Sales Analysis: Sellers

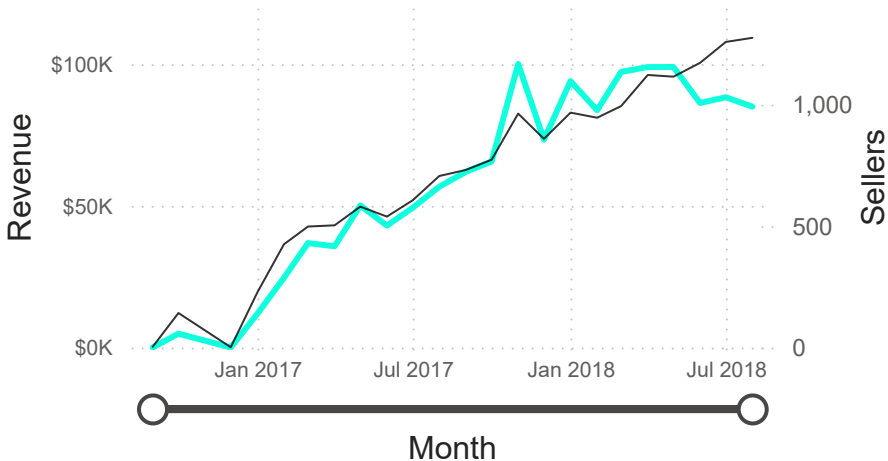**$1.35M** Total Revenue   **94.7K** Total Unique Customers   **3,090** Total Unique Sellers   **$436** Revenue per Seller
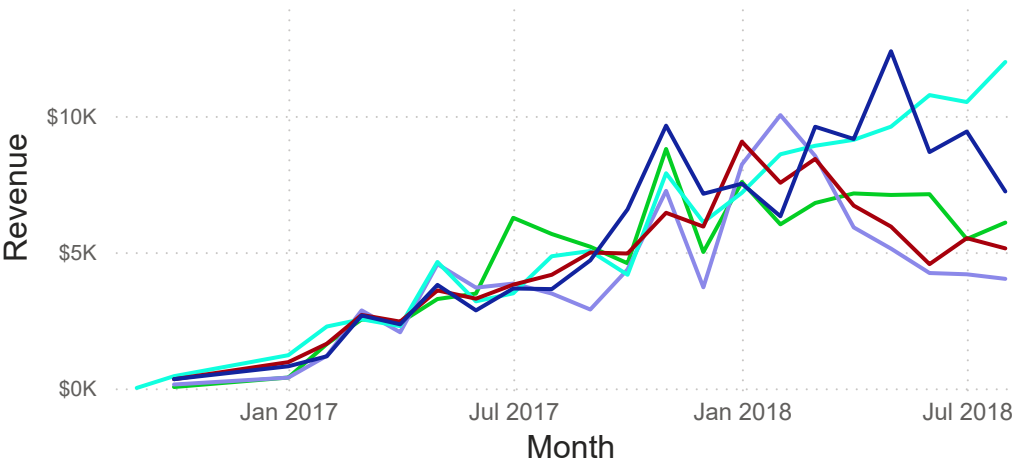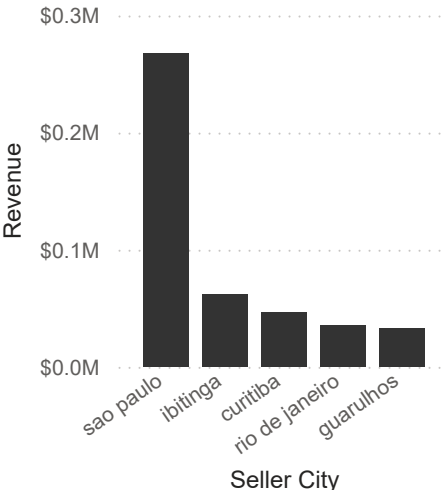
Total Revenue and Sellers

