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

AOV (Average Order Value) Order Fulfillment Rate

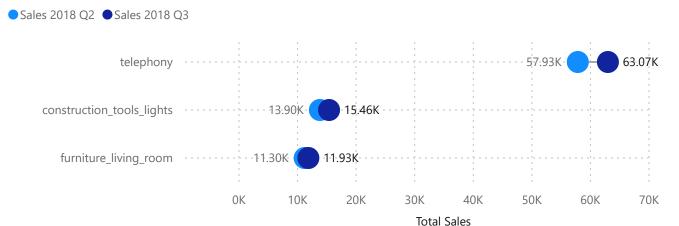
R\$159.85

97.02%

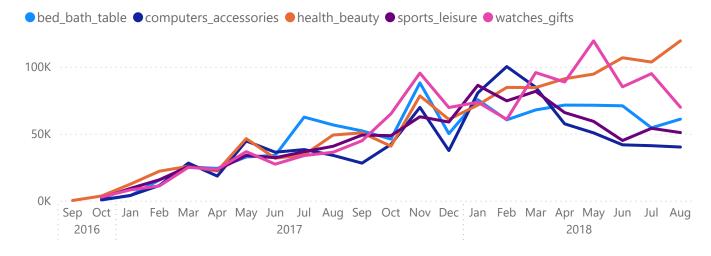
113K

Number of Sold Products

# **Growth Rates of Top 10 Product Category**



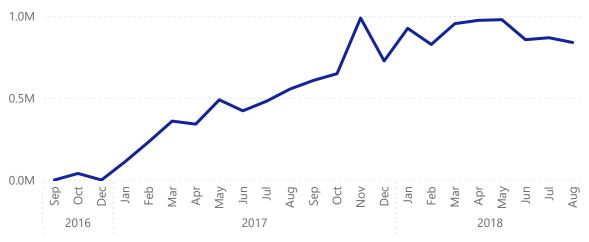
## Sales Trend of Top 5 Product Category



## **Total Sales**

	cus	stomer_state	2016	2017	2018	Total _
£0.2	+	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

### 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 auto 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