

Brazilian E-Commerce (Olist)

Performance Overview

Date (Year/Month)

01.09.2016

31.08.2018

Total Revenue YTD

8,64M

Revenue Growth %

1,39

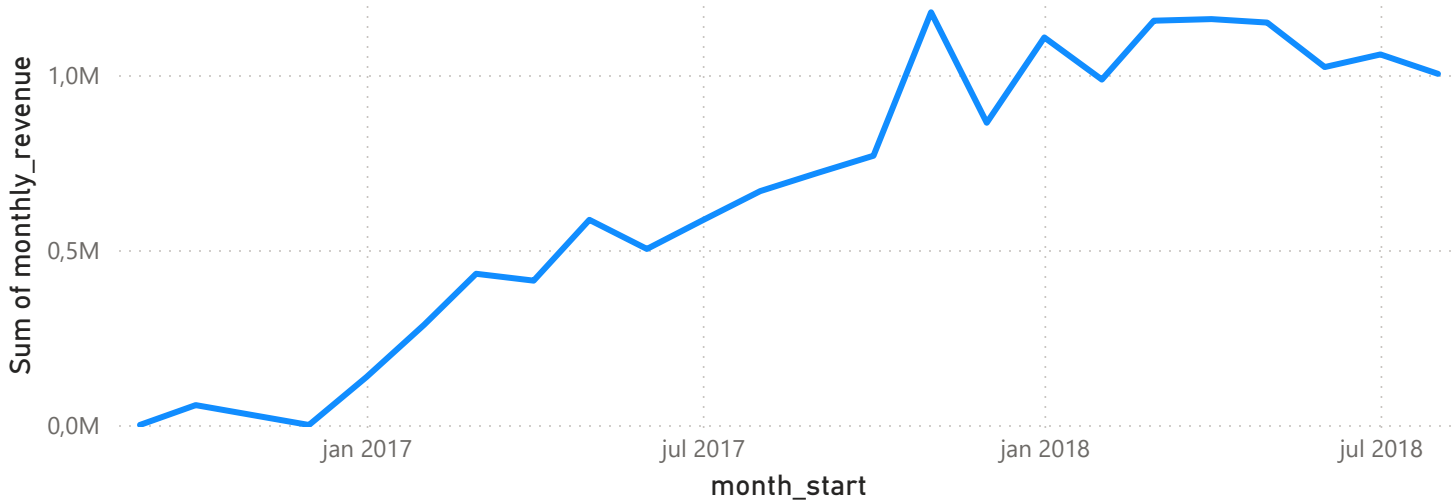
Avg Order Value

160,58

