Revenue/Orders

98.96K
Count of order id

13.54M
Order value

Revenue and YoY by Year and Month

● Revenue ● YoY

1.1M 845.66%
1.0M 279.94%
1.2M 171.03%
1.1M 185.51%
1.2M 91.33%
1.0M 89.54%
1.0M 55.41%
1.0M 52.25%

January | February | March | April | May | June | July | August
2018
Month
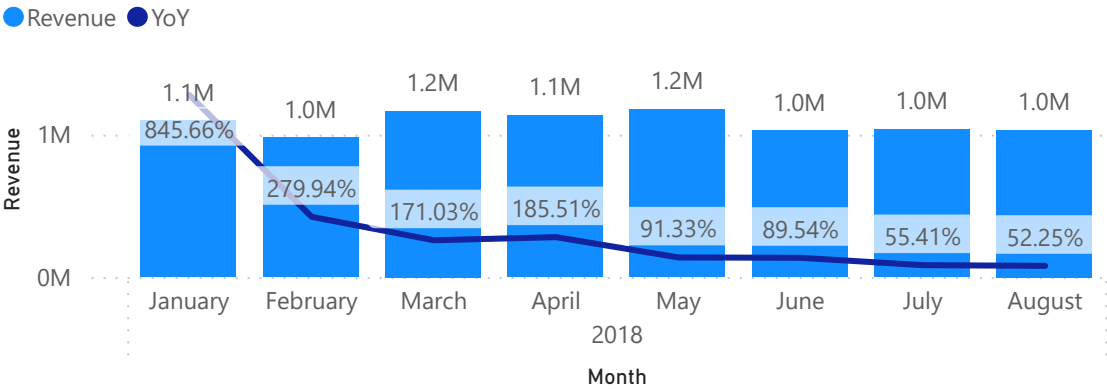
price average per order_id and payment_value average per order_id by Year and Month

● price average per order_id ● payment_value average per order_id

2017 — 2018
Month

Revenue and MOM

● Revenue ● MOM

16M

7.17%

10%

5%
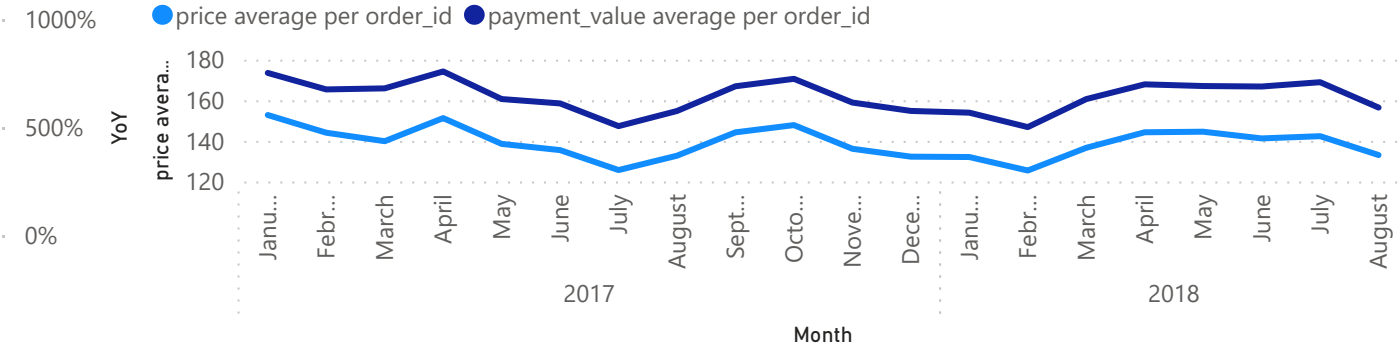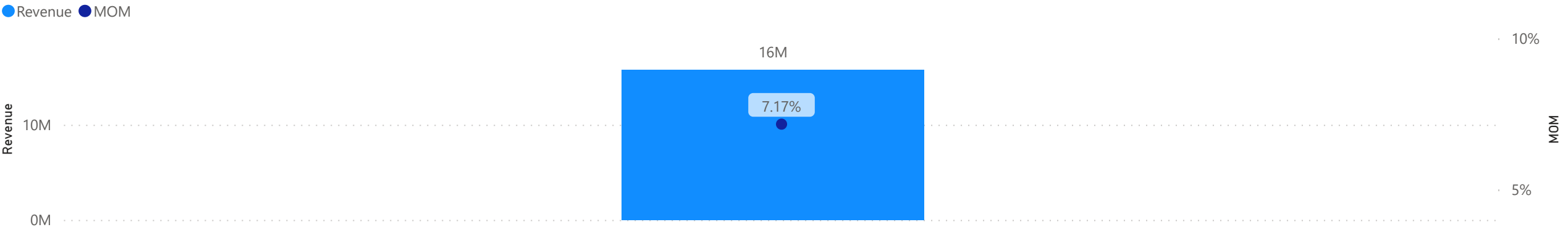
Count of order by Year and Month

0.8K | 1.8K | 2.7K | 2.4K | 3.7K | 3.3K | 4.0K | 4.3K | 4.3K | 4.6K | 7.4K | 5.8K | 7.2K | 6.7K | 7.3K | 6.8K | 7.1K | 6.2K | 6.2K | 6.6K

Janu... | Febr... | March | April | May | June | July | Aug... | Sept... | Octo... | Nov... | Dec... | Janu... | Febr... | March | April | May | June | July | Aug...
2017 — 2018
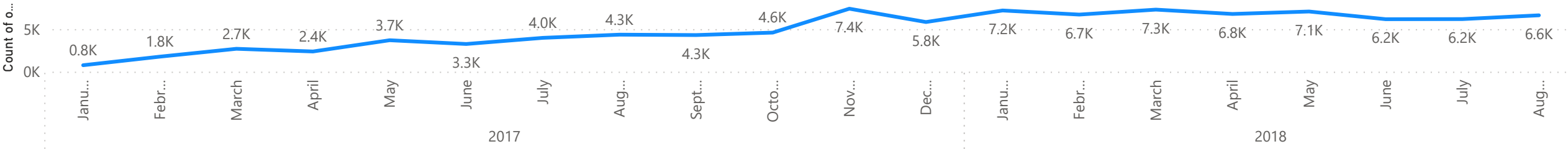
Revenue/Orders

