



347,060

Register Member

293,051

Purchased Number

84.0%

Conversion Rate

81bn

Total Sales

3.55

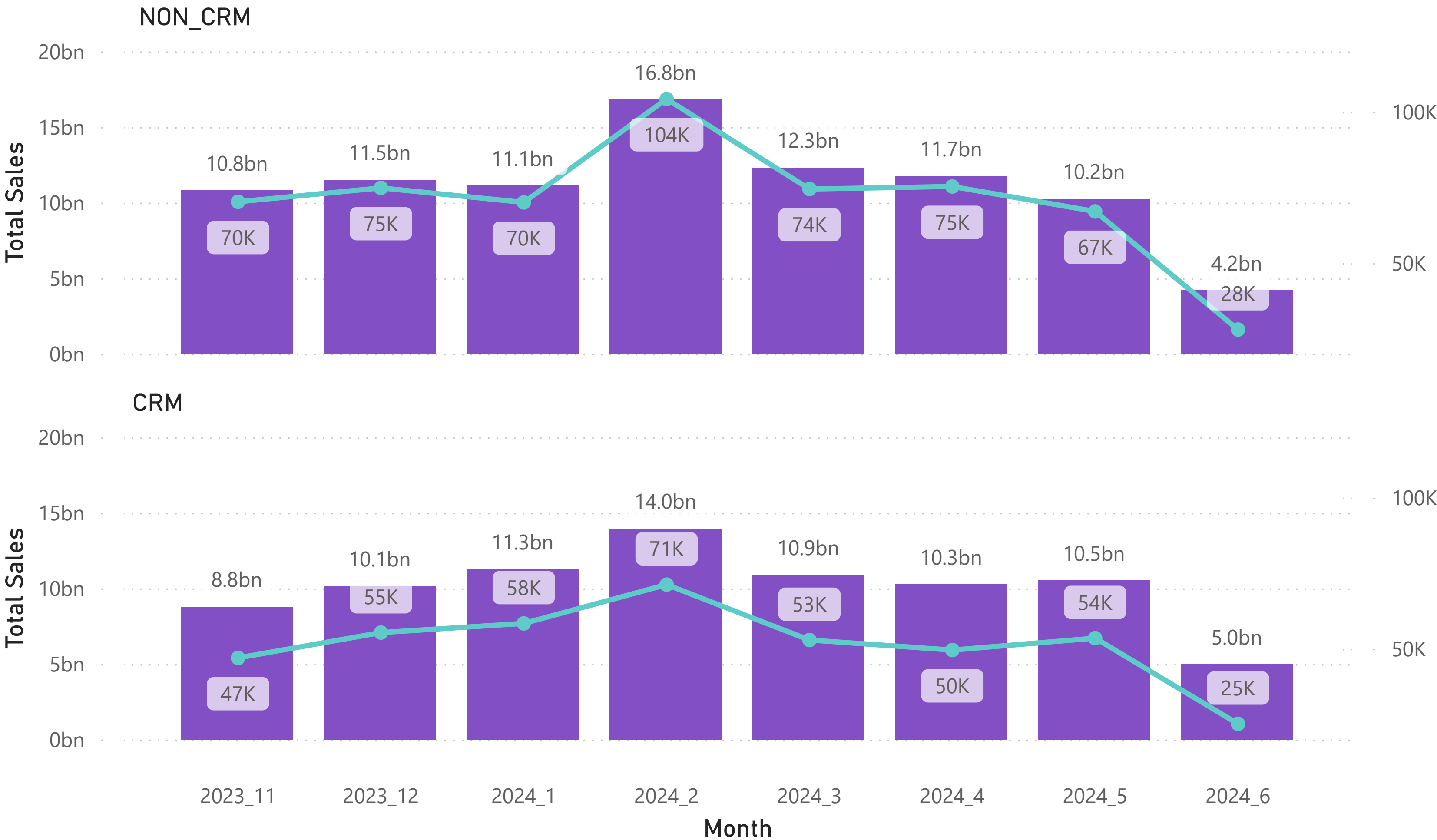
UPT

173,483

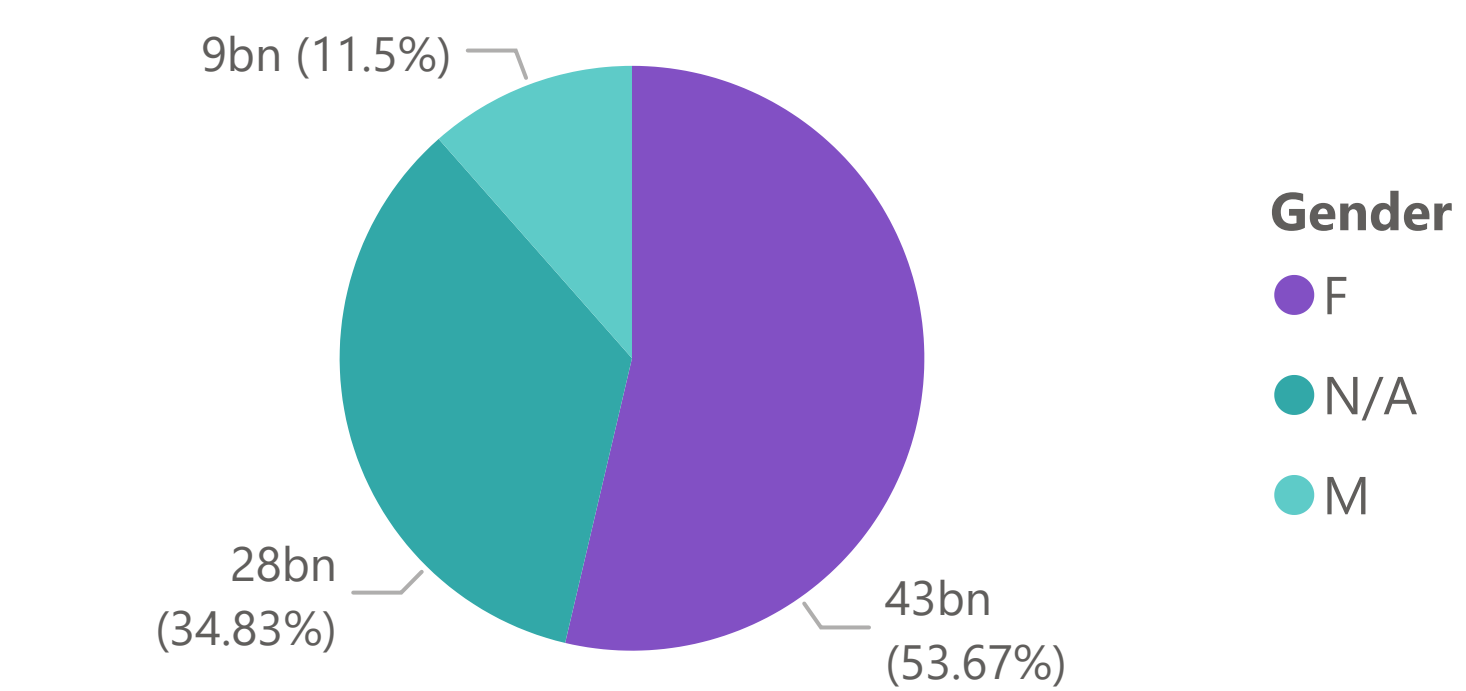
ATV

Sales Shares CRM and NON_CRM by Month

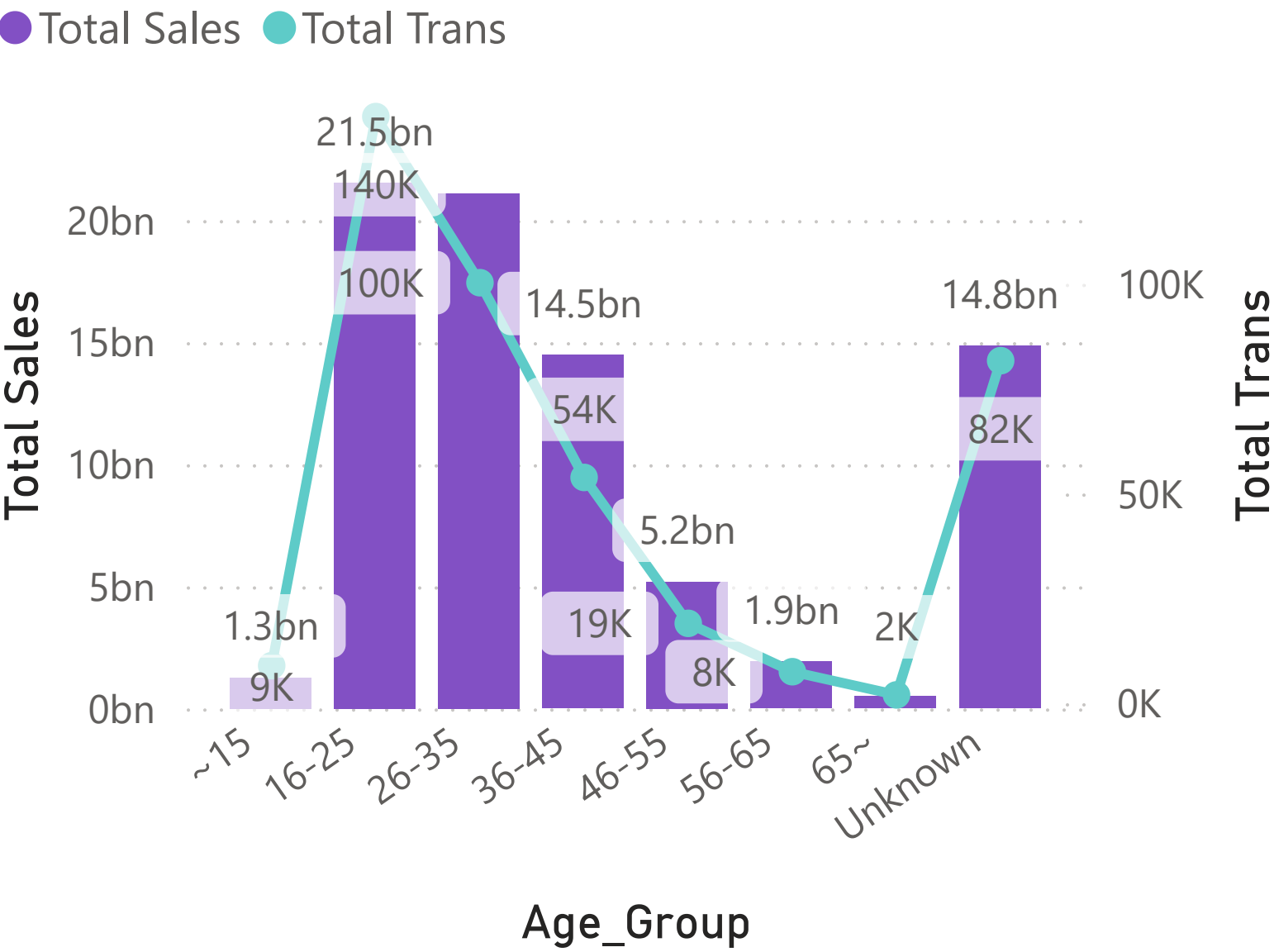
Total Sales Total Trans



Total Sales by Gender



