

7/1/2020

9/30/2020

Month

All

Marketing performance

Sales Analysis

Delivery Analysis

Workforce efficiency

Revenue

3.44bn

Marketing Total Cost

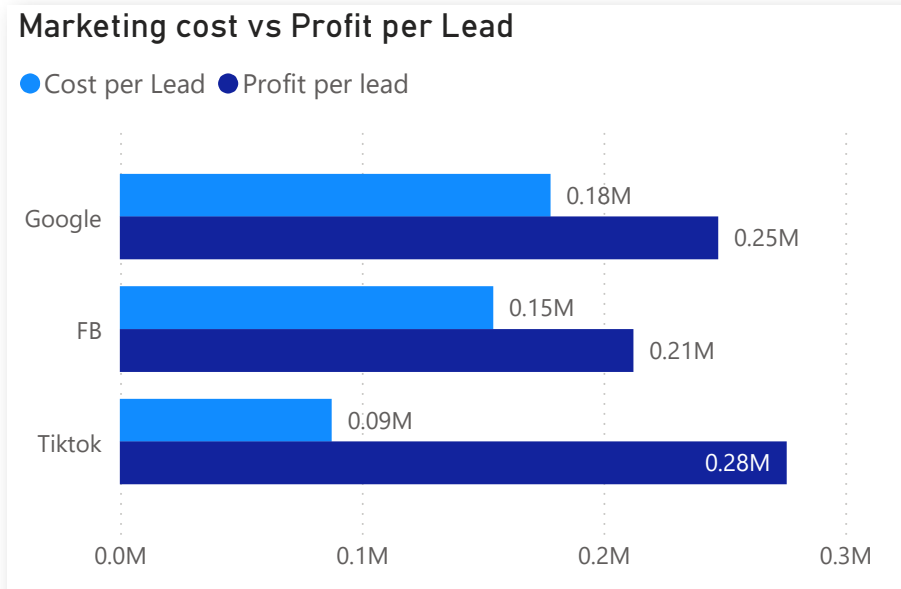
1.45bn

Return on ad spend

237.78%

Conversion rate

73.15%



Impression

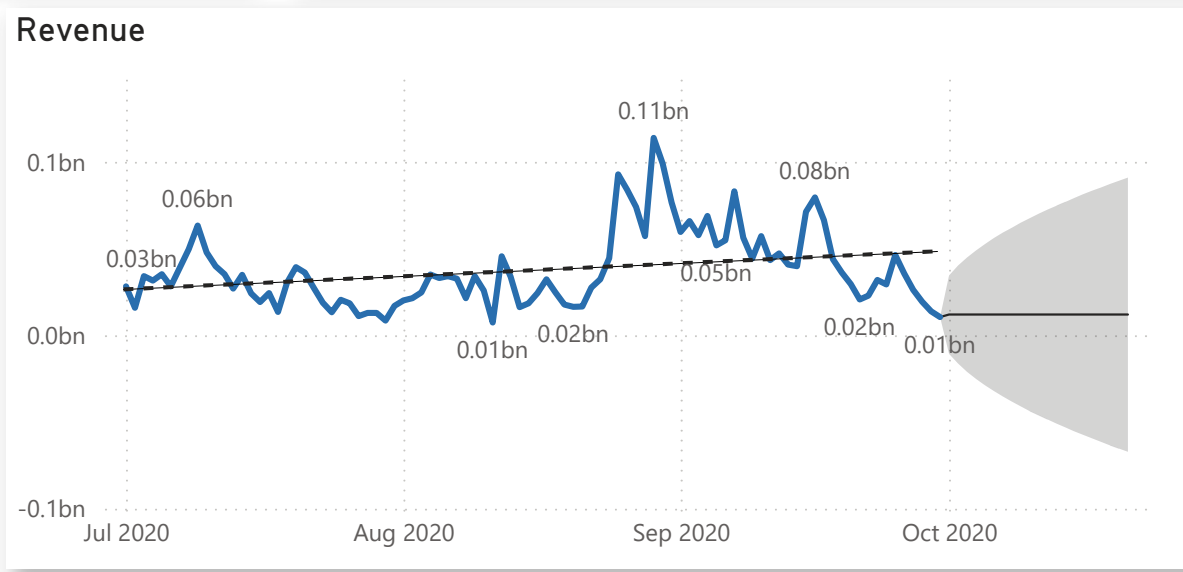
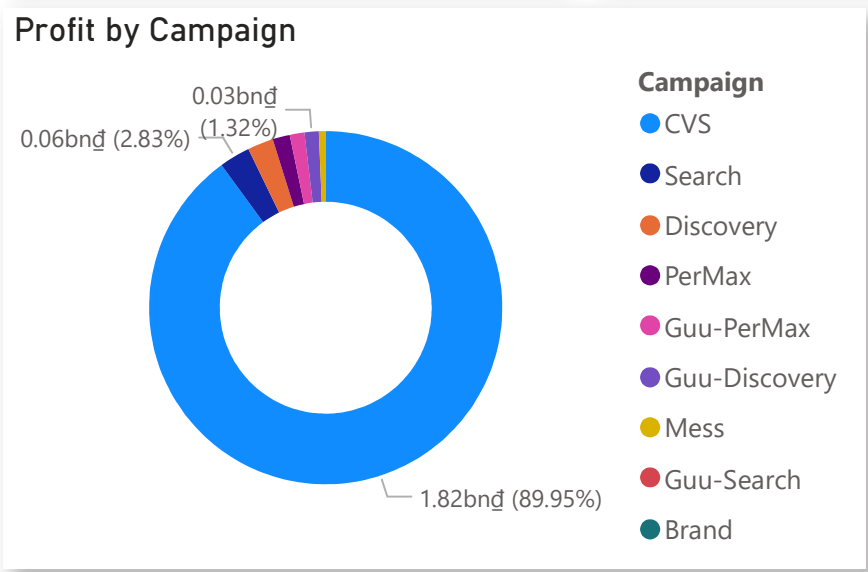
23.56M