Revenue and Count of order_id by Year and Month

● Revenue ● Count of order_id
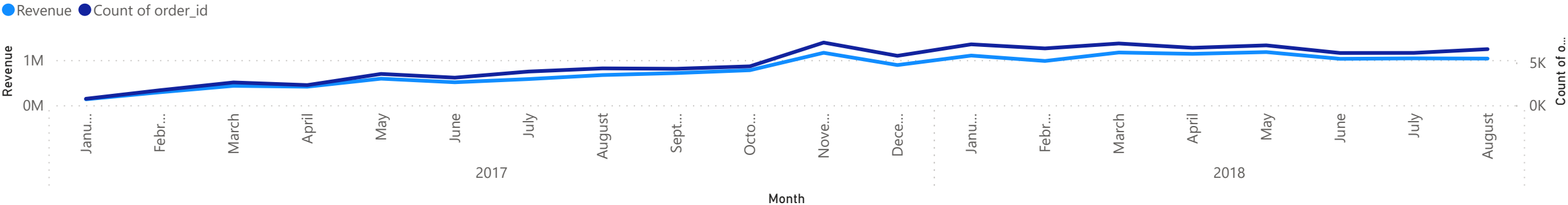
Revenue and MOM Revenue by Year and Month

● Revenue ● MOM Revenue
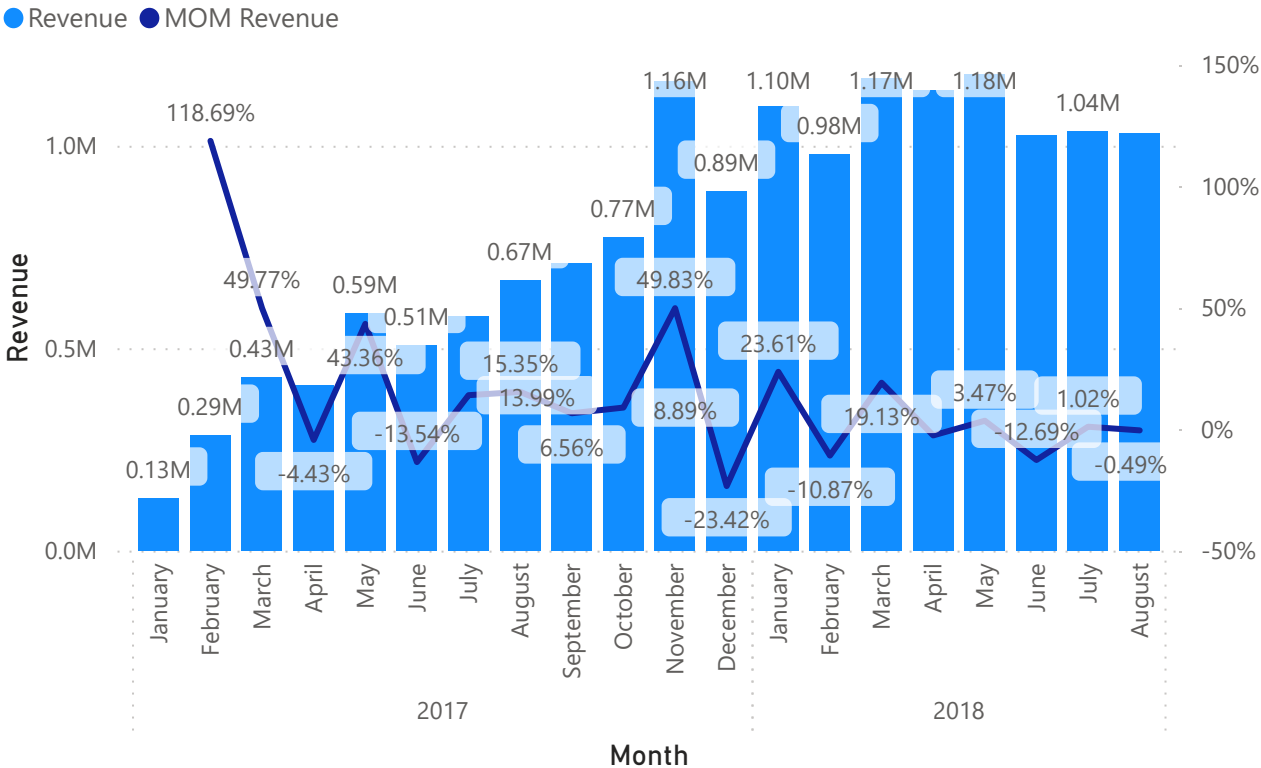
Revenue and MOM by Year and Month

