

Executive Overview

Promotion-Driven Growth with Logistic as the Key Constraint

Reset filters

NAVIGATION

Overview

Products

Geo

Customers

EXPORT

Download

Total Orders

99,441

⬆ 229.5%

Total Revenue

R\$ 4.77m

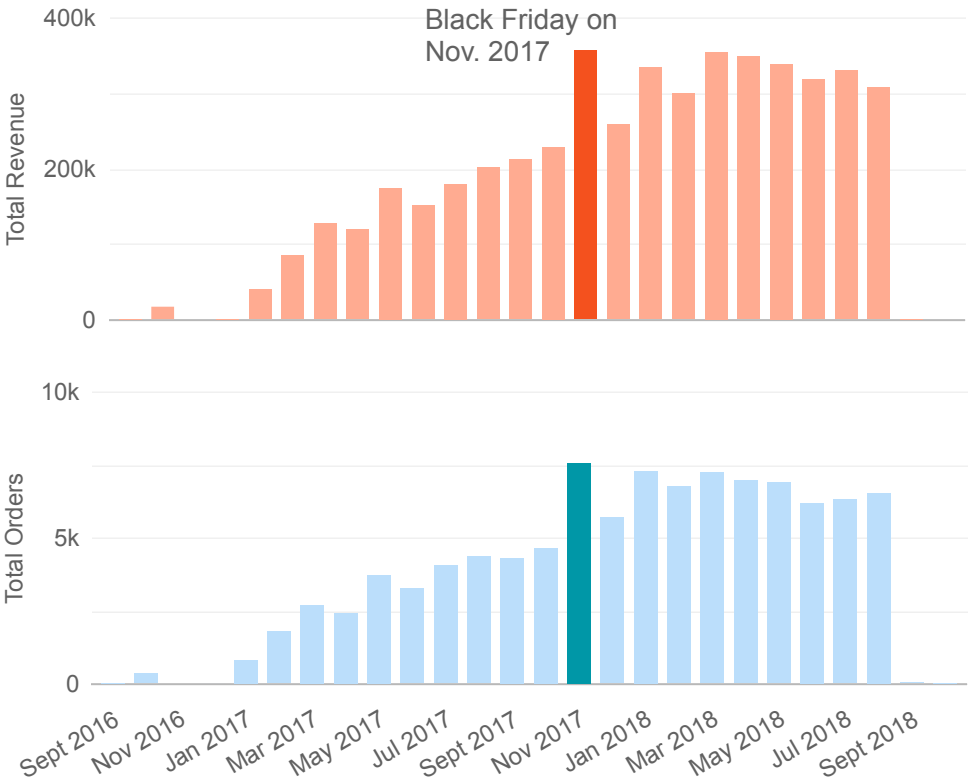
⬆ 233.1%

Avg Delivery Time