Reach

15.31M

Click

200.70K



Cmt

4.39K

Share

2.52K

Inbox

20

7/1/2020



10/2/2020



Month



All



Marketing...

Sales Analysis

Delivery Analysis

Workforce efficiency

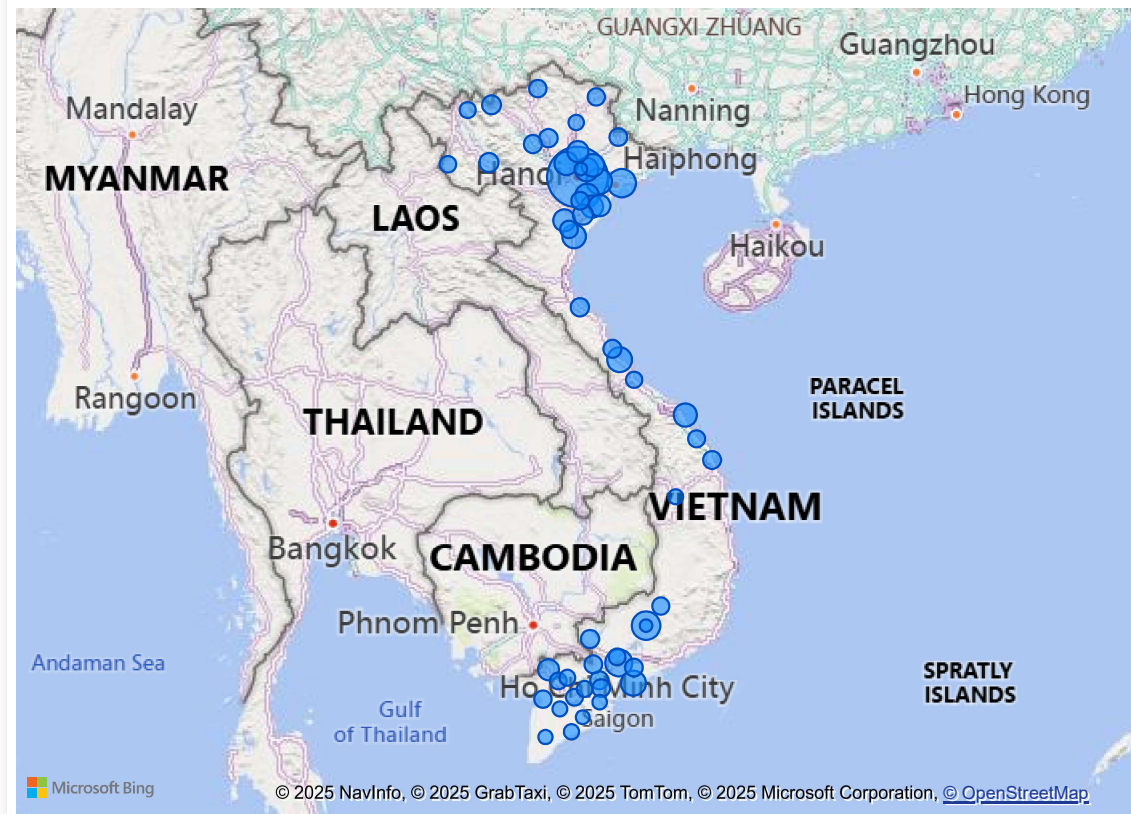
Total Sales Value

