

Executive Overview

4 Sept 2016 - 17 Oct 2018

Reset filters

Promotion-Driven Growth with Logistic as the Key Constraint

NAVIGATION

Overview

Products

Geo

Customers

EXPORT

Download

Total Orders

99,441

↑ 229.5%

Total Revenue

R\$ 4.77m

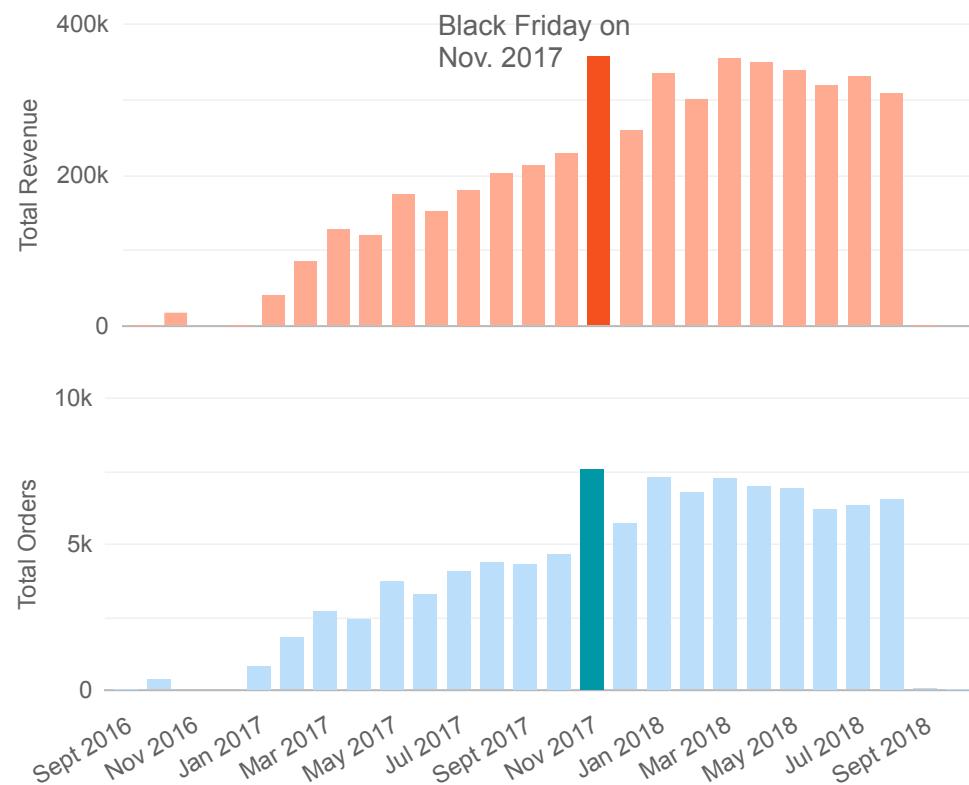
↑ 233.1%

Avg Delivery Time

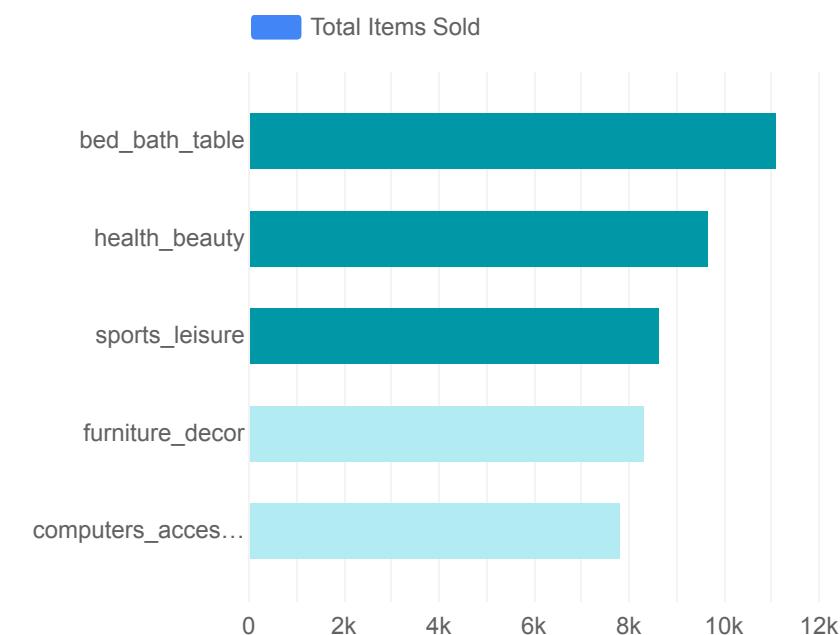
12

↓ -0.9%

Orders/Revenue grow steadily, spike at promotion



Self/Household Care Products dominate Sales



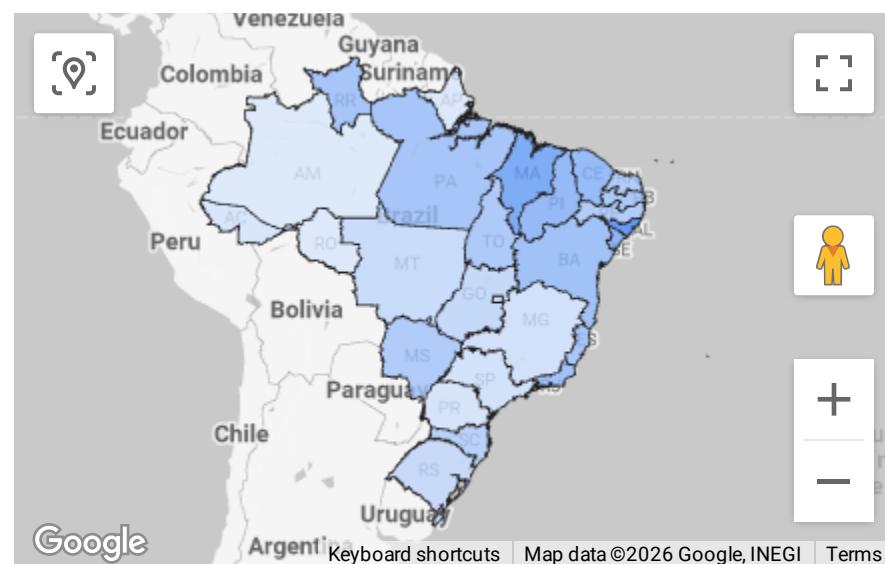
Marketplace is transaction-oriented

Impulse buyer Standard buyer Multi-item shopper



North-East Region presents logistic risks (high delay)

