55.39M
total revenue (EUR)

6.83M
total number of units sold

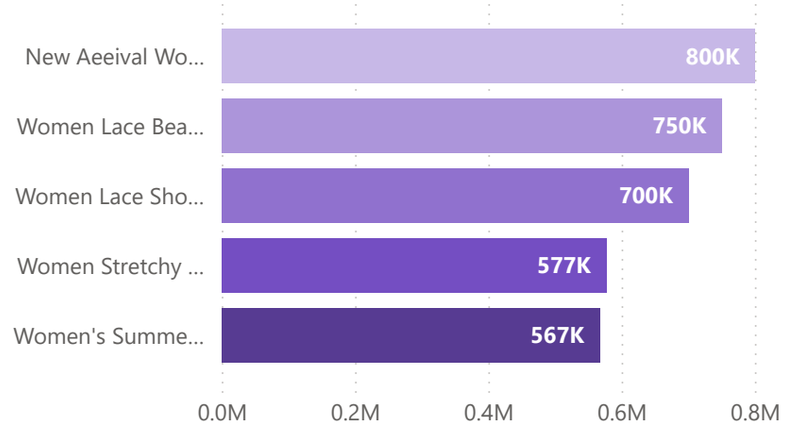
958
merchants

1341
products

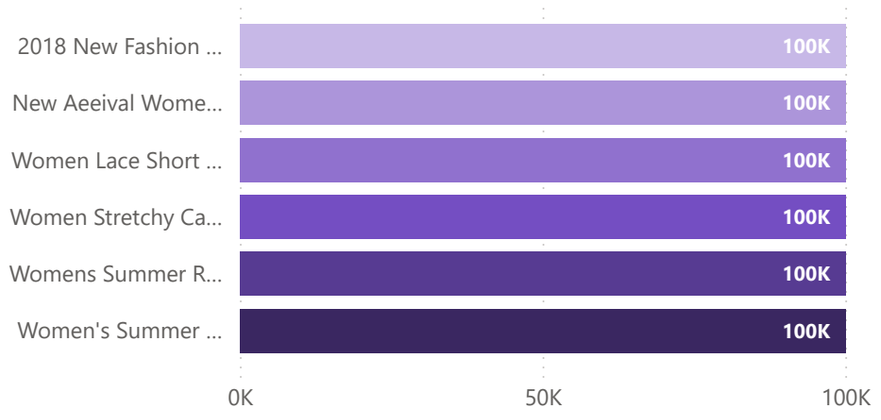
Origin country

Select all	AT	CN	GB	SG	US	VE

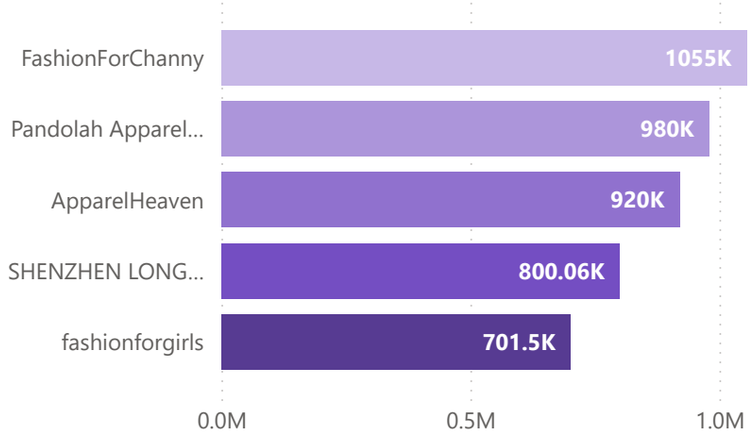
Top 5 products with Highest revenue



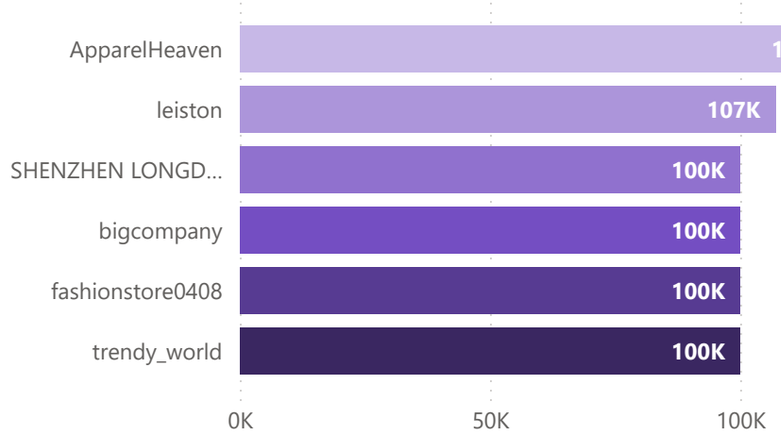
Top 5 products with Highest number of units sold



