

E-COMMERCE BUSINESS ANALYSIS - Executive Summary

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PERFORMANCE SNAPSHOT

Revenue: R\$ 14.7M | Orders: 96,839 | AOV: R\$ 151.96 | Customers: 93,665 | Delivery: 12 days
ALERT: 38.8% revenue decline & 36.8% order decline (MoM) - immediate action required.

KEY INSIGHTS

Revenue: Peaked at R\$ 1.1M (Nov 2017), sharp decline indicates operational/market disruption.

Products: Top 3 categories (Beauty & Health, Bed Bath & Table, Watches) drive revenue concentration.

Geography: São Paulo = 38.3% of revenue. Success model but high concentration risk.

Payments: Credit cards = 76.4%. Optimize processing to reduce friction.

Customers (RFM): Potential 34.2% (32K) | Loyal 33.4% (31K) | Champions 16.3% (15K) | At Risk 16.1% (15K)
Opportunity: 47,000+ recoverable customers (Potential + At Risk).

STRATEGIC PRIORITIES

1. REVENUE RECOVERY (30 Days)
Root cause analysis, flash sales, 20% win-back campaigns for At Risk customers. Daily monitoring.
Target: 85% of peak revenue
2. CUSTOMER ACTIVATION (60 Days)
Champions: VIP programmes | At Risk: Re-engagement offers | Potential: Nurture sequences
Target: 25% increase in repeat purchases
3. GEOGRAPHIC EXPANSION (90 Days)
Replicate SP model in Rio de Janeiro & Minas Gerais. Launch localized campaigns.
Target: Reduce SP to <30%
4. OPERATIONAL EXCELLENCE (Ongoing)
Maintain 12-day delivery, reduce payment failures 20%, expand top categories 25%.

CONCLUSION

Despite 38.8% decline, strong fundamentals remain: 93,665 customers, R\$ 152 AOV, 12-day delivery. Focus: reactivate 47K+ customers, stabilize revenue, diversify geography. With disciplined execution, return to growth within 90 days.

Next Steps: Launch recovery campaigns, implement monitoring dashboard, begin expansion planning.