

4 October 2025

# New - Discount Analysis

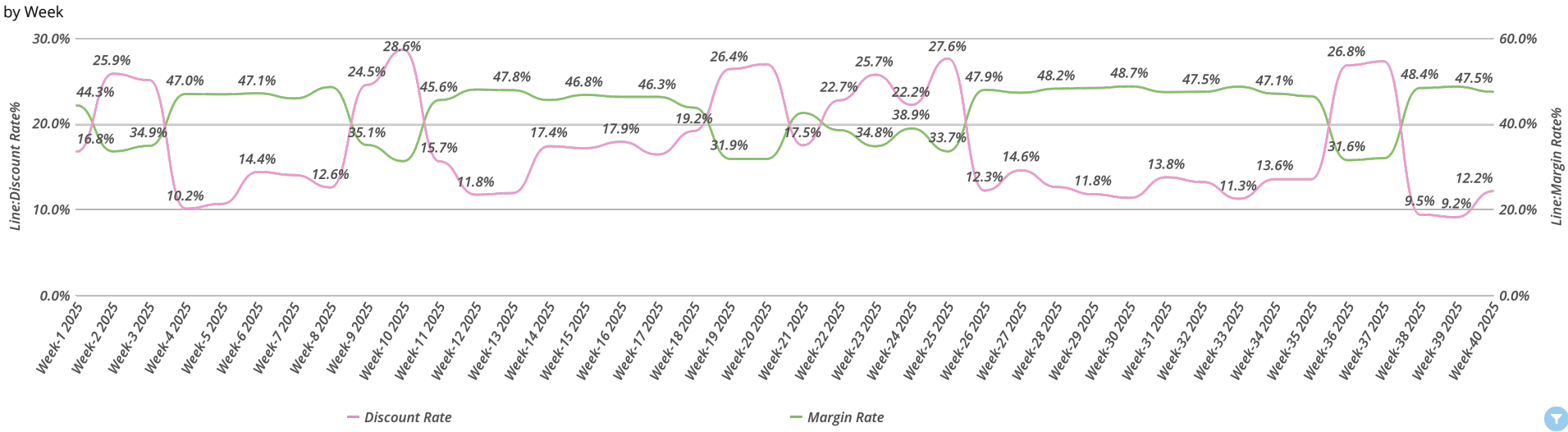
Owner BI Service Account, China Merchan Power Editor

Controls  
& Filters coupon\_type does not contain N

**Note:**

- Data Source: B&M (POS data) + Ecommerce (OMS data)
- Data refreshes daily at 10:00 am

Discount% & Margin% Trend By Week | This Year



Common KPI Summary by Coupon Type

Coupon Type	Discount Desc	Total Sales	SOB	Discount Rate	Margin Value	Margin Rate
BAU		¥7,274,724,745	33.00%	6.51%	¥3,301,505,030	51.28%
BAU TOTAL		¥7,274,724,745	33.00%	6.51%	¥3,301,505,030	51.28%
BPS	黑卡会员任意购享8折	¥231,099,014	1.05%	20.00%	¥74,866,915	36.61%
	2025 Jun BPS Phase 2 - Pink/White	¥18,131,072	0.08%	26.49%	¥4,667,204	29.09%
	2024 OCT BPS - Gold/Black EA	¥59,694,137	0.27%	29.21%	¥14,517,577	27.48%
	2025 Jan BPS - Gold&Black	¥74,287,086	0.34%	28.54%	¥18,244,168	27.75%
	金卡会员任意购享75折	¥371,179,059	1.68%	25.00%	¥102,923,382	31.33%
	黑卡会员单笔满3千享75折	¥299,673,885	1.36%	25.00%	¥81,744,522	30.82%
	金卡会员单笔满3千享75折	¥402,423,000	1.83%	25.00%	¥109,333,843	30.70%
	2024 NOV BPS - All member	¥76,001,870	0.34%	27.44%	¥19,686,531	29.27%
	白卡粉卡会员单笔满3千享75折	¥164,395,890	0.75%	25.00%	¥44,750,161	30.76%
	金卡会员任意购享8折	¥35,715,354	0.16%	20.00%	¥11,963,483	37.85%
	2025 Sep BPS - Pink/White	¥44,584,269	0.20%	26.37%	¥11,615,404	29.44%
	白卡粉卡会员任意购享8折	¥89,844,613	0.41%	20.00%	¥29,128,904	36.64%
	2025 Jun BPS Phase 2 - Gold&Black	¥46,434,788	0.21%	28.52%	¥11,418,656	27.79%
	金卡会员8折, 满3千享75折	¥42,432,567	0.19%	24.82%	¥11,280,846	30.04%
	黑卡会员8折, 满3千享75折	¥13,860,782	0.06%	23.83%	¥3,893,041	31.74%
	2025 Mar BPS - White & Pink	¥52,737,409	0.24%	26.58%	¥13,777,678	29.52%
	黑卡会员8折, 满3千5享75折	¥115,628,562	0.52%	23.33%	¥34,032,164	33.26%
	2025 Sep BPS - Gold&Black	¥122,158,271	0.55%	28.12%	¥30,369,319	28.09%
	2024 OCT BPS - All member	¥119,496,831	0.54%	27.80%	¥31,021,074	29.3%

