

Month

All

State, City

All

Seller Cluster

All

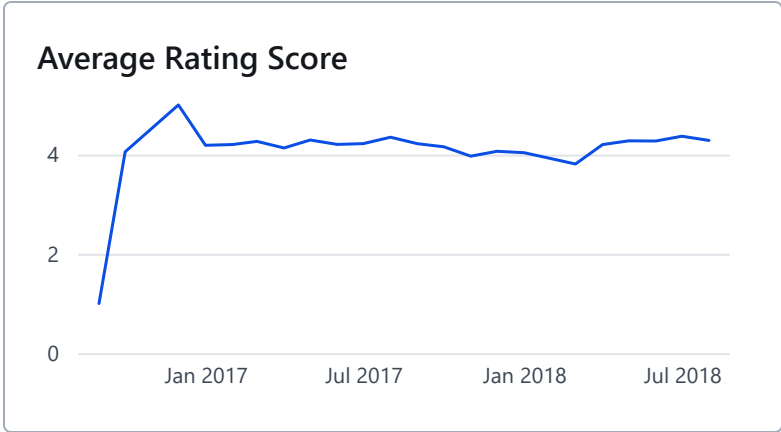
Monthly Sales KPIs

Sales	Orders	Products Sold	Avg Order Value
\$138M	6K	938K	\$21K
MoM -0.01%	MoM 3.31%	MoM 6.23%	MoM -3.22%



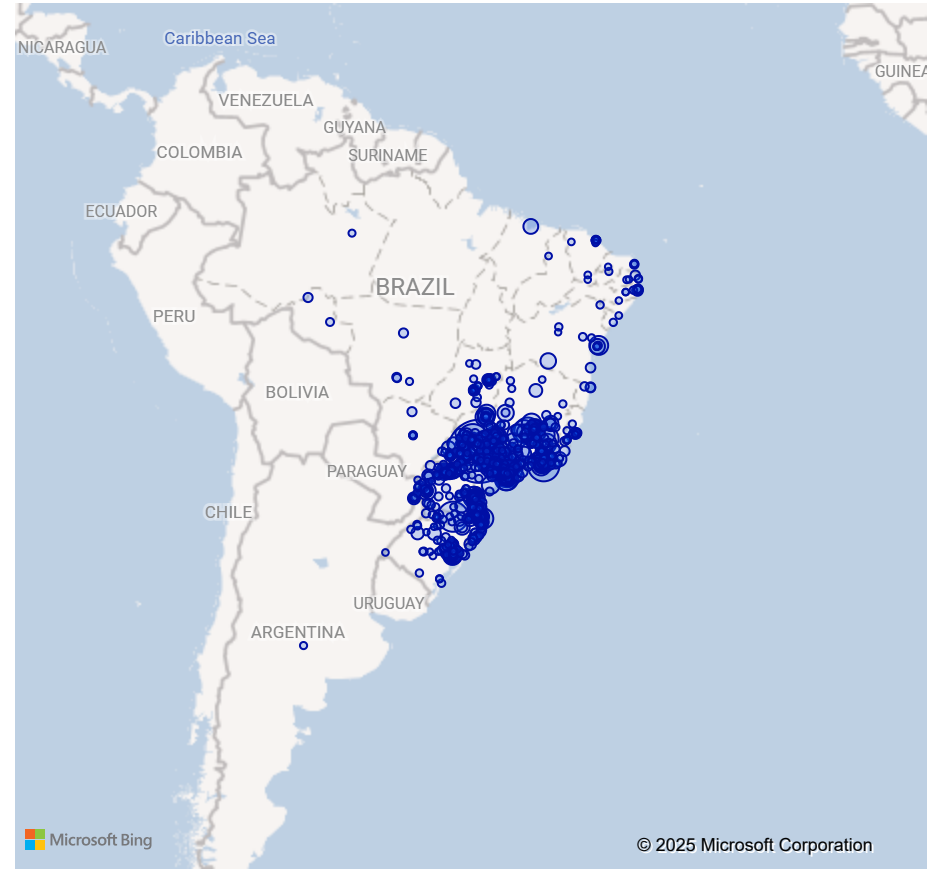
Monthly Platform KPIs

Active Customers	Active Sellers	Rating Score
6K	1K	4.28
MoM 3.31%	MoM 1.78%	MoM -0.08



Market Coverage

by Sales



Top 5 Cities

by Sales

ibitinga	0.21bn
sao paulo	0.16bn
rio de janeiro	0.10bn
curitiba	0.08bn
ribeirao preto	0.05bn

by Number of Sellers

sao paulo	539
curitiba	122
são paulo	122
rio de janeiro	92
belo horizo...	66

Top 5 Categories

by Sales

bed_bath_ta...	0.27bn
health_beau...	0.20bn
watches_gifts	0.18bn
computers_...	0.16bn
sports_leisure	0.14bn

by Number of Sellers

health_bea...	403
housewares	355
sports_leisu...	343
auto	287
furniture_d...	282

Month

▼

All

▼

State, City

▼

All

▼

Seller Cluster

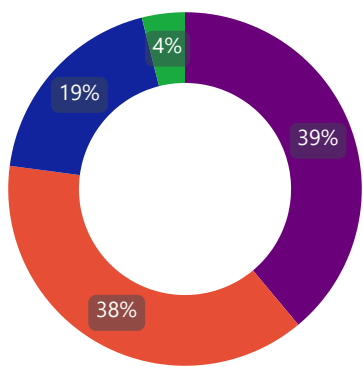
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All