3.59bn

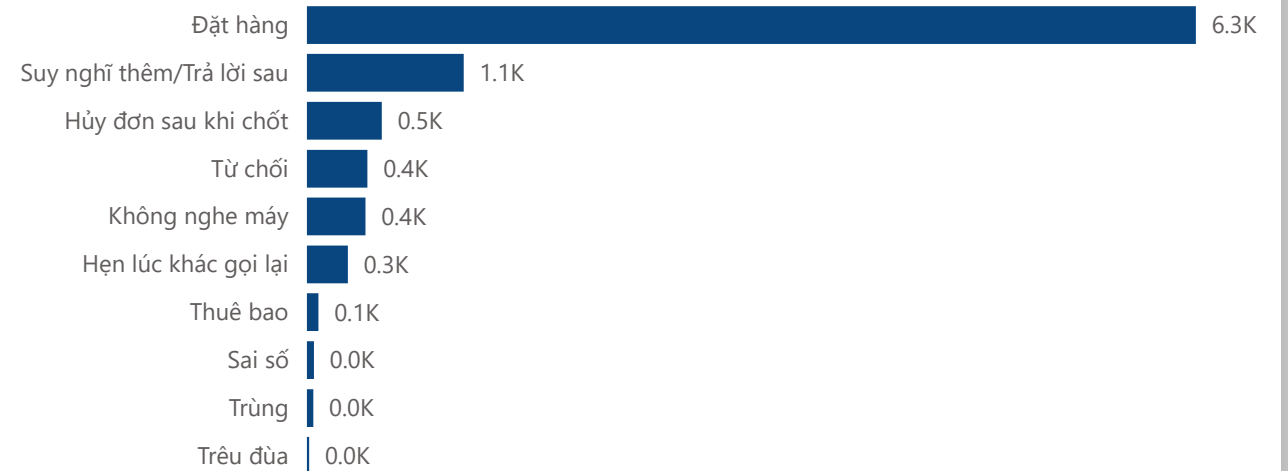
Total Customer

9.505K

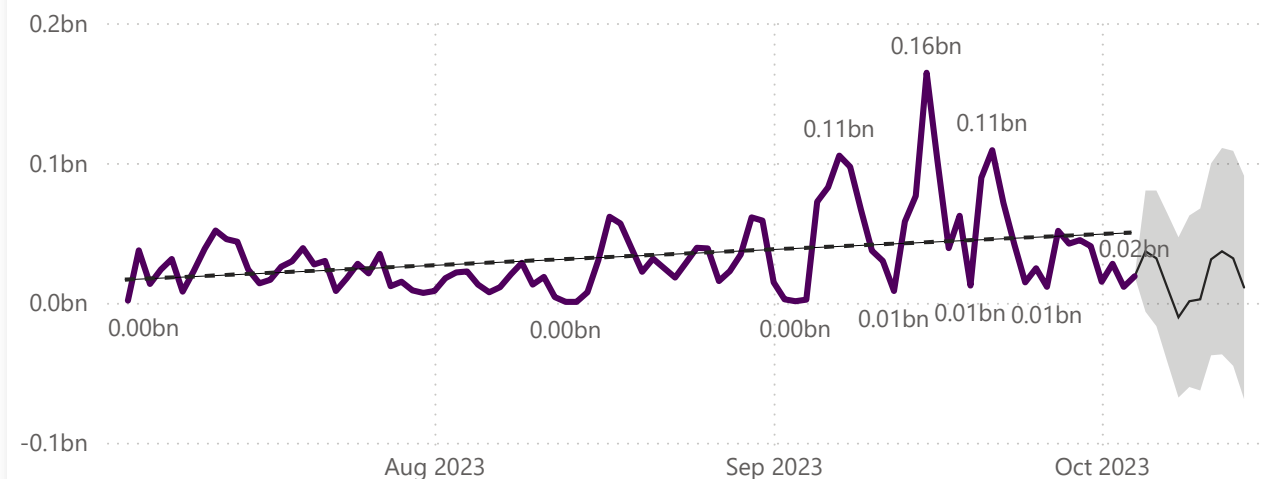
Sales Value by City



Customer by Status



Total received payment



7/3/2020



9/17/2020



Month



All



Marketing...

