

## Sales Performance

## Traffic Analysis

Date Range

7/1/2019

7/30/2019

Day Week

All

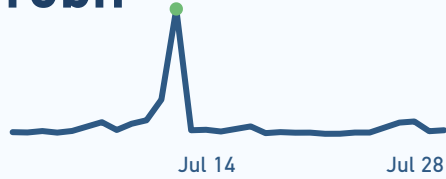
Shipping Category

All

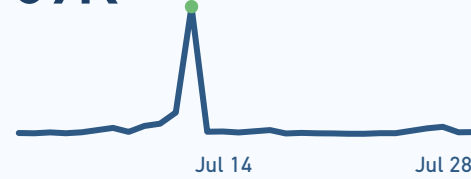
Payment

All

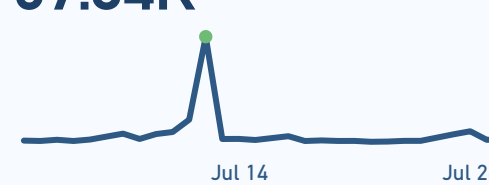
Total Sales  
10bn



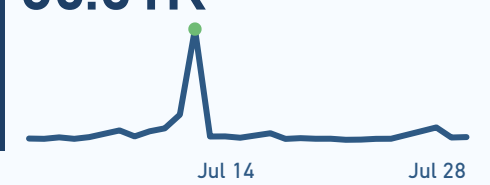
Total Quantity  
69K



Total Orders  
37.84K

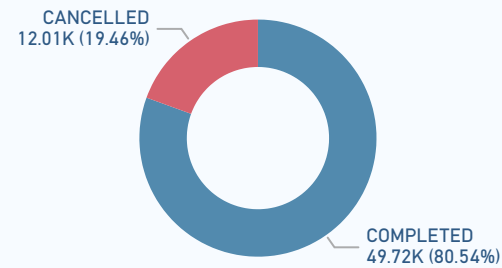


Total Customers  
30.51K

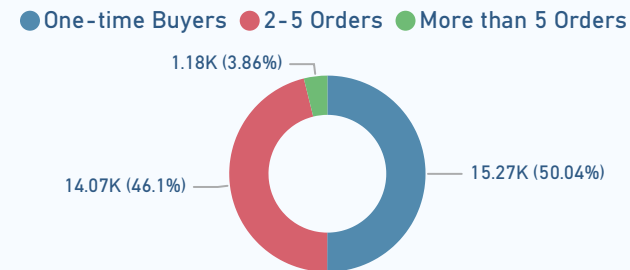


	Total Sales	Total Quantity	Total Orders	Total Customers
Mon	779049490	3521	2695	2454
Tue	813722870	4204	2877	2536
Wed	1096344560	5712	3890	3521
Thu	1449606260	7318	4805	4253
Fri	3969524700	31977	16538	13546
Sat	741205020	3328	2547	2288
Sun	1216402270	5668	4483	4041

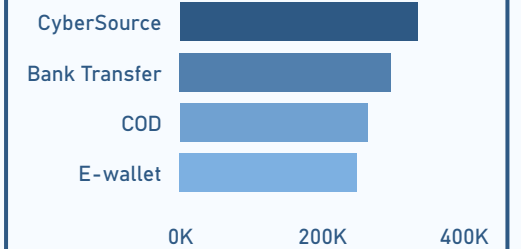
## Order Completion vs. Cancellation



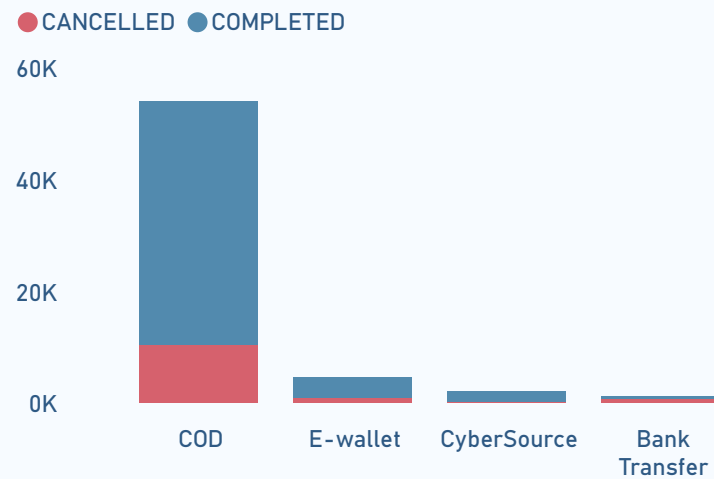
## Repeat Purchase Behavior of Customers



