

NovaEra Retail S.A.

Vision Executive

Year

Todos

Month

Todos

Region

Todos

Channel

Todos

Category

Todos

Subcategory

Todos

Total Gross Sales

€ 12,01 ...

Total Net Sales

€ 12,68 Mi

Gross Margin %

49,32%

Average Order Value

€ 8,45 Mil

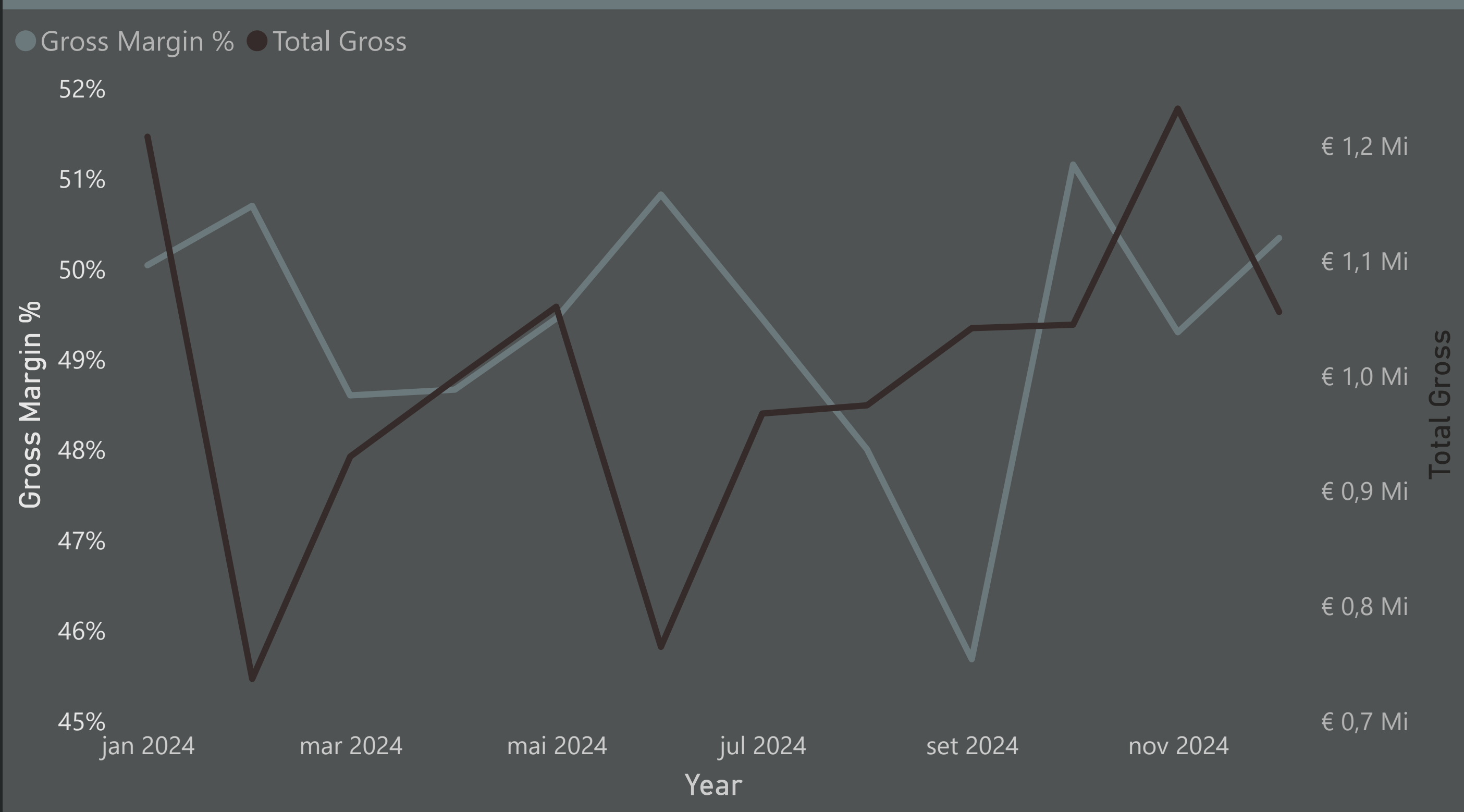
Total Customers

384

Total Orders

1500

Gross Margin % e Total Gross por Year e Month



€ 6,43 Mi

COGS (Cost of Goods Sold)

