

# MARKETPLACE ANALYSIS

Event date

10/1/2019

11/30/2019

Total Unique User

15M

Total Brand

2713

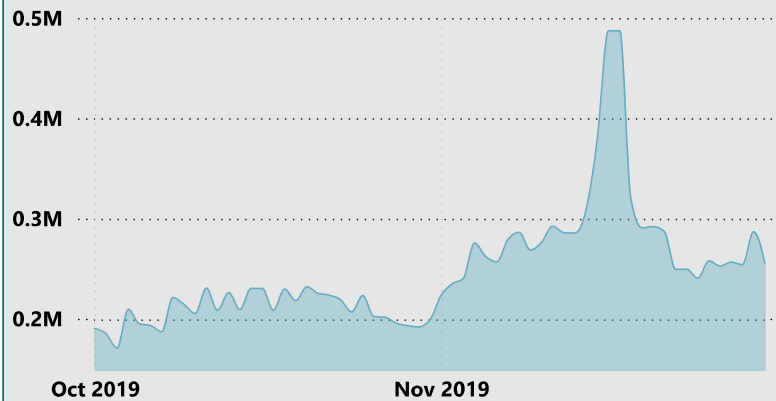
Total Product ID

52.09K

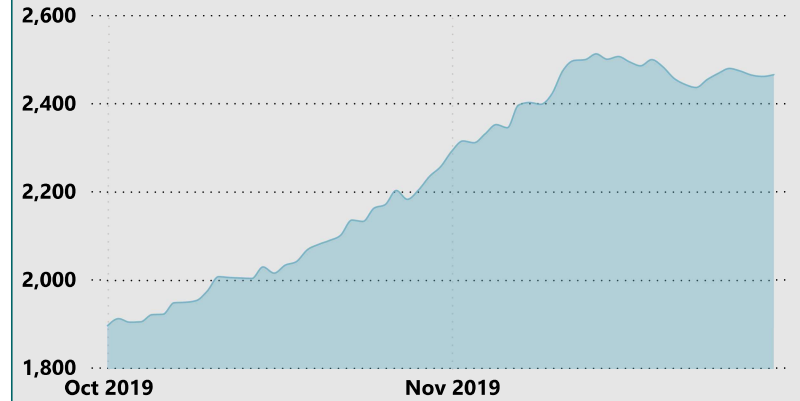
Total Revenue

485.58M

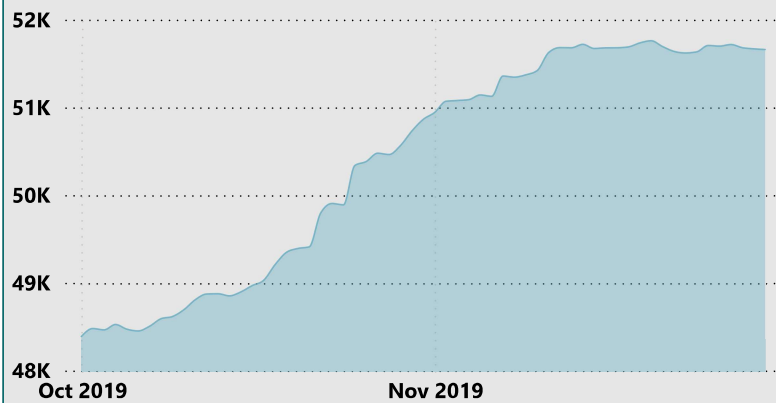
Total Active User



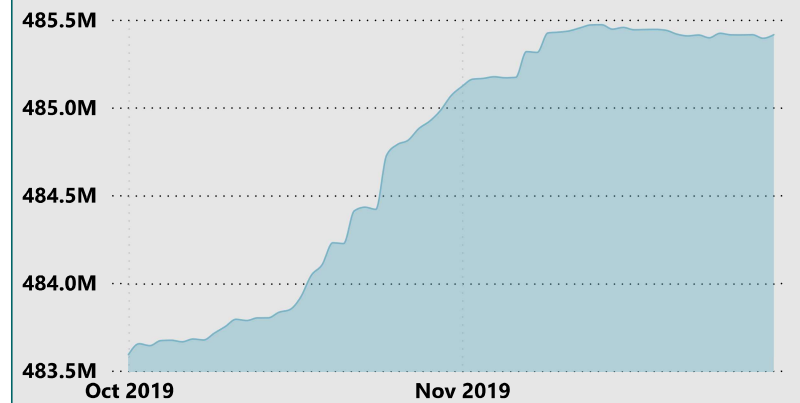
Total Brand



Total Product ID



Total Revenue