Top 5 merchants with Highest revenue

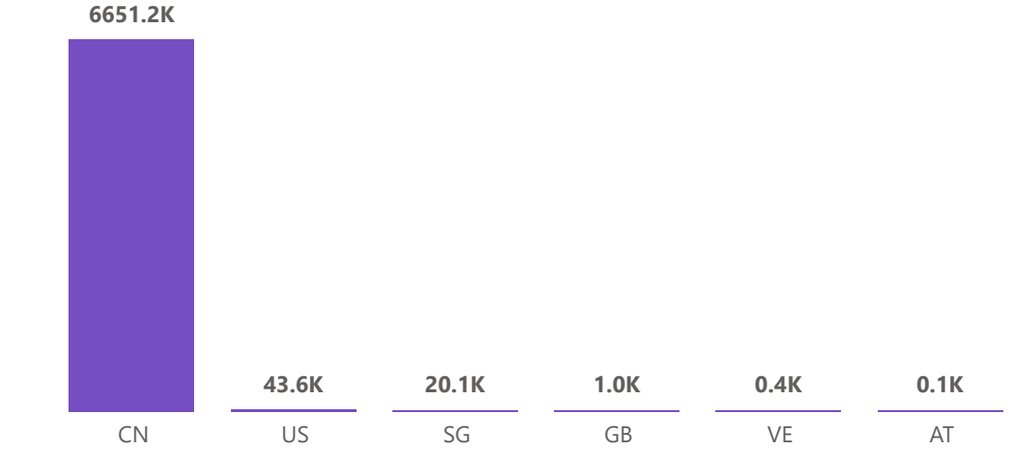


Top 5 merchants with Highest number of units sold

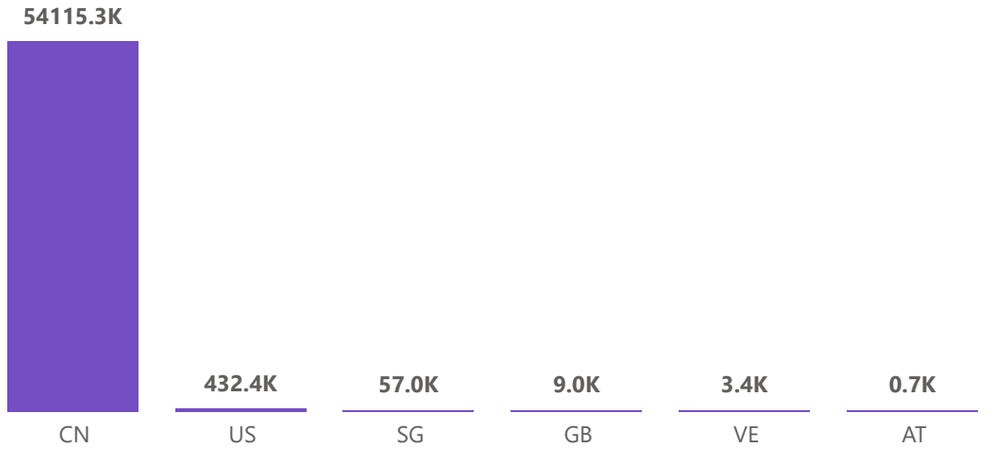


Number of units sold by Origin countries

Number of units sold by Origin countries



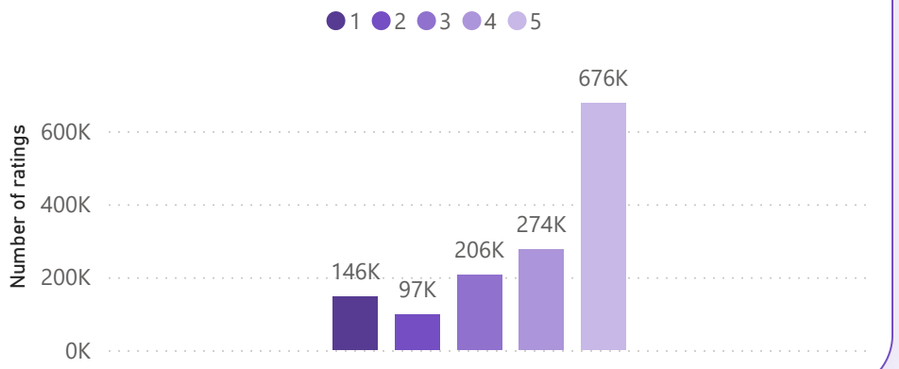
Revenue by Origin countries (in EUR)