● Revenue ● MOM

Revenue by product_category_name_english and Year

589,365

548,186

bed_bath_table

530,391

health_beauty

527,657

sports_leisure

462,631

watches_gifts

443,691

computers_accessories

418,062

cool_stuff

355,582
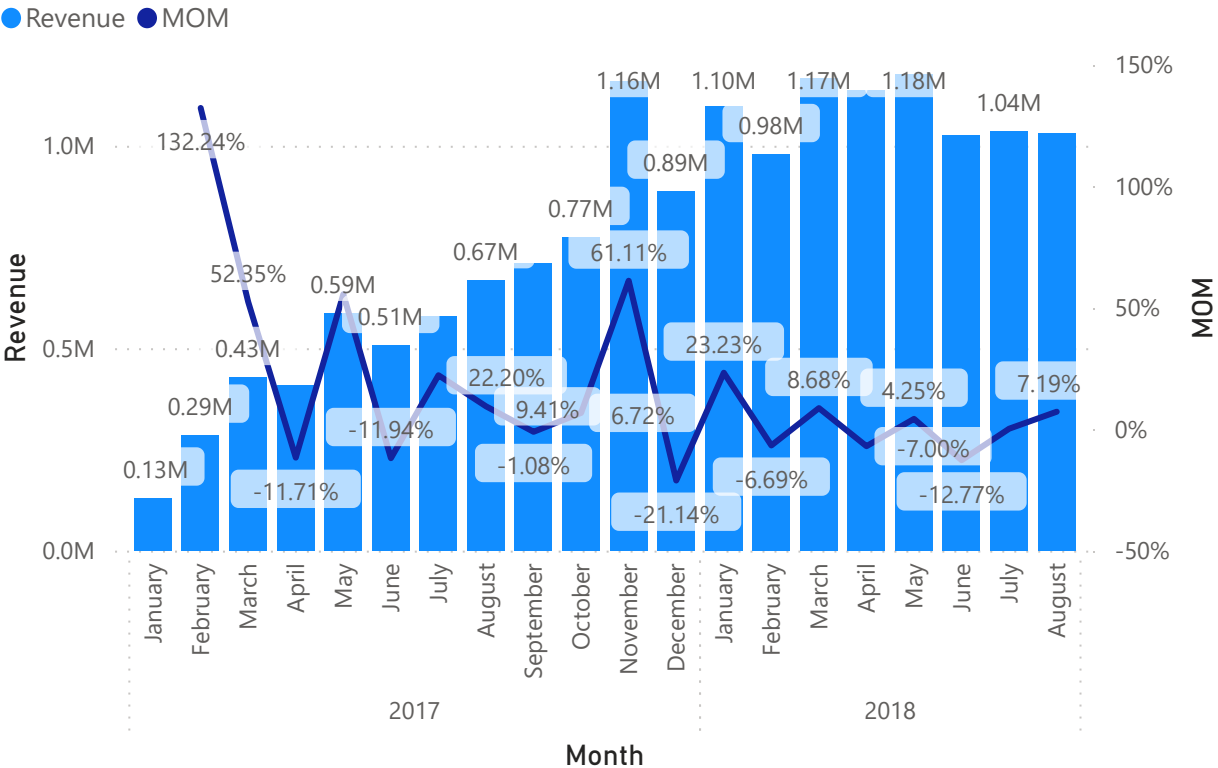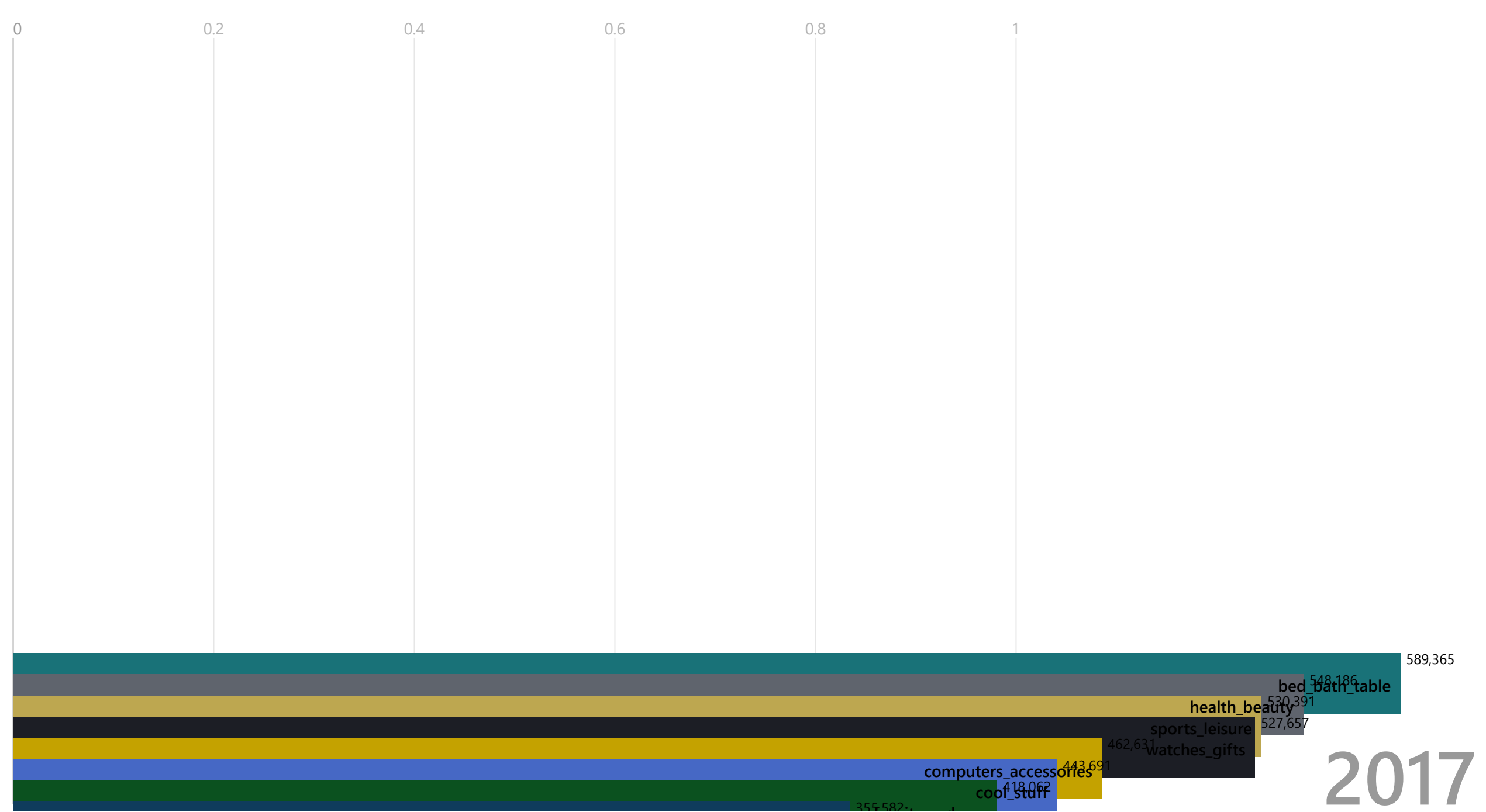
2017

Product

8.03M
Order value

Revenue by product_category_name_english

product_category_name_engl...	Revenue
health_beauty	0.94M
bed_bath_table	0.70M
sports_leisure	0.68M
computers_accessories	0.63M
furniture_decor	0.51M

