



Sales Overview

Customer Id

All

Customer City

All

Customer State

All

Seller Id

All

Seller State

All

Seller City

All

Date

9/4/2016

10/17/2018

\$20,579,664

Total Revenue

99,441

Total Orders

3,096

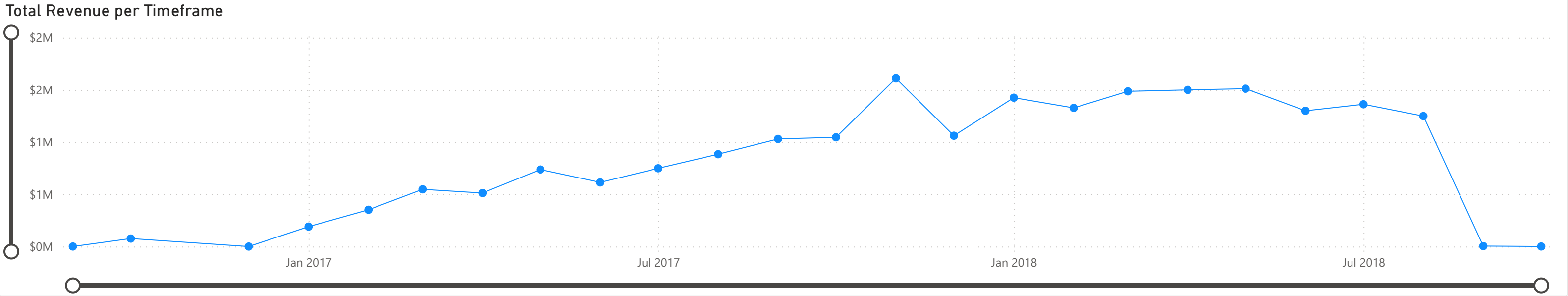
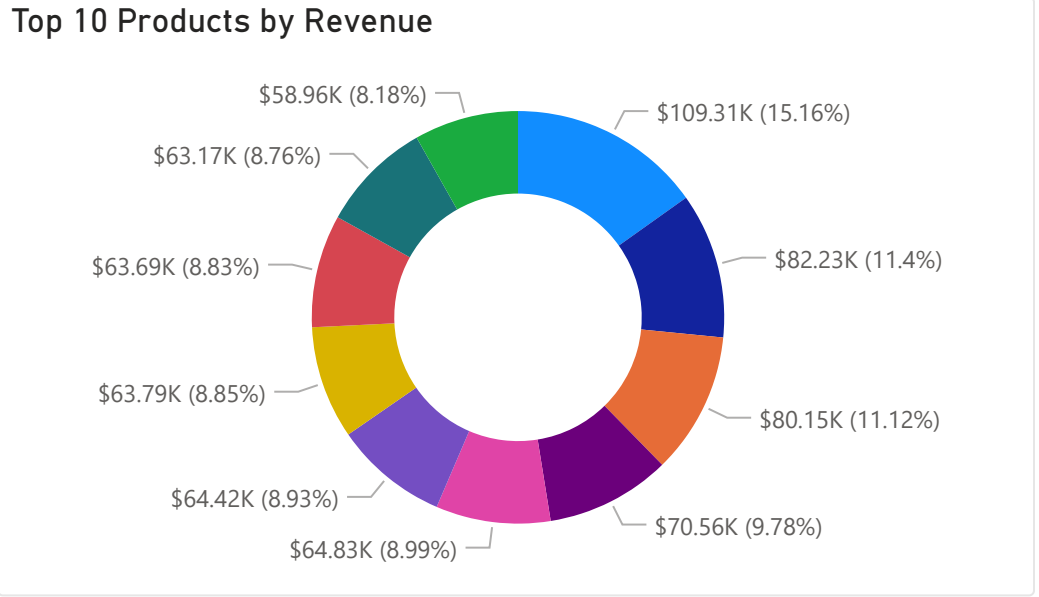
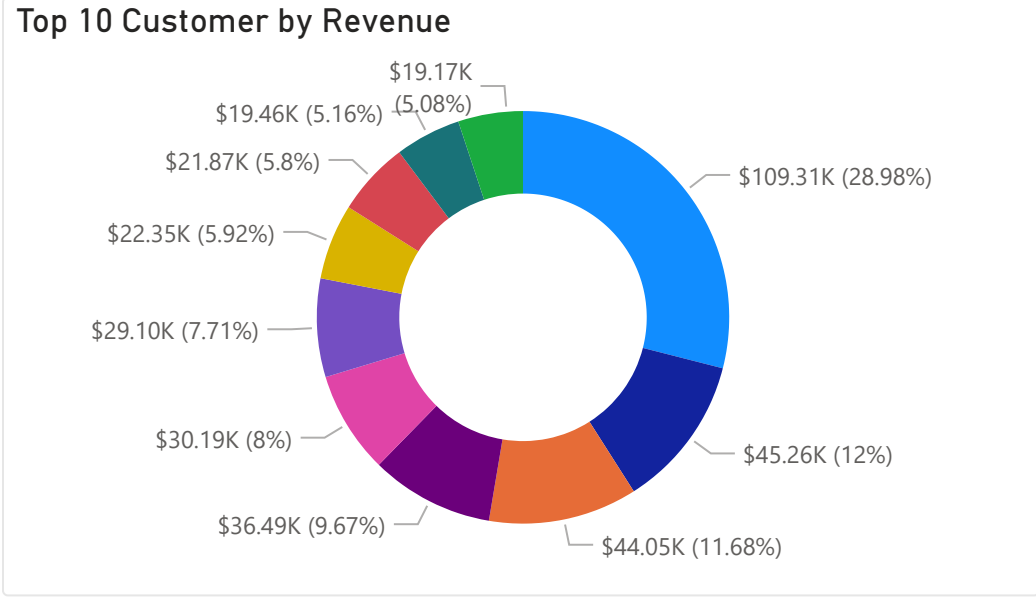
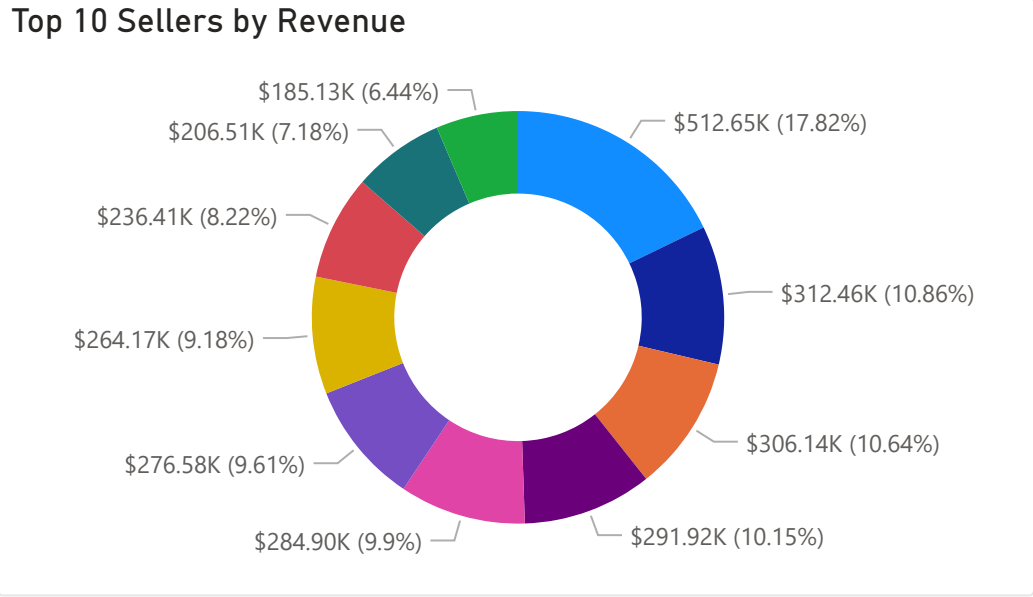
Total Sellers

