Sales Performance Dashboard *(From Sep 2016 to Aug 2018)*

AOV (Average Order Value)
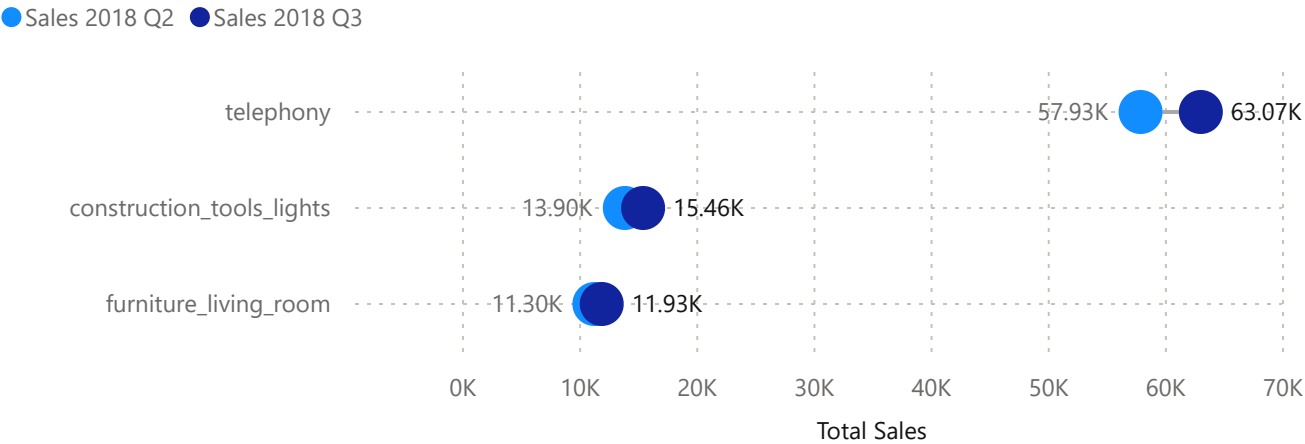# R$159.85

Order Fulfillment Rate
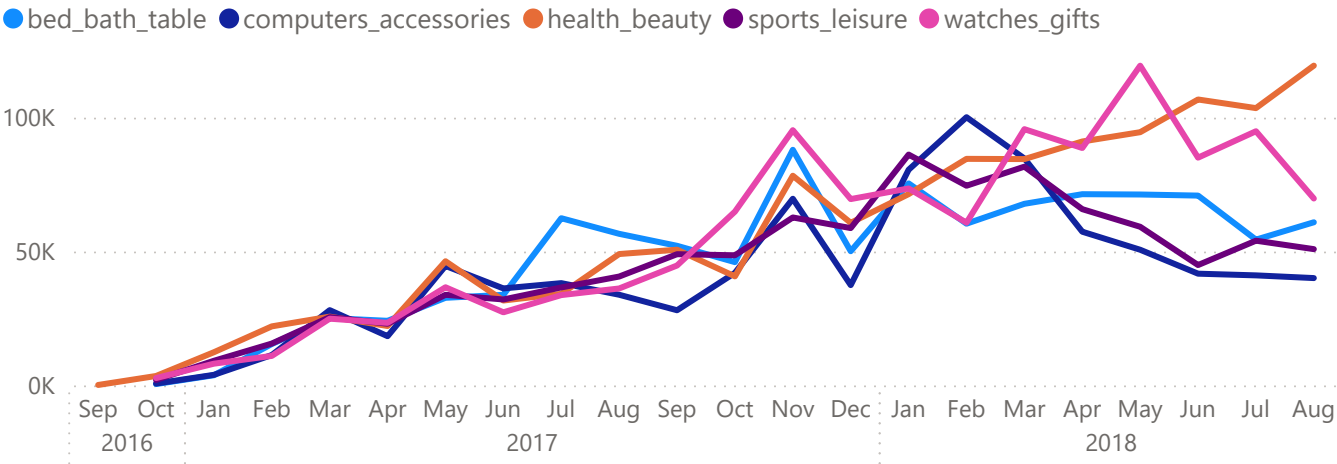# 97.02%

Number of Sold Products
113K

Total Sales

customer_state	2016	2017	2018	Total
⊞ RR	69.02	2,006.58	6,963.92	**9,039.52**
⊞ AP		7,210.54	8,931.27	**16,141.81**
⊞ AC		12,903.15	6,683.10	**19,586.25**
⊞ AM		12,833.93	14,762.25	**27,596.18**
⊞ RO		30,321.57	26,654.13	**56,975.70**
⊞ TO		28,155.51	31,851.86	**60,007.37**
⊞ SE	345.92	37,359.42	32,583.79	**70,289.13**
⊞ AL	76.60	50,895.83	43,223.36	**94,195.79**
⊞ RN	881.34	43,424.54	56,422.42	**100,728.30**
⊞ PI	246.09	43,448.62	61,577.46	**105,272.17**
⊞ MS		59,947.76	74,473.78	**134,421.54**
⊞ PB	74.74	60,608.38	77,151.53	**137,834.65**
⊞ MA	998.85	73,282.64	73,418.99	**147,700.48**
⊞ MT	101.44	88,843.32	92,496.96	**181,441.72**
⊞ PA	1,283.09	106,518.18	104,226.28	**212,027.55**