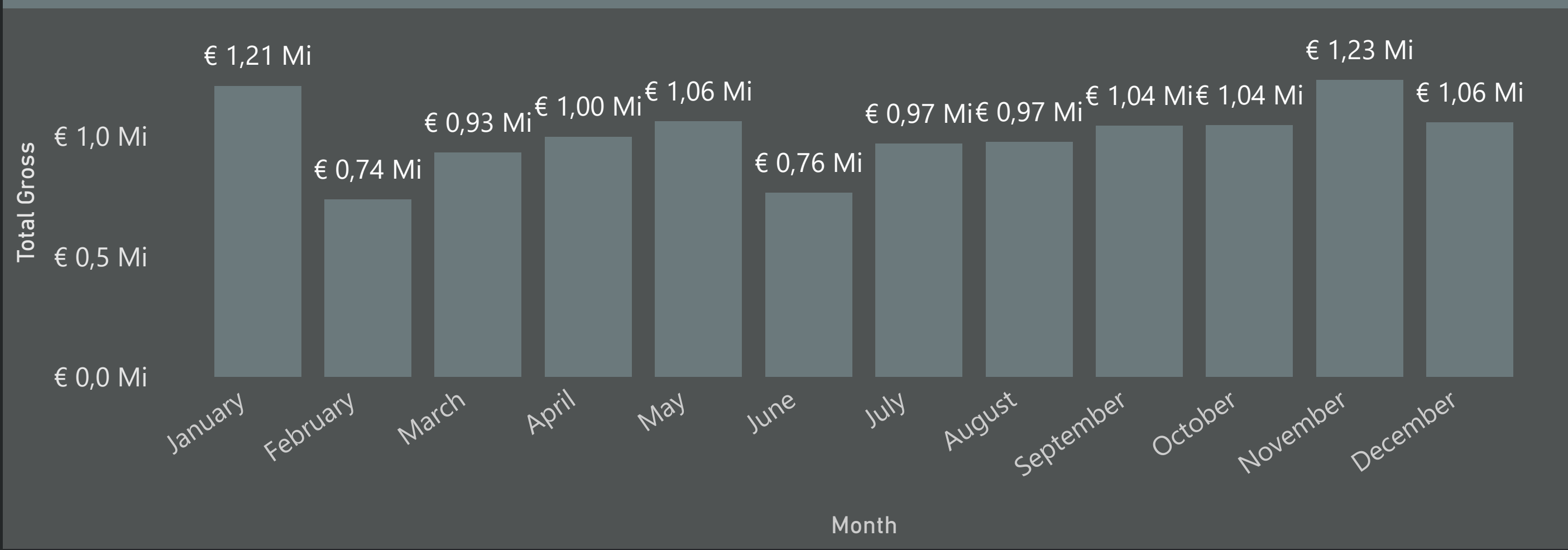
€ 1,56 Mi

Tax Value

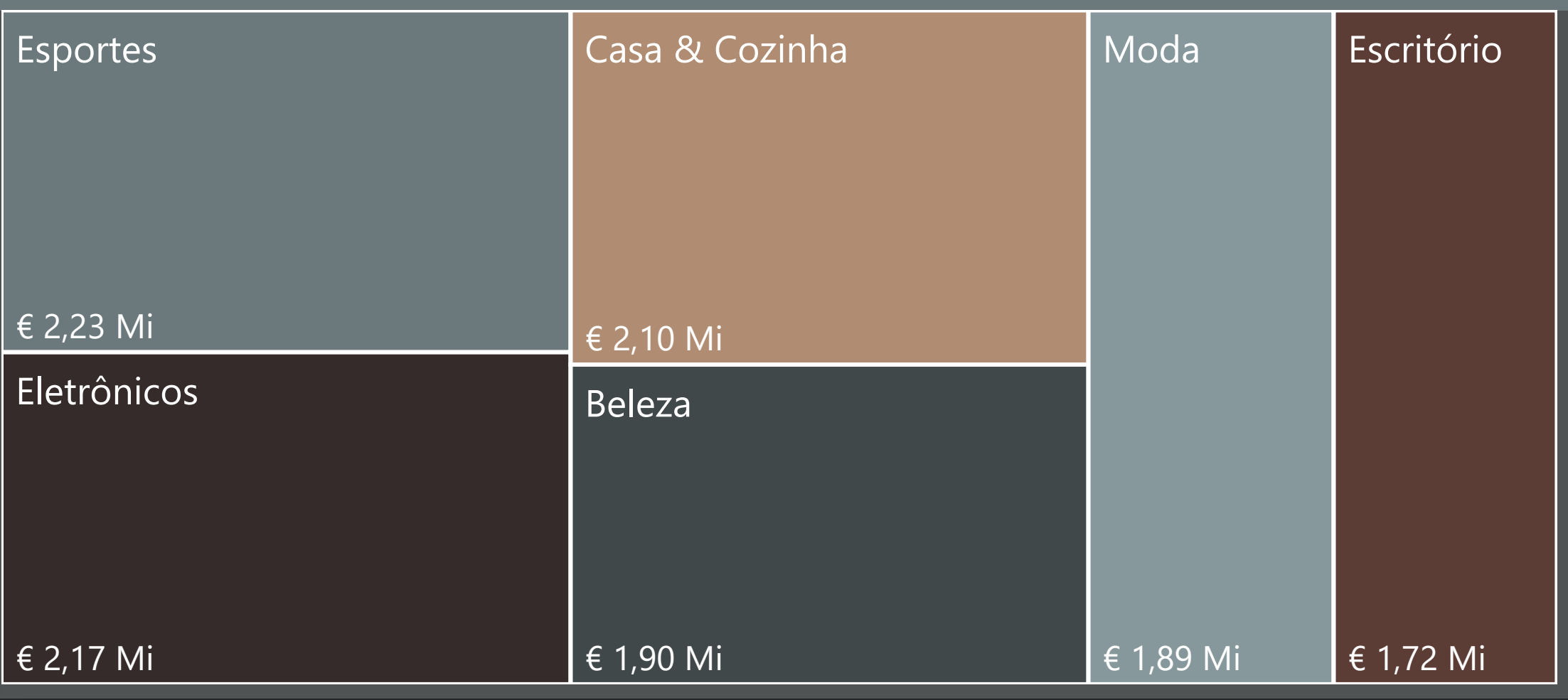
13,00%

Tax %

Total Gross por Month



Total Gross por category



NovaEra Retail S.A.