Total Sales and Total Trans by Age_Group





Period Time

11/2/2023

6/11/2024



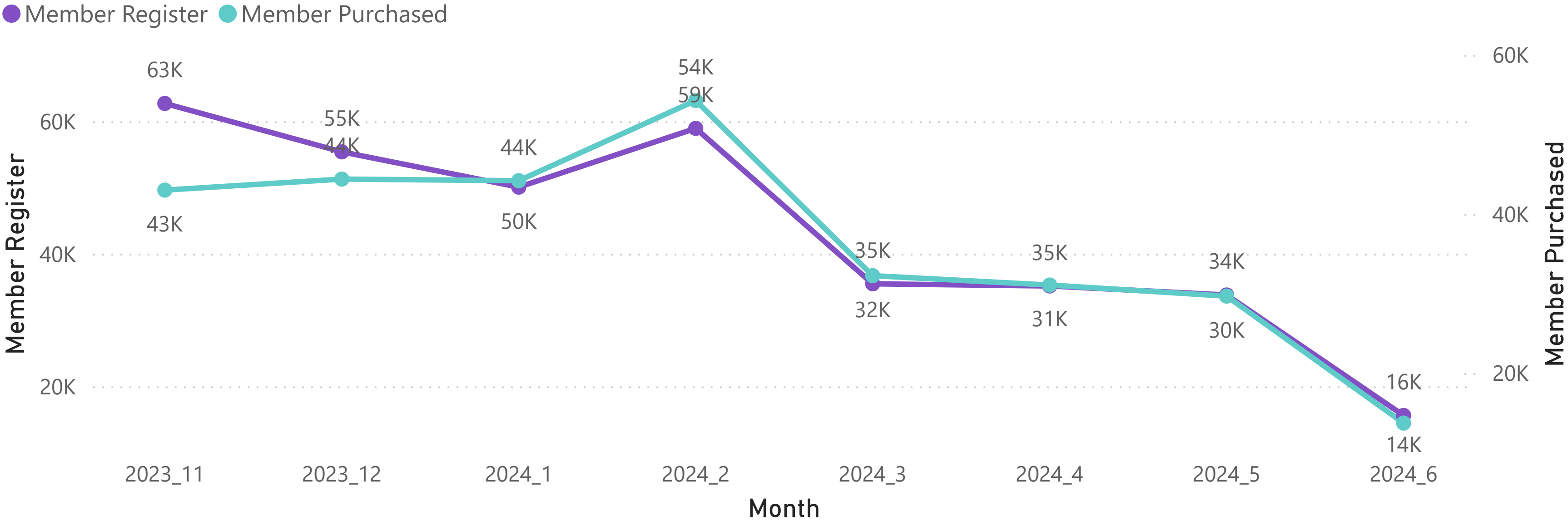
293,051

Purchased Number

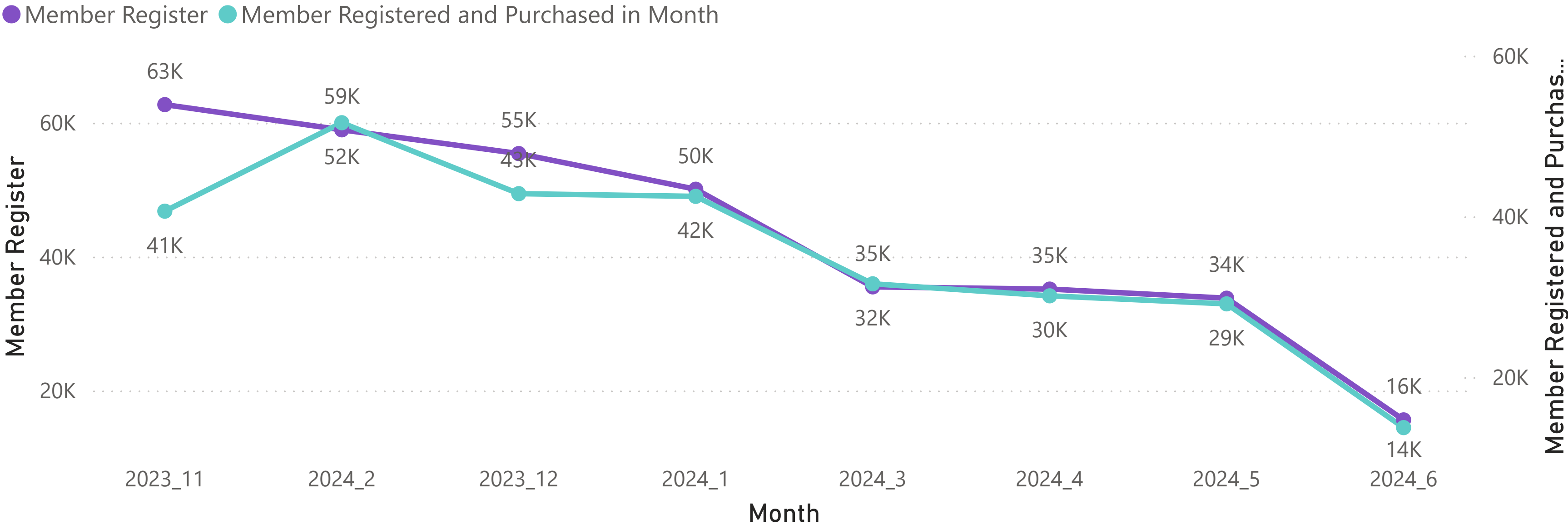
84.0%

Conversion Rate

Sales Shares CRM and NON_CRM by Month



Sales Shares CRM and NON_CRM by Month



Period Time

11/2/2023

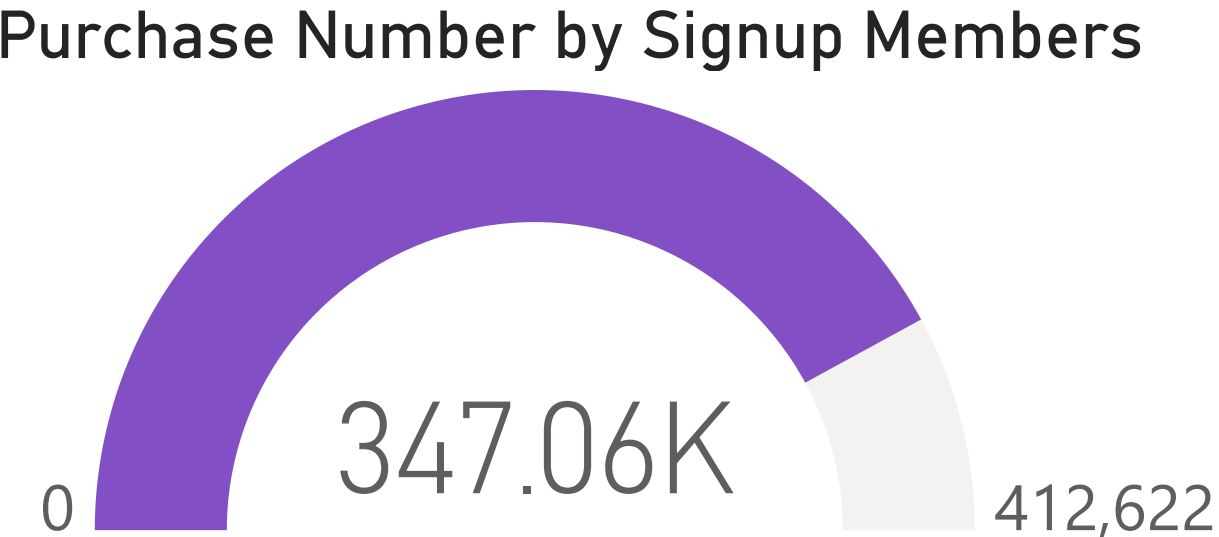
6/11/2024

RG_Date

All

Year_Month

All



Total Member Registered

	2023_11	2023_12	2024_1	2024_2	2024_3	2024_4	2024_5	2024_6	Total
Total Members	62687	55380	50057	58924	35471	35144	33785	15612	347060
Non_Purchased	19,679	10,989	5,867	4,652	3,225	4,075	4,109	1,897	54,493

FIRST PURCHASE PATTERN

RG_Date	2023_11	2023_12	2024_1	2024_2	2024_3	2024_4	2024_5	2024_6	Total
2023_11	40,647	1,489	240	187	131	126	141	47	43,008
2023_12		42,826	1,203	120	76	69	64	33	44,391
2024_1			42,490	1,497	92	43	48	20	44,190
2024_2				51,652	2,474	64	65	17	54,272
2024_3					31,610	572	50	14	32,246
2024_4						30,113	927	29	31,069
2024_5							29,115	561	29,676
2024_6								13,715	13,715
Total	40,647	44,315	43,933	53,456	34,383	30,987	30,410	14,436	292,567

