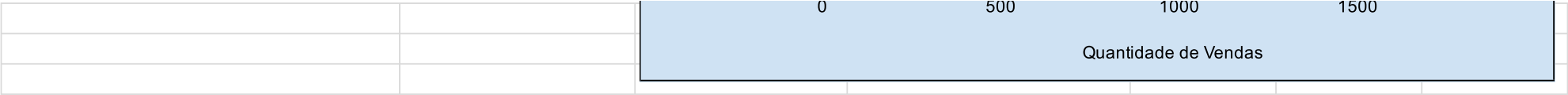
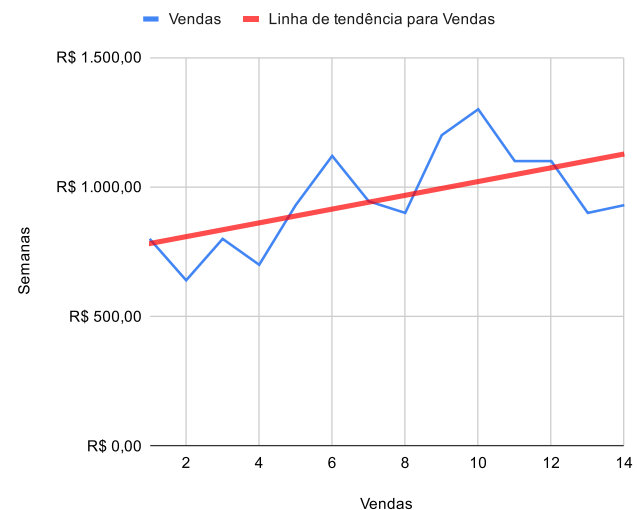


LIVROS	QUANTIDADE	PREÇO	VENDA
Harry Potter e a Pedra Filosofal	7	R\$ 105,00	R\$ 147,00
Harry Potter e a Câmara Secreta	8	R\$ 153,60	R\$ 215,04
Harry Potter e o Prisioneiro de Azkaban	10	R\$ 240,00	R\$ 336,00
Harry Potter e o Cálice de Fogo	12	R\$ 360,00	R\$ 504,00
Harry Potter e a Ordem da Fênix	10	R\$ 240,00	R\$ 336,00
Harry Potter e o Enigma do Príncipe	9	R\$ 270,00	R\$ 378,00
Harry Potter e as Relíquias da Morte	12	R\$ 432,00	R\$ 604,80
O Hobbit	7	R\$ 168,00	R\$ 235,20
Senhor do Anéis - A sociedade do Anel	6	R\$ 165,60	R\$ 231,84
Senhor dos Anéis - As duas torres	6	R\$ 165,60	R\$ 231,84
Senhor dos Anéis - O retorno do Rei	6	R\$ 165,60	R\$ 231,84
Don Quixote	5	R\$ 450,00	R\$ 630,00
Um conto de duas cidades	4	R\$ 168,00	R\$ 235,20
O Pequeno Príncipe	20	R\$ 360,00	R\$ 504,00
O caso dos dez Negrinhos	10	R\$ 180,00	R\$ 252,00
O sonho da câmara vermelha	4	R\$ 240,00	R\$ 336,00
Ela, a Feiticeira	5	R\$ 90,00	R\$ 126,00
O leão, a Feiticeira, e o guarda-roupa	6	R\$ 162,00	R\$ 226,80
O Código da Vinci	10	R\$ 240,00	R\$ 336,00
TOTAL	157	R\$ 4.355,40	R\$ 6.097,56