Vision - Sales and Commercial Performance

Year

Todos

Month

Todos

Region

Todos

Channel

Todos

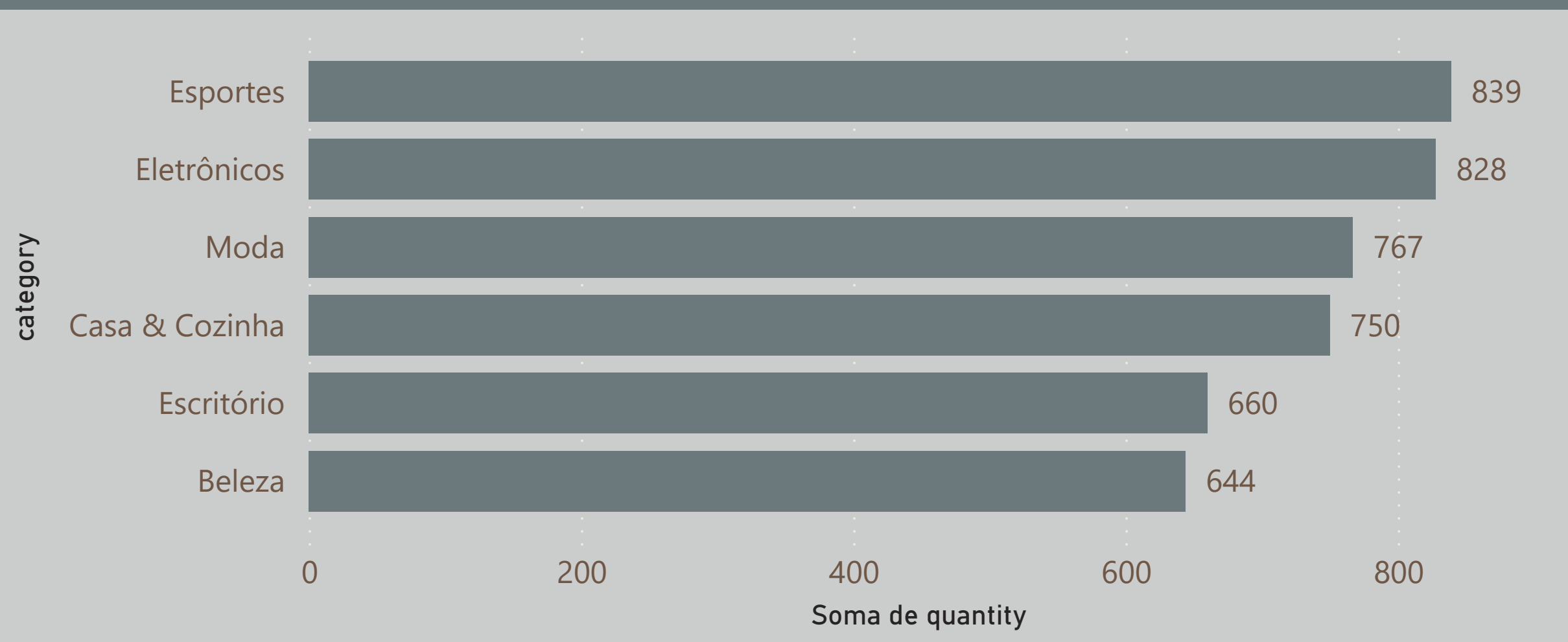
Category

Todos

Subcategory

Todos

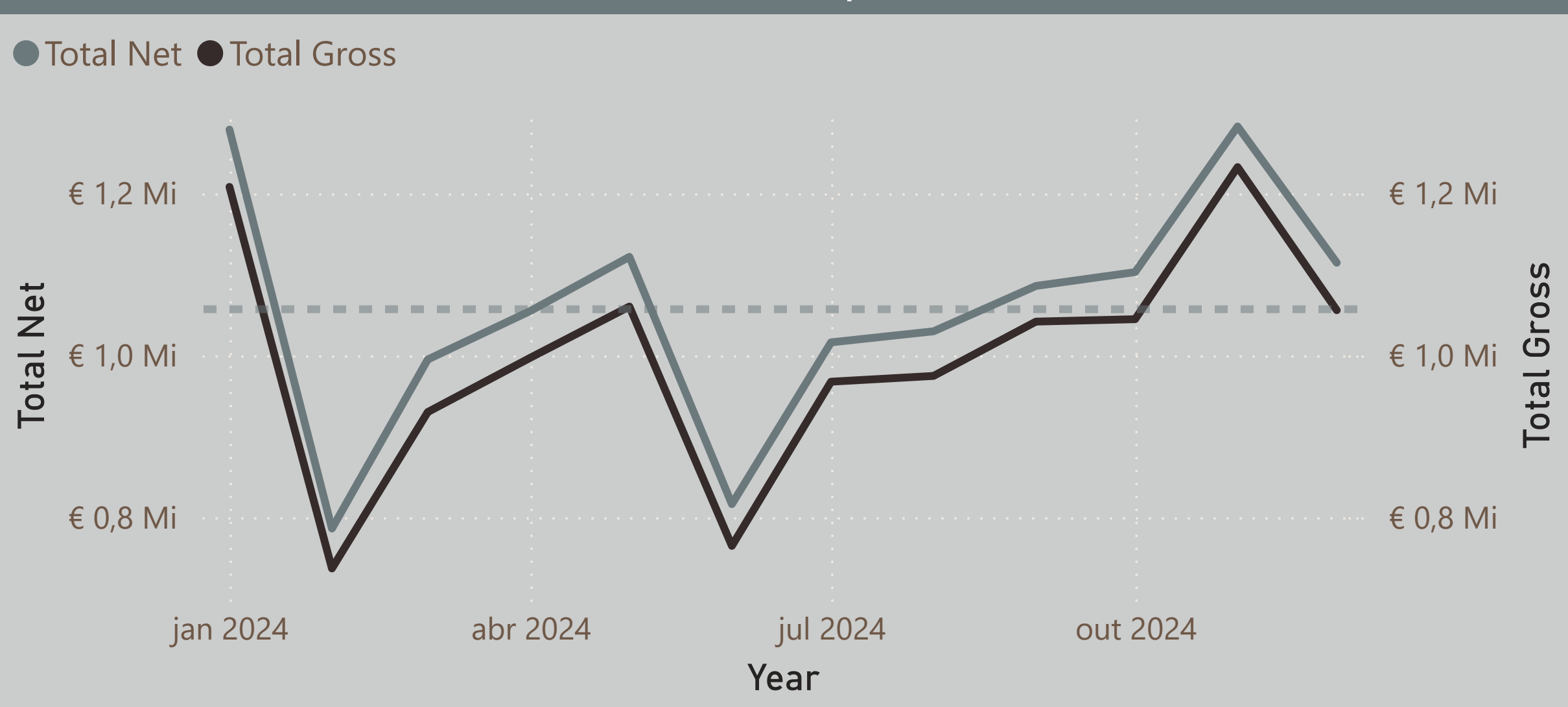
Qty by Category



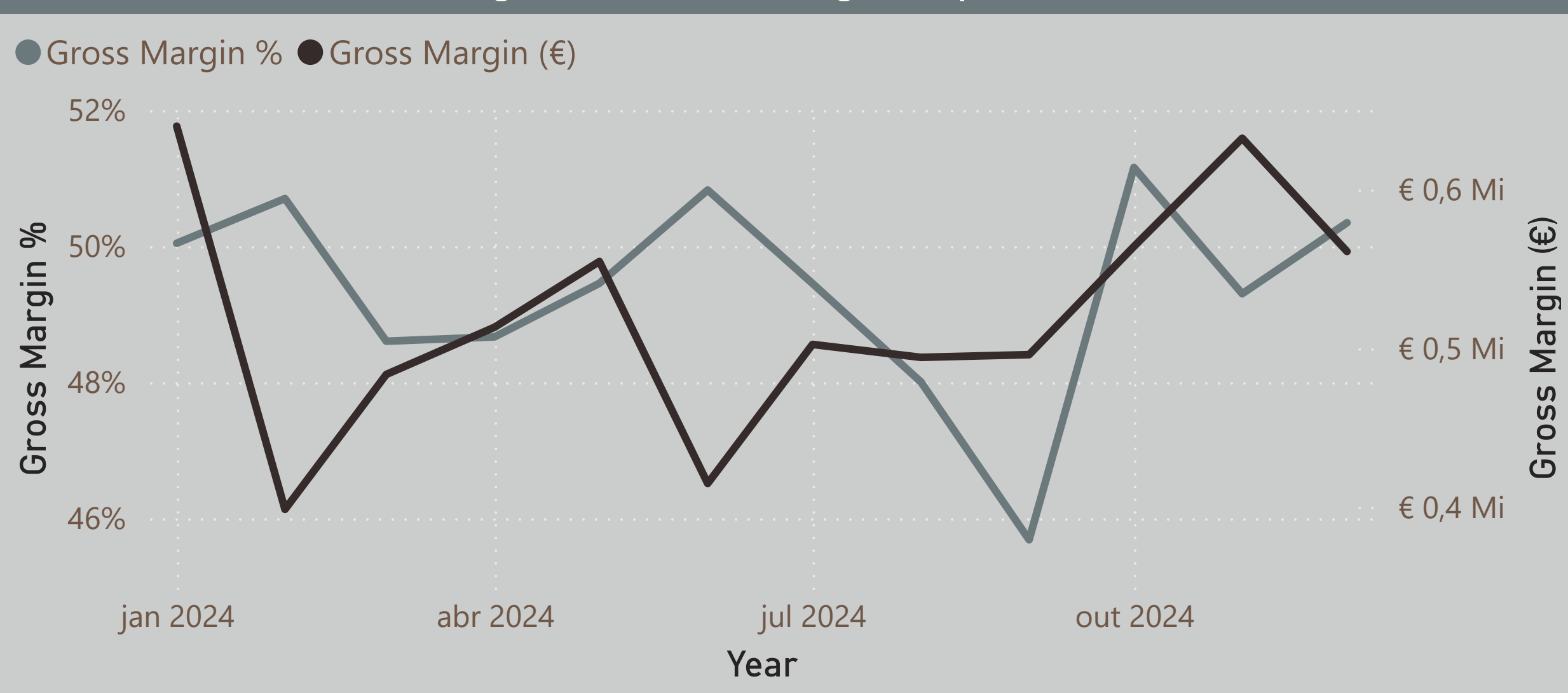
Sales by Category



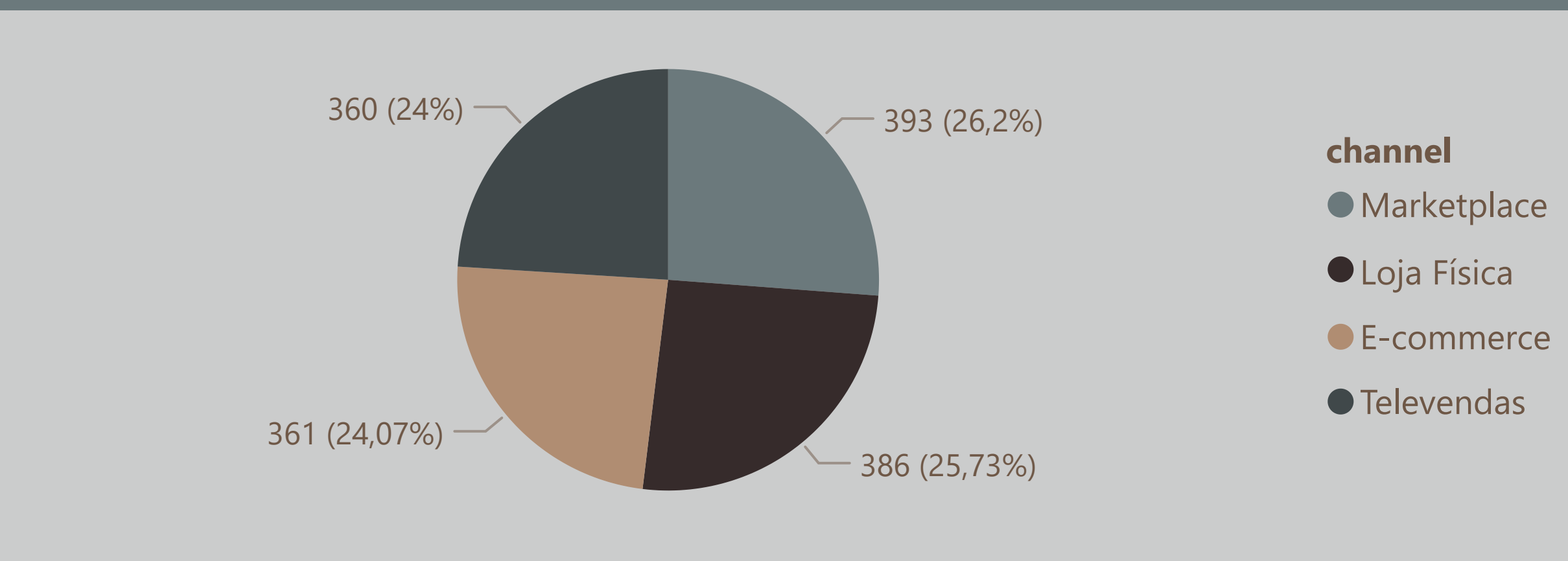
Total Net e Total Gross por Year e Month



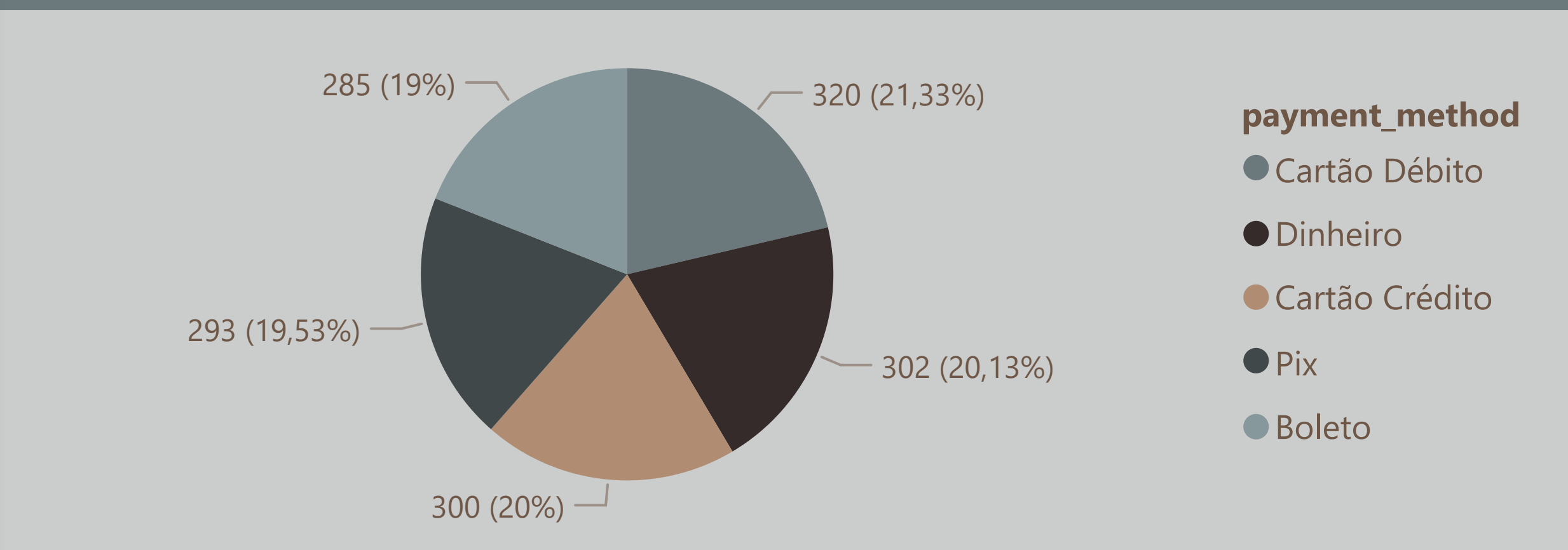
Gross Margin % e Gross Margin (€) por Year e Month



