



GUARDIAN E-COMMERCE SALES REPORT



Table of Content

1. Sale Overview Dashboard
2. Prices Insights
3. Sales Insights
4. Conclusions

Table of Content

1. Sale Overview Dashboard

2. Prices Insights

3. Sales Insights

4. Conclusions

Guardian Sales Dashboard

Product Categories

(All)

Product

(All)

Price Insights

Sales Insights

Products

824

Total Sale

379,705

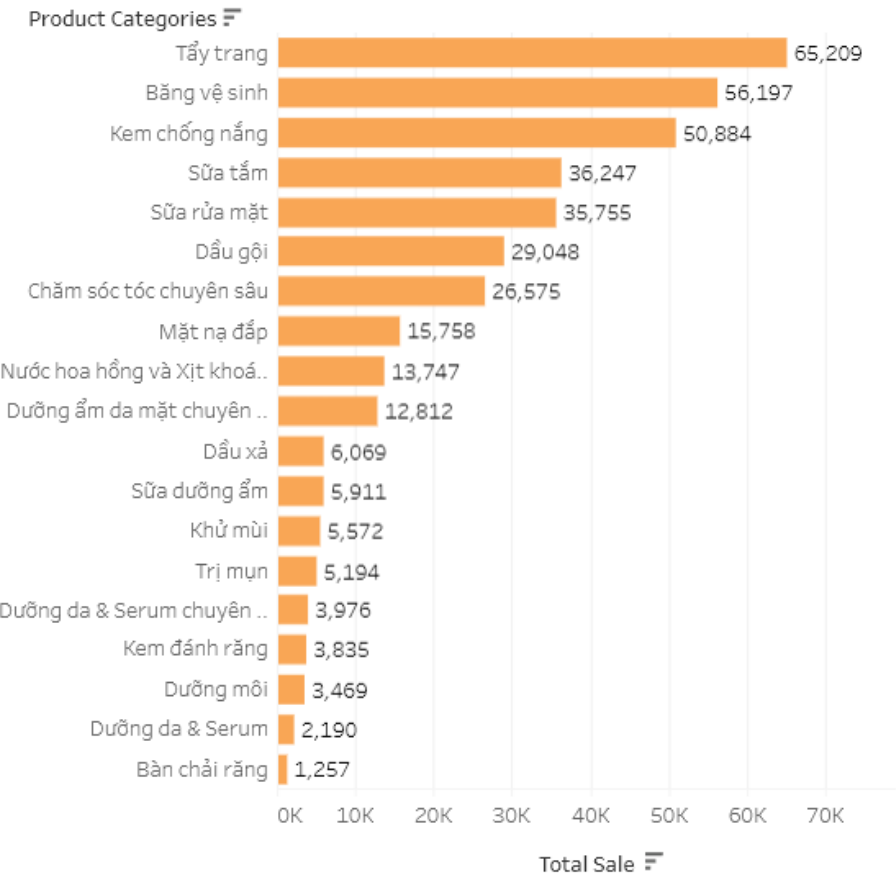
Total Revenue

54,416,177,000 VND

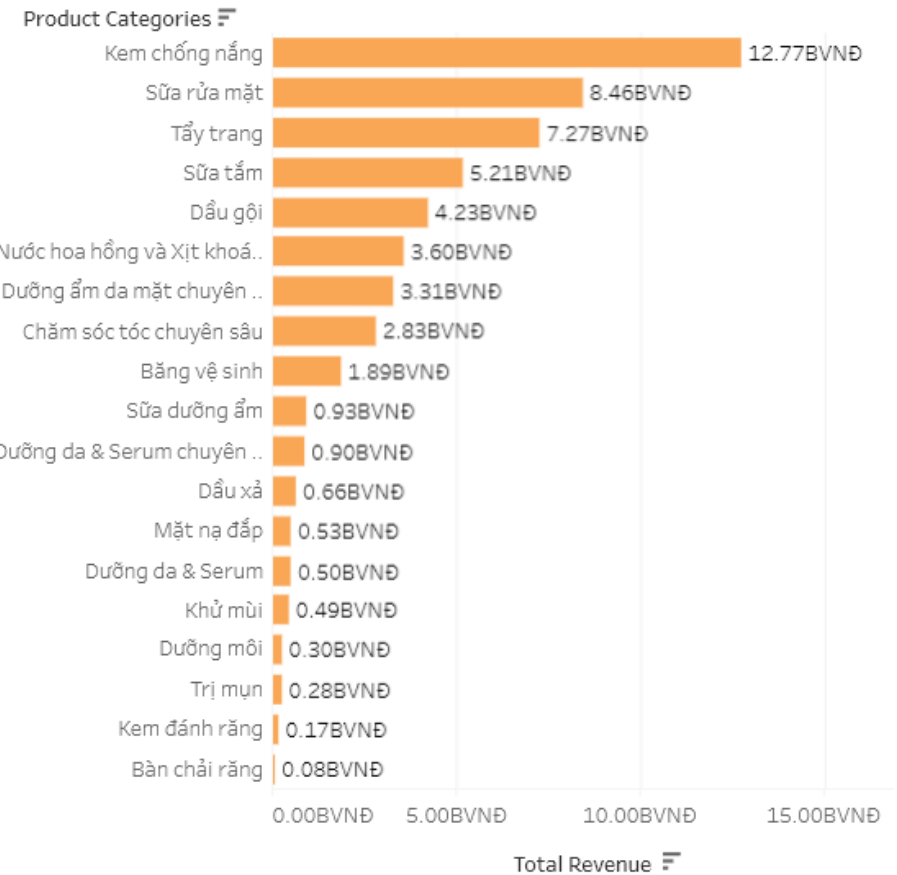
Avg. Discount Percent

12.02%

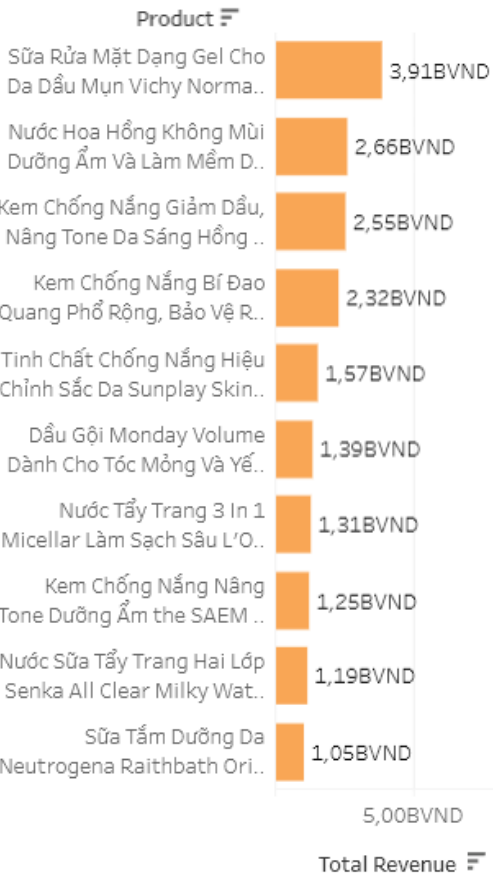
Total Sales by Product Categories



Revenue by Product Categories

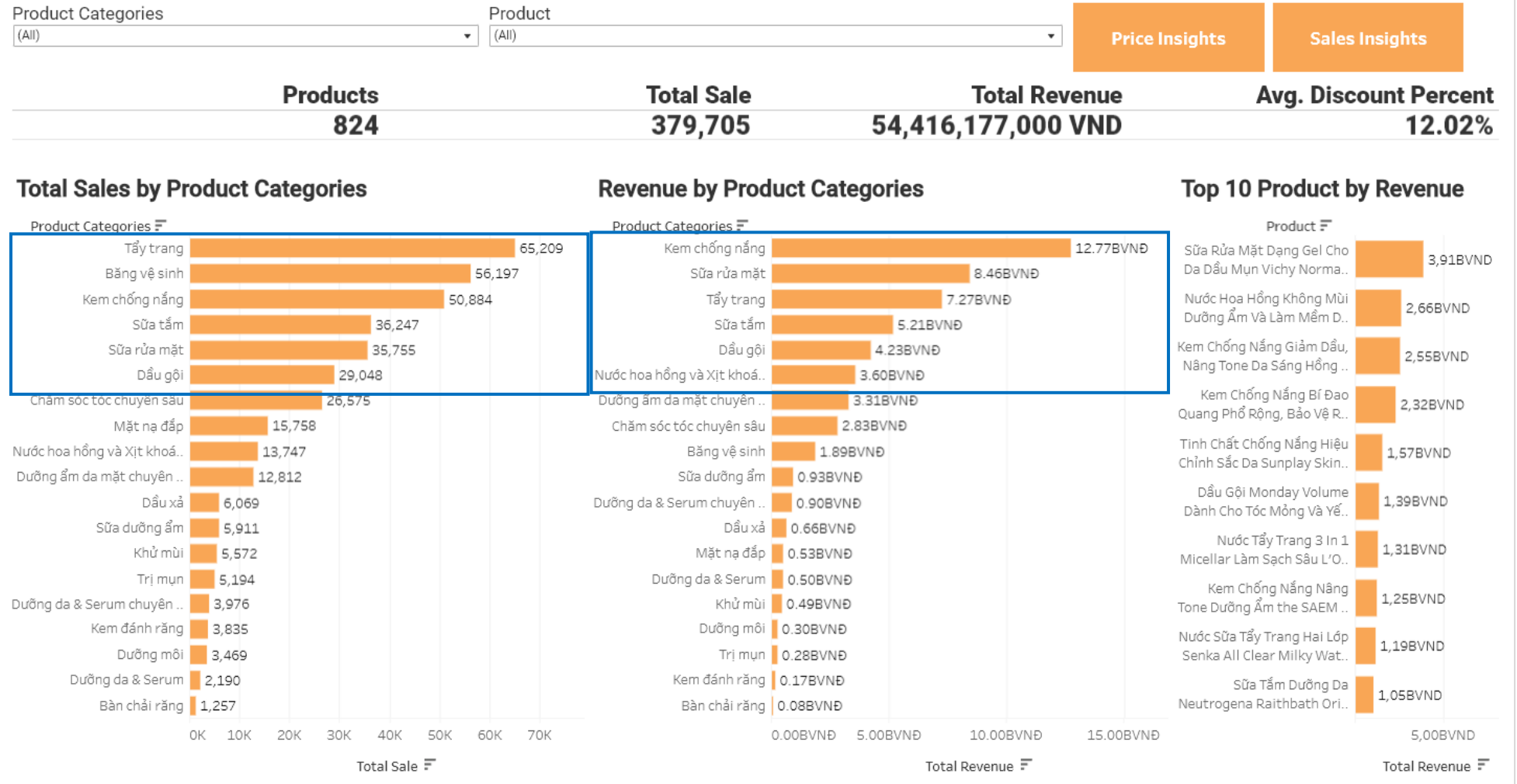


Top 10 Product by Revenue



Online Dashboard

Guardian Sales Dashboard



Top 6 sales and revenue all come from product categories related to daily body and facial care.

- “Kem chống nắng”, “Sữa rửa mặt”, “tẩy trang” are the main product categories that bring in high revenue on e-commerce platform, while “Bàn chải răng” & “Kem đánh răng” have low sales and revenue.