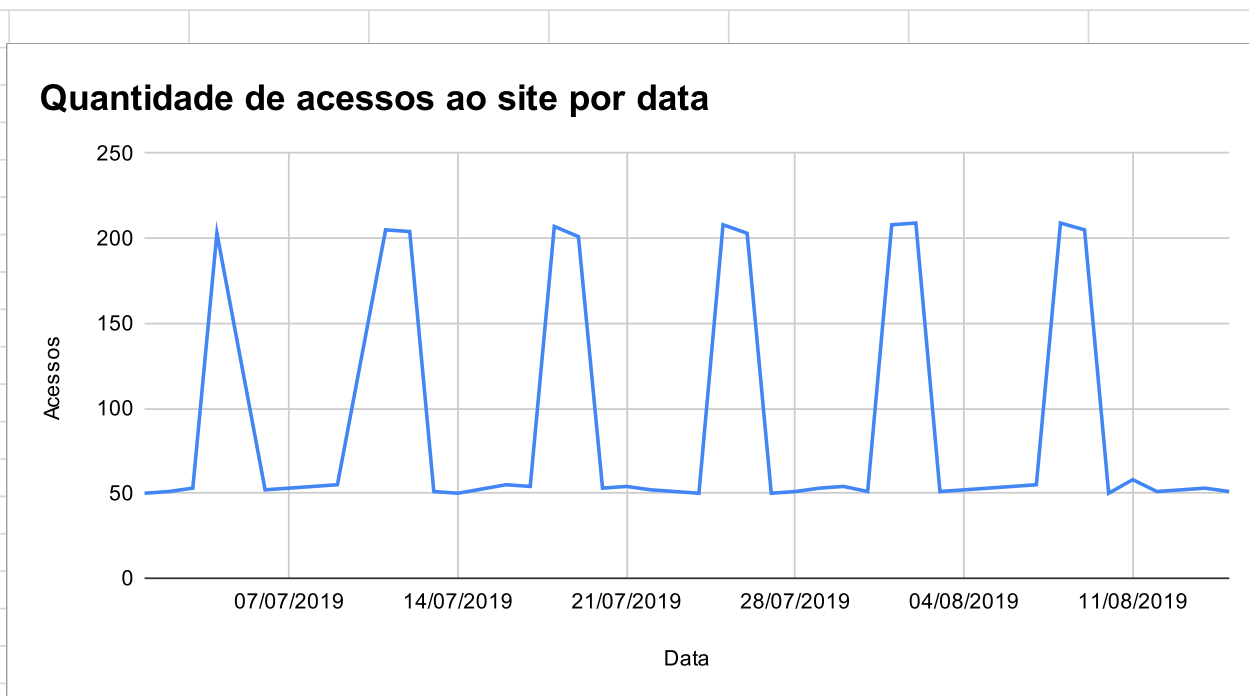




Semanas	Vendas	Velocidade	Aceleração
1	R\$ 800,00		
2	R\$ 640,00	-R\$ 160,00	
3	R\$ 800,00	R\$ 160,00	R\$ 320,00
4	R\$ 700,00	-R\$ 100,00	-R\$ 260,00
5	R\$ 930,00	R\$ 230,00	R\$ 330,00
6	R\$ 1.120,00	R\$ 190,00	-R\$ 40,00
7	R\$ 945,00	-R\$ 175,00	-R\$ 365,00
8	R\$ 900,00	-R\$ 45,00	R\$ 130,00
9	R\$ 1.200,00	R\$ 300,00	R\$ 345,00
10	R\$ 1.300,00	R\$ 100,00	-R\$ 200,00
11	R\$ 1.100,00	-R\$ 200,00	-R\$ 300,00
12	R\$ 1.100,00	R\$ 0,00	R\$ 200,00
13	R\$ 900,00	-R\$ 200,00	-R\$ 200,00
14	R\$ 930,00	R\$ 30,00	R\$ 230,00
TOTAL	R\$ 13.365,00	R\$ 130,00	R\$ 190,00



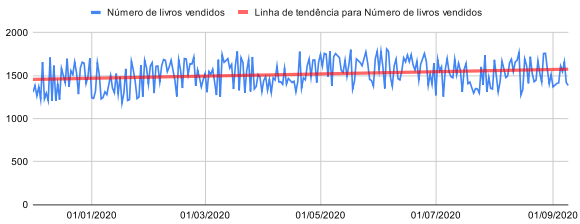
Data	Acessos	Acessos
01/07/2019	50	50
02/07/2019	51	51
03/07/2019	53	53
04/07/2019	203	203
05/07/2019		128
06/07/2019	52	52
07/07/2019	53	53
08/07/2019	54	54
09/07/2019	55	55
10/07/2019	#N/A	130
11/07/2019	205	205
12/07/2019	204	204
13/07/2019	51	51
14/07/2019	50	50
15/07/2019	#N/A	53
16/07/2019	55	55
17/07/2019	54	54
18/07/2019	207	207
19/07/2019	201	201
20/07/2019	53	53
21/07/2019	54	54
22/07/2019	52	52
23/07/2019	51	51
24/07/2019	50	50
25/07/2019	208	208
26/07/2019	203	203
27/07/2019	50	50
28/07/2019	51	51
29/07/2019	53	53
30/07/2019	54	54
31/07/2019	51	51
01/08/2019	208	208
02/08/2019	209	209



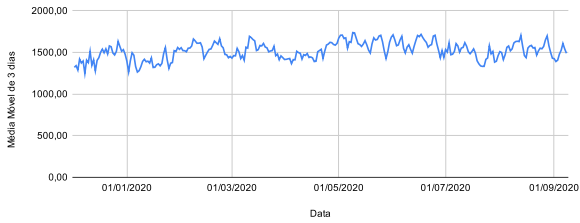
03/08/2019	51	51								
04/08/2019	52	52								
05/08/2019	53	53								
06/08/2019	54	54								
07/08/2019	55	55								
08/08/2019	209	209								
09/08/2019	205	205								
10/08/2019	50	50								
11/08/2019	58	58								
12/08/2019	51	51								
13/08/2019	52	52								
14/08/2019	53	53								
15/08/2019	51	51								

