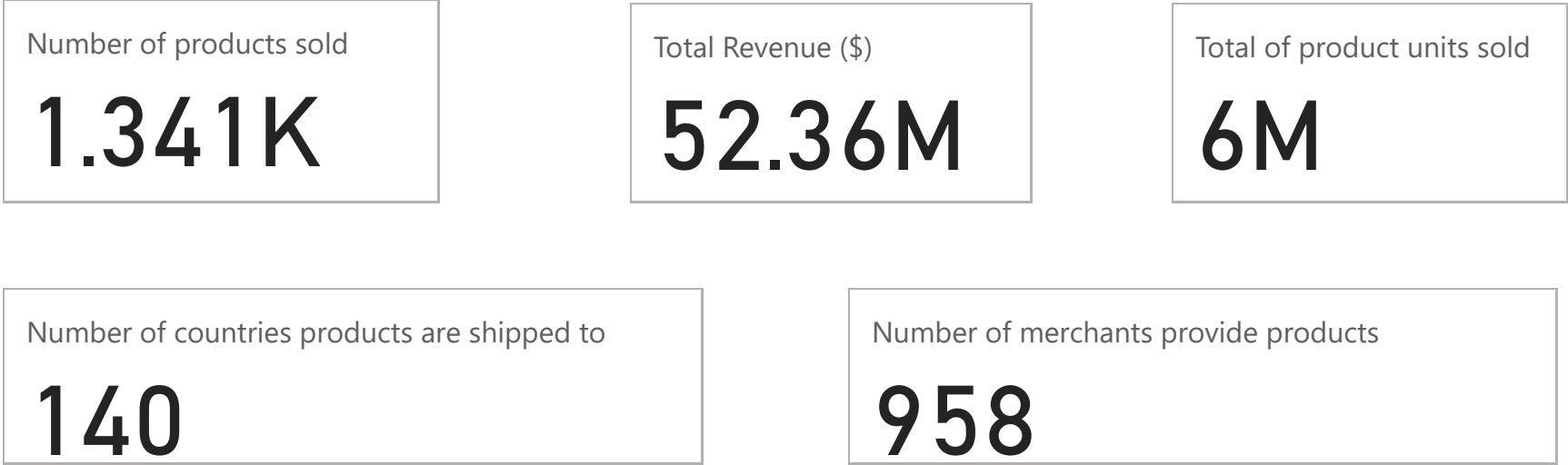
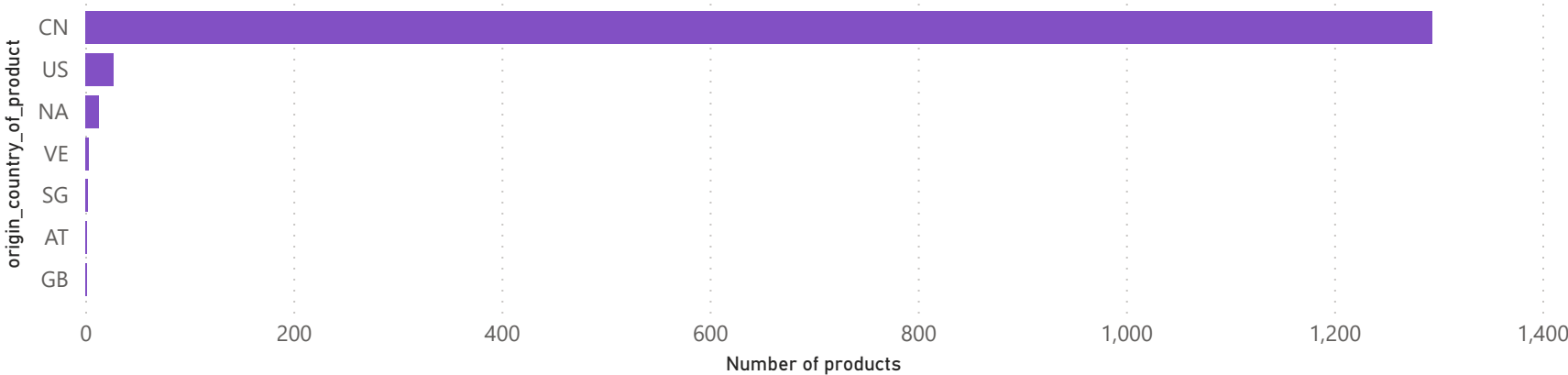


OVERVIEW OF 2020 SUMMER CAMPAIGN SALE



Number of products by origin_country_of_product

Most of products are sourced from China.



