Financial Performance Dashboard

-2414%
Profit margin

0
Net Collections

120M
Total Revenue

3bn
Total Event Cost

-1bn
This Month

-1bn
Last Month

Total Revenue by Category

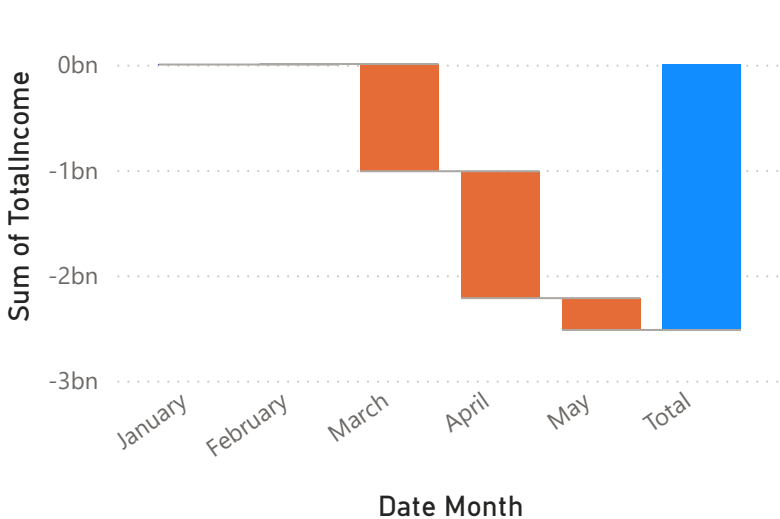● TotalAdsRevenue ● TotalMembershi... ● TotalTransa...

- 52M (43.23%)
- 40M (32.96%)
- 29M (23.81%)
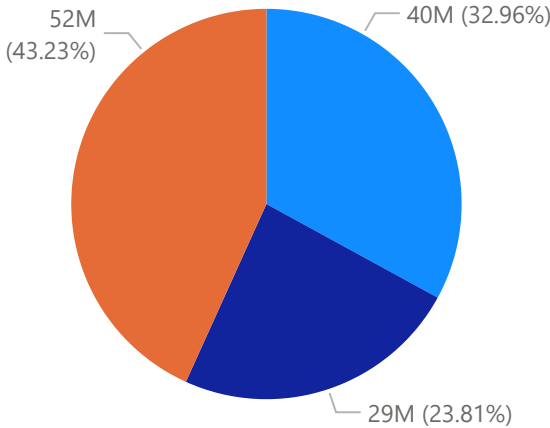
Revenue by Month

● Sum of TotalAdsRev... ● Sum of TotalTrans... ● Sum of Total...

Year

Jan 2025 Feb 2025 Mar 2025 Apr 2025 May 2025

Sum of TotalAdsRevenue, Sum o...

40M
30M
20M
10M
0M
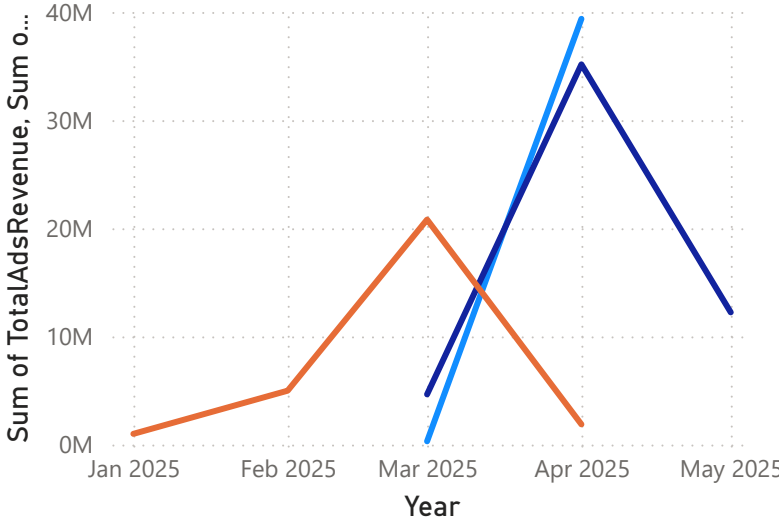
Sum of TotalIncome by Month

● Increase ● Decrease ● Total

Date Month

January February March April May Total

Sum of TotalIncome

0bn
-1bn
-2bn
-3bn

Membership Revenue Dashboard

Date

1/15/2025 — 4/16/2025

IndustryName

All

29M
Membership Revenue

20
Membership Count

50
Total Account

Invoice
34 Total **5** In debt

13.91%
Percentage Not Paid

Cancelled Membership Percentage
16.00%

19M
Membership Net Collections

2M This Month **21M** Last Month

38
Total Membbersip Account

28
Active Membership Accounts

5M
Membership Not Recieved

780K
Postpaid Membership Value

Top 10 contributors by Membership

	MembershipStatus	Count
1	free	12
2	basic	13
3	premium	13
4	enterprise	12
Total		**50**

Membership Received and Refund Value by Month

● Membership Received Value ● Membership Refund Value
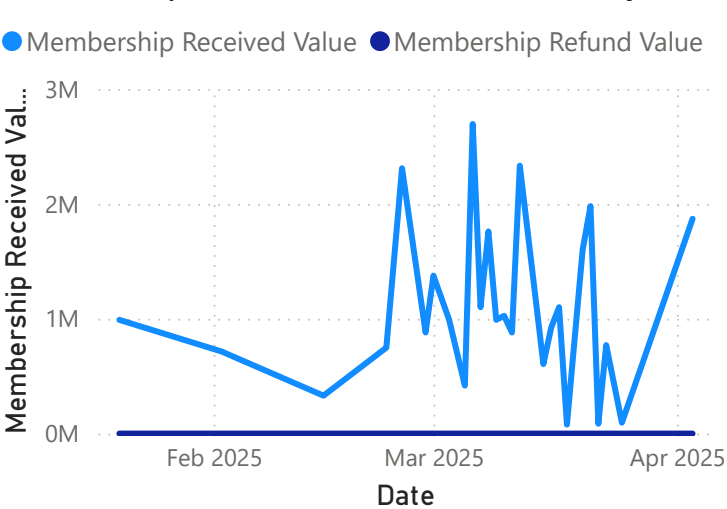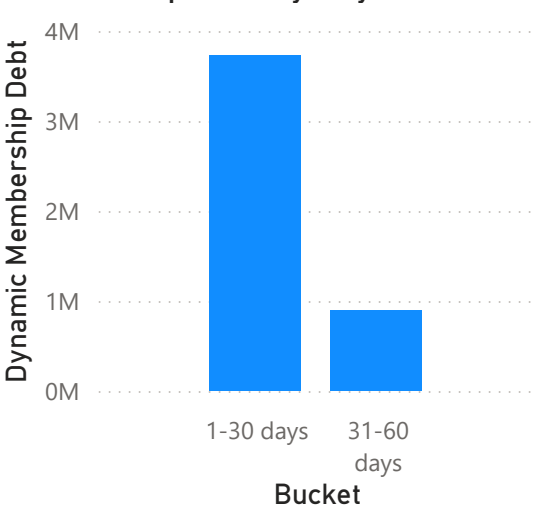
Membership Debt by Days