pct_delayed 0.03 0.21



Products & Operations

Household/Personal care products drive Revenue

NAVIGATION

Overview

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Customers

EXPORT

Download

Total Product

Product ID
32,951

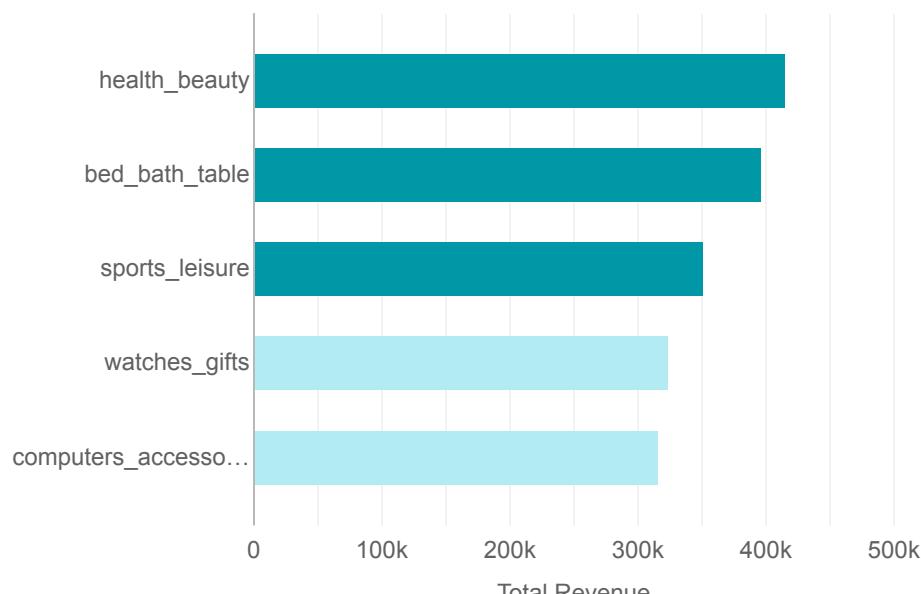
Total Category

Category
71

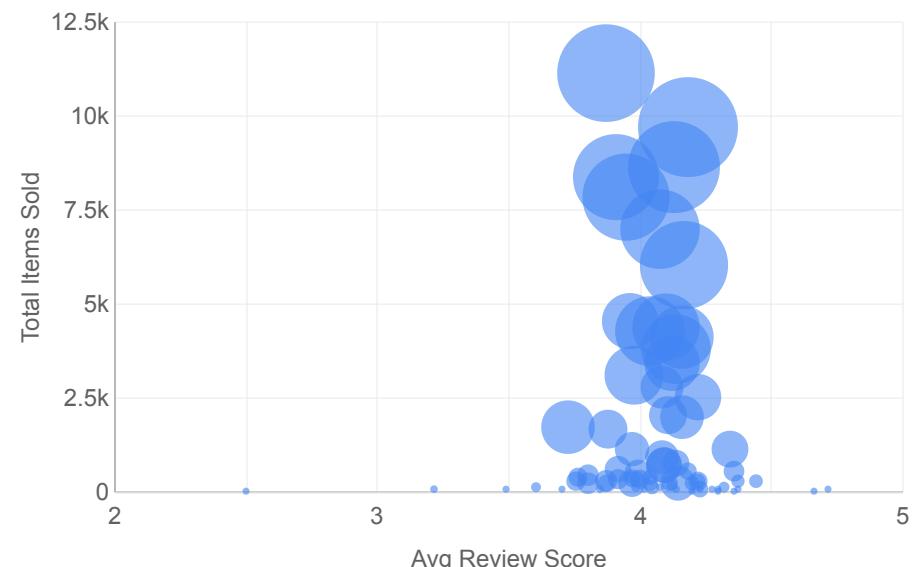
Best Selling Category

Category
bed_bath_table

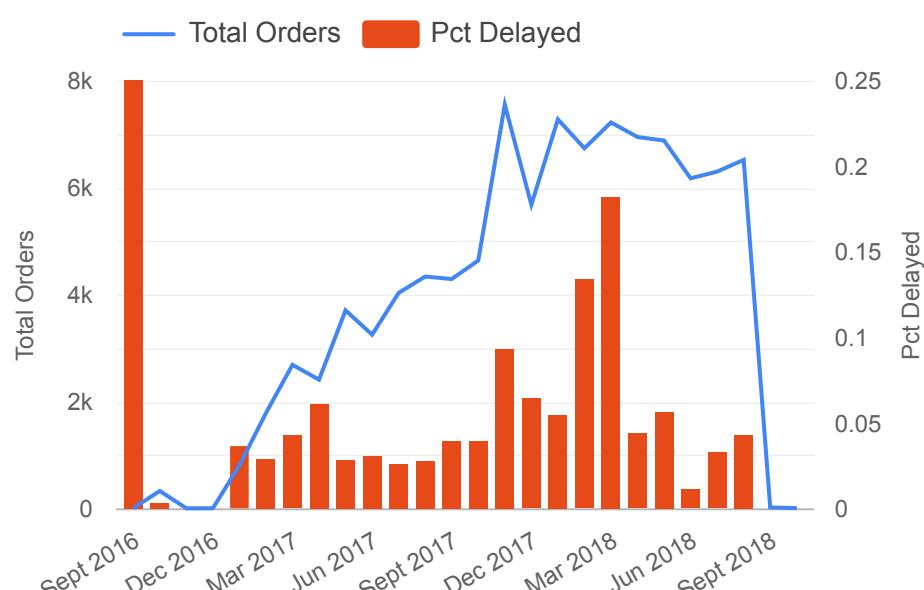
Self/House care products dominate Revenue



