

## Sales Performance

## Traffic Analysis

Date Range

7/1/2019

7/30/2019

Day Week

All

Shipping Category

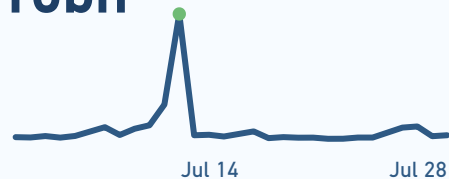
All

Payment

All

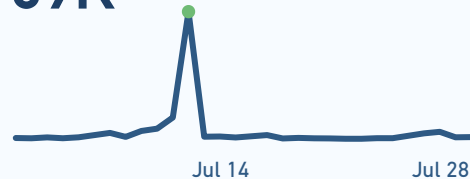
## Total Sales

10bn



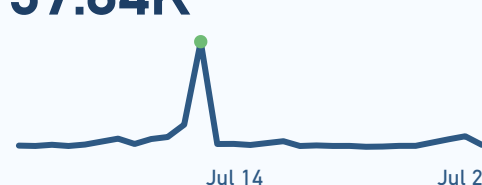
## Total Quantity

69K



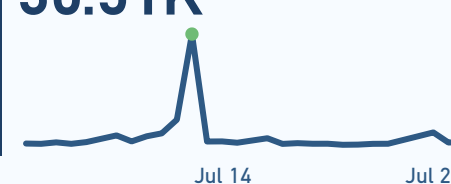
## Total Orders

37.84K



## Total Customers

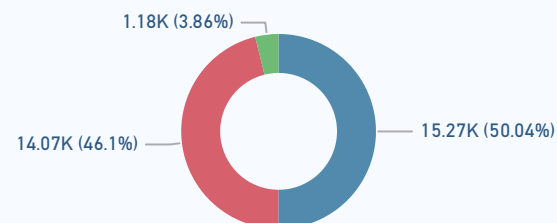
30.51K



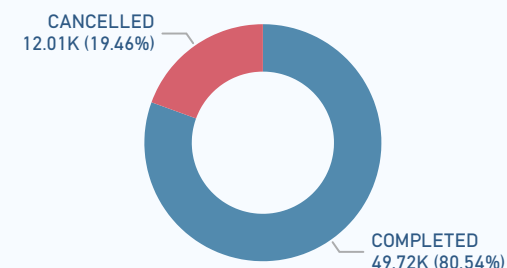
	Total Sales	Total Quantity	Total Orders	Total Customers
Mon	779049490	3521	2695	2454
Tue	813722870	4204	2877	2536
Wed	1096344560	5712	3890	3521
Thu	1449606260	7318	4805	4253
Fri	3969524700	31977	16538	13546
Sat	741205020	3328	2547	2288
Sun	1216402270	5668	4483	4041

## Repeat Purchase Behavior of Customers

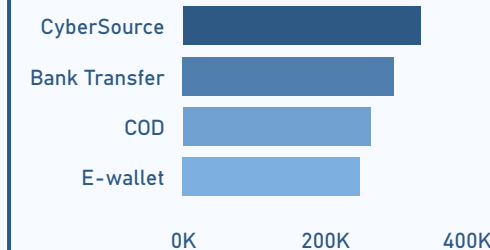
● One-time Buyers ● 2-5 Orders ● More than 5 Orders



