

E-commerce Cases

Data Analysis

Rozana da Malta Martins

The best solution
for the 'Food &
Beverage' niche

Food & Bevarage



116.981 sales



29046 products



14893 creators



10 countries



Analyzed period

2022/07

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2023/11

Indicators to measure the health of the business

- Market growth over the years;
- History of the GMV (Gross Merchandise Volume) index;
- Impact of the participation of affiliates and cocreator on sales volume;
- Popularity of different product formats;
- Geographic analysis of sales.

Market growth over the years

Growth Trend

Consistent increase in the annual sales chart.

Year-to-Year Rate of Change

+ 515,1% (2022 - 2023)

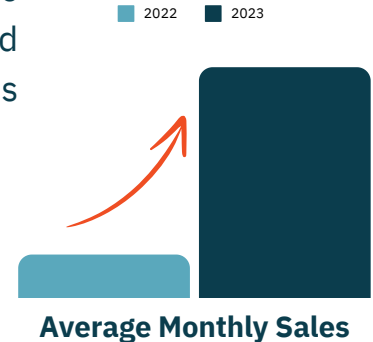
Expansion opportunities



Growth in Average Monthly Sales

Increase in average monthly sales from 2022 to 2023 (431.1%).

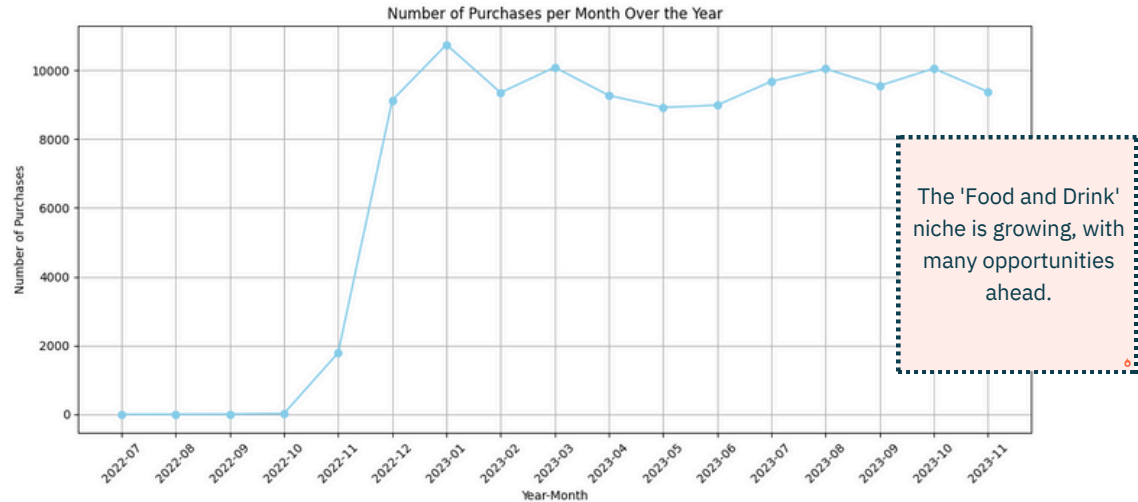
The growth between the years highlights the dynamism and sustainability of the market's growth.



Market growth over the years

Monthly Sales Analysis

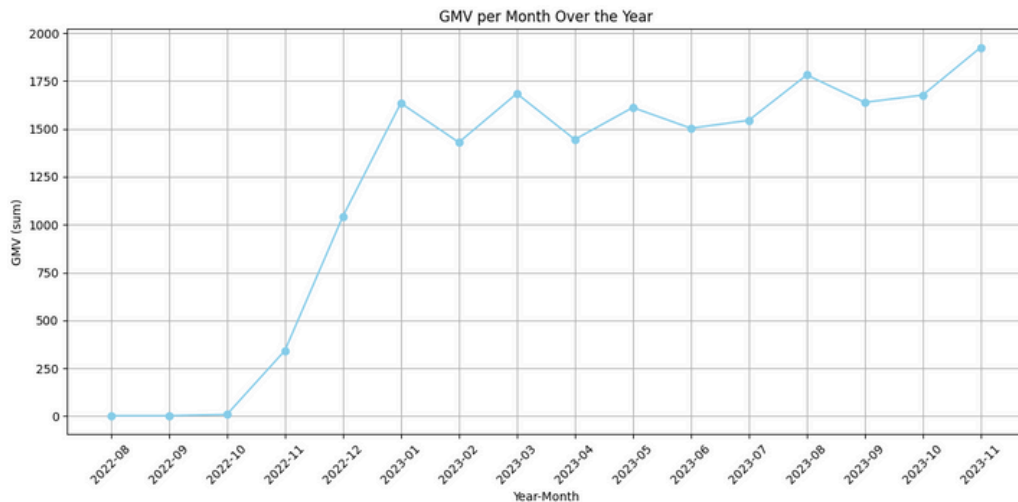
- Significant inflection in sales from November 2022.
- Consistent increase in monthly sales, indicating a robust growth trajectory over time.