# BRAND SALE ANALYSIS

Brand

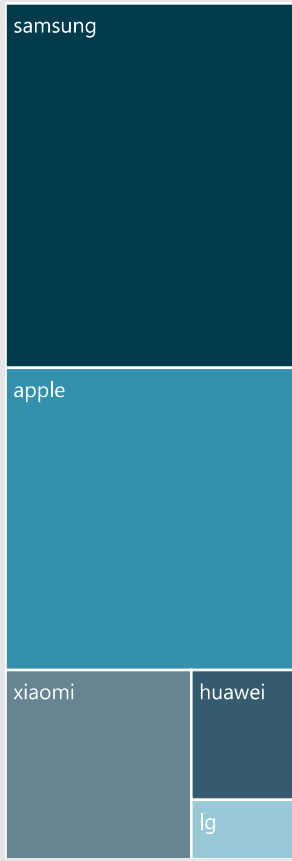
All

Event Date

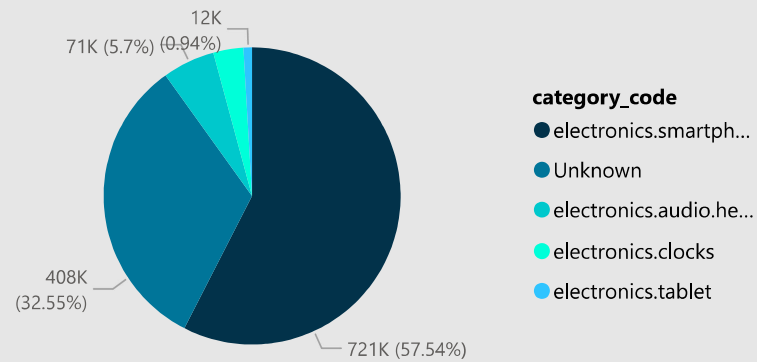
10/1/2019

11/30/2019

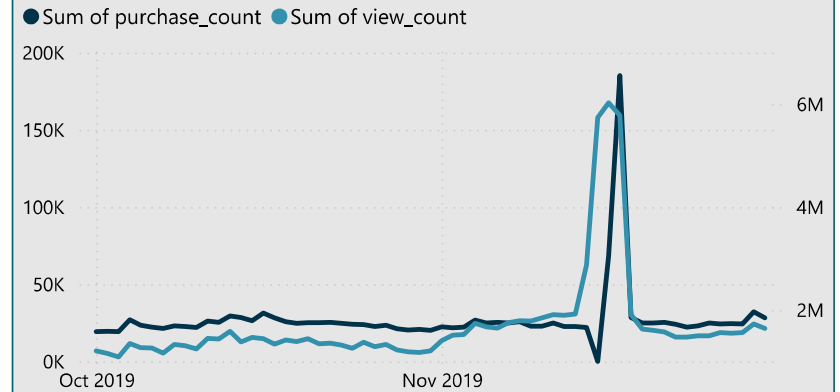
## Total Purchase by Brand



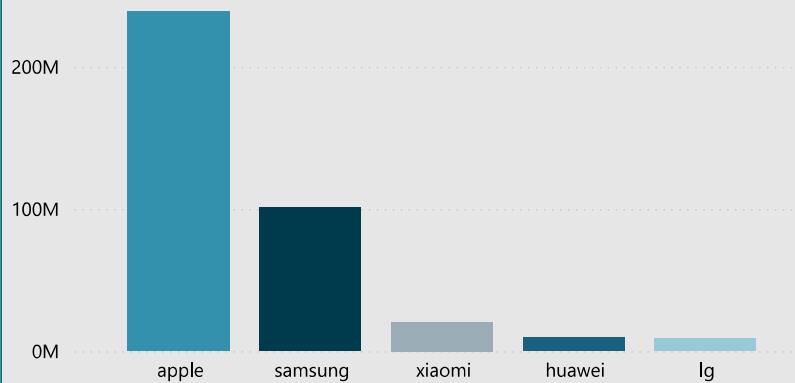
## Total Purchase by category\_code



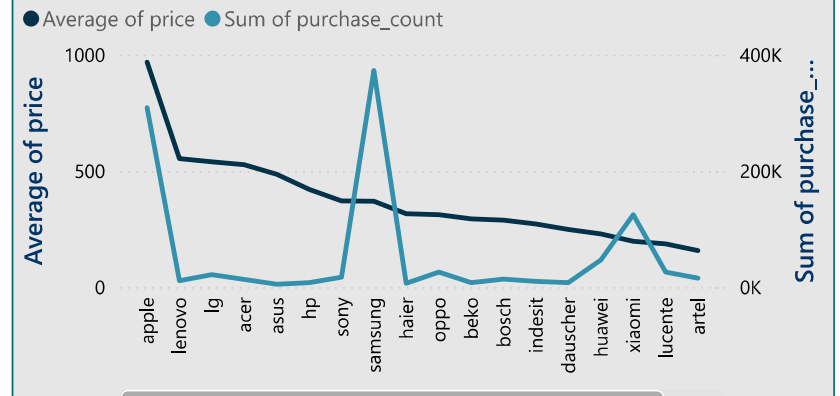
## Purchasing and Viewing Tendency



## Total Revenue by Brand



