

SALES SUMMARY



Sales Analytics

Traffic Analytics

GMV

\$141.36M

PRODUCT VOLUME

7M

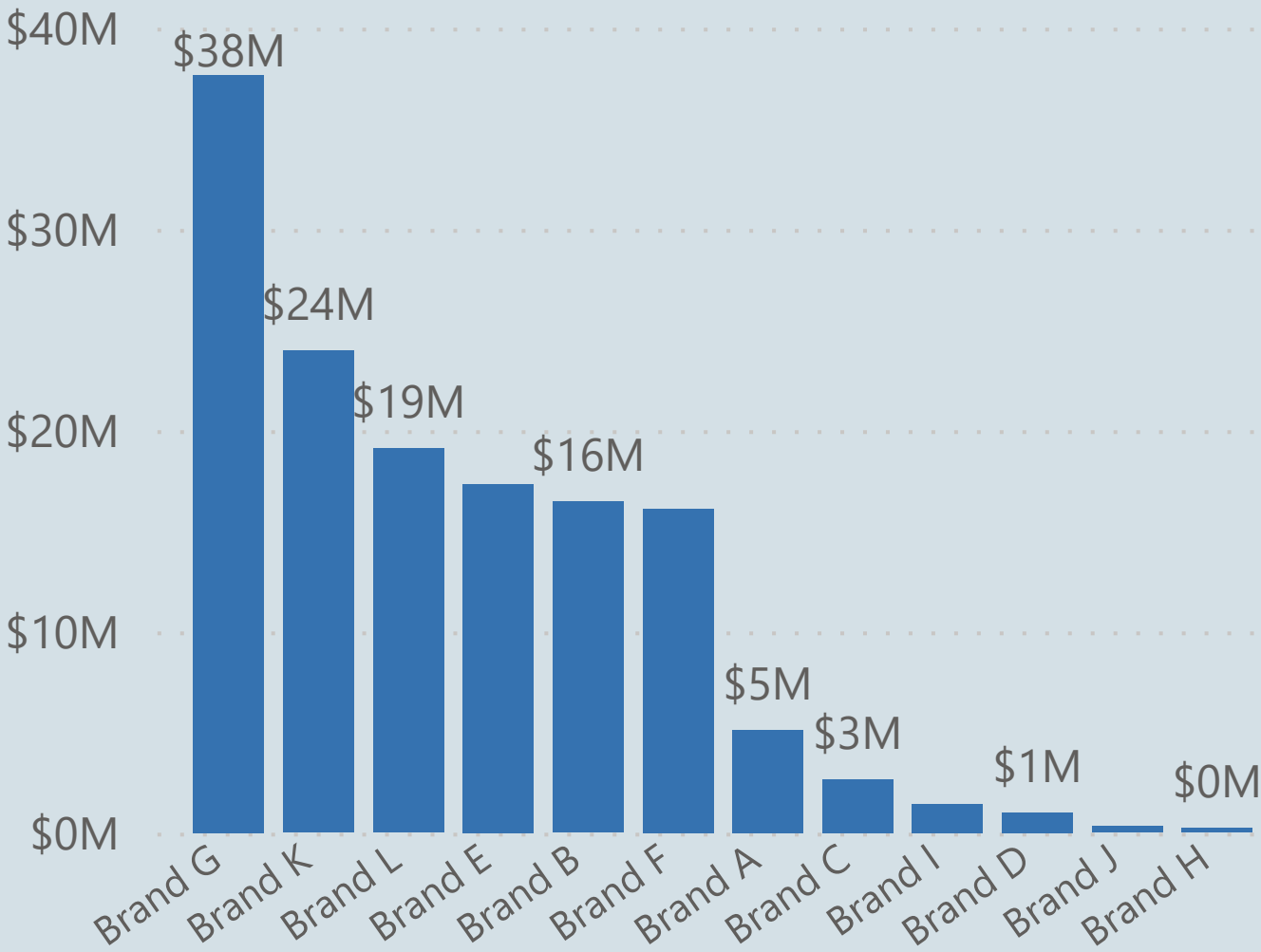