Top 10 contributors by Membership bar chart — BusinessName: Finance Pro, Green Hor..., Logistics E..., HealthCar..., Advanced ..., Digital Me..., Green Ene..., Constructi..., Luxury Go..., MedTech, Ocean Lo... by MembershipPaidByBusiness
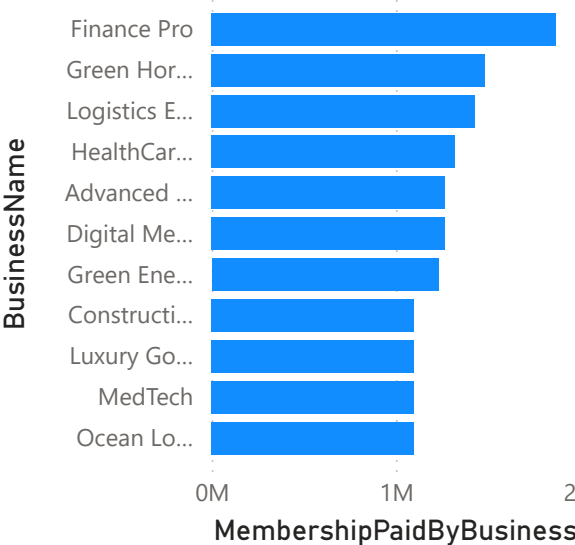
Ads Revenue Dashboard

Date

| 1/15/2025 | 4/16/2025 |

IndustryName

All

40M
Ads Revenue

41
Ads Count

967.44K
Average Ads Revenue

10
Unpaid Ads Invoices

39.07M
Ads Net Collections

39M
This Month

300K
Last Month

Percentage Unpaid Ads

20.00%
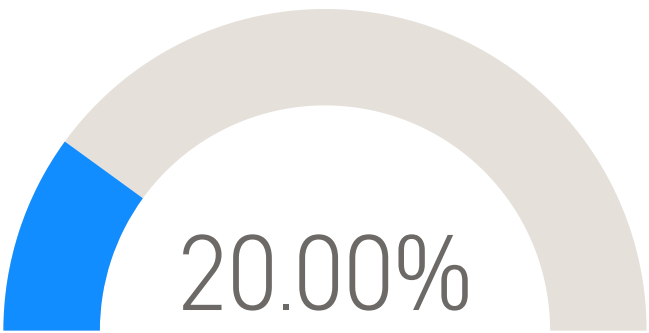
Number of ads posted by AdsType

AdsType ●bronze ●diamond ●gold ▶
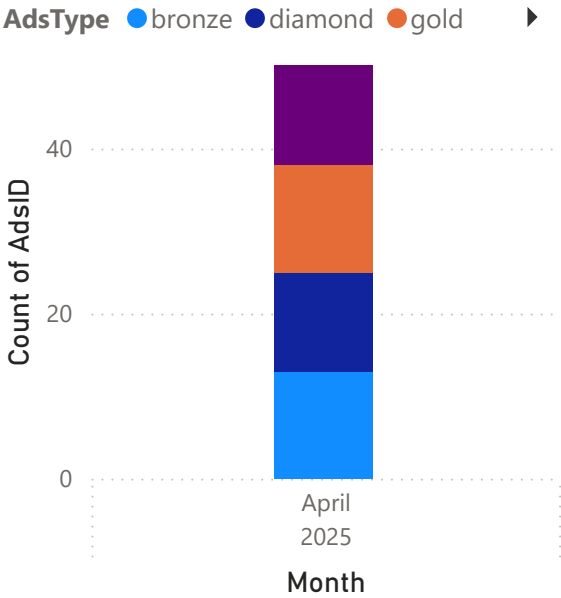
Sum of ads posted by AdsType

AdsT... ●bronze ●diamond ●gold
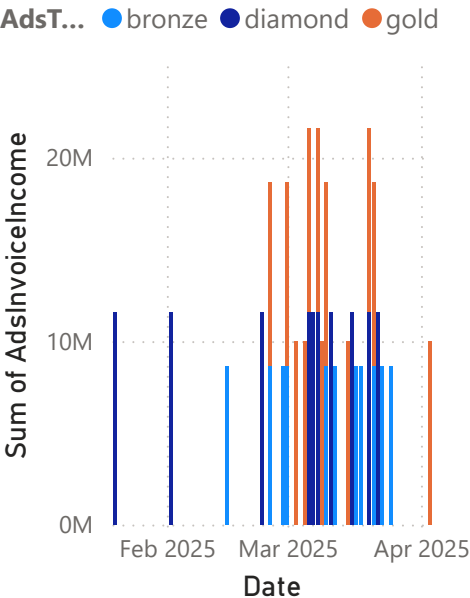
Ads Debt by Days
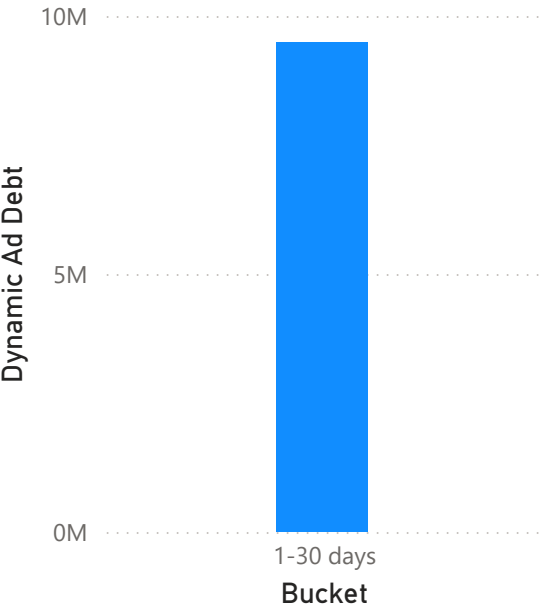
AdsPaidByBusiness by BusinessName
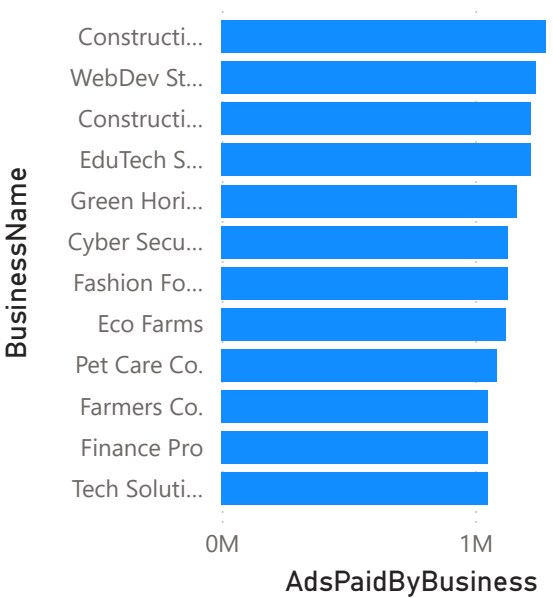
Ads Revenue Dashboard