REPEAT PURCHASE PATTERN

RG_Date	2023_11	2023_12	2024_1	2024_2	2024_3	2024_4	2024_5	2024_6	Total
2023_11	3,960	4,773	4,190	3,890	3,664	3,644	4,051	2,002	14,656
2023_12		3,214	3,904	3,218	2,863	2,717	3,071	1,414	12,371
2024_1			2,676	3,619	2,777	2,298	2,700	1,225	10,472
2024_2				3,077	3,342	2,617	2,634	1,187	10,213
2024_3					1,934	2,067	2,173	879	5,757
2024_4						1,693	2,200	877	4,199
2024_5							1,712	957	2,548
2024_6								588	588
Total	3,960	7,987	10,770	13,804	14,580	15,036	18,541	9,129	60,804

Total Company Sales:

170bn

CRM_YN

All

YEAR_MONTH

All

YEAR_MONTH

2023_11

2023_12

cat_desc	scat_desc	Sales_VAT	No. SKU	Transations	No, Members	AUR	Cat_Usage	Sales_VAT	No. SKU	Transations	No, Members	AUR	Cat_U
A-HEALTH	DERMA SKIN (Cosmeceuticals)	630M	2,737	2,196	983	230.26K	1.25	780M	3,364	2,784	1,316	231.90K	
	FAMILY PLANNING (Sexual Health)	367M	3,213	2,559	627	114.24K	1.50	393M	3,594	2,875	761	109.29K	
	FOOD SUPPLEMENTS (Daily Health)	556M	7,486	3,847	1,943	74.29K	1.20	570M	10,609	4,344	2,447	53.71K	
	FOOD SUPPLEMENTS (Treatments)	1,214M	3,668	2,791	1,019	331.09K	1.54	911M	3,093	2,251	931	294.67K	
	GENERAL HEALTHCARE (Non OTC Med/dev)	774M	19,098	13,219	4,064	40.54K	1.26	879M	21,400	14,705	4,858	41.06K	
	HEALTH EQUIPMENT	80M	183	173	57	438.65K	2.14	93M	247	200	72	374.87K	
	NON-PRESCRIPTION MEDICINE	344M	38,923	6,804	793	8.83K	1.52	414M	46,397	7,949	995	8.92K	
	ORGANIC FOOD SUPPLEMENTS (Natr/Trd/Herb)	376M	4,625	3,250	1,269	81.22K	1.37	394M	5,796	3,922	1,543	67.97K	
	OTC MEDICINE (Non-Prescription)	0M	57	13	3	1.00K	1.67	0M	285	18	7	1.00K	
	PRESCRIPTION MEDICINE	90M	7,973	1,310	121	11.23K	2.39	95M	9,337	1,550	154	10.22K	
B-BEAUTY	BEAUTY IMPLEMENTS	790M	19,037	15,737	5,392	41.52K	1.27	948M	21,155	17,704	6,432	44.83K	
	FACE MASKS	634M	33,806	10,508	3,816	18.76K	1.56	758M	45,986	13,669	5,662	16.49K	
	FASHION NAIL POLISH	98M	3,444	2,681	844	28.37K	1.58	110M	3,994	3,184	1,042	27.51K	
	SELF-SELECTION COSMETICS	1,806M	8,882	7,606	3,079	203.34K	1.41	2,072M	11,137	9,150	3,679	186.07K	
	SKINCARE	4,210M	51,677	37,919	14,182	81.46K	1.39	4,955M	58,689	44,522	17,341	84.43K	
C-PERSONAL CARE	22-HOME CARE	149M	3,367	2,353	987	44.32K	1.25	178M	4,042	2,811	1,278	44.05K	
	BABY	267M	5,435	4,260	1,767	49.13K	1.30	319M	6,692	5,234	2,391	47.72K	
	BATH & SHOWER	1,327M	23,650	16,120	6,484	56.11K	1.18	1,271M	23,020	14,944	6,879	55.21K	
	ELECTRICAL	2M	8	8	3	311.50K	2.33	2M	7	7	2	356.14K	
C-PERSONAL CARE	22-HOME CARE	149M	3,367	2,353	987	44.32K	1.25	178M	4,042	2,811	1,278	44.05K	
	BABY	267M	5,435	4,260	1,767	49.13K	1.30	319M	6,692	5,234	2,391	47.72K	
	BATH & SHOWER	1,327M	23,650	16,120	6,484	56.11K	1.18	1,271M	23,020	14,944	6,879	55.21K	
	ELECTRICAL	2M	8	8	3	311.50K	2.33	2M	7	7	2	356.14K	