Contagem de sale_id por channel



Contagem de sale_id por payment_method



Top 5 - Products by Sales

| product_name | category | total_gross |
|------------------------|----------------|-------------|
| CasaFácil Camiseta 263 | Moda | € 34.362,25 |
| Inova Notebook 139 | Eletrônicos | € 34.226,40 |
| CasaFácil TV 367 | Eletrônicos | € 33.718,65 |
| Inova Smartphone 634 | Eletrônicos | € 33.263,50 |
| Luxo Aspirador 749 | Casa & Cozinha | € 33.260,50 |

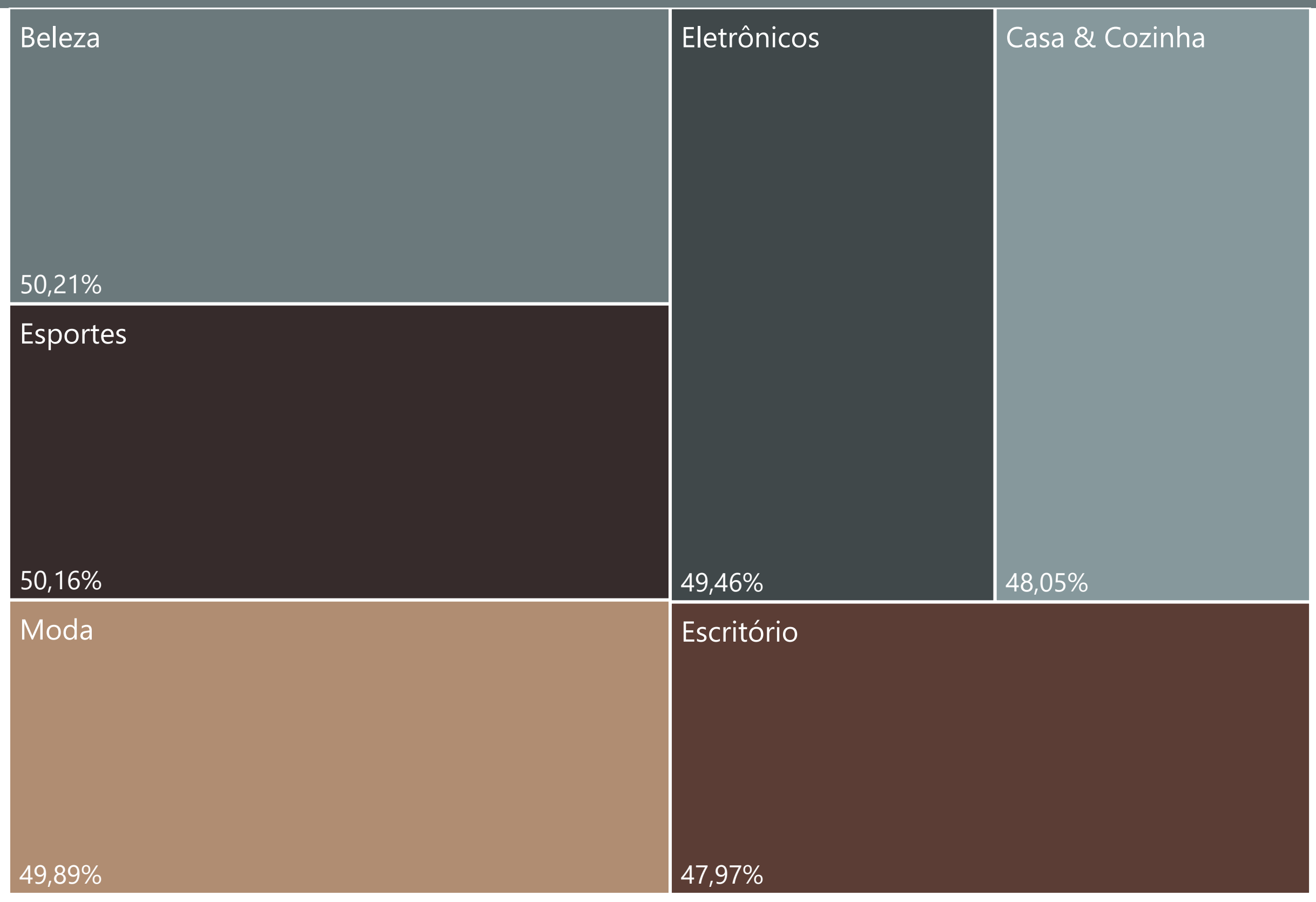
Top 5 - Customers by Sales

| customer_name | total_gross |
|----------------|-------------|
| Rafael Uchôa | € 33.260,50 |
| Wesley Uchôa | € 33.263,50 |
| Ursula Lima | € 33.718,65 |
| Paulo Macedo | € 34.226,40 |
| Olivia Zanetti | € 34.362,25 |