Date

| 1/15/2025 📅 | 4/16/2025 📅 |

IndustryName

All ▾

52M
Transaction Revenue

1.13M
Transaction Average Value

46
Transaction Count

10
Unpaid Transaction Invoices

31M
Transaction Net Collection

35M
This Month

5M
Last Month

Percentage Unpaid Transaction

21.74%
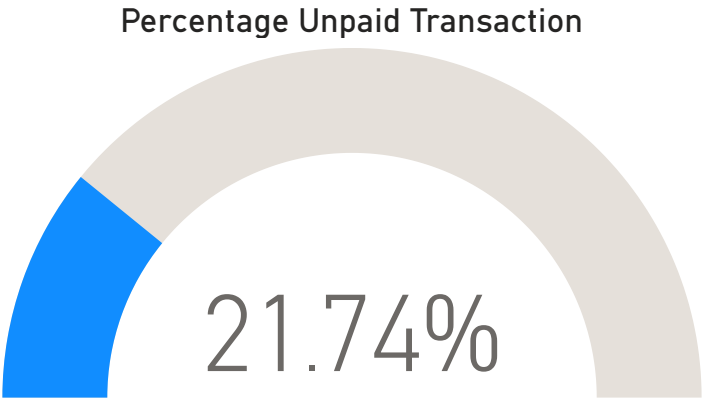
Transaction Count by Month
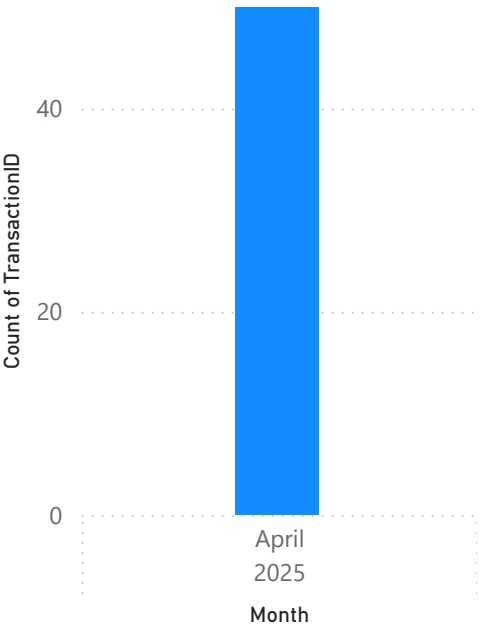
Month

Transaction Revenue by Month

Month
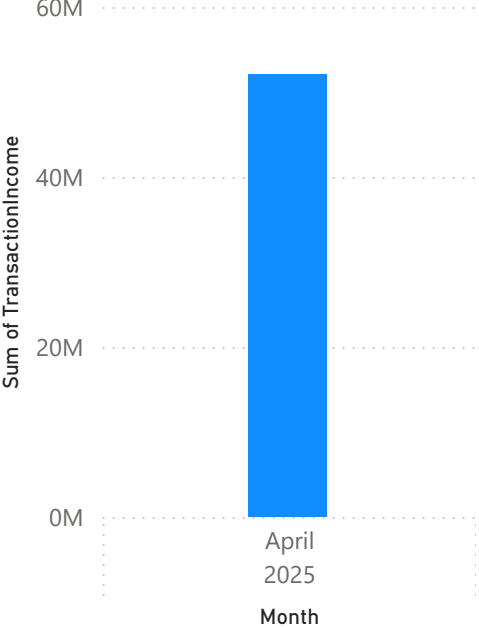
Transaction Debt by Days

Bucket

TransactionPaidByBusiness by BusinessName

TransactionPaidByBusiness
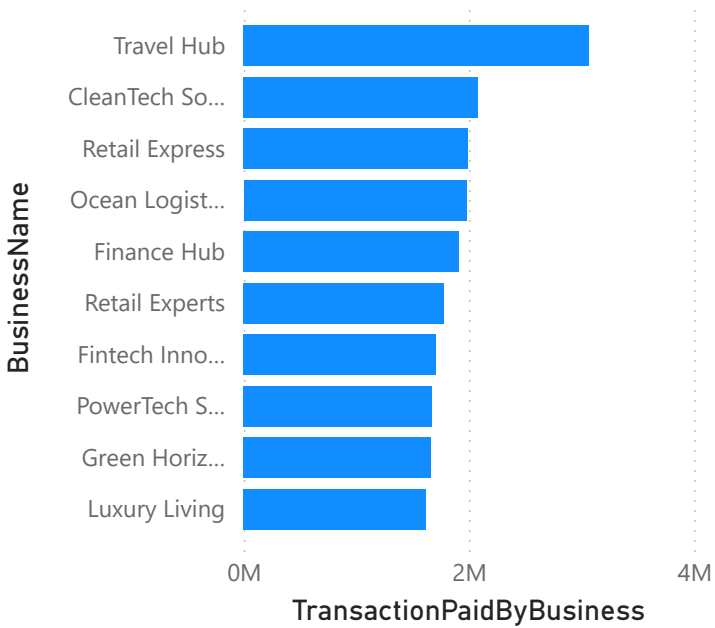
Employee Cost Dashboard

Date

1/15/2025   4/16/2025
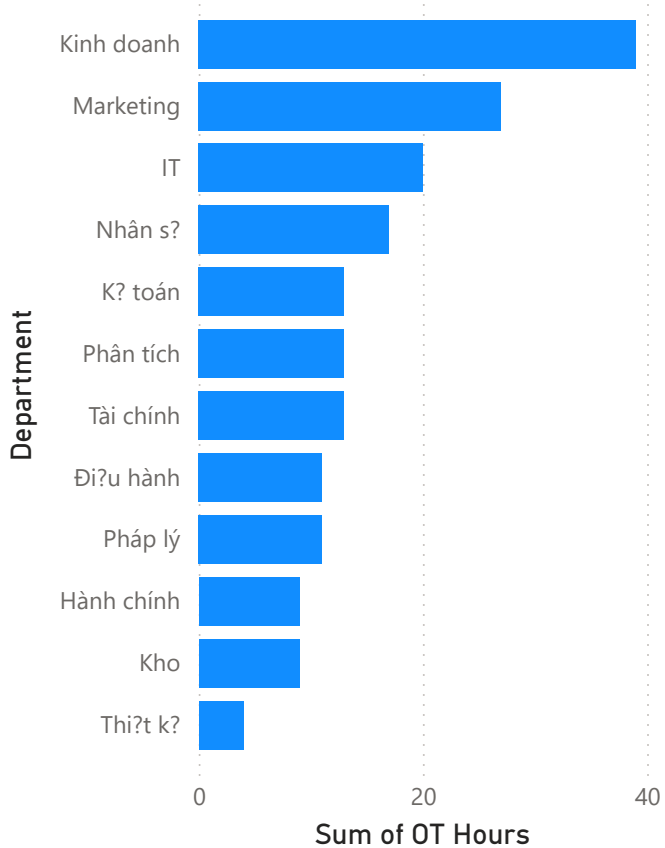
937M
Total Salary Cost
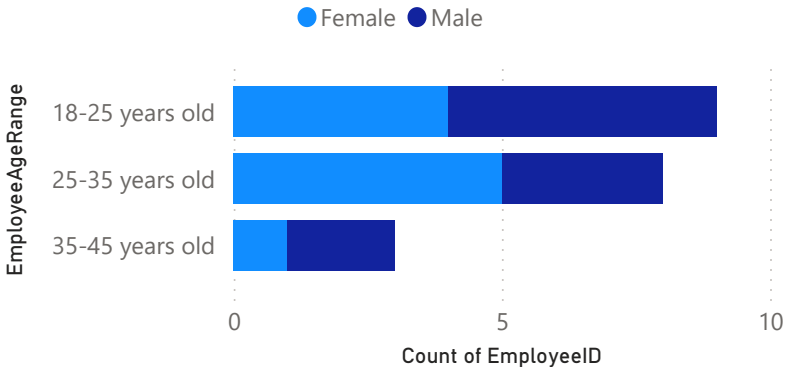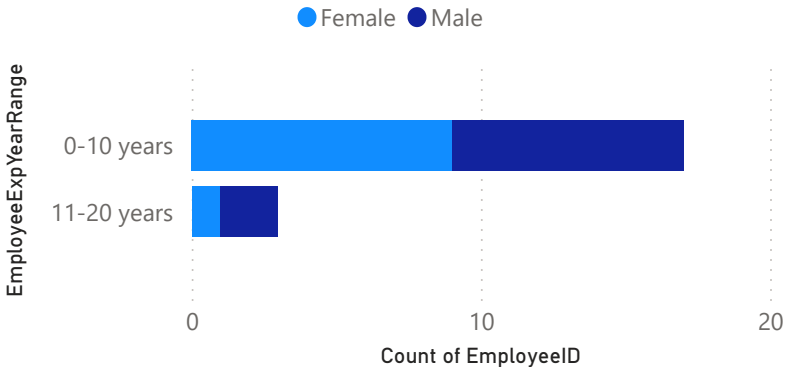
20
Total Employee