Data	Número de livros vendidos	Média Móvel de 3 dias	Média Móvel de 5 dias	Média Móvel de 7 dias	Média Móvel de 11 dias	Média Móvel de 21 dias
01/12/2019	1310					
02/12/2019	1386	1320,33				
03/12/2019	1265	1340,33	1311,6			
04/12/2019	1370	1287,33	1381,4	1349,71		
05/12/2019	1227	1418,67	1350,4	1348,00		
06/12/2019	1659	1372,33	1357,0	1323,00	1352,45	
07/12/2019	1231	1396,00	1325,2	1386,86	1380,45	
08/12/2019	1298	1246,67	1422,2	1363,71	1364,27	
09/12/2019	1211	1407,00	1332,0	1419,57	1376,91	
10/12/2019	1712	1377,00	1409,4	1355,14	1363,55	
11/12/2019	1208	1512,67	1391,4	1379,86	1396,09	1402,86
12/12/2019	1618	1344,67	1430,0	1369,14	1381,73	1412,52
13/12/2019	1208	1410,00	1332,2	1422,57	1398,64	1425,62
14/12/2019	1404	1278,33	1407,6	1392,43	1435,00	1438,24
15/12/2019	1223	1404,00		1422,29	1449,55	1434,24
16/12/2019	1585	1436,33	1426,0	1433,71	1435,55	1451,57
17/12/2019	1501	1501,00	1484,8	1457,00	1463,27	1451,52
18/12/2019	1417	1538,67	1514,4	1479,00	1467,18	1471,29
19/12/2019	1698	1495,33	1509,0	1520,43	1496,45	1476,52
20/12/2019	1371	1542,33	1511,4	1531,29	1485,73	1489,62
21/12/2019	1558	1480,67	1560,2	1535,43	1519,18	1489,19
22/12/2019	1513	1577,33	1526,6	1516,71	1525,82	1490,86
23/12/2019	1661	1568,00	1509,6	1501,43	1539,00	1472,67
24/12/2019	1530	1492,33	1516,2	1542,43	1538,18	1477,90
25/12/2019	1286	1469,00	1545,2	1555,00	1518,91	1489,71
26/12/2019	1591	1511,67	1542,2	1540,00	1549,09	1503,57
27/12/2019	1658	1631,67	1517,8	1515,00	1520,45	1486,67
28/12/2019	1646	1570,67	1557,8	1539,71	1495,27	1474,57
29/12/2019	1408	1513,33	1580,2	1533,57	1464,09	1469,62
30/12/2019	1486	1532,33	1497,2	1482,86	1475,18	1449,71
31/12/2019	1703	1477,33	1415,2	1434,29	1495,91	1450,71
01/01/2020	1243	1394,00	1397,2	1435,14	1463,09	1448,14
02/01/2020	1236	1265,67	1430,4	1450,29	1425,73	1440,67
03/01/2020	1318	1402,00	1392,6	1413,71	1395,45	1423,57
04/01/2020	1652	1494,67	1390,0	1348,57	1383,82	1423,33
05/01/2020	1514	1465,33	1392,2	1358,57	1375,27	1423,38
06/01/2020	1230	1330,33	1391,2	1364,86	1357,18	1418,48
07/01/2020	1247	1263,33	1316,8	1375,43	1367,45	1395,71
08/01/2020	1313	1280,00	1292,4	1354,29	1373,45	1379,00
09/01/2020	1280	1328,33	1347,2	1331,71	1392,27	1387,19
10/01/2020	1392	1392,00	1369,0	1342,00	1359,09	1374,14
11/01/2020	1504	1417,33	1366,8	1381,71	1356,73	1351,24
12/01/2020	1356	1387,33	1415,8	1378,00	1352,18	1371,52
13/01/2020	1302	1394,33	1394,8	1407,71	1356,55	1387,29
14/01/2020	1525	1371,33	1391,6	1377,43	1380,82	1392,90
15/01/2020	1287	1433,33	1356,4	1347,57	1374,64	1373,00
16/01/2020	1488	1318,33	1355,0	1379,57	1359,18	1360,52
17/01/2020	1180	1321,00	1366,0	1366,71	1374,18	1379,29
18/01/2020	1295	1351,67	1351,0	1323,43	1393,36	1379,71
19/01/2020	1580	1362,33	1297,8	1378,00	1405,55	1397,19
20/01/2020	1212	1338,00	1395,6	1389,29	1379,09	1412,05
21/01/2020	1222	1367,67	1450,0	1425,86	1375,91	1412,57
22/01/2020	1669	1486,00	1421,2	1417,14	1388,27	1417,76
23/01/2020	1567	1557,33	1425,6	1370,29	1395,18	1431,86
24/01/2020	1436	1412,33	1431,6	1429,14	1430,18	1431,67
25/01/2020	1234	1307,33	1422,6	1434,00	1431,27	1435,71
26/01/2020	1252	1370,00	1360,4	1435,57	1448,64	1451,24
27/01/2020	1624	1377,33	1409,2	1439,14	1484,18	1448,38
28/01/2020	1256	1520,00	1480,8	1434,43	1482,64	1469,05
29/01/2020	1680	1509,33	1511,0	1488,57	1458,18	1487,76
30/01/2020	1592	1558,33	1508,8	1545,71	1474,00	1492,48
31/01/2020	1403	1536,00	1588,0	1499,14	1508,45	1508,43
01/02/2020	1613	1556,00	1511,6	1549,71	1524,45	1526,57
02/02/2020	1652	1521,00	1515,2	1540,14	1523,55	1527,10
03/02/2020	1298	1520,00	1557,2	1516,71	1562,82	1526,95
04/02/2020	1610	1507,00	1520,2	1546,86	1562,73	1527,52
05/02/2020	1613	1550,33	1512,6	1557,57	1558,64	1528,62
06/02/2020	1428	1551,67	1590,6	1561,43	1576,82	1549,33
07/02/2020	1614	1576,67	1604,4	1597,00	1582,91	1546,52
08/02/2020	1688	1660,33	1591,2	1596,00	1574,91	1551,33
09/02/2020	1679	1638,00	1626,2	1605,57	1588,55	1552,29
10/02/2020	1547	1609,67	1639,4	1625,00	1556,45	1557,19
11/02/2020	1603	1610,00	1614,6	1601,29	1563,18	1562,43
12/02/2020	1680	1615,67	1568,4	1539,71	1575,64	1563,71
13/02/2020	1564	1564,00	1510,4	1540,86	1552,27	1562,95

