



MARKETPLACE. SALES AND LOGISTICS ANALYTICS



SALES ANALYSIS

customer_state ▾ Year ▾
Все ▾ Все ▾

97%

Conversion

\$160,58

Average check

\$15,42 МЛН

Revenue

96 тыс.

Active Customers

Sales

Logistic

Feedback

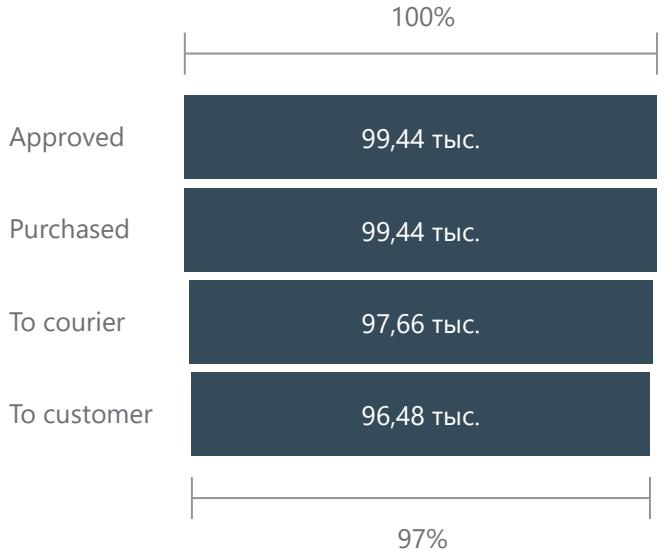
Payments



Revenue by Category

Home	\$3,7 млн
PC, Electronic	\$2,8 млн
Commerce a...	\$2,5 млн
Fashion	\$2,4 млн
Health and B...	\$1,9 млн
Baby	\$1,0 млн
Construction	\$0,4 млн
Art and Music	\$0,2 млн
Books and P...	\$0,1 млн
Food and Dri...	\$0,1 млн