0
Total Salary In Debt

Total OT Hours by Department

Number of Employees by Age and Gender
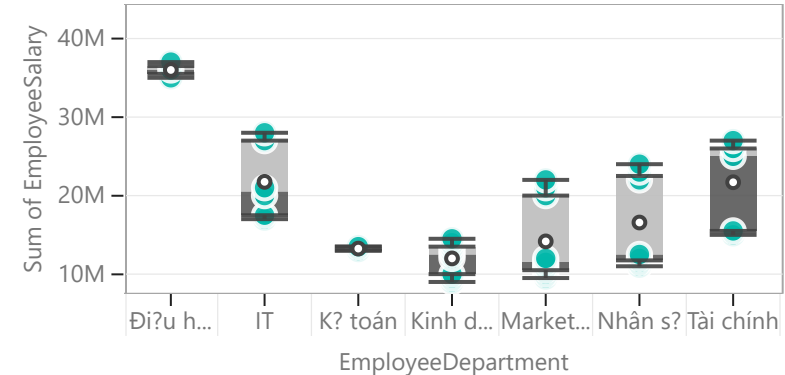
● Female ● Male

Number of Employees by Exp years and Gender

● Female ● Male

Sum of EmployeeSalary, Average Salary, Min Salary and Max Salary by EmployeeDepartment

● Sum of EmployeeSalary ● Average Salary ● Min Salary ● Max Salary
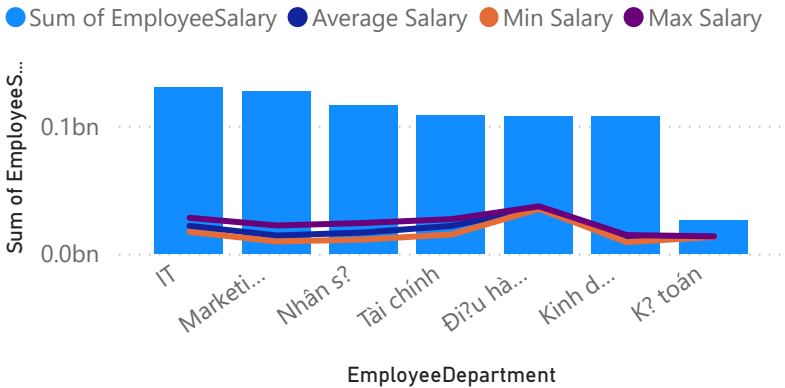
Sum of EmployeeSalary by EmployeeSalary and EmployeeDepartment

Individual Performance Dashboard

Date

1/15/2025   4/16/2025

BusinessName

AutoText

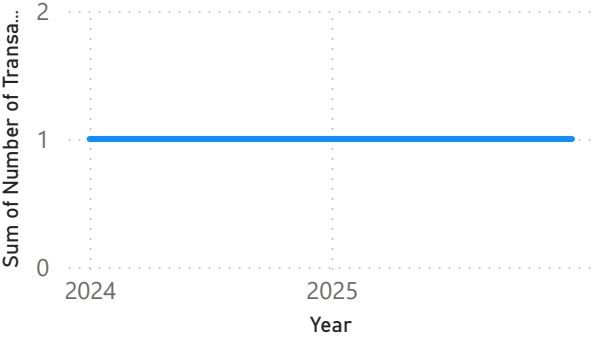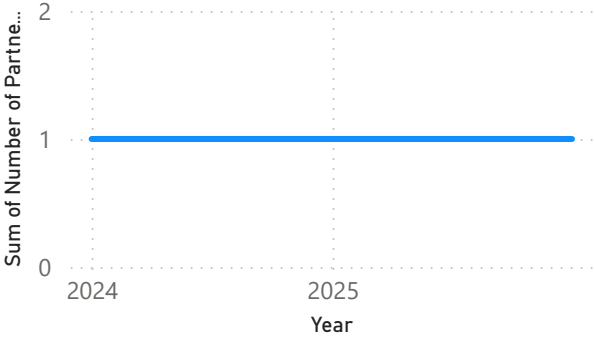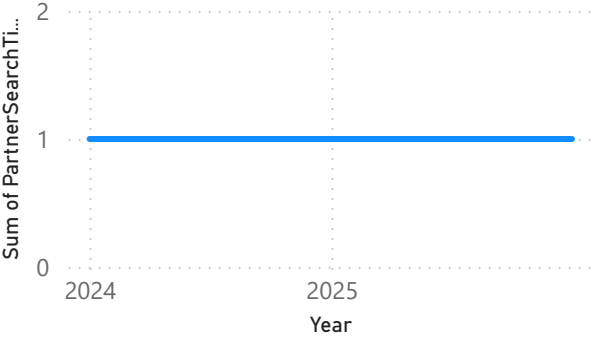| **2M**	**(Blank)**	**1**	**7/25/2024**
Total Business Revenue	Total Business Unpaid	Total Partner Searches	Joint Date

Number of Transactions by date

Number of Partner Searches by date

Business Revenue by Jobs

1M (43.76%)
1M (38.13%)
0M (18.11%)

- Sum of A...
- Sum of M...
- Sum of Tr...
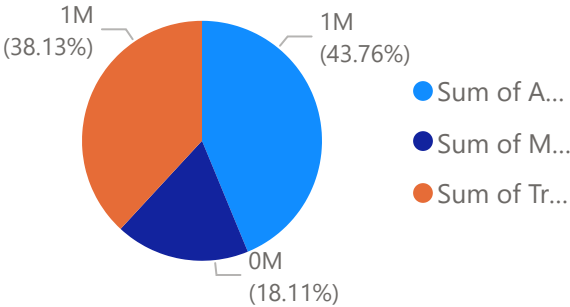
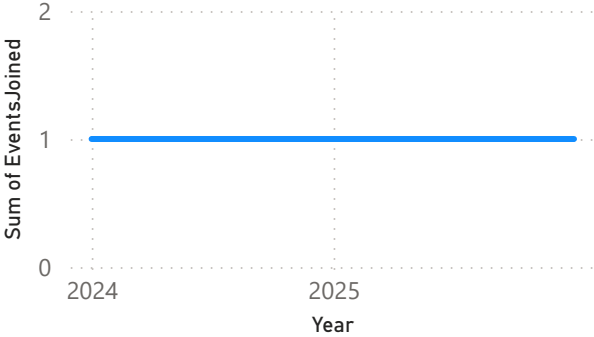## Number of Partner Searches by date