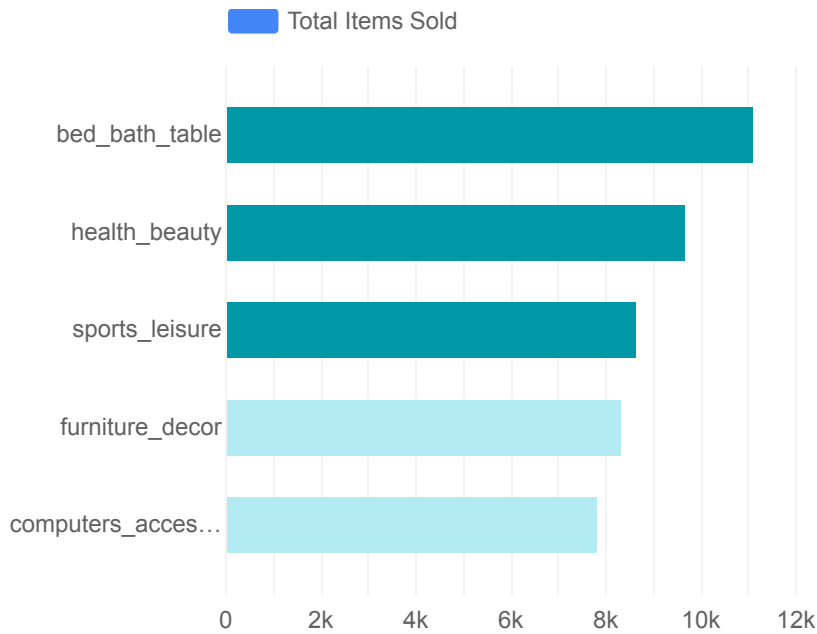
12

⬇ -0.9%

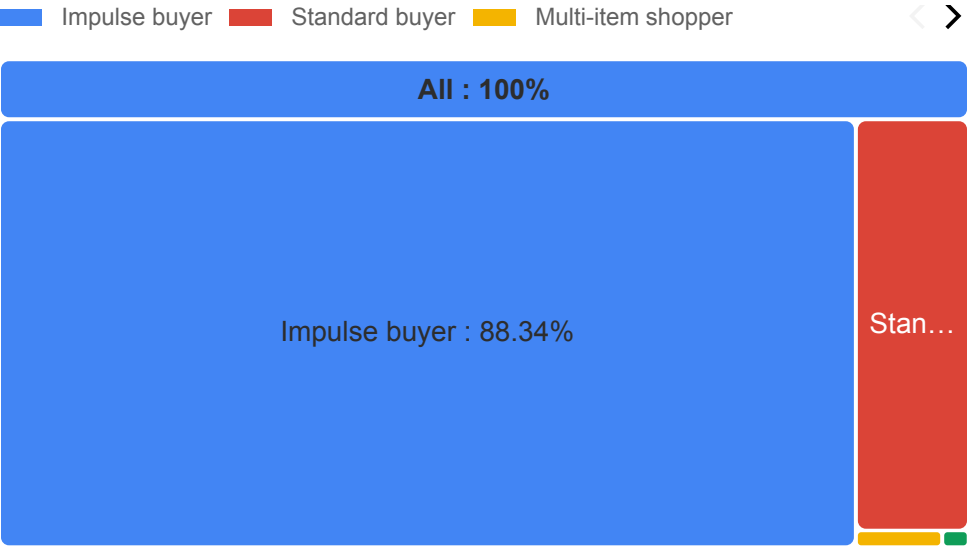
Orders/Revenue grow steadily, spike at promotion



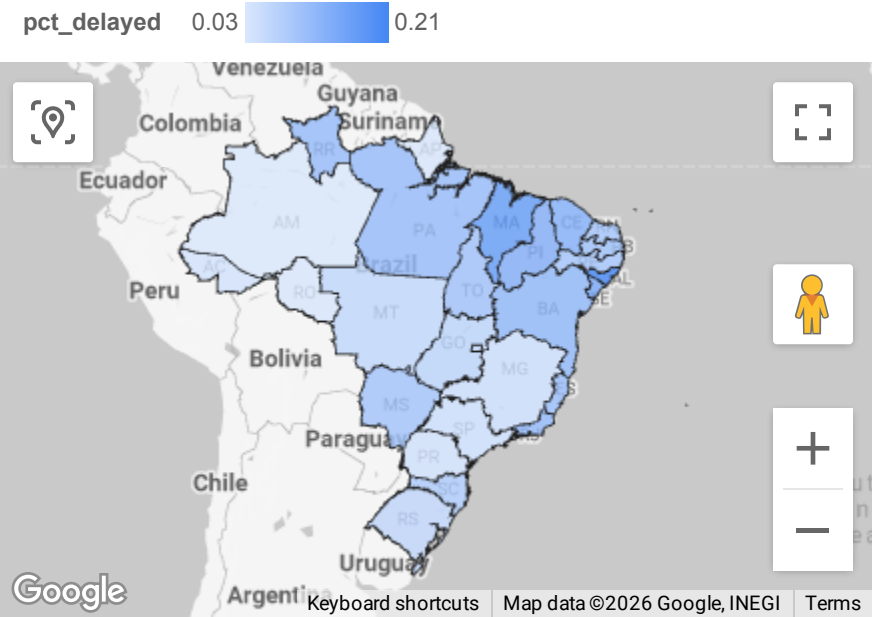
Self/Household Care Products dominate Sales



Marketplace is transaction-oriented



North-East Region presents logistic risks (high delay)