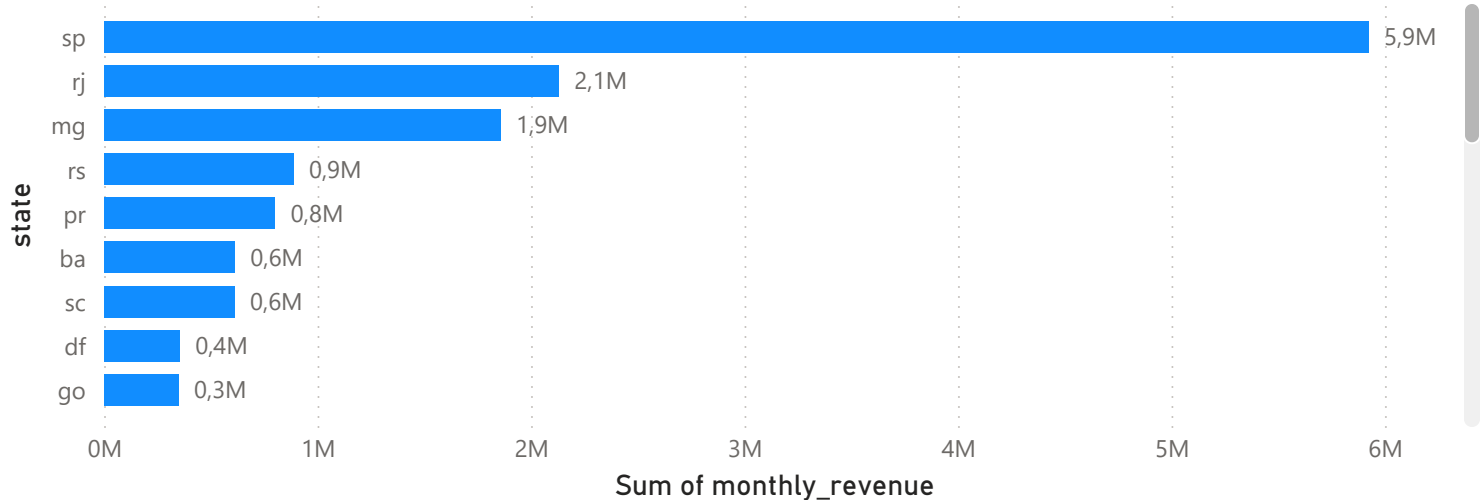
Current Seasonal Index

1,20

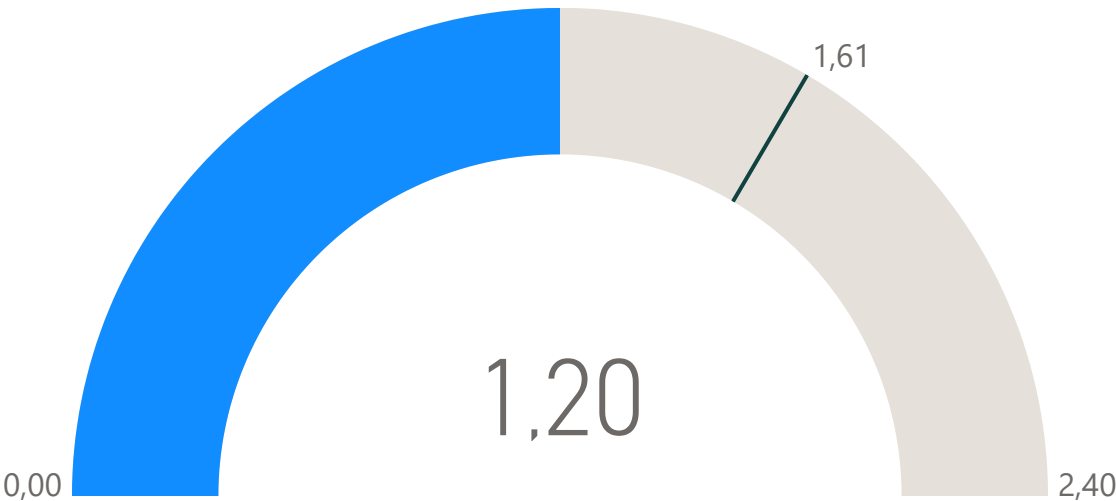
Monthly Revenue Trend



Top performing states by revenue



Current vs. Target Seasonal Index





Operational Dashboard

Date (Year/month)