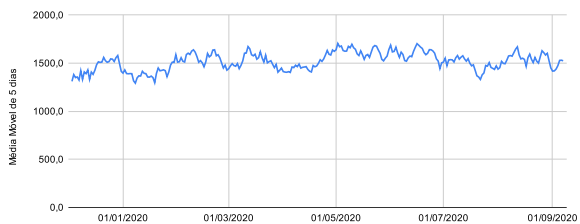
Quantidade de livros vendidos por dia



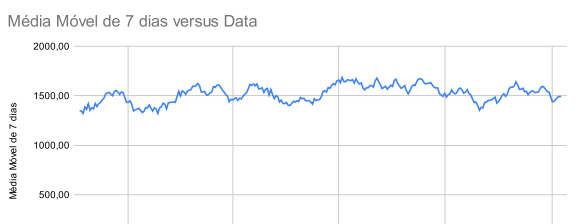
Média Móvel de 3 dias versus Data



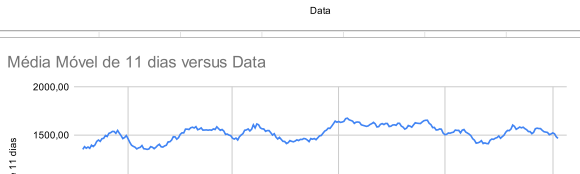
Média Móvel de 5 dias versus Data



Média Móvel de 7 dias versus Data



Média Móvel de 11 dias versus Data



Média	Variância	Desvio Padrão
1516,55	25310,52	159,09



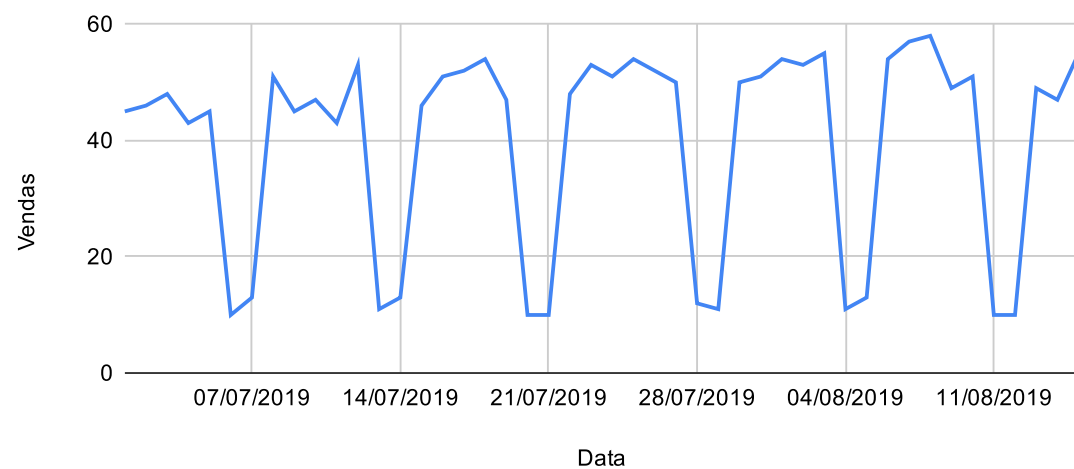
30/04/2020	1657	1607.67	1623.6	1651.43	1634.45	1620.76
01/05/2020	1746	1671.67	1639.0	1661.29	1642.45	1617.52
02/05/2020	1612	1706.00	1705.2	1633.29	1632.91	1627.29
03/05/2020	1760	1707.67	1671.2	1685.29	1636.55	1630.33
04/05/2020	1751	1666.00	1678.8	1645.71	1643.36	1641.19
05/05/2020	1487	1674.00	1632.4	1642.29	1671.82	1635.29
06/05/2020	1784	1550.33	1624.8	1663.14	1676.82	1631.95
07/05/2020	1380	1628.67	1626.2	1659.29	1659.91	1647.10
08/05/2020	1722	1620.00	1675.4	1653.71	1653.36	1630.95
09/05/2020	1758	1737.67	1661.0	1664.14	1646.09	1619.24
10/05/2020	1733	1734.33	1697.0	1629.29	1622.64	1632.38
11/05/2020	1712	1668.33	1660.6	1672.14	1635.27	1633.29
12/05/2020	1560	1604.00	1645.0	1639.43	1637.00	1628.86
13/05/2020	1540	1593.33	1597.0	1620.57	1633.64	1629.05
14/05/2020	1680	1571.00	1579.8	1630.57	1607.73	1626.02
15/05/2020	1493	1599.67	1628.4	1577.86	1602.09	1627.26
16/05/2020	1626	1640.67	1589.0	1560.29	1596.91	1634.69
17/05/2020	1803	1590.67	1540.4	1582.57	1591.55	1619.12
18/05/2020	1343	1527.67	1581.0	1582.00	1596.64	1622.12
19/05/2020	1437	1492.00	1591.0	1604.86	1610.86	1605.83
20/05/2020	1696	1603.00	1561.0	1603.43	1619.68	1603.02
21/05/2020	1676	1675.00	1615.6	1588.21	1633.32	1605.45
22/05/2020	1653	1648.33	1667.5	1650.21	1617.95	1598.45
23/05/2020	1616	1655.17	1683.7	1679.64	1585.23	1609.07
24/05/2020	1696.5	1696.50	1677.1	1645.50	1588.59	1612.17
25/05/2020	1777	1705.50	1637.9	1612.21	1612.41	1596.50
26/05/2020	1643	1625.67	1603.3	1573.21	1620.41	1611.64
27/05/2020	1457	1514.33	1540.0	1585.07	1610.32	1619.17
28/05/2020	1443	1426.67	1524.4	1597.57	1622.14	1603.98
29/05/2020	1380	1507.33	1552.6	1567.29	1621.14	1605.64
30/05/2020	1699	1621.00	1574.2	1587.29	1589.73	1614.21
31/05/2020	1784	1682.67	1642.2	1608.43	1592.82	1614.07
01/06/2020	1565	1710.67	1687.2	1595.29	1605.64	1604.02
02/06/2020	1783	1651.00	1617.6	1656.86	1608.09	1594.40
03/06/2020	1605	1579.67	1623.0	1669.00	1602.18	1591.45
04/06/2020	1351	1589.00	1666.8	1626.14	1623.73	1592.00
05/06/2020	1811	1648.67	1607.0	1599.43	1623.18	1586.48
06/06/2020	1784	1693.00	1561.6	1575.71	1594.18	1591.10
07/06/2020	1484	1548.67	1614.8	1588.29	1583.82	1600.90
08/06/2020	1378	1493.00	1591.2	1604.57	1563.00	1615.29
09/06/2020	1617	1562.67	1527.4	1553.14	1572.36	1626.90
10/06/2020	1693	1591.67	1520.8	1520.29	1600.55	1620.57
11/06/2020	1465	1536.33	1556.0	1552.29	1594.09	1615.10
12/06/2020	1451	1490.00	1574.2	1592.71	1583.09	1609.57
13/06/2020	1554	1571.00	1567.8	1610.29	1606.82	1602.48
14/06/2020	1708	1641.00	1622.8	1606.00	1629.18	1606.81
15/06/2020	1661	1703.00	1665.2	1646.00	1624.55	1626.19
16/06/2020	1740	1688.00	1703.4	1670.71	1622.36	1619.19
17/06/2020	1663	1716.00	1686.6	1672.43	1620.91	1600.29
18/06/2020	1745	1677.33	1667.6	1666.86	1637.55	1601.86
19/06/2020	1624	1645.00	1653.4	1636.57	1650.45	1602.95
20/06/2020	1566	1619.67	1610.6	1621.43	1655.00	1604.29
21/06/2020	1669	1561.33	1588.4	1626.14	1655.27	1584.24
22/06/2020	1449	1584.00	1602.8	1628.00	1623.18	1594.76
23/06/2020	1634	1593.00	1641.2	1633.71	1609.91	1599.67
24/06/2020	1696	1696.00	1640.2	1608.14	1578.64	1602.00
25/06/2020	1758	1706.00	1627.8	1586.43	1580.55	1580.52
26/06/2020	1664	1603.00	1604.4	1579.57	1553.82	1576.29
27/06/2020	1387	1522.67	1545.4	1581.14	1555.36	1574.38
28/06/2020	1517	1435.00	1522.8	1520.57	1564.91	1568.71
29/06/2020	1401	1521.00	1444.4	1510.29	1562.09	1556.57
30/06/2020	1645	1439.33	1504.2	1494.57	1522.18	1549.48
01/07/2020	1272	1534.33	1511.6	1525.43	1505.27	1555.38
02/07/2020	1686	1504.00	1552.0	1488.29	1508.55	1547.95
03/07/2020	1554	1614.33	1474.4	1512.71	1522.82	1557.33
04/07/2020	1603	1471.33	1534.4	1520.57	1520.36	1553.95
05/07/2020	1257	1477.33	1537.2	1559.43	1527.09	1535.62
06/07/2020	1572	1509.67	1535.2	1531.43	1531.18	1526.90
07/07/2020	1700	1605.33	1512.6	1520.14	1553.09	1525.90
08/07/2020	1544	1578.00	1556.2	1532.57	1549.45	1526.90
09/07/2020	1490	1503.00	1579.8	1569.14	1550.27	1522.62
10/07/2020	1475	1551.67	1542.4	1579.71	1523.73	1520.79
11/07/2020	1690	1559.33	1562.8	1560.14	1552.64	1504.26
12/07/2020	1513	1616.33	1577.4	1526.86	1559.09	1508.02
13/07/2020	1646	1574.00	1544.6	1539.00	1532.55	1491.83
14/07/2020	1563	1506.67	1521.6	1563.00	1521.91	1479.69