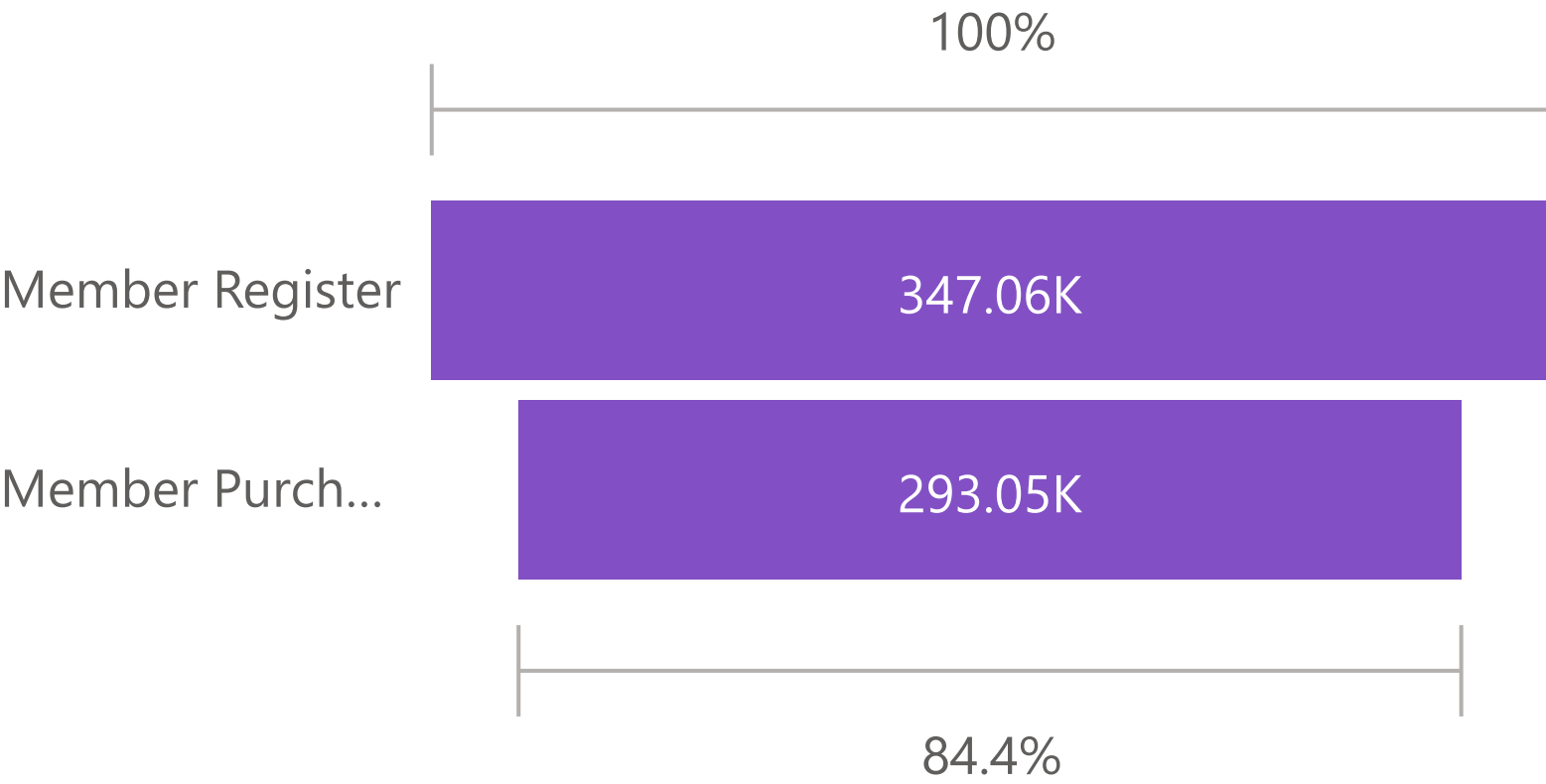
Total Company..

170...