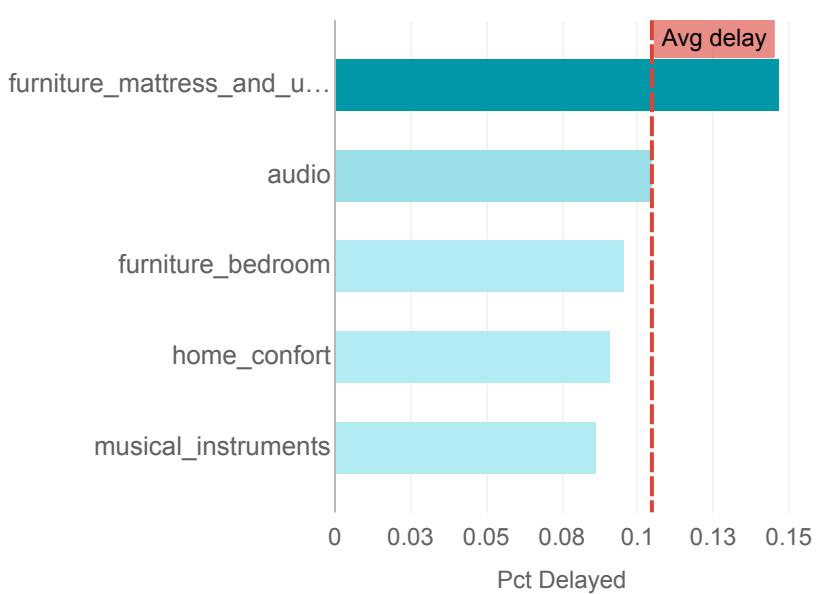
Revenue is driven by Volume, not Review Score



High traffic events degrade logistic performance



Furniture products have higher delay Pctg.



