

[illegible]

31K

38K

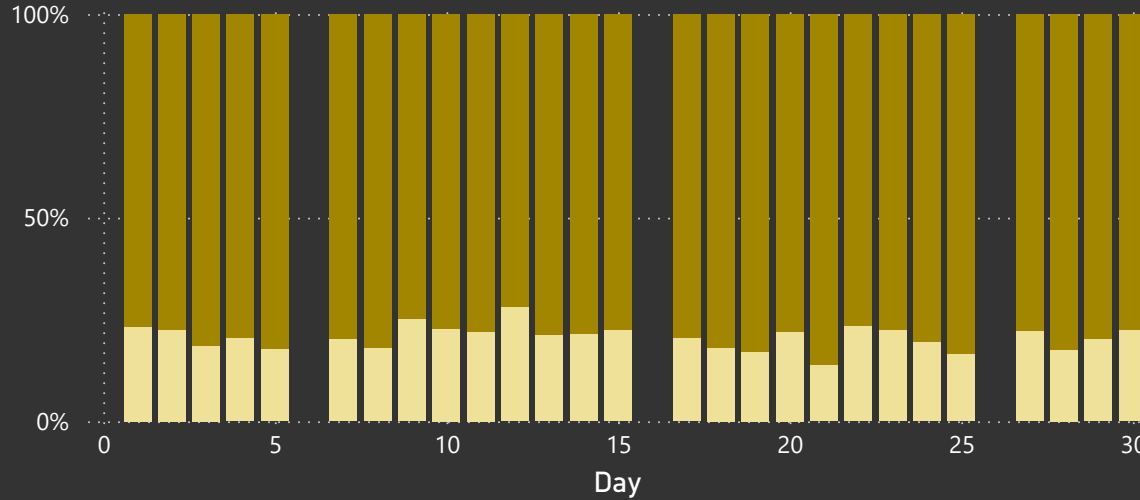
10bn

8bn

2bn

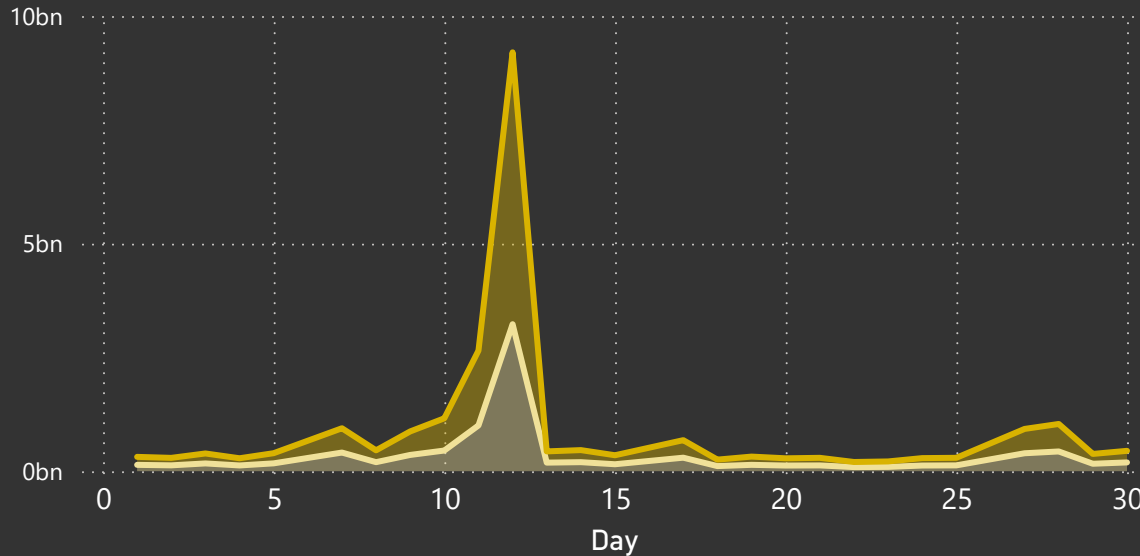
1.13

● Total_Cancelled_order ● TotalOrder



Day	Percentage
Jul 07 (Sun)	1.4%
Jul 08 (Mon)	1.4%
Jul 09 (Tue)	1.4%
Jul 10 (Wed)	1.4%
Jul 11 (Thu)	1.4%
Jul 12 (Fri)	4.2%
Jul 13 (Sat)	2.0%
Jul 14 (Sun)	36.2%
Jul 15 (Mon)	1.6%
Jul 16 (Tue)	1.6%
Jul 17 (Wed)	1.6%
Jul 18 (Thu)	1.0%
Jul 19 (Fri)	1.0%
Jul 20 (Sat)	1.0%
Jul 21 (Sun)	4.4%
Jul 22 (Mon)	4.4%
Jul 23 (Tue)	2.0%
Jul 24 (Wed)	2.0%