15/07/2020	1311	1483.00	1547.6	1522.71	1510.32	1479.69
16/07/2020	1575	1509.67	1500.0	1510.43	1494.23	1486.26
17/07/2020	1643	1542.00	1472.8	1469.93	1463.41	1494.26
18/07/2020	1408	1492.67	1483.1	1432.07	1448.23	1475.83
19/07/2020	1427	1399.17	1427.7	1437.79	1416.68	1472.83
20/07/2020	1362.5	1362.50	1369.3	1405.07	1420.32	1466.36
21/07/2020	1298	1337.17	1356.9	1355.93	1427.95	1460.17
22/07/2020	1351	1331.67	1331.3	1383.79	1442.95	1459.93
23/07/2020	1346	1332.00	1379.4	1379.21	1412.95	1459.17
24/07/2020	1299	1416.00	1398.8	1433.14	1419.59	1443.21
25/07/2020	1603	1432.33	1476.6	1435.29	1412.95	1436.93
26/07/2020	1395	1579.33	1470.0	1453.86	1411.36	1454.07
27/07/2020	1740	1482.67	1506.4	1455.00	1446.55	1454.31
28/07/2020	1313	1511.33	1456.6	1461.57	1459.82	1446.50
29/07/2020	1481	1382.67	1446.6	1473.29	1456.64	1450.79
30/07/2020	1354	1393.33	1435.6	1487.86	1468.64	1461.36
31/07/2020	1345	1461.33	1472.4	1426.57	1474.82	1477.05
01/08/2020	1685	1509.00	1438.4	1443.43	1491.64	1489.00
02/08/2020	1497	1497.67	1453.8	1470.57	1467.91	1503.71
03/08/2020	1311	1413.00	1519.0	1502.86	1484.73	1519.62
04/08/2020	1431	1471.00	1498.0	1522.00	1500.00	1542.05
05/08/2020	1671	1560.67	1494.4	1495.29	1530.73	1526.43
06/08/2020	1580	1576.67	1531.8	1517.00	1549.27	1523.81
07/08/2020	1479	1519.00	1575.4	1571.43	1547.00	1521.67
08/08/2020	1498	1542.00	1579.6	1588.29	1563.64	1536.29
09/08/2020	1649	1613.00	1573.4	1586.71	1605.36	1532.95
10/08/2020	1692	1630.00	1609.6	1601.00	1591.18	1550.43
11/08/2020	1549	1633.67	1646.0	1642.57	1561.09	1558.95
12/08/2020	1660	1629.67	1670.2	1610.71	1571.55	1546.81
13/08/2020	1680	1703.33	1586.8	1566.57	1584.36	1544.48
14/08/2020	1770	1575.00	1545.0	1567.00	1576.45	1561.76
15/08/2020	1275	1461.67	1552.0	1577.14	1583.00	1566.43
16/08/2020	1340	1436.67	1540.0	1541.57	1567.73	1554.76
17/08/2020	1695	1551.67	1468.2	1547.43	1556.91	1563.29
18/08/2020	1620	1575.33	1557.4	1512.29	1537.64	1576.71
19/08/2020	1411	1584.00	1594.2	1534.43	1537.09	1580.38
20/08/2020	1721	1552.00	1541.2	1549.86	1515.18	1568.76
21/08/2020	1524	1558.33	1506.8	1546.86	1528.91	1560.29
22/08/2020	1430	1467.33	1559.4	1533.86	1567.00	1551.76
23/08/2020	1448	1517.33	1521.0	1536.00	1573.00	1538.90
24/08/2020	1674	1550.33	1501.4	1541.43	1568.91	1526.05
25/08/2020	1529	1543.00	1567.2	1575.29	1568.36	1509.24
26/08/2020	1426	1571.33	1629.8	1596.00	1549.55	1525.24
27/08/2020	1759	1648.67	1610.0	1589.86	1535.55	1535.10
28/08/2020	1761	1698.33	1585.2	1567.00	1531.91	1533.52
29/08/2020	1575	1580.33	1602.8	1544.29	1528.45	1524.00
30/08/2020	1405	1498.00	1525.0	1539.14	1505.09	1522.86
31/08/2020	1514	1429.67	1450.8	1489.29	1512.55	
01/09/2020	1370	1424.67	1417.8	1440.14	1523.55	
02/09/2020	1390	1390.00	1420.2	1445.29	1514.73	
03/09/2020	1410	1405.67	1439.6	1465.57	1483.73	
04/09/2020	1417	1479.33	1475.0	1486.71	1466.64	
05/09/2020	1611	1525.00	1529.4	1493.86		
06/09/2020	1547	1606.67	1531.4	1493.43		
07/09/2020	1662	1543.00	1525.4			
08/09/2020	1420	1489.67				
09/09/2020	1387					