One Dimension Multiple Metrics

Column Table Dimesion

Brand Type	▼
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One Dimension Multiple Metrics

Dimension	Total Sales	SOB	Discount Rate	Margin Value	Margin Rate	dis_total_amount	dis_sap_cogs	Contract Margin
Selective	¥806,677,390	71.71%	18.41%	¥251,482,487	35.23%	988,648,675.54	462,391,309.40	47.15%
Exclusive	¥187,474,214	16.67%	15.08%	¥86,055,829	51.87%	220,771,509.69	79,850,554.53	59.13%
Sephora	¥86,120,348	7.66%	27.09%	¥56,298,322	73.87%	118,115,172.76	19,914,375.86	80.95%
Limited	¥44,675,150	3.97%	17.66%	¥19,647,291	49.70%	54,255,843.16	19,888,240.24	58.58%
Others	¥8,762	0.00%	90.92%	¥7,754	100.00%	96,450.99	0.00	100.00%
	¥118	0.00%		¥104	100.00%	118.00	0.00	100.00%
GRAND TOTAL	¥1,124,955,983	100.00%	18.59%	¥413,491,788	41.53%	1,381,887,770.13	582,044,480.04	52.40%



Two Dimensions One Metric

Pivot Dimension 1

Coupon Type

Pivot Dimension 2

Category CA

Pivot Metrics

Sales

Two Dimensions One Metric

Dimension 2	MAKE UP	SKINCARE	FRAGRANCE	HAIR	BATH & GIFT	WELLNESS	SERVICES	
Dimension 1	Metric	Metric	Metric	Metric	Metric	Metric	Metric	Metric TOTAL
Category -Brand Activities	19,824,267.53	21,557,873.40	10,573,319.80	211,997.04	11,274.31			52,178,732.09
Member Coupon	1,259,826,477.76	2,390,300,195.54	642,420,374.77	97,235,355.95	4,634,586.42		54.00	4,394,417,044.43
BAU	2,797,496,045.32	3,264,078,996.22	1,066,221,317.97	133,467,192.47	12,935,331.68	25,489.57	500,371.88	7,274,724,745.13
BPS	1,801,734,311.04	5,771,800,445.46	612,120,762.40	152,075,528.58	5,909,327.48		46.00	8,343,640,420.91
Staff Discount	69,770,210.08	76,888,195.77	21,213,661.99	4,855,359.00	1,058,013.17			173,785,440.02
Others	50,360,758.28	102,516,635.24	29,863,520.46	3,692,322.34	294,201.84			186,727,438.16
SEB Promtion	91,612,541.55	391,020,670.66	8,600,140.94	10,297,368.43	6,443,238.99			507,973,960.56
Weekend Activities	328,049,564.41	190,709,058.69	135,703,281.76	11,404,648.58	378,279.25		17.00	666,244,849.68
E-comm Promotion	40,825,829.56	70,636,536.76	18,100,673.93	3,892,028.81	158,041.35			133,613,110.39
Clearance	53,303,646.54	176,069,464.57	40,494,983.95	9,954,858.66	2,008,101.36			281,831,055.08
Douyin Promo	2,555,964.71	3,568,204.75	1,137,063.72	111,406.14	2,830.26			7,375,469.59
Need Merch Input	6,589,269.00	7,106,605.45	4,695,967.39	260,705.59	10,245.59			18,662,793.02
Minis & More	110,528.36	226,470.35	20,074.00	6,887.00	3,435.00			367,394.72
GRAND TOTAL	6,522,059,414.11	12,466,479,352.99	2,591,165,143.08	427,465,658.59	33,846,906.69	25,489.57	500,488.88	22,041,542,454.01