Geographic Insights

Sao Paulo dominates Revenue

NAVIGATION

Overview

Products

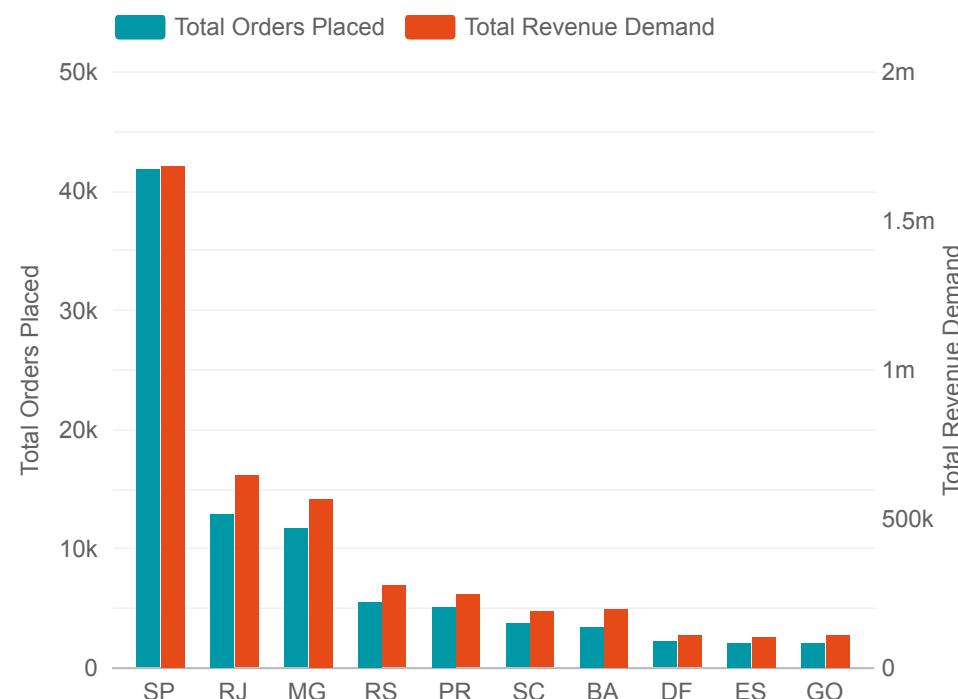
Geo

Customers