⊞ CE	1,885.38	132,270.09	132,201.69	**266,357.16**
Total	**46,067.71**	**6,916,544.95**	**8,451,736.48**	**15,414,349.14**

Growth Rates of Top 10 Product Category

● Sales 2018 Q2   ● Sales 2018 Q3

Sales Trend of Top 5 Product Category

● bed_bath_table ● computers_accessories ● health_beauty ● sports_leisure ● watches_gifts

Sales Trend

Seller Performance Dashboard (From Sep 2016 to Aug 2018)

seller_type

☐ highend_premium
☐ regular
☐ volume_premium

Number of Sellers

AOV (Average Order Value)

Number of Category

3095

137.04

74

Sales Trend by Seller Type

● highend_premium ● regular ● volume_premium
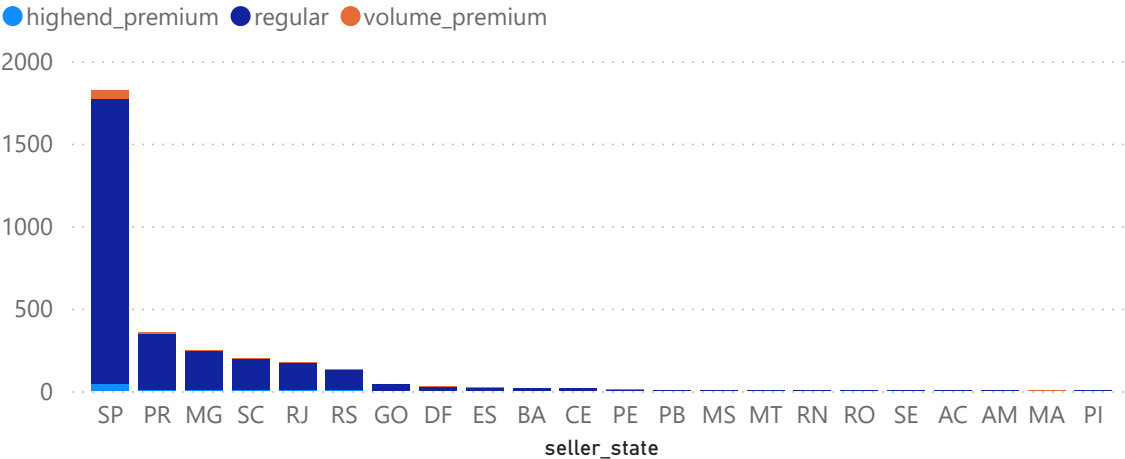
Number of Orders by the Most Ordered Product Category

Seller Distribution by Region

● highend_premium ● regular ● volume_premium

Possible Dormant Seller Rate

● Active ● Dormant
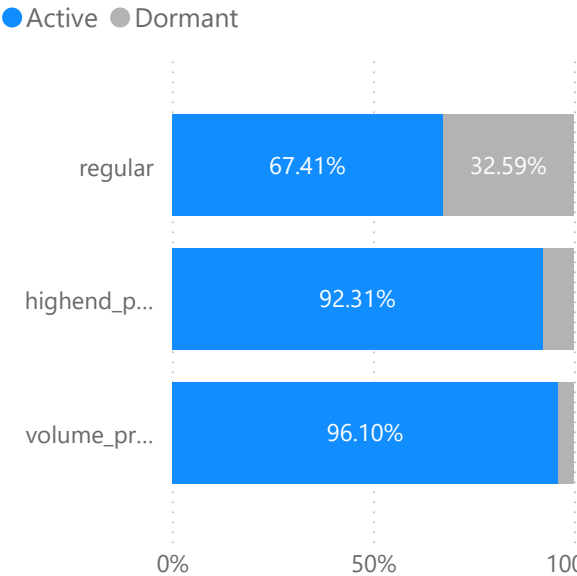
Consistent Selling Rate