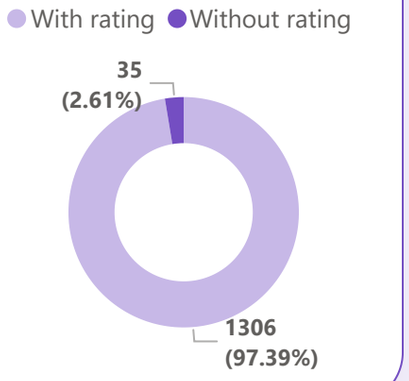
3.79
Average product rating

1.4M
ratings received

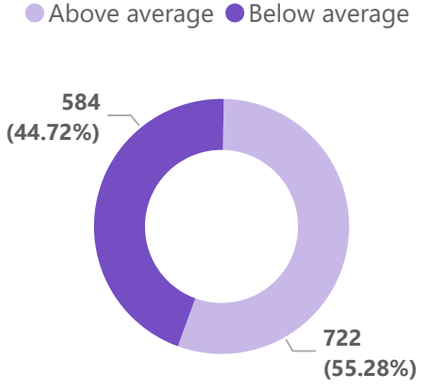
Overall product rating



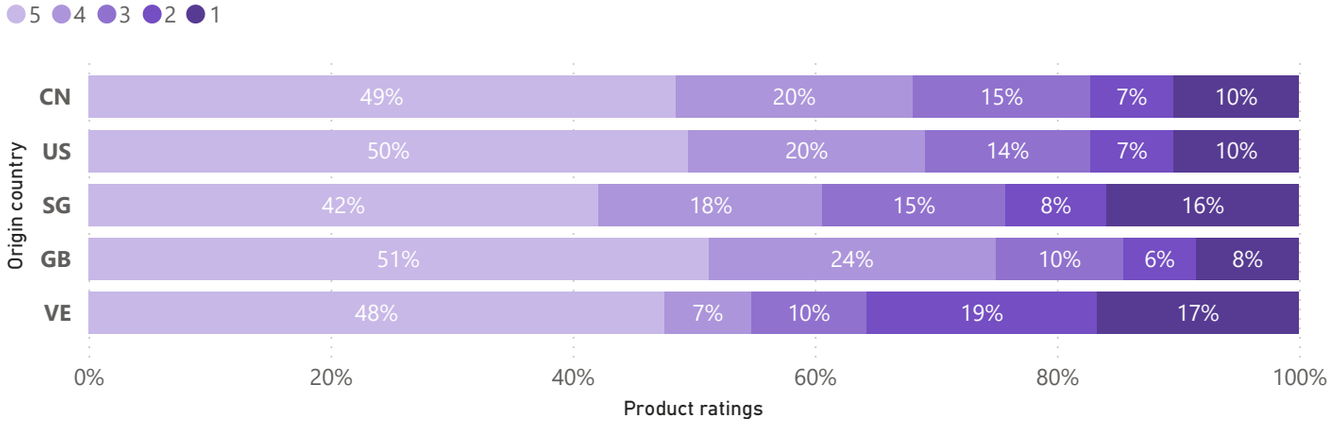
Products with/without rating



Products with rating

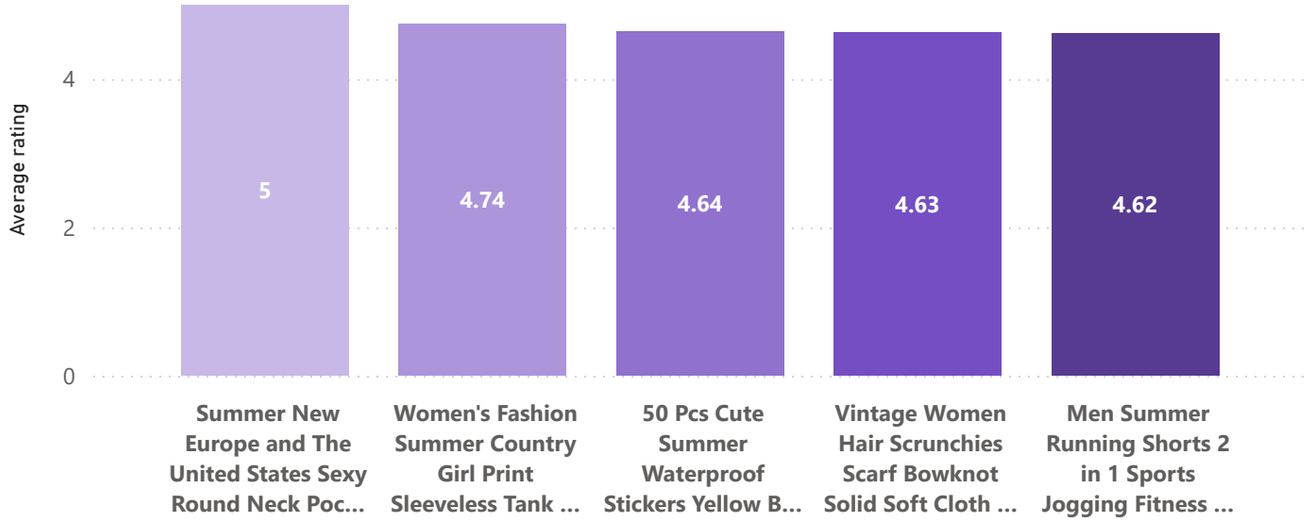


Product ratings by Origin country



Products with highest average rating

(applied on products receiving more than 10 ratings)

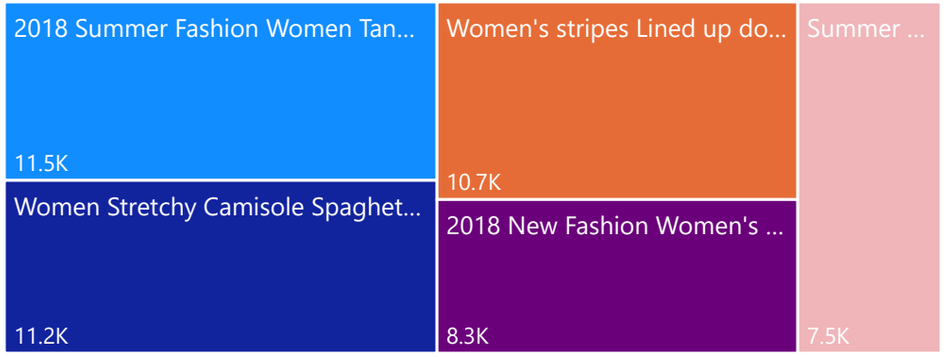


High-rated and Low-rated products by Origin country

Origin country

- Select all
- AT
- CN
- GB
- SG
- US
- VE

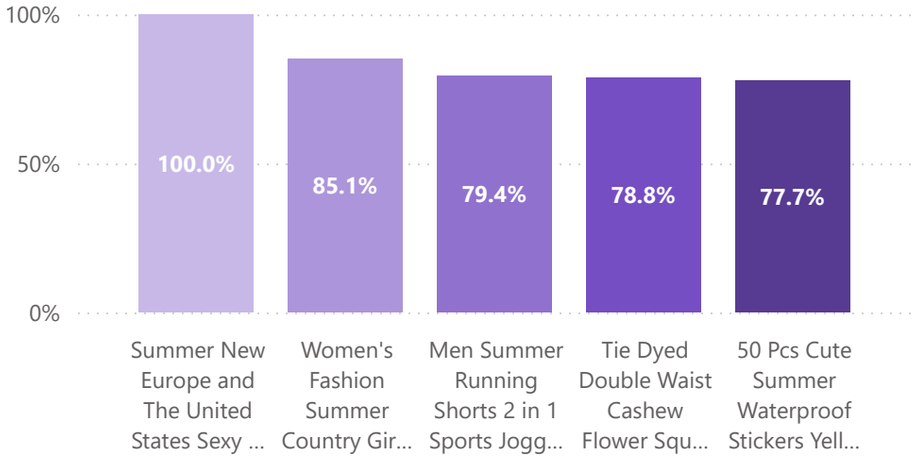
Products receiving the highest number of 5-star rating