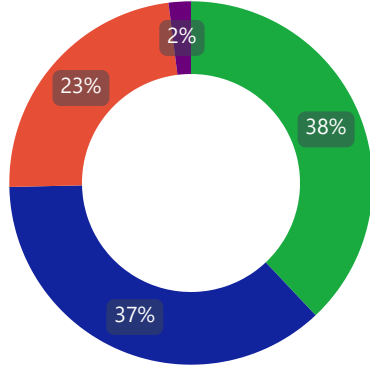
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Seller Cluster Distribution

by Number of Sellers



by Sales



- Cluster
- Power Sellers
 - Balanced Performers
 - Niche Sellers
 - Struggling Vendors

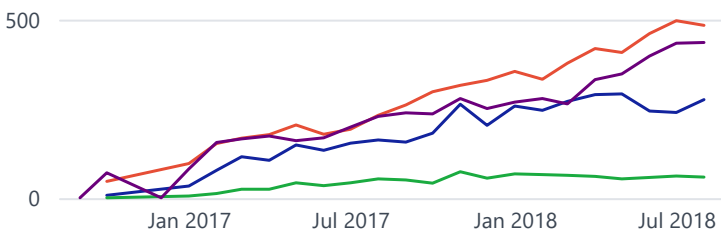
Rating Score

by Seller Cluster

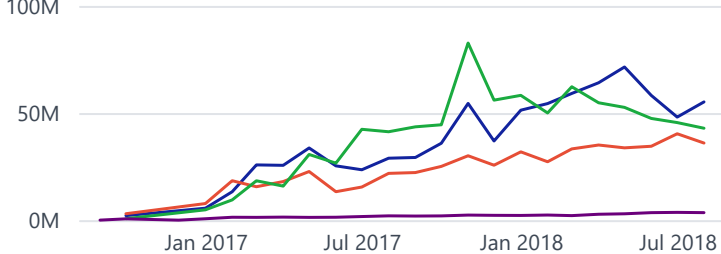


Cluster Performance Trend

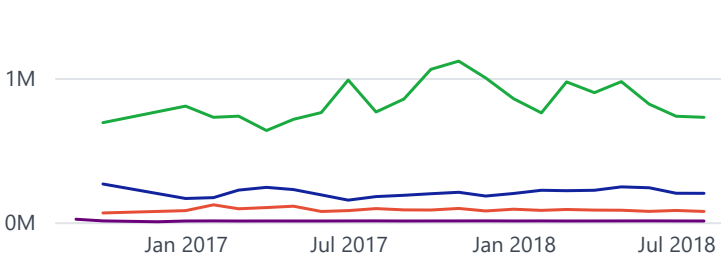
by Number of Sellers



by Sales

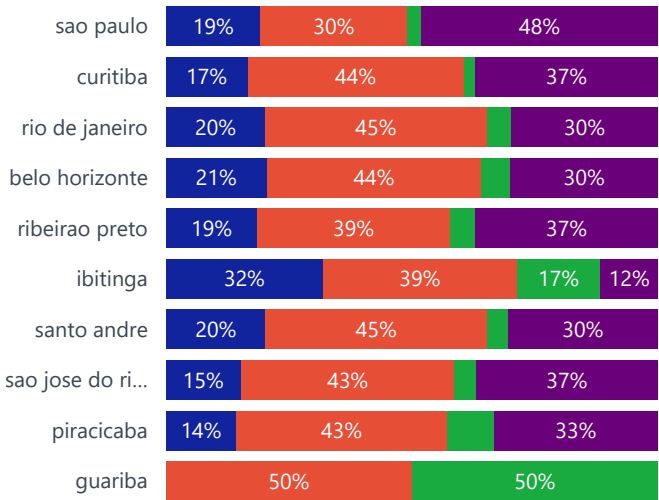


by Average Order Value



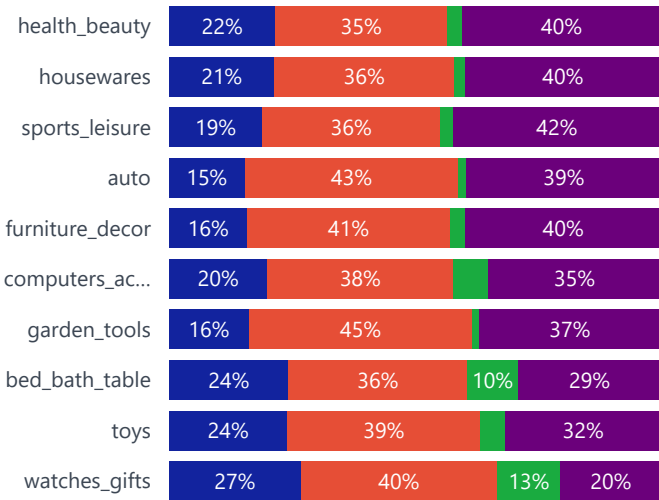
Cluster Distribution

by Top 10 Highest Sales Cities



Cluster Distribution

by Top 10 Highest Sales Categories



This Month Performance

by Seller Cluster & Seller ID

Cluster/ Seller ID	Active Sellers	Rating Score	Sales	Avg Order Value	Total Orders
<div>+ Balanced Performers</div>	276	4.31	\$55M	\$21K	2606
<div>+ Power Sellers</div>	59	4.28	\$43M	\$21K	2075
<div>+ Niche Sellers</div>	484	4.30	\$36M	\$32K	1140
<div>+ Struggling Vendors</div>	436	4.26	\$4M	\$6K	638