

GMV
18.9bnđ

NMV
11bn đ

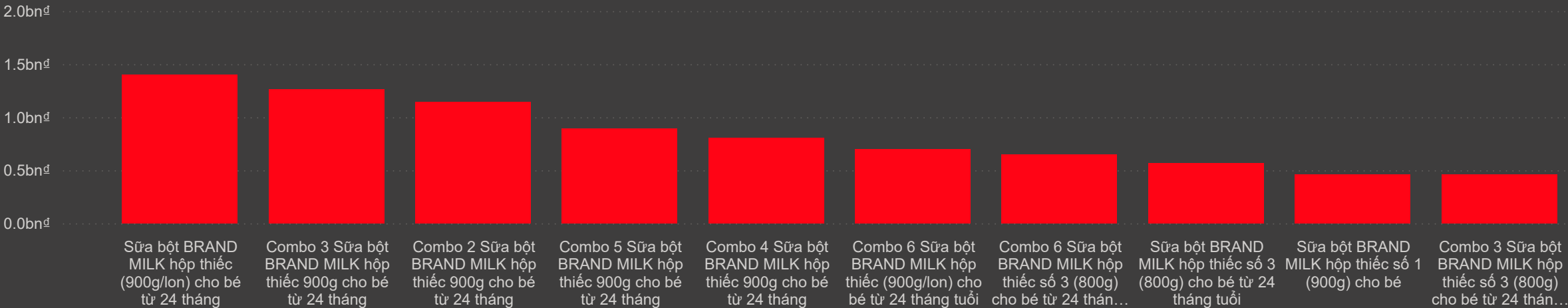
Cancellation Rate
22.63%

AOV All Orders
1.2Mđ

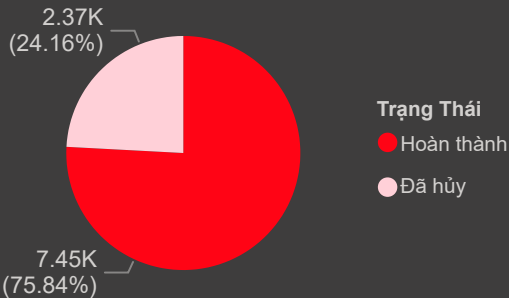
Total Completed Orders
7.5K

Ngày đặt h...
All

Top 10 products with the highest revenue.



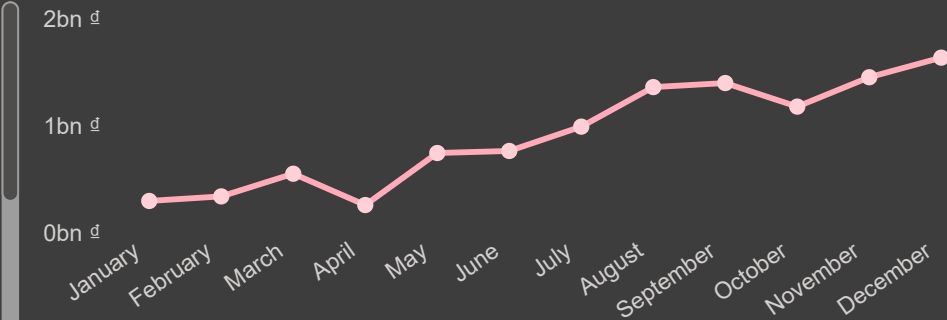
Order Status



MoM Growth Rate for NMV

Month	NMV	NMV Previous Month	% MoM Growth Rate
January	294,003,929 đ		
February	336,693,128 đ	294,003,929 đ	14.52
March	549,143,375 đ	336,693,128 đ	63.1
April	255,512,763 đ	549,143,375 đ	-53.47
May	743,211,436 đ	255,512,763 đ	190.87
June	762,459,011 đ	743,211,436 đ	2.59
July	990,350,464 đ	762,459,011 đ	29.89
Total	10,959,575,804 đ	9,322,596,714 đ	17.56

NMV by Month



Total Completed Orders
7.5K

Total Cancelled Orders
2.4K

Orders with Discounts
10.5K

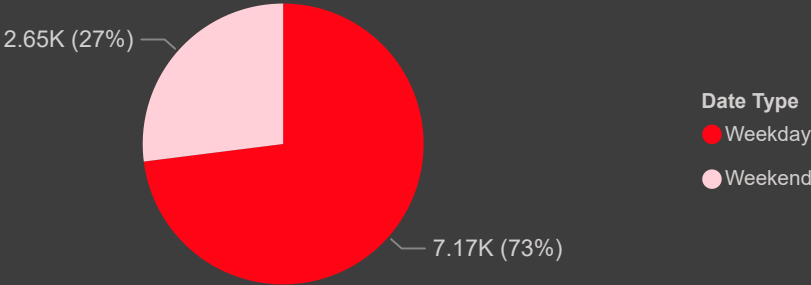
Orders without Discounts
5.5K

AOV All Orders
1.2Mđ

Ngày đặt h...

All

Weekday vs. Weekend Order Ratio



Top 20 Highest Revenue Contributors

Người Mua	NMV	Total Discounts	Total Completed Orders	% MoM Growth Rate
SEdantuyen12OP	102,398,240 đ	65,695,500.00 đ	41.0	17.04
SEmebemerries12OP	97,221,760 đ	60,310,320.00 đ	35.0	15.27
SEngocbaotran1212OP	81,613,340 đ	48,350,480.00 đ	34.0	5.5
SEsumi09201112OP	77,348,460 đ	43,834,740.00 đ	30.0	2.04
SEmrkazk12OP	79,758,080 đ	32,052,260.00 đ	11.0	8.42
SEhjlove1512OP	100,718,160 đ	22,693,920.00 đ	3.0	6.17
SEpipi.popo12OP	57,843,756 đ	21,057,222.00 đ	18.0	0
SE...
Total	10,959,575,804 đ	3,560,492,639.00 đ	7453.0	17.56

Top 10 Reasons for Cancellation

