

Executive Overview

Total Sales
13.6M

Total Profit
11.3M

Total Freight Cost
2.25M

Profit Margin %
0.83

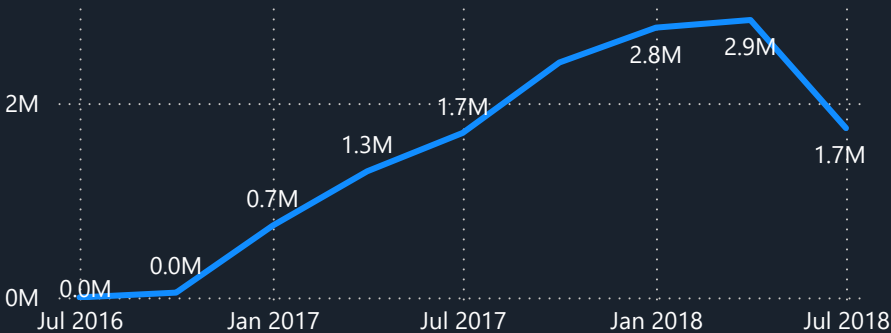
Total Orders
99K

Average Order Value
137.78

Average Review Score
4.09

Sales Trend Over Time

WHEN are we making our sales?



Top Performing Categories

WHAT is driving our sales?



Year

2016

Month

Jan

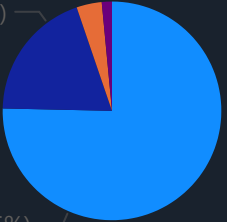
Payment Method

HOW to create offers

19.56K (19.41%)

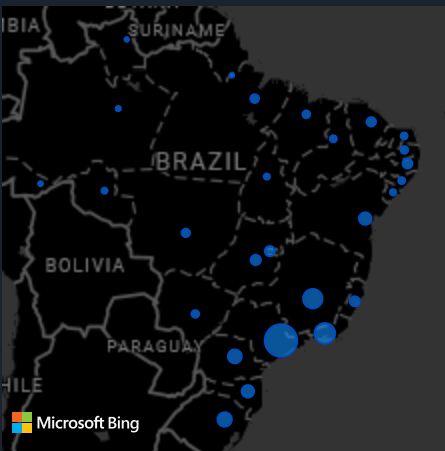
75.93K (75.35%)

credit_card boleto voucher debit_card



Sales by State

WHERE are we selling it?



Top Selling States

BA

DF

ES

GO

MG

PR

Top Selling City

Belo Horizonte

Brasilia

Seller Performance

WHO is selling it for us?

seller_id	Total Sales	Total Orders
6560211a19b47992c3666cc44a7e94c0	1,23,083.83	1850
4a3ca9315b744ce9f8e9374361493884	2,00,133.22	1801
cc419e0650a3c5ba77189a1882b7556a	1,04,179.44	1704
1f50f920176fa81dab994f9023523100	1,06,939.21	1404

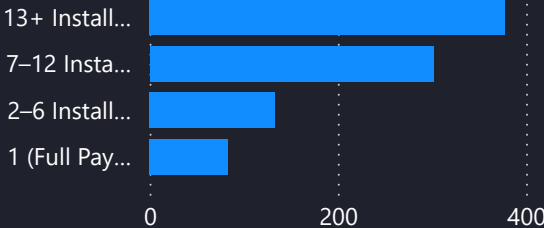
On-Time Delivery %

HOW are we performing



How Payment Plans Affect Spending

is Customers spend more when offered more instal...



Sales, Marketing & Customer Insights

Top Rated Product Categories

WHAT to promote

14-02-2017

01-09-2018

Avg. Review Score

4.09

AVG Order Value

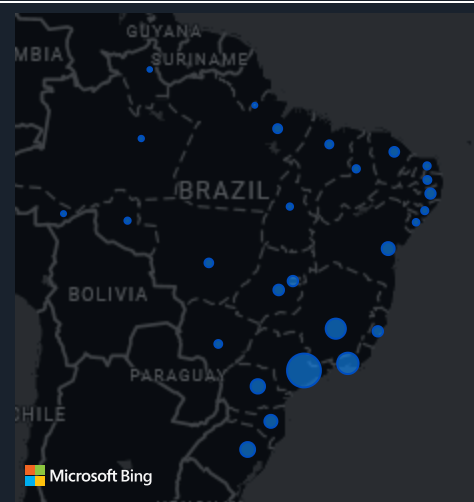
Total Customers

Top Selling States

Top Selling City

Sales by State

WHERE are we selling it?