Number of Joint Event by Date

Account Performance Dashboard
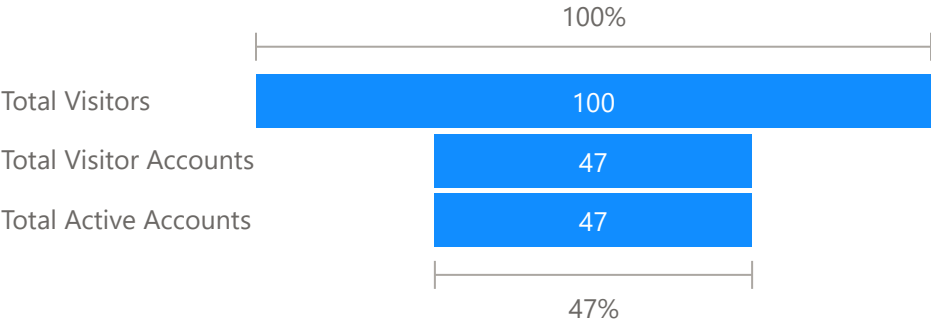
1/15/2025   4/16/2025

100
Total Visitors

47
Total Visitor Accounts

47
Total Active Accounts

Percentage Business with Account

48.00%
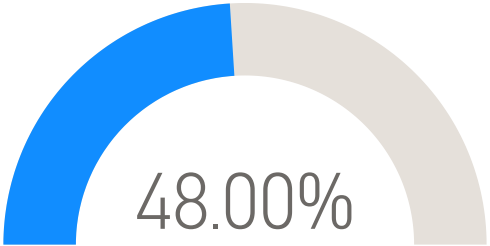
Percentage Active Account

100.00%

Total Visitors, Total Visitor Accounts and Total Active Accounts

100%

Total Visitors	100
Total Visitor Accounts	47
Total Active Accounts	47

47%

Count of AccountID by Year and Month

Count of AccountID

Month: (Blank) (Blank), April 2025
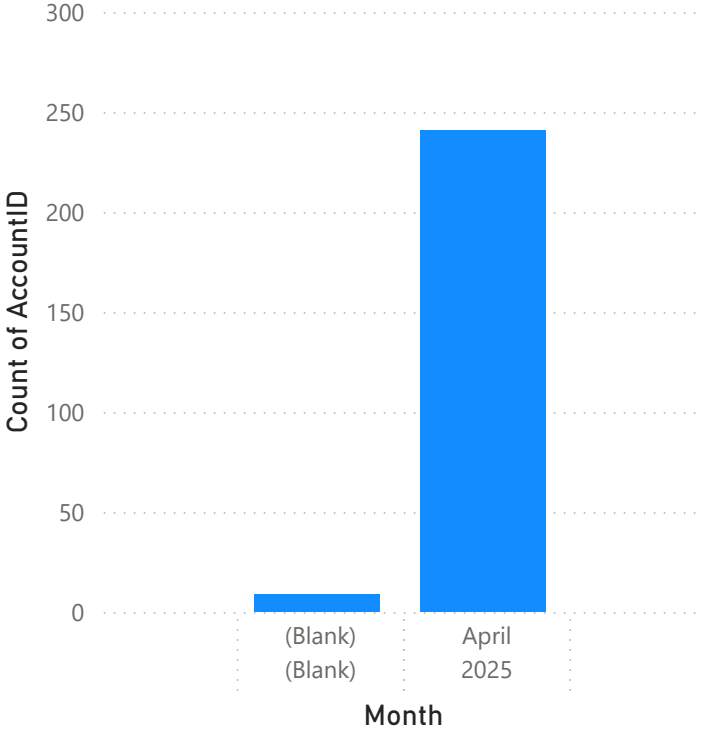
Inactive accounts by days

Count of AccountID

Bucket: 1-30 days, 31-60 days
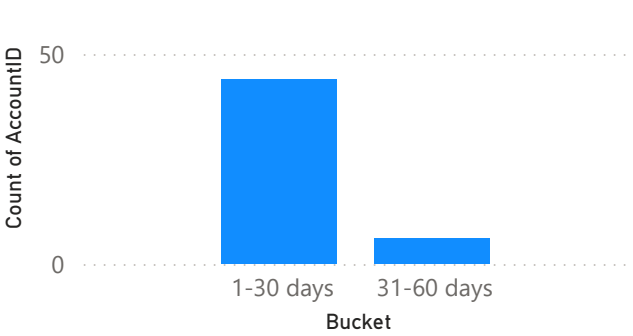
Count of AccountID by Rating

Count of AccountID

Rating: 4, 2

From Visitor to Account by Month

MonthlySignUps

Year: Jan 2024, Apr 2024, Jul 2024, Oct 2024, Jan 2025
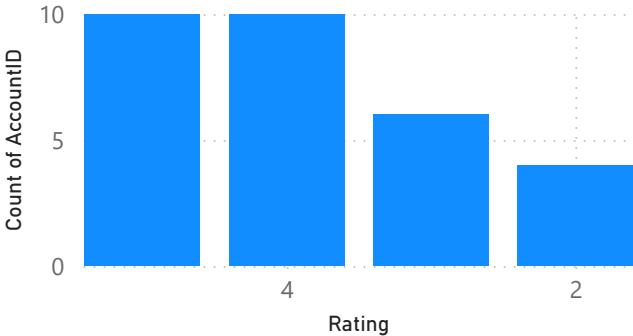
Partner Search Performance Dashboard