01.09.2016

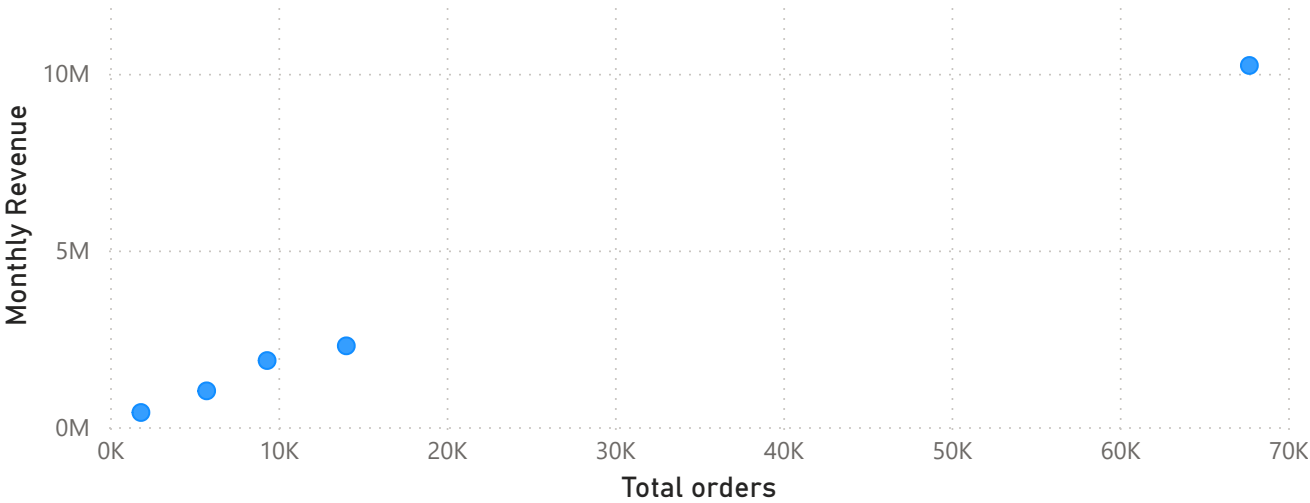
01.09.2018



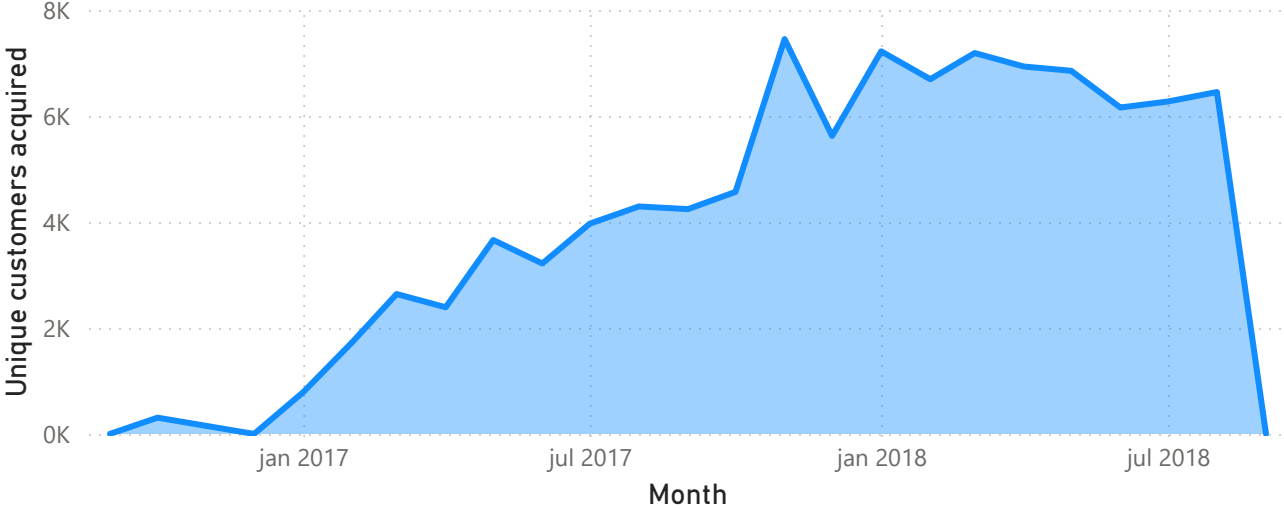
Region/State/City

All

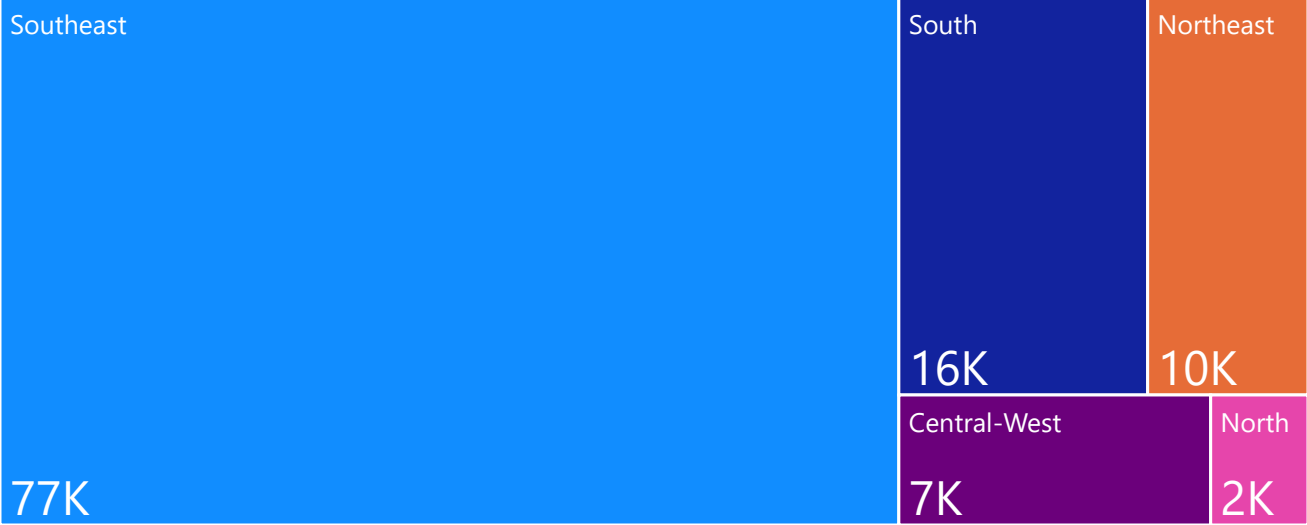
Orders vs. Revenue Correlation



Customer Acquisition Trend



Region Product Performance



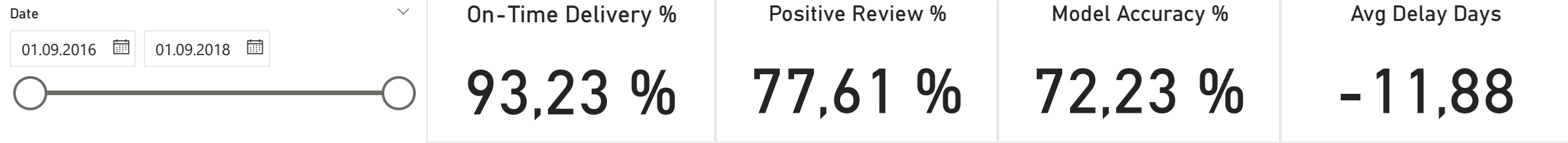
Revenue per Customer

region	1. september 2016	1. oktober 2016	1. desember 2016	1. januar 2017	1. februar 2017	1. marts 2017
<div>+ Central-West</div>		920,22		4 049,40	6 242,83	
<div>+ North</div>	136,23	1 352,11		3 682,23	8 143,79	
<div>+ Northeast</div>		5 605,65		8 554,10	15 808,09	
<div>+ South</div>	75,06	7 319,26	19,62	20 658,99	24 622,72	
<div>+ Southeast</div>		17 352,62		33 084,40	47 873,73	
<div>Total</div>	211,29	32 549,86	19,62	70 029,11	102 691,15	