Data	Vendas	
01/07/2019	45	
02/07/2019	46	
03/07/2019	48	
04/07/2019	43	
05/07/2019	45	
06/07/2019	10	
07/07/2019	13	
08/07/2019	51	
09/07/2019	45	
10/07/2019	47	
11/07/2019	43	
12/07/2019	53	
13/07/2019	11	
14/07/2019	13	
15/07/2019	46	
16/07/2019	51	
17/07/2019	52	
18/07/2019	54	
19/07/2019	47	
20/07/2019	10	
21/07/2019	10	
22/07/2019	48	
23/07/2019	53	
24/07/2019	51	
25/07/2019	54	
26/07/2019	52	
27/07/2019	50	
28/07/2019	12	
29/07/2019	11	
30/07/2019	50	
31/07/2019	51	

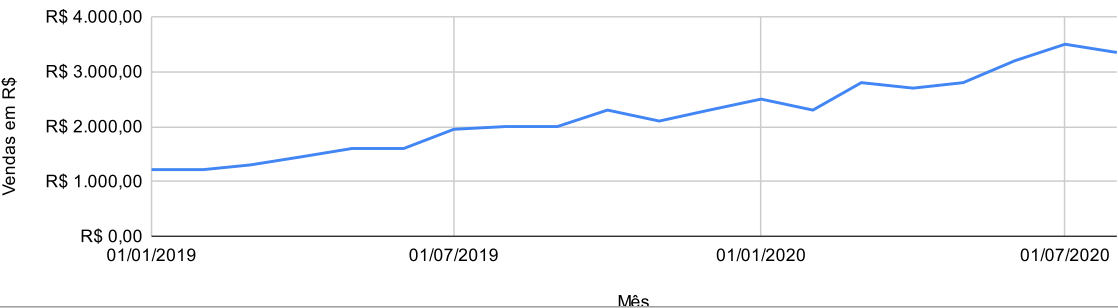
Quantidade de vendas por dia - Julho 2019



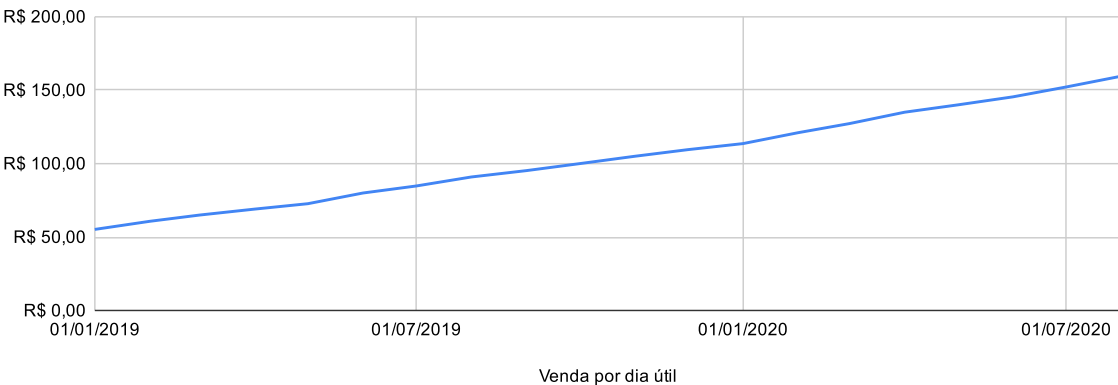
01/08/2019	54							
02/08/2019	53							
03/08/2019	55							
04/08/2019	11							
05/08/2019	13							
06/08/2019	54							
07/08/2019	57							
08/08/2019	58							
09/08/2019	49							
10/08/2019	51							
11/08/2019	10							
12/08/2019	10							
13/08/2019	49							
14/08/2019	47							
15/08/2019	55							

Mês	Vendas em R\$	Dias úteis	Venda por dia útil
01/01/2019	R\$ 1.215,00	22	R\$ 55,23
01/02/2019	R\$ 1.215,00	20	R\$ 60,75
01/03/2019	R\$ 1.300,00	20	R\$ 65,00
01/04/2019	R\$ 1.450,00	21	R\$ 69,05
01/05/2019	R\$ 1.600,00	22	R\$ 72,73
01/06/2019	R\$ 1.600,00	20	R\$ 80,00
01/07/2019	R\$ 1.950,00	23	R\$ 84,78
01/08/2019	R\$ 2.000,00	22	R\$ 90,91
01/09/2019	R\$ 2.000,00	21	R\$ 95,24
01/10/2019	R\$ 2.300,00	23	R\$ 100,00
01/11/2019	R\$ 2.100,00	20	R\$ 105,00
01/12/2019	R\$ 2.300,00	21	R\$ 109,52
01/01/2020	R\$ 2.500,00	22	R\$ 113,64
01/02/2020	R\$ 2.300,00	19	R\$ 121,05
01/03/2020	R\$ 2.800,00	22	R\$ 127,27
01/04/2020	R\$ 2.700,00	20	R\$ 135,00
01/05/2020	R\$ 2.800,00	20	R\$ 140,00
01/06/2020	R\$ 3.200,00	22	R\$ 145,45
01/07/2020	R\$ 3.500,00	23	R\$ 152,17
01/08/2020	R\$ 3.350,00	21	R\$ 159,52