50
Total Search Attempts

Percentage Close Partner Search Pop-up

71.43%
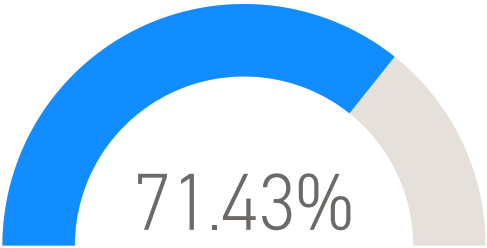
Count of SearchAccountID by MembershipTier
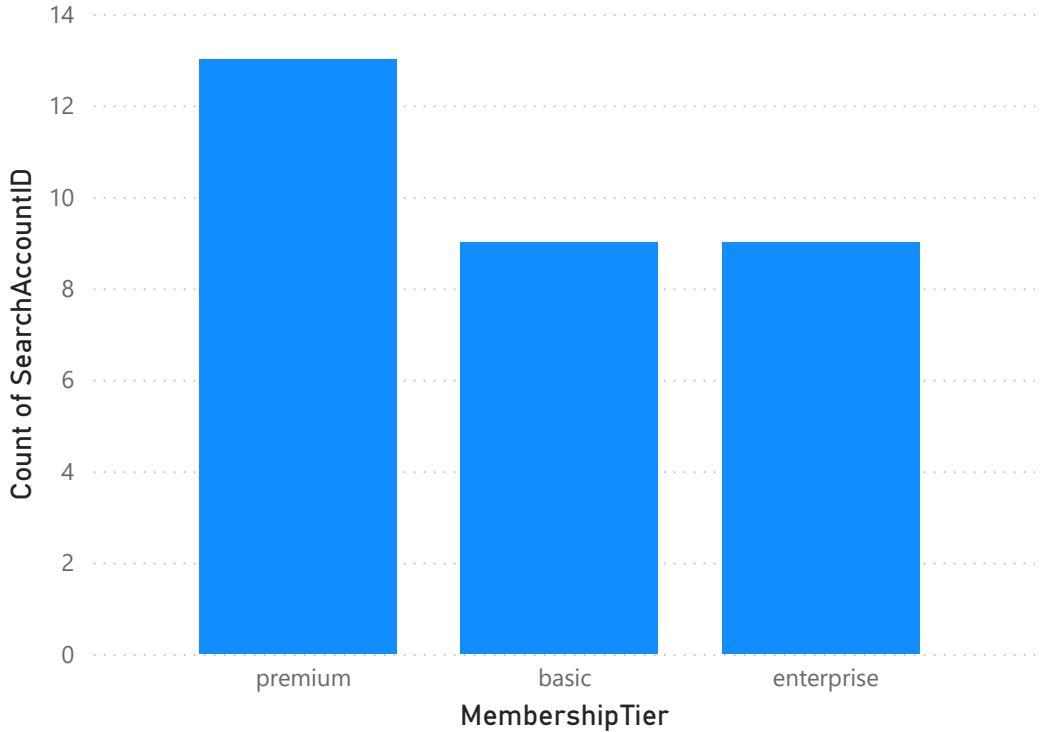
Top 10 business by Partner Search
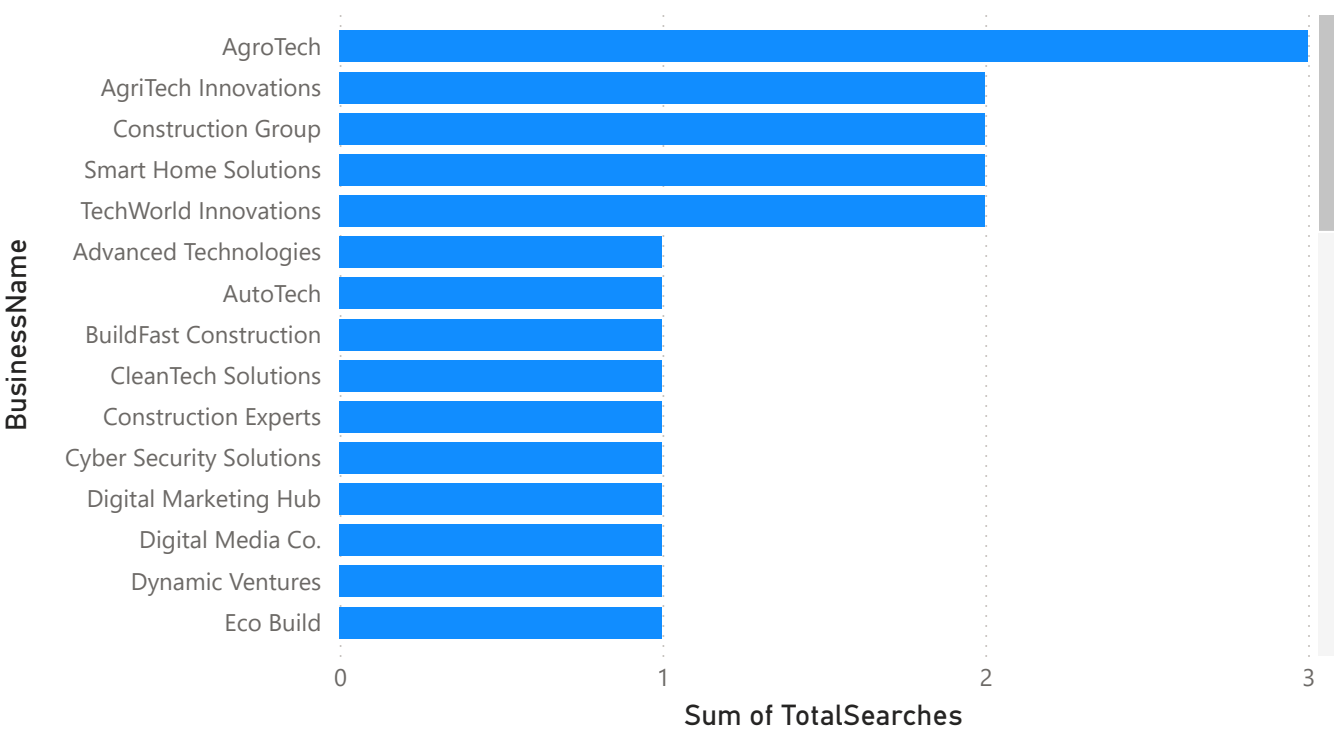
Online Marketing Performance Dashboard

47
Total Active Accounts

200
Page view

687M
Total Online Marketing Cost

Bounce Rate

100.00%

Revenue by Source

52M (43.23%)

29M (23.81%)

40M (32.96%)

- ● Membership Re...
- ● Ads Revenue
- ● Transaction Rev...
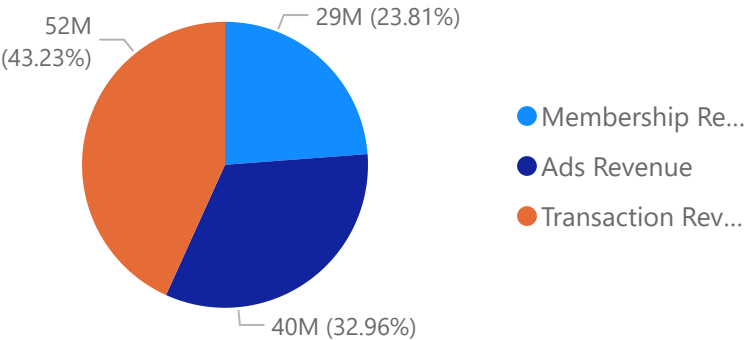
Count of SessionID by SessionAccessChannel and Quarter