SUMMARY OF MAIN FINDINGS AND RECOMMENDATIONS

Below are key findings and recommendations from the analysis. More details and figures are presented on following pages.

WHAT THE DATA TELL ?

Top revenue generating products are women product and product with "sexy" tag



Most revenue are from high rating products (over 3.5 stars).



Overstock situation with some 5 stars rating products



Product campaign metrics do not align with increased revenue goal.



Attributes of merchants are positively linked to increased revenue goal.



WHAT TO DO ?

More focus should be shifted to those two product segments. Segment the customer base further to tailor marketing efforts effectively.

Regularly assess product quality through customer feedback, reviews, and quality control processes in order to sustain the high level of customer satisfaction through product rating.

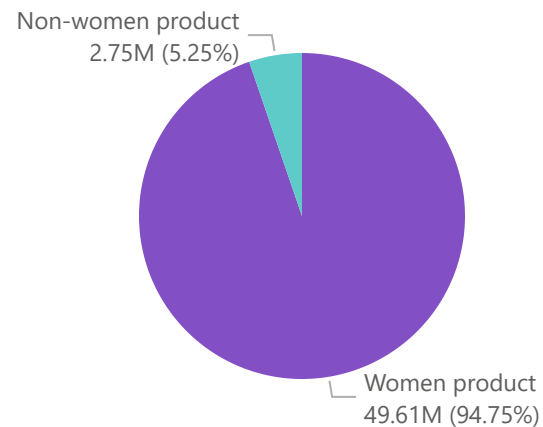
Investigate the root causes and implement some measures such as promotional campaigns or cross-selling/up-selling methods to sell those slow mover products faster.

Monitor the effectiveness of those metrics in longer period, follow up with the result, investigate the root causes and consider to replace with alternative approaches if needed.

Maintain the momentum by encourage merchants to keep those useful attributes. Implement performance-based incentive to reward merchants.