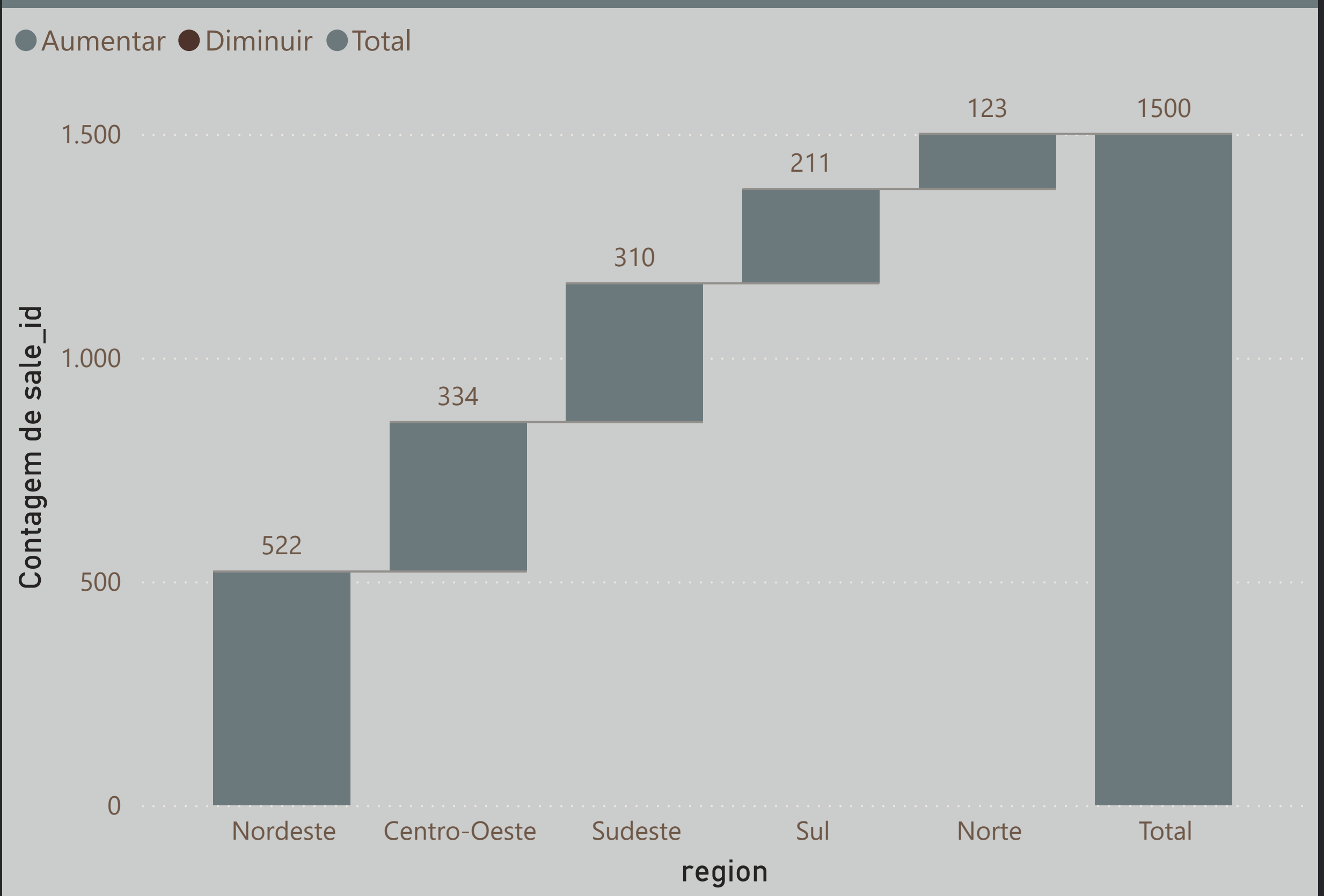
Top 5 - Products by Sales

| product_name | category | subcategory | quantity |
|------------------------|----------------|-------------|----------|
| CasaFácil Camiseta 263 | Moda | Camiseta | 5 |
| CasaFácil TV 367 | Eletrônicos | TV | 5 |
| Inova Notebook 139 | Eletrônicos | Notebook | 5 |
| Inova Smartphone 634 | Eletrônicos | Smartphone | 5 |
| Luxo Aspirador 749 | Casa & Cozinha | Aspirador | 5 |

Gross Margin % por category



Contagem de sale_id por region



Total Sales for City



NovaEra Retail S.A.


Vision - Customers (RFM and Segmentation)

Customer_name

Year

Todos

Month

Todos 

Region

Todos

city

Todos

Total Customers

384

Active Customers

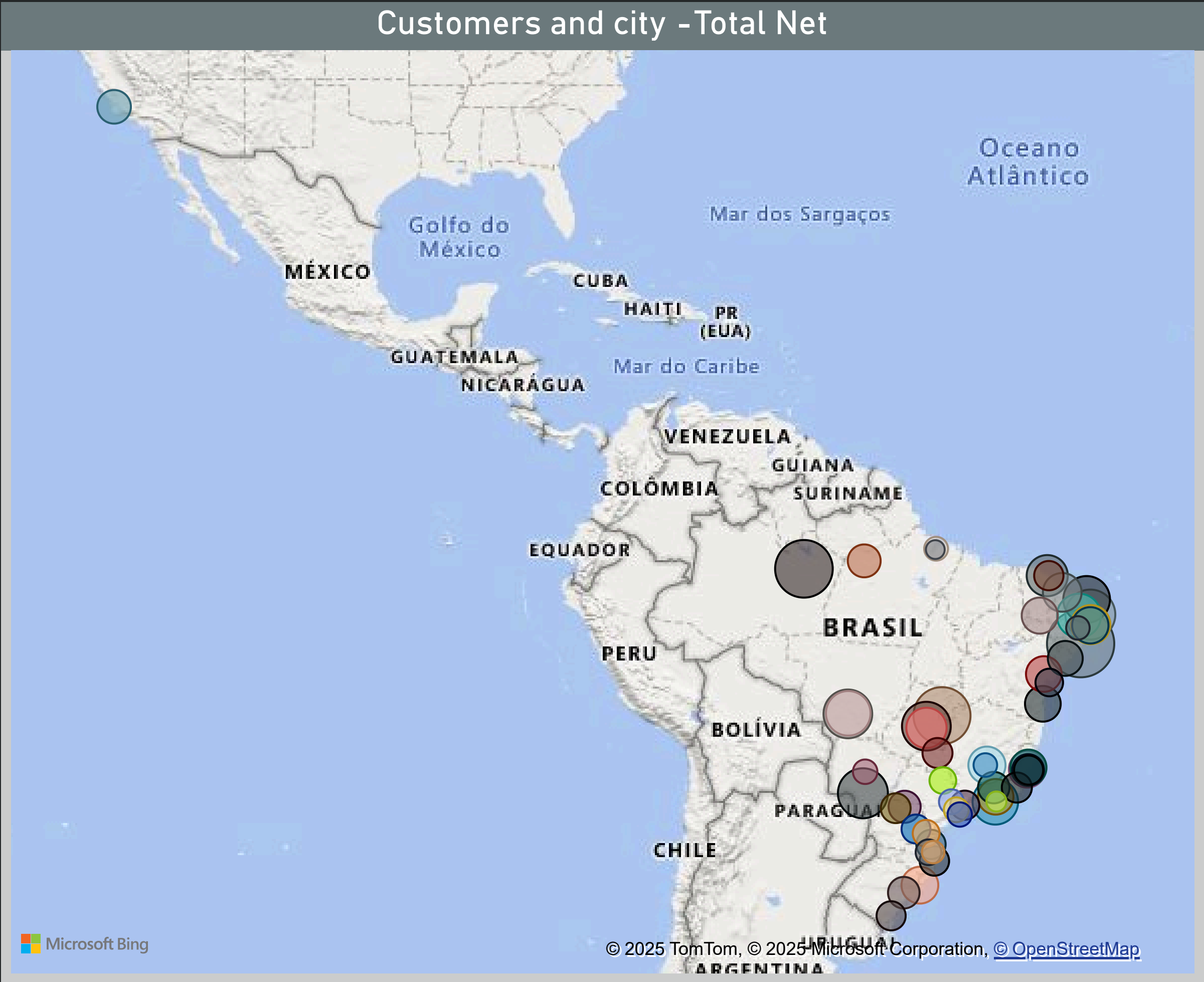
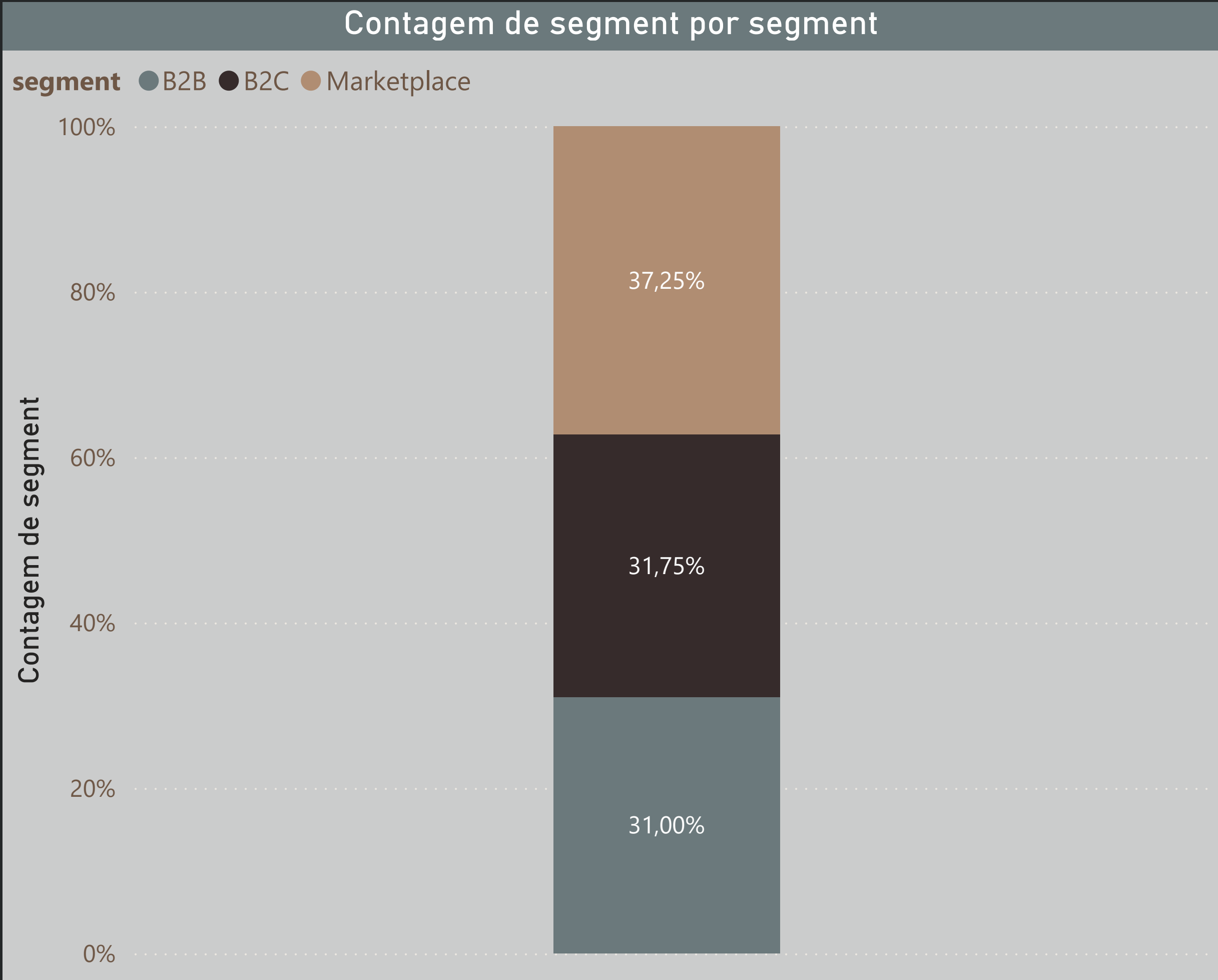
292