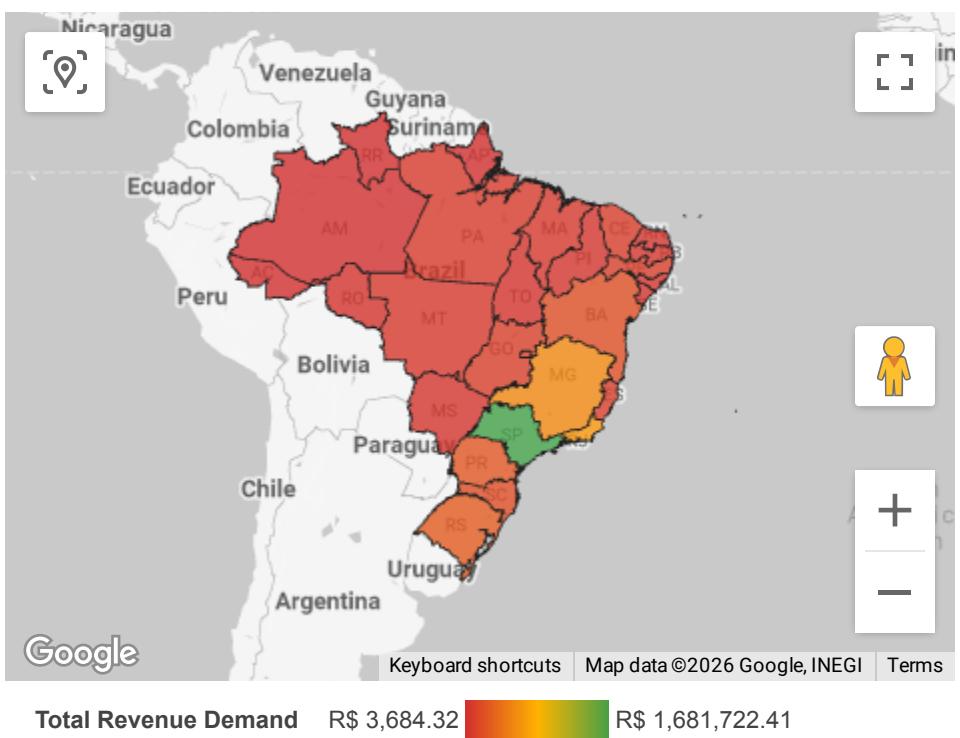
EXPORT

Download

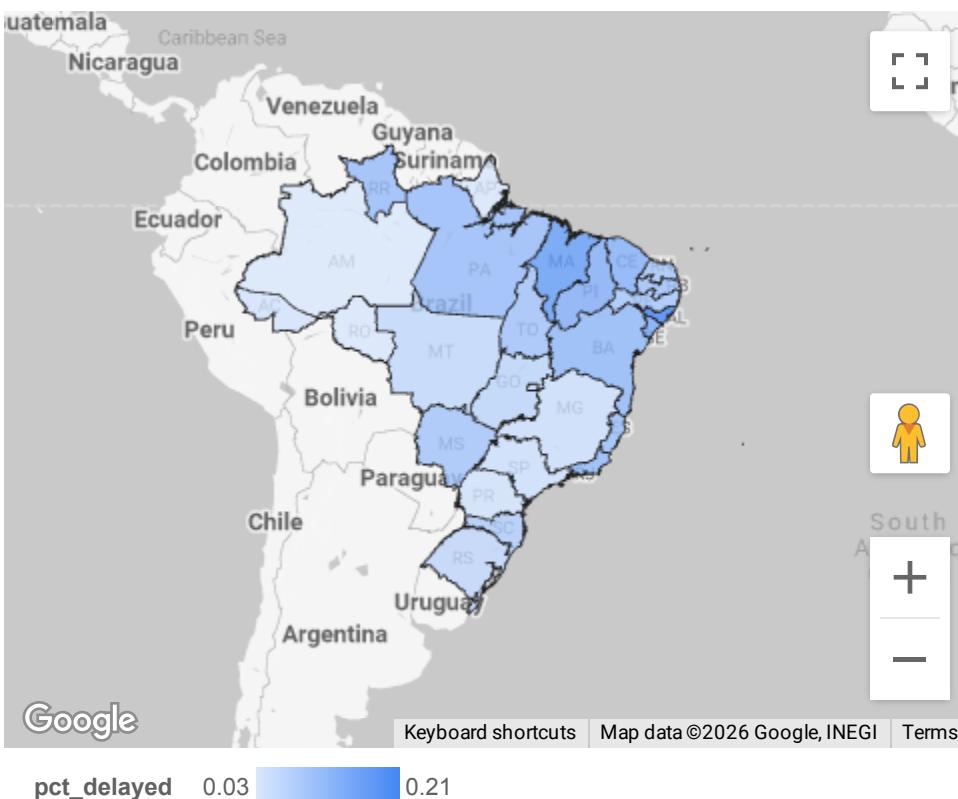
Sao Paulo is the main driver of Orders/Revenue