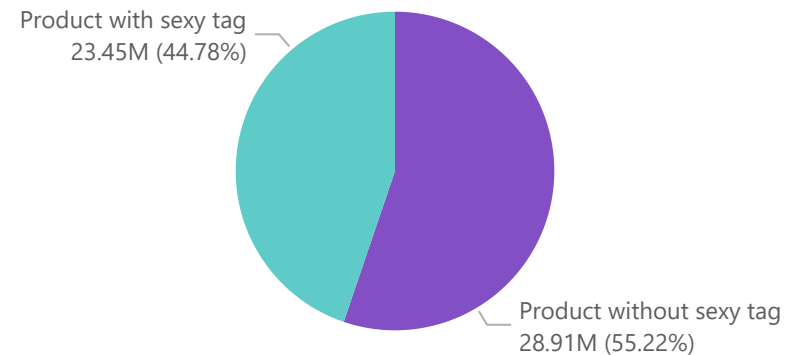
MAIN REVENUE GENERATING PRODUCTS ARE WOMEN PRODUCT AND PRODUCT WITH SEXY TAG

Revenue contribution by Women product



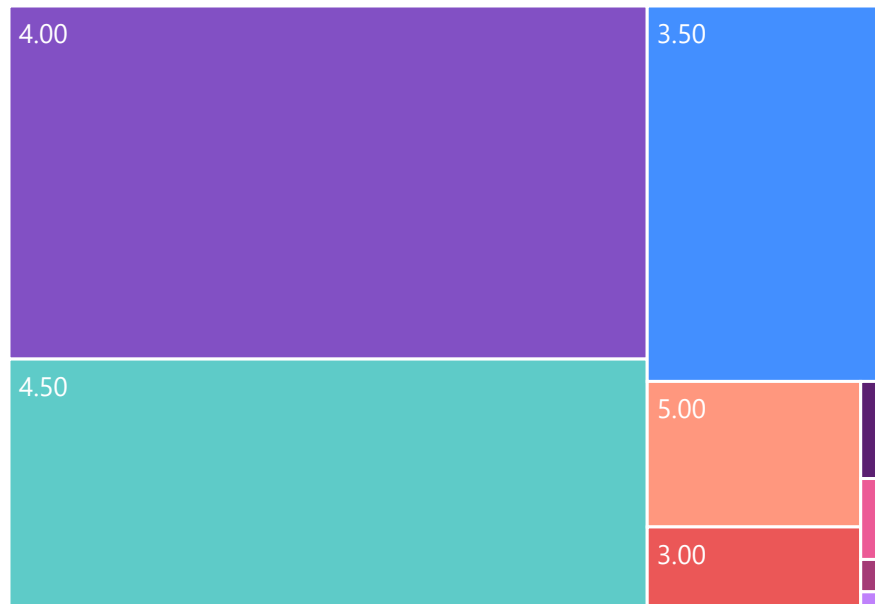
Women products and products with tag "sexy" are main contributors toward total revenue compared to other product segments.

Revenue contribution by product with sexy tag



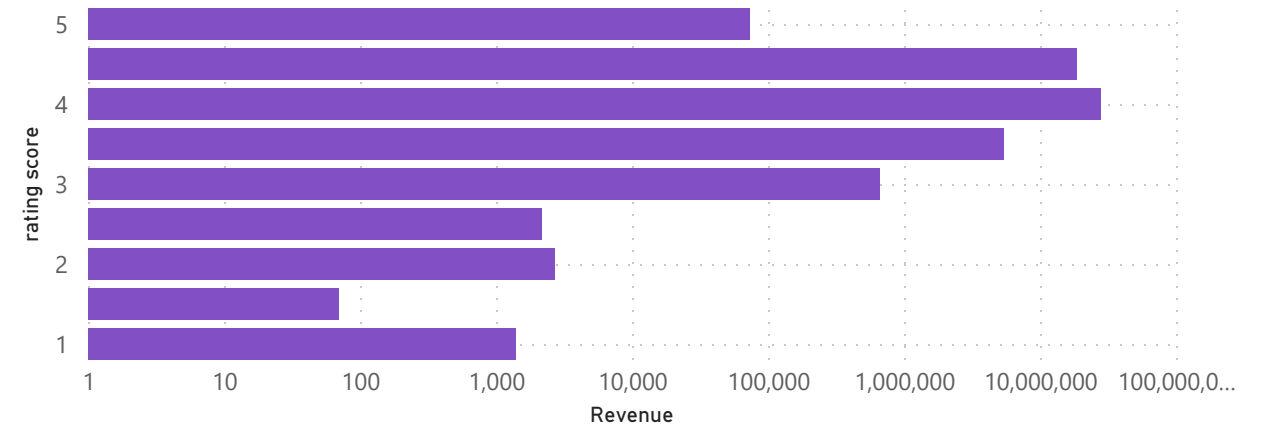
HIGH RATING PRODUCTS YIELD MOST OF REVENUE

Number of products sold by rating score (1-5 range, half-star increments)



- Majority of products sold have over 3.5 stars rating.
- Most of the revenue are generated from products with over 3 stars rating.

