

Sales Performance Dashboard

(From Sep 2016 to Aug 2018)

AOV (Average Order Value)

R\$159.85

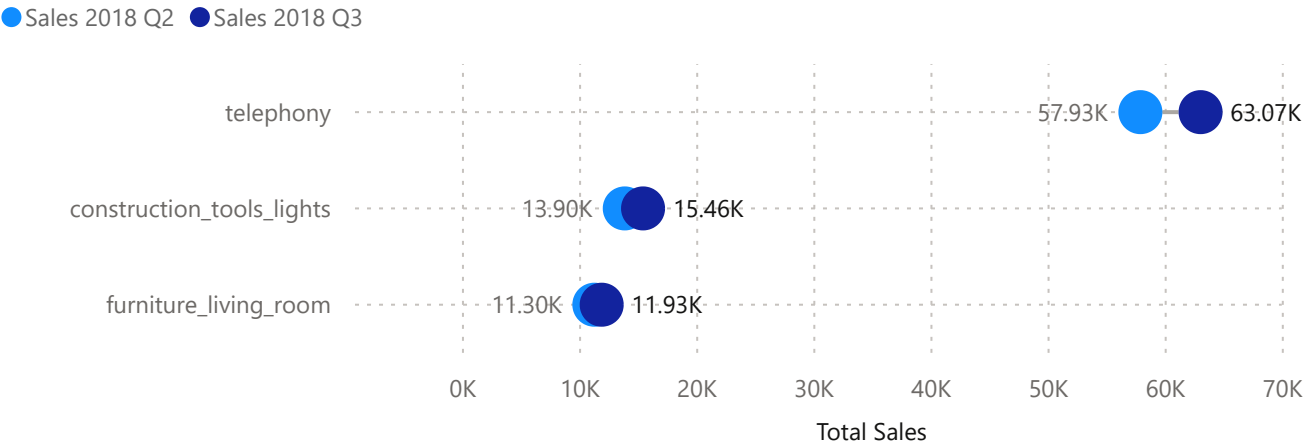
Order Fulfillment Rate

97.02%

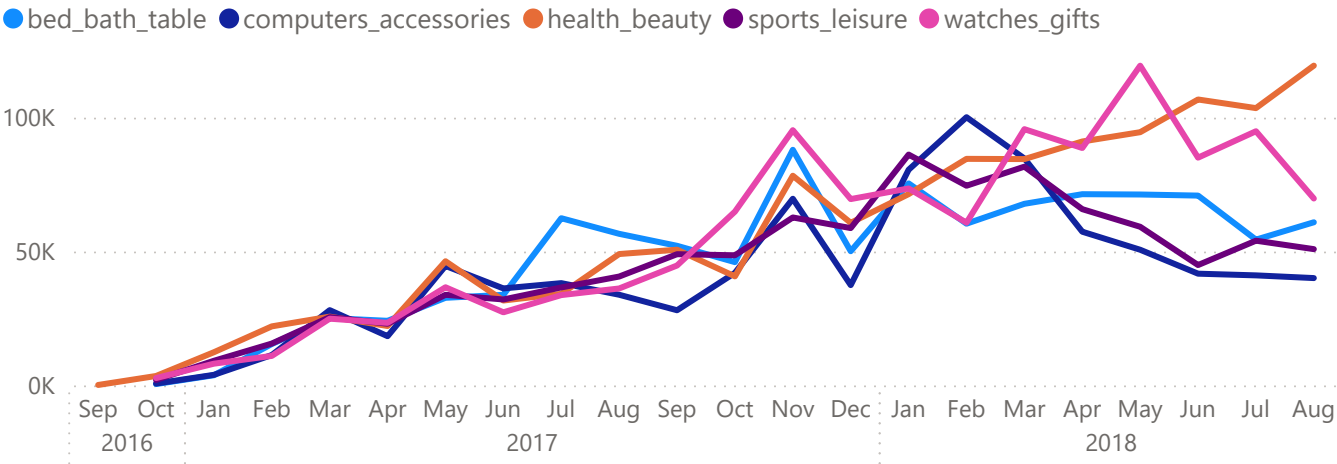
Number of Sold Products

110K

Growth Rates of Top 10 Product Category



Sales Trend of Top 5 Product Category



Total Sales

| 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)