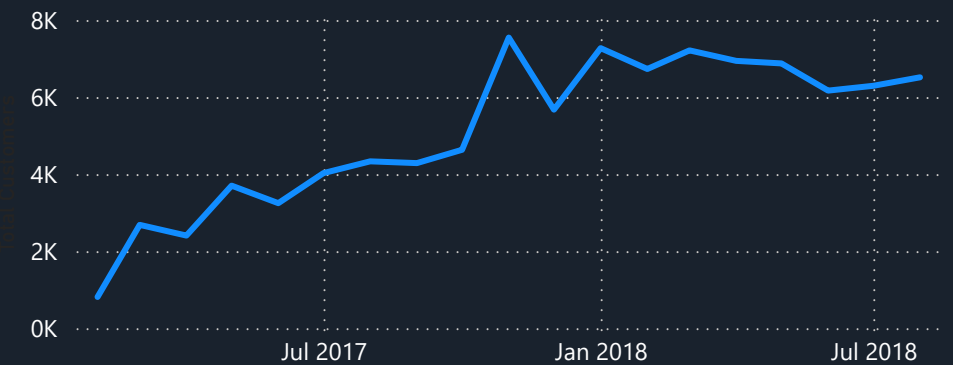
Top Categories by Sales and Orders

WHAT are we selling?



Customer Growth Over Time

Are Our ads Working?



Sales & Orders by State

WHERE to target

How Payment Plans Affect Spending

is Customers spend more when offered more install...

Payment Method

HOW to create offers

Delivery Performance

Total Valid Delivery

96K

On-Time Delivery

89K

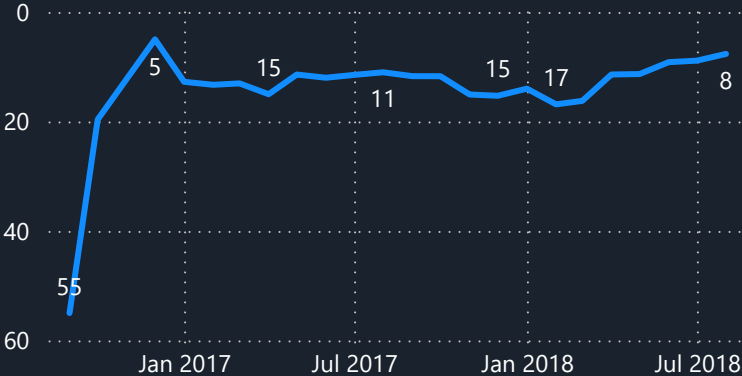
AVG.Delivery Days

12.5

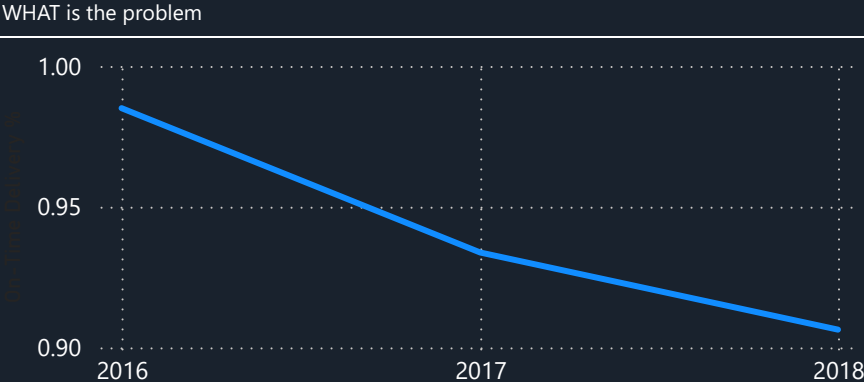
04-09-2016

01-09-2018

Average Delivery Days



On-Time Delivery Rate



Top Selling States

BA

DF

ES

GO

MG

PR

Top Selling City

Belo Horizonte

Brasilia

Campinas

Seller Report Card

WHO is responsible for the

seller_id	Total Validated Delivery	On-Time Delivery %	Avg. Delivery Days	Avg. Carrier Shipping Time
17eea220a40cc0d2c0c5346379682398	3	0.33	25.33	21.00
327b89b872c14d1c0be7235ef4871685	3	0.33	48.00	44.67
44f091b5abab8018f682fce8124b85e5	3	0.33	15.00	3.67
5b97c06a046398e7005b2b7c0d707a92	3	0.33	26.00	19.00
633ecdf879b94b5337cca303328e4a25	6	0.33	25.33	10.67
8c2b522c6266a56240f04f1e2a6b18ef	2	0.22	42.22	18.22

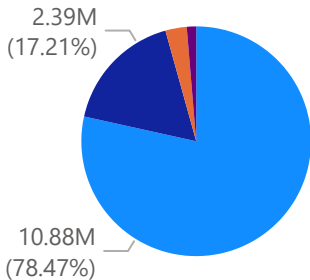
On-Time Delivery %

HOW are we performing



4.09

Average Review Score



payment_type

credit_card

boleto

voucher

debit_card

Top level selling

