

The background image shows a spiral-bound notebook with several hand-drawn wireframes for a content management system. The word "Content" is written in large, bold, black letters at the top. Below it, there are several rectangular boxes representing different pages or components. One box is labeled "Profile" and contains fields for "Name", "Email", and "Password". Another box is labeled "Post" and contains fields for "Title", "Content", and "Image". A third box is labeled "Page" and contains fields for "Page Title", "Page Content", and "Page Image". There are also some handwritten notes and arrows indicating relationships between the different components. A hand is visible in the bottom right corner, holding a pen and writing on a red piece of paper.

ACTION PLAN PROPOSAL

Aug 2019

Analyzed by Ms. Trang



Agenda

Key
Findings

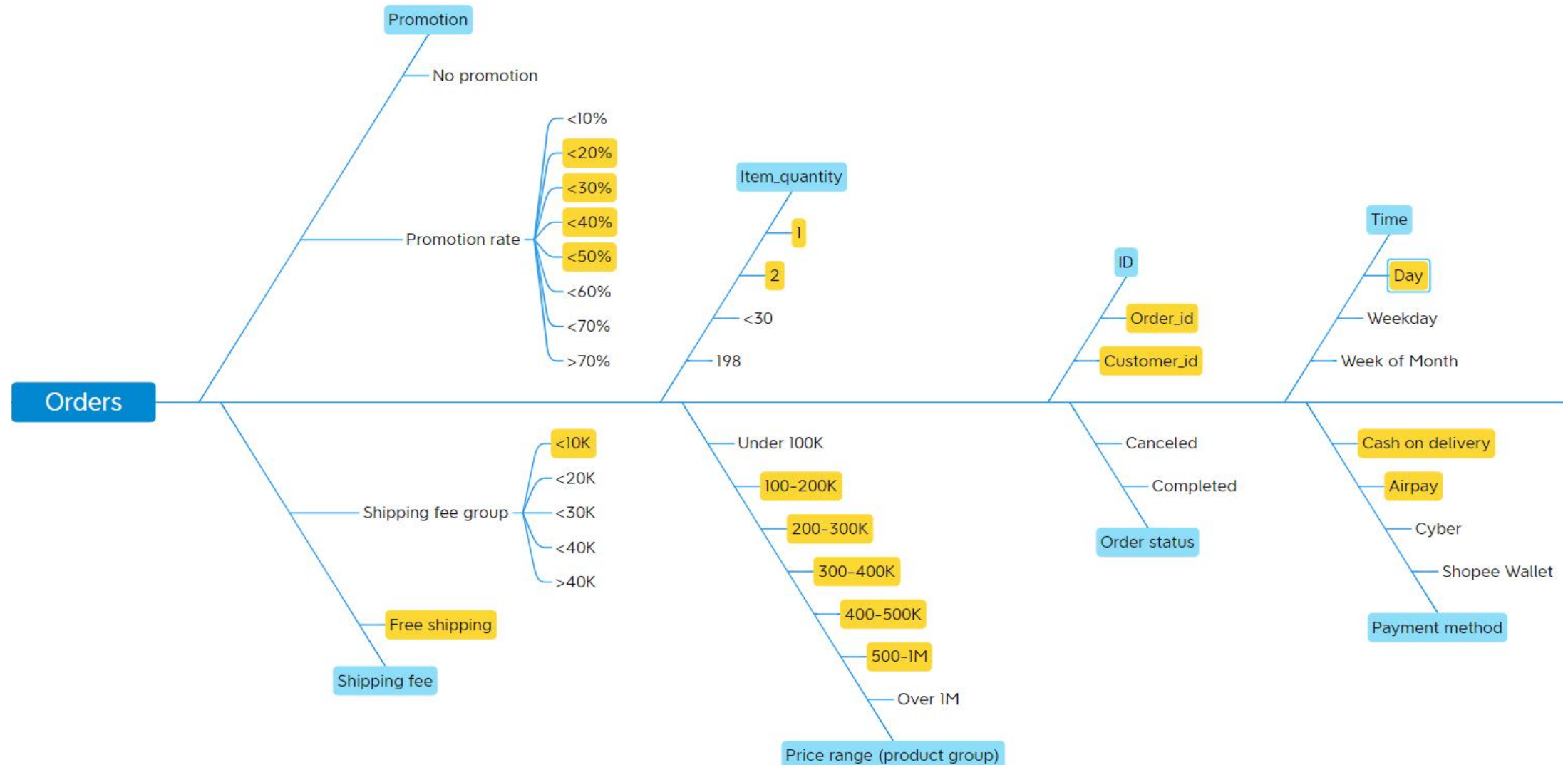
