

# Operational summary report

Month  
All ▼ Year  
2018 ▼

## Summary

## Sales

## Payments

## Logistics

## Reviews

## Products



Customer active base

52K

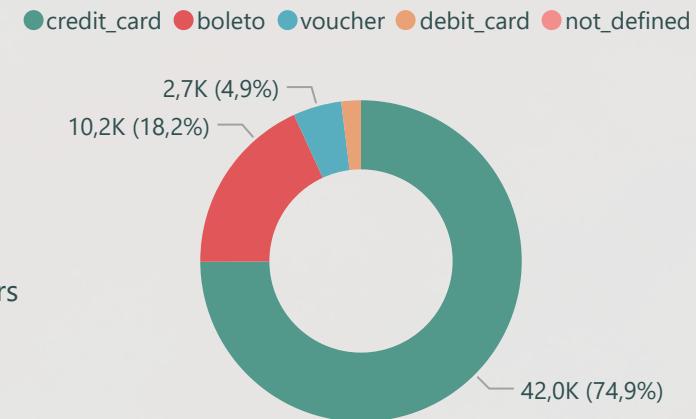
Sellers active base

3 095

Debt for delivered orders

(\$1,2M)

## Most used payment type



On-time delivery rate

92,3%

Order cycle time

12,1

Canceled orders

334

Volume, m<sup>3</sup>

323,2

Weight, kg

45,5K

Top 5 category by on-time delivery

on time delivery cycle time

Food & Beverages	94,1%	9,3
Books & Entertainment	93,2%	10,5
Home & Interior	92,8%	11,7
Office & Business	92,7%	14,7
Fashion	92,7%	11,3

# ☰ Revenue & sales dynamics

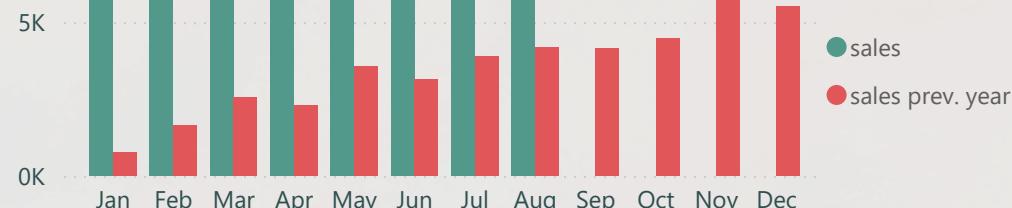
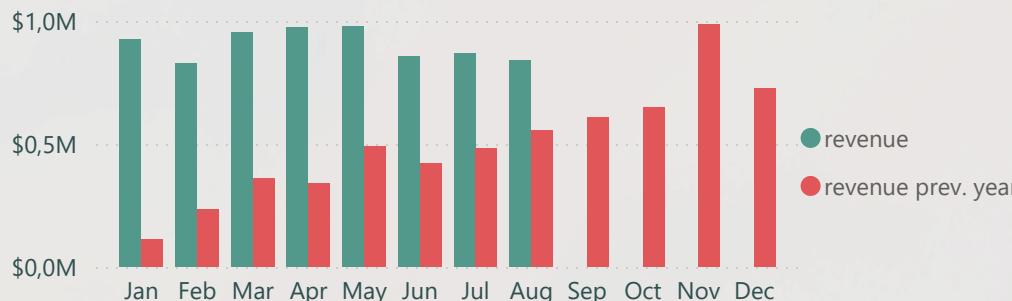
Leads  
54K