Products receiving the highest number of 1-star rating

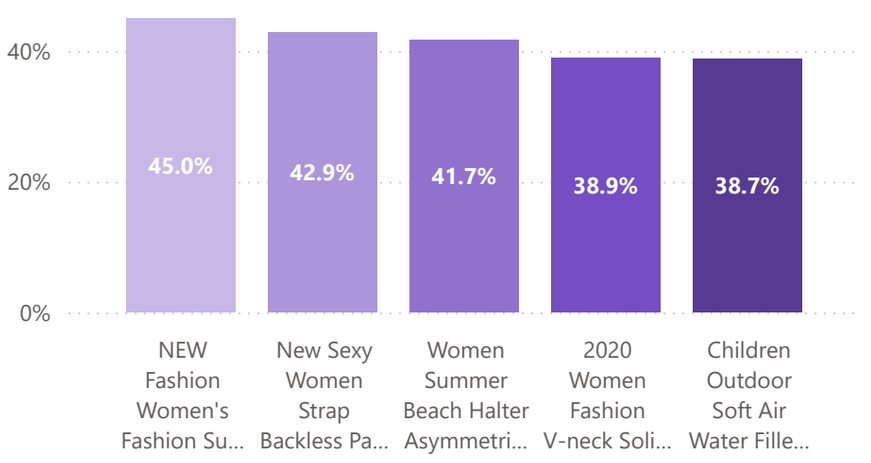
Products receiving the highest percentage of 5-star rating

(applied on products receiving more than 10 ratings)



Products receiving the highest percentage of 1-star rating

(applied on products receiving more than 10 ratings)



Key influencer of Product rating: Color

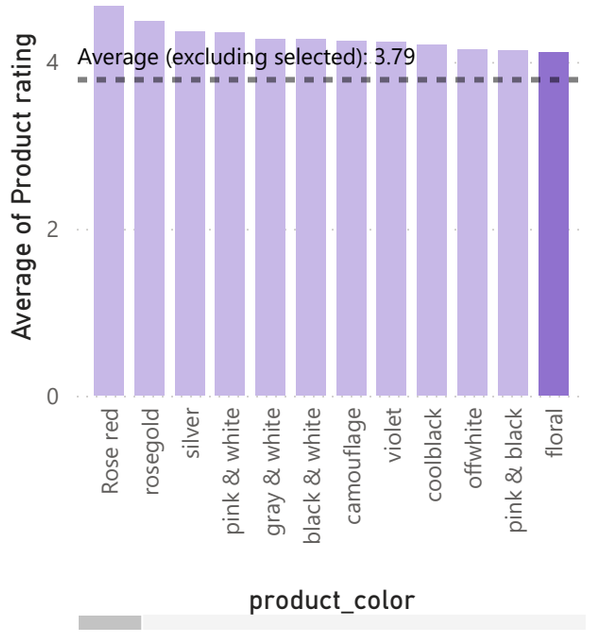
Key influencers | Top segments

What influences Product rating to Increase ?

When...	....the average of Product rating increases by
Product color is floral	0.33
Product color is white & green	0.27

Sort by: Impact Count

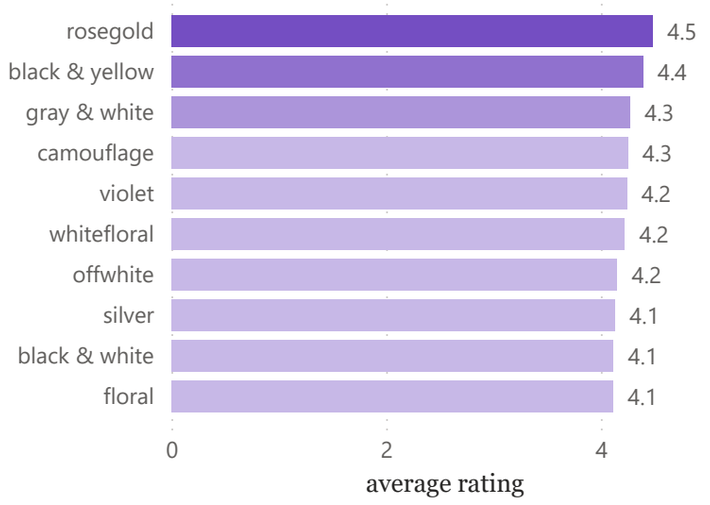
Product rating is more likely to increase when Product color is floral than otherwise (on average).



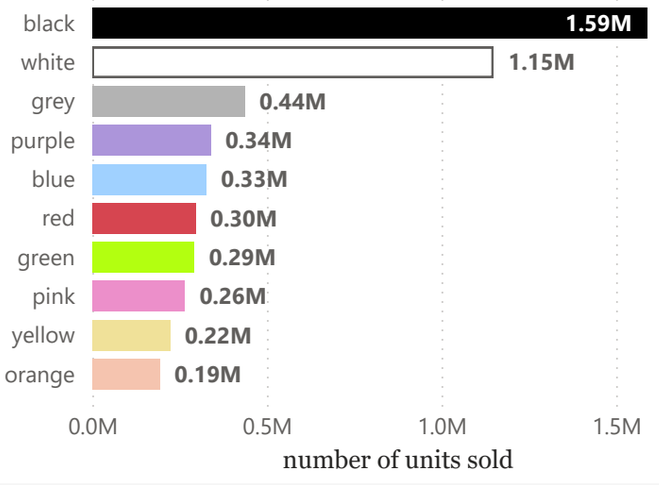
Only show values that are influencers

Top 10 product colors with the highest rating

(apply on products receiving more than 30 ratings)



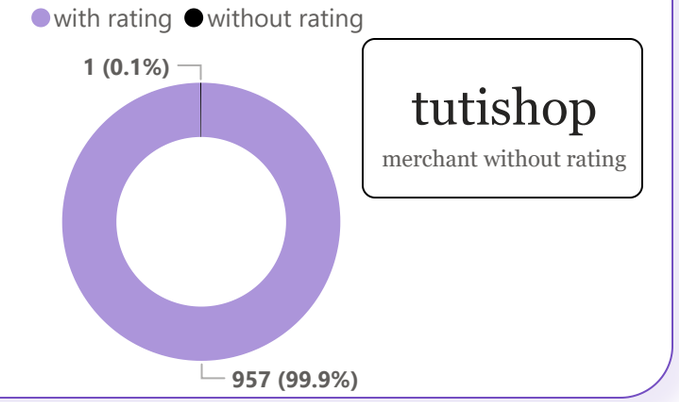
Top 10 product colors with the highest number of units sold



