

# 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)

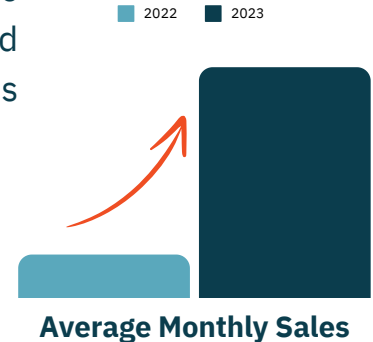
Expansion opportunities



## Growth in Average Monthly Sales

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

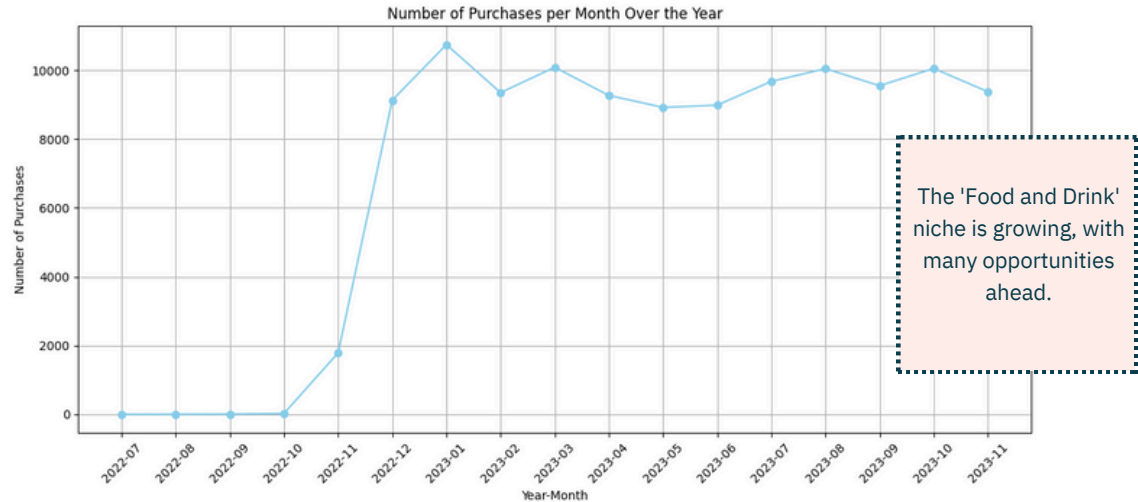
The growth between the years highlights the dynamism and sustainability of the market's growth.



# Market growth over the years

## Monthly Sales Analysis

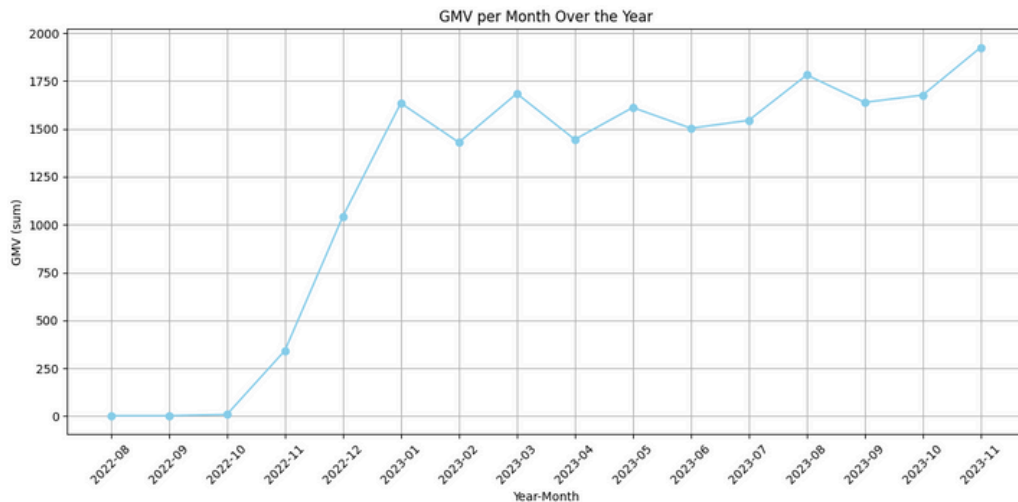
- Significant inflection in sales from November 2022.
- Consistent increase in monthly sales, indicating a robust growth trajectory over time.