prev. year  
19,8%

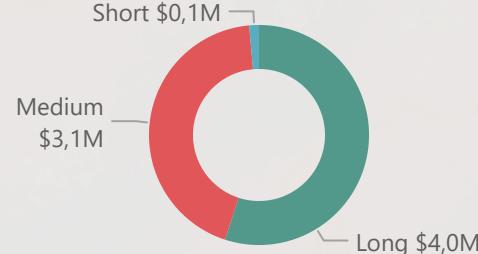
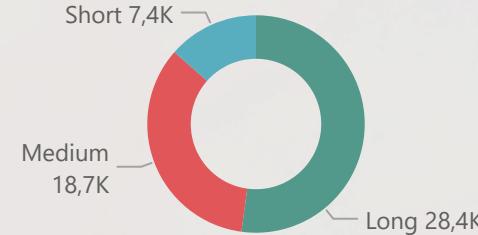
In progress value  
\$123,1K

prev. year  
-15,5%

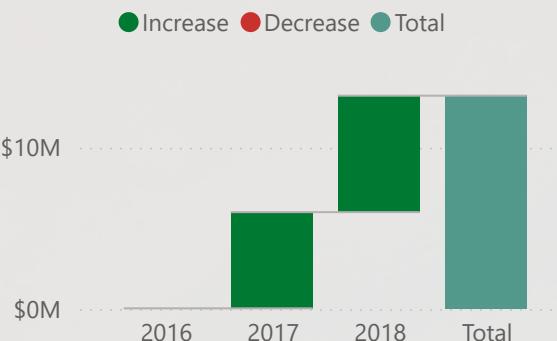
Sales & revenue trends – current vs previous year



Impact of description length



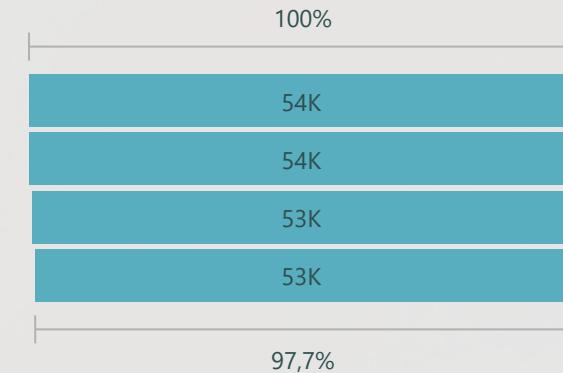
Revenue by year



Category financial metrics

category group	payments	revenue
Home & Interior	\$2 682 444,4	\$2 186 671,2
Leisure & Travel	\$2 096 882,5	\$1 781 363,0
Electronics & Tech	\$1 170 500,0	\$961 242,8
Health & Personal Care	\$1 097 905,9	\$931 386,4
Babies & Pets	\$458 768,0	\$377 465,4
Automotive & Tools	\$453 228,1	\$384 675,2
Office & Business	\$421 581,3	\$327 008,5
Fashion	\$102 949,3	\$83 756,5
Other	\$93 587,2	\$75 314,6
Books & Entertainment	\$78 798,3	\$63 616,7
Food & Beverages	\$60 234,4	\$45 625,0
<b>Total</b>	<b>\$8 699 763,1</b>	<b>\$7 218 125,1</b>

Sales funnel



# ☰ Payment flow analysis

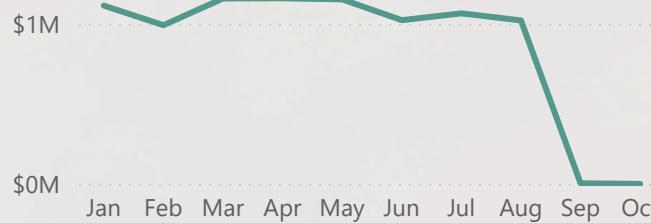
Year  
2018 ▾

Completed deliveries    Total payments  
\$8,5M                  \$8,7M

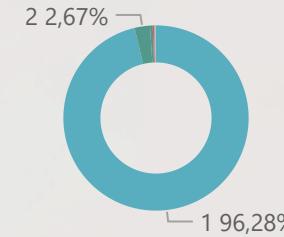
Unpaid orders    Debt for delivered orders  
247                  (\$1,2M)