Delivery Funnel



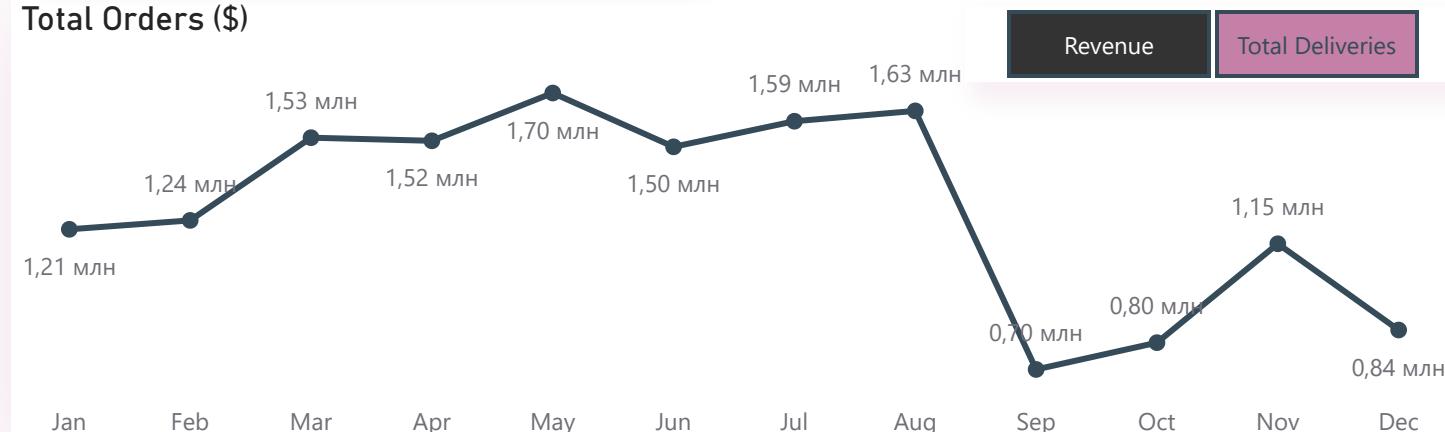
Category

Revenue

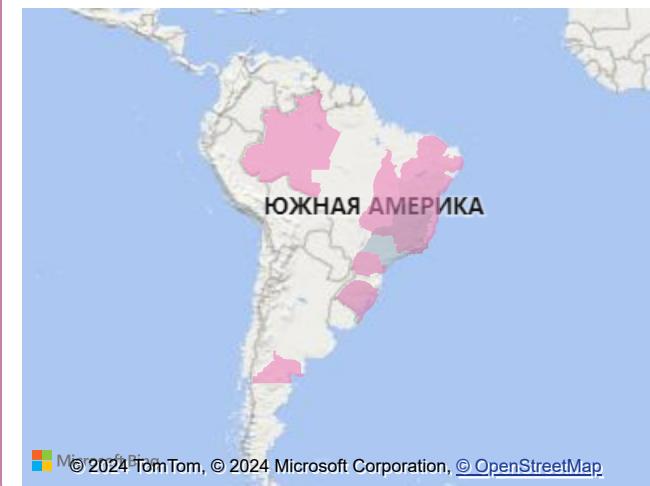
DealsInWork

Category	Revenue	DealsInWork
PC, Electronic	\$2 808 148,03	\$32 656,48
Home	\$3 737 654,55	\$29 149,89
Commerce and Service	\$2 525 569,92	\$23 124,56
Fashion	\$2 429 356,24	\$16 364,87
Health and Beauty	\$1 857 307,35	\$13 756,49
Baby	\$1 013 788,71	\$11 979,5
Construction	\$425 144,26	\$3 752,34
Art and Music	\$244 822,02	\$3 079,91
Food and Drinks	\$84 492,10	\$963,29
Books and Photo	\$90 136,73	\$924,07
Всего	\$15 216 419,91	\$135 751,4

Total Orders (\$)