# 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

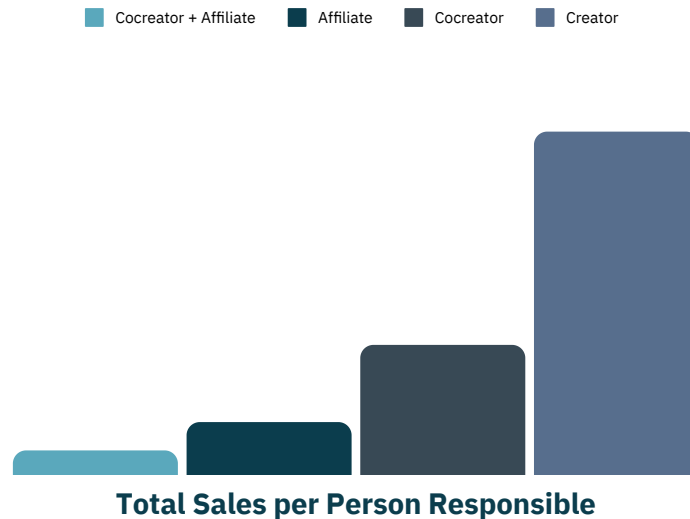
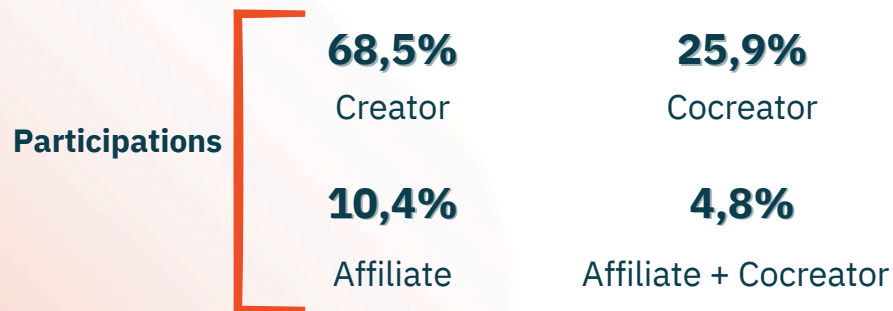


- Identification of sales trends,
- Evaluation of product performance,
- Efficiency of marketing campaigns,
- Performance of sales channels and customer segmentation.