32,952

Total Products

99,441

Total Customers





ID

All

Product Category

All

Total Revenue per Product

| ID | Category | Total Revenue |
|----------------------------------|----------------------------|-----------------|
| 5769ef0a239114ac3a854af00df129e4 | fixed_telephony | \$109,312.64 |
| bb50f2e236e5eea0100680137654686c | health_beauty | \$82,226.19 |
| 422879e10f46682990de24d770e7f83d | garden_tools | \$80,151.10 |
| d1c427060a0f73f6b889a5c7c61f2ac4 | computers_accessories | \$70,557.90 |
| 6cdd53843498f92890544667809f1595 | health_beauty | \$64,825.67 |
| d5991653e037ccb7af6ed7d94246b249 | computers_accessories | \$64,417.69 |
| aca2eb7d00ea1a7b8ebd4e68314663af | furniture_decor | \$63,788.12 |
| 99a4788cb24856965c36a24e339b6058 | bed_bath_table | \$63,693.90 |
| a62e25e09e05e6faf31d90c6ec1aa3d1 | watches_gifts | \$63,167.37 |
| 3dd2a17168ec895c781a9191c1e95ad7 | computers_accessories | \$58,962.14 |
| 53759a2ecdad2bb87a079a1f1519f73 | garden_tools | \$53,589.51 |
| 368c6c730842d78016ad823897a372db | garden_tools | \$53,105.03 |
| d6160fb7873f184099d9bc95e30376af | computers | \$50,326.18 |
| 53b36df67ebb7c41585e8d54d6772e08 | watches_gifts | \$48,994.30 |
| 389d119b48cf3043d311335e499d9c6b | garden_tools | \$48,616.44 |
| ee3d532c8a438679776d222e997606b3 | computers_accessories | \$46,582.97 |
| e7cc48a9daff5436f63d3aad9426f28b | telephony | \$45,469.84 |
| 9571759451b1d780ee7c15012ea109d4 | auto | \$45,256.00 |
| 5f504b3a1c75b73d6151be81eb05bdc9 | cool_stuff | \$41,885.77 |
| 25c38557cf793876c5abdd5931f922db | baby | \$40,540.75 |
| 8ed094bfe076c568f6bb10feada3f75d | office_furniture | \$38,511.94 |
| c183fd5d2abf05873fa6e1014ed9e06c | agro_industry_and_commerce | \$36,489.24 |
| e0d64dcfaa3b6db5c54ca298ae101d05 | watches_gifts | \$36,469.86 |
| 19936fa4f614ee0590d3b77ac83fd648 | fixed_telephony | \$35,816.00 |
| f1c7f353075ce59d8a6f3cf58f419c9c | bed_bath_table | \$35,419.26 |
| d285360f29ac7fd97640bf0baef03de0 | watches_gifts | \$34,362.79 |
| 36f60d45225e60c7da4558b070ce4b60 | computers_accessories | \$33,810.57 |
| 7a10781637204d8d10485c71a6108a2e | watches_gifts | \$33,482.14 |
| 588531f8ec37e7d5ff5b7b22ea0488f8 | computers | \$31,993.67 |
| e53e557d5a159f5aa2c5e995dfdf244b | computers_accessories | \$31,856.86 |
| b114bf337c0626166abe574eee9e3f32 | office_furniture | \$30,990.22 |
| 0c9439abe84dc40a64fc164365c4d064 | drinks | \$30,778.84 |
| Total | | \$20,416,842.54 |