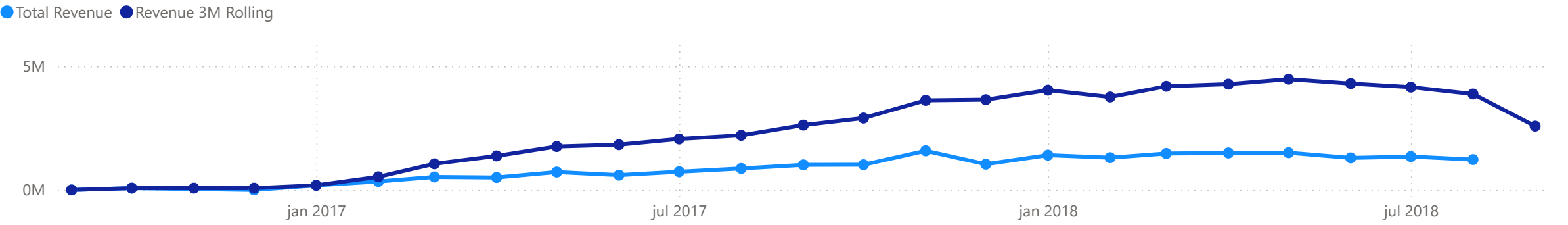




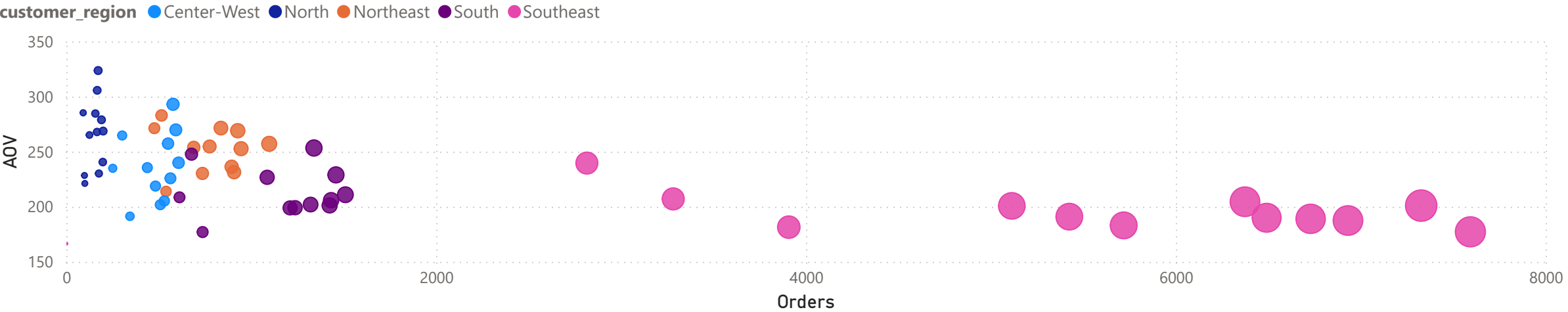
Analytical Deep-dive



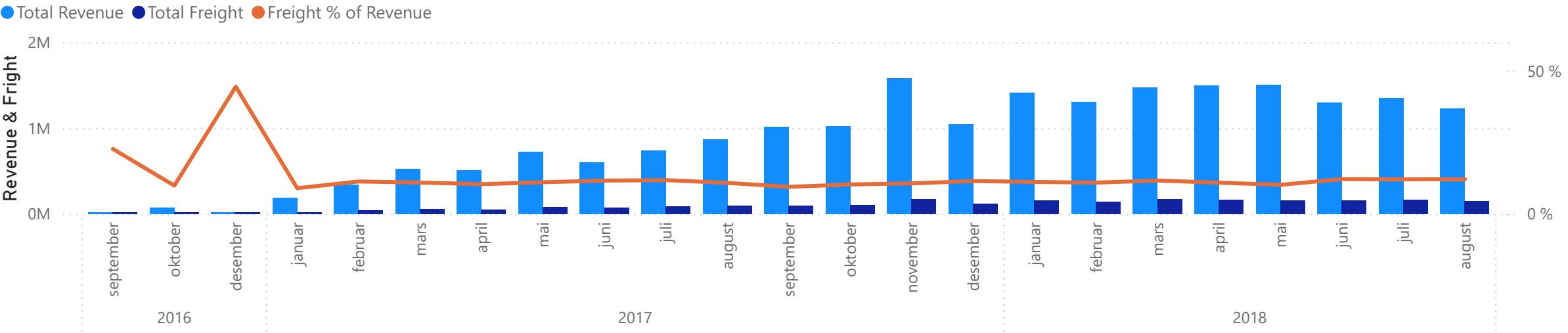
Revenue trend (3M rolling)