## Order Completion vs. Cancellation



## Online Payments Drive Higher Order Values?

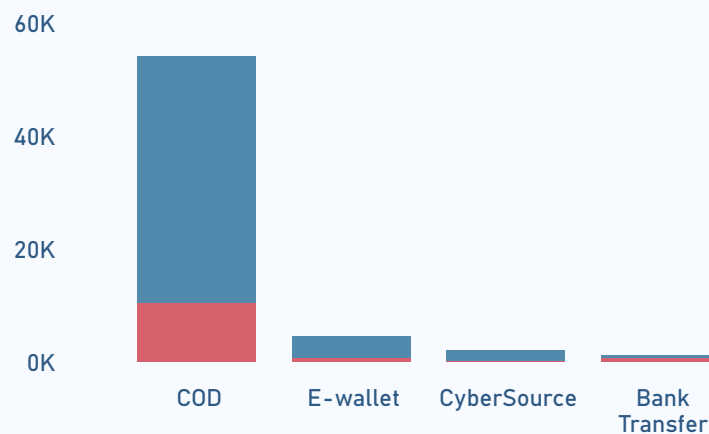


## Daily Average Order Value (AOV) Trends

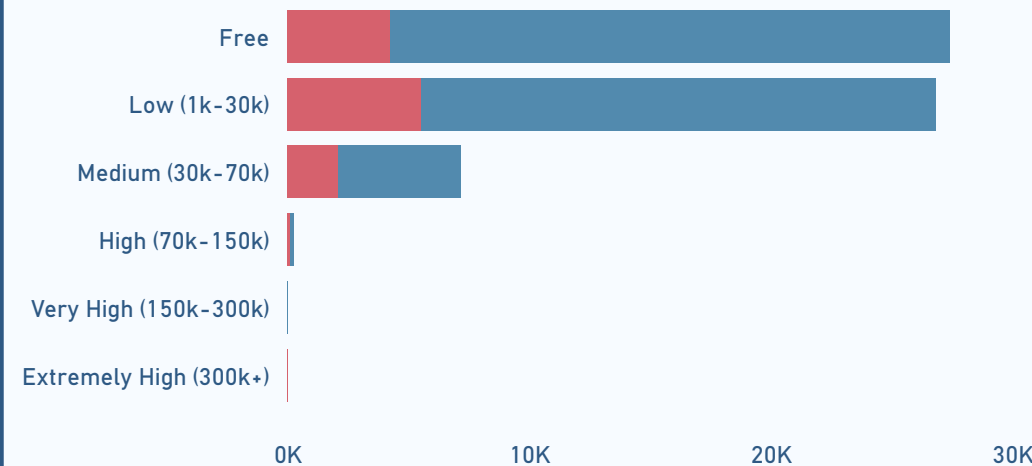


## How Payment Methods Affect Order Completion

● CANCELLED ● COMPLETED



## Does High Shipping Fee Lead to More Cancellations?



Sales Performance

Traffic Analysis

Traffic Type

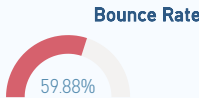
All

Source / Medium

All

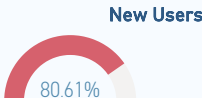
Total Sessions

3M



Total Users

1M



Total Transactions

20K

Total Revenue

20.05bn

Avg Pages/Session

3

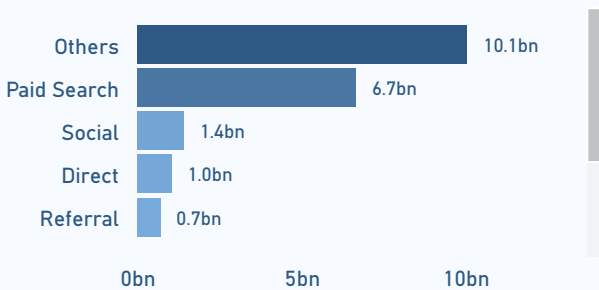
Avg. Session Duration

166.05

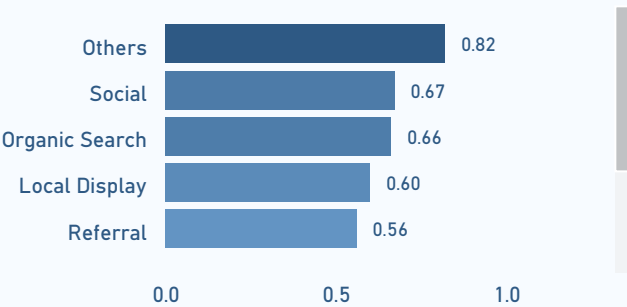
Web of Connections



Which Traffic Type Drives the Most Revenue?