Products Overview

Total Revenue per Category

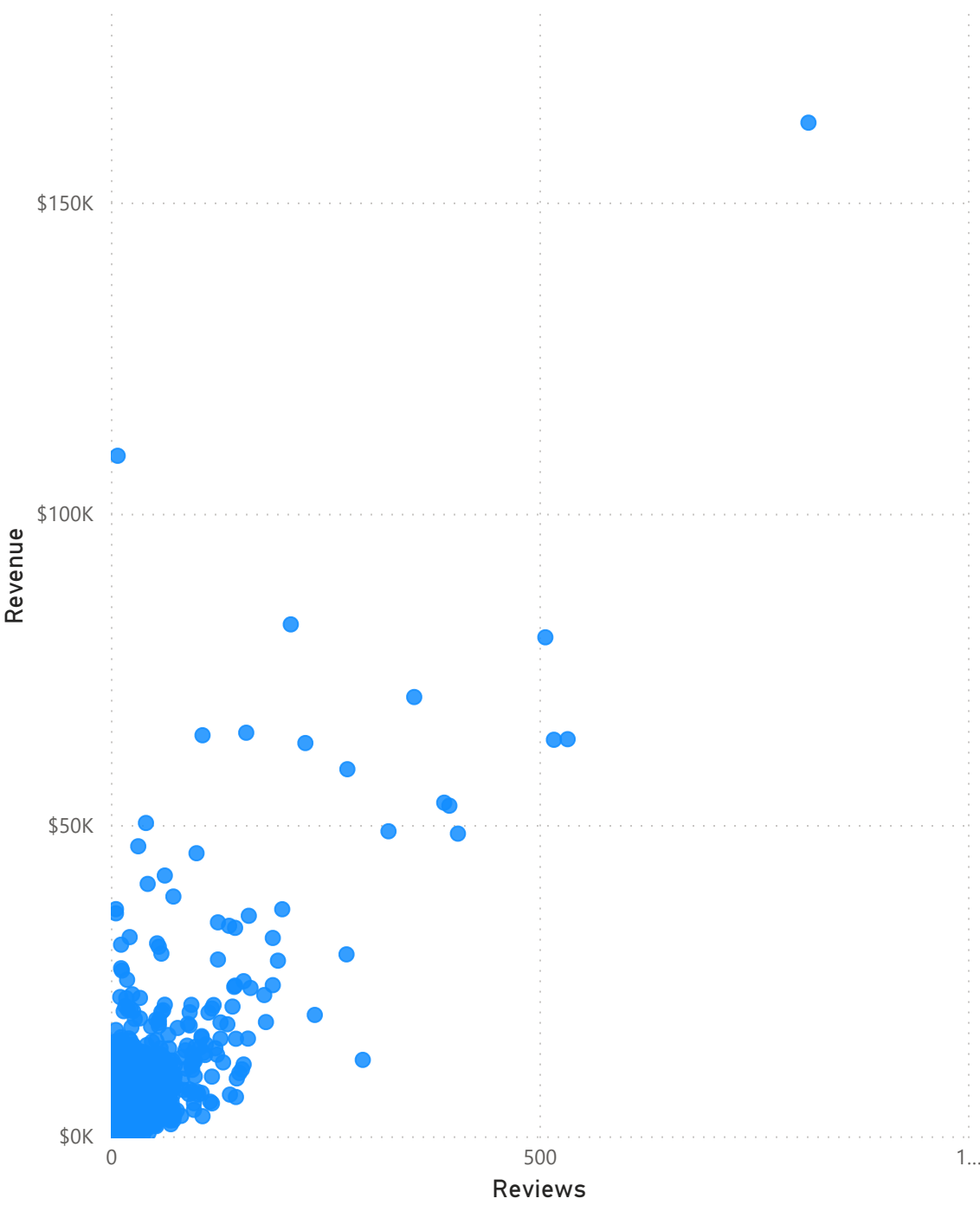
| Category | Total Revenue |
|---------------------------------|-----------------|
| bed_bath_table | \$1,743,998.80 |
| health_beauty | \$1,662,963.59 |
| computers_accessories | \$1,599,481.06 |
| furniture_decor | \$1,443,963.61 |
| watches_gifts | \$1,430,553.48 |
| sports_leisure | \$1,400,223.07 |
| housewares | \$1,097,900.09 |
| auto | \$855,095.68 |
| garden_tools | \$840,721.59 |
| cool_stuff | \$781,933.97 |
| office_furniture | \$652,016.50 |
| toys | \$619,975.71 |
| baby | \$540,374.92 |
| perfumery | \$508,538.03 |
| telephony | \$487,189.71 |
| stationery | \$318,105.09 |
| pet_shop | \$311,583.11 |
| computers | \$279,121.55 |
| | \$260,237.40 |
| electronics | \$260,021.27 |
| construction_tools_construction | \$243,218.51 |
| musical_instruments | \$233,201.70 |
| small_appliances | \$226,651.74 |
| fashion_bags_accessories | \$219,815.55 |
| fixed_telephony | \$207,071.05 |
| consoles_games | \$196,031.68 |
| luggage_accessories | \$187,151.29 |
| furniture_living_room | \$136,853.98 |
| home_construction | \$136,777.00 |
| home_appliances_2 | \$124,865.92 |
| agro_industry_and_commerce | \$118,730.61 |
| home_appliances | \$99,300.25 |
| Total | \$20,416,842.54 |