Revenue by product_category_name_english

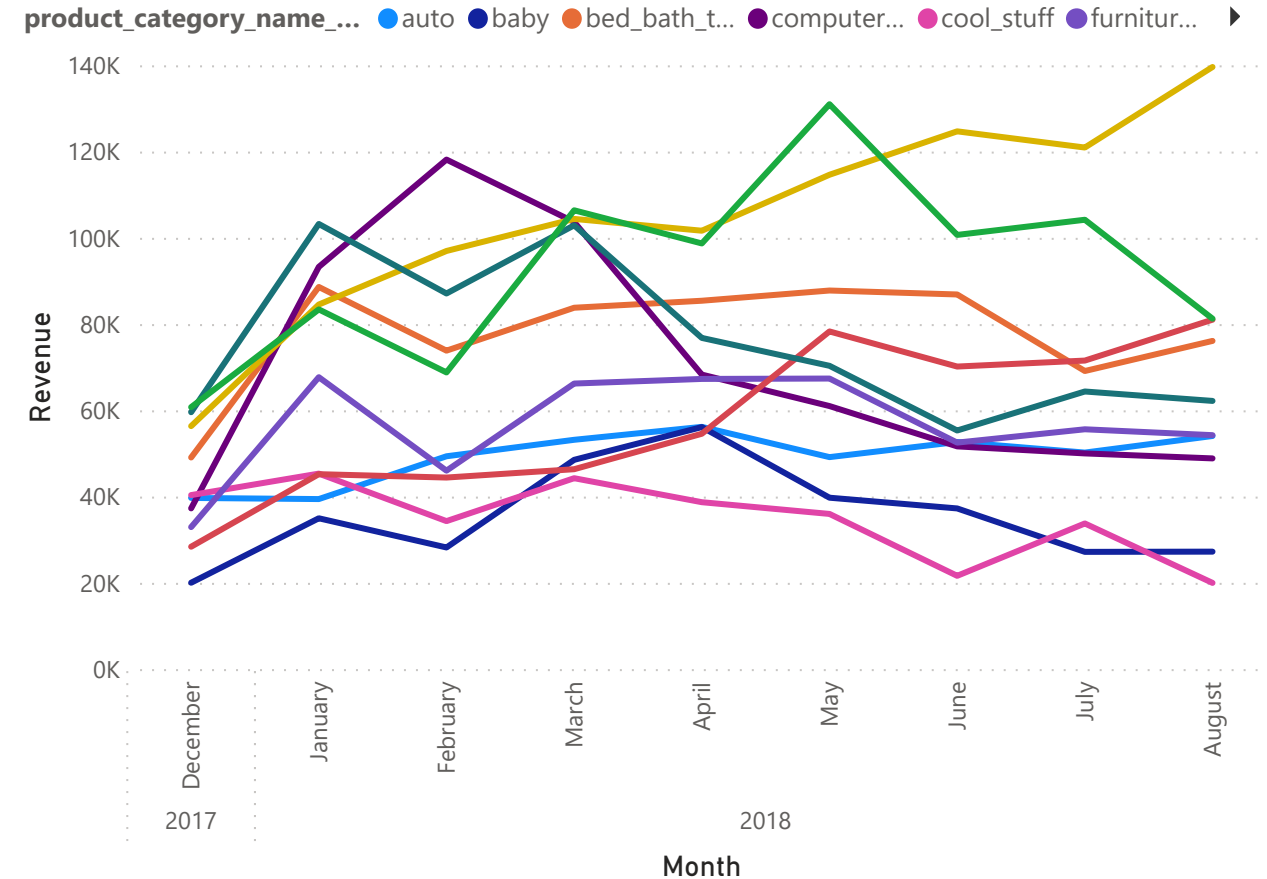| product_category_name_english	Revenue
fashio_female_clothing	783
fashion_sport	508
home_comfort_2	284
fashion_childrens_clothes	194
cds_dvds_musicals	193
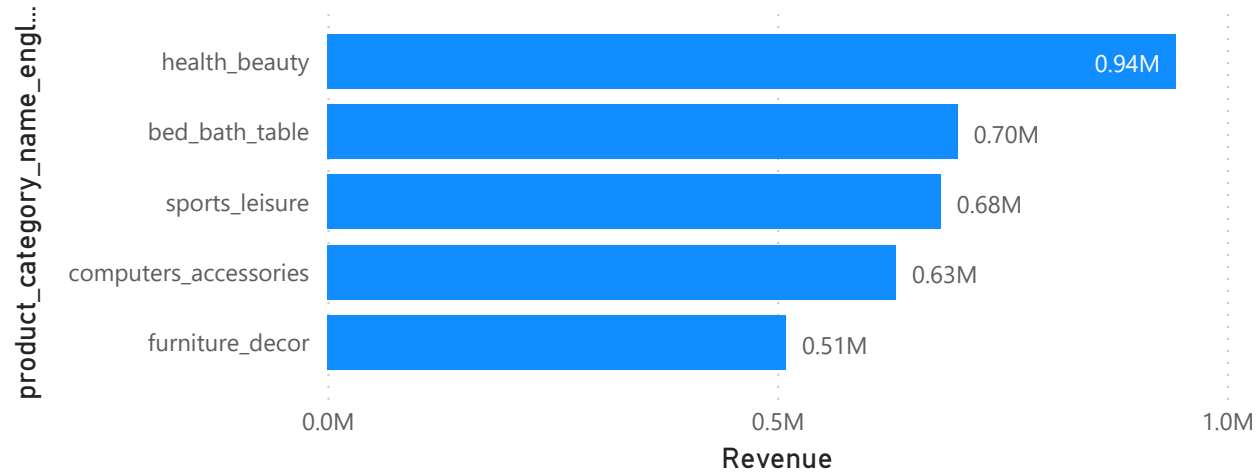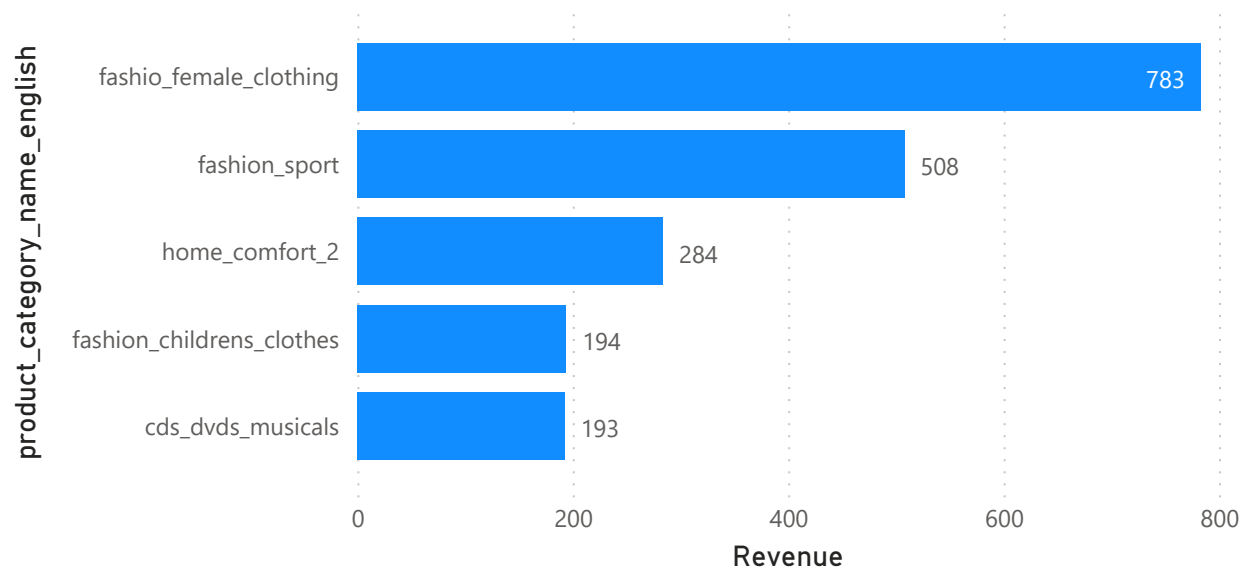
Date
2017/12/5   2018/8/31