Avg Order Value (Ticket Médio)

€ 8,45 Mil

Total Orders

1500



| Customers Details | | | | | | | | | | | | |
|-------------------|------------------|-----|-----------------|-------------|-----------------------|-------|--------------|-----------|-----------------|-------------|--------|---------|
| customer_id | customer_name | age | Total Net | total_gross | city | state | region | is_active | whatsapp | income_band | gender | segment |
| C100356 | Olivia Zanetti | 39 | € 39.781,42 | € 34.362,25 | Cariacica | ES | Sudeste | True | +551693018-8381 | >15k | O | B2C |
| C100257 | Ursula Lima | 41 | € 39.165,29 | € 33.718,65 | Maringá | PR | Sul | True | +556196005-4836 | <3k | M | B2B |
| C100138 | Wesley Uchôa | 26 | € 39.035,77 | € 33.263,50 | Recife | PE | Nordeste | True | +557193273-8685 | 7k-15k | M | B2B |
| C100397 | Eduarda Teixeira | 48 | € 38.045,20 | € 33.120,95 | Mossoró | RN | Nordeste | True | +552298901-3135 | <3k | M | B2C |
| C100210 | Rafael Uchôa | 34 | € 37.964,56 | € 33.260,50 | Maceió | AL | Nordeste | False | +556993756-6770 | >15k | F | Marketp |
| C100321 | Gabriela Ibrahim | 50 | € 35.995,63 | € 32.213,00 | Caxias do Sul | RS | Sul | True | +557193167-3837 | <3k | F | Marketp |
| C100333 | Paulo Macedo | 52 | € 35.885,81 | € 34.226,40 | Manaus | AM | Norte | True | +551296279-9700 | 7k-15k | M | B2C |
| C100355 | Diego Barros | 26 | € 34.968,95 | € 31.850,05 | Mossoró | RN | Nordeste | False | +554394209-4072 | <3k | F | B2C |
| C100394 | Fernando Ibrahim | 43 | € 34.257,44 | € 29.107,60 | Maceió | AL | Nordeste | True | +552194548-8359 | 7k-15k | O | B2C |
| C100381 | Carla Gomes | 46 | € 34.021,13 | € 28.875,56 | Serra | ES | Sudeste | True | +559993496-6971 | 7k-15k | F | B2B |
| C100030 | Eduarda Barros | 68 | € 32.985,68 | € 32.923,65 | Maceió | AL | Nordeste | True | +553795088-2684 | 7k-15k | F | B2B |
| C100047 | Sara Wagner | 42 | € 32.334,99 | € 31.850,20 | Manaus | AM | Norte | False | +555695892-7389 | <3k | O | B2C |
| C100234 | Ursula Teixeira | 59 | € 31.958,43 | € 31.388,16 | Pelotas | RS | Sul | False | +556692735-1172 | 7k-15k | O | B2C |
| C100084 | Thiago Wagner | 23 | € 31.896,08 | € 29.422,20 | Dourados | MS | Centro-Oeste | True | +555198994-9864 | >15k | O | B2B |
| C100386 | Queila Castro | 50 | € 31.764,00 | € 27.829,35 | Feira de Santana | BA | Nordeste | True | +558993717-9423 | 3k-7k | F | B2B |
| C100155 | Wesley Wagner | 68 | € 31.704,82 | € 29.093,30 | Goiânia | GO | Centro-Oeste | True | +552694292-3275 | 3k-7k | M | Marketp |
| C100248 | Zeca Barros | 52 | € 31.690,05 | € 28.470,30 | Campina Grande | PB | Nordeste | True | +552495055-5877 | >15k | F | Marketp |
| C100001 | Henrique Queiroz | 53 | € 31.687,26 | € 28.331,45 | São Paulo | SP | Sudeste | True | +553998359-5557 | >15k | M | Marketp |
| C100174 | Queila Uchôa | 67 | € 31.396,68 | € 27.848,55 | Maceió | AL | Nordeste | False | +559894968-1517 | 3k-7k | O | Marketp |
| C100351 | Henrique Castro | 69 | € 31.373,68 | € 28.604,95 | Campina Grande | PB | Nordeste | False | +557498324-6178 | <3k | F | B2B |
| C100261 | Gabriela Uchôa | 44 | € 31.358,47 | € 28.769,50 | Várzea Grande | MT | Centro-Oeste | False | +552292646-3293 | 3k-7k | M | Marketp |
| C100221 | Thiago Yamamoto | 43 | € 31.232,53 | € 31.346,55 | Porto Alegre | RS | Sul | True | +559295478-8381 | <3k | O | Marketp |
| C100167 | Thiago Uchôa | 36 | € 31.229,51 | € 32.499,25 | Campos dos Goytacazes | RJ | Sudeste | True | +556693194-5333 | <3k | F | Marketp |
| C100058 | Gabriela Lima | 35 | € 31.208,54 | € 26.526,60 | Recife | PE | Nordeste | True | +557794130-2402 | <3k | F | B2B |
| C100238 | Wesley Dantas | 59 | € 30.423,73 | € 26.037,40 | Goiânia | GO | Centro-Oeste | True | +554299454-3858 | 3k-7k | F | B2C |
| C100383 | Lucas Yamamoto | 53 | € 30.280,74 | € 26.890,15 | Dourados | MS | Centro-Oeste | True | +559392343-5597 | 3k-7k | F | B2B |
| C100060 | Henrique Dantas | 41 | € 29.888,22 | € 26.142,72 | Santa Maria | RS | Sul | False | +556596419-6764 | 7k-15k | O | Marketp |
| Total | | | € 12.681.256,18 | | | | | | | | | |

Total Customers

384

Active Customers

292

Avg Order Value (Ticket Médio)