Revenue by rating score



INVENTORY EVALUATION

BEST SELLER PRODUCTS HAVE SUFFICIENT STOCK LEVEL

Max level of inventory displayed (units)

50

Max level of product sold (units)

100K

List of top 6 best seller product id/name ▲	Total product units sold	Total inventory units displayed
<input type="checkbox"/> 53897eeeafddf70c91af1cda Womens Summer Red White and Blue Chiffon Short-Sleeve T-Shirt	100000 100000	50 50
<input type="checkbox"/> 544b079d1280fa28eee9b380 Women Stretchy Camisole Spaghetti Strap Long Tank Top Slip Mini Dress 4Color SIZE XXL is available Now	100000 100000	50 50
<input type="checkbox"/> 54bdf18039b8c045f118936a New Aeeival Women Clothing Long Sleeve Autumn Winter Ball Gown Dress Slim Fit Patchwork Casual Lace Dress Vestido De Renda	100000 100000	50 50
<input type="checkbox"/> 567cb0925ff12c4829f07dfb Women Lace Short Sleeve Long Tops Blouse Shirt Ladies Beach BOHO Mini Dress 6-16	100000 100000	50 50
<input type="checkbox"/> 571adeab62cce546f1a46bc0 Women's Summer Sexy Sleeveless Turtleneck Mini Dress	100000 100000	50 50
<input type="checkbox"/> 5b07a7c6e997b33c6f9947da 2018 New Fashion Women's Tops Sexy Strappy Sleeveless Lace Crop Tops	100000 100000	50 50
Total	600000	300

INVENTORY EVALUATION

SOME SLOW MOVER 5 STARS PRODUCTS ARE OVERSTOCKED!!

Min level of product sold (units)

1

Max level of inventory displayed (units)

50

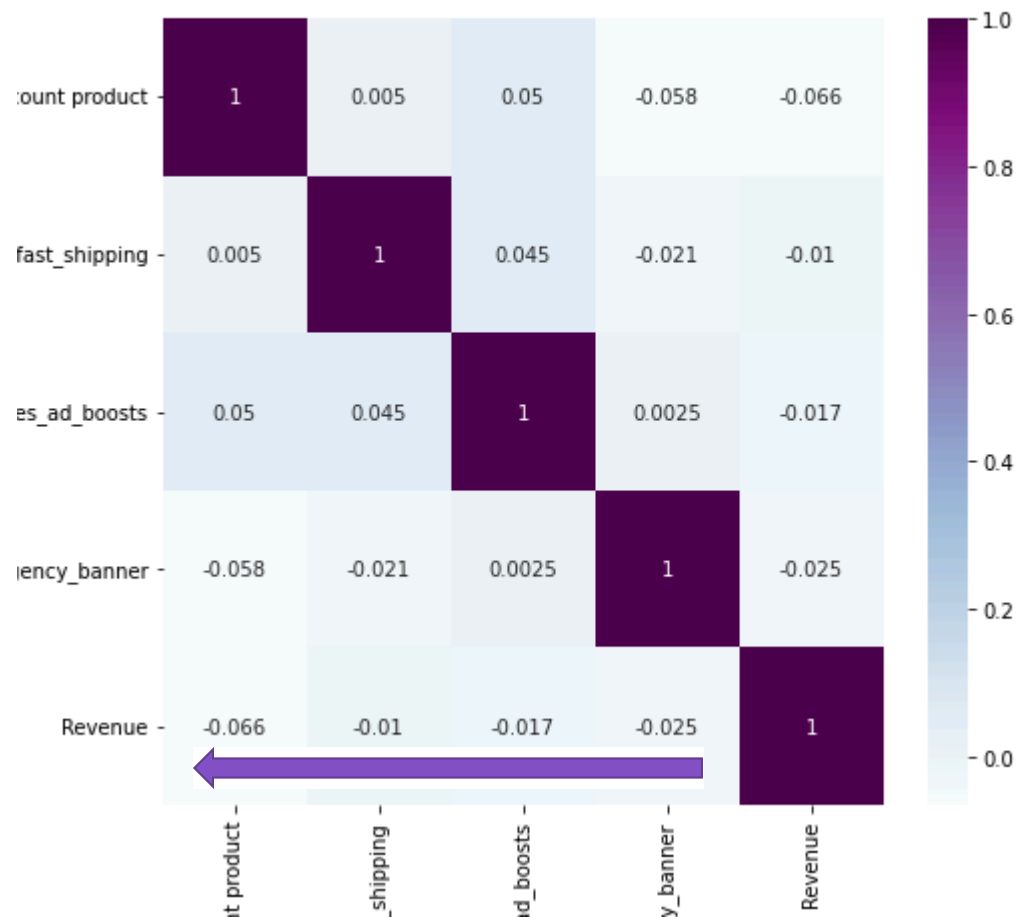
List of top 6 slow mover 5 stars product id/name	Total product units sold ▲	Total inventory units displayed	Rating score
<input type="checkbox"/> 5ebfdd5bebac37702b0b207b Women Summer Fashion Cotton Overalls Sleeveless Casual Jumpsuits	1 1	50 50	5.00 5.00
<input type="checkbox"/> 5eccb455d4eb5d46b00be0ed New Women Summer Fashion Solid Color Shorts Casual Loose Drawstring Short Pants Plus Size	1 1	50 50	5.00 5.00
<input type="checkbox"/> 5ed3ae8e7bf8821d5cf4bc64 Women's Casual Sleeveless Stripe T Shirts Dress Big Swing Maxi Dress Summer Beach Long Dress Plus Size XS-5XL	1 1	50 50	5.00 5.00
<input type="checkbox"/> 5f11698e9a44cd5ecd1909db Personal Fan USB Rechargeable Hands Free Neckband Fan Outdoor Sports Mini Fan	2 2	50 50	5.00 5.00
<input type="checkbox"/> 5e8d70549f1504449514c8b9 Summer Fashion Tie-Dye Short Sleeve Long Dress Loose V Neck BOHO Maxi Dress	7 7	50 50	5.00 5.00
<input type="checkbox"/> 5eec6643d6854068e20df558 M-XXL Size Summer New Ladies Butterfly Printing Bohemian Beach Skirt v-Neck Sleeveless Casual Temperament Dress	7 7	50 50	5.00 5.00
Total	19	300	5.00