Installments payment    Installments  
\$43,9                  49,7%

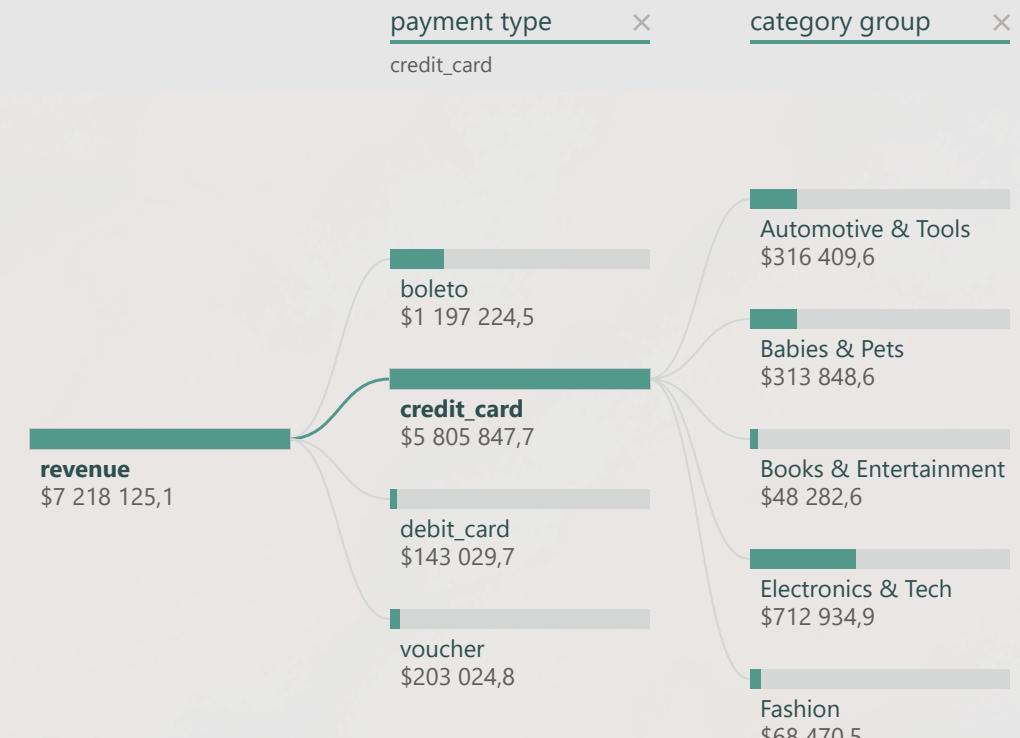
Total payments trend



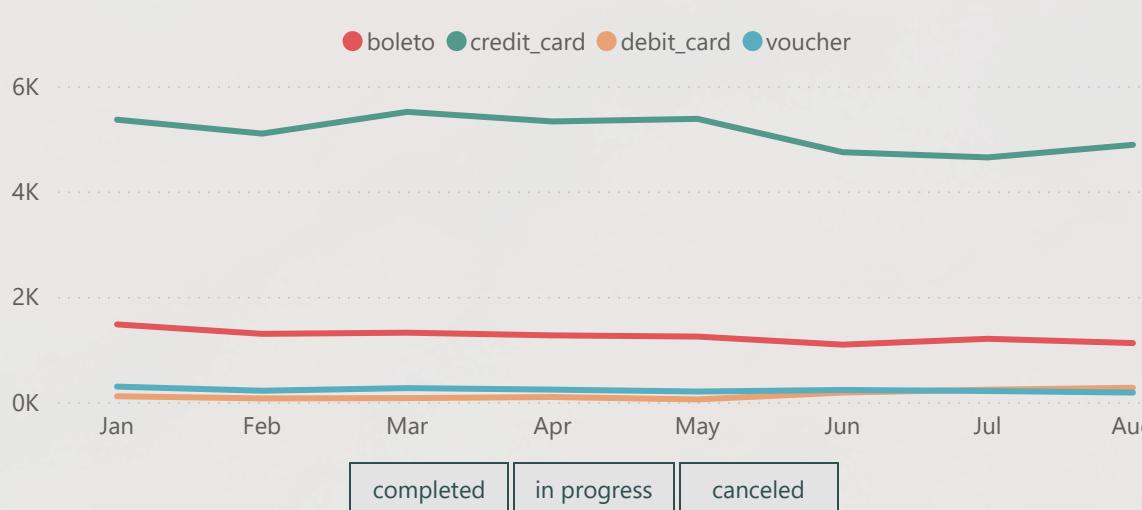
Sales by payment sequence



Revenue structure by payment type and category



Transaction status overview



# ☰ Delivery & fulfillment tracking

Year  
2018 ▾

Processing time  
