

This dashboard provides order details made at multiple marketplaces in Brazil from 2016 to 2018.

Have questions? Ask [here!](#)

Total Sales

\$7.43M

% Change Same Period Last Year

▲ 136.3%

Total Profit

\$2.04M

% Change Same Period Last Year

▲ 250.9%

Customer Acquisition Cost

\$24.94

% Change Same Period Last Year

▲ 4.4%

Average Purchase Value

\$119.73

% Change Same Period Last Year

▲ 0.1%

Orders

Customers

Products

Total Orders

52,197

% Change Same Period Last Year

▲ 140.4%

Total Customers

51,047

% Change Same Period Last Year

▲ 141.6%

Number of Distinct Products

20,018

Average Order Value

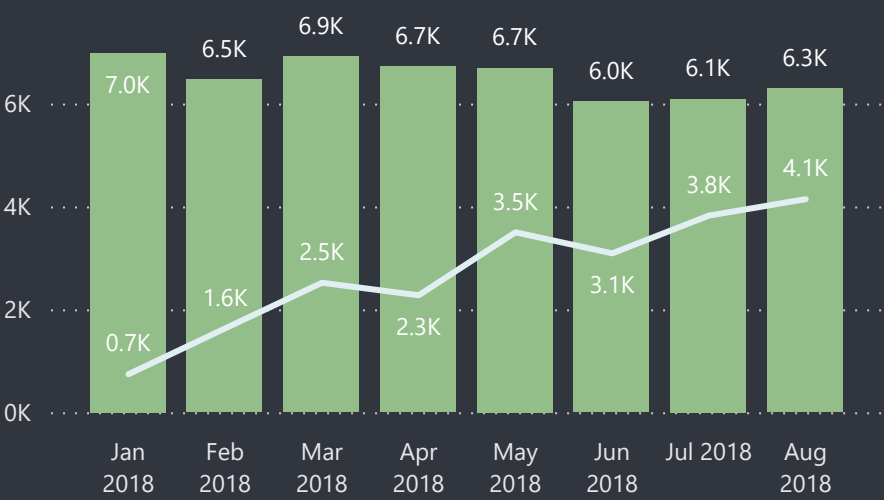
\$205.90

Average Items per Order

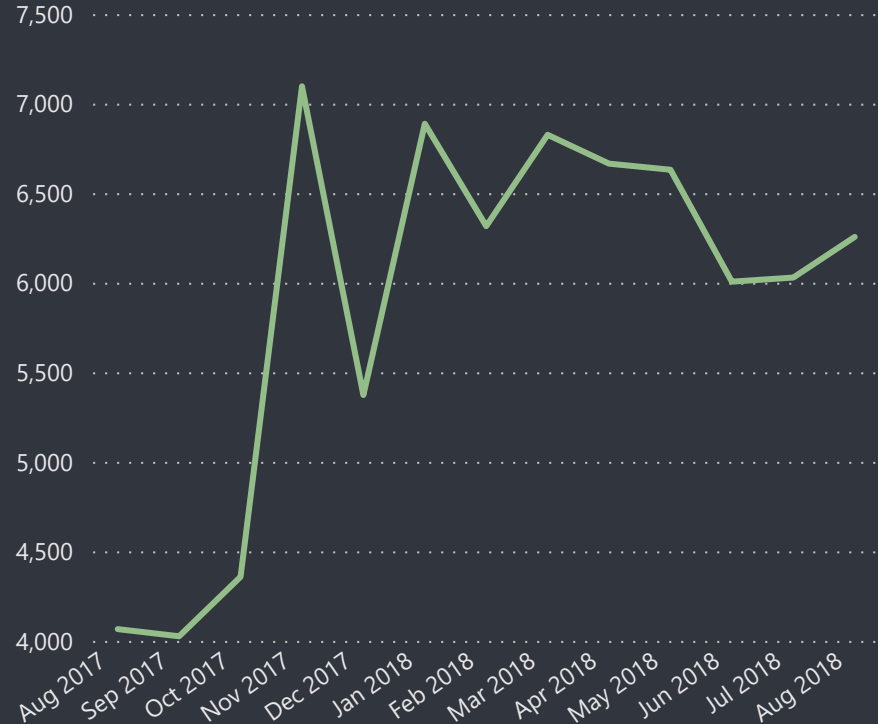
1.14

Order Count by Month

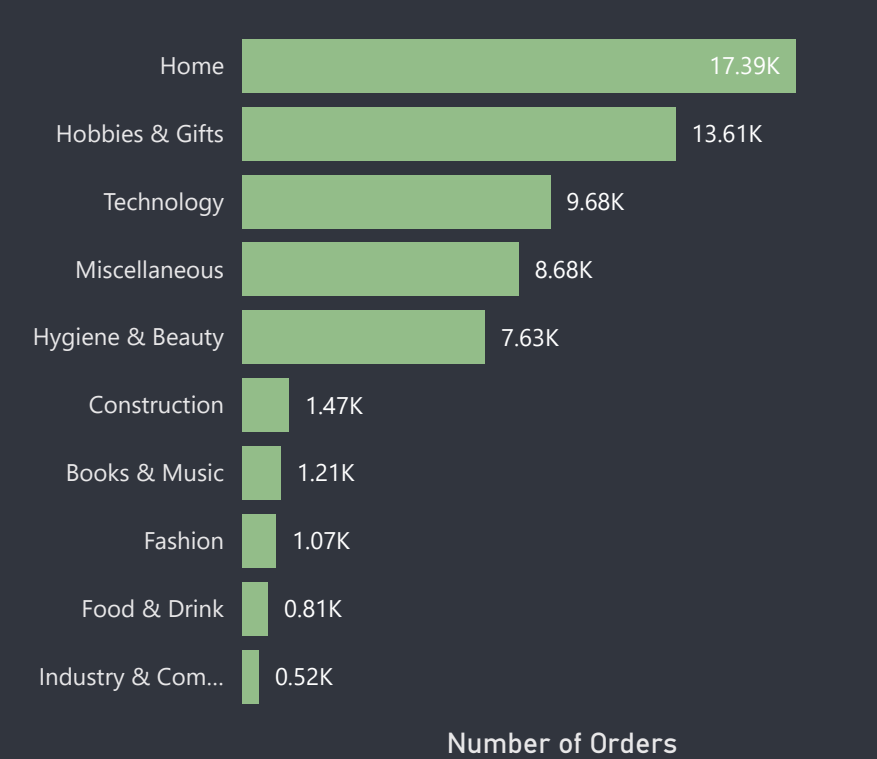
● Order Count ● Order Count Same Period Last Year