Legend: ● Revenue ● Sellers

Revenue of Top Product Categories

Product Category: ● bed_bath… ● computers… ● health_be… ● sports_lei… ● watches…

Top 5 Seller Cities by Revenue

Seller City: sao paulo, ibitinga, curitiba, rio de janeiro, guarulhos

Top 10 Most Profitable Sellers

Seller IDs: 4869f7a5dfa277a7…, 53243585a1d6dc2643…, 4a3ca9315b744ce9f8…, fa1c13f2614d7b5c474…, 7c67e1448b00f6e969…, 7e93a43ef30c4f03f38…, da8622b14eb17ae283…, 7a67c85e85bb2ce858…, 1025f0e2d44d704fd6…, 955fee9216a65b617a…
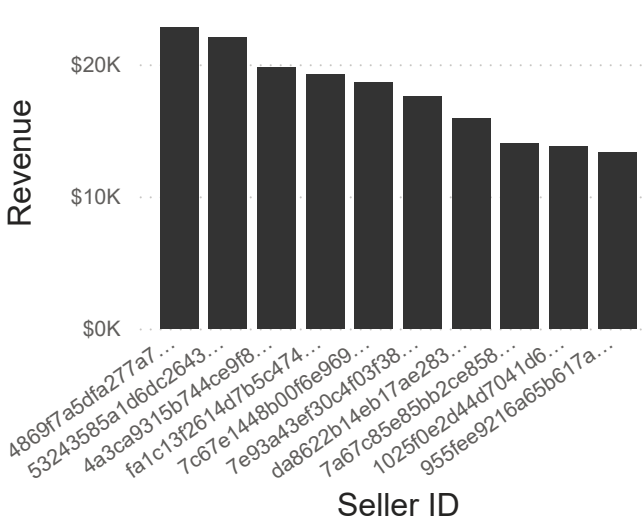
Top Product Categories by Total Revenue

Product Category
health_beauty
watches_gifts
bed_bath_table
sports_leisure
computers_acce…
furniture_decor
housewares
cool_stuff
auto
garden_tools
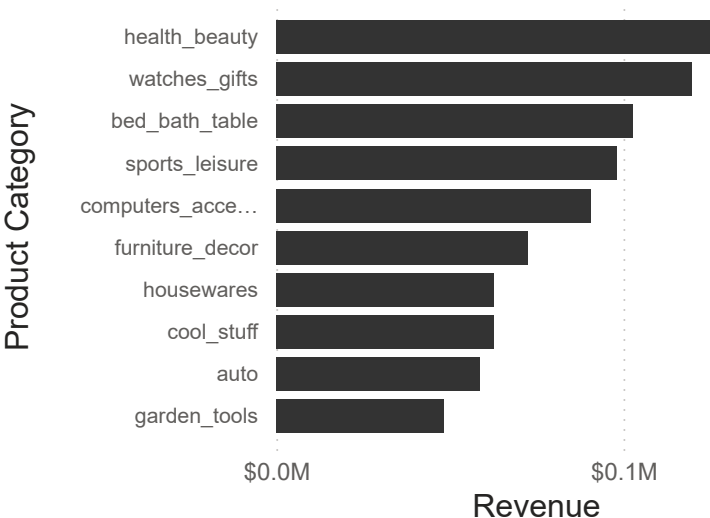
Seller State/City	Total Revenue	Total Sellers	Revenue per Seller
⊞ SP	$867,282	1,846	$470
⊞ PR	$124,702	347	$359
⊞ MG	$100,177	244	$411
⊞ RJ	$83,672	171	$489
⊞ SC	$62,934	190	$331
⊞ RS	$37,585	129	$291
⊞ BA	$28,353	19	$1,492
⊞ DF	$9,768	30	$326
⊞ PE	$8,941	9	$993
⊞ GO	$6,619	40	$165
⊞ ES	$4,720	23	$205
⊞ MA	$3,584	1	$3,584
⊞ CE	$2,024	13	$156
⊞ MT	$1,707	4	$427
Total	**$1,346,680**	**3,090**	**$436**