is_consistent ● 0 ● 1
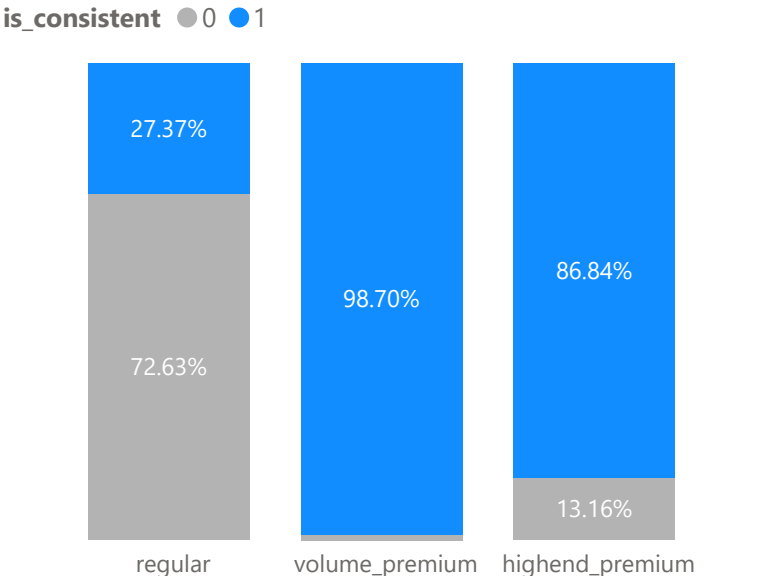
Customer Performance Dashboard (From Sep 2016 to Aug 2018)

