

Executive Overview

Total Sales

13.58M

Total Profit

11.33M

Profit Margin %

83.43%

Total Freight Cost

2.25M

Total Orders

99K

Average Order
Value

137.78

Average Review
Score

4.09

Sales Trend Over Time

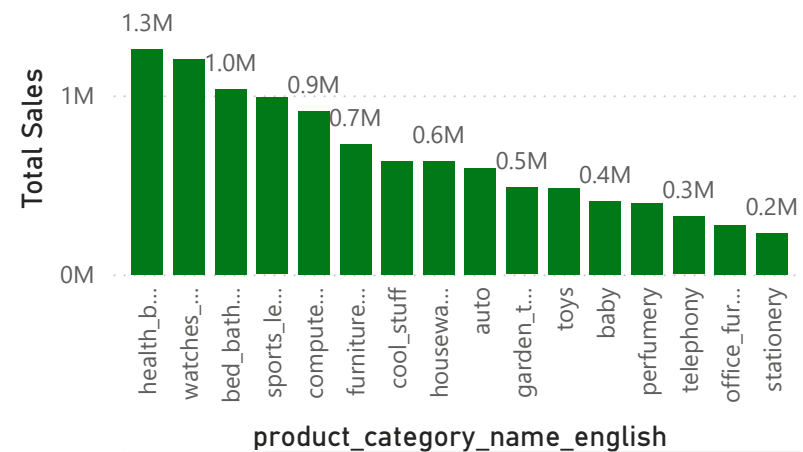


order_purchase_timestamp

15-09-2016

01-09-2018

Top Performing Categories

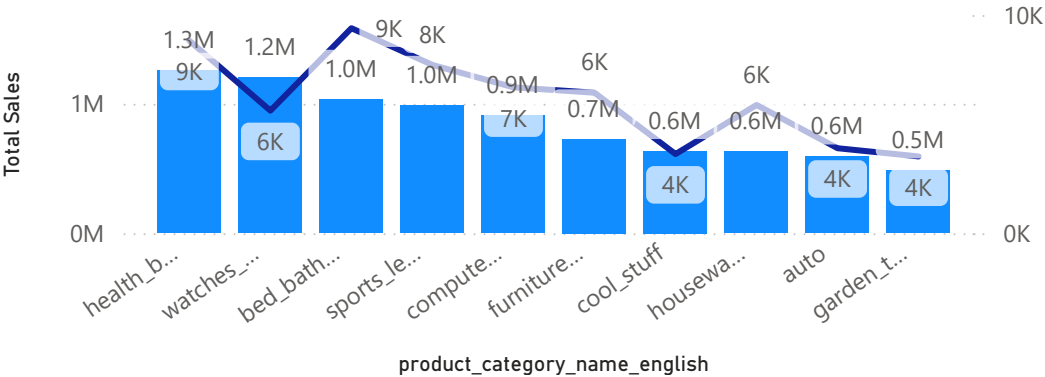


Sales Performance

Top Categories by Sales and Orders

WHAT are we selling?

Total Sales Total Orders



Sales by State

WHERE are we selling it?



order_purchase_timestamp

04-09-2016

17-10-2018

geolocation_state

All

Profit Performance by Category

product_category_name_english	Total Sales	Total Profit	Profit Margin %
computers	2,22,963.13	2,13,126.83	0.96
small_appliances_home_oven_a nd_coffee	47,445.71	44,697.85	0.94
fixed_telephony	59,583.00	54,945.19	0.92
agro_industry_and_commerce	72,530.47	66,686.87	0.92
watches_gifts	12,02,940.52	11,02,569.13	0.92
small_appliances	1,89,961.68	1,74,003.26	0.92
home_appliances_2	1,13,024.46	1,02,470.73	0.91
construction_tools_safety	40,025.62	36,169.16	0.90
musical_instruments	1,91,198.88	1,72,860.39	0.90
Total	1,33,88,252.48	1,11,67,797.57	0.83

Seller Performance

WHO is selling it for us?

seller_id	Total Sales	Total Orders
4869f7a5dfa277a7dca6462dcf3b52b2	2,29,242.73	1131
53243585a1d6dc2643021fd1853d8905	2,22,776.05	358
4a3ca9315b744ce9f8e9374361493884	2,00,133.22	1801
fa1c13f2614d7b5c4749cbc52fecda94	1,93,892.23	584
Total	1,35,76,135.75	98537