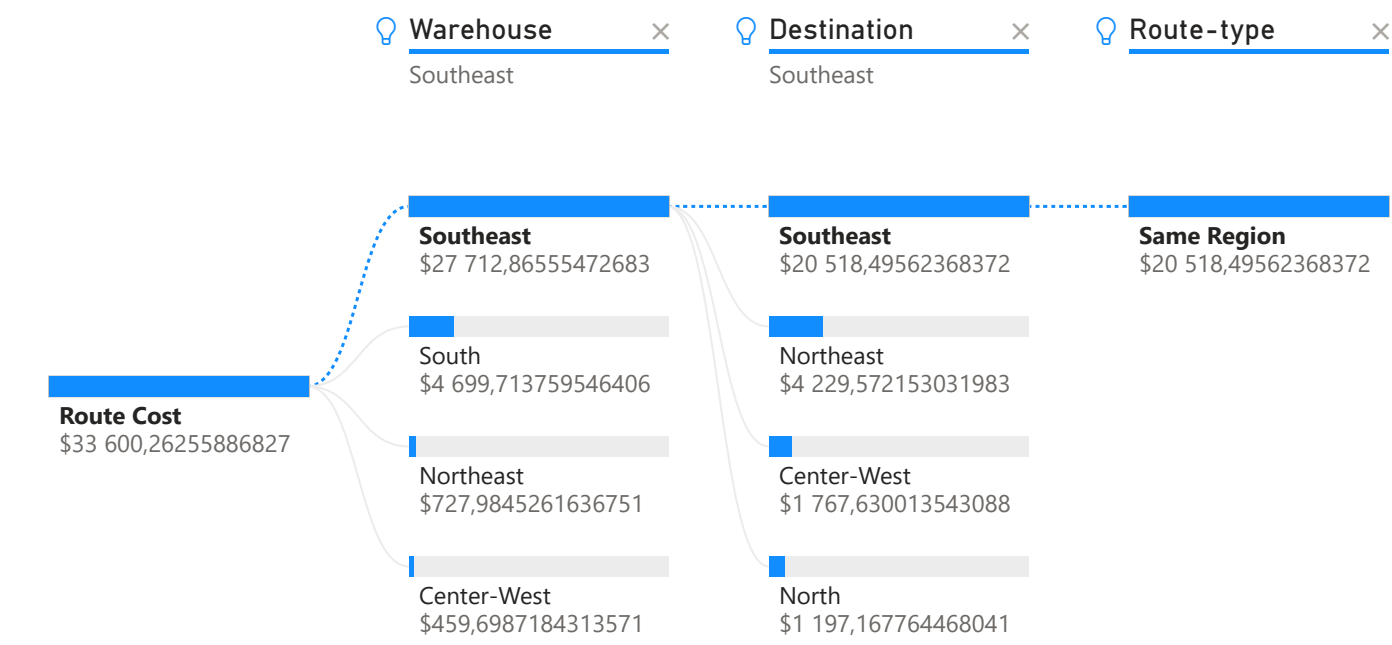
Volume vs Value by Region



Freight vs Revenue & Rate

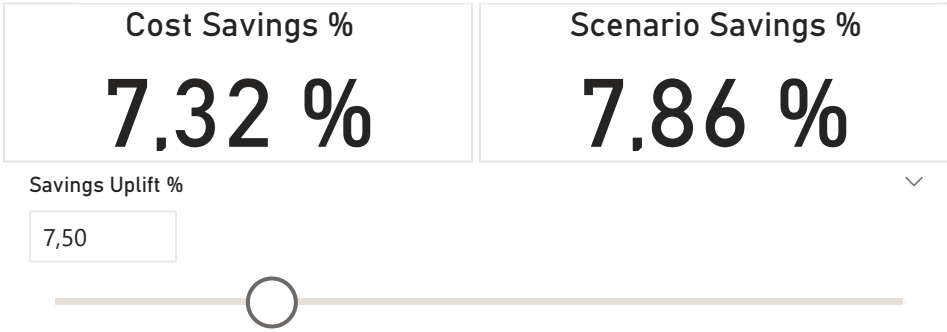


Route cost breakdown



Seller & Customer Region

Seller	Center-West	North	Northeast	South	Southeast
Center-West	207	42	171	123	888
North			4	3	18
Northeast	120	45	432	139	789
South	641	201	840	3050	8188