Number of Sellers AOV (Average Order Value) Number of Category

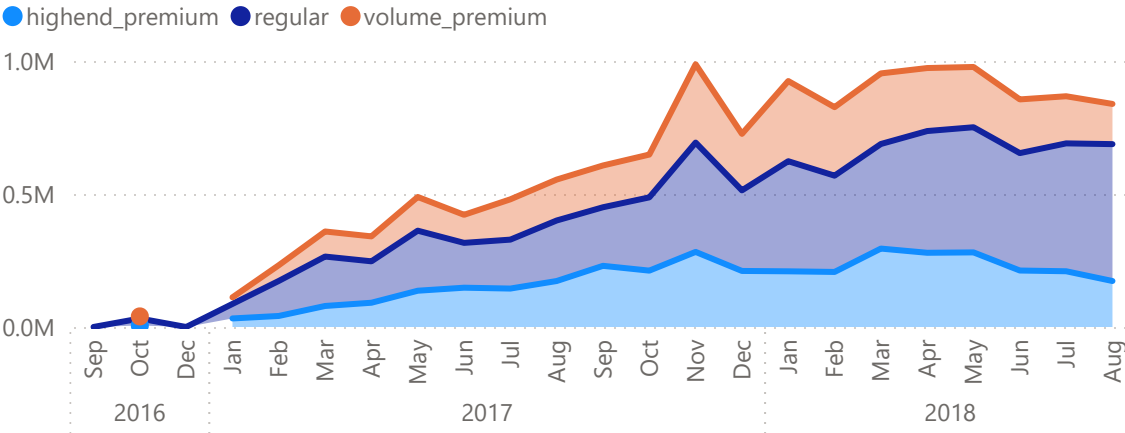
3095

137.04

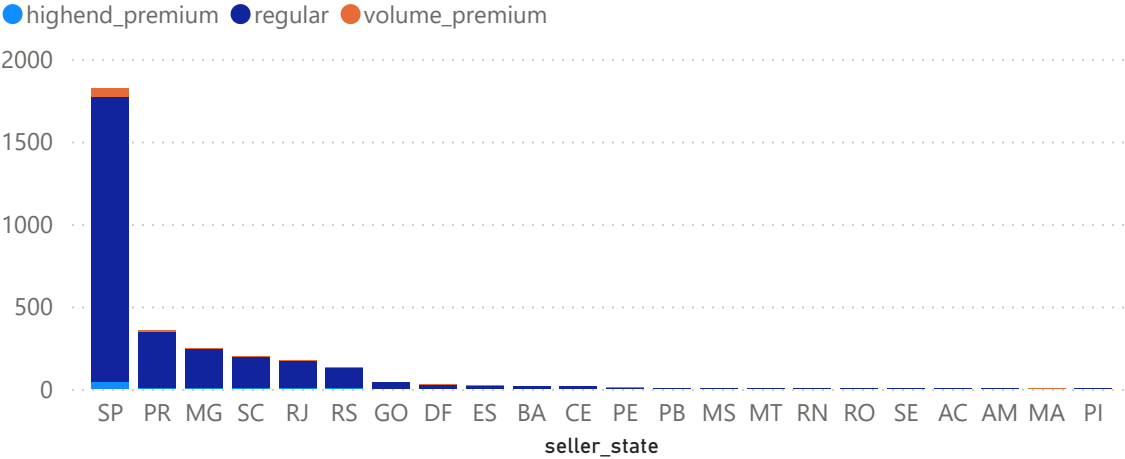
74

- seller_type
- highend_premium
 - regular
 - volume_premium

Sales Trend by Seller Type



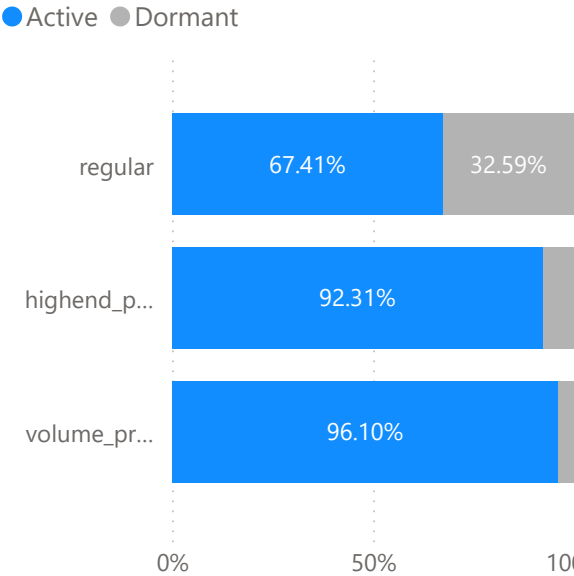
Seller Distribution by Region



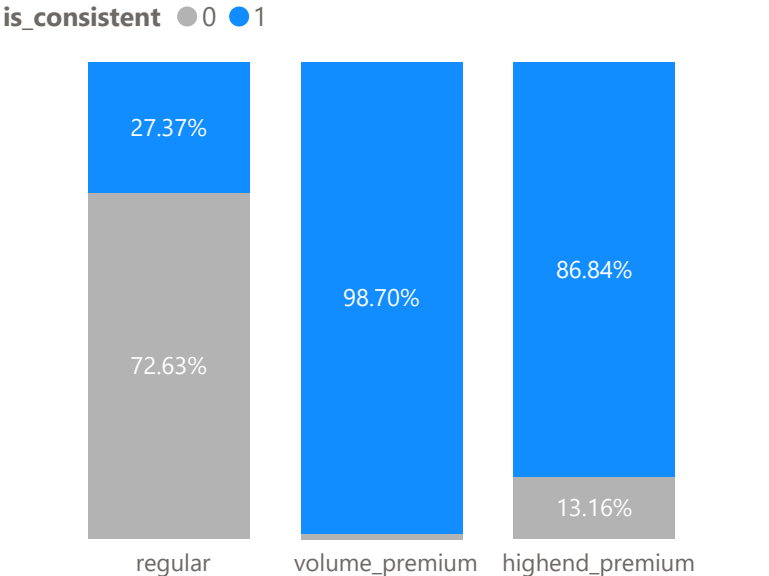
Number of Orders by the Most Ordered Product Category



Possible Dormant Seller Rate



Consistent Selling Rate



Customer Performance Dashboard

(From Sep 2016 to Aug 2018)

Number of Total Customers

99K

AOV (Average Order Value)