Some suggested measures to sell those products faster :

- create promotional campaigns: offer special discounts, bundle deals or limited-time offers*
- use cross-selling and up-selling methods: offer incentives for customers who buy multiple products or upgrade to higher-priced alternatives*

PRODUCT CAMPAIGN MEASURES UNFORTUNATELY DO NOT CORRELATE WITH HIGHER REVENUE

Discount product, fast_shipping, uses_ad_boosts, urgency_tag and Revenue



There is a negative correlation relationship between product campaign measures and revenue, which means that an increase in each unit of the measure will lead to less revenue generated.

Therefore, it is recommended to follow up with the effectiveness of those measures with longer period of monitoring because one month time frame for campaign is quite short.

Those measures are:

- provide discount price for product*
- add fast shipping tag to product*
- use add boost to product*
- add urgency tag to product*

Besides, alternative approaches should be tested to drive revenue.

TOP 5 MERCHANTS ACCORDING TO REVENUE

List of top 5 merchant name	Revenue	Merchant rating score (range 1-5, half start increment)
guangzhouchannytradecoltd	1,055,000.00	5.00
pandolahapparelcoltd	980,000.00	5.00
primesalecolimited	920,000.00	5.00
shenzhenlongdragontechnologycoltd	800,056.00	5.00
guangzhouchanny	701,500.00	5.00
Total	4,456,556.00	5.00