History of the GMV (Gross Merchandise Volume) index

Importance of GMV for business

- Fundamental indicator to drive business growth;
- Reflects the company's financial performance;
- Provides insights into total revenue;
- Sales volume;
- Seller performance.



History of the GMV (Gross Merchandise Volume) index

Insights derived from GMV

These insights help you better understand business performance and identify growth opportunities

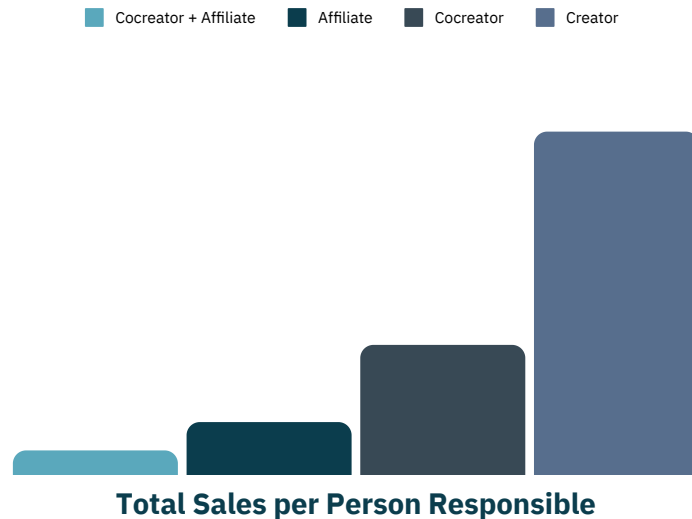
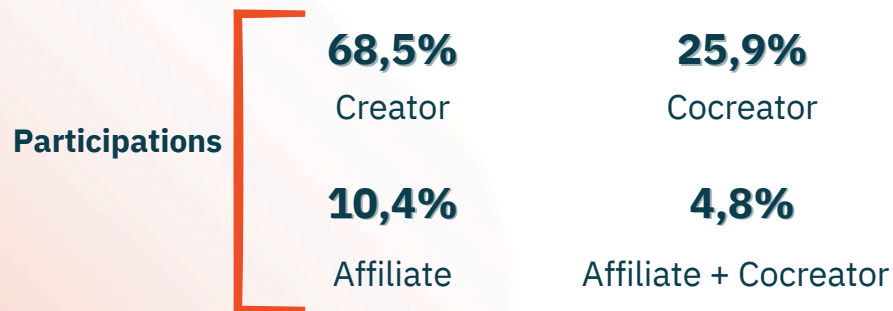


- Identification of sales trends,
- Evaluation of product performance,
- Efficiency of marketing campaigns,
- Performance of sales channels and customer segmentation.

Impact of the participation of affiliates and cocreators on sales volume;

Impact of affiliate and cocreator participation

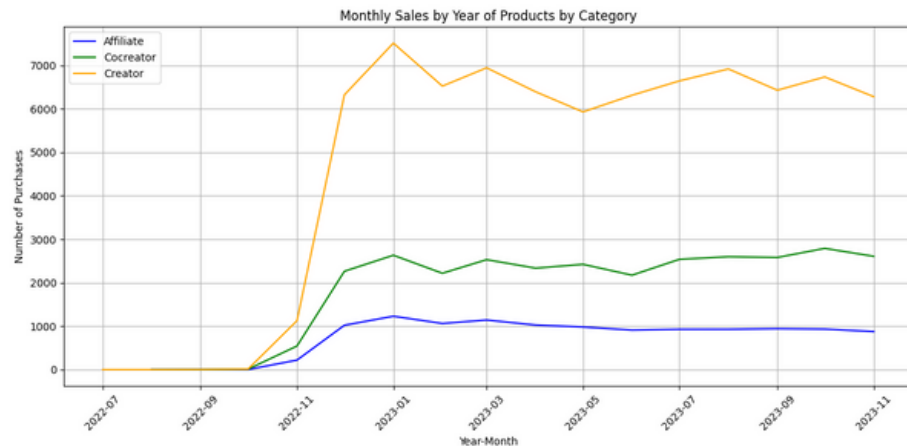
The importance of maintaining and strengthening existing partnerships while seeking new opportunities for collaboration.



Impact of the participation of affiliates and cocreators on sales volume;

Stability and trends over time

- Over time, we observed a stabilization in this participation, indicating that the data reached a plateau.
- This stability suggests the consolidation and maturity of collaboration strategies with affiliates and cocreators.