Quarter ● Qtr 1 ● Qtr 2

SessionAccessChannel
- Facebook
- Gmail
- QR Code
- Zalo

0   20   40   60   80   100

Count of SessionID
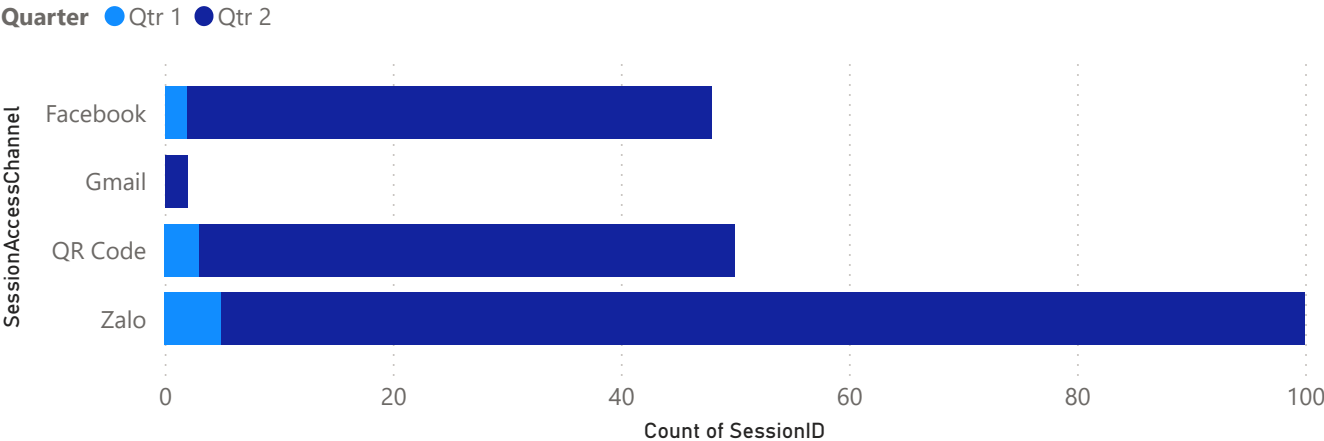
Offline Marketing Performance Dashboard

2bn
Total Offline Marketing Cost

10
Total Offline Events

50
Website Visitor from QR code

Cost Ratio for Offline Activity
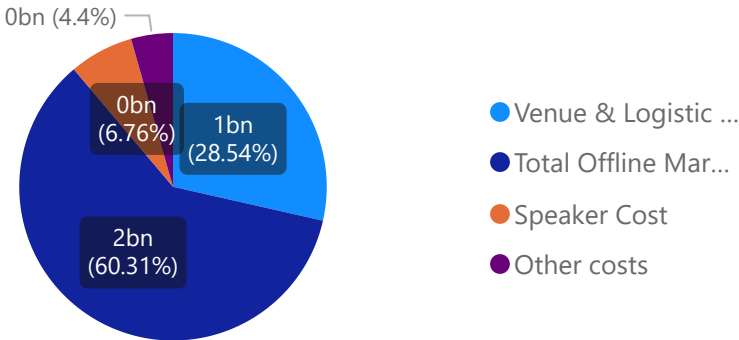
0bn (4.4%)

0bn (6.76%)

1bn (28.54%)

2bn (60.31%)

● Venue & Logistic ...
● Total Offline Mar...
● Speaker Cost
● Other costs

Total Costs and Participants by Offline Events

● Count of ParticipantID ● Total Offline Marketing Cost

EventLocation

Total Costs and Participants by Offline Events

● Count of ParticipantID ● Total Offline Marketing Cost

EventName
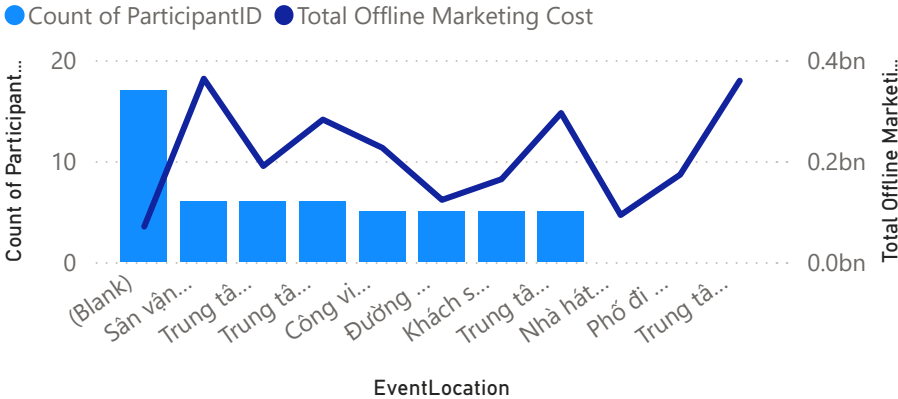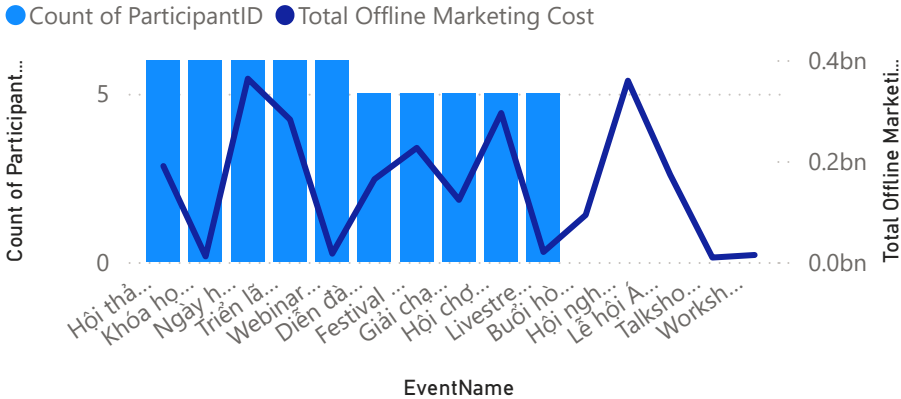
Social Media Performance Dashboard

Total follows

950	1750	3280	920	1360
Zalo	Facebook	TikTok	Twitter	LinkedIn

Social Media Posts

SMPlatform	Approach	Likes	Dislikes	Comments	Shares
Facebook	8850	885	18	105	60
Instagram	16600	1660	19	149	89
LinkedIn	5600	560	2	72	42
TikTok	24400	2440	48	241	170
Twitter	3080	308	2	42	25
Total	**58530**	**5853**	**89**	**609**	**386**

Count of PostID by Year, Month and Day
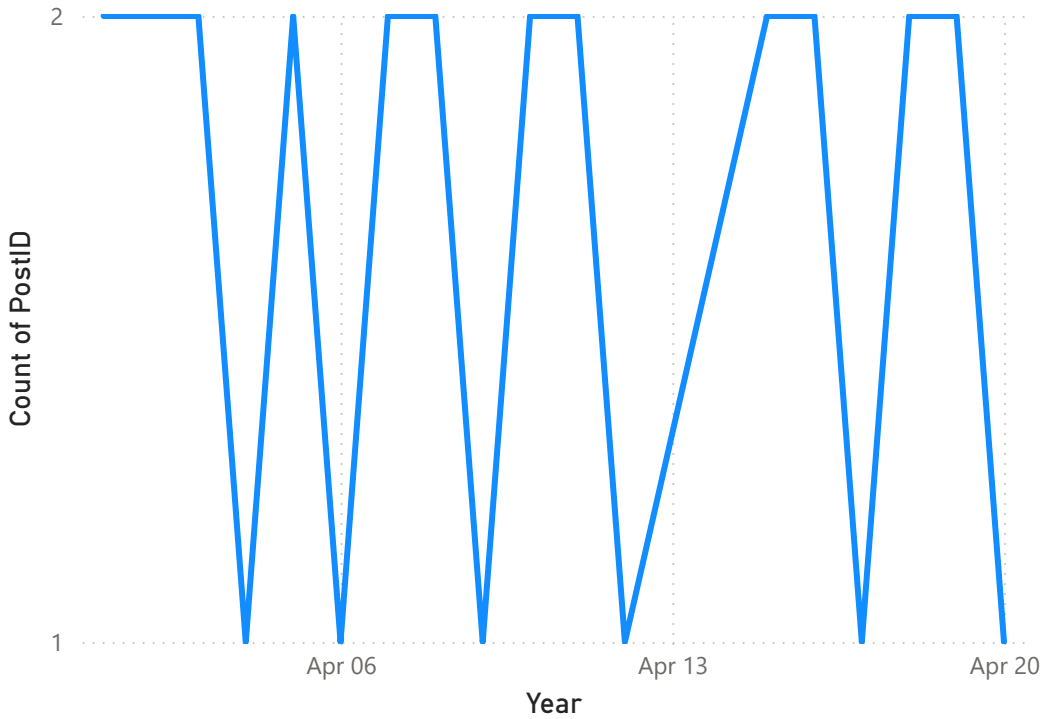
Event Performance Dashboard