Objective

Action
plan

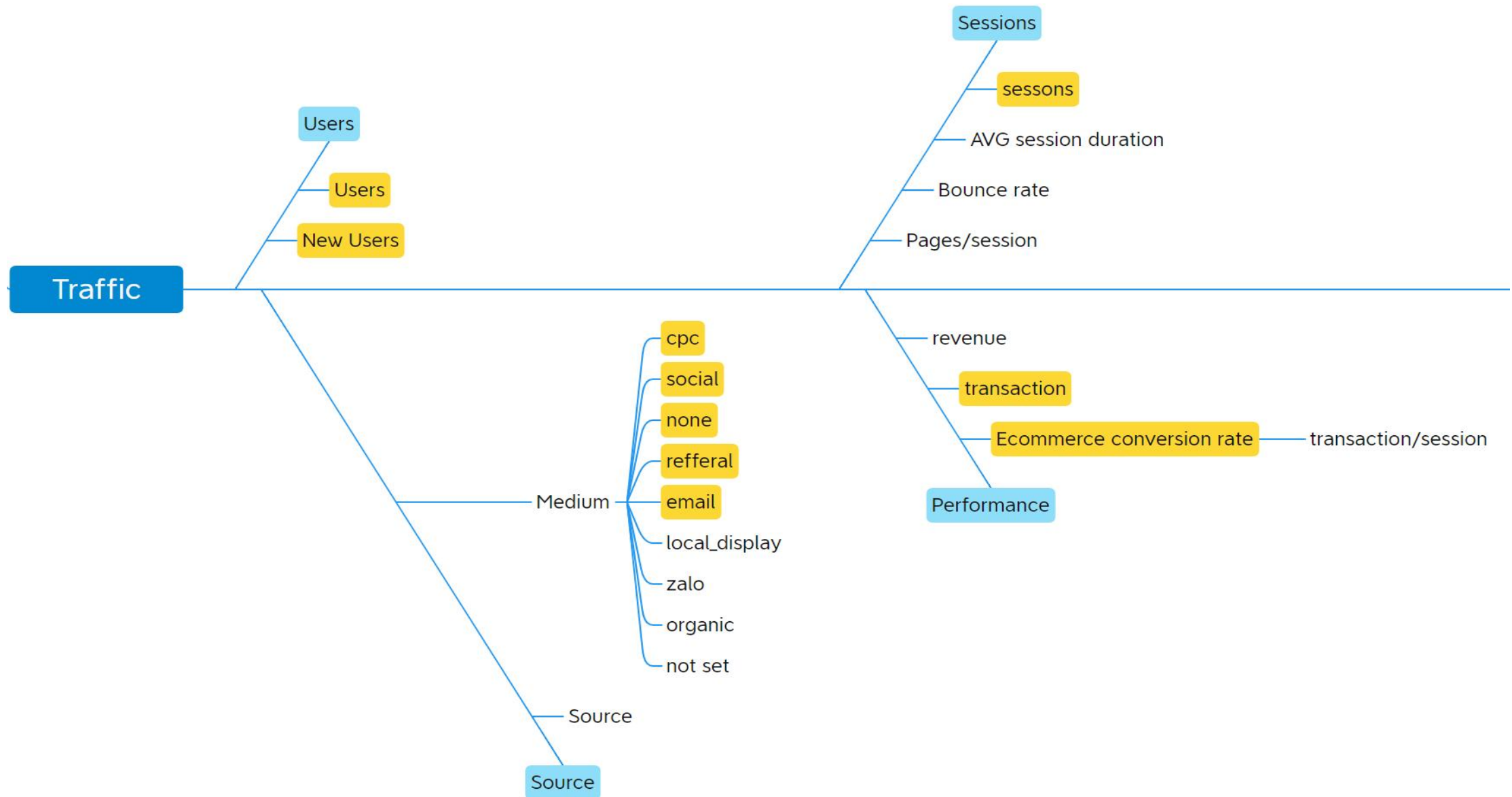


Key Findings

Analysis framework – Order data



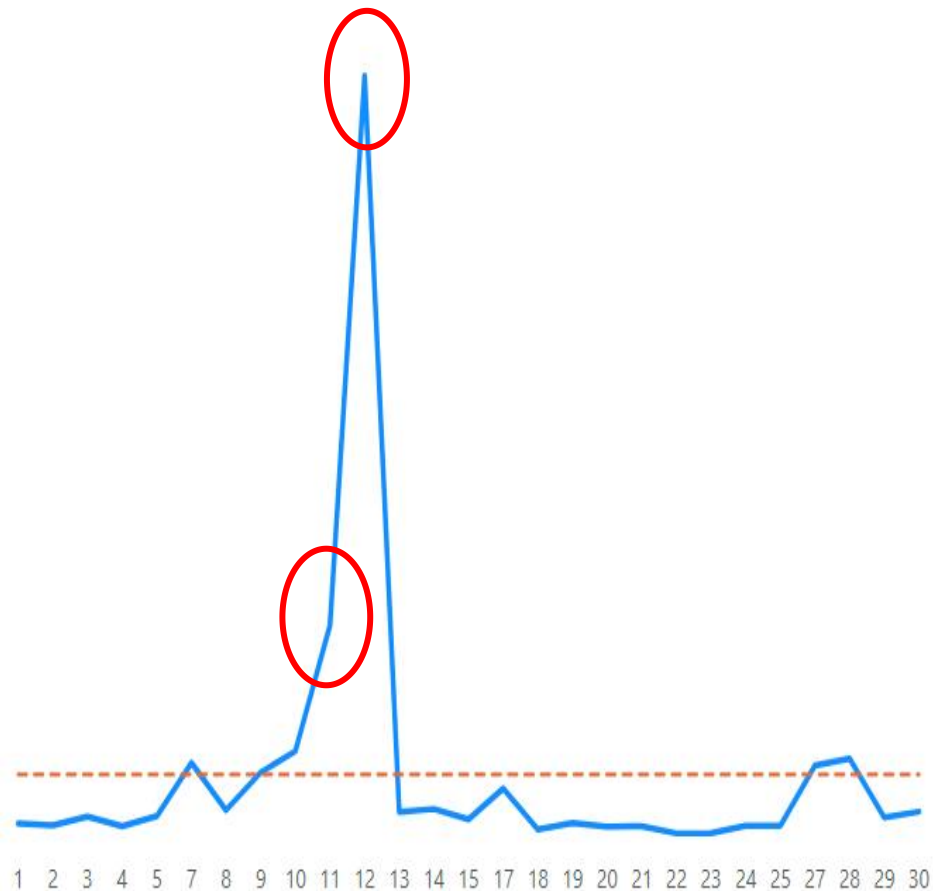
Analysis framework – Traffic data



1. Day 11-12: contributed 47% (~50%) of total Sales

Sales and TTL_AVG Sales per day by Day

● Sales ● TTL_AVG Sales per day



Sale/Quantity/Customers/Orders contribution by Day

Day	Sales	% Sales	% item_quantity	% Cust_number	% Order number
12	\$4,011M	37%	51%	41%	41%
11	\$1,132M	11%	9%	10%	9%
10	\$517M	5%	5%	5%	5%
28	\$459M	4%	3%	5%	5%
7	\$446M	4%	3%	4%	4%
27	\$432M	4%	3%	4%	4%
9	\$408M	4%	4%	4%	4%
17	\$323M	3%	2%	3%	3%
14	\$223M	2%	2%	2%	2%
8	\$214M	2%	1%	2%	2%
13	\$207M	2%	1%	2%	2%
30	\$206M	2%	1%	2%	2%
5	\$187M	2%	1%	2%	2%
3	\$185M	2%	1%	2%	2%
29	\$178M	2%	1%	2%	2%
15	\$173M	2%	1%	2%	2%
1	\$153M	1%	1%	1%	1%
19	\$151M	1%	1%	2%	1%
2	\$141M	1%	1%	1%	1%
25	\$138M	1%	1%	1%	1%