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Total orders

5.814K

Total customer

5.694K

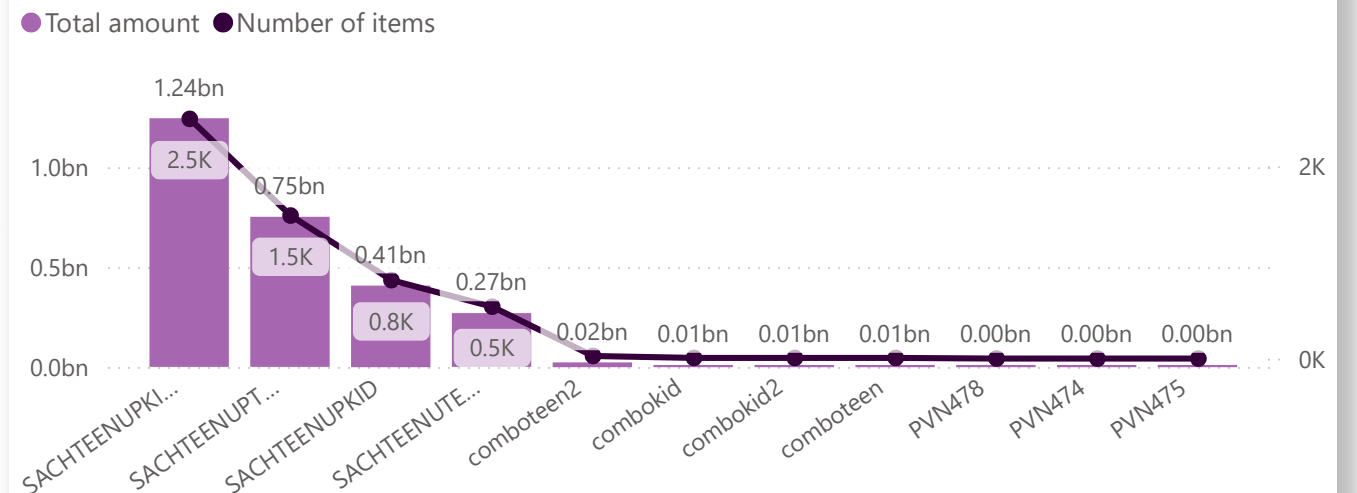
Total purchased items

5.817K

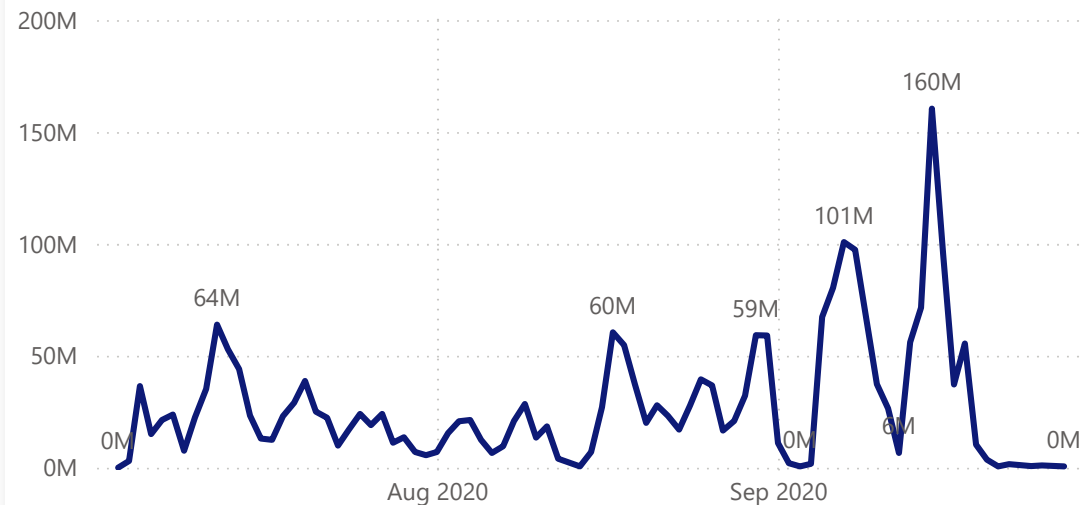
Cancellation Rate

12.05%