3,0

Delivery time  
9,1

Cycle time  
12,1

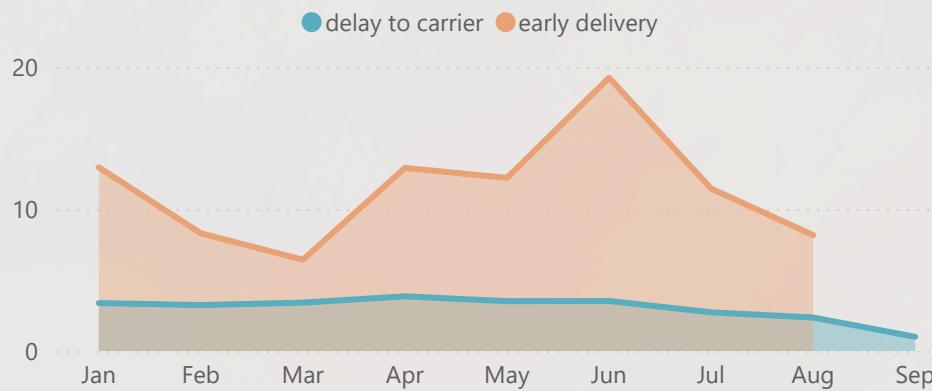
On time delivery, %  
92,3%

Cost per unit  
\$17,08

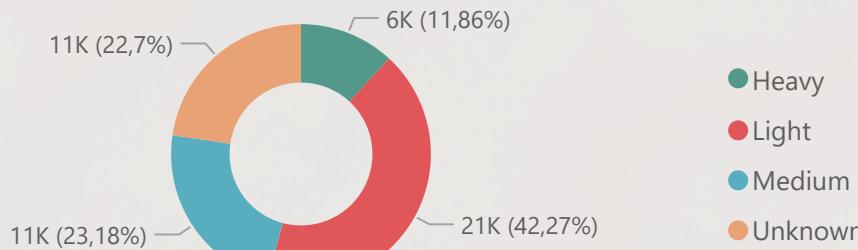
Cost per kg  
\$27,6

Cost per delivery  
\$23,4

## Shipping and delivery timing deviations



## Weight-based on-time delivery



On time delivery  
49K