Marketing & Customer Insights

Top Rated Product Categories

Total Customers

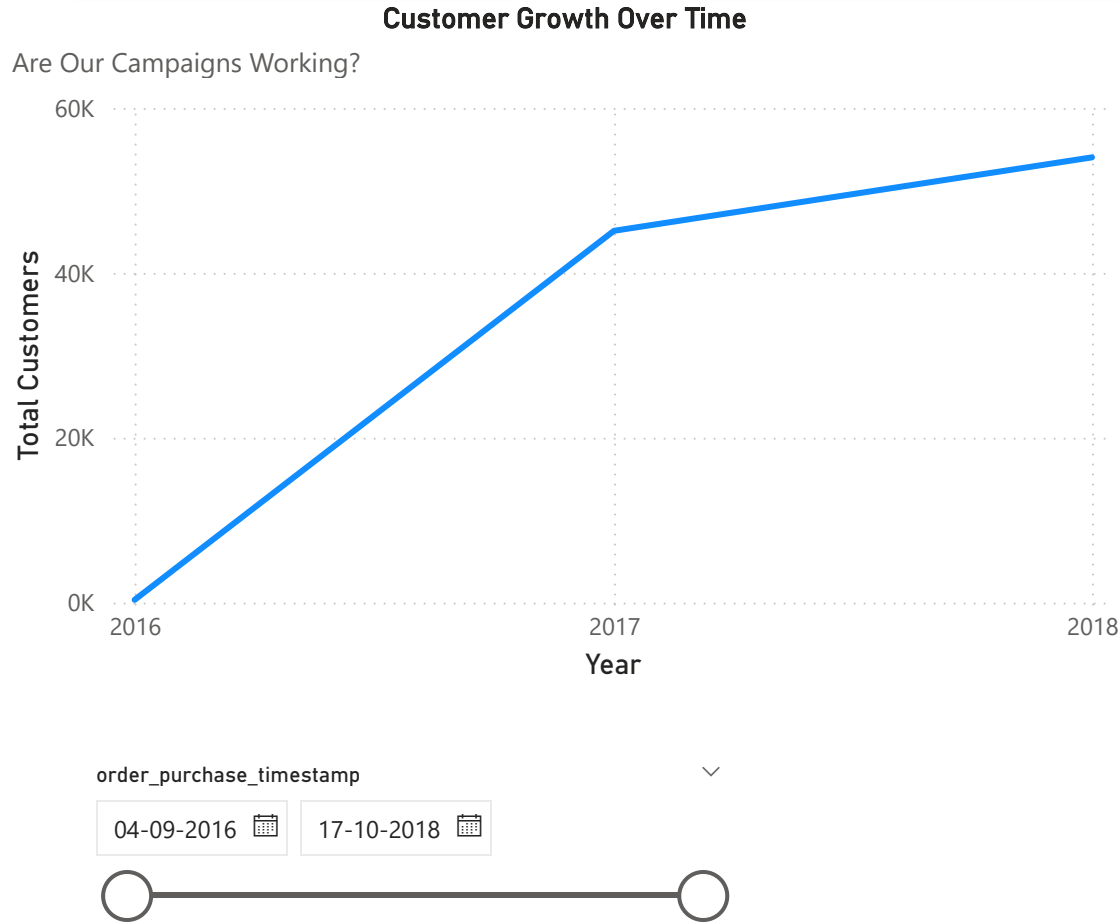
99K

Avg. Review Score

4.09

Average Order Value

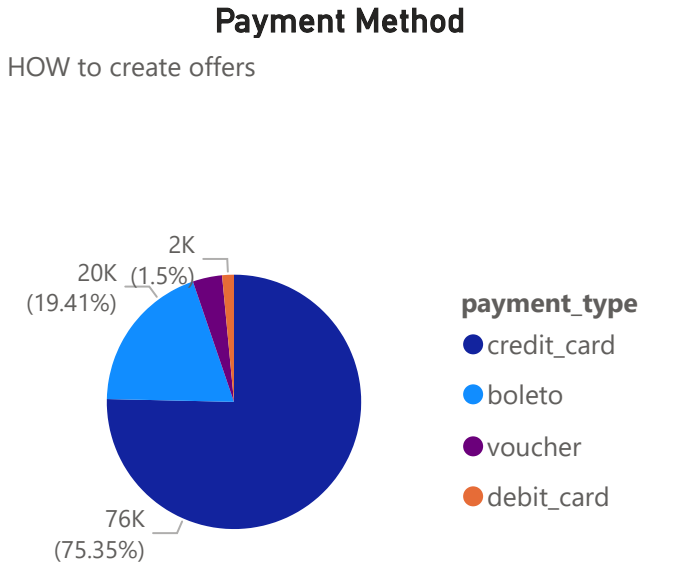
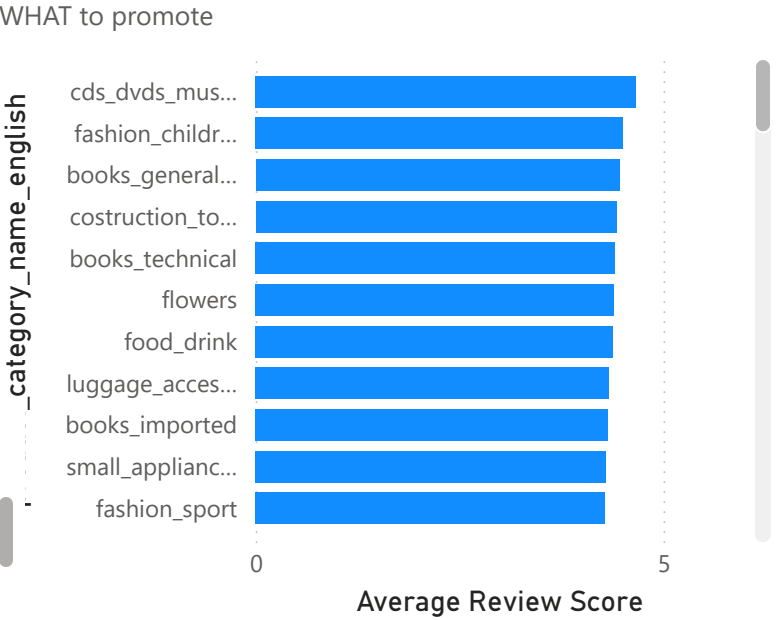