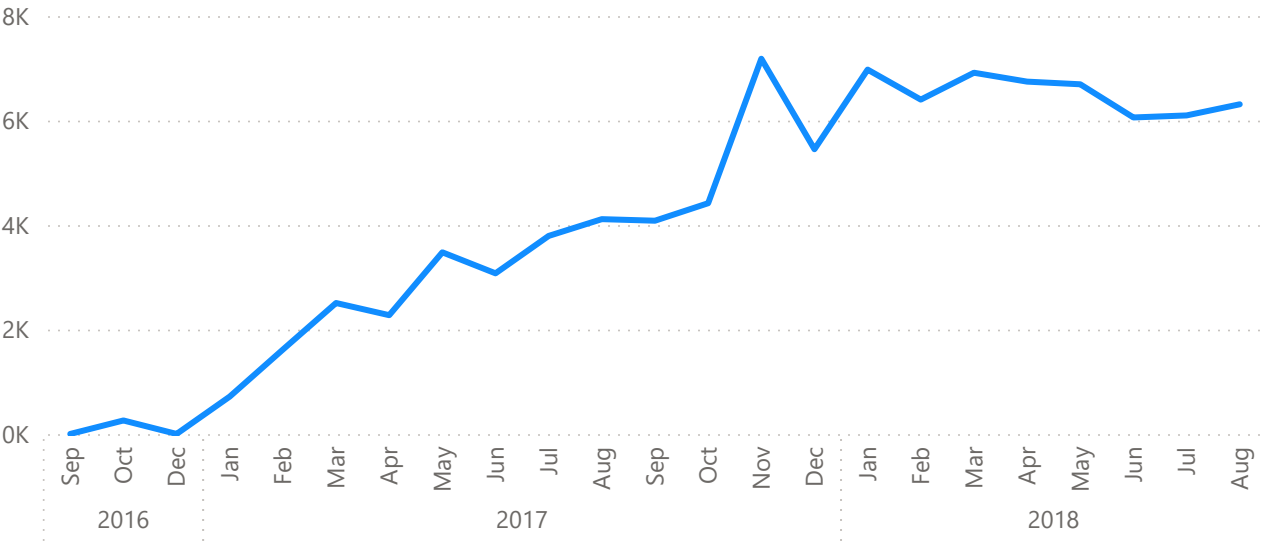
141.61

Repurchase Rate

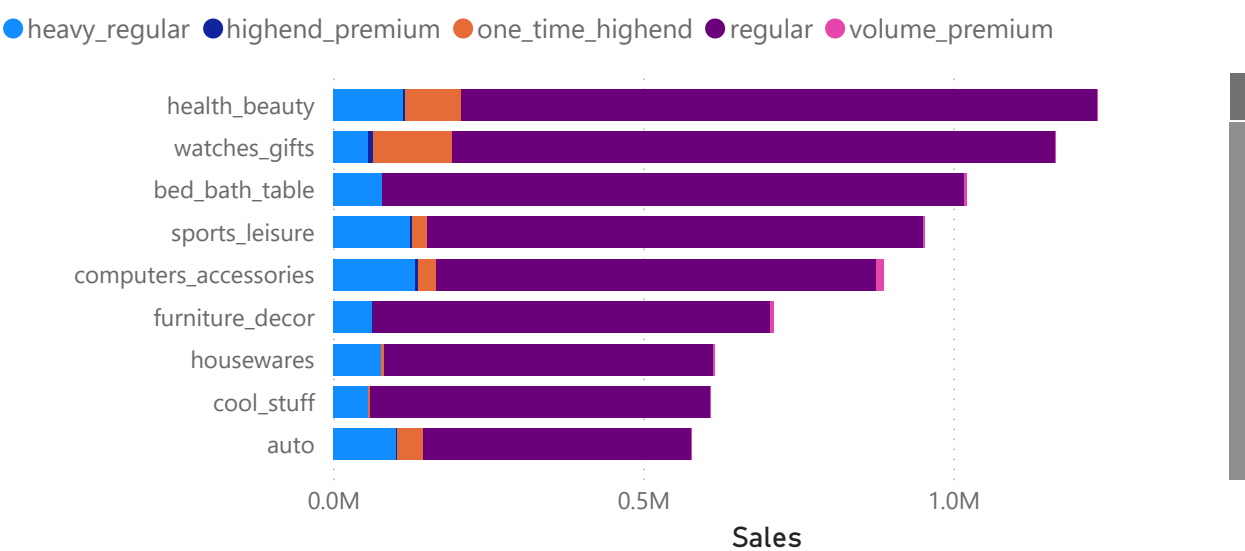
3.00%

- Customer Type
- heavy_regular
 - highend_premium
 - one_time_highend
 - regular
 - volume_premium

