 6.8K
- housewares: 0.1K / 0.4K / 6.4K
- watches_gifts: 0.2K / 0.8K / 5.0K
- telephony: 0.2K / 0.7K / 3.6K
- auto: 0.1K / 0.5K / 3.6K
- toys: 0.1K / 0.4K / 3.6K

0K   5K   10K

Best Performing Cities

- sao paulo: 0K / 16K
- rio de janeiro: 0K / 7K
- belo horizonte: 3K
- brasilia: 2K
- curitiba: 2K
- campinas: 1K
- porto alegre: 1K
- salvador: 1K

0K   10K

Distribution of Orders by Region