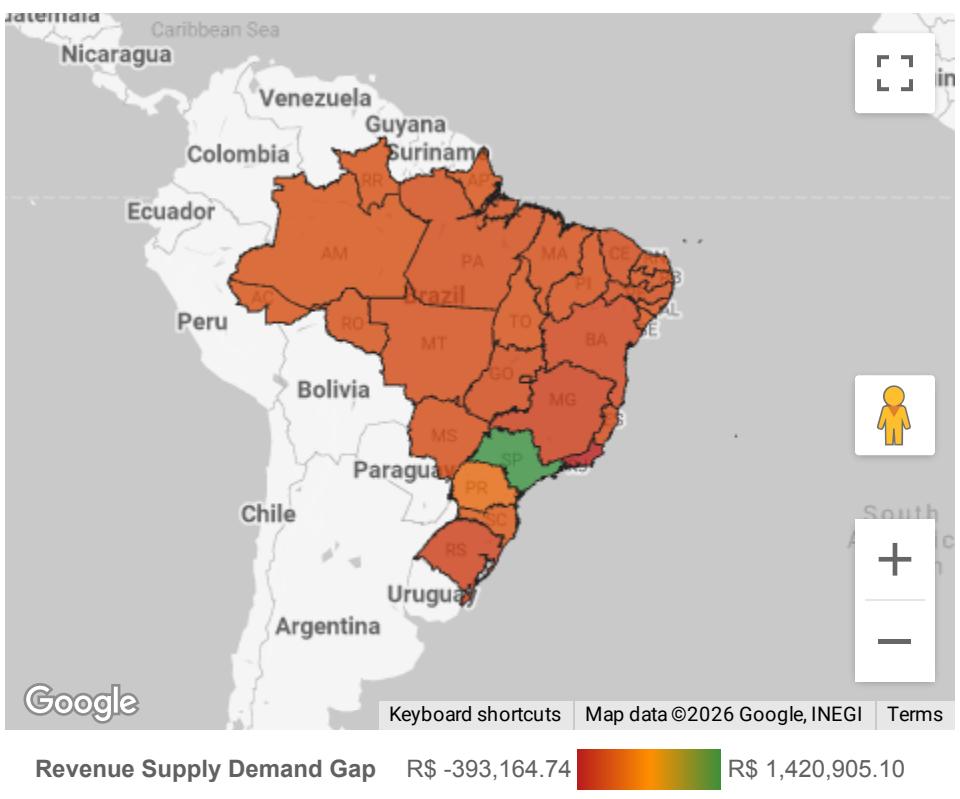
Demand follows population distribution



North-East Region presents logistic risks (high delay)



Demand-Supply Revenue gap



Customers Insights

p_snapshot_date: 2018-10-01 ▾

Marketplace is transaction oriented, mostly comprised of Low-Value Impulse Buyers