# 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.

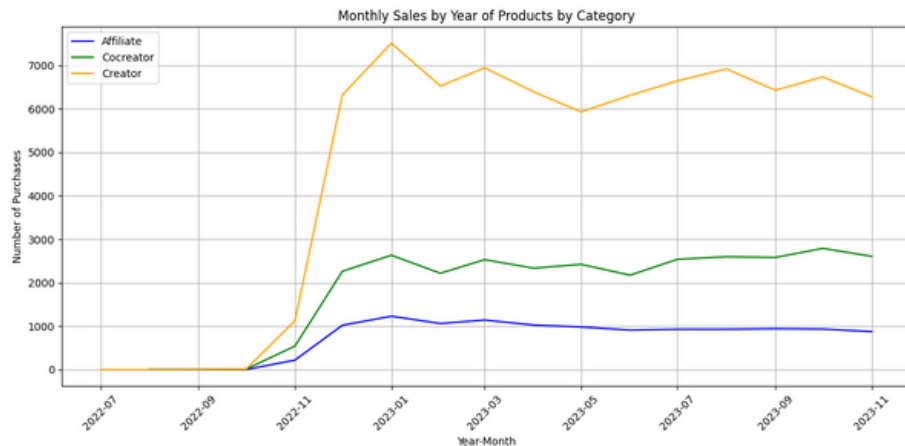




# Impact of the participation of affiliates and cocreators on sales volume;

## 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

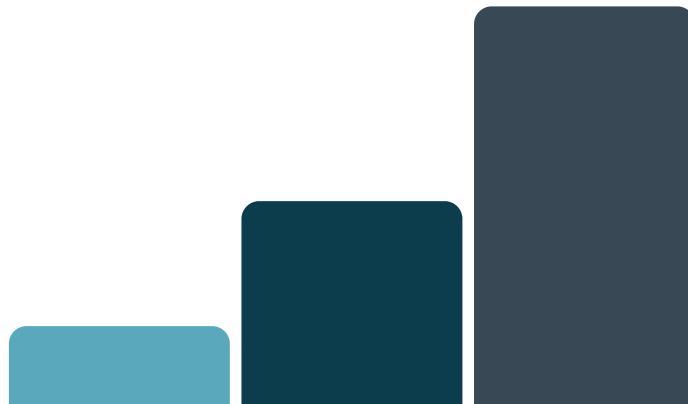


**28,4%** podcast



**10,9%** video

■ Video ■ Podcast ■ Ebook

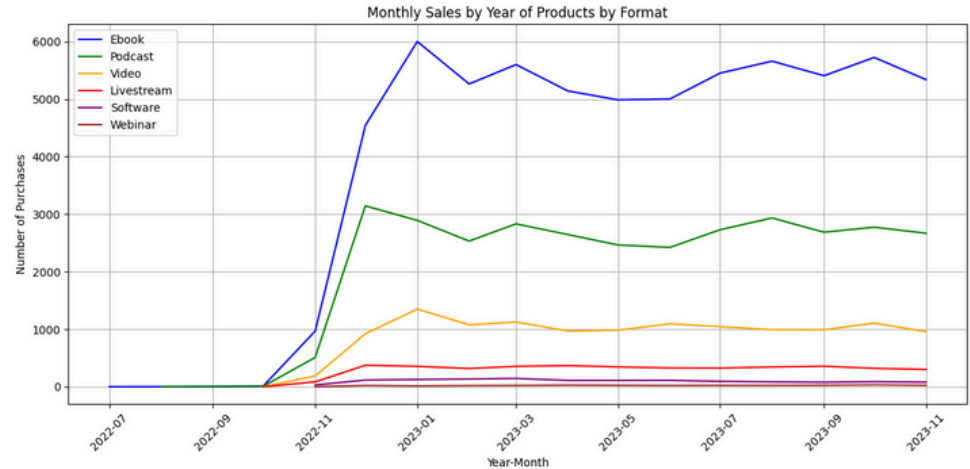


Total Sales per Format

# Popularity of different product formats

## Explore synergies between formats

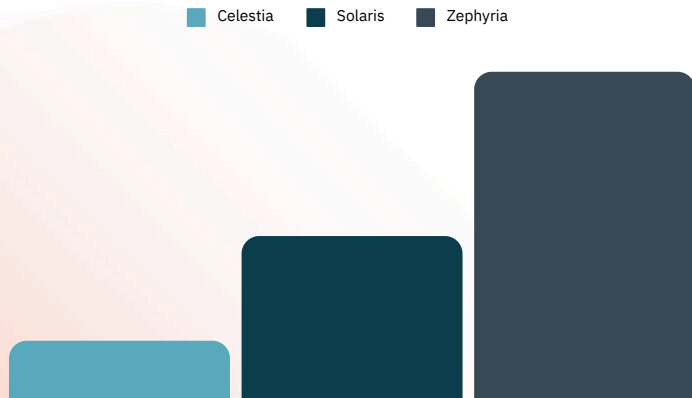
Consider possible synergies between the most popular formats, such as combining videos with podcast content, as a strategy to expand reach and engagement with the audience



# Geographic analysis of sales

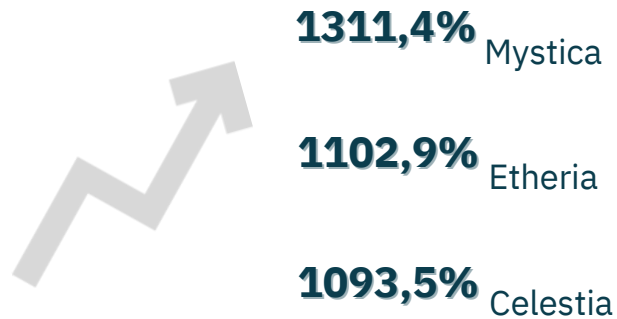
## Concentration of sales in key countries

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**

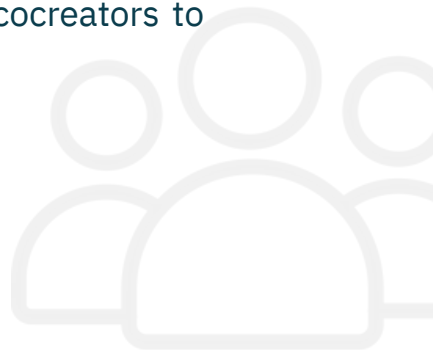
Implement marketing strategies and develop new products to meet market demands

## **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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