Discount Sumo Card

coupon_type
Category -Brand Activities
Member Coupon
BAU
BPS
Staff Discount
Others

Notification

```
Total Sales : SUM(`dis_discounted_amount`)
SOB : SUM(`dis_discounted_amount`)/ SUM(SUM(`dis_discounted_amount`)) over()
Discount Rate : SUM(`discount_amount`)/ sum(`dis_total_amount`)
Margin Value : SUM(`dis_discounted_amount`)/1.13-SUM(`item_sap_cogs`)
Margin Rate : `Margin Value` / IFNULL(`dis_discounted_amount`,0)
Transaction Hair Qty:CASE WHEN `category`in('HAIR','HAIR ACCESSORIES') THEN `item_quantity` ELSE 0 END
Transaction Fragrance Qty: CASE WHEN `category`in('FRAGRANCE','FRAGRANCE ACCESS') THEN `item_quantity` ELSE 0 END
Transaction Skincare Qty : CASE WHEN `category`in('SKINCARE','SKINCARE ACCESSORIES') THEN `item_quantity` ELSE 0 END
Transaction Makeup Qty: CASE WHEN `category`in('MAKE UP','MAKE UP ACCESSORIES') THEN `item_quantity` ELSE 0 END
If Include Makeup: CASE when `Transaction Makeup Qty`>0 THEN 1
ELSE 0 END
```

Appendix

!! Discount Rules Below Need to Inp... Coupon Sales Database - by Month Self-check Card to Avoid Duplicatin...

Total Sales	discount_id	Discount Desc
¥15,620,116	202509241620WD	[WD]10011006满1000-150
¥1,978,930	202509241614WD	[WD]国庆!购买任何产品, 即可6折购买指定SE
¥593,340	202509291539CR	[CR]50元立减券 (满400元可用)
¥332,560	10381250917442187	[WD] Weekend Excitement 10/01-10/04
¥122,752	10682250929467566	【有肌需就有答案】 50元现金券 (满400可用)
¥9,996	10381250930069835	Tatcha 4折清货
¥5,075	10381250917945533	[WD] 指定丝芙兰品牌产品6折 10/01-10/04
¥24	202509101445OP	[OP] 特惠制定产品1.5折

Cou..	Disc..	chan..	Year	Mon..	Total Sales	MargIn Value	discount
BAU			2023	1	¥42,238,531	¥19,658,137	
				2	¥60,429,595	¥30,254,627	
				3	¥65,623,057	¥30,737,694	1
				4	¥30,625,810	¥15,253,387	
				5	¥64,206,428	¥29,558,771	
				6	¥71,884,344	¥30,974,639	1
				7	¥33,837,039	¥16,867,090	
				8	¥59,495,492	¥26,404,079	
				9	¥43,743,931	¥19,680,582	
				10	¥62,032,698	¥28,303,838	1
				11	¥94,122,887	¥34,539,296	3
			2024	12	¥41,306,165	¥18,522,810	
				1	¥45,445,448	¥19,977,715	
				2	¥39,009,003	¥17,597,929	
				3	¥58,492,928	¥25,702,149	1
				4	¥34,278,850	¥17,048,653	
				5	¥67,362,673	¥31,217,278	1
				6	¥54,399,285	¥23,628,913	1
				7	¥31,138,815	¥14,456,784	
				8	¥51,529,257	¥23,601,233	
				9	¥48,705,108	¥20,182,264	