Revenue by Year, Month and product_category_name_english

product_category_name_... ● auto ● baby ● bed_bath_t... ● computer... ● cool_stuff ● furnitur... ▶
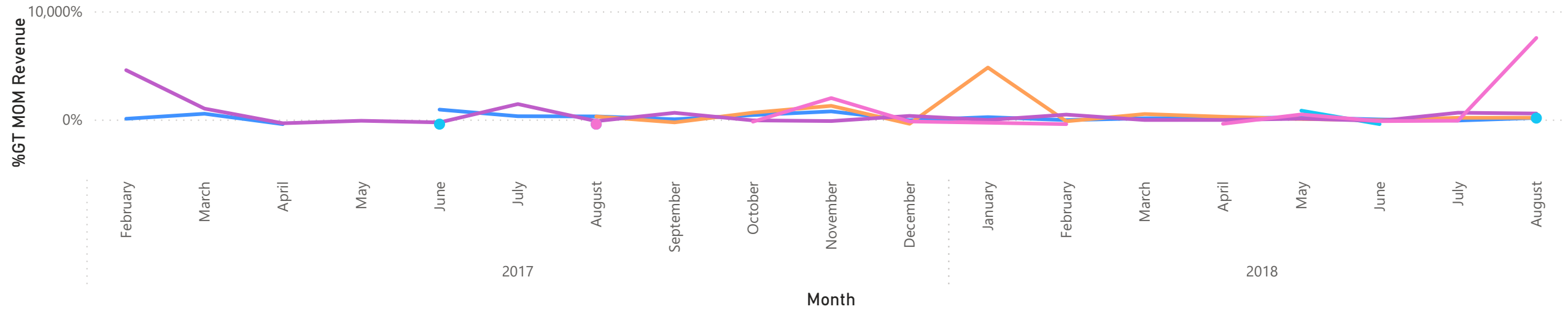
Product

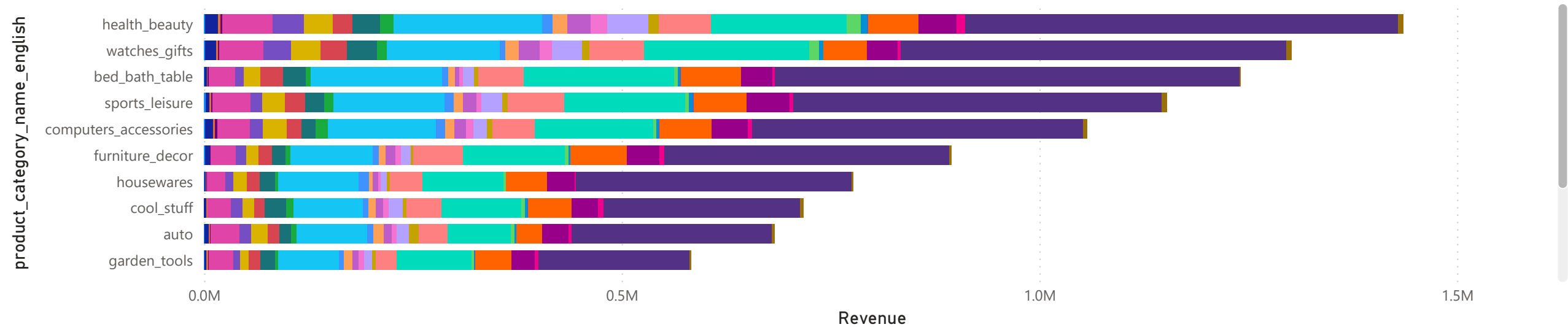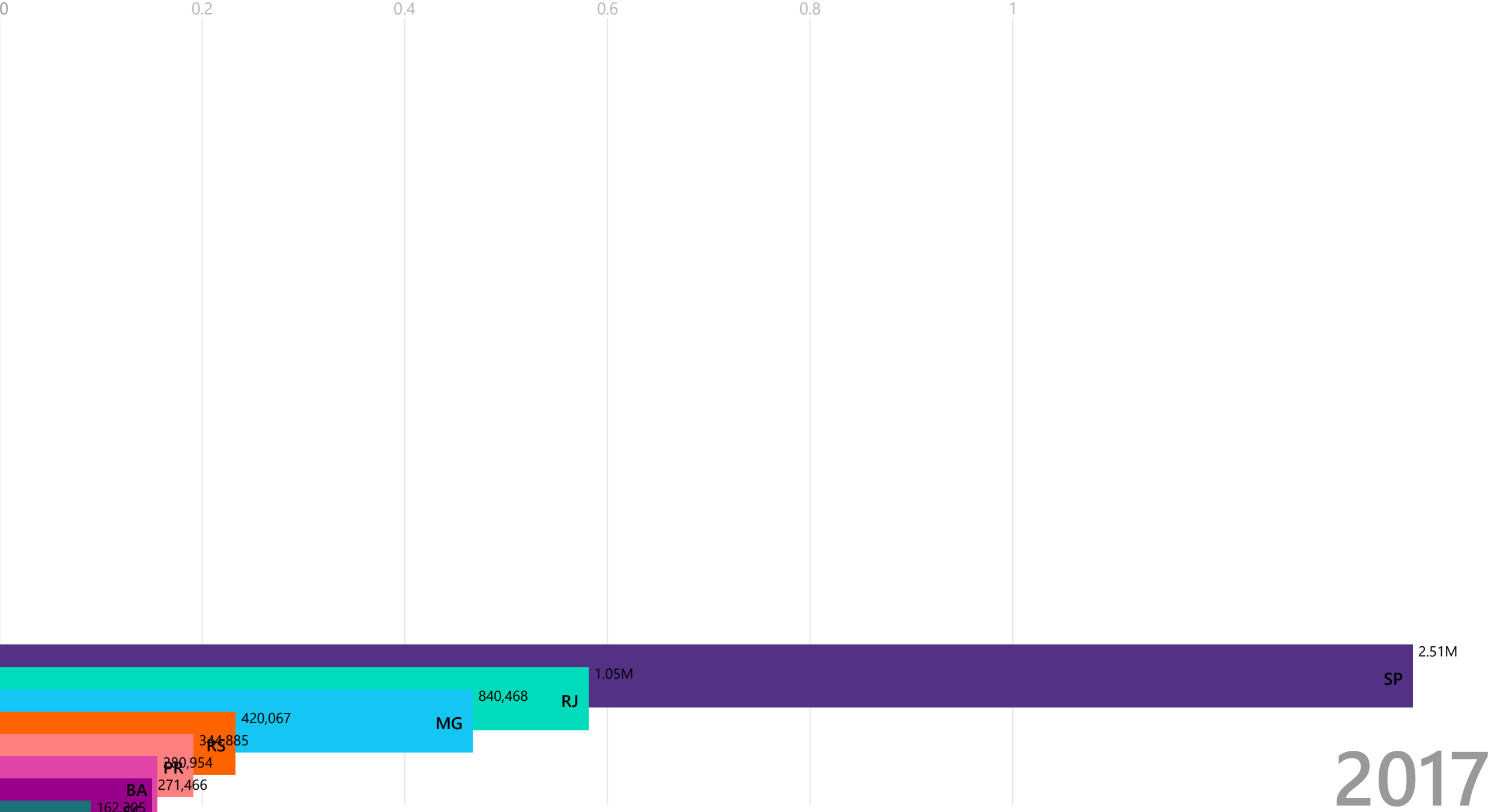## %GT MOM Revenue by Year, Month and product_category_name_english