Valor total de vendas por mês

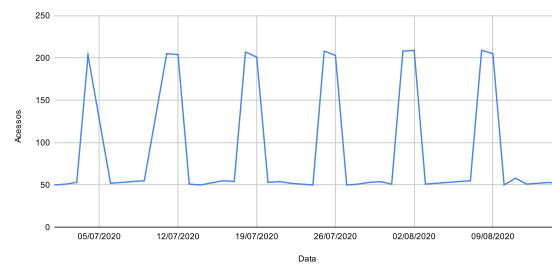


Valor total de vendas em dias úteis por mês

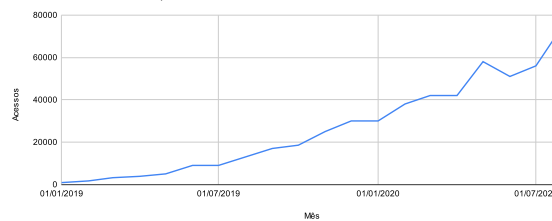


Data	Acessos	Mês	Acessos	Número de FDS	Número de Acessos por FDS
01/07/2020	50	01/01/2019	880	8	110
02/07/2020	51	01/02/2019	1680	8	210
03/07/2020	53	01/03/2019	3200	10	320
04/07/2020	203	01/04/2019	3840	8	480
05/07/2020	128	01/05/2019	5000	8	625
06/07/2020	52	01/06/2019	9000	10	900
07/07/2020	53	01/07/2019	9000	8	1125
08/07/2020	54	01/08/2019	13000	9	1444
09/07/2020	55	01/09/2019	17000	9	1889
10/07/2020	130	01/10/2019	18550	8	2319
11/07/2020	205	01/11/2019	25000	9	2778
12/07/2020	204	01/12/2019	30000	9	3333
13/07/2020	51	01/01/2020	30000	8	3750
14/07/2020	50	01/02/2020	38000	9	4222
15/07/2020	53	01/03/2020	42000	9	4667
16/07/2020	55	01/04/2020	42000	8	5250
17/07/2020	54	01/05/2020	58000	10	5800
18/07/2020	207	01/06/2020	51000	8	6375
19/07/2020	201	01/07/2020	56000	8	7000
20/07/2020	53	01/08/2020	75000	10	7500
21/07/2020	54				
22/07/2020	52				
23/07/2020	51				
24/07/2020	50				
25/07/2020	208				
26/07/2020	203				
27/07/2020	50				
28/07/2020	51				
29/07/2020	53				
30/07/2020	54				
31/07/2020	51				
01/08/2020	208				
02/08/2020	209				
03/08/2020	51				
04/08/2020	52				
05/08/2020	53				
06/08/2020	54				
07/08/2020	55				
08/08/2020	209				
09/08/2020	205				
10/08/2020	50				
11/08/2020	58				
12/08/2020	51				
13/08/2020	52				
14/08/2020	53				
15/08/2020	51				

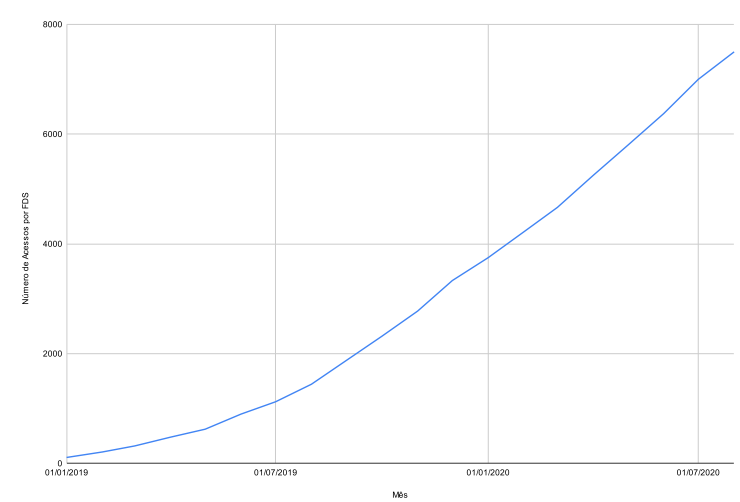
Quantidade de acessos por data (01/07/2020 - 15/08/2020)