24	\$138M	1%	1%	1%	1%
4	\$137M	1%	1%	1%	1%
21	\$136M	1%	1%	1%	1%
20	\$134M	1%	1%	1%	1%
18	\$121M	1%	1%	1%	1%
23	\$103M	1%	1%	1%	1%
22	\$103M	1%	1%	1%	1%
Total	\$10,757M	100%	100%	100%	100%

Recruited
more
than 50%
customer
numbers

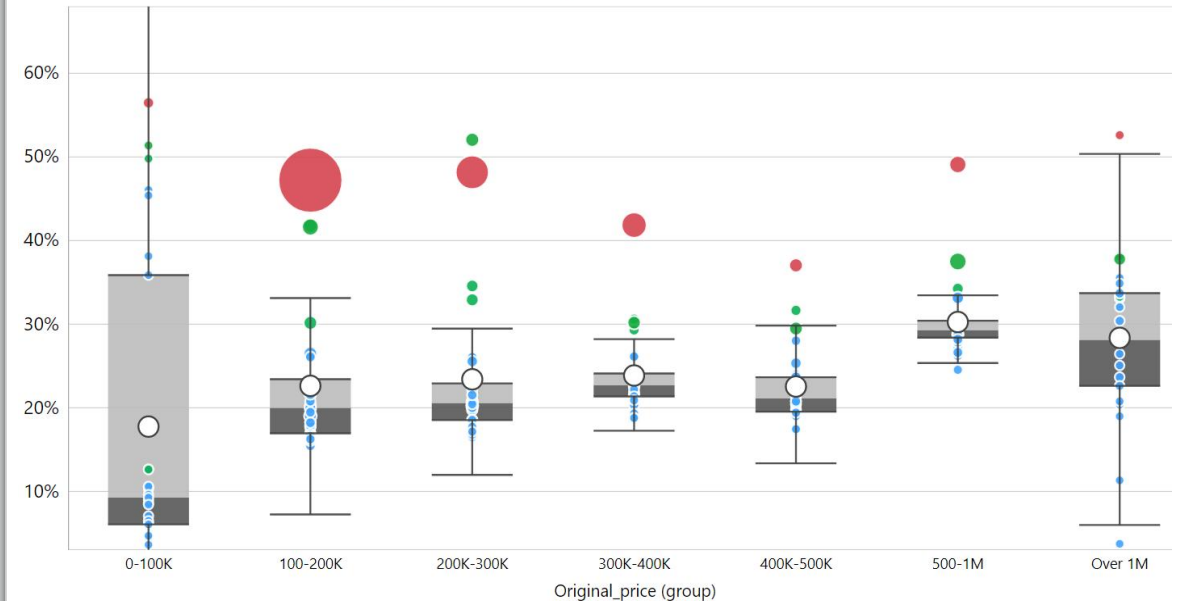
2. Extremely high AVG promotion rate (vs other days) spreading for all price ranges in Day 9, 10, 11, 12.

Promotion rate by Price range weekly

Week of 0-100K 100-200K 200K-300K 300K-400K 400K-500K 500-1M Over 1M Total
Month

⊕ 1	11%	17%	19%	21%	19%	29%	31%	19%
⊖ 2								
7	9%	19%	20%	21%	23%	30%	30%	21%
8	10%	20%	19%	24%	28%	29%	24%	21%
9	13%	30%	35%	29%	23%	30%	33%	29%
10	50%	42%	33%	31%	32%	34%	38%	38%
11	51%	42%	52%	30%	29%	37%	38%	42%
12	56%	47%	48%	42%	37%	49%	53%	48%
13	9%	22%	23%	23%	24%	29%		22%
⊕ 3	7%	20%	21%	22%	21%	29%	23%	21%
⊕ 4	20%	20%	21%	23%	22%	30%	31%	22%
⊕ 5	43%	26%	24%	26%	23%	31%	30%	27%