Date

9/4/2016

10/17/2018

Revenue Distribution based on Number of Reviews





Customers Overview

Customer Id

▼

All▼

Customer City

▼

All▼

Customer State

▼

All▼

Date

▼

9/4/2016📅10/17/2018📅

Revenue per Customer

| ID | City | State | Total Revenue |
|-----------------------------------|-----------------------|-------|-----------------|
| 1617b1357756262bfa56ab541c47bc16 | rio de janeiro | rj | \$109,312.64 |
| bd5d39761aa56689a265d95d8d32b8be | goiania | go | \$45,256.00 |
| be1b70680b9f9694d8c70f41fa3dc92b | sao paulo | sp | \$44,048.00 |
| 05455dfa7cd02f13d132aa7a6a9729c6 | divinopolis | mg | \$36,489.24 |
| 1ff773612ab8934db89fd5afa8afe506 | rio de janeiro | rj | \$30,186.00 |
| ec5b2ba62e574342386871631fafd3fc | vila velha | es | \$29,099.52 |
| e7d6802668de6e74d0d6c56565bf2a24 | sao paulo | sp | \$22,346.60 |
| 8c20d9bfbcb96c5d39025d77a3ba83d7f | cicero dantas | ba | \$21,874.05 |
| f7622098214b4634b7fe7eee269b5426 | campo novo do parecis | mt | \$19,457.04 |
| 71901689c5f3e5adc27b1dd16b33f0b8 | sao luis | ma | \$19,174.38 |
| be1c4e52bb71e0c54b11a26b8e8d59f2 | sao paulo | sp | \$18,786.90 |
| cb87122c4871e202777cf243fbea2d12 | guapore | rs | \$18,667.00 |
| 10de381f8a8d23fff822753305f71cae | uniao da vitoria | pr | \$18,384.75 |
| 91f92cfee46b79581b05aa974dd57ce5 | curitiba | pr | \$17,786.88 |
| 4a60b2ce1ee8c7b828e4bbcca5b86b41 | diadema | sp | \$17,671.00 |
| ed583a2a1eaf0dedc33af816153e8b8c | campina grande | pb | \$17,069.76 |
| 0c792d32a3251b4f69dae8646dfbedbc | rio de janeiro | rj | \$16,313.60 |
| daf15f1b940cc6a72ba558f093dc00dd | celso ramos | sc | \$14,963.64 |
| 88324c93ce11436ae046563bf0da285c | rio verde | go | \$14,577.57 |
| 78fc46047c4a639e81ff65f0396e02fe | jaguariuna | sp | \$14,401.00 |
| d5f2b3f597c7ccafbb5cac0bcc3d6024 | santos | sp | \$14,196.28 |
| 03a6f3a3935165f5d26f4797ba6039bb | sao paulo | sp | \$12,834.50 |
| 6152fbfcb8a92ee25fd821740bd33b089 | salvador | ba | \$12,490.88 |
| e2f063c52fa92b54f186c62b90699c10 | morro agudo | sp | \$12,300.00 |
| 5c51fe11e0c3a016201653955c6090ee | sao jose do rio preto | sp | \$11,832.18 |
| adb32467ecc74b53576d9d13a5a55891 | goiania | go | \$11,745.00 |
| e91409937a0fd26a57310548858d1762 | porto alegre | rs | \$11,697.12 |
| 0d861a5e4dd6a9079d89e1330848f0ab | ipua | sp | \$11,572.80 |
| f4c13379ddd0ed4f4fc1c0b49c2c5e51 | alto paraíso de goias | go | \$11,531.41 |
| 159132ab31eb3c8a1061ed18967f720b | valinhos | sp | \$11,468.45 |
| a1a52dda6ac52aee936ad06712027b83 | itapetininga | sp | \$11,380.50 |
| 7d03bf20fa96e80468bbf678eebbcb3f | gaspar | sc | \$10,999.26 |
| Total | | | \$20,416,842.54 |

Number of Customers and Revenue by State, Clty

| State | Total Customers | Total Revenue |
|-----------------------|-----------------|-----------------|
| 🗲 sp | 41746 | \$7,726,078.35 |
| sao paulo | 15540 | \$2,901,789.67 |
| campinas | 1444 | \$272,595.57 |
| guarulhos | 1189 | \$207,174.47 |
| sao bernardo do campo | 938 | \$152,128.20 |
| santos | 713 | \$151,379.11 |
| jundiai | 565 | \$124,330.98 |
| santo andre | 796 | \$123,435.27 |
| osasco | 746 | \$120,565.17 |
| sao jose dos campos | 691 | \$112,025.31 |
| sorocaba | 633 | \$105,436.92 |
| ribeirao preto | 510 | \$95,773.81 |
| mogi das cruzeis | 383 | \$78,909.81 |
| sao jose do rio preto | 335 | \$74,027.49 |
| piracicaba | 369 | \$72,241.12 |
| barueri | 433 | \$70,335.27 |
| indaiatuba | 280 | \$57,058.92 |
| diadema | 286 | \$56,093.10 |
| maua | 323 | \$54,832.72 |
| taboao da serra | 296 | \$54,219.44 |
| praia grande | 311 | \$54,093.95 |
| bauru | 273 | \$51,571.09 |
| sao carlos | 236 | \$47,960.00 |
| carapicuíba | 328 | \$46,898.56 |
| taubate | 270 | \$46,777.80 |
| sao caetano do sul | 277 | \$43,446.03 |
| cotia | 250 | \$43,387.47 |
| franca | 161 | \$42,392.31 |
| marilia | 196 | \$41,012.95 |
| americana | 224 | \$40,863.26 |
| valinhos | 183 | \$40,789.63 |
| guarujá | 226 | \$40,279.52 |
| presidente prudente | 161 | \$39,529.16 |
| limeira | 190 | \$36,296.88 |
| Total | 99441 | \$20,579,664.01 |