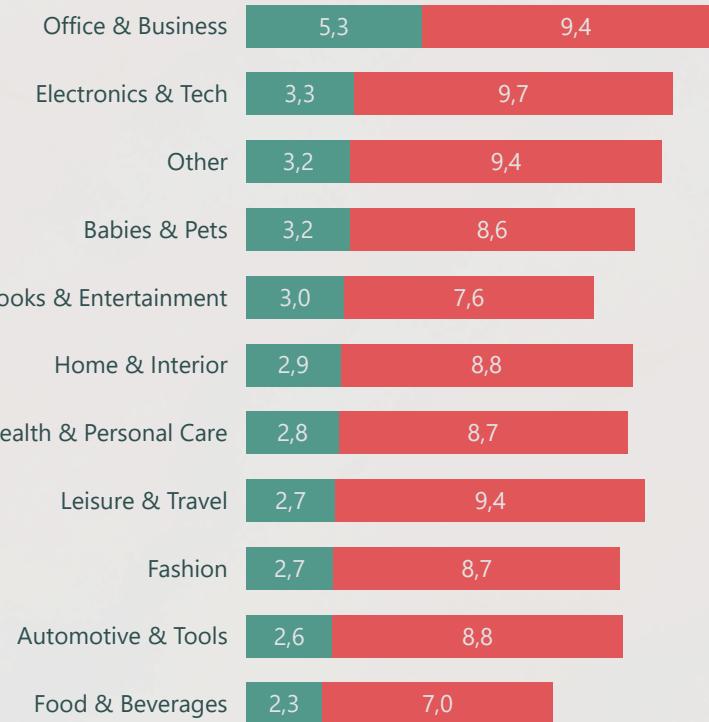
Total deliveries  
53K

Weight, kg  
2,22

Volume, cm<sup>3</sup>  
15,77K

## Processing & delivery by category

processing time delivered time



# ☰ Customer feedback analysis

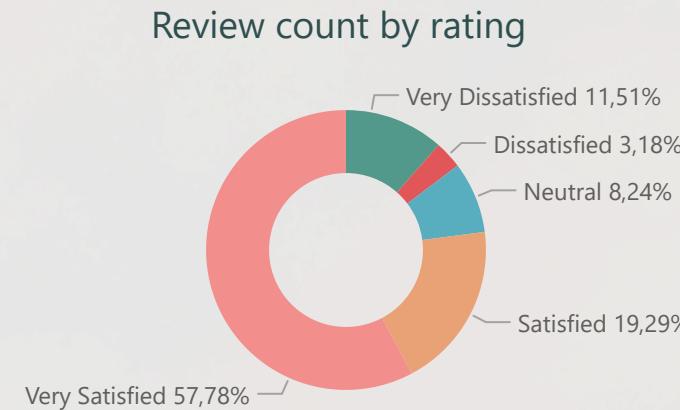
Category

All

Year

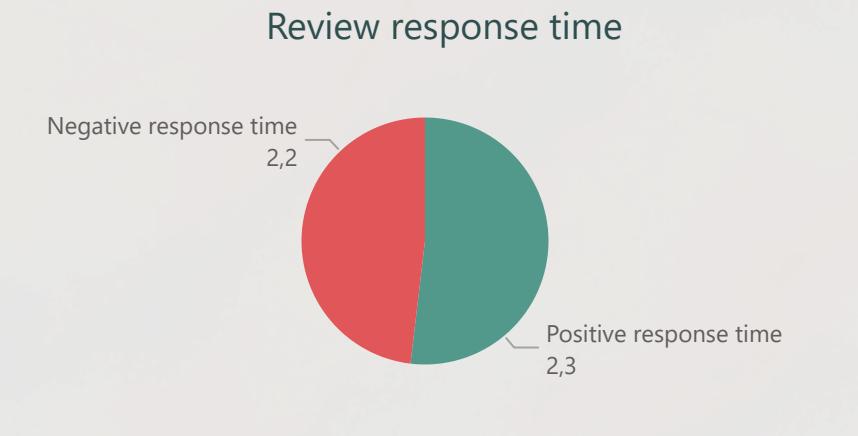
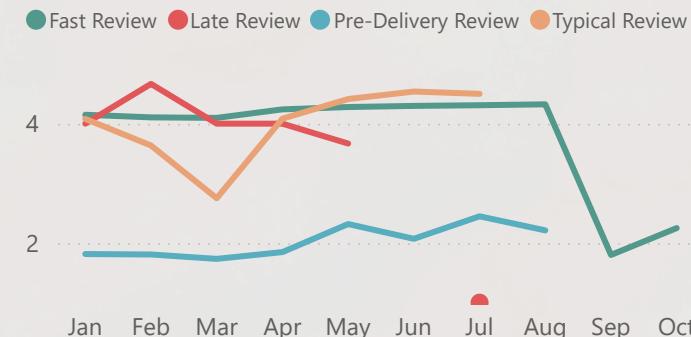
2018