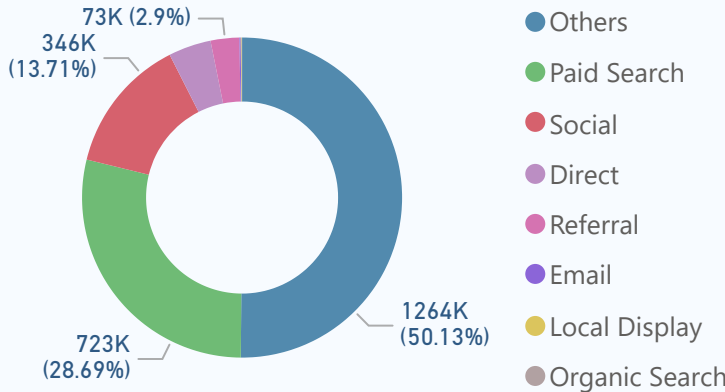


How Different Traffic Types Retain Users?

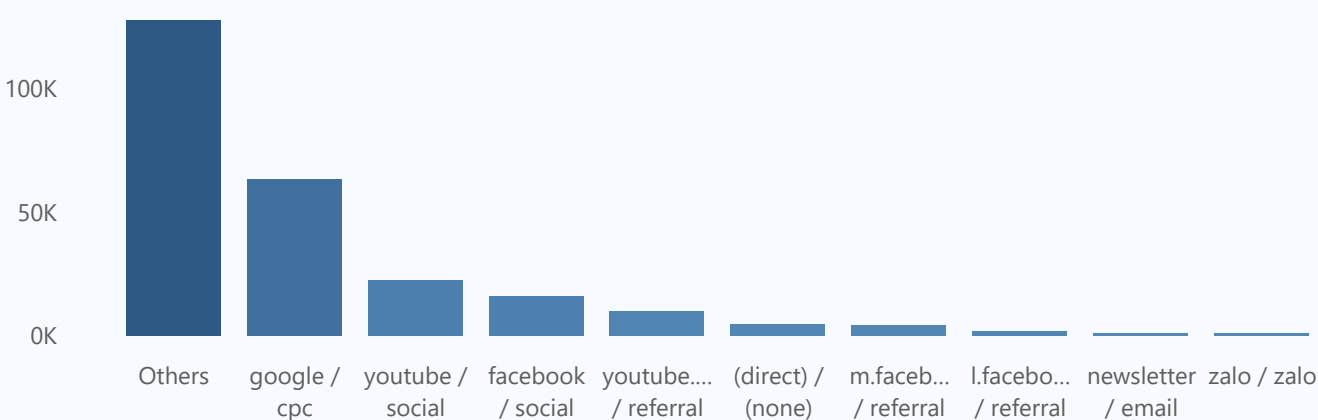


Source / Medium	Sessions	CR	% New Users	Revenue	Bounce Rate
(direct) / (none)	108534	0.02	93.08%	1,040,851,446.85	0.55
10.0.0.1:8000 / local_display	4	0.00	0.00%	0.00	0.25
10.100.0.27 / local_display	1	0.00	100.00%	0.00	1.00
116.109.22.193:8880 / local_display	2	0.00	0.00%	0.00	0.50
123.20.207.23 / local_display	243	0.04	40.00%	4,577,358.28	0.31
123.30.116.134 / local_display	7	0.00	0.00%	0.00	1.00
172.16.0.1:1000 / local_display	8	0.00	0.00%	0.00	0.38
172.16.0.1:2050 / local_display	1	0.00	100.00%	0.00	0.00
172.168.0.1 / local_display	2	0.00	0.00%	0.00	1.00
172.17.0.1:12082 / local_display	2	0.00	0.00%	0.00	1.00
172.23.3.254:1000 / local_display	8	0.00	0.00%	0.00	0.25
192.168.1.1 / local_display	1	0.00	0.00%	0.00	1.00
192.168.162.254:90 / local_display	1	0.00	100.00%	0.00	1.00
192.168.2.1 / local_display	4	0.00	0.00%	0.00	0.25
192.168.70.2:8880 / local_display	1	0.00	100.00%	0.00	1.00
24h.com.vn / local_display	14	0.00	0.00%	0.00	0.36
59.29.251.41 / local_display	1	0.00	0.00%	0.00	0.00

Sessions Breakdown by Traffic Type



Top 10 Channels with Highest Returning User Counts



Top 5 Channels by Avg. Session Duration