product_category_name_english ● arts_and_craftmanship ● construction_tools_construction ● construction_tools_lights ● food ● party_supplies

Revenue by product_category_name_english and customer_state

customer_state ● AC ● AL ● AM ● AP ● BA ● CE ● DF ● ES ● GO ● MA ● MG ● MS ● MT ● PA ● PB ● PE ● PI ● PR ● RJ ● RN ● RO ● RR ● RS ● SC ● SE ● SP ● TO

Revenue by customer_state and Year

SP	2.51M
RJ	1.05M
MG	840,468
RS	420,067
PR	344,885
BA	280,954
	271,466
	162,805

2017

Region(State)

Revenue by customer_state

customer_state	Revenue
SP	5.9M
RJ	2.1M
MG	1.9M
RS	0.9M
PR	0.8M
BA	0.6M
SC	0.6M
DF	0.4M
GO	0.3M
ES	0.3M
PE	0.3M
CE	0.3M
PA	0.2M
MT	0.2M
MA	0.2M
PB	0.1M
MS	0.1M
PI	0.1M
RN	0.1M
AL	0.1M
SE	0.1M
TO	0.1M
RO	0.1M
AM	0.0M
AC	0.0M
AP	0.0M

Order value by customer_state

customer_state
- SP 5.19M (38.31%)
- RJ 1.81M (13.39%)
- MG 1.58M (11.67%)
- RS 0.75M (5.51%)
- PR 0.68M (5.03%)
- SC 0.52M (3.83%)
- BA 0.3M (2.23%)
- DF 0.26M (1.93%)
- 0.12M (0.88%)
- 0.01M (0.1%)

Count of order_id by customer_state
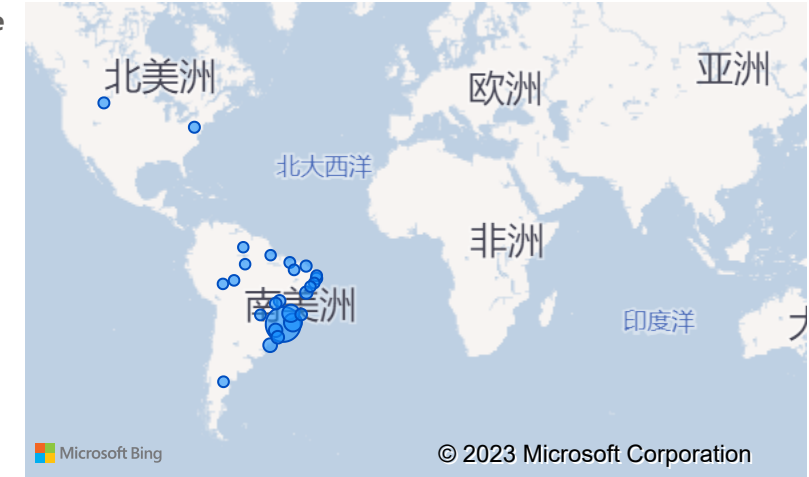
北美洲 欧洲 亚洲

北大西洋 非洲 印度洋

南美洲

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Revenue by Year, Month and customer_state

customer_state: ● AC ● AL ● AM ● AP ● BA ● CE ● DF ● ES ● GO ● MA ● MG ● MS ● MT ● PA ● PB ● PE ● PI ● PR ● RJ ● RN ▶

Region(City)

Revenue by customer_city

customer_city	Revenue
sao paulo	2.2M
rio de janeiro	1.1M
belo horizonte	0.4M
brasilia	0.4M
curitiba	0.2M