Sales Analysis: Customers

Top Product Categories by Revenue

Product Category (top to bottom):
- health_beauty
- watches_gifts
- bed_bath_table
- sports_leisure
- computers_accessories
- furniture_decor
- housewares
- cool_stuff
- auto
- garden_tools

X-axis: Revenue ($0K, $50K, $100K)

Top 5 Customer Cities by Revenue

X-axis (Customer City): sao paulo, rio de janeiro, belo horizonte, brasilia, curitiba
Y-axis (Revenue): $0K, $50K, $100K, $150K, $200K
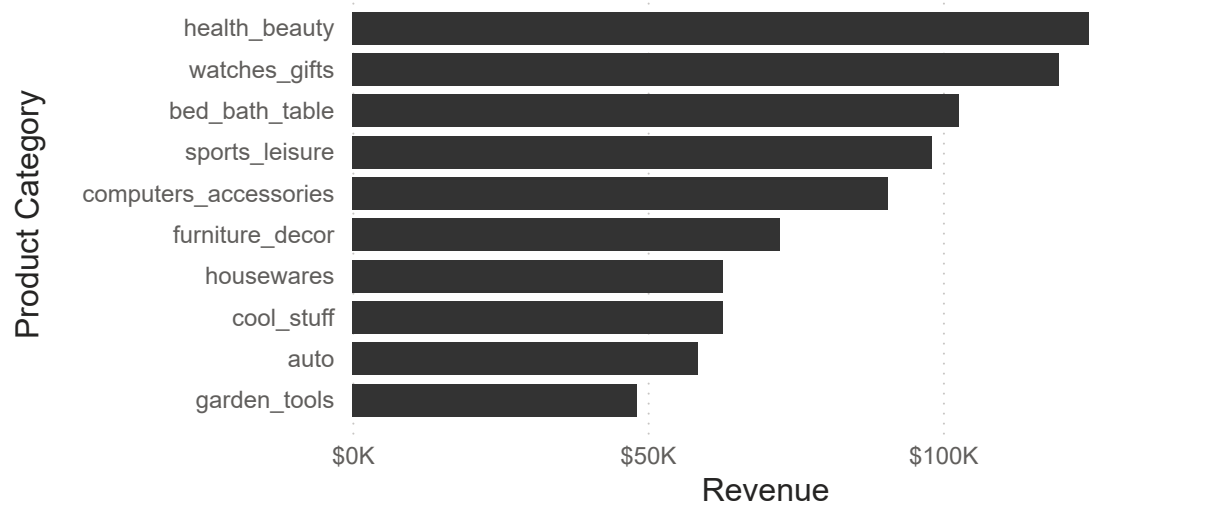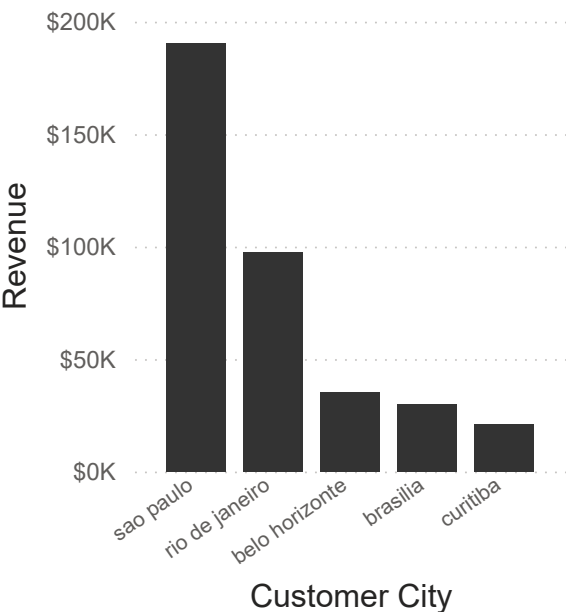
Customer State/City	Revenue	% Total Revenue
⊞ SP	$516,969	38.04%
⊞ RJ	$179,558	13.21%
⊞ MG	$157,142	11.56%
⊞ RS	$74,761	5.50%
⊞ PR	$68,057	5.01%
⊞ SC	$51,261	3.77%
⊞ BA	$50,678	3.73%
⊞ DF	$30,154	2.22%
⊞ GO	$29,079	2.14%
⊞ ES	$26,284	1.93%
⊞ PE	$26,081	1.92%
⊞ CE	$22,614	1.66%
⊞ PA	$17,544	1.29%
⊞ MT	$15,540	1.14%
⊞ MA	$11,897	0.88%
⊞ MS	$11,657	0.86%
⊞ PB	$11,354	0.84%
Total	**$1,346,680**	**99.08%**