Products & Operations

Household/Personal care products drive Revenue

NAVIGATION

Overview

Products

Geo

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EXPORT

Download

Total Product

Product ID
32,951

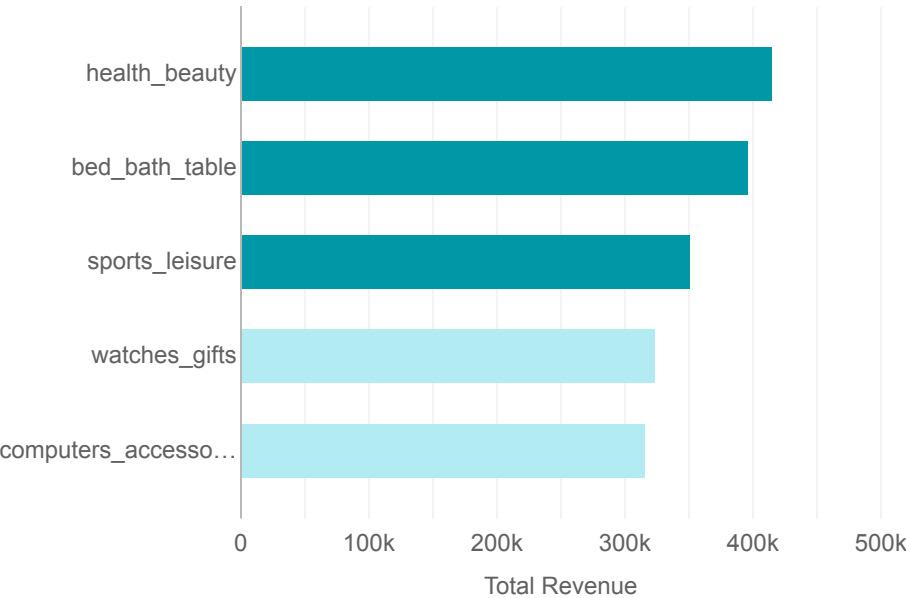
Total Category

Category
71

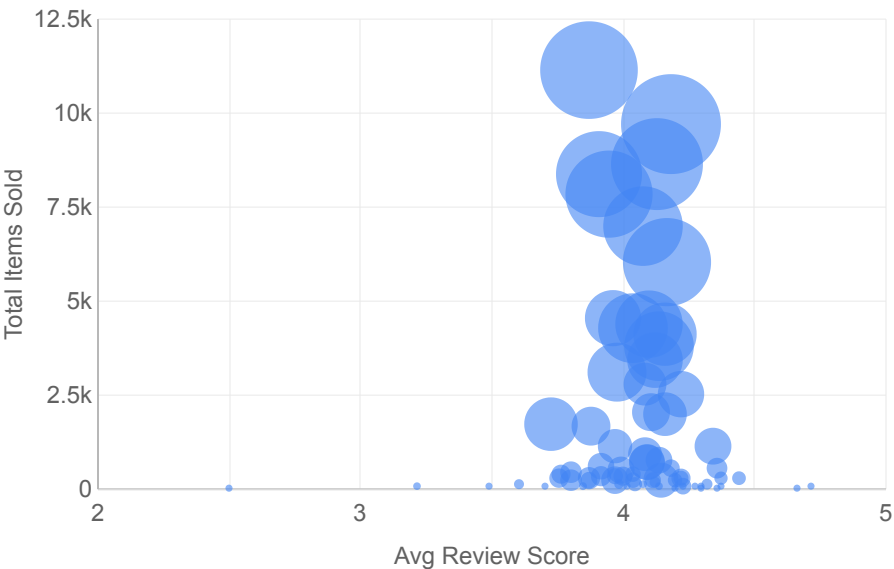
Best Selling Category