AVERAGE SELLING PRICE

\$19.39

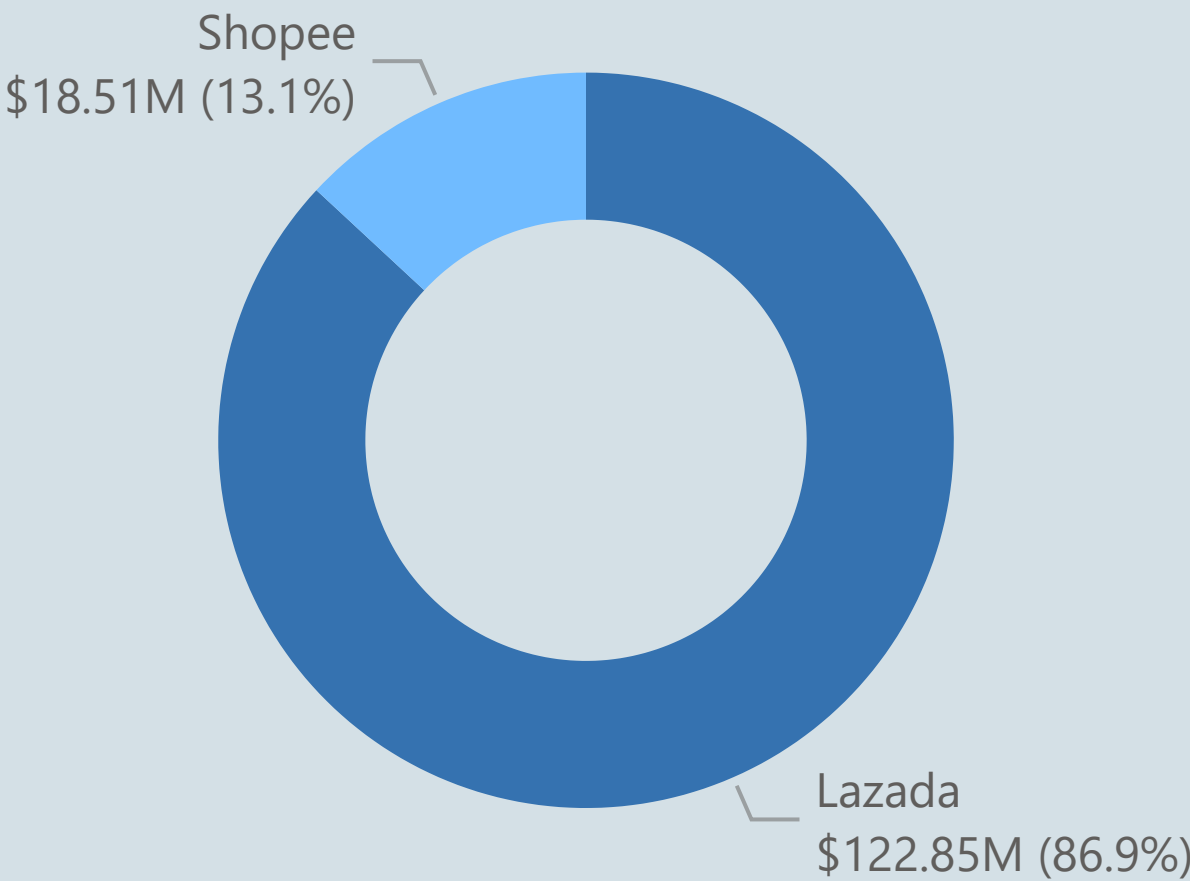
MAX SELLING PRICE

\$49.80

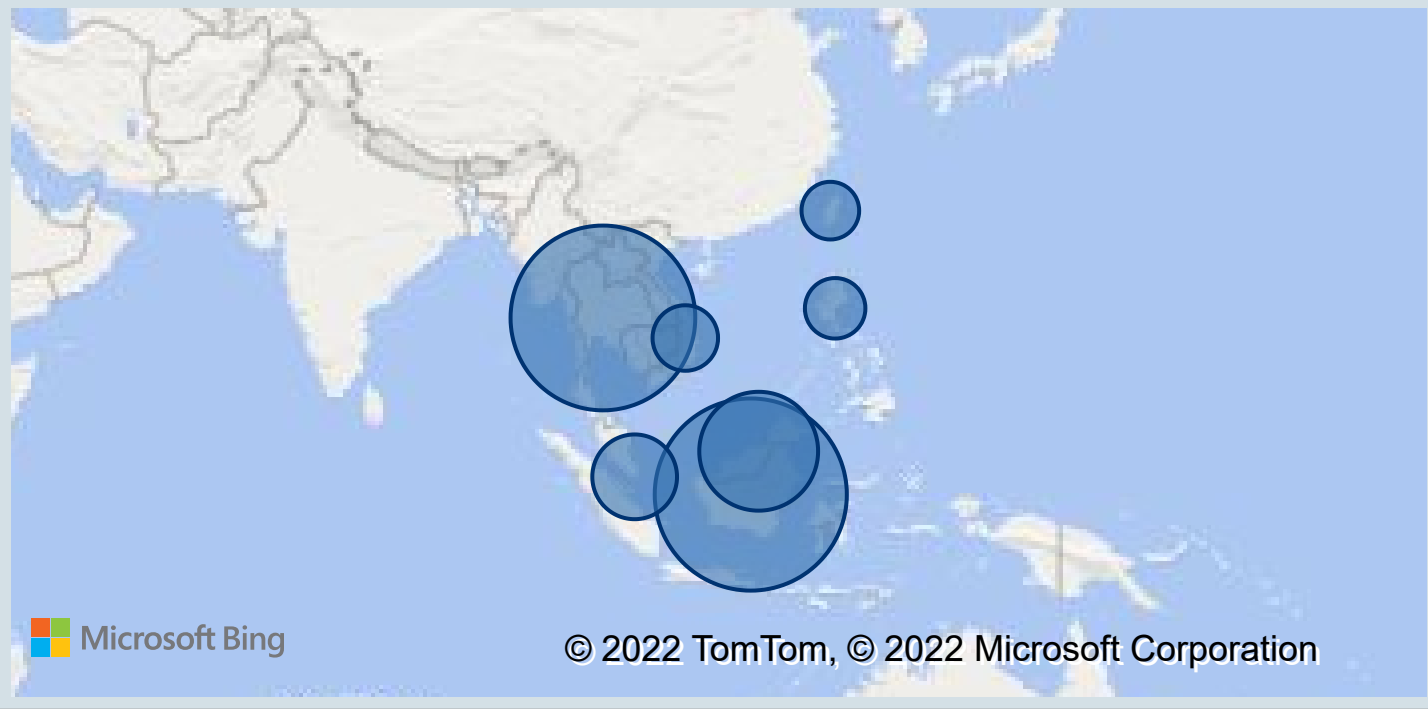