No data in filtered range

ISTORE SALES - MTD 1,202,906总和 / dis\_discounted\_amount

brand_name	Category CA	channel	Month	Total Sales
ACQUA DI PARMA SRL	FRAGRANCE	Brick & Mortar	10	6,549
BIO THERM	SKINCARE	Brick & Mortar	10	12,155
MARIE DALGAR COLO..	MAKE UP	Brick & Mortar	10	1,190
MAKE UP FOR EVER	MAKE UP	Brick & Mortar	10	4,700
FRESH SAS	SKINCARE	Brick & Mortar	10	21,617
	BATH & GIFT	Brick & Mortar	10	1,938
CHALING	SKINCARE	Brick & Mortar	10	13,656
	FRAGRANCE	Brick & Mortar	10	412
	HAIR	Brick & Mortar	10	567
	BATH & GIFT	Brick & Mortar	10	144
LAUDER	SKINCARE	Brick & Mortar	10	36,982
	MAKE UP	Brick & Mortar	10	13,622
GUERLAIN	MAKE UP	Brick & Mortar	10	51,186
	SKINCARE	Brick & Mortar	10	176,746
	FRAGRANCE	Brick & Mortar	10	17,612
	HAIR	Brick & Mortar	10	13,790
CLARINS	SKINCARE	Brick & Mortar	10	13,060
GIVENCHY	SKINCARE	Brick & Mortar	10	38,526
	MAKE UP	Brick & Mortar	10	33,2

New - Discount Analysis

ISTORE SALES - WTD

1,504,825总和 / dis\_discounted\_amount

brand_name	Category CA	channel	Month	Total Sales
ACQUA DI PARMA SRL	FRAGRANCE	Brick & Mortar	9	978
			10	6,549
BIOTHERM	SKINCARE	Brick & Mortar	9	4,150
			10	12,155
MARIE DALGAR COLO..	MAKE UP	Brick & Mortar	9	939
			10	1,190
FRESH SAS	SKINCARE	Brick & Mortar	9	5,246
			10	21,617
	BATH & GIFT	Brick & Mortar	9	168
			10	1,938
MAKE UP FOR EVER	MAKE UP	Brick & Mortar	9	1,530
			10	4,700
CHALING	SKINCARE	Brick & Mortar	9	6,894
			10	13,656
	FRAGRANCE	Brick & Mortar	10	412
	HAIR	Brick & Mortar	10	567
	BATH & GIFT	Brick & Mortar	10	144
LAUDER	SKINCARE	Brick & Mortar	9	11,255
			10	36,9

ISTORE SALES - MTD by SKU

1,202,906总和 / dis\_discounted\_amount

Item_sku..	brand_name	Category ..	channel	Month	Total Sales
289816	ACQUA DI P..	FRAGRAN..	Brick & Mor..	10	2,796
307769	BIOTHERM	SKINCARE	Brick & Mor..	10	261
587886	MARIE DALG..	MAKE UP	Brick & Mor..	10	101
614700	MAKE UP FO..	MAKE UP	Brick & Mor..	10	112
646352	FRESH SAS	SKINCARE	Brick & Mor..	10	1,357
498232	CHALING	SKINCARE	Brick & Mor..	10	1,464
692099	LAUDER	SKINCARE	Brick & Mor..	10	3,875
702978	GUERLAIN	MAKE UP	Brick & Mor..	10	5,516
717818	LAUDER	MAKE UP	Brick & Mor..	10	195
541416	CLARINS	SKINCARE	Brick & Mor..	10	792
582672	GIVENCHY	SKINCARE	Brick & Mor..	10	2,115
582676	GUERLAIN	SKINCARE	Brick & Mor..	10	1,640
511026	GUERLAIN	SKINCARE	Brick & Mor..	10	810
611184	LAUDER	SKINCARE	Brick & Mor..	10	2,618
512057	MAC	MAKE UP	Brick & Mor..	10	127
712549	SHU	MAKE UP	Brick & Mor..	10	280
719475	MAKE UP FO..	MAKE UP	Brick & Mor..	10	752
657361	GIVENCHY	MAKE UP	Brick & Mor..	10	554
702224	MOROCCAN..	HAIR	Brick & Mor..	10	6