Total reviews Av. rating Reviews before delivery  
54K 4,1 5,8%



Positive reviews Negative reviews  
77,2% 14,8%

## Time to review



## Reviews by state

customer_state	positive reviews	negative reviews
SP	19081	2952
MG	4791	853
RJ	4539	1450
PR	2206	346
RS	2191	368
SC	1470	276
BA	1233	343
DF	955	176
GO	792	156
ES	786	166
PE	661	135
CE	441	154
MT	385	58
MS	315	64
PA	307	106
MA	243	78
PB	211	42
RN	191	32
PI	189	58
AL	139	49
SE	110	34
TO	109	24
RO	85	16
AM	55	13
AP	29	4
AC	20	2
RR	15	8
<b>Total</b>	<b>41549</b>	<b>7963</b>

# ☰ Products trends & metrics

Category

All

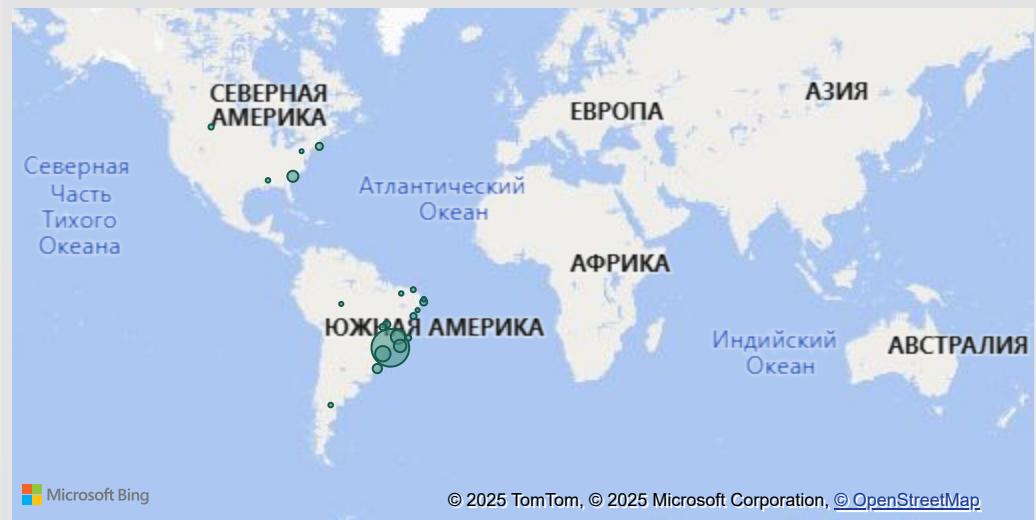
Month

All

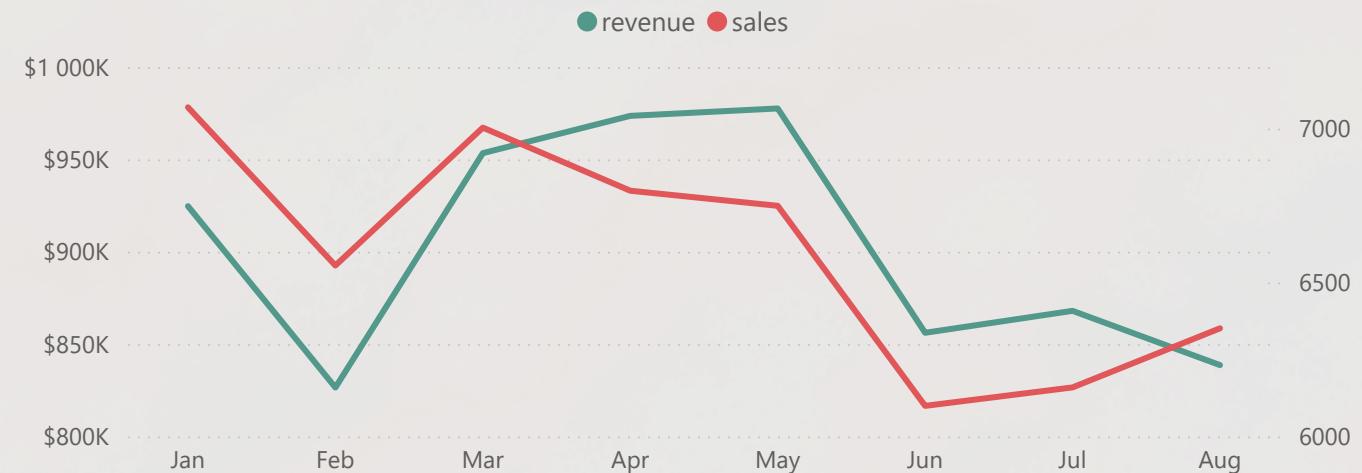
Year

2018

Seller lead map



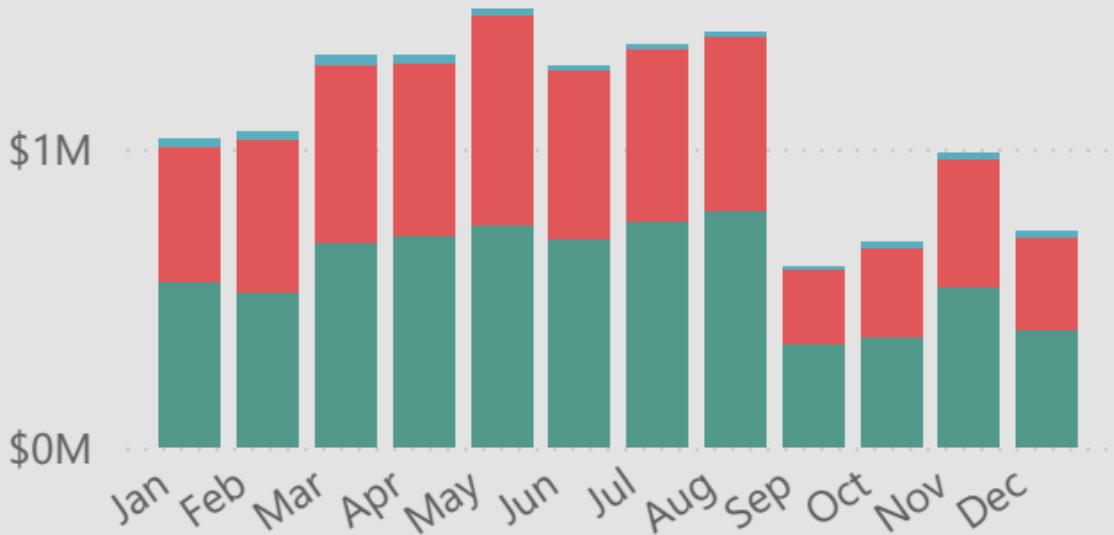
Revenue & sales by month



product category	revenue	revenue, % YoY	av. invoice	av. invoice, % YoY	sales	sales, % YoY	lead	lead, % YoY	conversion	conversion, % YoY
agro_industry_and_commerce	\$75 314,6	-25,1% <span style="color:red">●</span>	\$121,3	-4,9% <span style="color:red">●</span>	621	-21,3% <span style="color:red">●</span>	645	-21,9% <span style="color:red">●</span>	0,96	0,8% <span style="color:orange">●</span>