GMV BY BRAND



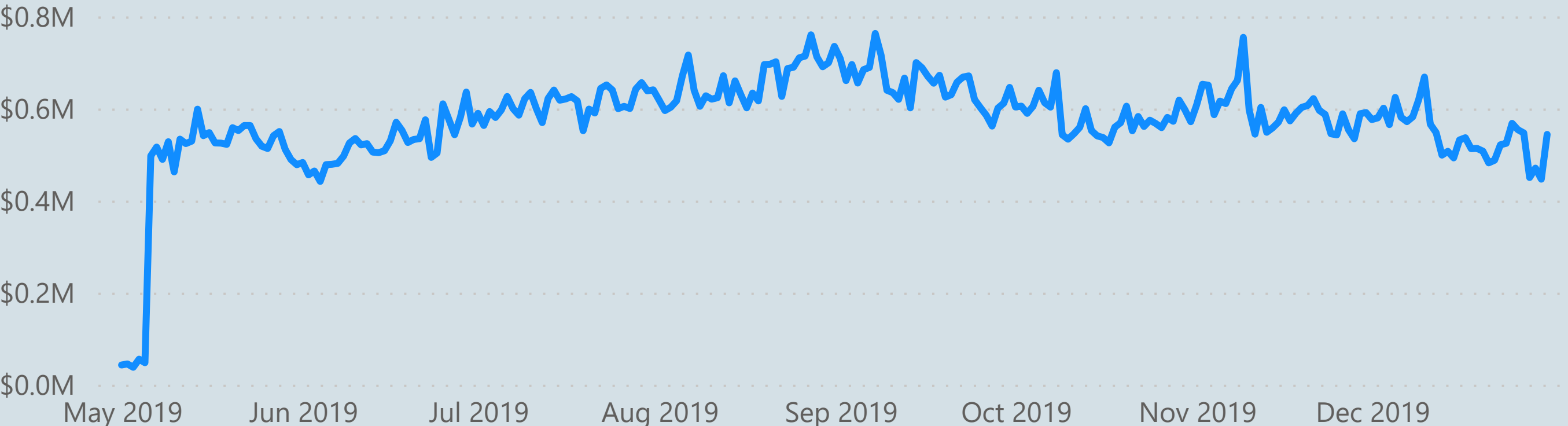
GMV BY CHANNEL



GMV BY COUNTRY



GMV by Date



CUSTOMER TRAFFIC SUMMARY



Sales Analytics

