

Problem

Orders Overview

Traffic Overview

Problem

Problem

- Stakeholder: Seller A
- Goal: double gross revenue from 10 billion VND to 20 billion VND in 1 month

Available Data

- Historical sales performance in July
- Traffic source performance in July

Challenge

- Summary of key findings
- Action plan to achieve the goal

Orders Overview

Problem

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Traffic Overview

Payment Method

All

Status

All

30.5K

Customers

37.8K

Orders

66.7K

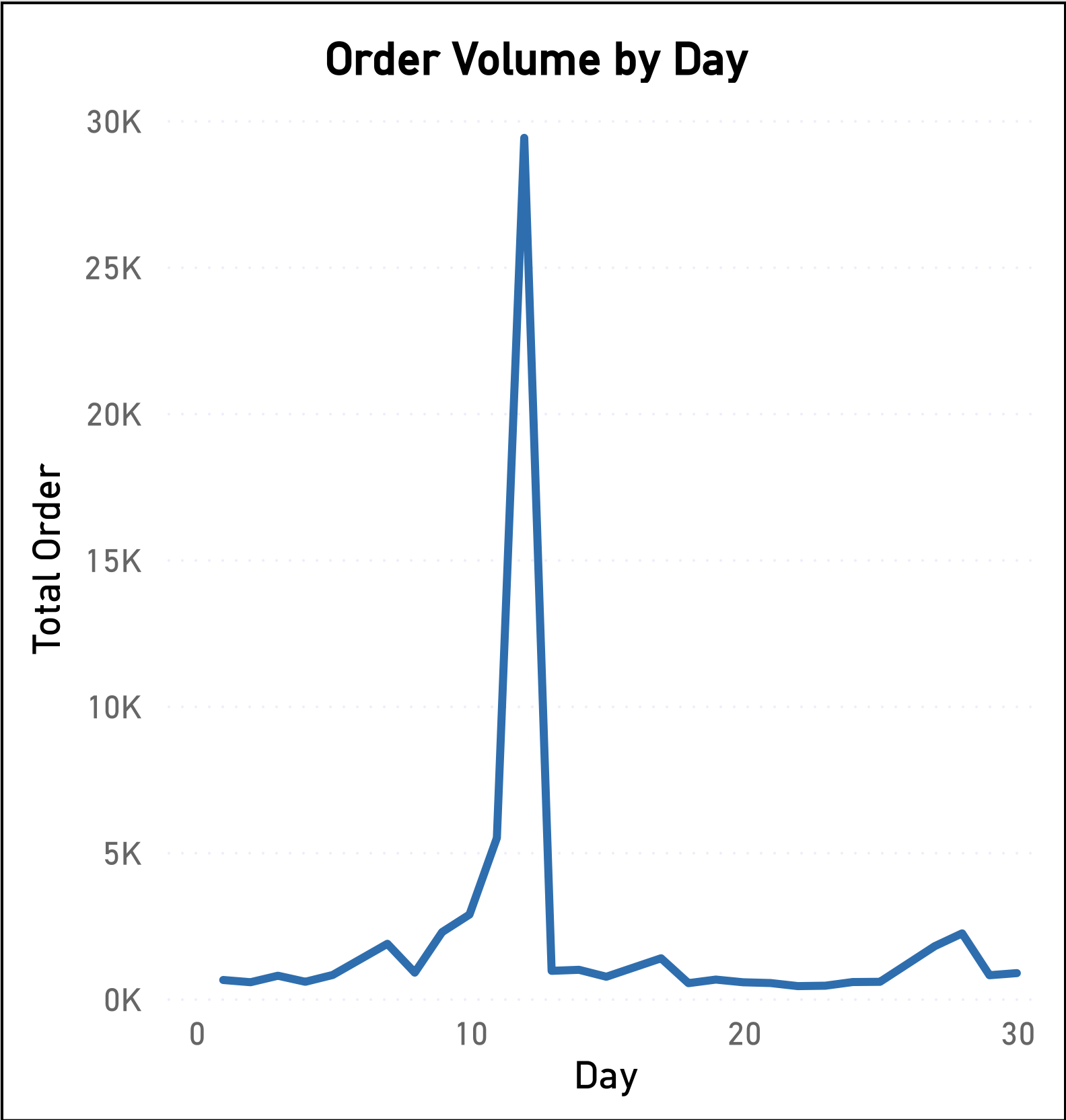
Items

1.8

Items/Order

4

Payment Types

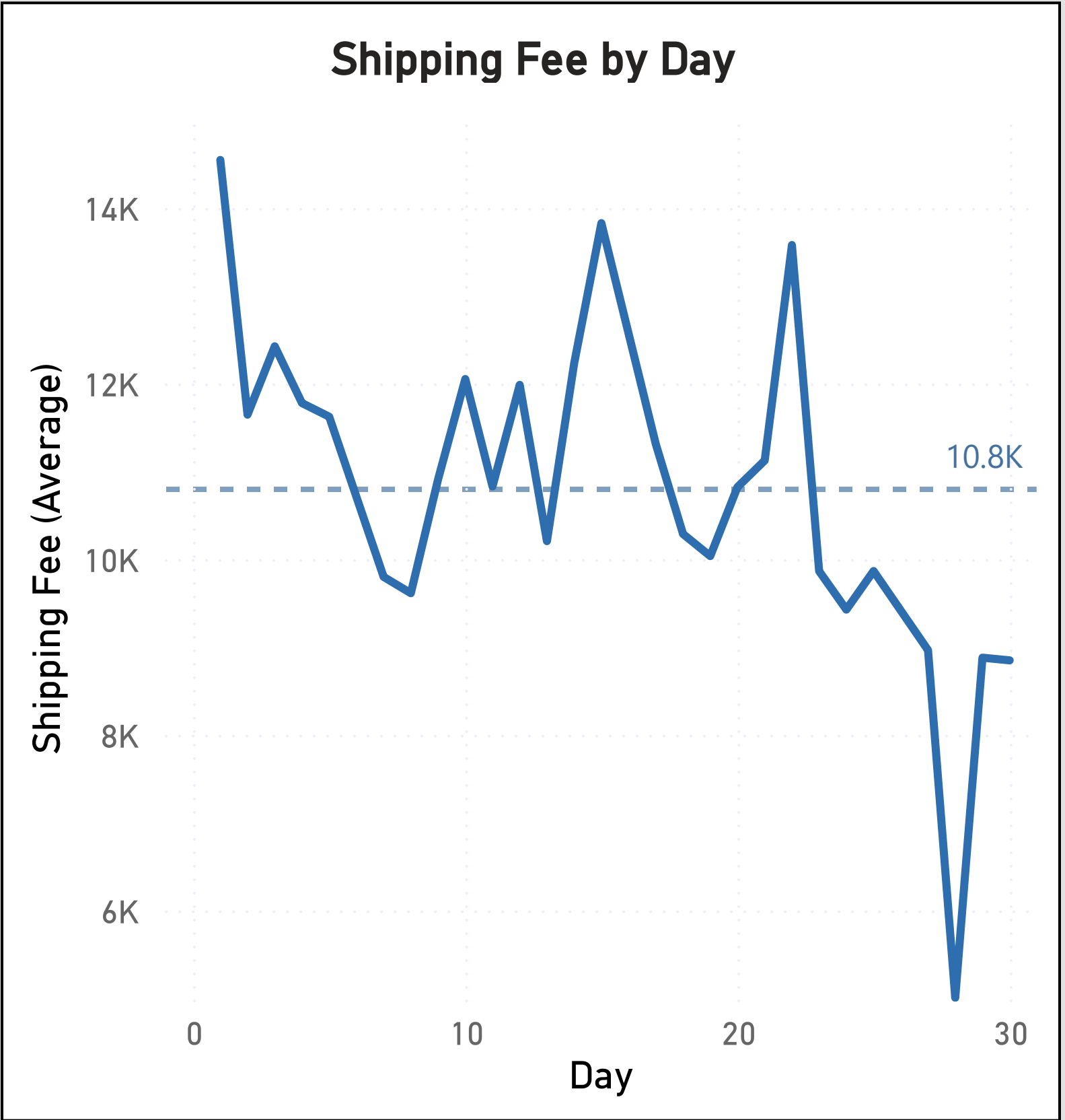
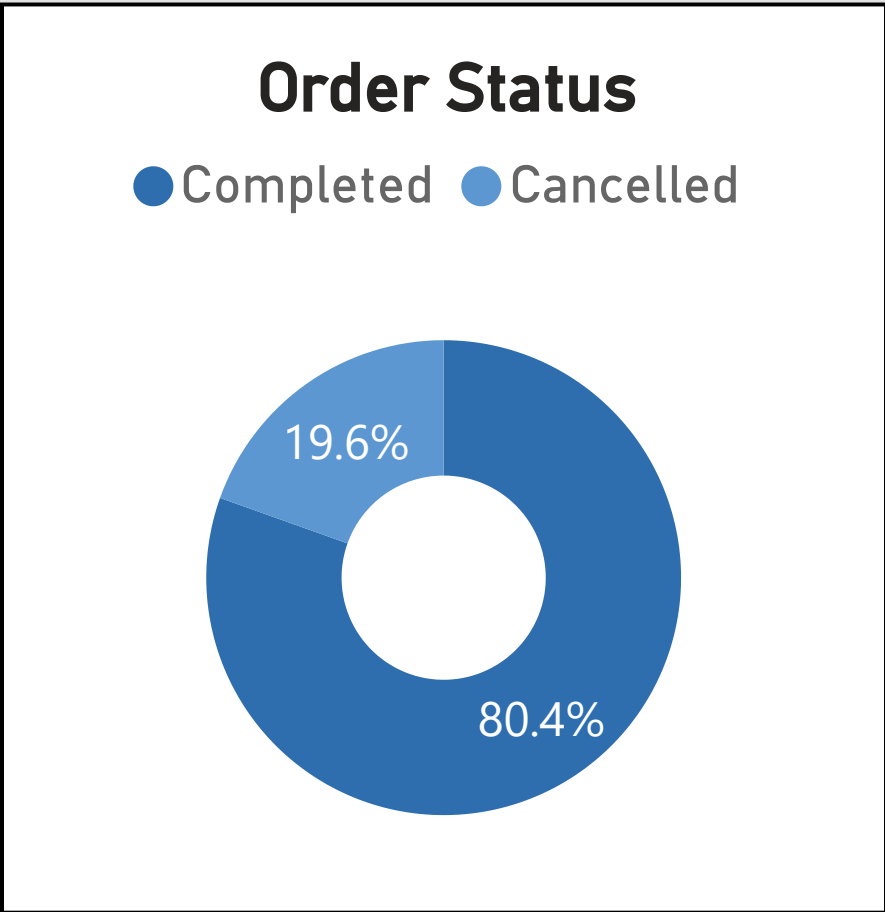


Average Discount Price

83.8K

Average Voucher

0.0K



Traffic Overview

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Sources

All

10bn

Total Revenue

Session Duration

2.8

657K

Users

530K

New Users

1M

Sessions

60%

Bounce Rate

3.3

Pages/Session