Sellers Overview

Seller Id

All

Seller City

All

Seller State

All

Date

9/4/201610/17/2018

Revenue per Seller

| ID | City | State | Total Revenue |
|----------------------------------|-----------------------|-------|-----------------|
| 7c67e1448b00f6e969d365cea6b010ab | itaquaquecetuba | sp | \$512,645.19 |
| 1025f0e2d44d7041d6cf58b6550e0bfa | sao paulo | sp | \$312,456.49 |
| 4a3ca9315b744ce9f8e9374361493884 | ibitinga | sp | \$306,138.80 |
| 1f50f920176fa81dab994f9023523100 | sao jose do rio preto | sp | \$291,918.98 |
| 53243585a1d6dc2643021fd1853d8905 | lauro de freitas | ba | \$284,903.08 |
| da8622b14eb17ae2831f4ac5b9dab84a | piracicaba | sp | \$276,578.63 |
| 4869f7a5dfa277a7dca6462dcf3b52b2 | guariba | sp | \$264,166.12 |
| 955fee9216a65b617aa5c0531780ce60 | sao paulo | sp | \$236,414.48 |
| fa1c13f2614d7b5c4749cbc52fecda94 | sumare | sp | \$206,513.23 |
| 7e93a43ef30c4f03f38b393420bc753a | barueri | sp | \$185,134.21 |
| 6560211a19b47992c3666cc44a7e94c0 | sao paulo | sp | \$180,028.11 |
| 7a67c85e85bb2ce8582c35f2203ad736 | sao paulo | sp | \$169,734.22 |
| 25c5c91f63607446a97b143d2d535d31 | itauna | mg | \$162,241.53 |
| a1043bafd471dff536d0c462352beb48 | ilicinea | mg | \$154,356.91 |
| 46dc3b2cc0980fb8ec44634e21d2718e | rio de janeiro | rj | \$148,864.34 |
| 620c87c171fb2a6dd6e8bb4dec959fc6 | petropolis | rj | \$145,867.82 |
| b37c4c02bda3161a7546a4e6d222d5b2 | sao paulo | sp | \$145,319.04 |
| cc419e0650a3c5ba77189a1882b7556a | santo andre | sp | \$144,535.03 |
| 5dceca129747e92ff8ef7a997dc4f8ca | santa barbara d´oeste | sp | \$132,974.42 |
| 3d871de0142ce09b7081e2b9d1733cb1 | campo limpo paulista | sp | \$132,043.94 |
| 7d13fca15225358621be4086e1eb0964 | ribeirao preto | sp | \$129,169.98 |
| cca3071e3e9bb7d12640c9fbe2301306 | ibitinga | sp | \$109,955.18 |
| 8581055ce74af1daba164fdbd55a40de | guarulhos | sp | \$96,339.45 |
| f7ba60f8c3f99e7ee4042fdef03b70c4 | sao bernardo do campo | sp | \$88,668.62 |
| edb1ef5e36e0c8cd84eb3c9b003e486d | teresopolis | rj | \$86,381.32 |
| de722cd6dad950a92b7d4f82673f8833 | recife | pe | \$85,852.25 |
| ccc4bbb5f32a6ab2b7066a4130f114e3 | curitiba | pr | \$84,993.28 |
| 77530e9772f57a62c906e1c21538ab82 | curitiba | pr | \$84,003.34 |
| 634964b17796e64304cadf1ad3050fb7 | rio de janeiro | rj | \$83,496.83 |
| fe2032dab1a61af8794248c8196565c9 | campinas | sp | \$77,462.18 |
| f8db351d8c4c4c22c6835c19a46f01b0 | salto | sp | \$76,790.38 |
| 218d46b86c1881d022bce9c68a7d4b15 | ribeirao preto | sp | \$76,585.41 |
| Total | | | \$20,416,842.54 |