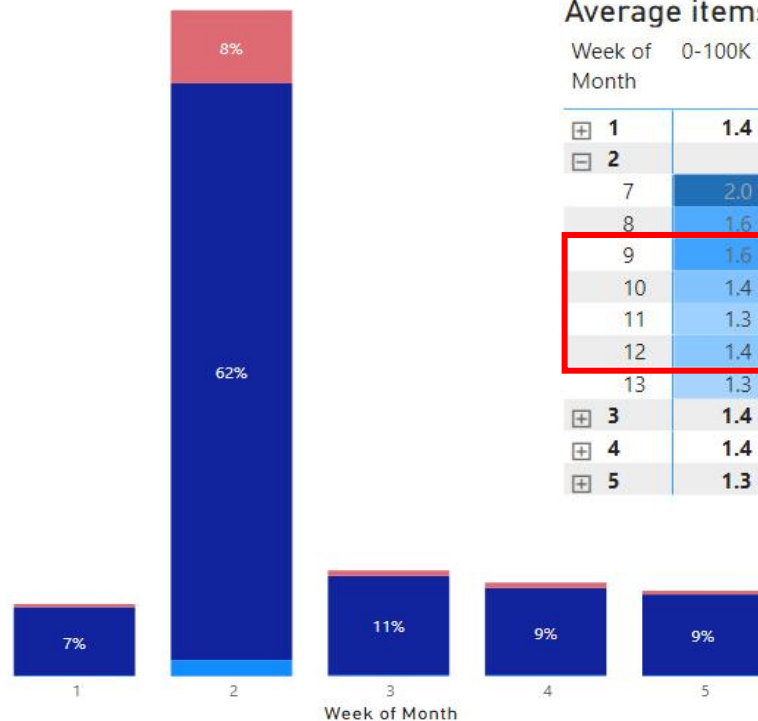
AVG Promotion rate by Day and Original_price (group)



3. In Week 2, a customer bought more **different products**, mainly **1 item** per product. Prefer buying ≥ 2 items per product for original price **under 200K**

%GT Cust_number by Week of Month and item_quantity (group)

item_quantity (group) ● <30 ● 1 ● 198 ● 2

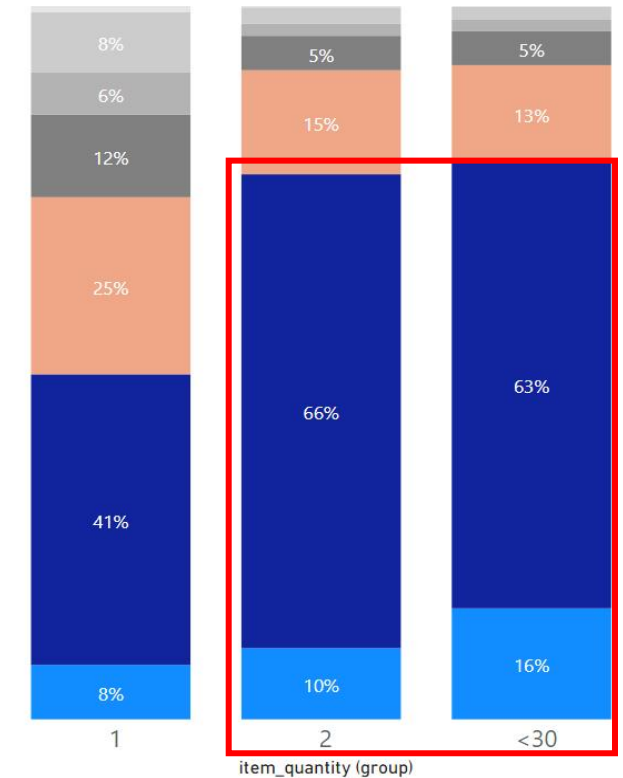


Average items per customer by Price range - day/week

Week of Month	0-100K	100-200K	200K-300K	300K-400K	400K-500K	500-1M	Over 1M	Total
1	1.4	1.5	1.2	1.2	1.1	1.2	1.1	1.5
2								
7	2.0	1.5	1.2	1.1	1.2	1.1	1.2	1.5
8	1.6	1.5	1.2	1.1	1.1	1.1	1.2	1.4
9	1.6	1.7	1.4	1.2	1.1	1.2	1.1	2.1
10	1.4	1.7	1.3	1.1	1.1	1.2	1.0	2.1
11	1.3	1.7	1.3	1.2	1.1	1.1	1.1	2.0
12	1.4	2.3	1.4	1.2	1.2	1.3	1.1	2.8
13	1.3	1.5	1.2	1.2	1.2	1.1		1.5
3	1.4	1.5	1.2	1.2	1.2	1.1	1.1	1.5
4	1.4	1.5	1.2	1.2	1.2	1.1	1.1	1.5
5	1.3	1.4	1.2	1.1	1.1	1.2	1.2	1.5

% Cust_number by items and Original_price

● 0-100K ● 100-200K ● 200K-300K ● 300K-4... ● 400K-5... ● 500-1M ● Over 1M





4. Communication effect & variety of suitable discount products lead to big customer number and big gap on daily Sales (day 11,12).

AVG Sales per Customer by Week

Week of Month	AVG Sales per customer
1	\$343,617
2	\$345,025
3	\$330,904
4	\$347,733
5	\$305,579
Total	\$352,527