Category
bed_bath_table

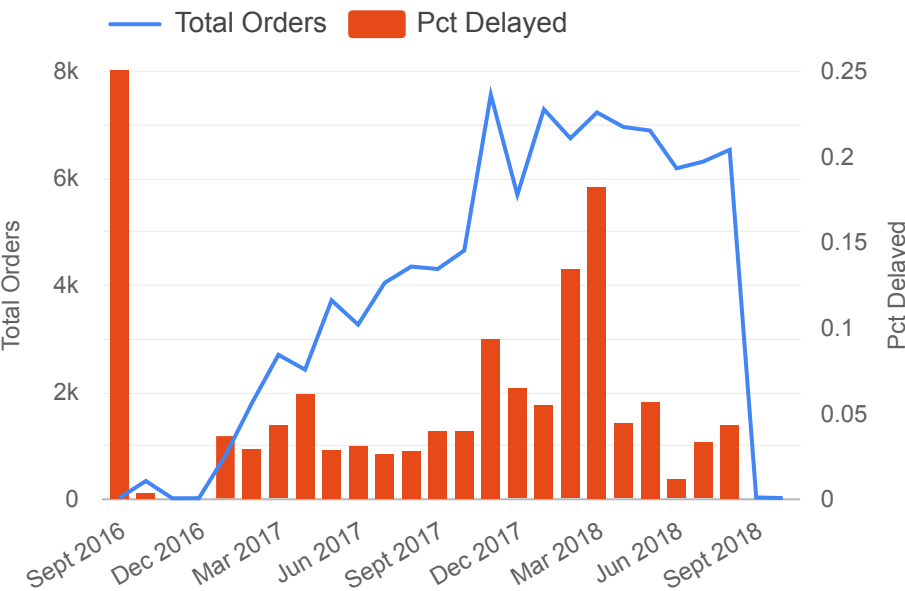
Self/House care products dominate Revenue



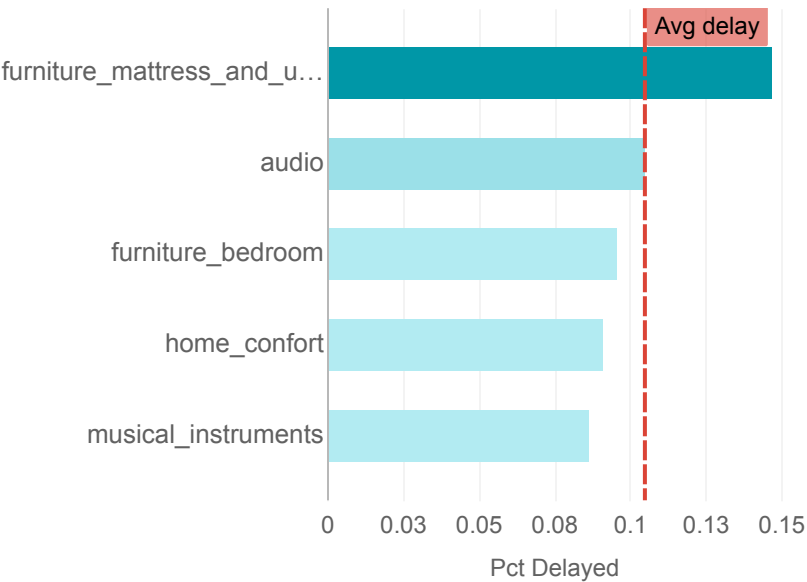
Revenue is driven by Volume, not Review Score



High traffic events degrade logistic performance



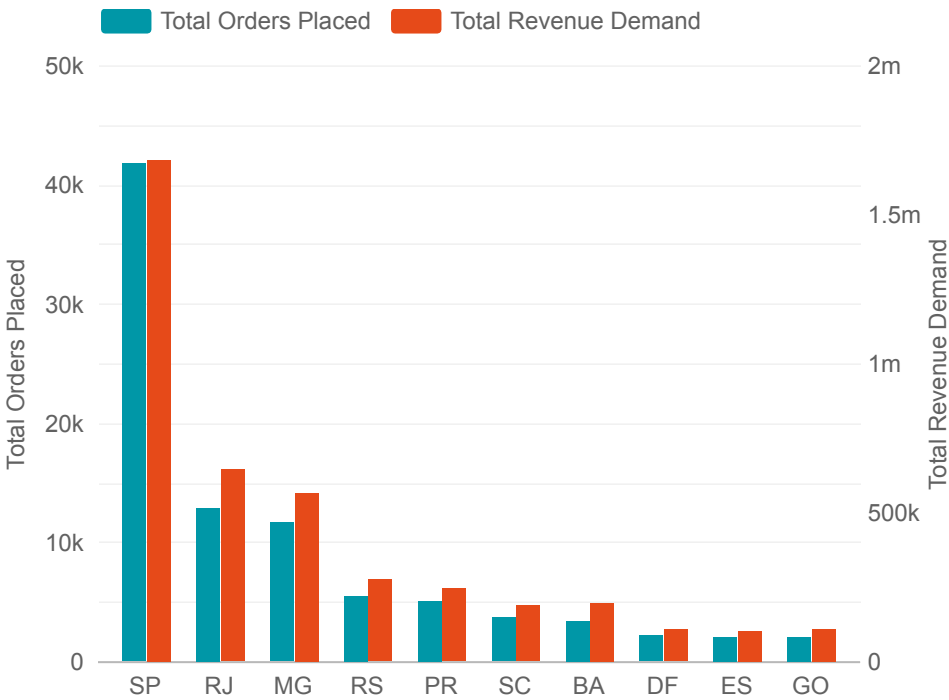
Forniture products have higher delay Pctg.