Table of Content

1. Sale Overview Dashboard

2. Prices Insights

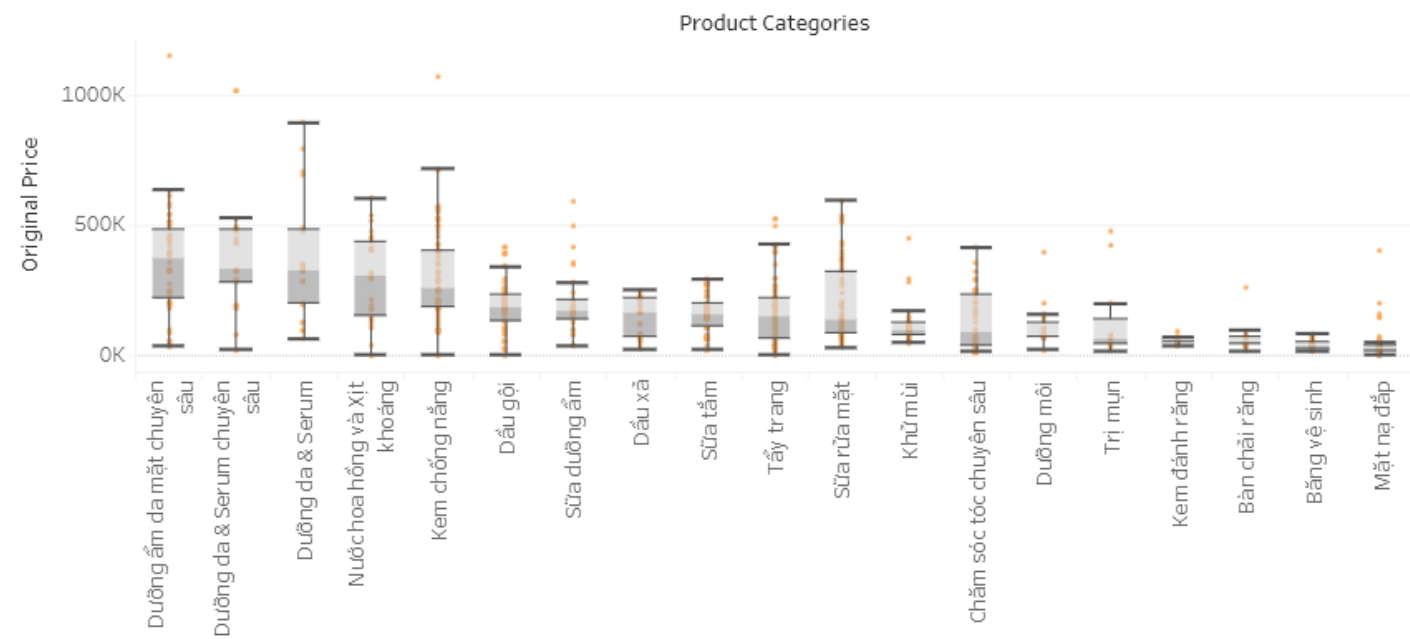
3. Sales Insights

4. Conclusions

PRICE ANALYSIS

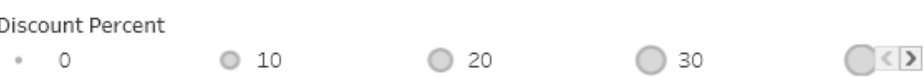
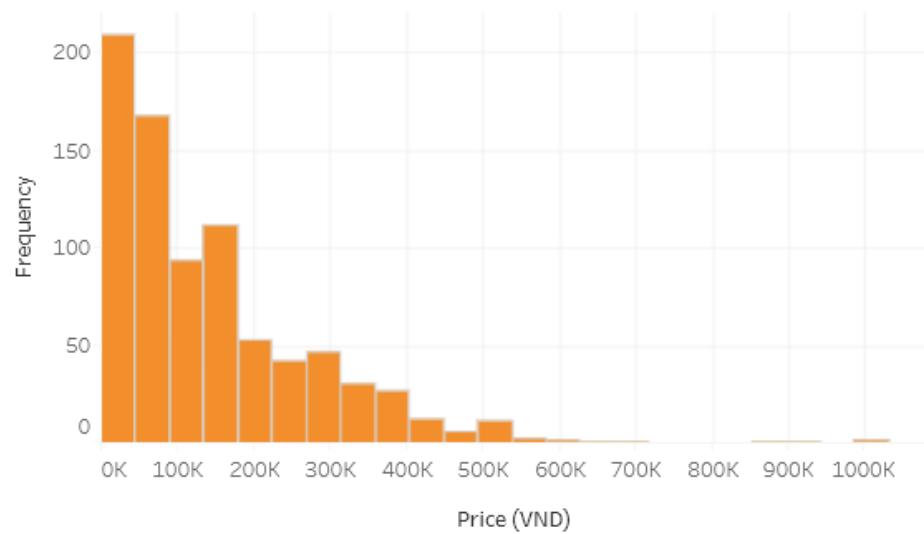
Product Ca... (All)