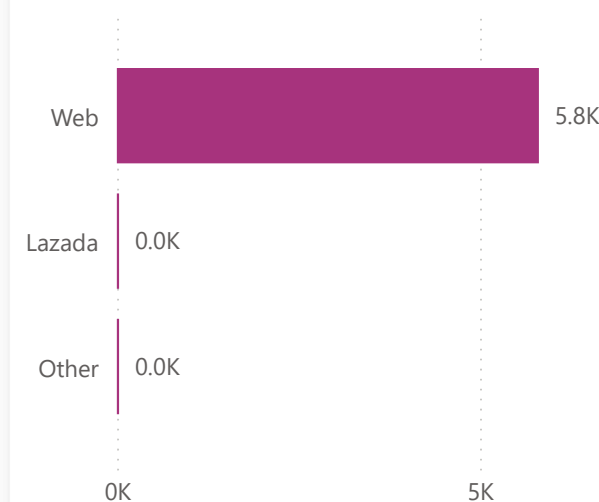
Top 10 best selling items



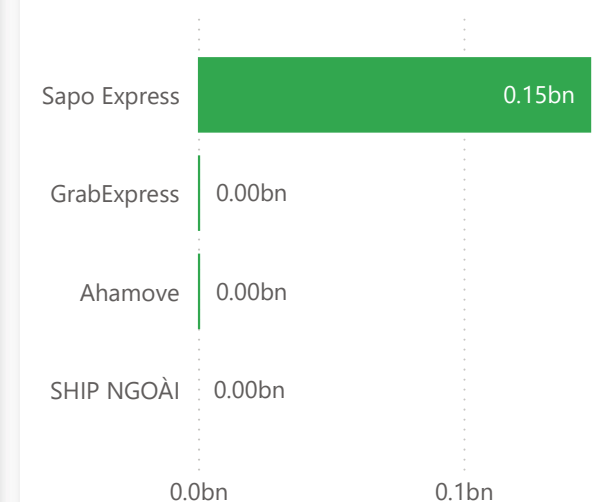
Total amount



Sales Channel



Shipping cost for partner



7/1/2020 10/8/2020

Month
All

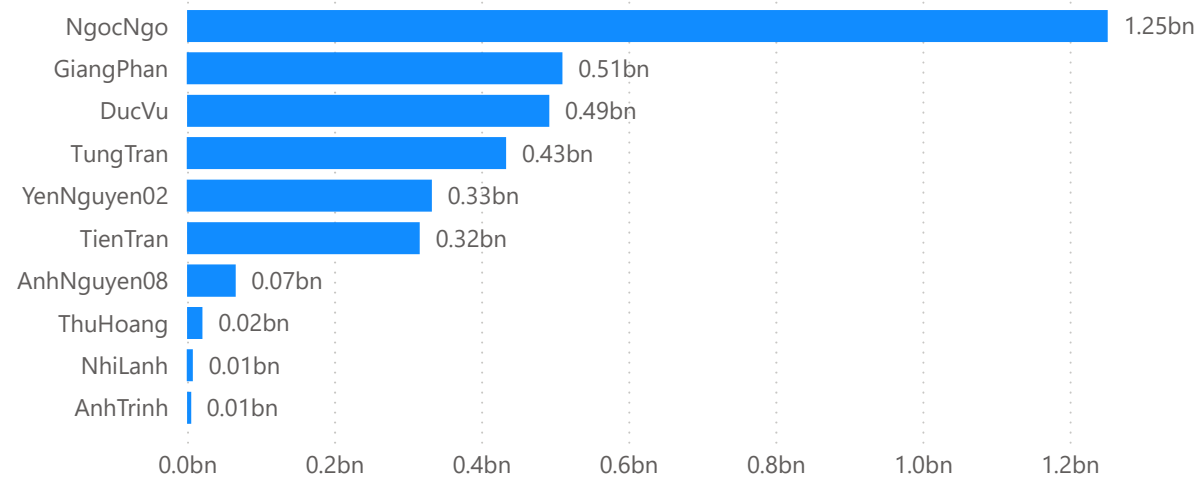
Marketing...