Sales Revenue of Top Product Categories

Product Category: ● bed_bath_table ● computers_acces… ● health_beauty ● sports_leisure ● watches_gifts

X-axis (Month): Jan 2017, Jul 2017, Jan 2018, Jul 2018
Y-axis (Revenue): $0K, $5K, $10K
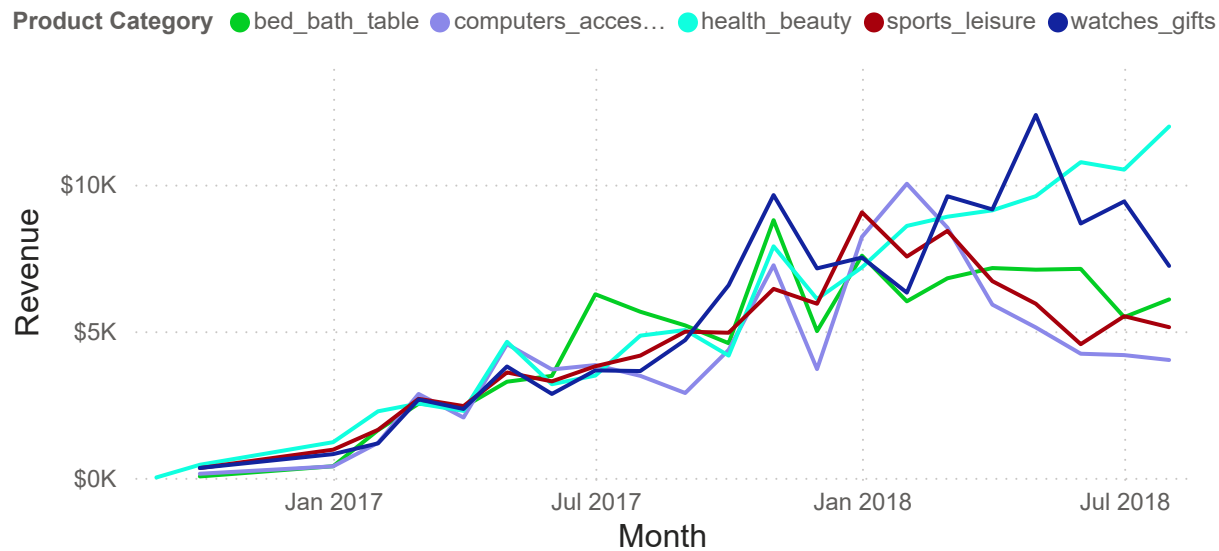
Top 5 Products and Customer Cities by Revenue

Product Category: ● bed_bath_table ● computers_… ● furniture_… ● health_be… ● sports_leis…