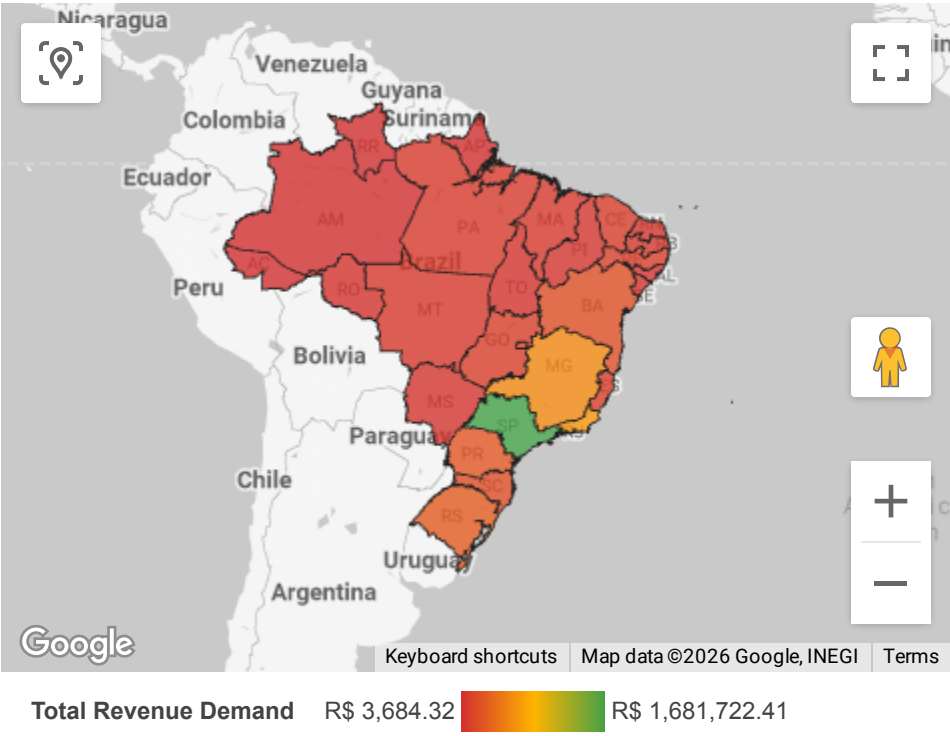
Geographic Insights

Sao Paulo dominates Revenue

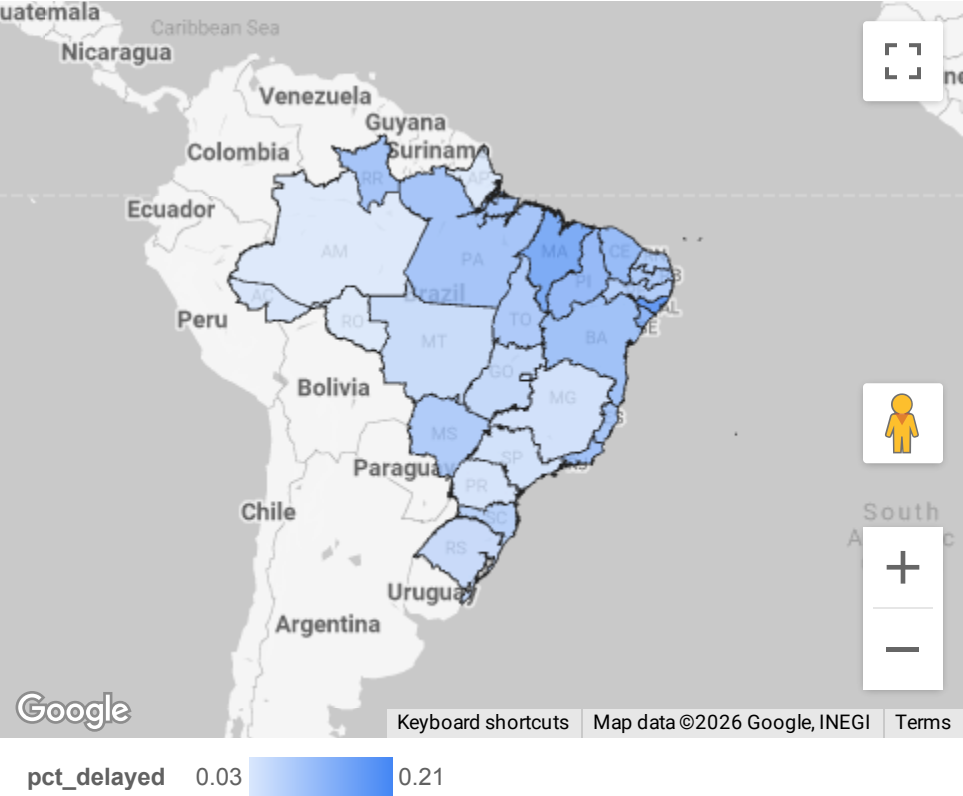
Sao Paulo is the main driver of Orders/Revenue