4.03
average rating

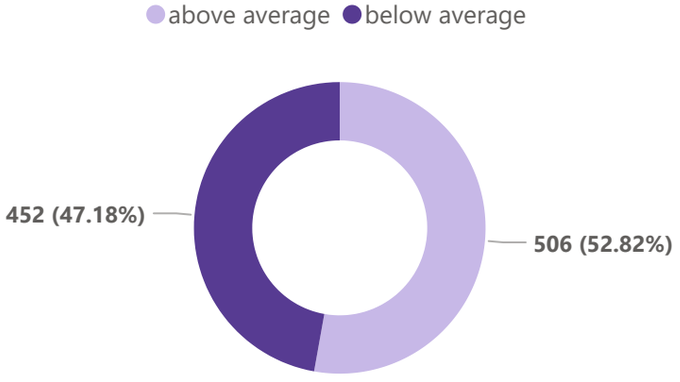
41.7M
total ratings received

Merchants with/without rating

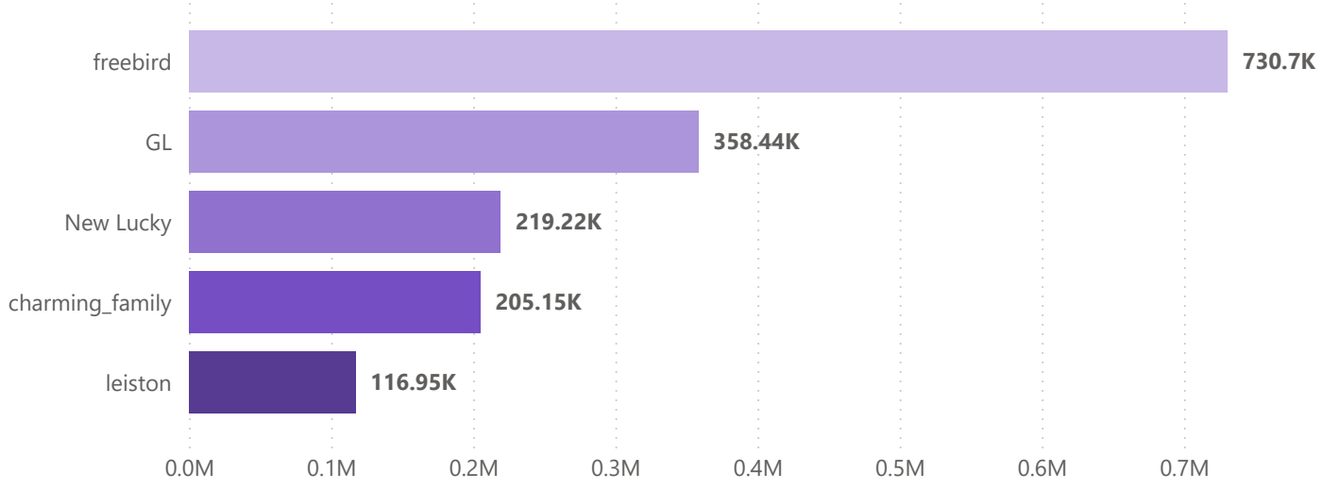


tutishop
merchant without rating

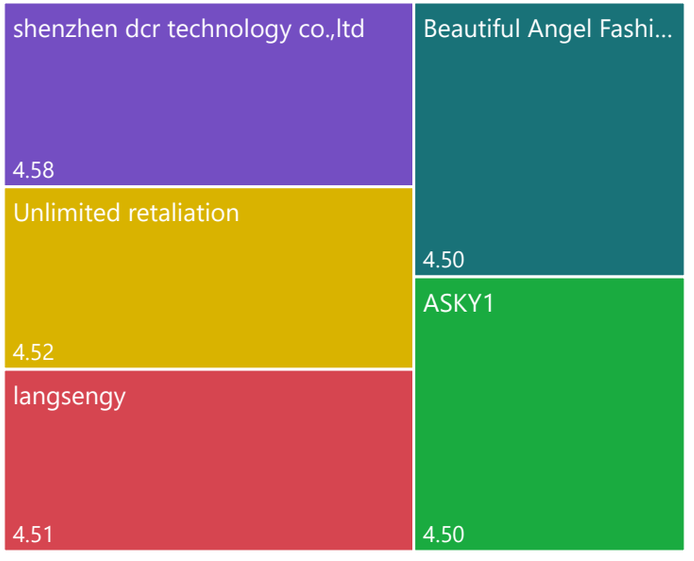
Merchants with rating



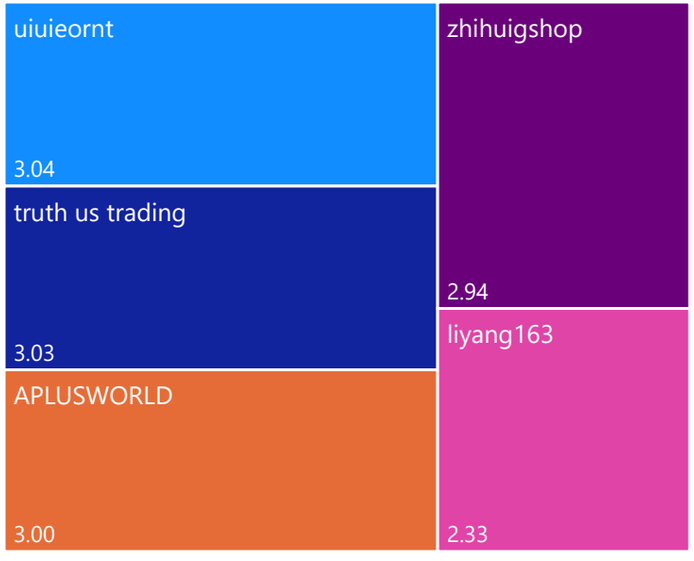
Merchants with Highest number of positive reviews



Top 5 merchants with the highest rating



Top 5 merchants with the lowest rating



Key influencers of Merchant rating: Product rating & Units sold

Key influencers | Top segments

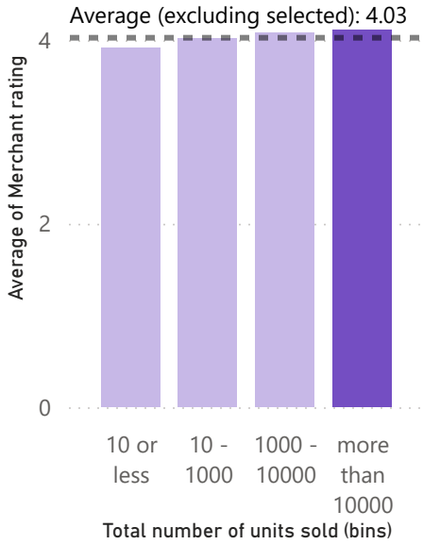
What influences Merchant rating to Increase ?