€ 8,45 Mil

Total Orders

1500

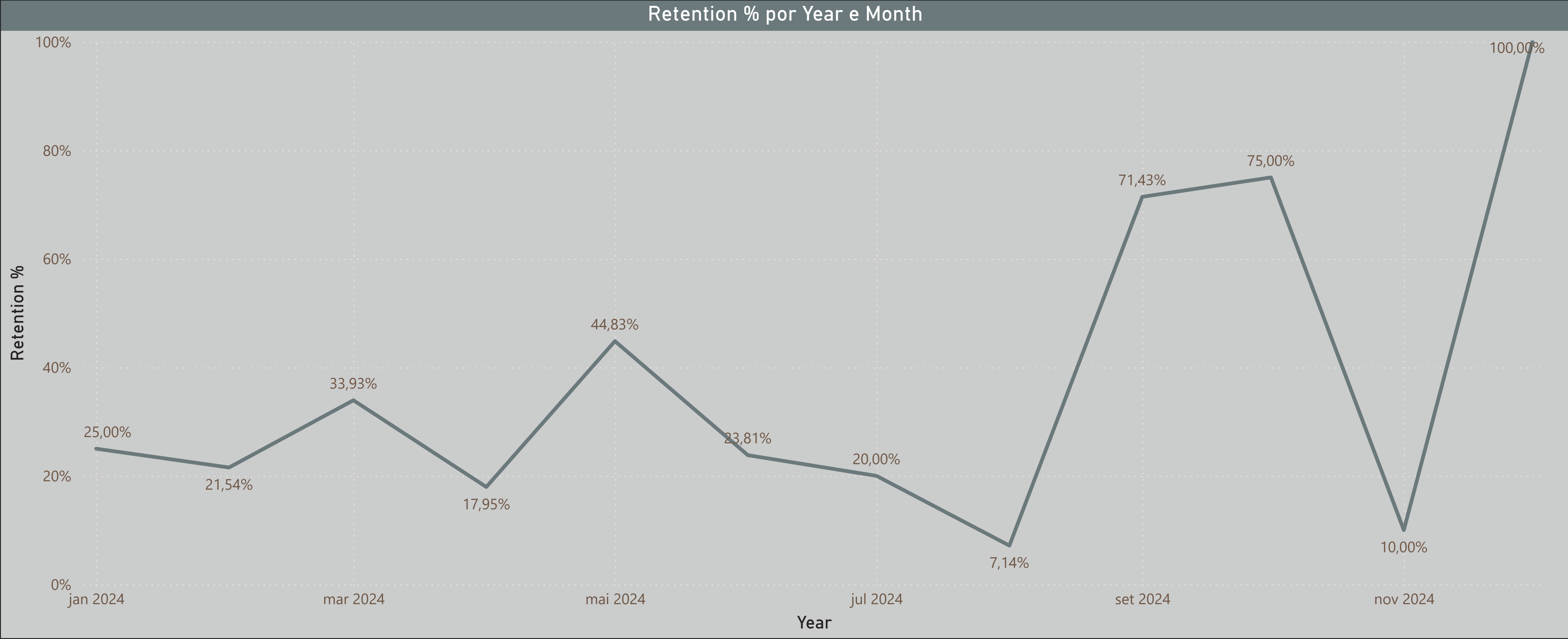
Cohort Retention Rate Monthly

| Month | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-----------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|---------|
| January | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% | 25,00% |
| February | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% | 21,54% |
| March | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% | 33,93% |
| April | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% | 17,95% |
| May | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% | 44,83% |
| June | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% | 23,81% |
| July | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% | 20,00% |
| August | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% | 7,14% |
| September | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% | 71,43% |
| October | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% | 75,00% |
| November | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% | 10,00% |
| December | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% |
| Total | | | | | | | | | | | | | |

Median Net for Cohort

€ 6,06 Mil

Cohort Retention Curve



Year

Todos

Month

Todos

Region

Todos

category

Todos

Total Gross Sales

€ 12,01 ...

Total Net Sales

€ 12,68 Mi

Total Discount Value

€ 890,95 ...

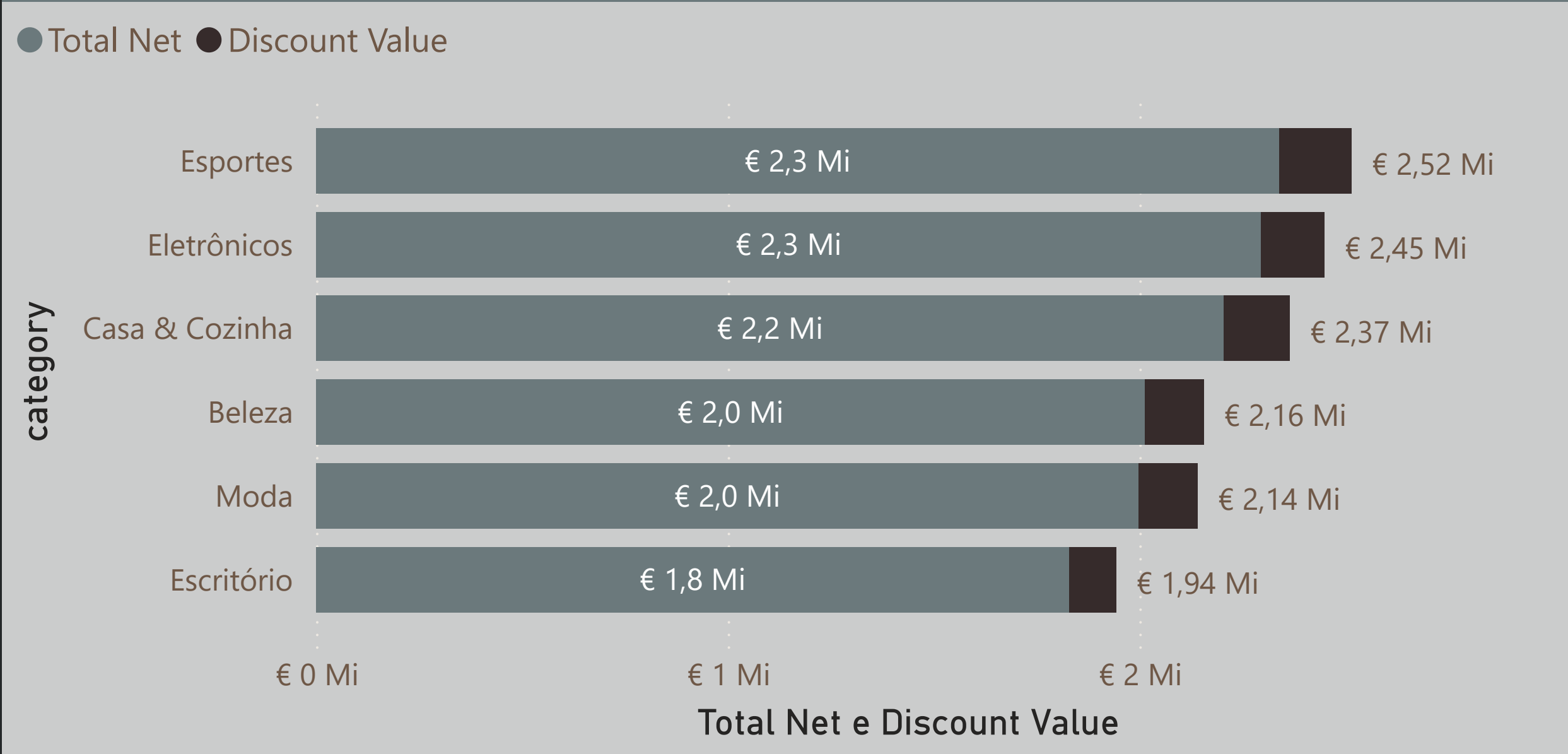
Total Discount %

7,42%

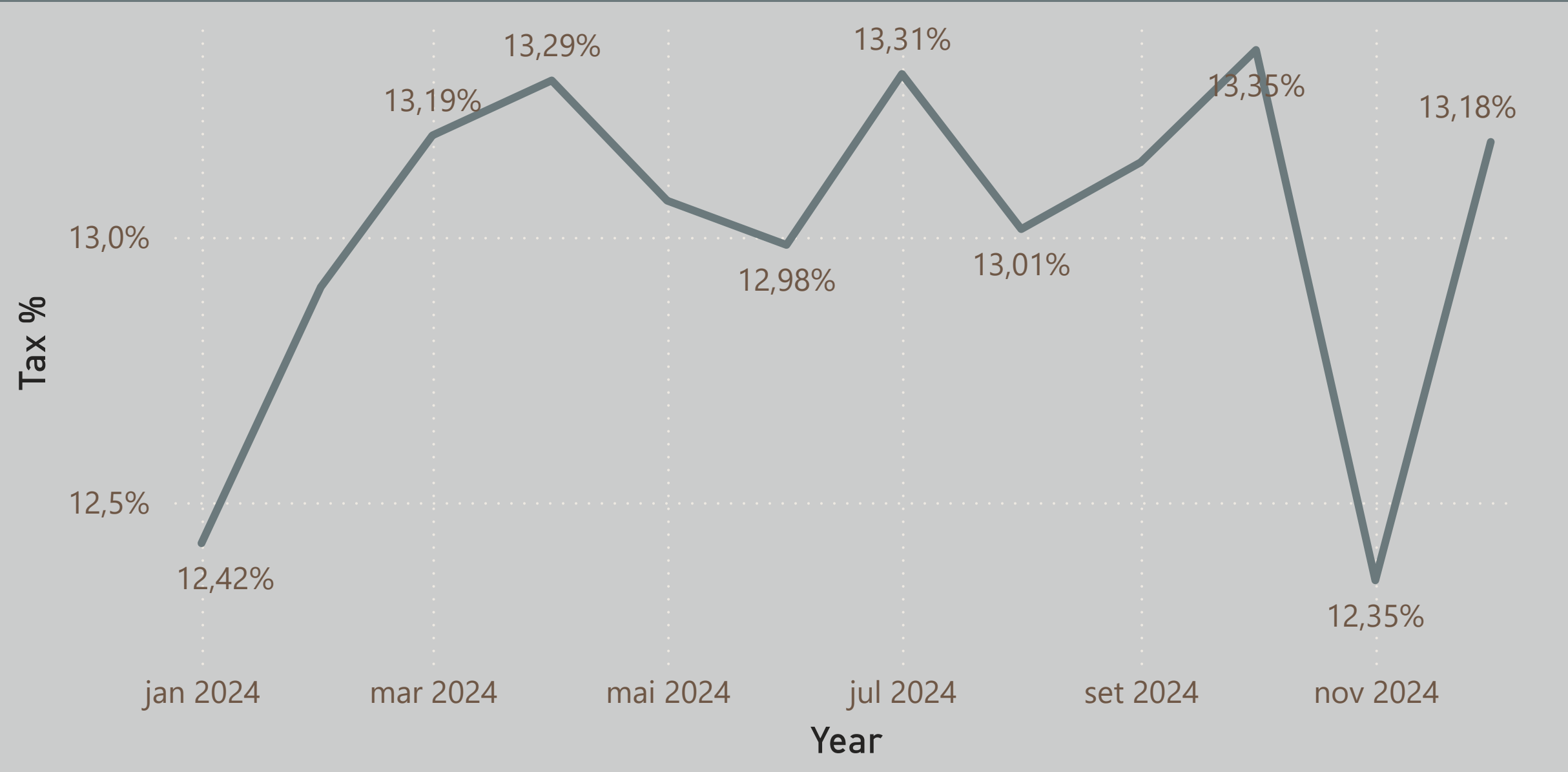
Tax % (Averange)