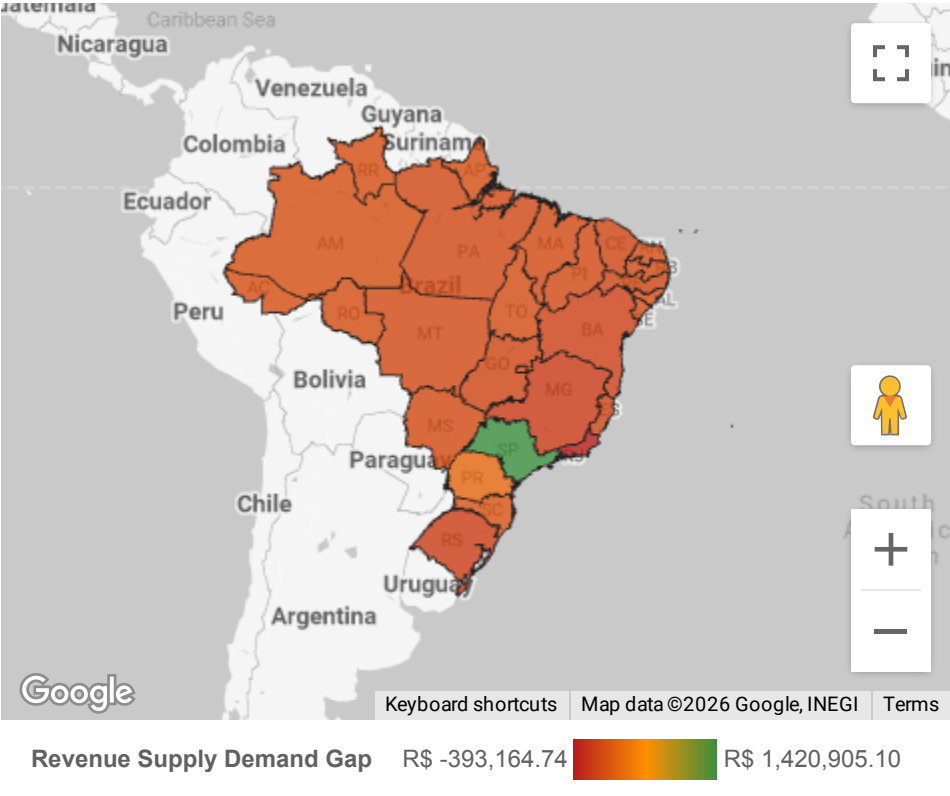
Demand follows population distribution



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

Total Customers

Customer UID

96,096

Active Customers

Customer UID

96,096

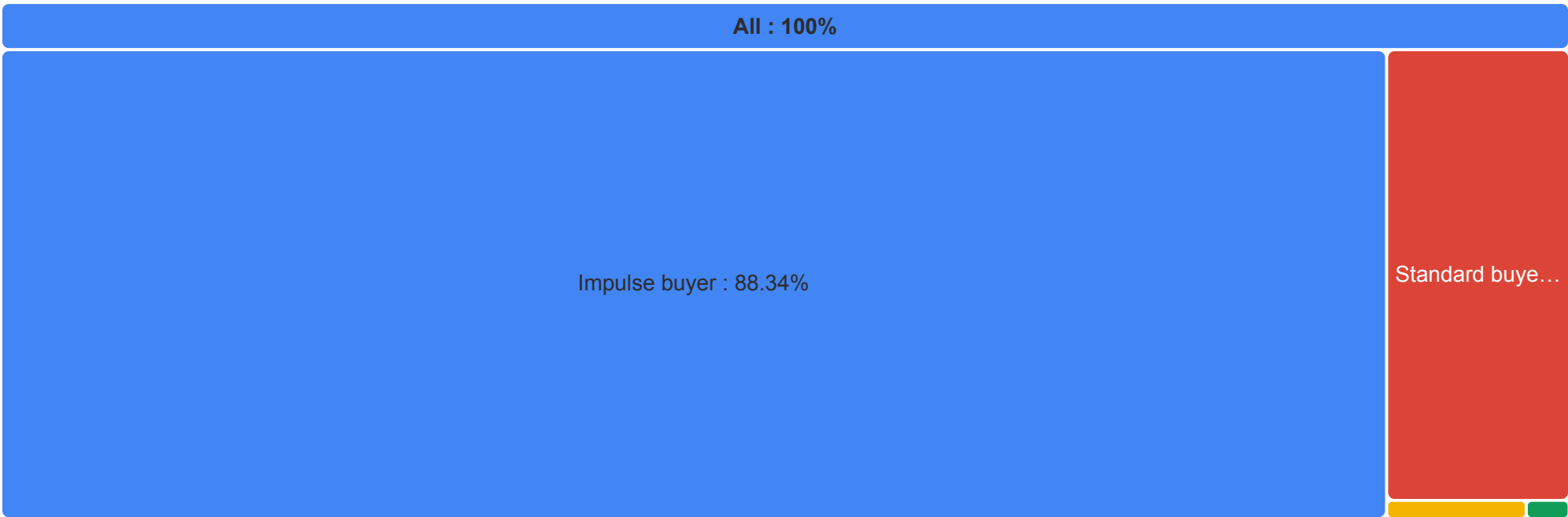
Avg Monetary Value

Monetary