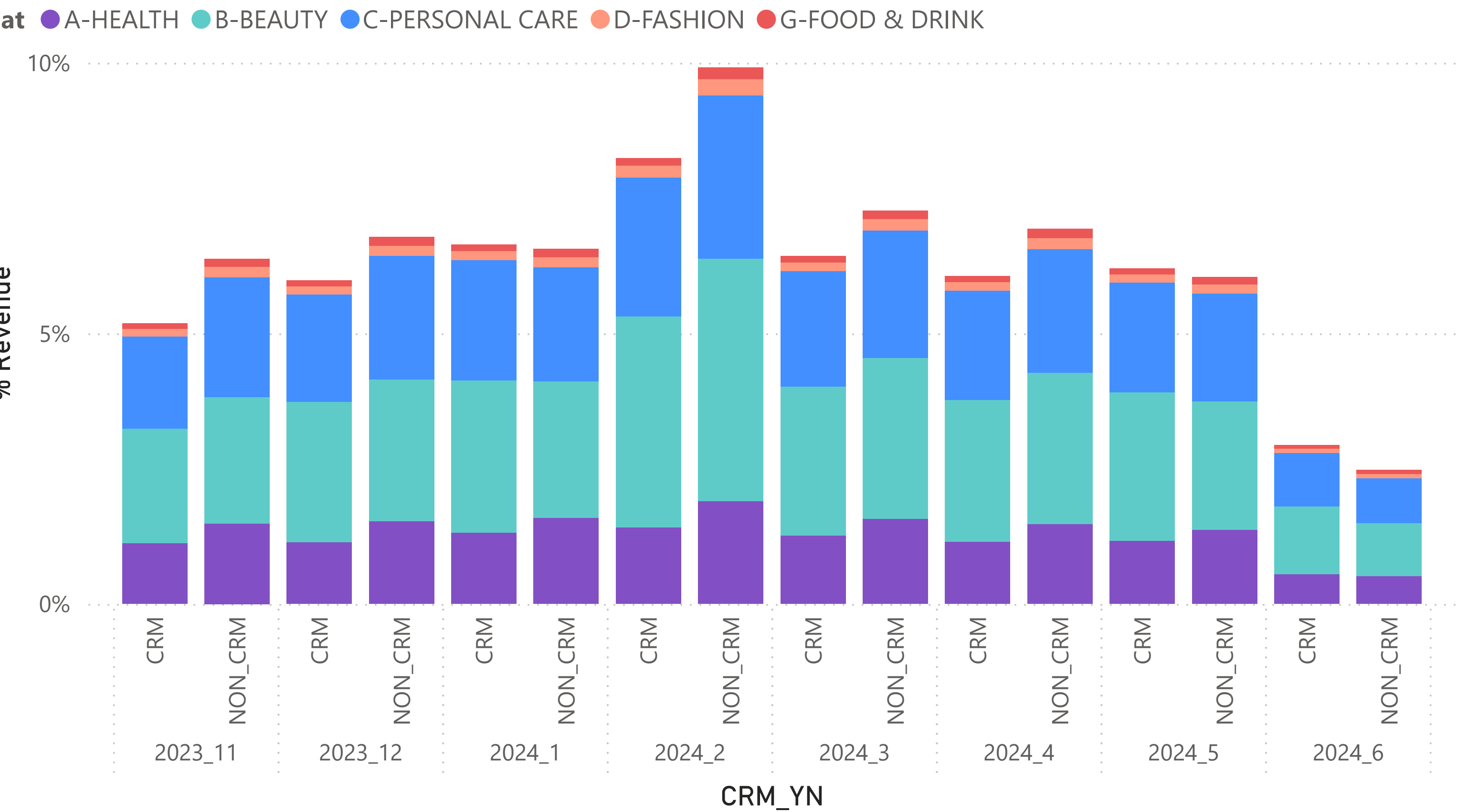
Total Transactions:

977,311

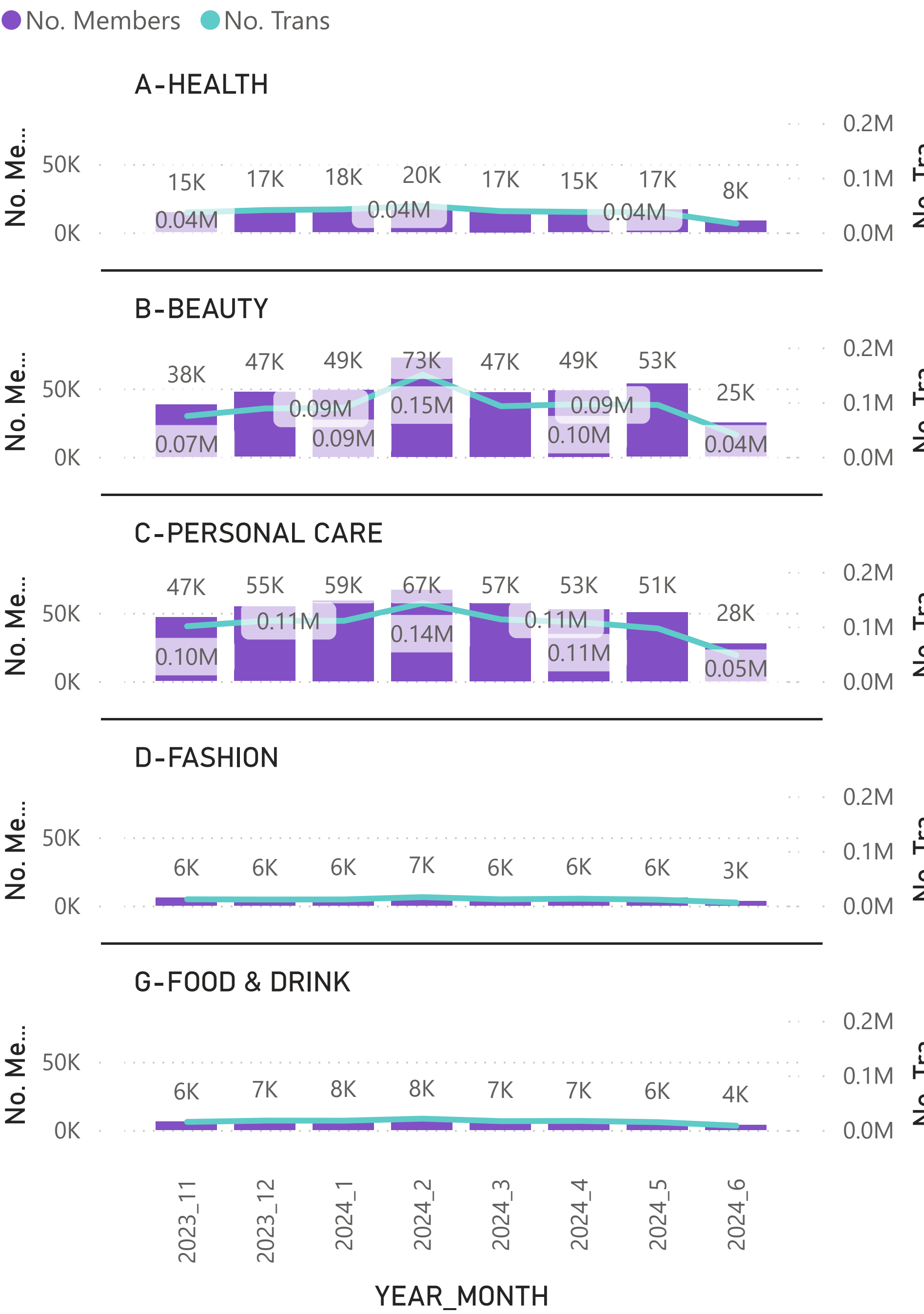
Monthly Member Purchased Transaction



Monthly Revenue Contribution by CRM & NON_CRM



Monthly Member and Transaction Performance by CAT



Age_Group

All

YEAR_MONTH

2024_4

CRM_YN

All

Gender

All

cat_desc

All

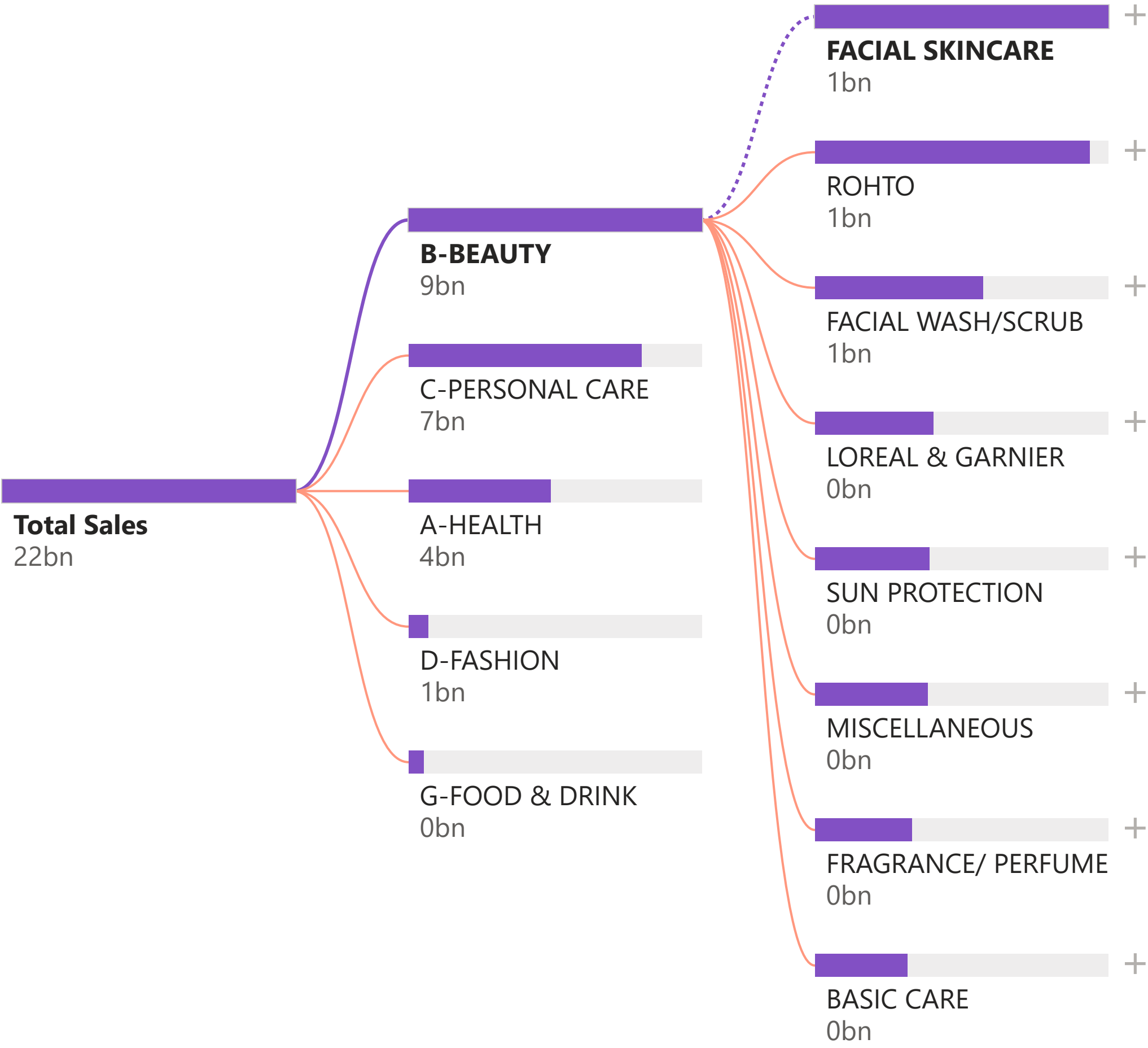
sscat_desc

All

cat_desc

B-BEAUTY

sscat_desc



Monthly Member and Transaction Performance by CAT & Age Group