Traffic Analytics

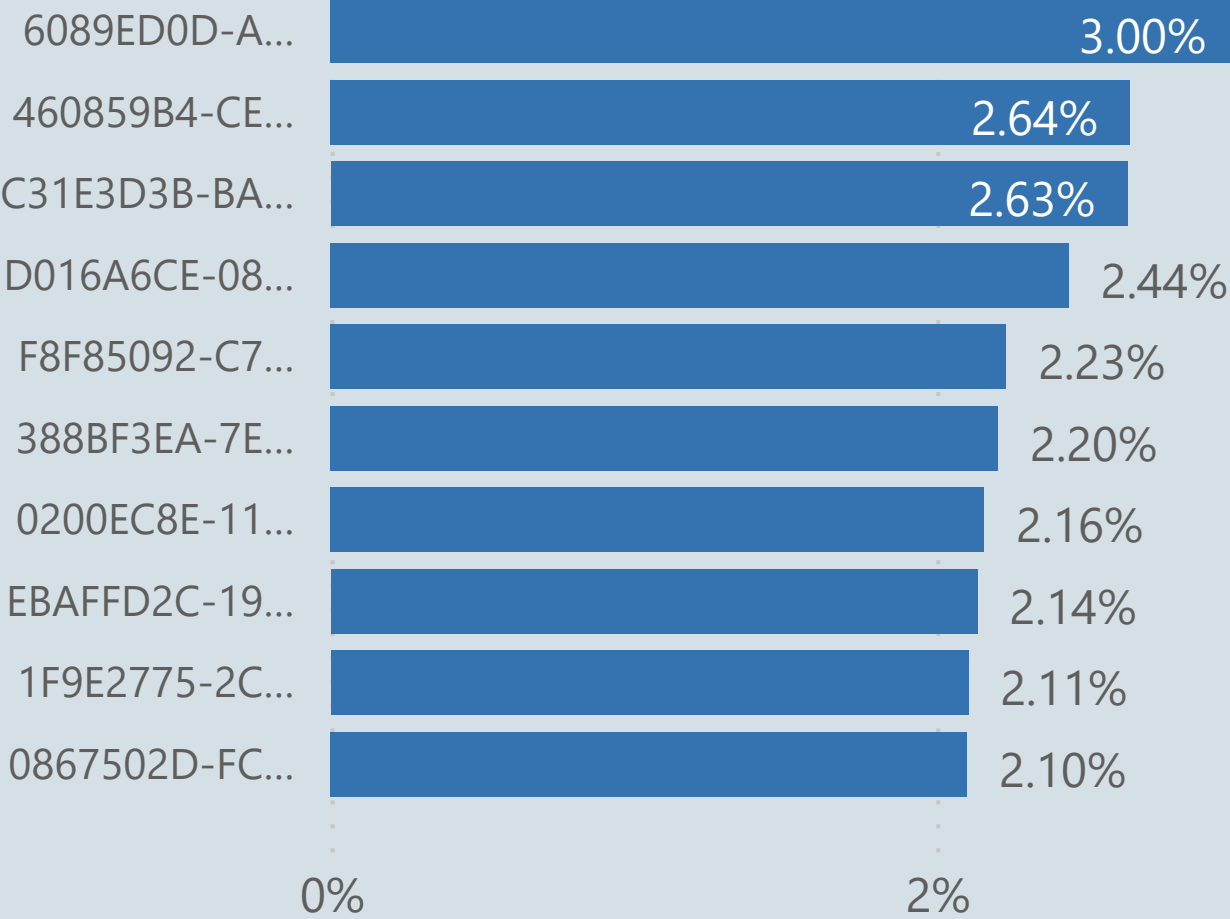
AVG. CONVERSION RATE

1.47%

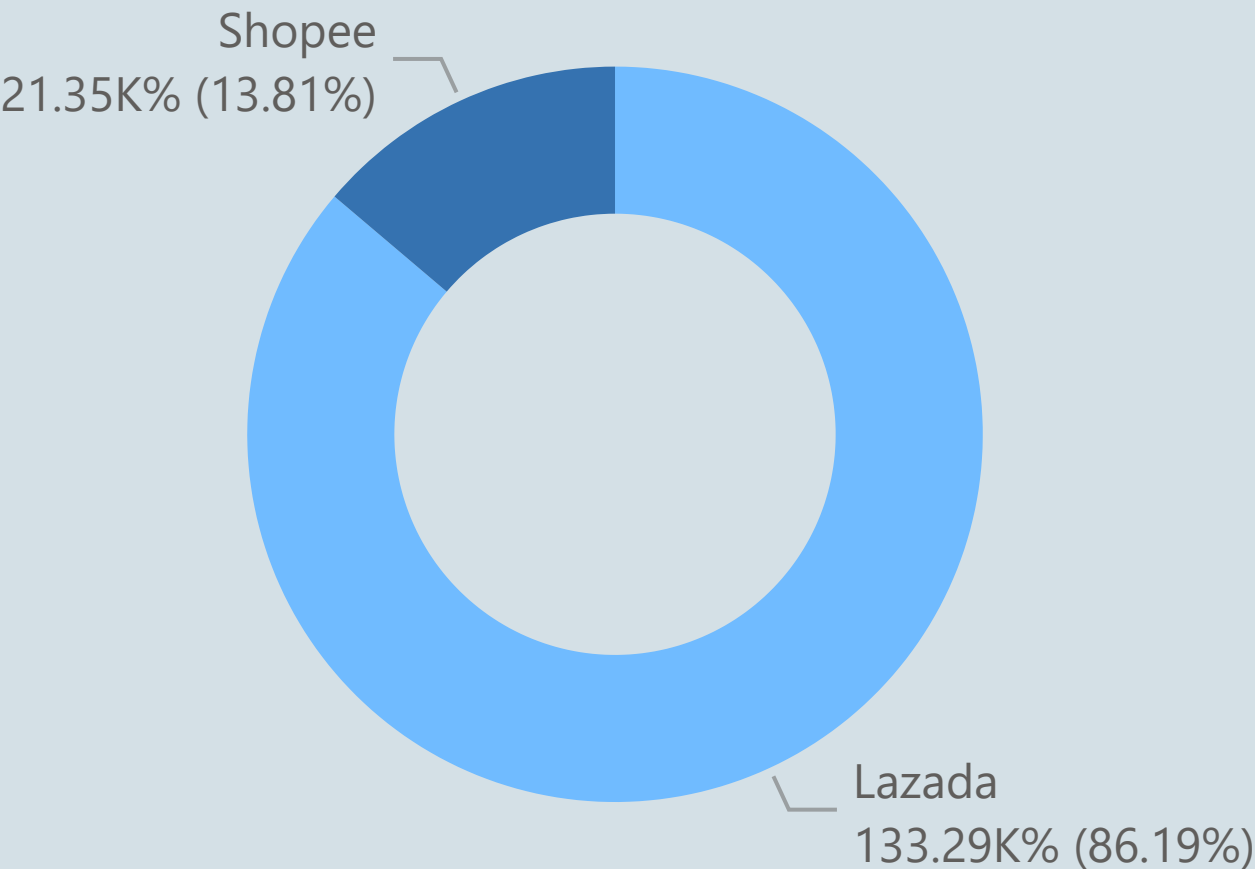