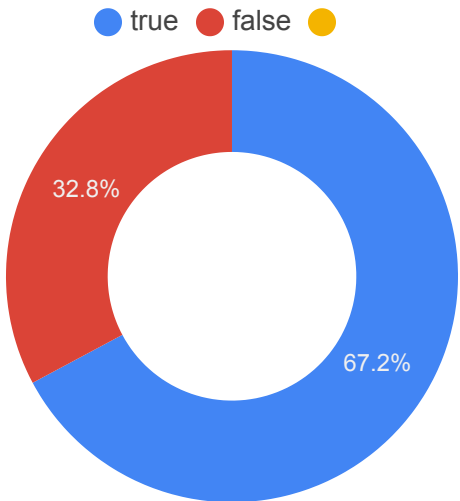
R\$ 49.96

Marketplace is transaction-oriented

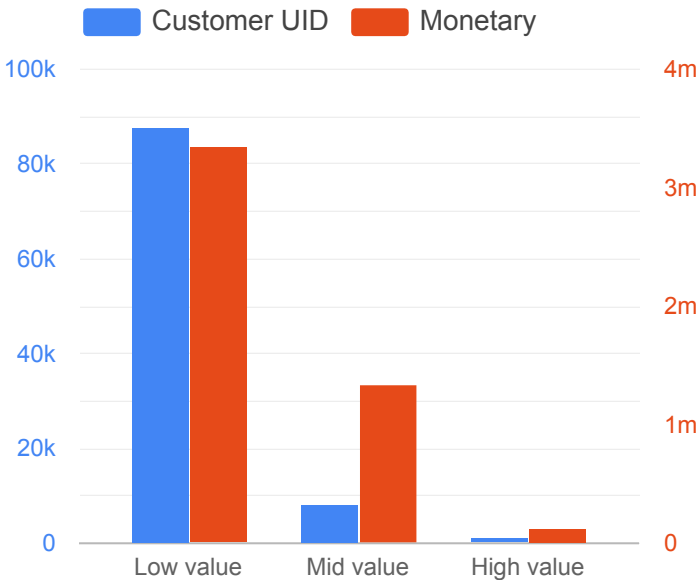
Impulse buyer Standard buyer Multi-item shopper High-ticket planner New / inactive



Inactivity rate



Low value Buyers dominate the market



Impulse Buyers drive Revenue