NAVIGATION

Overview

Products

Geo

Customers

EXPORT

Download

Total Customers

Customer UID
96,096

Active Customers

Customer UID
96,096

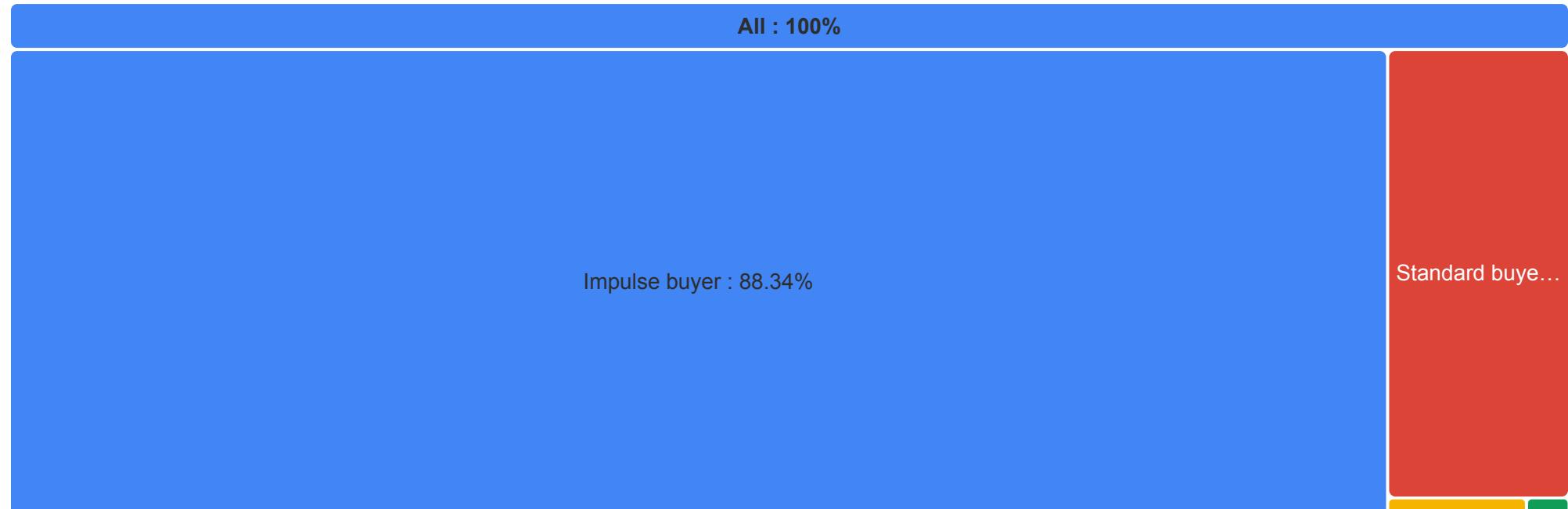
Avg Monetary Value

Monetary
R\$ 49.96

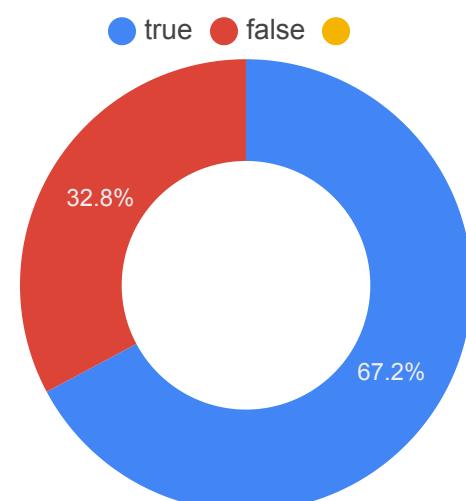
Marketplace is transaction-oriented

■ Impulse buyer ■ Standard buyer ■ Multi-item shopper ■ High-ticket planner ■ New / inactive

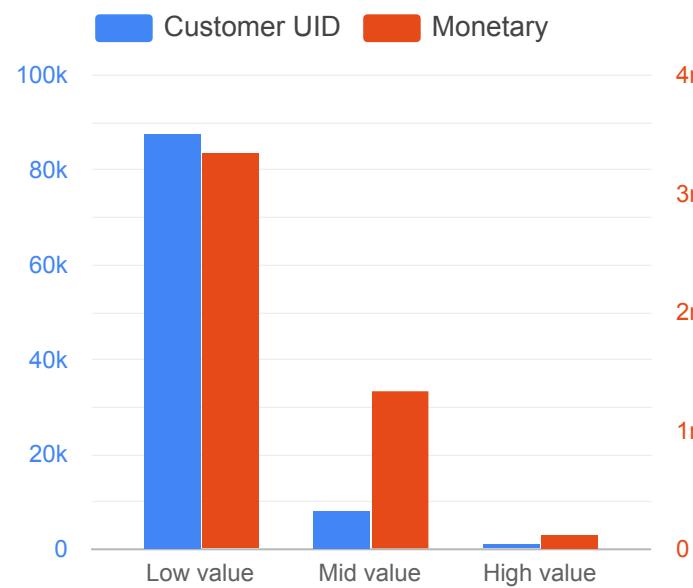
All : 100%



Inactivity rate



Low value Buyers dominate the market



Impulse Buyers drive Revenue