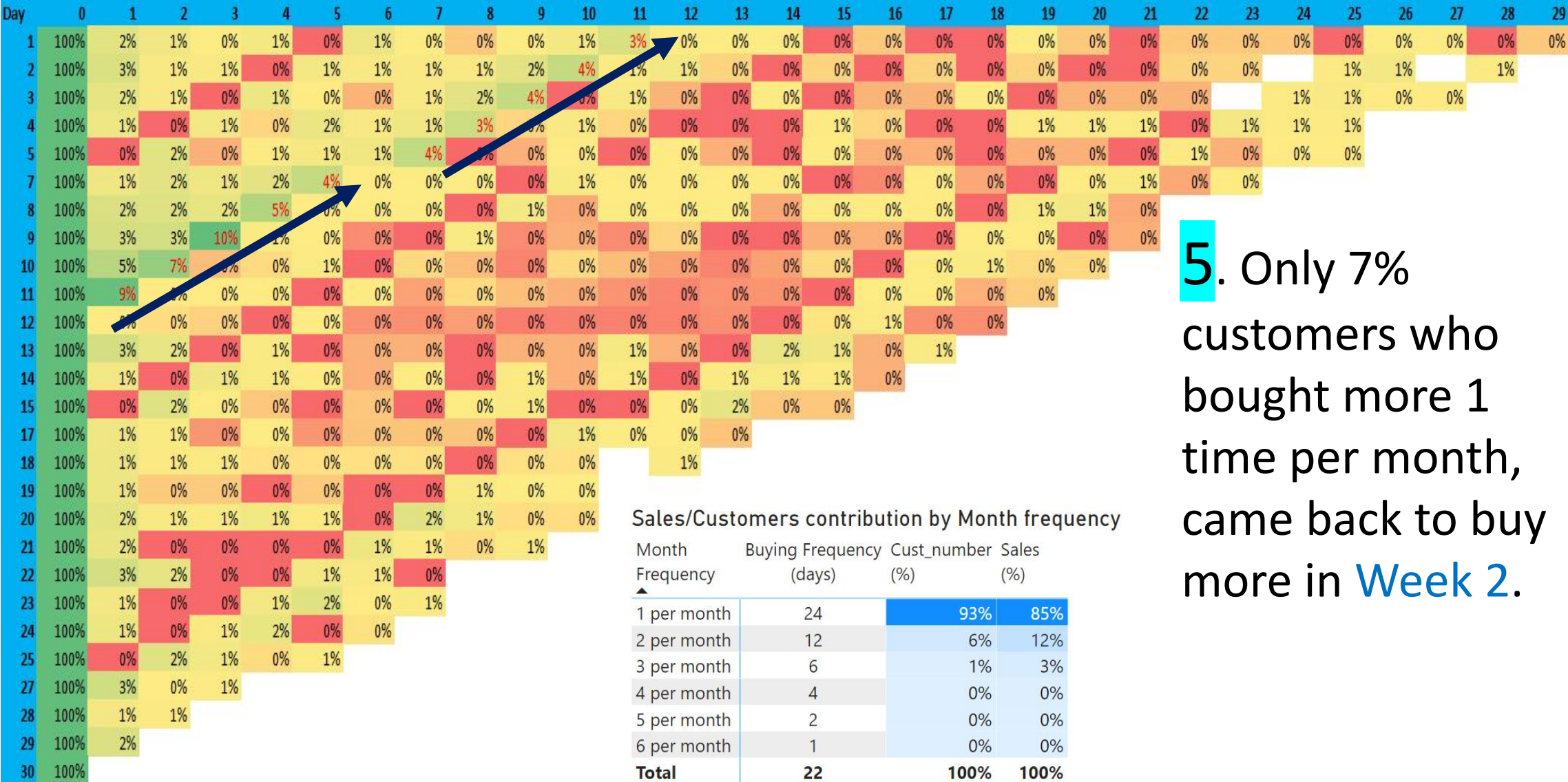
Customer contribution by Price range - day/week

Week of Month	0-100K	100-200K	200K-300K	300K-400K	400K-500K	500-1M	Over 1M
1	3%	5%	7%	7%	10%	9%	9%
2							
7	2%	3%	4%	4%	6%	5%	6%
8	1%	2%	2%	2%	3%	2%	4%
9	5%	4%	4%	4%	3%	2%	3%
10	6%	5%	5%	5%	6%	5%	7%
11	9%	8%	10%	10%	16%	18%	38%
12	58%	53%	45%	43%	16%	19%	7%
13	1%	2%	2%	2%	2%	3%	
3	5%	8%	10%	11%	14%	14%	4%
4	5%	7%	8%	8%	14%	14%	12%
5	6%	8%	6%	8%	12%	11%	14%

% Sales by day and original_price group



Cohort analysis by day



5. Only 7% customers who bought more 1 time per month, came back to buy more in Week 2.

Sales/Customers contribution by Month frequency

Month	Buying Frequency	Cust_number	Sales
Frequency	(days)	(%)	(%)
1 per month	24	93%	85%
2 per month	12	6%	12%
3 per month	6	1%	3%
4 per month	4	0%	0%
5 per month	2	0%	0%
6 per month	1	0%	0%
Total	22	100%	100%

6. 10-49% promotion rate for price range from 100K-1M contributed sales the most. Consider the best balance?

ASP by promotion & original price

Average Selling Price (ASP)	100-200K	200K-300K	300K-400K	400K-500K	500-1M
<20%	\$149K	\$213K	\$292K	\$392K	\$525K
<30%	\$126K	\$185K	\$279K	\$353K	\$436K
<40%	\$122K	\$162K	\$239K	\$309K	\$413K
<50%	\$98K	\$136K	\$202K	\$283K	\$369K