Revenue by customer_city

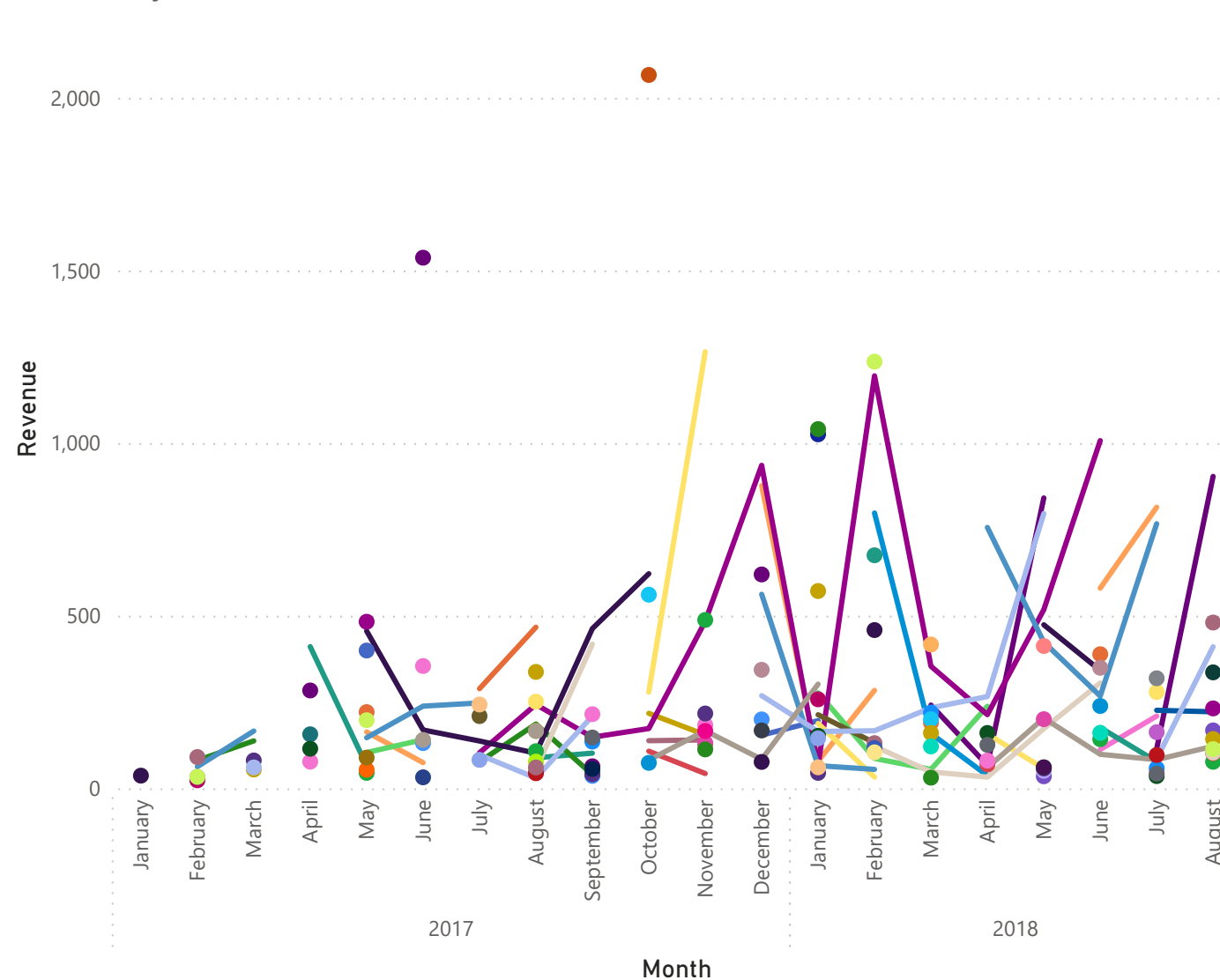| customer_city	Revenue
santo antonio do rio a...	24
tamboara	24
jenipapo de minas	23
polo petroquimico de t...	21
sabaudia	20
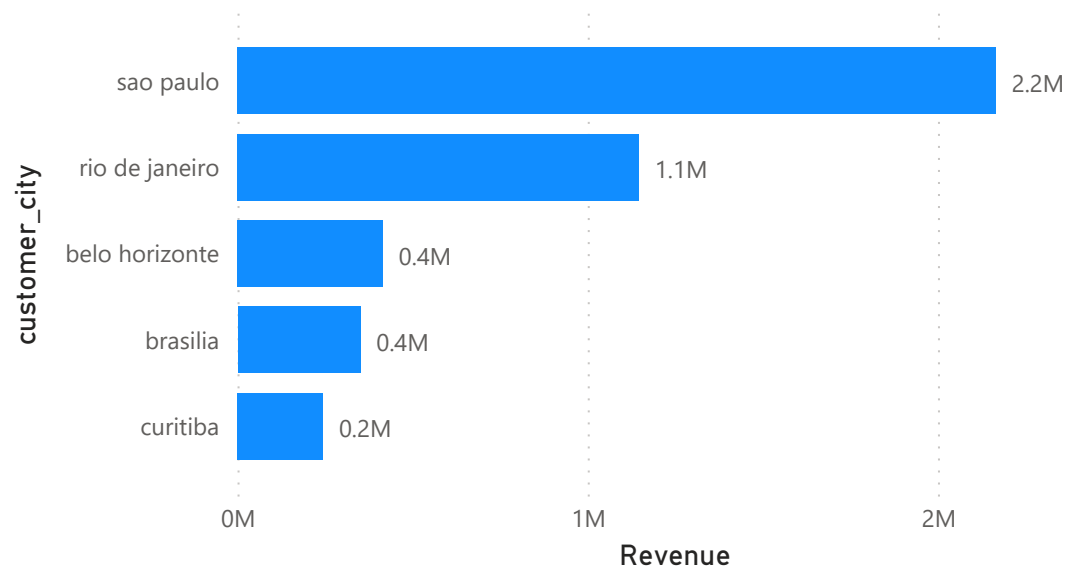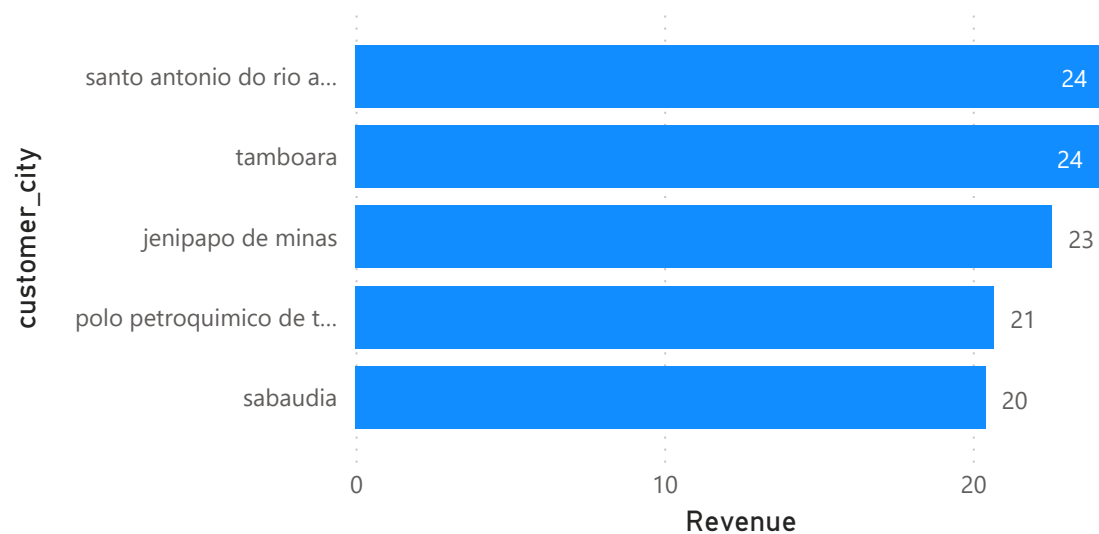
Revenue by Year, Month and customer_city