Southeast	4656	1508	7597	10499	56315



Drivers of positive reviews

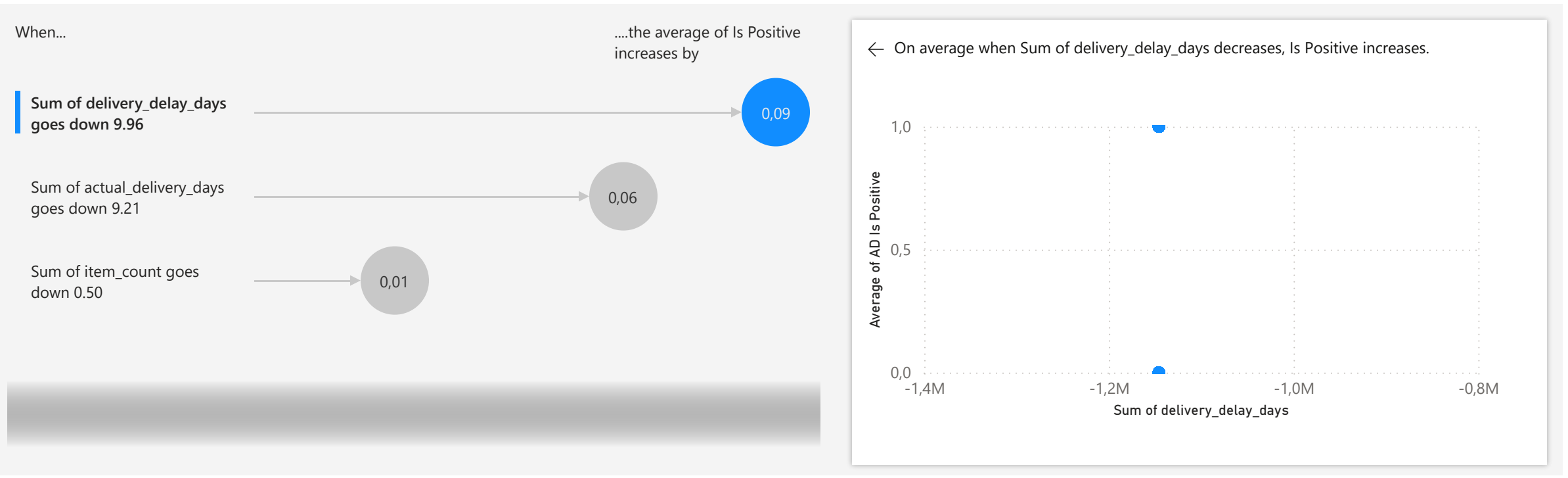
Key influencers

Top segments

What influences Is Positive to

Increase

 ?



What-if Analysis

Price Elasticity Analysis - What happens when the price changes?

Price Change

-25,00%



1,93M

Estimated Quantity

203,11M

Estimated Revenue