Number of Customers over Time



Top 10 Broad Product Categories by Orders

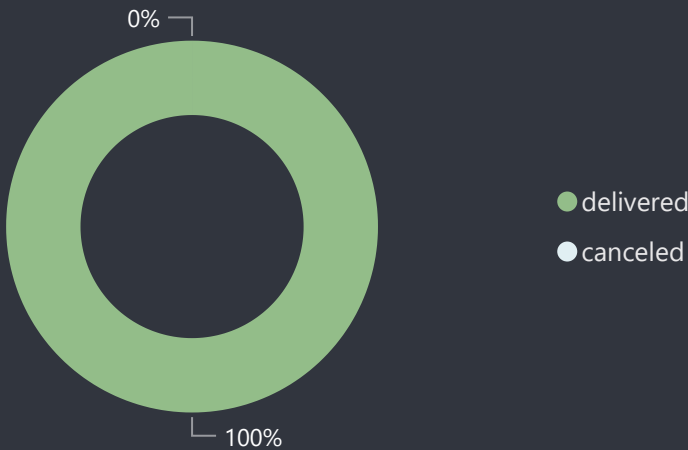


More on orders

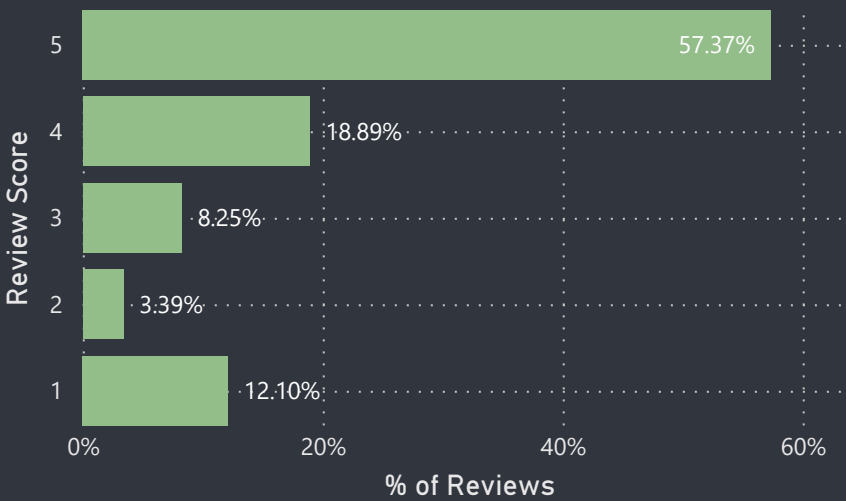
More on customers

More on products

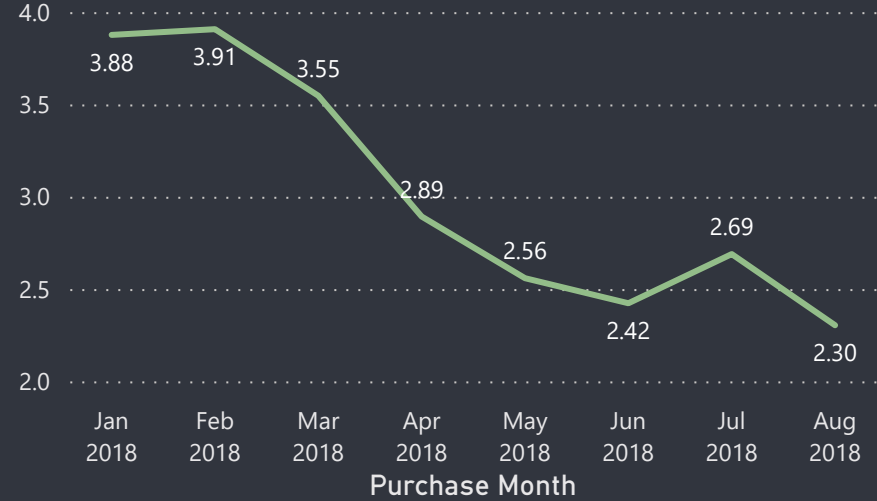
Order Status



Review Score Distribution