customer_city   ● abadia ...   ● abadiania   ● abaete   ● abaetet...   ● abaiara   ● abaira   ● abare   ● abatia   ● abdon b...
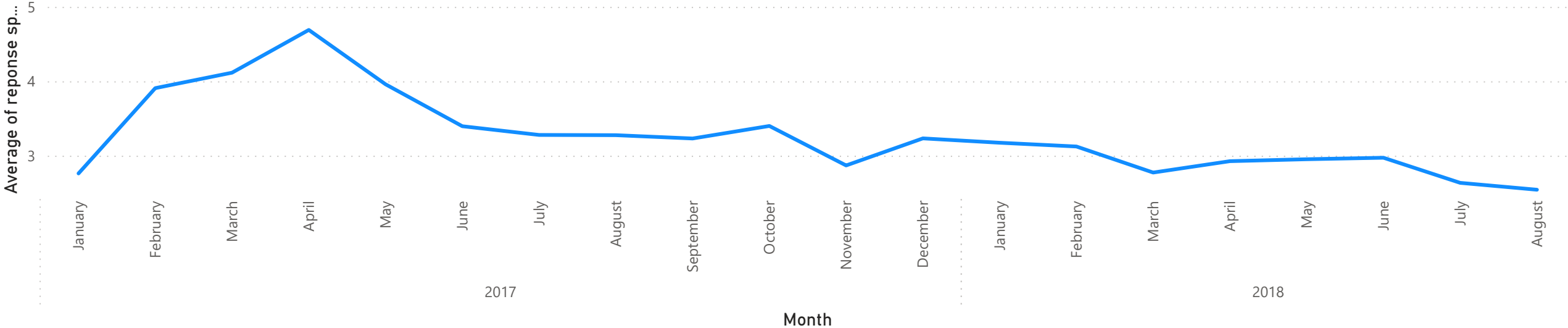
Customer Feedbacks

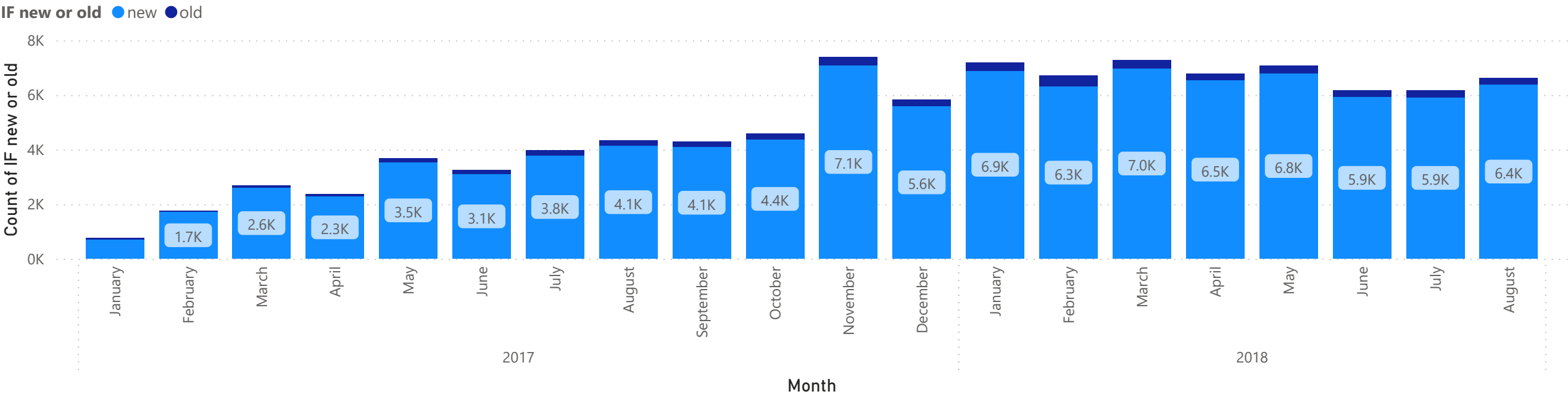## Average of review_score and Count of review_id by Year and Month

● Average of review_score ● Count of review_id
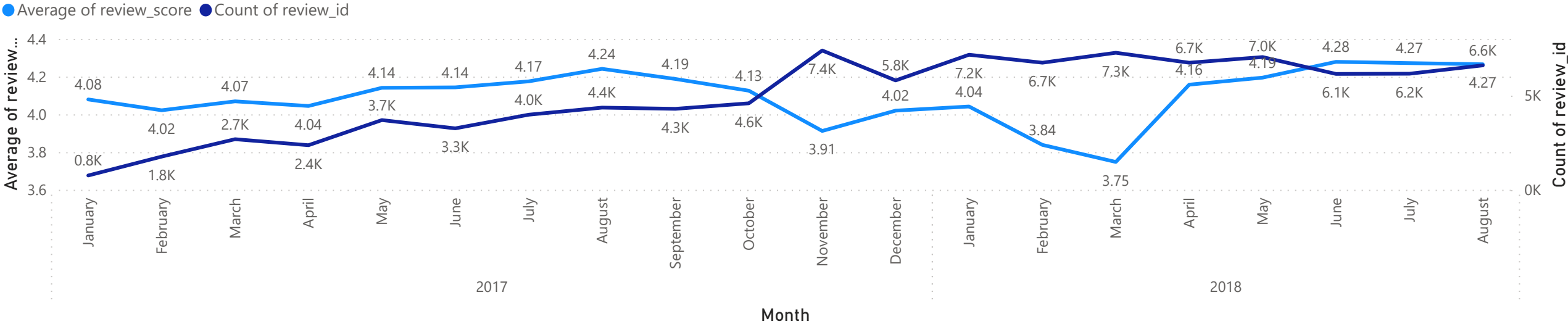
Month

Average of reponse speed by Year and Month

Month

New/Old customer

Count of IF new or old by Year, Month and IF new or old

IF new or old ● new ● old

new customer num, old customer num and old customer rate by Year and Month

● new customer num ● old customer num ● old customer rate