Quantidade de acessos por mês

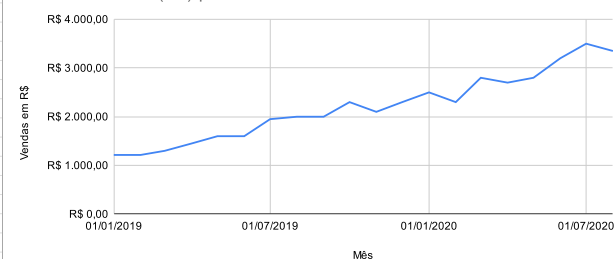


Quantidade de acessos em finais de semana por mês

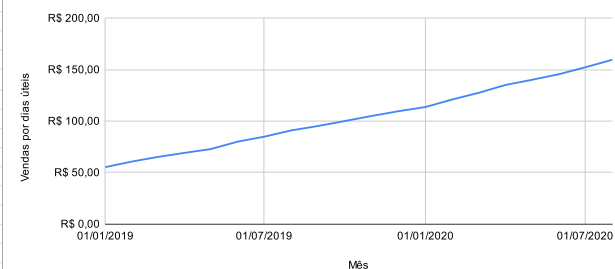


Mês	Vendas em R\$	Dias úteis	Vendas por dias úteis	Velocidade do aumento das vendas por dias úteis	Aceleração da velocidade das vendas por dias úteis
01/01/2019	R\$ 1.215,00	22	R\$ 55,23		
01/02/2019	R\$ 1.215,00	20	R\$ 60,75	R\$ 5,52	
01/03/2019	R\$ 1.300,00	20	R\$ 65,00	R\$ 4,25	-R\$ 1,27
01/04/2019	R\$ 1.450,00	21	R\$ 69,05	R\$ 4,05	-R\$ 0,20
01/05/2019	R\$ 1.600,00	22	R\$ 72,73	R\$ 3,68	-R\$ 0,37
01/06/2019	R\$ 1.600,00	20	R\$ 80,00	R\$ 7,27	R\$ 3,59
01/07/2019	R\$ 1.950,00	23	R\$ 84,78	R\$ 4,78	-R\$ 2,49
01/08/2019	R\$ 2.000,00	22	R\$ 90,91	R\$ 6,13	R\$ 1,34
01/09/2019	R\$ 2.000,00	21	R\$ 95,24	R\$ 4,33	-R\$ 1,80
01/10/2019	R\$ 2.300,00	23	R\$ 100,00	R\$ 4,76	R\$ 0,43
01/11/2019	R\$ 2.100,00	20	R\$ 105,00	R\$ 5,00	R\$ 0,24
01/12/2019	R\$ 2.300,00	21	R\$ 109,52	R\$ 4,52	-R\$ 0,48
01/01/2020	R\$ 2.500,00	22	R\$ 113,64	R\$ 4,11	-R\$ 0,41
01/02/2020	R\$ 2.300,00	19	R\$ 121,05	R\$ 7,42	R\$ 3,30
01/03/2020	R\$ 2.800,00	22	R\$ 127,27	R\$ 6,22	-R\$ 1,20
01/04/2020	R\$ 2.700,00	20	R\$ 135,00	R\$ 7,73	R\$ 1,51
01/05/2020	R\$ 2.800,00	20	R\$ 140,00	R\$ 5,00	-R\$ 2,73
01/06/2020	R\$ 3.200,00	22	R\$ 145,45	R\$ 5,45	R\$ 0,45
01/07/2020	R\$ 3.500,00	23	R\$ 152,17	R\$ 6,72	R\$ 1,26
01/08/2020	R\$ 3.350,00	21	R\$ 159,52	R\$ 7,35	R\$ 0,63
<b>MÉDIA</b>	<b>R\$ 2.209,00</b>	<b>21</b>	<b>R\$ 104,12</b>	<b>R\$ 5,49</b>	<b>R\$ 0,10</b>

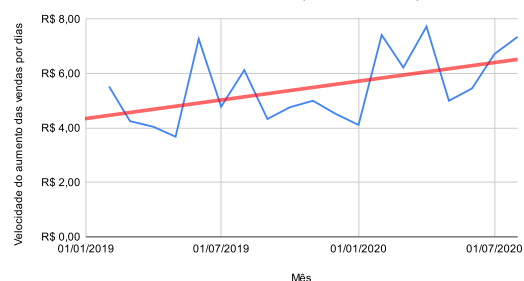
Valor em vendas (R\$) por mês de 01/2019 - 08/2020



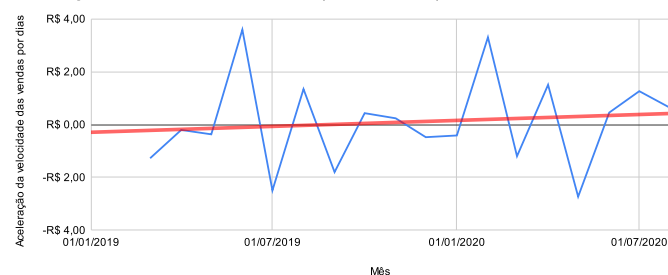
Vendas por dias úteis por mês



Velocidade do aumento das vendas por dias úteis por Mês

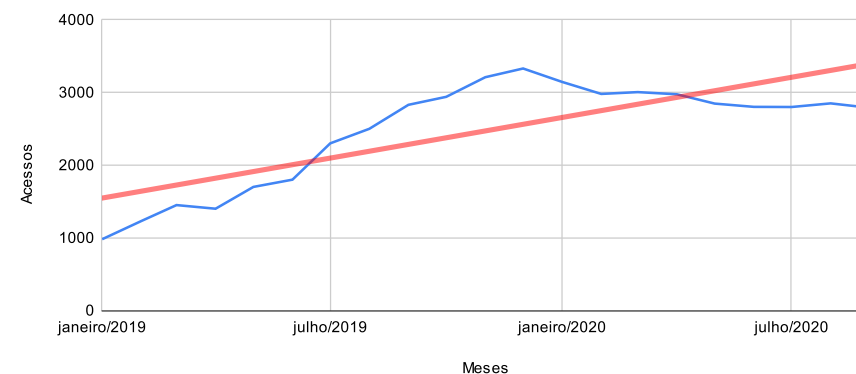


Aceleração da velocidade das vendas por dias úteis por Mês



Meses	Acessos	Vendas	Taxa de Conversão de Acessos pra Vendas
janeiro/2019	980	100	10,20%
fevereiro/2019	1230	120	9,76%
março/2019	1450	150	10,34%
abril/2019	1400	152	10,86%
maio/2019	1700	180	10,59%
junho/2019	1800	190	10,56%
julho/2019	2300	245	10,65%
agosto/2019	2500	265	10,60%
setembro/2019	2830	320	11,31%
outubro/2019	2940	335	11,39%
novembro/2019	3210	357	11,12%
dezembro/2019	3330	370	11,11%
janeiro/2020	3145	372	11,83%
fevereiro/2020	2980	350	11,74%
março/2020	3005	345	11,48%
abril/2020	2975	375	12,61%
maio/2020	2847	380	13,35%
junho/2020	2802	390	13,92%
julho/2020	2800	400	14,29%
agosto/2020	2850	405	14,21%
setembro/2020	2789	398	14,27%

Quantidade de acessos por mês



Taxa de Conversão de Acessos pra Vendas por Mês