Orders by countries





LOGISTICS ANALYSIS

12

AVG OrderCycleTime | Day

10,41

AVG ProcessingTime | HOUR

\$24,46

Freight Price Per Units

89%

OnTime Delivery Rate

Sales

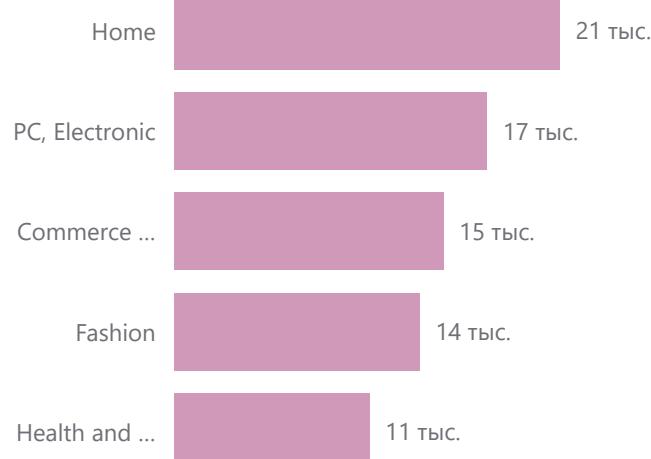
Logistic

Feedback

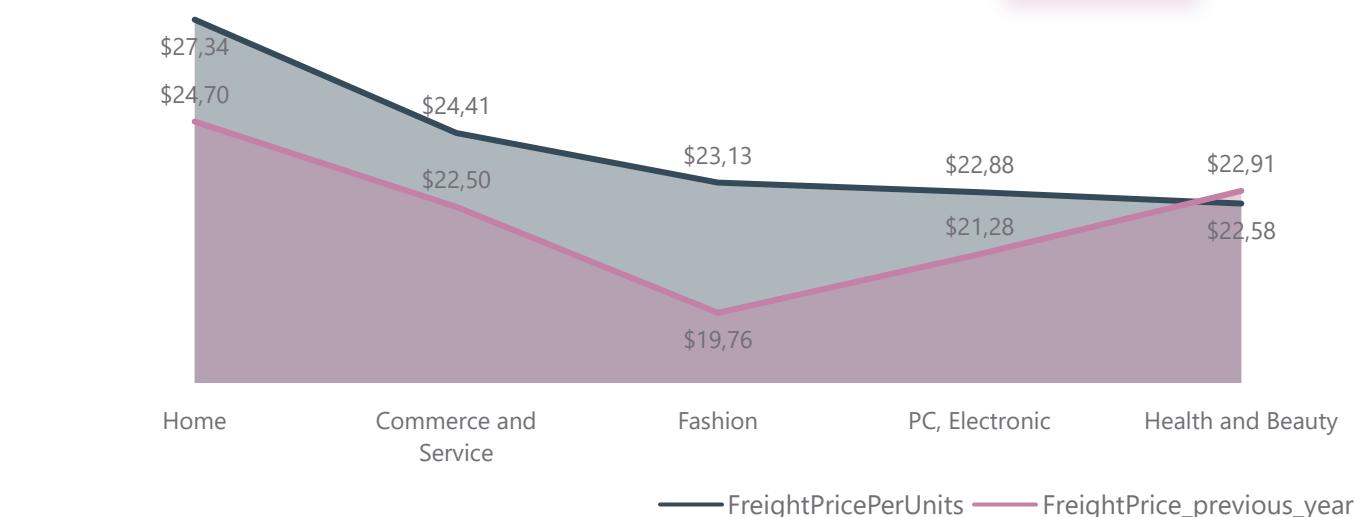
Payments



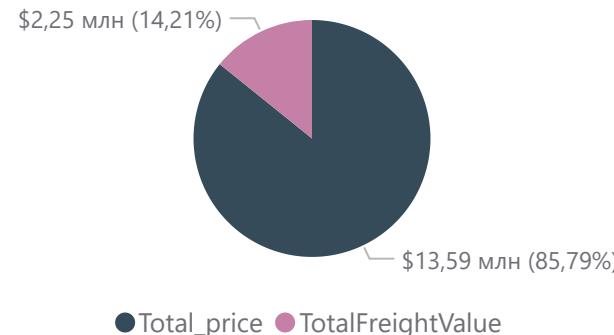
Delivered on time by TOP5Category



Freight per Units by TOP5 Categories current and previous year



Cost of product and Freight



customer _state TotalDeliveries FreightPricePer Units Growth_Freight _pUnits AverageDelivery Days Growth_AVG_Delivery_Day

SP	41746	\$16,87	▲ 5,42%	5,56	▼ -1,7%
RJ	12852	\$22,17	▲ 9,12%	11,94	▲ 30,6%
MG	11635	\$21,92	▲ 9,33%	8,72	▲ 11,2%
RS	5466	\$22,90	▲ 8,12%	12,03	▲ 15,5%
PR	5045	\$21,54	▲ 8,29%	8,73	▲ 8,4%
SC	3637	\$22,48	▲ 12,13%	11,58	▲ 5,3%
BA	3380	\$27,51	▲ 10,61%	15,99	▲ 2,7%
Bcero	99441	\$24,46	9,04%	9,28	5,4%



FEEDBACKS ANALYSIS

customer_state ▾ Month ▾ Year ▾
Все Все Все

41 тыс.

TotalComments

99 тыс.