When... ....the average of Merchant rating increases by

Average product rating is 3.88 - 4.64 → 0.12

Total number of units sold is more than 10000 → 0.08

← Merchant rating is more likely to increase when Total number of units sold is more than 10000 than otherwise (on average).



☐ Only show values that are influencers

Key influencers | Top segments

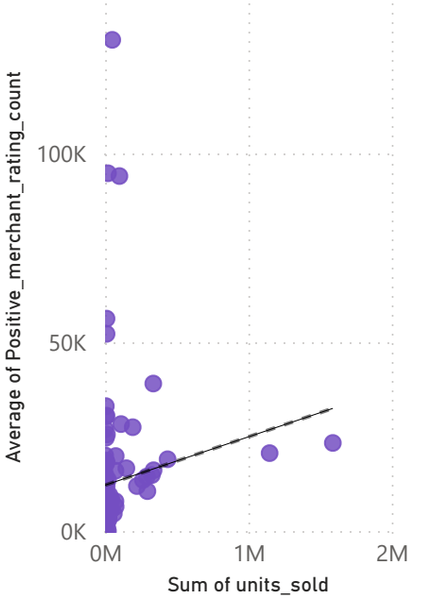
What influences The number of positive reviews in Merchant rating to Increase ?

When... ....the average of The number of positive reviews in Merchant rating increases by

Total number of units sold goes up 209632.42 → 3.56K

Average product rating goes up 0.35 → 1.92K

← On average when Total number of units sold increases, The number of positive reviews in Merchant rating also increases



Key influencer of Revenue & Units sold: Product rating

Key influencers | Top segments

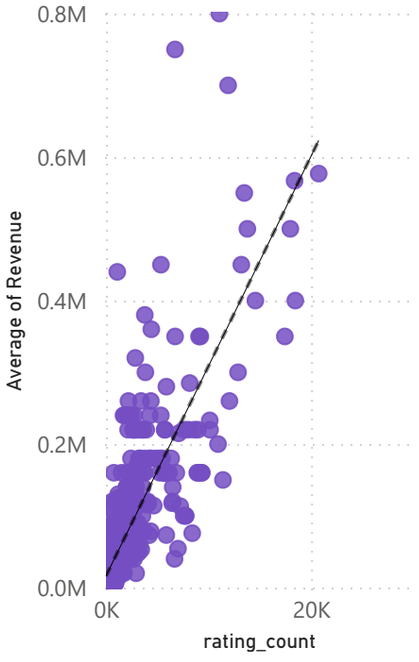
What influences Revenue to Increase ?

When... | ....the average of Revenue increases by

Total number of product ratings received goes up 1983.30 → 60.43K

Average product rating is 3.52 - 4.48 → 31.26K

On average when Total number of product ratings received increases, Revenue also increases.



Key influencers | Top segments

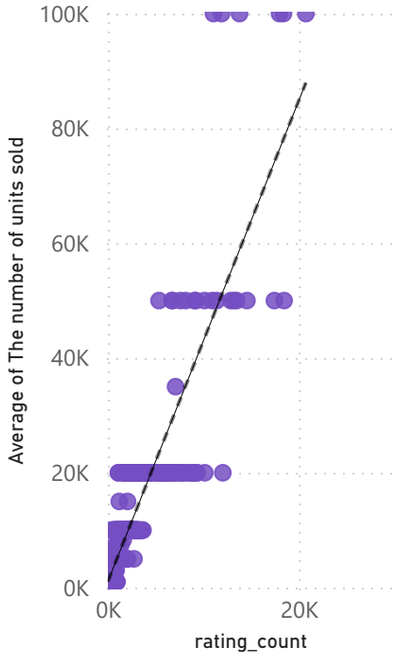
What influences The number of units sold to Increase ?

When... | ....the average of The number of units sold increases by

Total number of product ratings receieved goes up 1983.30 → 8.27K

Average product rating is 3.17 - 4.48 → 4.54K

On average when Total number of product ratings receieved increases, The number of units sold also increases.



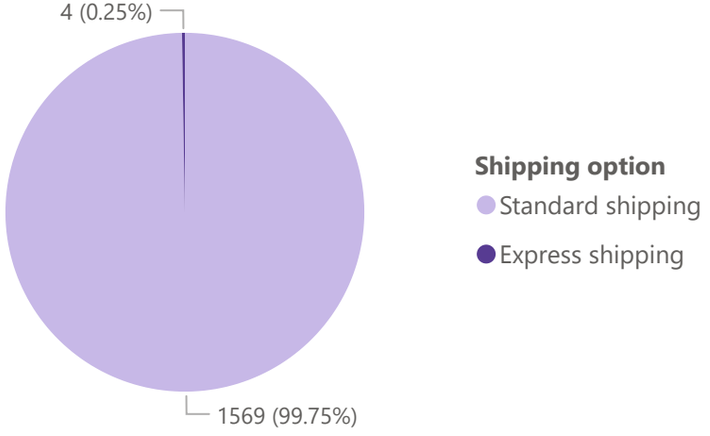
2
shipping options

140
the highest number of countries shipped ...