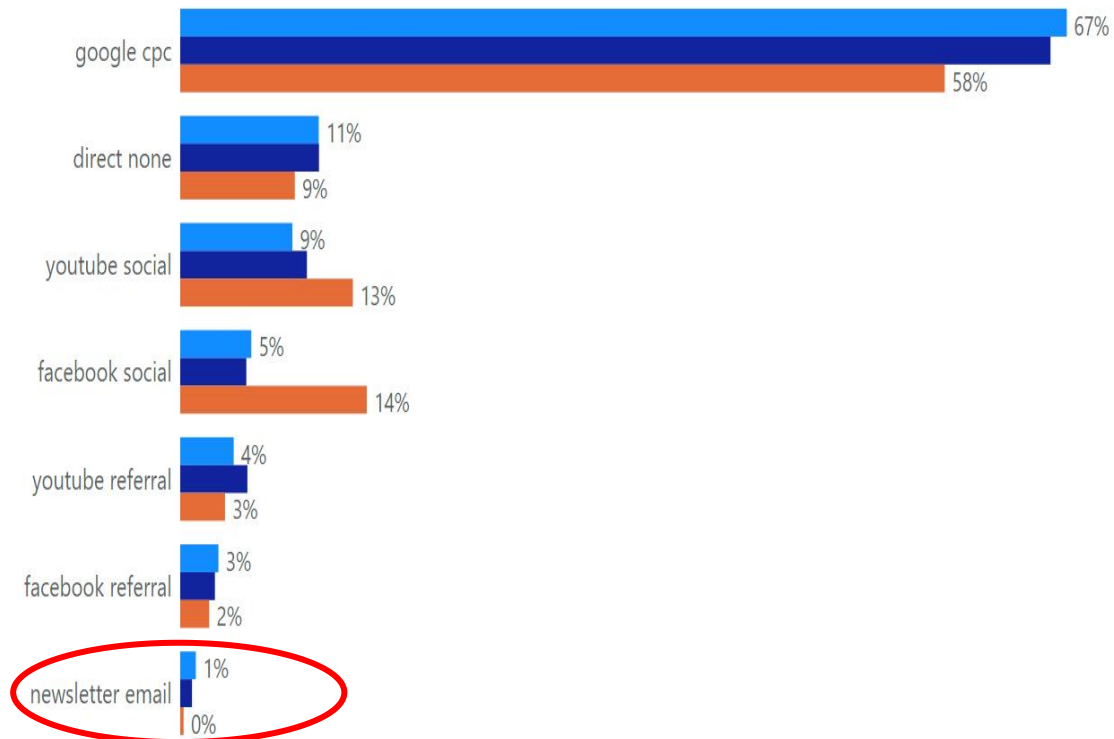
Sales/Customers contribution by promotion & original price

Original_price (group)	0-100K		100-200K		200K-300K		300K-400K		400K-500K		500-1M		Over 1M	
Promotion rate (group)	%Sales	%Customer	%Sales	%Customer	%Sales	%Customer	%Sales	%Customer	%Sales	%Customer	%Sales	%Customer	%Sales	%Customer
<10%	0%	2%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<20%	1%	3%	6%	10%	6%	8%	2%	3%	3%	3%	1%	1%	1%	0%
<30%	0%	0%	9%	18%	6%	10%	4%	4%	3%	2%	4%	3%	0%	0%
<40%	0%	0%	8%	15%	4%	6%	4%	5%	2%	2%	8%	6%	1%	0%
<50%			11%	19%	4%	9%	3%	5%	1%	1%	2%	2%	1%	0%
<60%			1%	3%	0%	0%	0%	0%			0%	0%	0%	0%
<70%											0%	1%		
>70%	0%	5%	0%	8%	0%	4%	0%	0%	0%	0%				
0	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	2%	11%	36%	59%	21%	34%	14%	16%	9%	8%	16%	11%	3%	1%

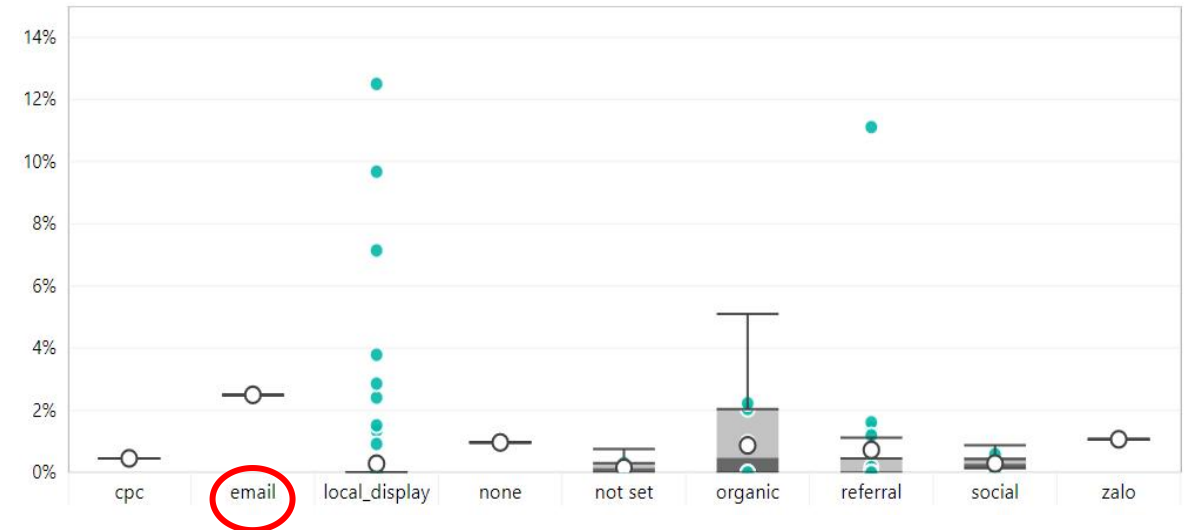
7. Top 7 effective communication tools for increasing customer numbers