Leads

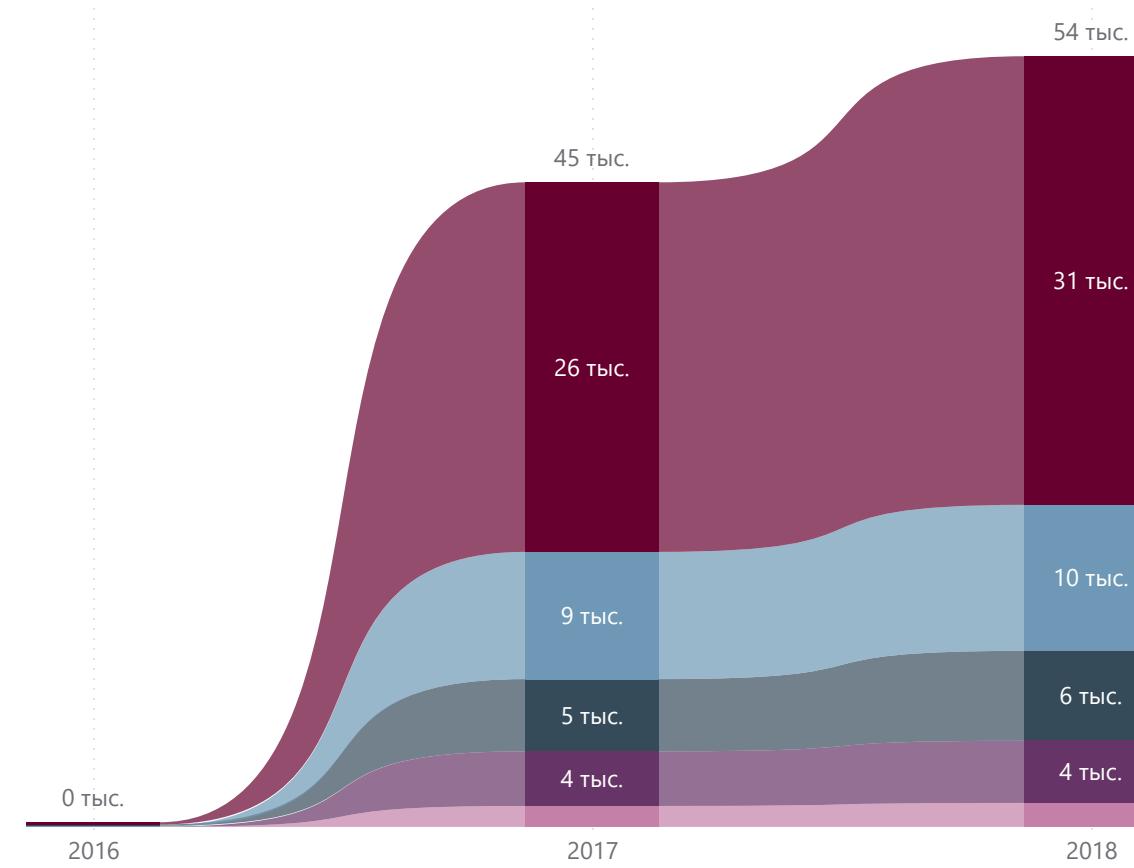
2,58

AVG ReactionTime | DAY

AverageReviewScore

1 4,09 5

Reviews by Year



TotalComments





PAYMENT ANALYSIS

\$15 млн

TotalPaymentValue

\$2,19 млн

TotalFreightValue

\$136,11 тыс.