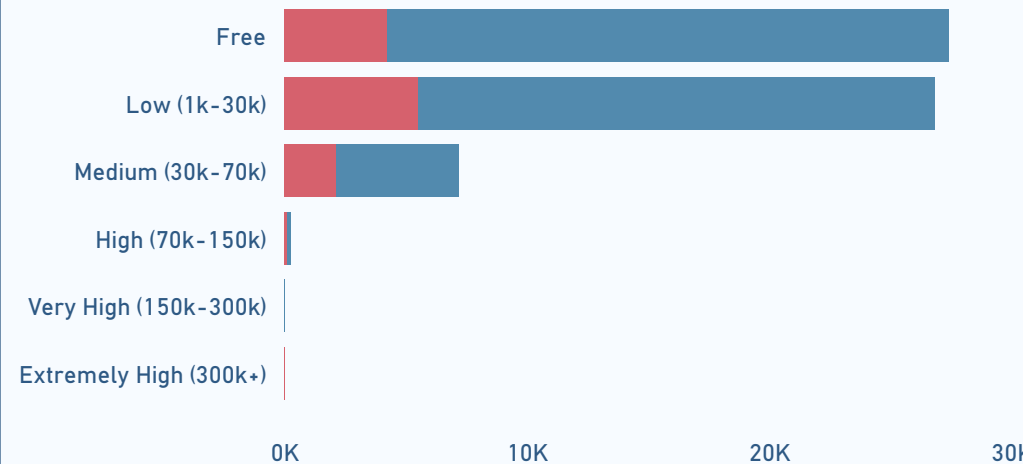
## Online Payments Drive Higher Order Values?



## How Payment Methods Affect Order Completion



## Does High Shipping Fee Lead to More Cancellations?



## Daily Average Order Value (AOV) Trends



Sales Performance

Traffic Analysis

Traffic Type

All

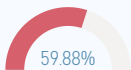
Source / Medium

All

Total Sessions

3M

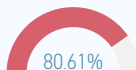
Bounce Rate



Total Users

1M

New Users



Total Transactions

20K

Total Revenue

20.05bn

Avg Pages/Session

3

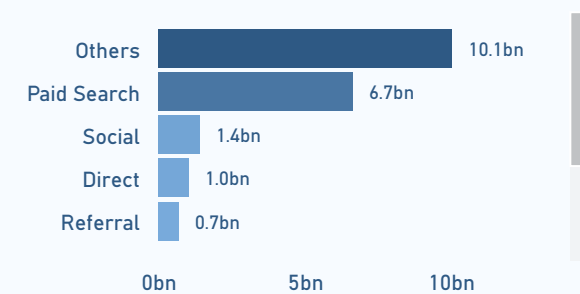
Avg. Session Duration

166.05

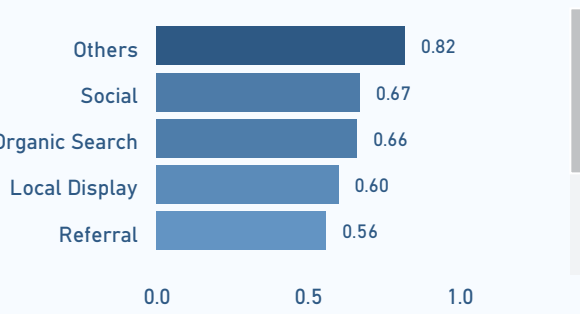
Web of Connections



Which Traffic Type Drives the Most Revenue?

