Sales Performance Dashboard (From Sep 2016 to Aug 2018)

Order Fulfillment Rate

R\$159.85

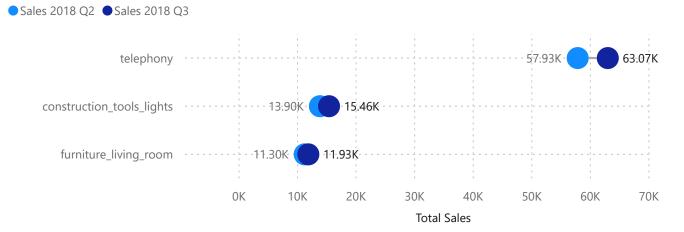
AOV (Average Order Value)

97.02%

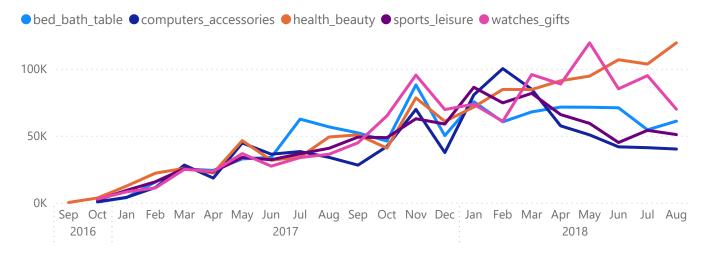
110K

Number of Sold Products

Growth Rates of Top 10 Product Category



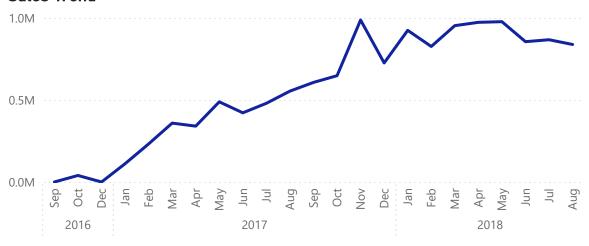
Sales Trend of Top 5 Product Category



Total Sales

| 70g | customer_state | 2016 | 2017 | 2018 | Total ▼ |
|-----|----------------|-----------|--------------|--------------|---------------|
| | ⊕ SP | 13,364.85 | 2,425,214.50 | 3,327,181.40 | 5,765,760.75 |
| | ⊕ RJ | 8,881.09 | 1,012,964.32 | 1,033,511.02 | 2,055,356.43 |
| | ⊕ MG | 4,747.50 | 823,952.43 | 989,191.50 | 1,817,891.43 |
| | ⊕ RS | 2,898.11 | 410,355.84 | 447,612.81 | 860,866.76 |
| | ⊕ PR | 2,599.97 | 336,365.27 | 442,954.31 | 781,919.55 |
| | ⊕ SC | 2,500.72 | 259,582.54 | 332,517.35 | 594,600.61 |
| | ⊕ BA | 321.01 | 269,424.83 | 321,394.82 | 591,140.66 |
| | ⊕ DF | 1,200.11 | 151,658.64 | 193,287.42 | 346,146.17 |
| | ⊕ GO | 1,056.12 | 156,994.02 | 176,244.08 | 334,294.22 |
| | ⊕ ES | 991.81 | 137,784.46 | 178,906.38 | 317,682.65 |
| | ⊕ PE | 1,543.95 | 142,218.04 | 165,312.60 | 309,074.59 |
| | ⊕ CE | 1,885.38 | 132,270.09 | 132,201.69 | 266,357.16 |
| | ⊕ PA | 1,283.09 | 106,518.18 | 104,226.28 | 212,027.55 |
| | ⊕ MT | 101.44 | 88,843.32 | 92,496.96 | 181,441.72 |
| | ⊕ MA | 998.85 | 73,282.64 | 73,418.99 | 147,700.48 |
| | ⊕ PB | 74.74 | 60,608.38 | 77,151.53 | 137,834.65 |
| | Total | 46,067.71 | 6,916,544.95 | 8,451,736.48 | 15,414,349.14 |

Sales Trend



Seller Performance Dashboard (From Sep 2016 to Aug 2018) seller_type highend premium regular **Number of Category** Number of Sellers AOV (Average Order Value) volume premium 74 3095 137.04 Number of Orders by the Most Ordered Product Category bed bath table health_beauty furniture decor Sales Trend by Seller Type ●highend_premium ●regular ●volume_premium volume premium regular regular volume_premi... computers_accessories sports leisure volume_premium regular volume_pre... volume premiu... hi. Possible Dormant Seller Rate **Consistent Selling Rate** Mar Apr Jun Jul Jun Jul Aug Sep Oct Nov Mar Feb Mar Apr Mar Apr May Jun Jun Jun Jun Jun Aug Aug Aug Aug Aug Aug is consistent • 0 • 1 Active Dormant 2016 2017 Seller Distribution by Region 27.37% highend premiumregularvolume premium 67.41% regular 86.84% 1500 92.31% 98.70% highend p... 1000 96.10% volume pr... 500

50%

100%

regular

volume premium highend premium

RS GO DF ES BA CE PE PB MS MT RN RO SE AC AM MA PI

seller state

Customer Type Customer Performance Dashboard (From Sep 2016 to Aug 2018) heavy_regular ☐ highend_premium Number of Total Customers AOV (Average Order Value) Repurchase Rate one time highend 3.00% regular 99K 141.61 volume_premium **Monthly Active Customers Product Categories by Customer Segment** ● heavy_regular ● highend_premium ● one_time_highend ● regular ● volume_premium health beauty watches_gifts bed bath table sports_leisure computers_accessories furniture decor housewares cool stuff Jan Mar Apr May Jun Jul Jul Aug May Apr May Nov Nov Mar Apr Mar Apr May Jun Jul Jul Jul Aug Aug 0.0M 0.5M 1.0M 2016 2017 Sales **Customer Distribution by Region Payment Preference** Repurchase Rate by Review Behaviour SP PR SC RS 78.34% credit_card 3.82% Left Review 17.92% 5.46K 3.64K 12.85K GO voucher 2.43% No Review 2.02K 3.38K PE debit card DF

50%

2%

4%

ES

41.72K