Impact of the participation of affiliates and cocreators on sales volume;

Strategic implications

- The data reveals consolidation and maturity in collaboration strategies with affiliates and cocreators, indicating a solid foundation for continued success.
- We identified the importance of seeking new collaboration opportunities and considering expanding the network of affiliates and cocreators as a promising strategy to further boost sales and strengthen our presence in the market



Popularity of different product formats

Popularity of product formats

Preference for specific formats

Consumer behavior

Purchasing motivations

Market tendencies



Basis for developing new
products



55,5% ebook



28,4% podcast



10,9% video

■ Video ■ Podcast ■ Ebook

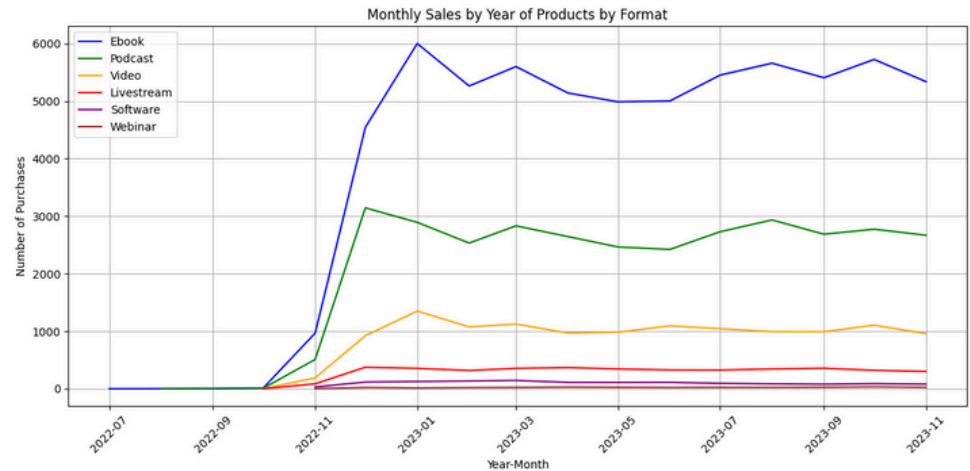


Total Sales per Format

Popularity of different product formats

Explore synergies between formats

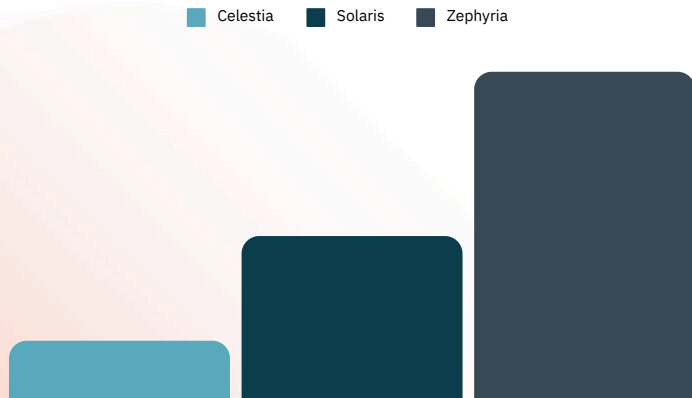
Consider possible synergies between the most popular formats, such as combining videos with podcast content, as a strategy to expand reach and engagement with the audience



Geographic analysis of sales

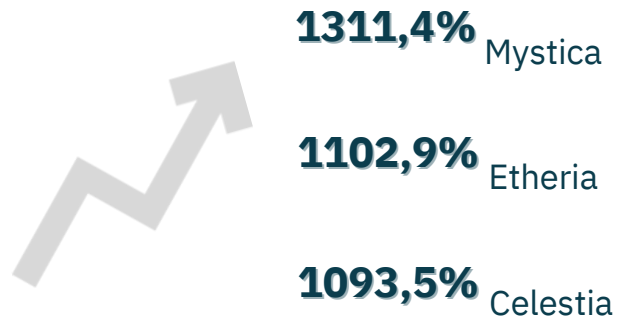
Concentration of sales in key countries

Top three countries driving sales



Growth opportunities in rising regions

Consumer growth data in regions (2022-2023):



Geographic analysis of sales

Adaptation to cultural nuances and local preferences

Cultural differences, lifestyle preferences and even climate factors that influence consumer behavior.



Adaptation of marketing strategies and product offerings

Exploring new markets and global growth

Identifying growth opportunities in specific countries and exploring new geographic markets



Drive global growth of the “Food & Beverage” niche

Opportunities to increase and improve the performance of the 'Food & Beverage' niche

- Potential growth in specific countries;
- Development of new products;
- Optimization of marketing strategies for specific market segments;
- Expansion of the affiliate and cocreator network;



Opportunities are relevant to several areas

Marketing and product development teams

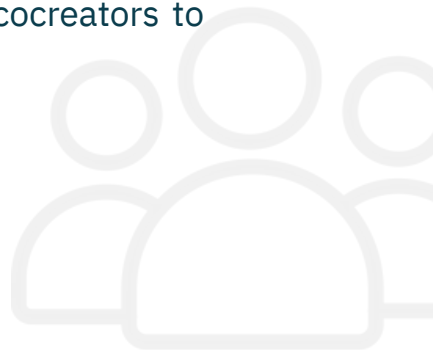
Implement marketing strategies and develop new products to meet market demands

Finance teams

Evaluate the financial performance of initiatives and ensure that investments are aligned with strategic objectives

Producers and team

Creation and production of products, collaborating with affiliates and cocreators to maximize sales and brand reach.



Actions that these areas can take based on this information

- Expansion into new geographic markets, taking advantage of identified growth opportunities.
 - Adjust marketing strategies to target specific markets and improve customer engagement.
 - Development of new products that meet the needs and preferences of the target audience.
 - Definition of goals and success metrics to evaluate the impact of actions and ensure they are aligned with organizational objectives.
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