air_conditioning	\$41 386,9	41,8% <span style="color:green">●</span>	\$320,8	-47,2% <span style="color:red">●</span>	129	168,8% <span style="color:green">●</span>	134	179,2% <span style="color:green">●</span>	0,96	-3,7% <span style="color:red">●</span>
art	\$24 705,1	-9,4% <span style="color:red">●</span>	\$187,2	-24,5% <span style="color:red">●</span>	132	20,0% <span style="color:green">●</span>	134	17,5% <span style="color:orange">●</span>	0,99	2,1% <span style="color:orange">●</span>
arts_and_craftmanship	\$14 676,0	63,4% <span style="color:green">●</span>	\$90,0	-67,9% <span style="color:red">●</span>	163	409,4% <span style="color:green">●</span>	166	361,1% <span style="color:green">●</span>	0,98	10,5% <span style="color:green">●</span>
audio	\$1 662,1	994,3% <span style="color:green">●</span>	\$79,1	4,2% <span style="color:orange">●</span>	21	950,0% <span style="color:green">●</span>	21	950,0% <span style="color:green">●</span>	1,00	0,0% <span style="color:orange">●</span>
auto	\$32 960,9	88,9% <span style="color:green">●</span>	\$176,3	60,6% <span style="color:green">●</span>	187	17,6% <span style="color:orange">●</span>	187	16,1% <span style="color:orange">●</span>	1,00	1,3% <span style="color:orange">●</span>
baby	\$343 288,3	46,4% <span style="color:green">●</span>	\$141,9	-16,3% <span style="color:red">●</span>	2419	74,9% <span style="color:green">●</span>	2457	71,9% <span style="color:green">●</span>	0,98	1,7% <span style="color:orange">●</span>
bed bath table	\$250 615,8	68,8% <span style="color:green">●</span>	\$154,0	21,7% <span style="color:green">●</span>	1627	38,7% <span style="color:green">●</span>	1667	38,1% <span style="color:green">●</span>	0,98	0,4% <span style="color:orange">●</span>
Total	\$7 218 125,1	21,1% <span style="color:orange">●</span>	\$136,8	-0,4% <span style="color:red">●</span>	52783	21,5% <span style="color:orange">●</span>	54011	19,8% <span style="color:orange">●</span>	0,98	1,5% <span style="color:orange">●</span>

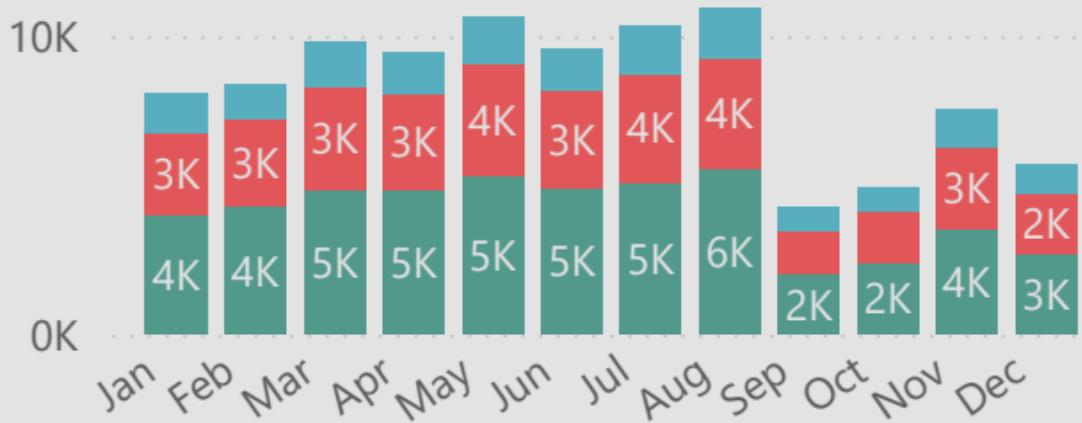
# Revenue by name length

● Long ● Medium ● Short



# Sales by description length

● Long ● Medium ● Short



# Customer state