15	1	25	3bn	850M
Total Events	Total Countries Participating	Total Cities Participating	Total Event Cost	Total Sponsor Value

Event Form Ratio

5 (33.33%)

10 (66.67%)

- Total Offline Events
- Total Online Events
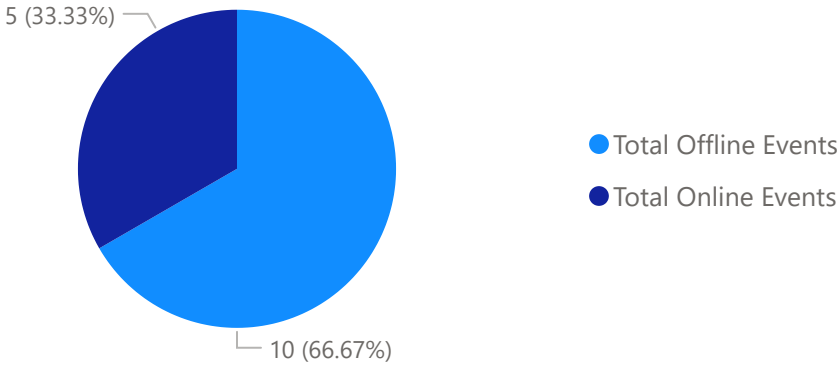
Event Participants by Industry

3 (5.45%)
3 (5.45%)
3 (5.45%)
3 (5.45%)
4 (7.27%)
8 (14.55%)
10 (18.18%)
10 (18.18%)
9 (16.36%)

IndustryName
- (Blank)
- Công ngh? thông tin
- Thuong m?i di?n t?
- D?ch v? tài chính
- Xây d?ng
- D?ch v? y t?
- Giáo d?c
▼

Event Participants by City

1 (1.82%)
1 (1.82%)
1 (1.82%)
2 (3.64%)
2 (3.64%)
2 (3.64%)
2 (3.64%)
3 (5.45%)
3 (5.45%)
3 (5.45%)
3 (5.45%)
4 (7.27%)
4 (7.27%)
4 (7.27%)
4 (7.27%)
4 (7.27%)

ParticipantCity
- Đà Nẵng
- Hà Nội
- Hải Phòng
- Hồ Chí Minh
- Huế
- Biên Hòa
▼
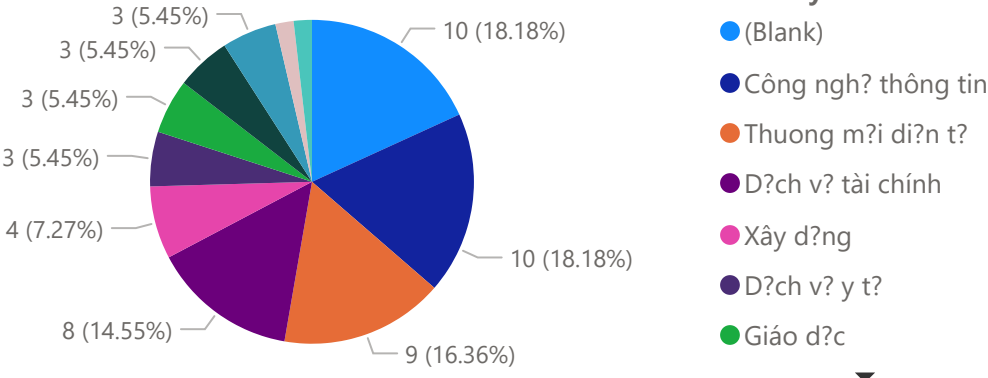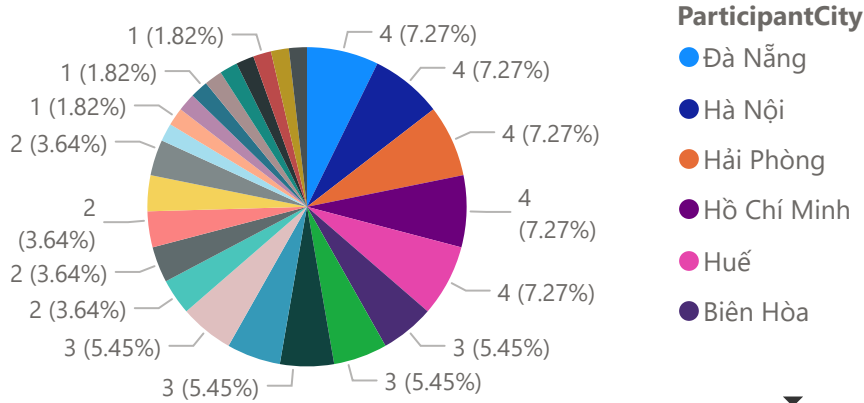
Web Error Management Dashbaord

1/15/2025   4/16/2025

30
Total Web Error

12
Solved Web Error

00:04:13
AvgSolveTimeFormatted

Web Error Status Ratio

WebErrorStatus
● solved
● pending
● reviewing
● solving

12 (40%)
6 (20%)
6 (20%)
6 (20%)

Count of WebErrorID by Year, Month and Day
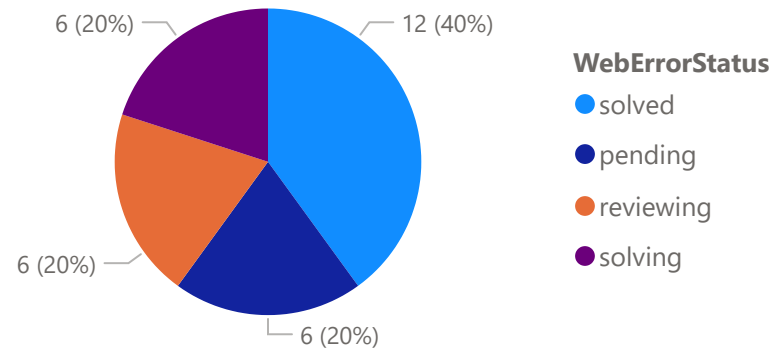
Year	Month	Day	WebErrorType
2025	May	14	404 Not Found
2025	May	14	API Failure
2025	May	14	JS Error
2025	May	15	404 Not Found
2025	May	15	Form Submission Error
2025	May	15	Image Load Error
2025	May	15	JS Error
2025	May	16	API Timeout
2025	May	16	CSS Load Error
2025	May	16	Payment Failed
2025	May	17	404 Not Found
2025	May	17	API Error
2025	May	17	Image Error
2025	May	17	JS Error
2025	May	18	404 Not Found