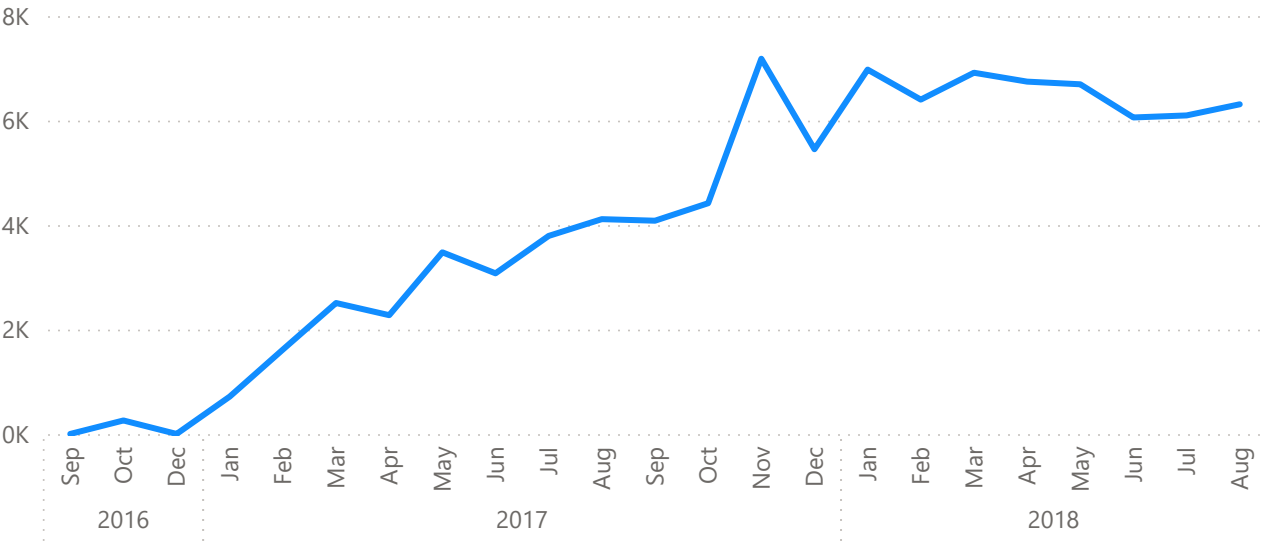**Number of Total Customers**
99K

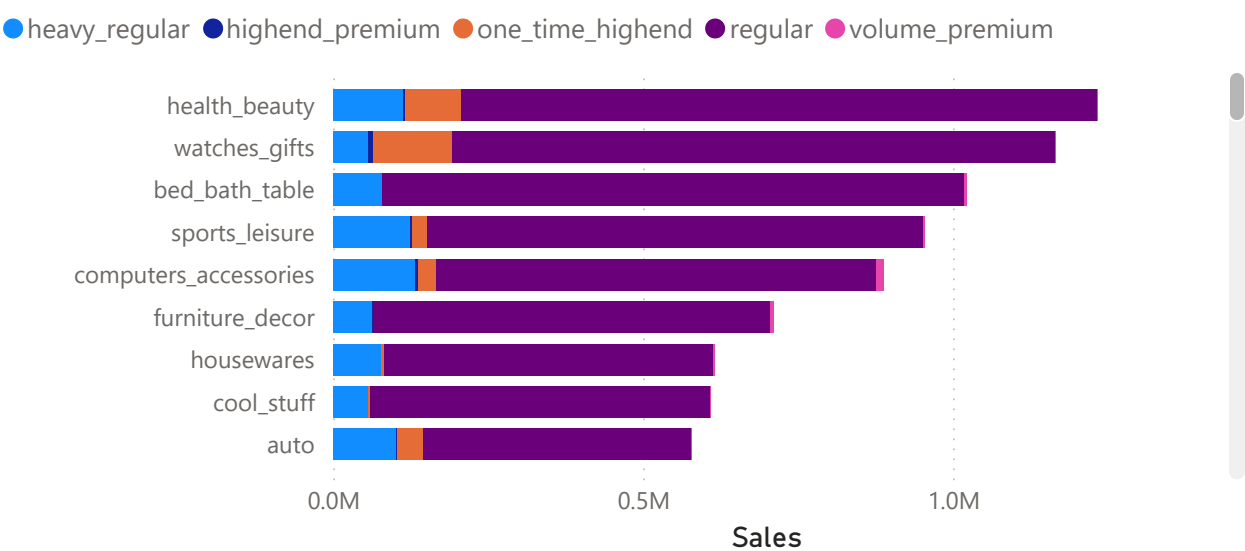**AOV (Average Order Value)**
141.61

Repurchase Rate
3.00%

Monthly Active Customers

Product Categories by Customer Segment

● heavy_regular ● highend_premium ● one_time_highend ● regular ● volume_premium

Sales

Customer Distribution by Region

- SP 41.72K
- RJ 12.85K
- MG 11.63K
- RS 5.46K
- PR 5.05K
- SC 3.64K
- BA 3.38K
- GO 2.02K
- DF
- PE
- ES
- CE

Payment Preference

- credit_card 78.34%
- boleto 17.92%
- voucher 2.37%
- debit_card 1.36%
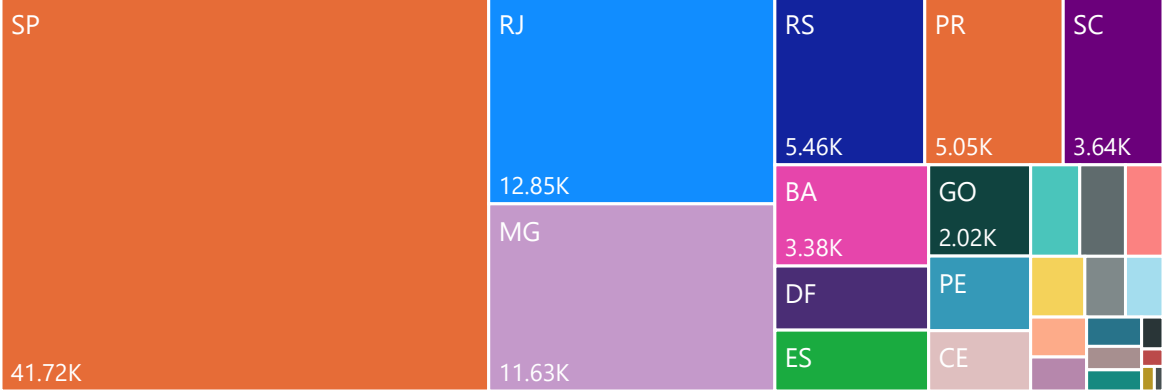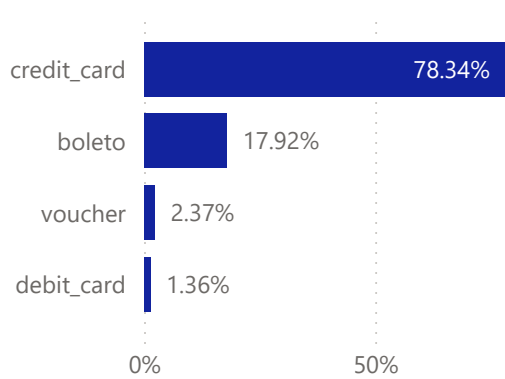
Repurchase Rate by Review Behaviour

- Left Review 3.82%
- No Review 2.43%