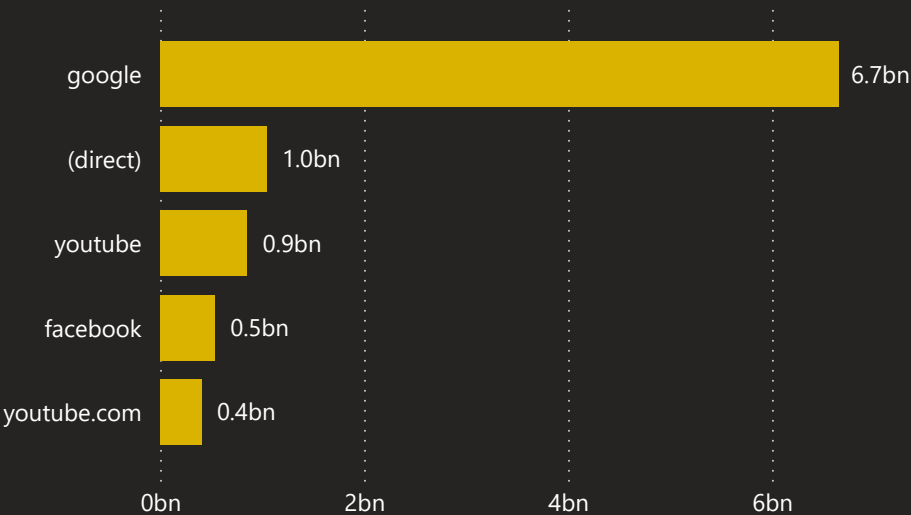
- Sum of selling_price
- Sum of onsite_original_price

[illegible]

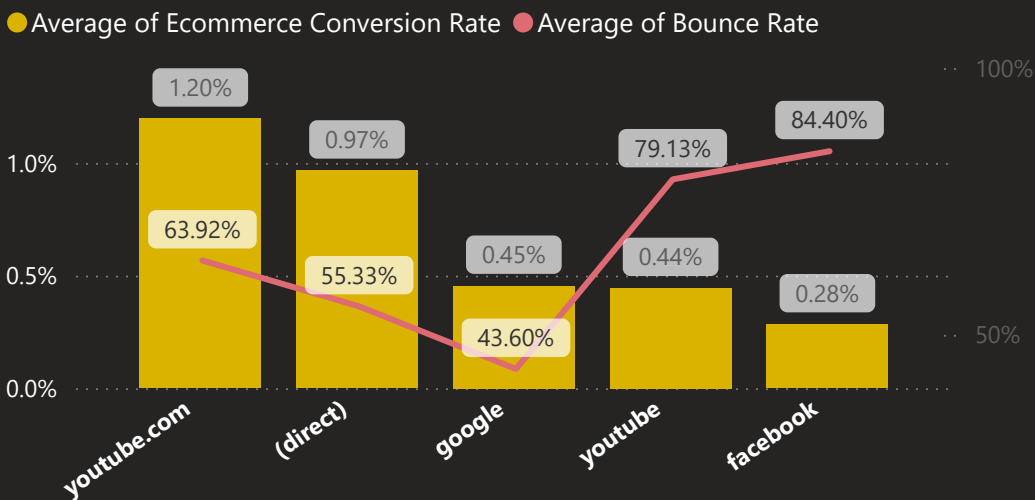
Traffic Analysis

Total Sources	Top 5 Source
Revenue	Revenue
10.0bn	9.5bn
Total Users	Total Users
657K	629K
New Users	New Users
530K	512K
Avg Session Duration (s)	Avg Session Duration (s)
166.11	117.84
AVG Conversion Rate	AVG Conversion Rate
0.40%	0.61%

Top 5 sources by revenue



Conversion Rate and Bounce Rate of Top 5



Most-used Medium



Pct_Returned_Users by Source vs Top 5