TOTAL # OF UNIQUE BUYERS

6M

AVG. CONVERSION BY BRAND



AVG. CONVERSION RATE BY CHANNEL



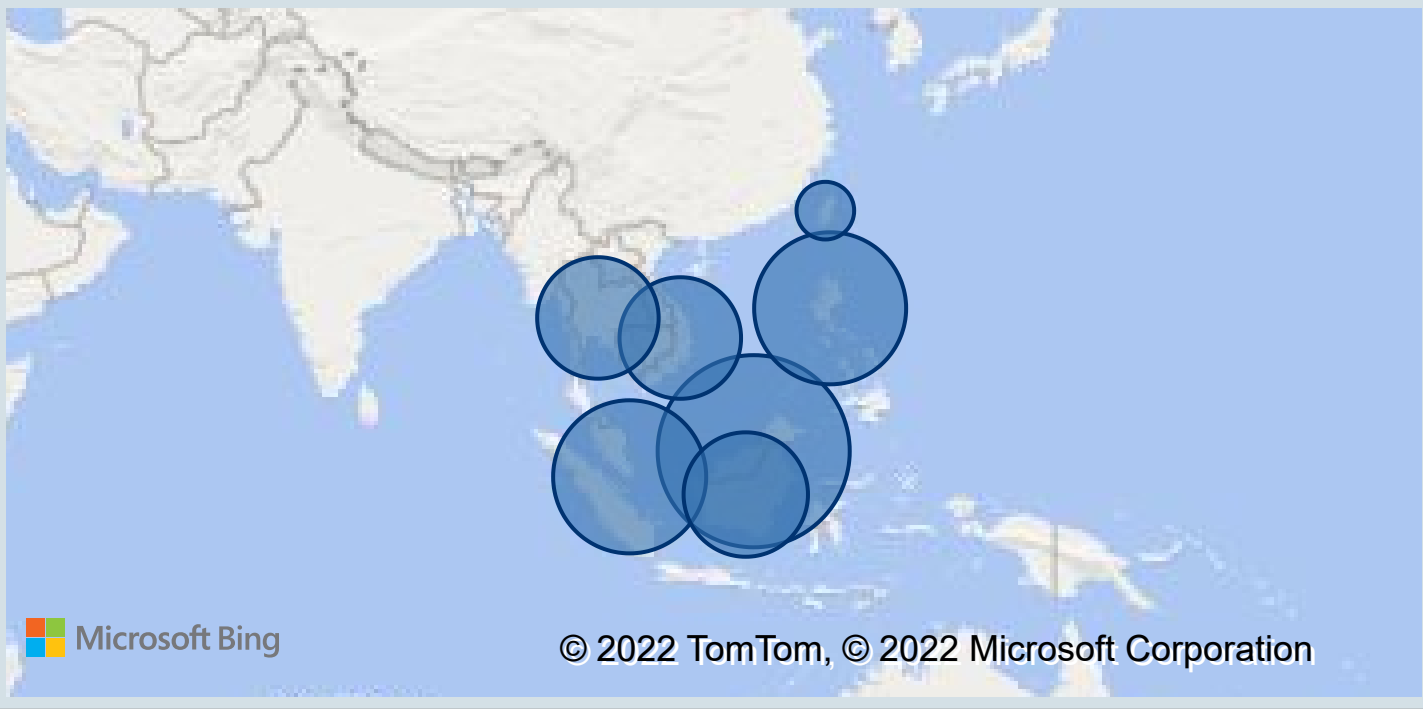
MAXIMUM CONVERSION RATE

3.11%

ONLINE INFLUENCE/SEARCHERS

401M

CONVERSATION RATE BY COUNTRY



Trend Analysis of Avg. Conversion Rate by Year, Quarter