## Avg price and Total purchase by Top 20 Brand



# PURCHASING HABITS ANALYSIS

Total Click

110M

Avg Purchase Decision Time

646.83

Event type

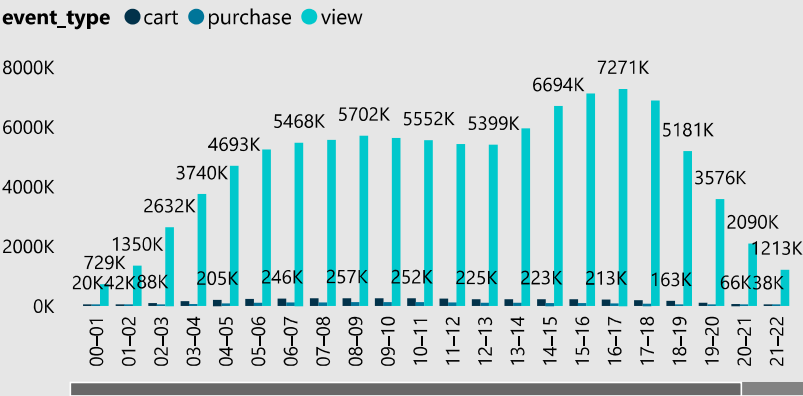


cart

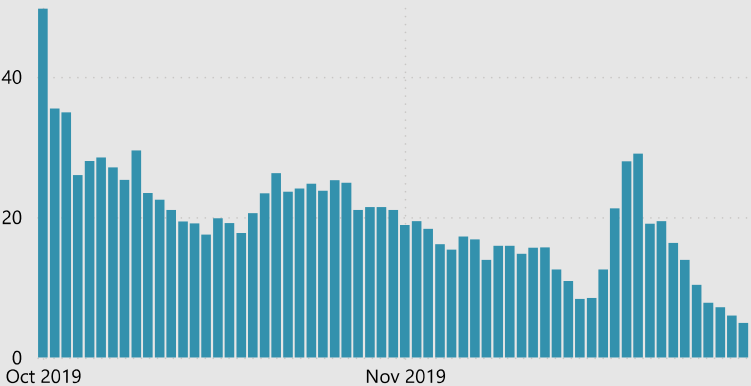
purchase

view

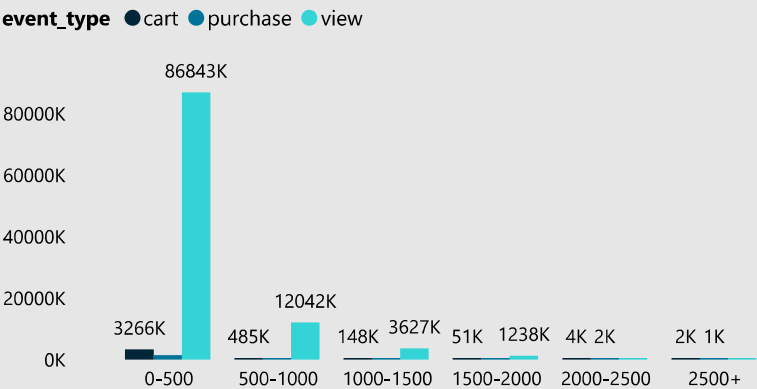
### Total Event Type



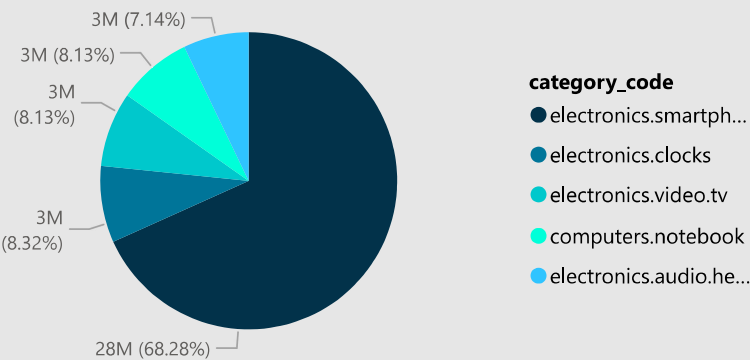