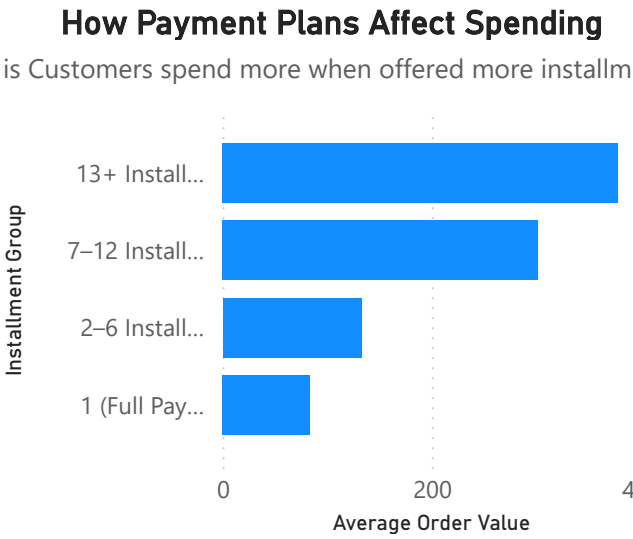
137.78



Sales & Orders by State

WHERE to target

customer_state	Total Sales	Total Orders
SP	51,96,495.93	41314
RJ	18,22,746.63	12750
MG	15,83,884.74	11530
RS	7,49,045.95	5424
PR	6,82,646.87	4995
SC	5,20,299.34	3609
Total	1,35,76,135.75	98537