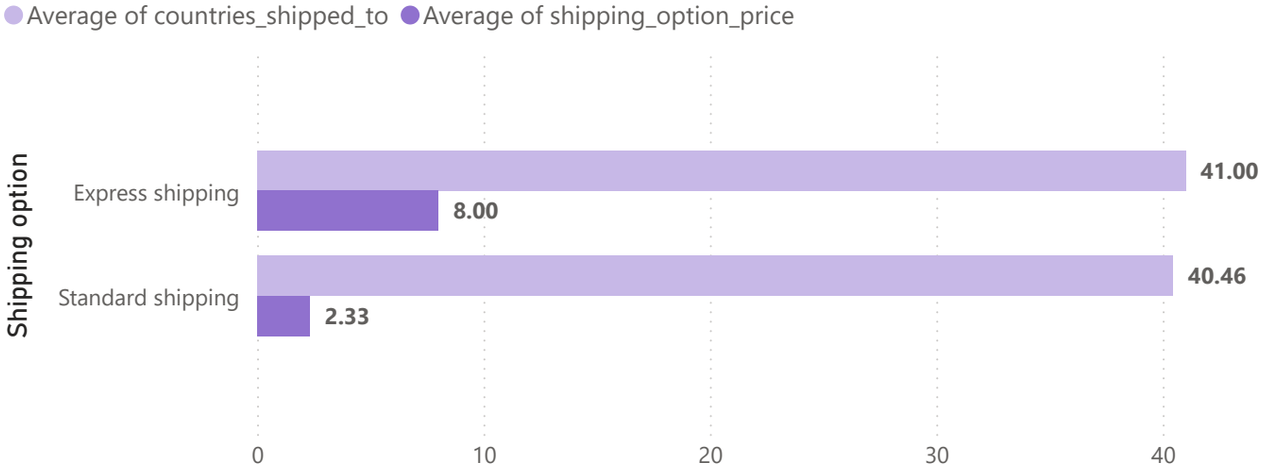
1573
total shipments

6
the lowest number of countries shipped to

Number of shipments by Shipping options

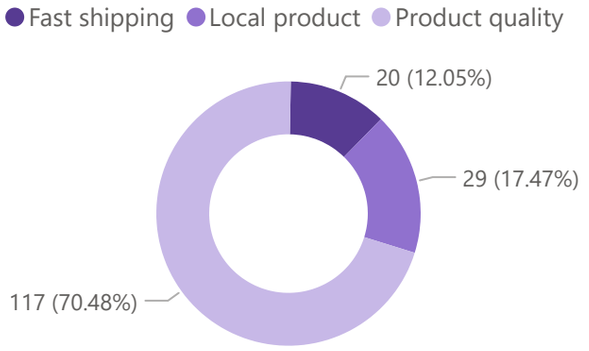


Average number of countries shipped to and Average price (in EUR) by Shipping options



Overview of badge utlization and effectiveness

Overall badge usage



Key influencers | Top segments

What influences merchant rating to Increase ?

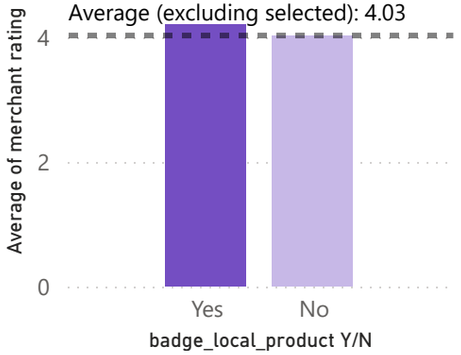
When...

....the average of merchant rating increases by

"Have local product badge Yes/No?" is Yes → 0.18

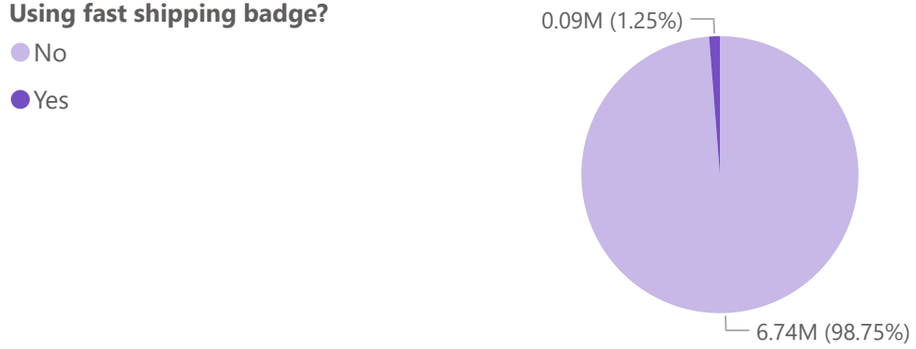
"Have product quality badge Yes/No?" is Yes → 0.15

merchant rating is more likely to increase when "Have local product badge Yes/No?" is Yes than otherwise (on average).