X-axis (Customer City): sao paulo, rio de janeiro, belo horizonte, brasilia, curitiba, porto alegre, campinas
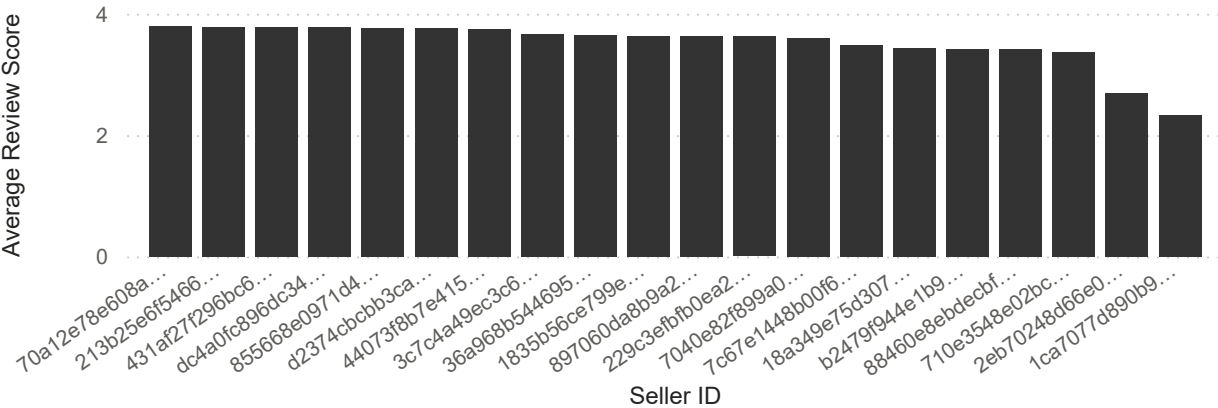Y-axis (Revenue): $0K, $5K, $10K, $15K, $20K
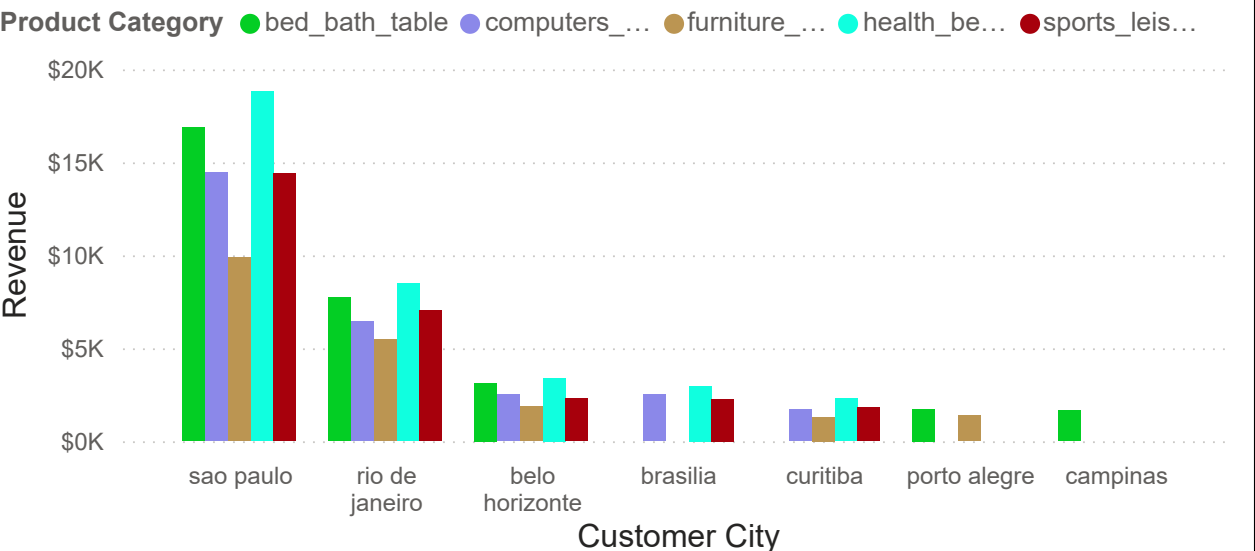
Seller Review Scores Analysis