Delivery Performance

order_purchase_timestamp

04-09-2016

17-10-2018

Total Valid Delivery

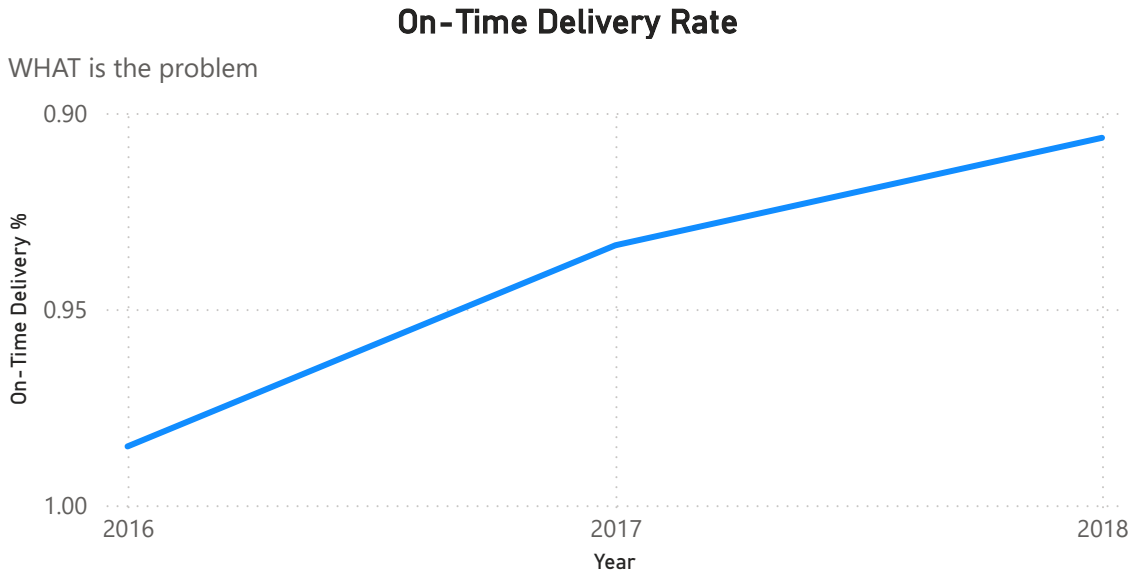
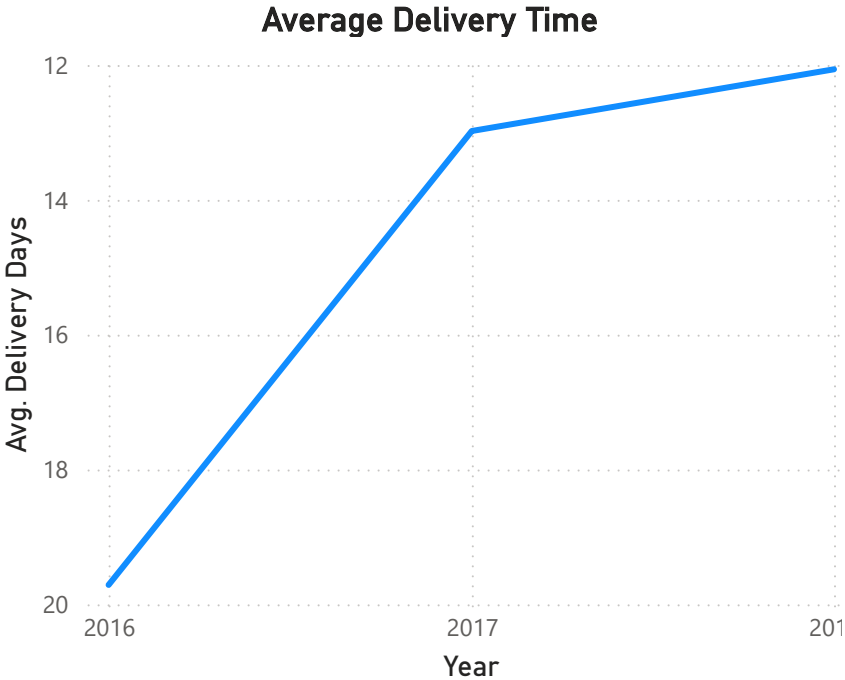
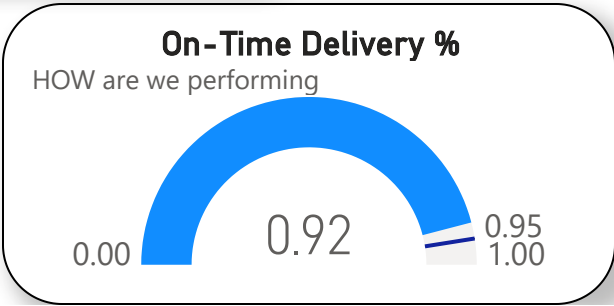
96K

On-Time Delivery

89K

AVG.Delivery Days

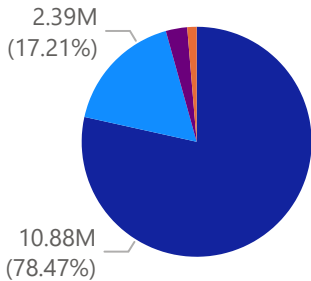
12.5



Seller Report Card

WHO is responsible for the

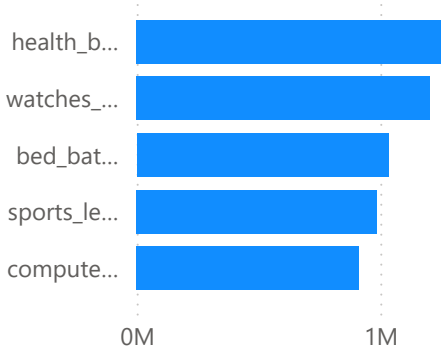
seller_id	Total Validated Delivery	On-Time Delivery %	Avg. Delivery Days	Avg. Carrier Shipping Time	Average Review Score
04843805947f0fc584fc1969b6e50fe7	1		15.00	6.00	5.00
05ca864204d09595ae591b93ea9cf93d	1		5.00	1.00	5.00
1352e06ae67b410cdae0b2a22361167b	2		34.50	16.50	2.33
13d95f0f6f73943d4ceffad0fc2cd32c	1		22.00	19.00	3.00
154bdf805377afea75a3bd158e9eab10	1		25.00	23.00	1.00
19484c79cef6c062cb177aa4ef2fcc3c	1		21.00	2.00	1.00
Total	96340	0.92	12.50	9.29	4.11



payment_type

- credit_card
- boleto
- voucher
- debit_card

Top level selling



4.09

Average Review Score