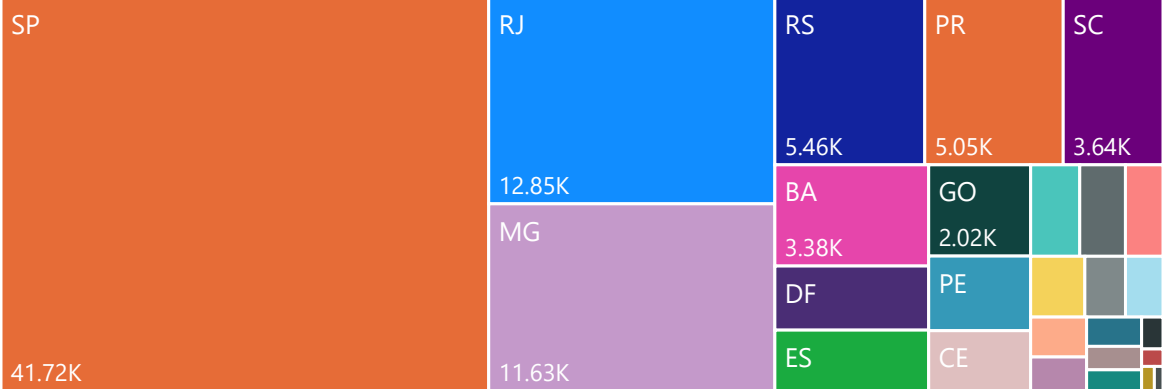
Monthly Active Customers



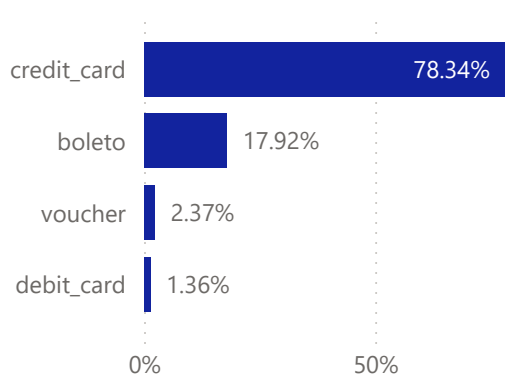
Product Categories by Customer Segment



Customer Distribution by Region



Payment Preference



Repurchase Rate by Review Behaviour