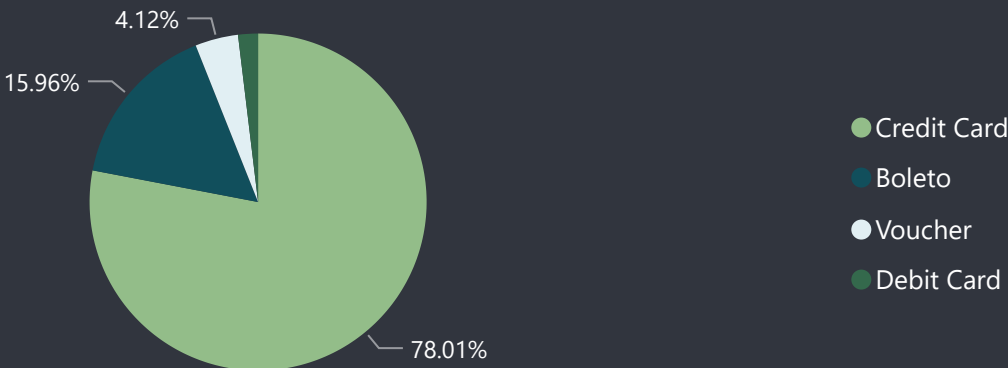
Average Days to Ship by Month



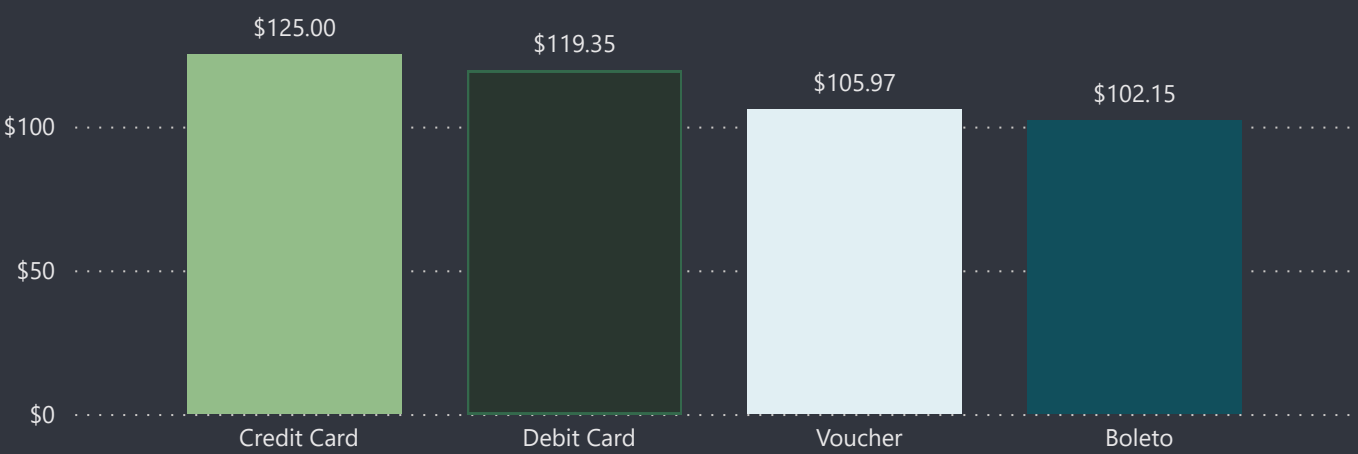
Payment Type Insights

Payment Type by Sales

The percentage of sales made by each payment type



Average Purchase Value by Payment Type



Map Showing Customer Locations