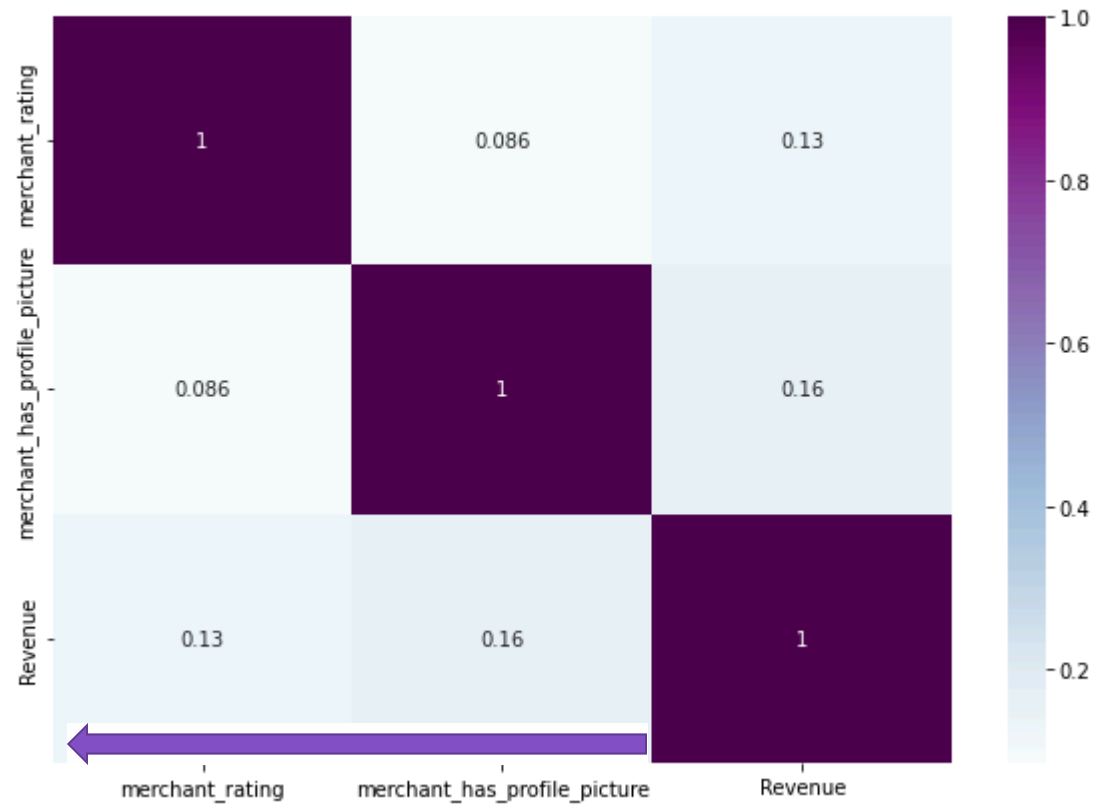
BOTTOM 5 MERCHANTS ACCORDING TO REVENUE

merchant_name	Revenue	Merchant rating score (range 1-5, half start increment)
kyiswen	2.72	4.00
caogao	11.00	5.00
gaomeigui	14.00	4.00
choicstore	14.43	4.00
failaimitoys	20.00	4.00
Total	62.15	4.20



MERCHANTS ATTRIBUTES ARE POSITIVELY CORRELATED WITH HIGHER REVENUE

merchant_rating, merchant_has_profile_picture and Revenue



There seems to be a positive correlation relationship between merchants' attributes and revenue, which means that an increase in each unit of those attribute will lead to more revenue generated.

Therefore, it is recommended to encourage usage of those attributes.

Those attributes are:

- merchant with high rating score
- merchant with profile picture

REPORT APPENDIX

Below are clarification on the term and methods used in the report:

- **Women product:** product with tag contains character "wom"
- **"Sexy" product:** product with tag contains character "sex"
- Wix.com is using **"half-star rating scheme"** which refers to a rating system where users can assign ratings to items using half-star increments, rather than whole numbers. Therefore, score 4.26 is converted to score 4.5, for example.
- **Relationship of product campaign metrics and merchants attributes with revenue are examined using linear regression coefficient score.** The linear regression coefficients describe the relationship between each independent variable (product campaign metrics and merchants attributes) and the dependent variable (revenue). Linear regression coefficient score is range from -1 to 1. A positive coefficient indicates that as the value of the independent variable increases, the dependent variable also tends to increase. A negative coefficient suggests that as the independent variable increases, the dependent variable tends to decrease.

THANK YOU!