### Avg Session Duration



### Total Click by Price Range

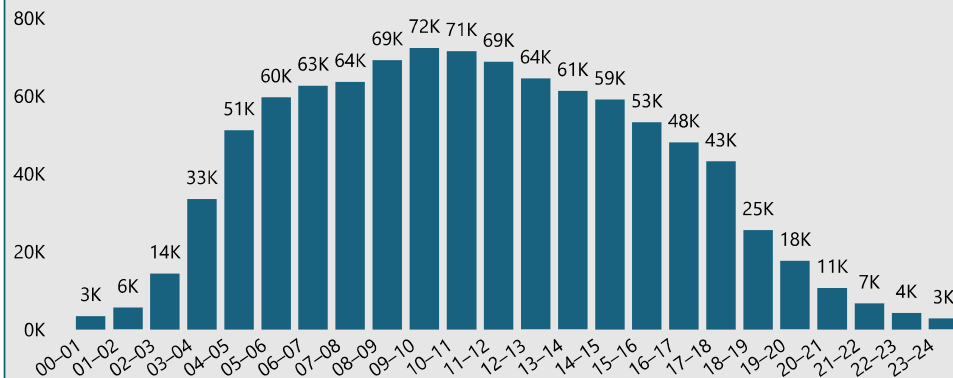


### Top 5 Total Event\_Type by Category\_code

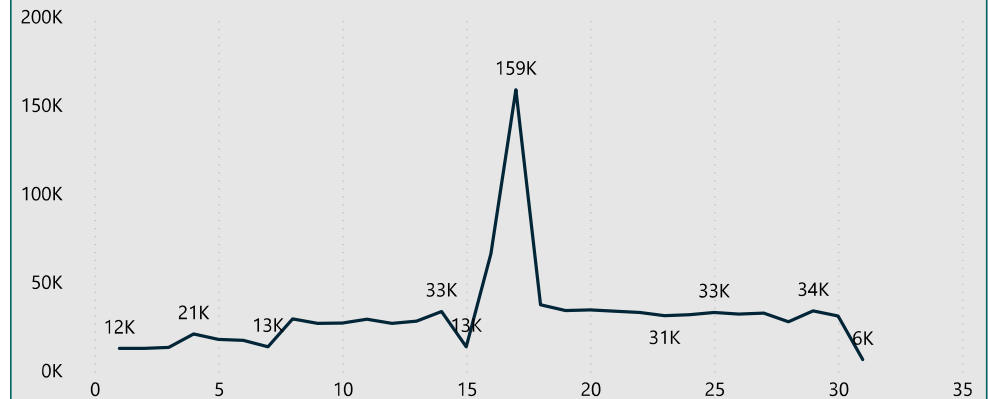


# CUSTOMER BEHAVIOUR ANALYSIS

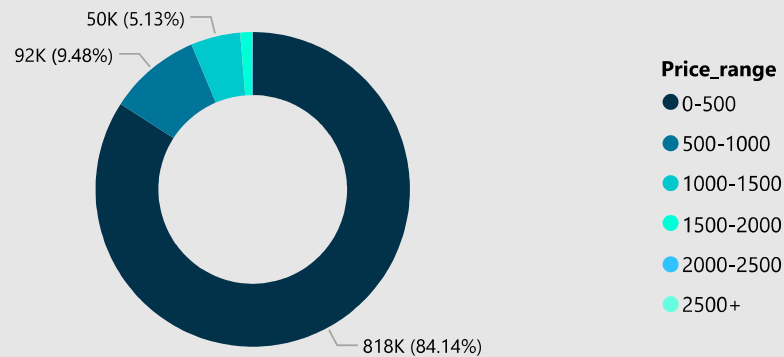
## Total Purchase Immediately by Time\_lot



## Total Purchase Immediately by day



## Total Purchase Immediately by Price\_range



## Total Later Purchase by Price\_range