13,00%

Total Net e Discount Value por category



Tax % por Year e Month



Customers Details

| product_id | product_name | category | subcategory | quantity | Total Net | Discount Value | Discount % | Tax Value | Tax % | Gross Margin (€) | Gross Margin % |
|------------|--------------------------|----------------|----------------|----------|-----------------|----------------|------------|----------------|--------|------------------|----------------|
| P10000 | Inova Liquidificador 767 | Casa & Cozinha | Liquidificador | 3 | € 5.859,18 | € 0,00 | 0,00% | € 648,21 | 12,44% | € 2.145,87 | 36,62% |
| P10001 | CasaFácil Tênis 241 | Moda | Tênis | 1 | € 4.470,58 | € 686,98 | 15,00% | € 577,67 | 12,61% | € 1.495,02 | 33,44% |
| P10001 | CasaFácil Tênis 241 | Moda | Tênis | 2 | € 30.790,90 | € 3.593,31 | 11,69% | € 3.638,13 | 11,83% | € 12.937,54 | 42,02% |
| P10002 | Acme Prancha 190 | Beleza | Prancha | 2 | € 6.292,02 | € 970,05 | 15,00% | € 795,05 | 12,29% | € 3.222,30 | 51,21% |
| P10002 | Acme Prancha 190 | Beleza | Prancha | 5 | € 36.633,50 | € 1.628,70 | 5,00% | € 5.688,35 | 17,46% | € 21.284,90 | 58,10% |
| P10003 | CasaFácil Impressora 923 | Escritório | Impressora | 1 | € 9.693,43 | € 1.184,49 | 12,49% | € 1.393,26 | 14,69% | € 5.335,45 | 55,04% |
| P10003 | CasaFácil Impressora 923 | Escritório | Impressora | 2 | € 10.788,31 | € 0,00 | 0,00% | € 836,67 | 8,41% | € 6.430,33 | 59,60% |
| P10003 | CasaFácil Impressora 923 | Escritório | Impressora | 5 | € 53.335,21 | € 5.215,03 | 10,00% | € 6.400,04 | 12,27% | € 31.545,31 | 59,15% |
| P10004 | CasaFácil Calça 192 | Moda | Calça | 3 | € 11.375,08 | € 535,57 | 5,00% | € 1.199,18 | 11,20% | € 5.289,31 | 46,50% |
| P10004 | CasaFácil Calça 192 | Moda | Calça | 5 | € 34.957,45 | € 1.504,41 | 4,78% | € 5.008,11 | 15,92% | € 14.671,55 | 41,97% |
| P10005 | CasaFácil Teclado 912 | Escritório | Teclado | 2 | € 9.657,61 | € 630,30 | 6,85% | € 1.087,45 | 11,82% | € 4.156,89 | 43,04% |
| P10005 | CasaFácil Teclado 912 | Escritório | Teclado | 5 | € 10.827,39 | € 1.678,68 | 15,00% | € 1.314,87 | 11,75% | € 3.951,49 | 36,50% |
| P10006 | Luxo Jaqueta 423 | Moda | Jaqueta | 1 | € 5.592,69 | € 819,01 | 15,00% | € 951,64 | 17,43% | € 3.315,42 | 59,28% |
| P10006 | Luxo Jaqueta 423 | Moda | Jaqueta | 3 | € 19.677,39 | € 0,00 | 0,00% | € 1.717,41 | 9,56% | € 12.845,58 | 65,28% |
| P10006 | Luxo Jaqueta 423 | Moda | Jaqueta | 4 | € 23.794,92 | € 2.394,65 | 10,00% | € 2.243,09 | 9,37% | € 14.685,84 | 61,72% |
| P10006 | Luxo Jaqueta 423 | Moda | Jaqueta | 5 | € 31.208,54 | € 0,00 | 0,00% | € 4.681,94 | 17,65% | € 19.822,19 | 63,52% |
| P10007 | Globex Perfume 610 | Beleza | Perfume | 2 | € 1.282,52 | € 188,71 | 15,00% | € 213,15 | 16,94% | € 688,18 | 53,66% |
| P10007 | Globex Perfume 610 | Beleza | Perfume | 4 | € 2.521,80 | € 112,11 | 5,00% | € 391,63 | 17,47% | € 1.333,12 | 52,86% |
| P10008 | Globex Teclado 480 | Escritório | Teclado | 1 | € 5.542,10 | € 263,12 | 5,00% | € 542,72 | 10,31% | € 3.033,98 | 54,74% |
| P10008 | Globex Teclado 480 | Escritório | Teclado | 4 | € 46.655,62 | € 3.393,82 | 7,52% | € 4.910,76 | 10,88% | € 26.590,66 | 56,99% |
| P10008 | Globex Teclado 480 | Escritório | Teclado | 5 | € 29.958,04 | € 1.362,09 | 5,00% | € 4.078,43 | 14,97% | € 17.417,44 | 58,14% |
| P10009 | Luxo Esteira 815 | Esportes | Esteira | 3 | € 4.169,22 | € 0,00 | 0,00% | € 441,42 | 11,84% | € 1.603,65 | 38,46% |
| P10009 | Luxo Esteira 815 | Esportes | Esteira | 4 | € 4.956,05 | € 460,97 | 10,00% | € 807,34 | 17,51% | € 1.535,29 | 30,98% |
| P10010 | PrimeTech Notebook 473 | Eletrônicos | Notebook | 1 | € 537,64 | € 24,25 | 5,00% | € 76,97 | 15,87% | € 217,41 | 40,44% |
| P10010 | PrimeTech Notebook 473 | Eletrônicos | Notebook | 5 | € 6.234,73 | € 283,15 | 5,00% | € 849,43 | 14,99% | € 3.032,43 | 48,64% |
| P10011 | CasaFácil Painelas 969 | Casa & Cozinha | Painelas | 1 | € 5.684,95 | € 569,36 | 10,00% | € 560,69 | 9,85% | € 3.238,66 | 56,97% |
| P10011 | CasaFácil Painelas 969 | Casa & Cozinha | Painelas | 2 | € 19.419,37 | € 3.035,90 | 15,00% | € 2.215,93 | 10,95% | € 9.634,21 | 49,61% |
| P10011 | CasaFácil Painelas 969 | Casa & Cozinha | Painelas | 4 | € 20.203,97 | € 1.961,98 | 10,00% | € 2.546,11 | 12,98% | € 10.418,81 | 51,57% |
| P10011 | CasaFácil Painelas 969 | Casa & Cozinha | Painelas | 5 | € 63.083,94 | € 1.392,43 | 2,48% | € 8.296,37 | 14,77% | € 38.621,04 | 61,22% |
| P10012 | PrimeTech Impressora 224 | Escritório | Impressora | 2 | € 5.456,55 | € 816,39 | 15,00% | € 830,34 | 15,26% | € 1.300,91 | 23,84% |
| P10012 | PrimeTech Impressora 224 | Escritório | Impressora | 5 | € 29.493,39 | € 1.365,56 | 5,02% | € 3.674,95 | 13,52% | € 8.715,19 | 29,55% |
| P10012 | PrimeTech Impressora 224 | Escritório | Impressora | 1 | € 6.266,58 | € 68,88 | 0,88% | € 587,88 | 11,67% | € 3.486,78 | 62,88% |
| Total | | | | | € 12.681.256,18 | € 890.949,29 | 7,42% | € 1.561.244,99 | 13,00% | € 6.253.886,33 | 49,32% |