Top 7 Sources on Sales

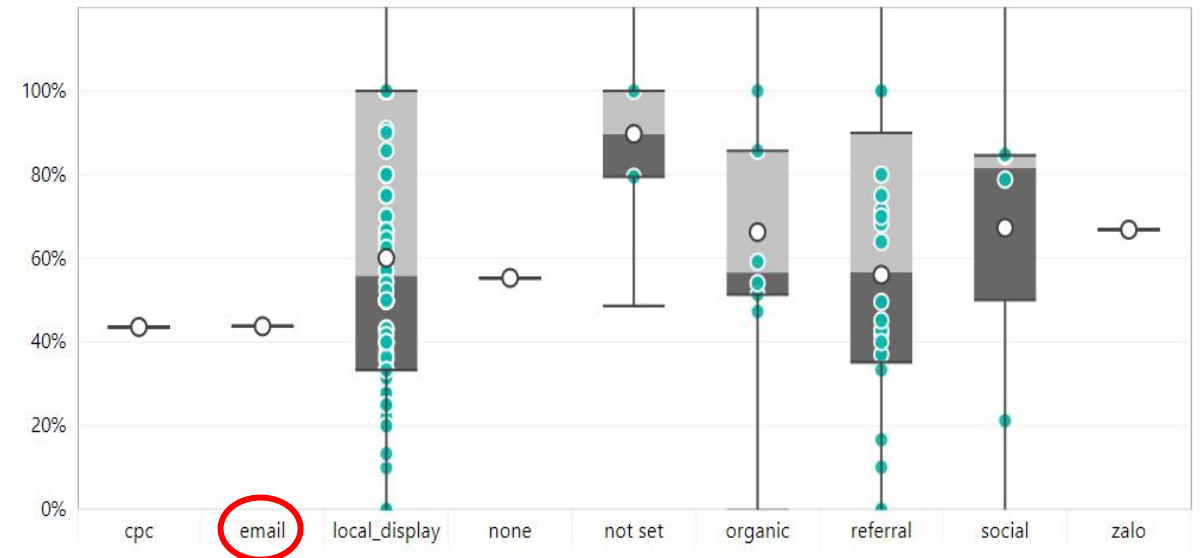
● % Sales ● % Transaction ● % Sessions



E-commerce conversion rate by Source and Medium



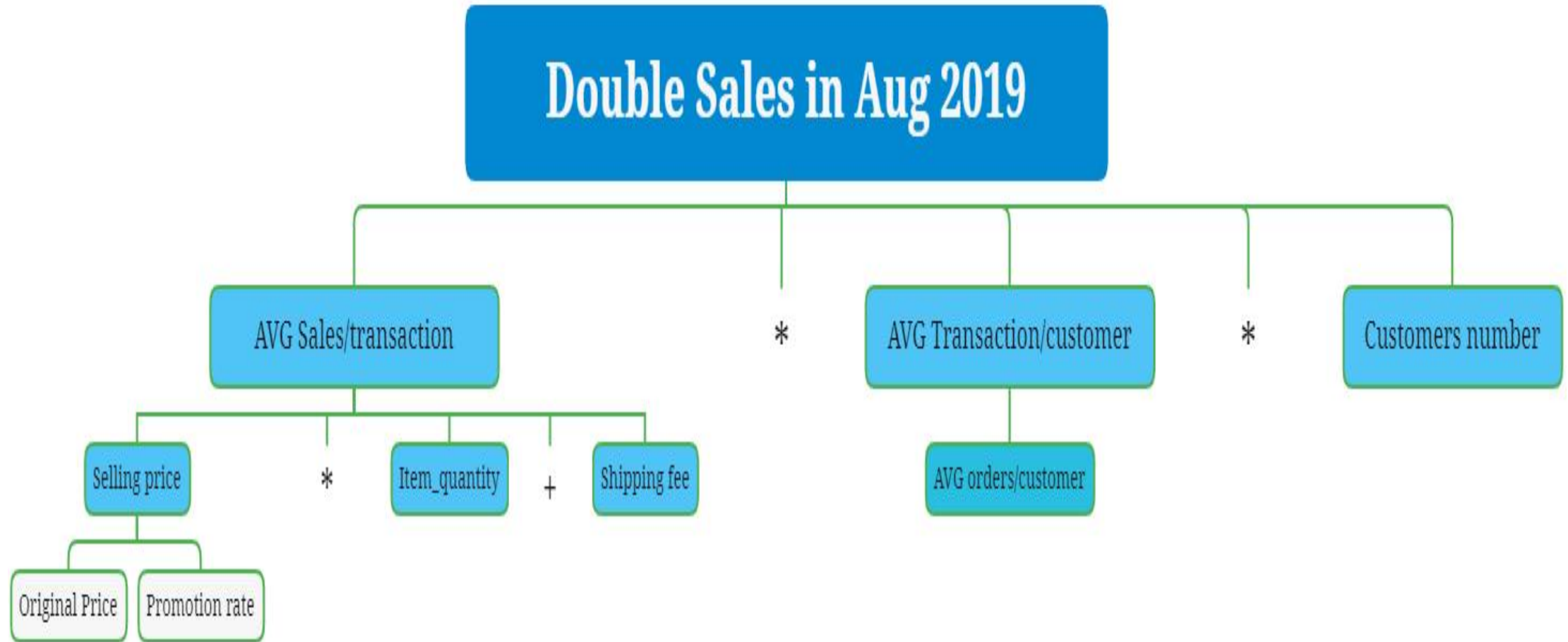
Bounce Rate by Source and Medium



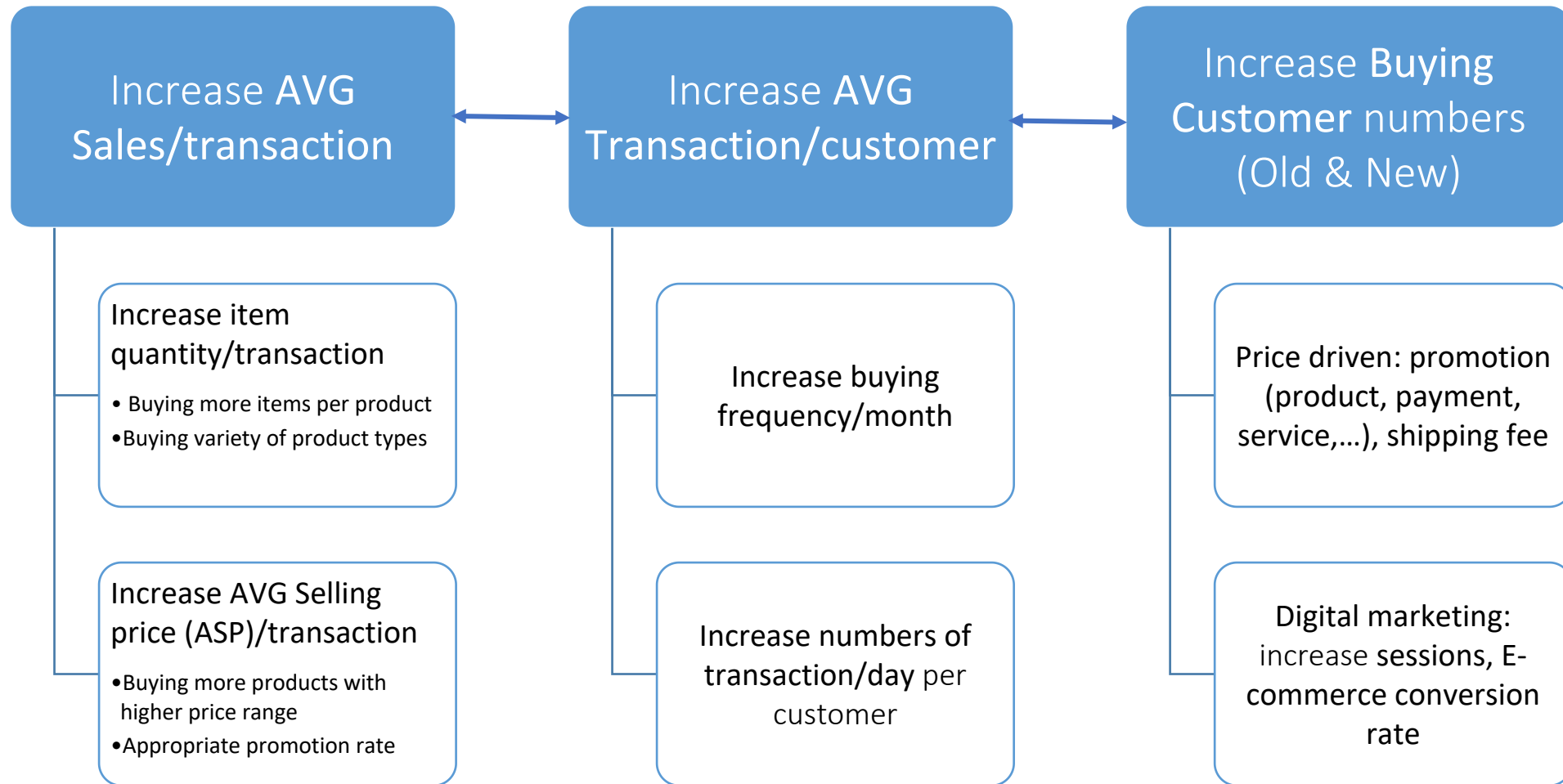


Objective

Objective: Sales achieve 20 Bils in Aug



How to make Sales double in Aug?





Action plan

Strategy

Old customer

- 30,500 customers, AVG Sales per Customer: 350K
- Active Sales.

New customer

- 30,500 customers
- Recruit new customers by 2 big Sales events (same as day 11,12 event in Jul)

Loyalty programs

- Old customers
- Increase buying frequency/ monthly Sales.

Old customers



Scheme: Gift voucher/
Discount more 10% to buy
any products with invoice
value at least 350K



Promotion: apply 20-30% for
variety of products 100K-1M
(should base on buying
history)



Communication: using
email, phone
message, customer account
(website/app)



Timeline: Week 1: all. Week
3: customers who are not
active yet.

New customers – Old customers



Scheme: Buy by pair/combine (at least 2 items: same or different) / discount for second products / Buy 2 but count 1/ brand products (higher price range) with high promotion rate / big sale event / gift products (demand products)/ ...



Promotion: up to 50% for price 100-400K, 30-40% for price 500K-1M (variety of products in all price range).



Communication: using Google cpc, Youtube, Facebook, good bounce rate sources (awareness, target customers based on discount products), Airpay customers,...



Timeline: Week 2 and Week 4. Try to have different event contents (Ex: Welcome Autumn & Back to school)

Loyalty programs



Scheme: Discount 10% based on total buying (at least 1 mils/month). More than 2 times per month ...(avoid wholesale customers).



Promotion: apply any available promotion rates.



Communication: using email, website.



Timeline: Full month.



Others

Data notes

- **Difference** Sales and Transaction between 2 tables

	Traffic	Orders
Sales (VND)	10,006 M	10,757 M
Transaction/Order number	10,041	37,835

- No sales data on 6, 16, 26, 31 Jul 2019? (Orders data)
- **Canceled: 20% total Sales!!!** Need to find the reason why for further improvement.



Data limitation

- Orders:
 - Product information: category understanding
- Traffic:
 - Tracking by day
 - Customers, orders, products information
 - Detail information of activities' contents
 - Key words for searching, topic pages for ecommerce conversion rate.
- Lack of relationship between 2 tables



THANK YOU