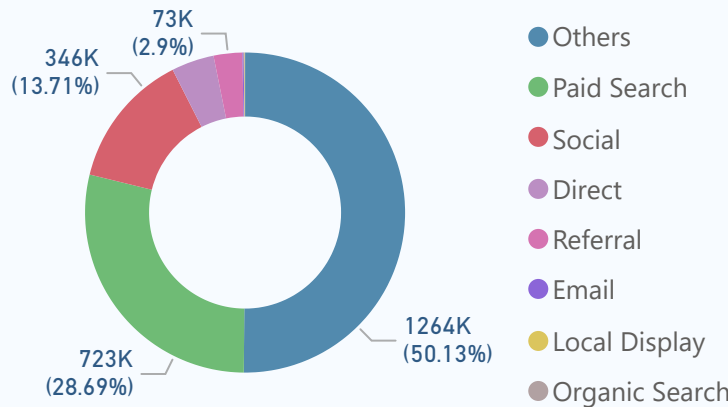


How Different Traffic Types Retain Users?

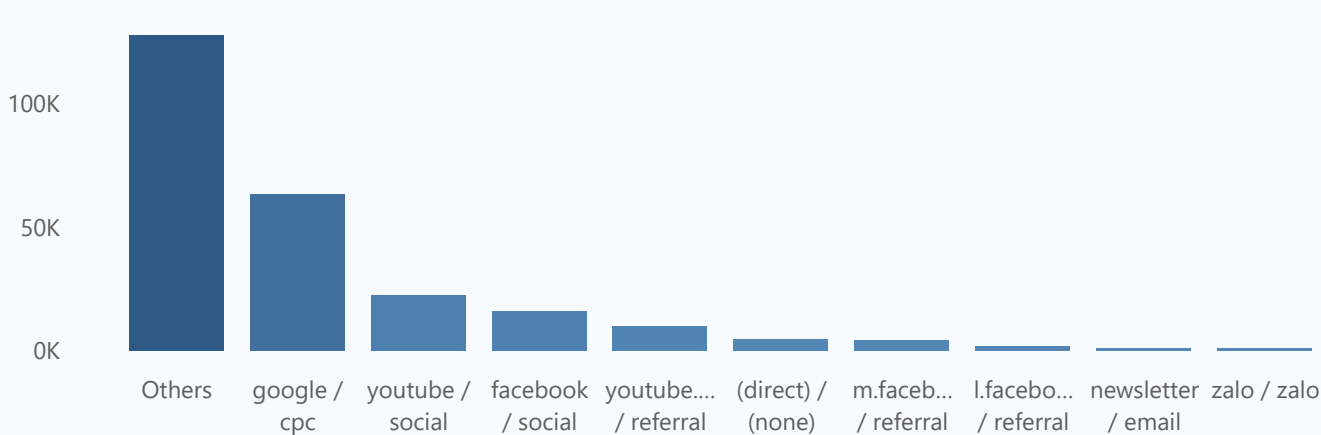


Source / Medium	Sessions	CR	% New Users	Revenue	Bounce Rate
Others	1261203	0.02	80.61%	10,041,473,652.00	0.67
google / cpc	723208	0.02	84.45%	6,656,088,123.79	0.62
(direct) / (none)	108534	0.02	93.08%	1,040,851,446.85	0.55
youtube / social	163447	0.01	71.40%	842,907,936.03	0.79
facebook / social	176662	0.01	67.28%	534,485,686.27	0.84
youtube.com / referral	42464	0.02	64.12%	402,541,914.82	0.64
l.facebook.com / referral	7144	0.03	46.76%	150,801,642.13	0.37
m.facebook.com / referral	17631	0.01	70.34%	114,188,784.45	0.70
newsletter / email	2168	0.08	50.32%	98,910,794.42	0.40
zalo / zalo	4029	0.02	86.27%	37,327,813.27	0.67
facebook.com / referral	2557	0.02	43.54%	20,931,450.21	0.50
newsletter / email	662	0.07	57.00%	16,729,701.02	0.44
l.messenger.com / local_display	264	0.07	40.14%	12,305,726.51	0.43
googleapis.com / referral	2823	0.00	52.59%	11,520,691.45	0.68
yahoo / organic	629	0.03	81.37%	9,746,572.60	0.54
youtube / (not set)	2311	0.00	50.26%	9,263,413.72	0.79
l.workplace.com / local_display	31	0.18	58.82%	7,826,195.68	0.61

Sessions Breakdown by Traffic Type



Top 10 Channels with Highest Returning User Counts



Top 5 Traffic Sources by Avg. Session Duration