Note: the time associated with the line charts on this page correspond to the purchase dates of the reviewed orders, not the dates the reviews were made.
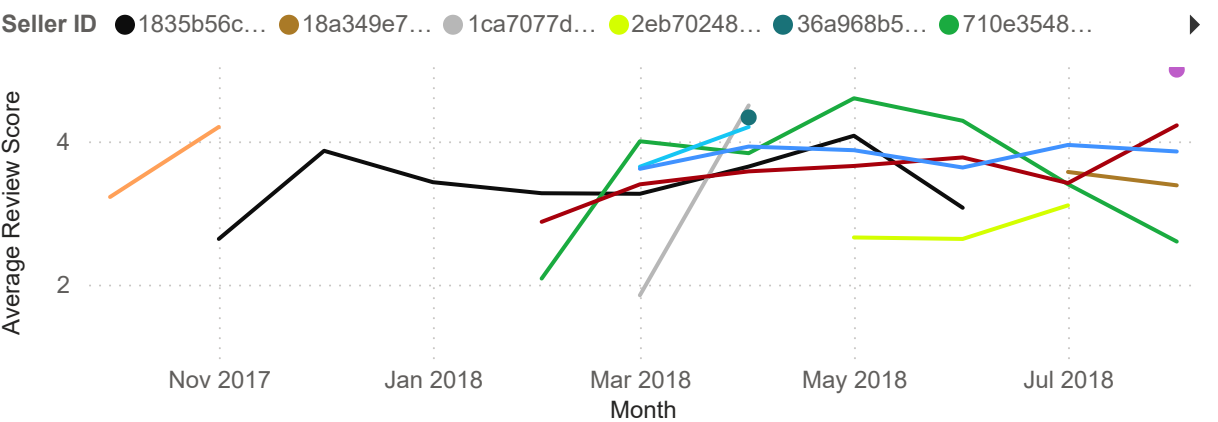
Latest Average Review Score of Potentially Low-Score Active Sellers

Average Score < 3.8 and Reviewed Orders > 100

Average Review Score Trends of Select Sellers

Default: Sellers of Average Score < 3.5 and Reviewed Orders > 100

Seller ID ● 1835b56c... ● 18a349e7... ● 1ca7077d... ● 2eb70248... ● 36a968b5... ● 710e3548... ▶

The visual above can be used to view and compare the temporal trends of sellers selected in the bar plot of potentially low-scoring sellers.

Sellers' Review Scores
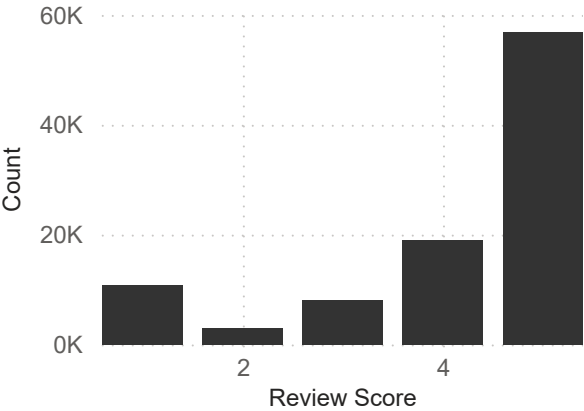
Seller State	Average Review Score	Reviewed Orders ▼
⊞ SP	4.08	69,405
⊞ MG	4.18	7,789
⊞ PR	4.14	7,537
⊞ RJ	4.16	4,282
⊞ SC	4.15	3,602
⊞ RS	4.30	1,954
⊞ DF	4.06	819
⊞ BA	4.13	563
⊞ GO	4.31	460
⊞ PE	4.25	402
Total	**4.10**	**97,916**

Revenue by Seller (Default View: Top 5)

Seller ID ● 4869f7a5dfa2... ● 4a3ca9315b... ● 53243585a1... ● 7c67e1448... ● fa1c13f26...