Sales Analysis

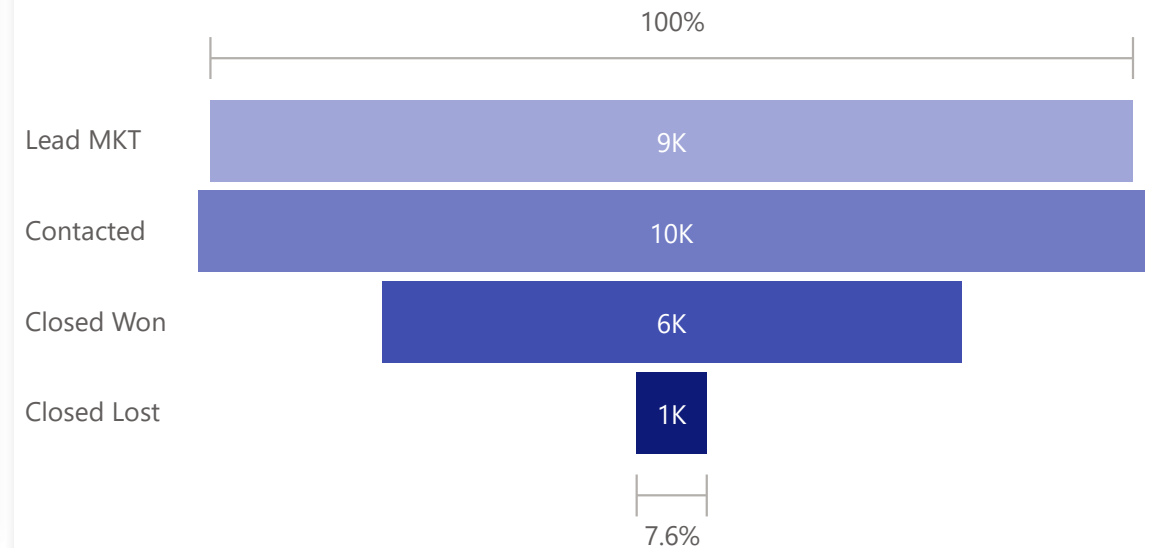
Delivery Analysis

Workforce efficiency

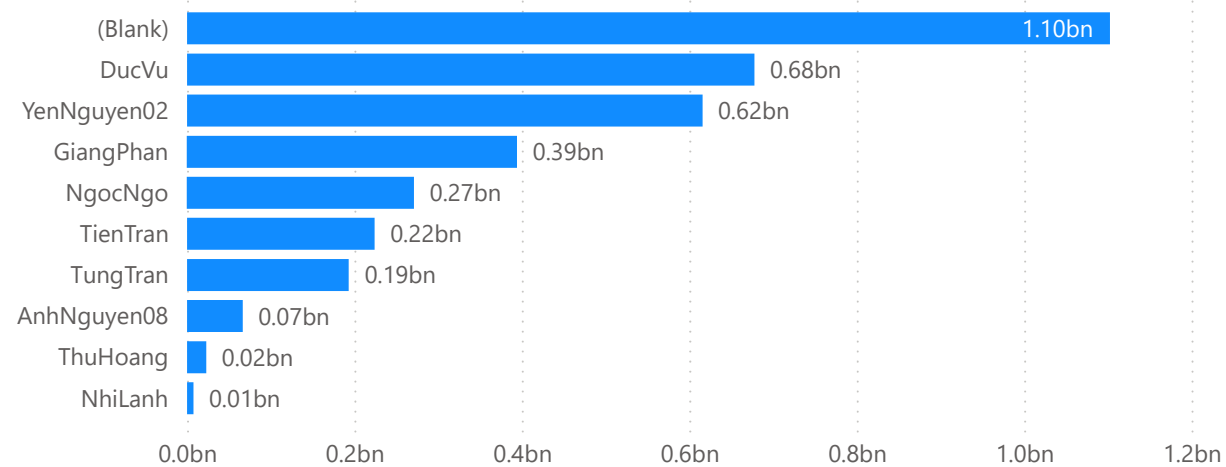
Revenue by MKTer



Number of Customers by Sales process



Revenue by Marketer 2



Number of orders by employee