DealsInWork

\$15,05 млн

Revenue

Home

Sales

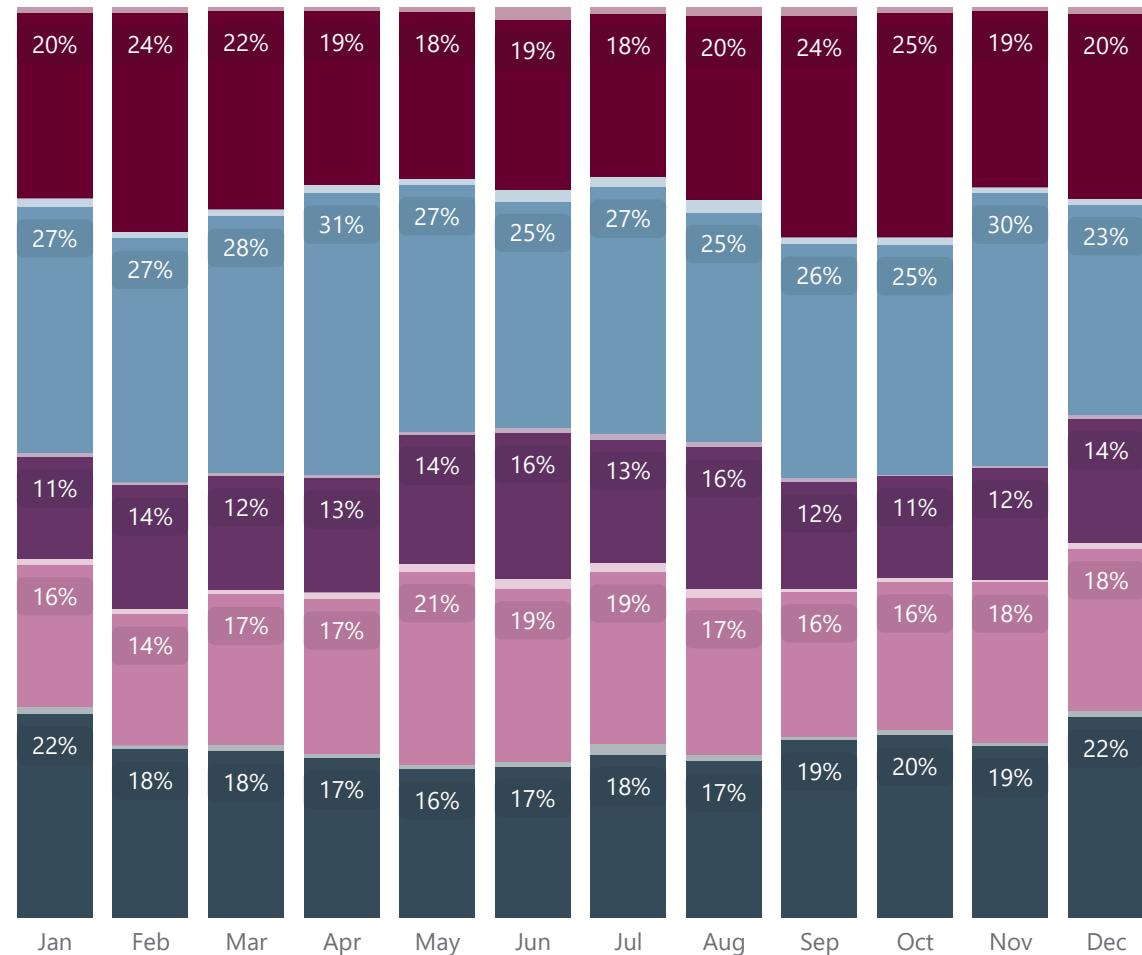
Logistic

Feedback



Payment by Month per TOP5 Categories

Commerce and Service (blue), Fashion (light blue), Health and Beauty (green), Home (orange), PC, Electronic (red)



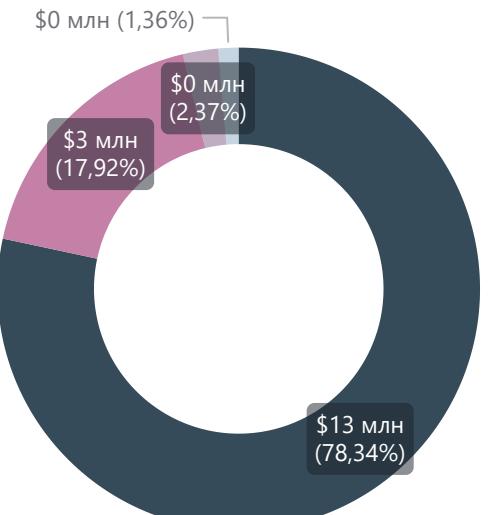
order_status

Все

Type of Status

Type of Payment

Type of payment



● credit_card ● boleto ● voucher ● debit_card