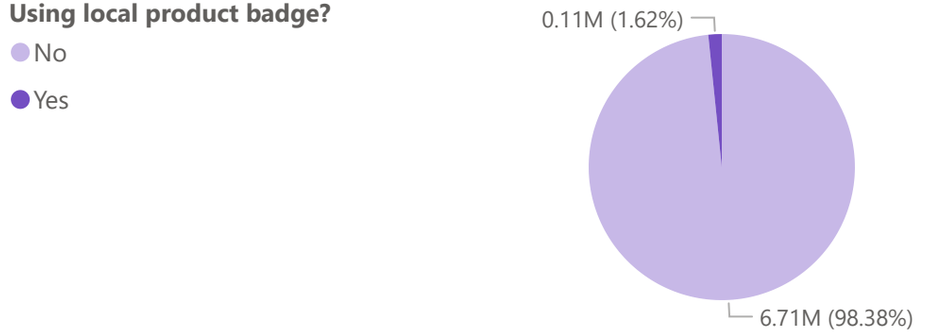


Only show values that are influencers

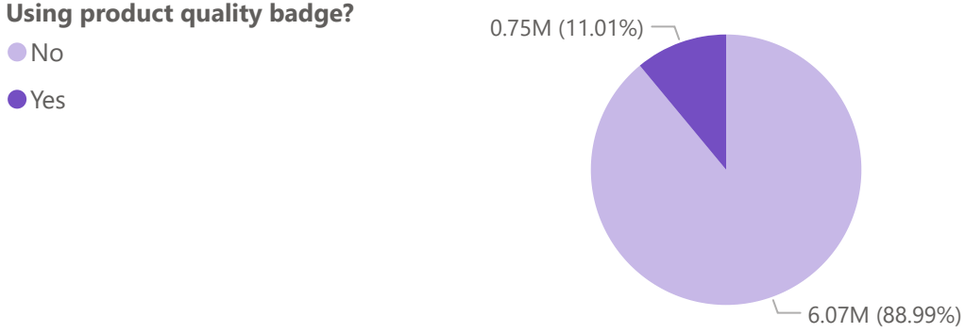
Number of units sold by Fast shipping badge usage



Number of units sold by Local product badge usage



Number of units sold by Product quality badge usage



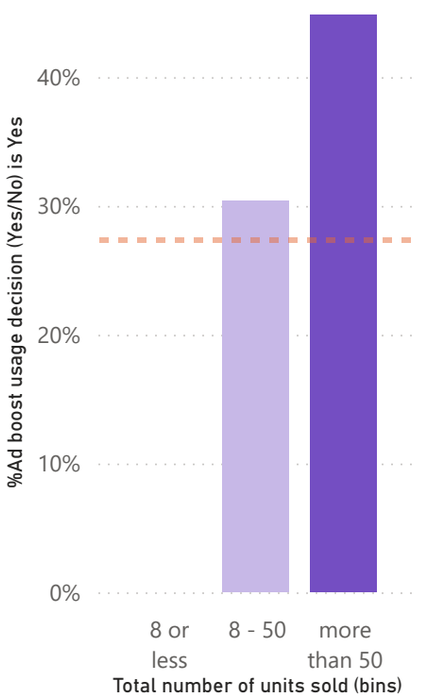
Ad Boost - Decision Factors & Sales Impact

Key influencers | Top segments

What influences Ad boost usage decision (Yes/No) to be Yes ?

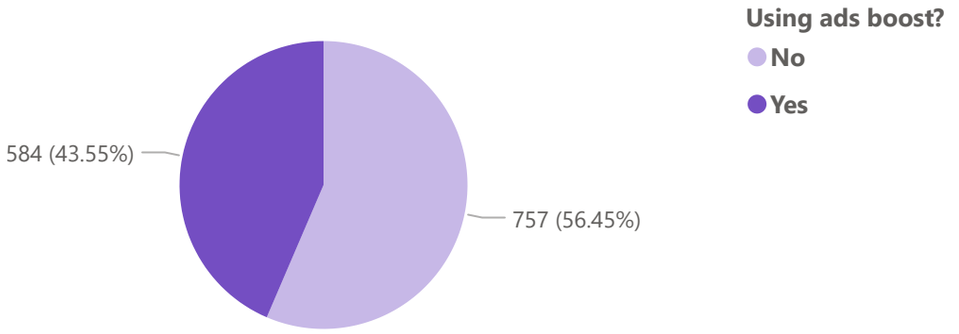
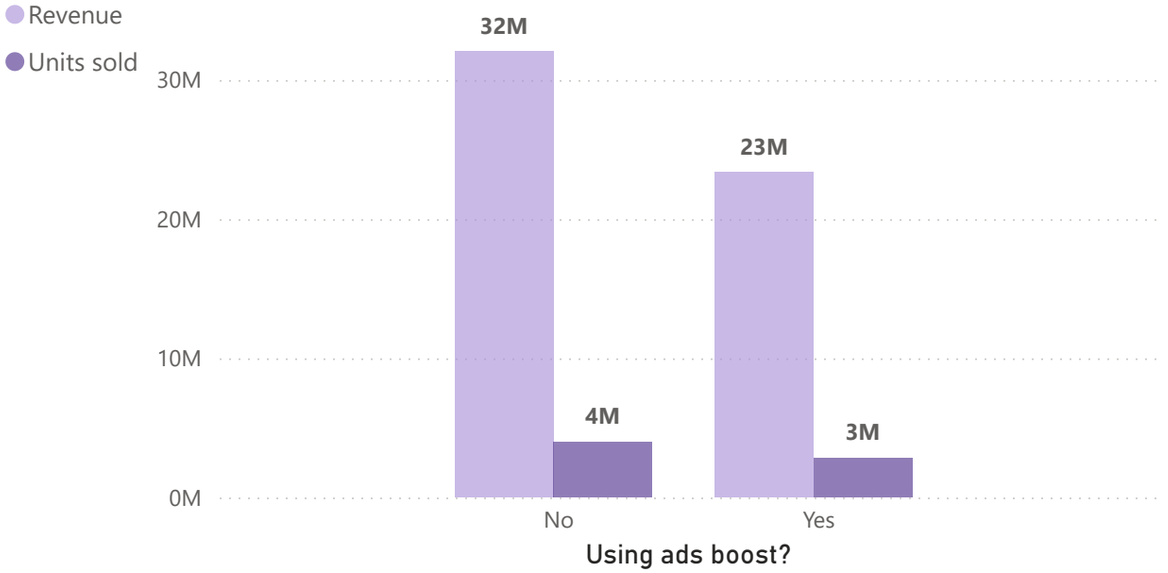
When...	....the likelihood of Ad boost usage decision (Yes/No) being Yes increases by
Total number of units sold is more than 50	1.64x
Products having "local product" badge (Yes/No) is Yes	1.53x
Average product price is 4.86 or less	1.49x
Number of countries shipped to is 24 - 30	1.48x
Number of countries shipped to is 30 - 50	1.18x

Ad boost usage decision (Yes/No) is more likely to be Yes when Total number of units sold is more than 50 than otherwise (on average)



Only show values that are influencers

Number of products by Ad-boost usage



Comparison between Using and Not using ads boost