Price Range

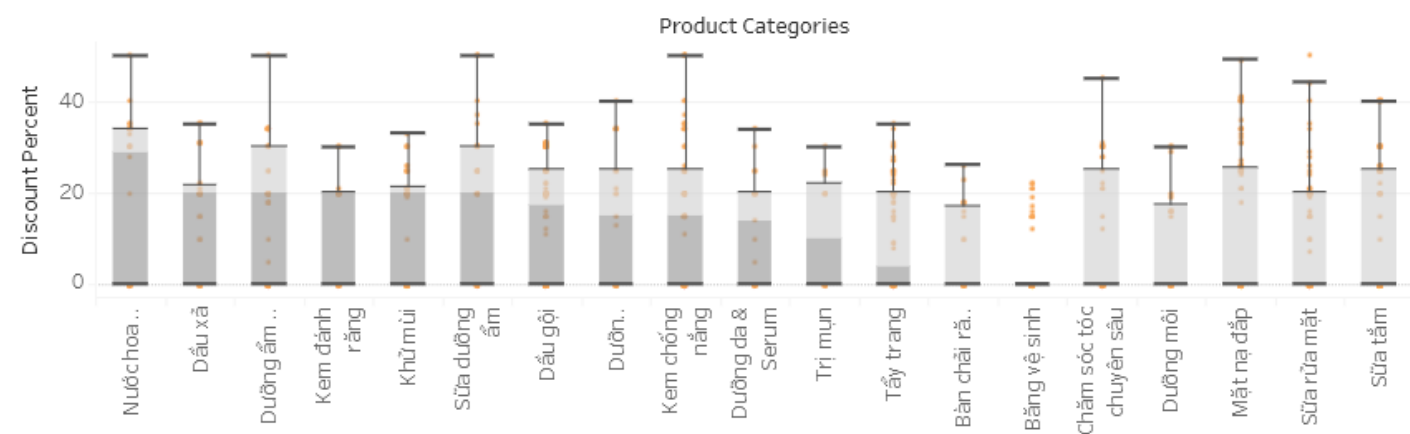


Distribution of Current Prices

Back



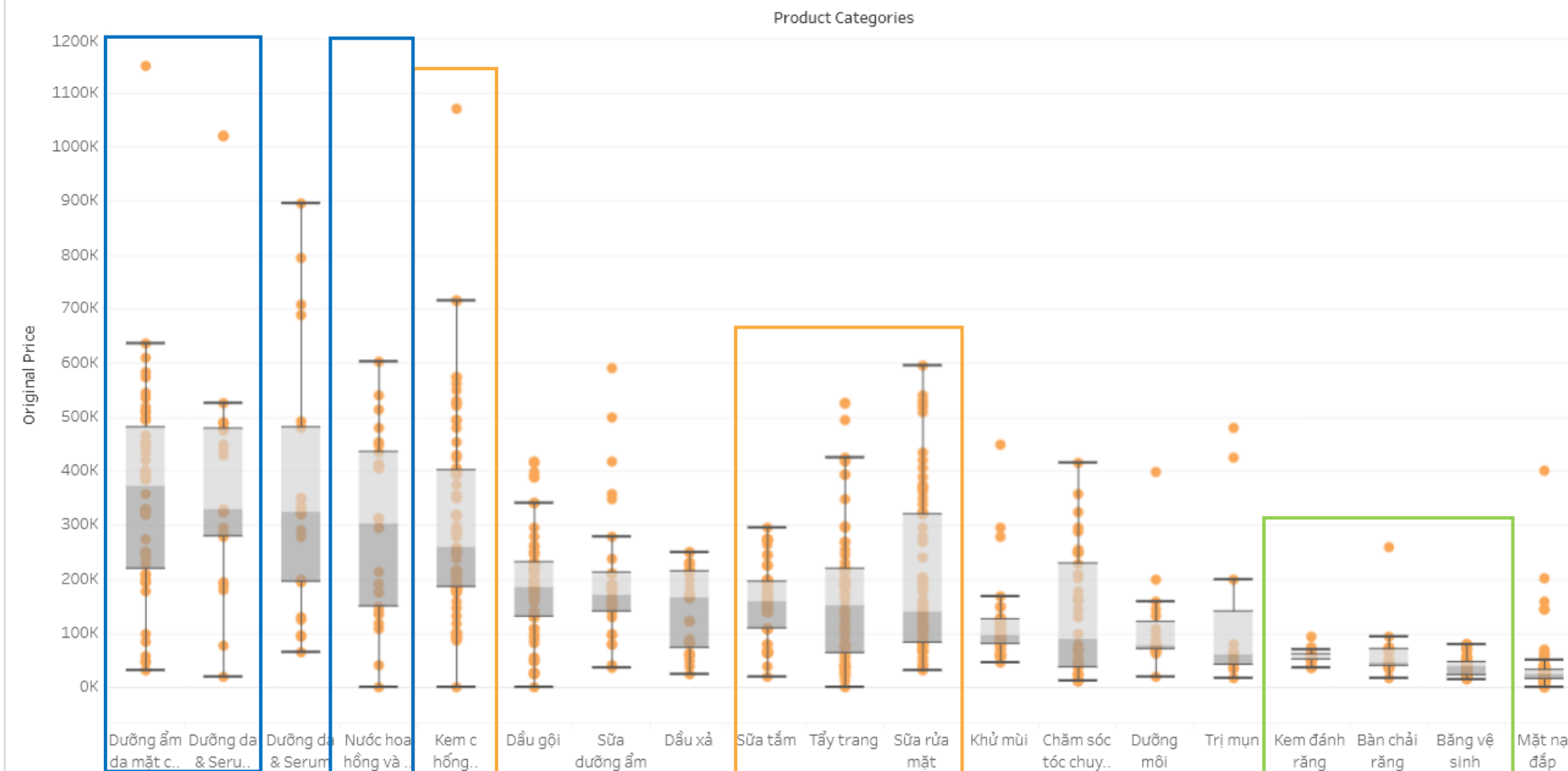
Discount Distribution Across Categories



Original Prices & Discounted Prices



Price Range



Categories with Higher Price Variability:

- “Dưỡng ẩm da mặt” and “Dưỡng da & Serum” show the widest price range, with some products priced over 1,000,000 VND.
- “Nước hoa hồng & Xịt khoáng” also display a broad range, indicating diverse offerings in terms of quality and brand positioning.

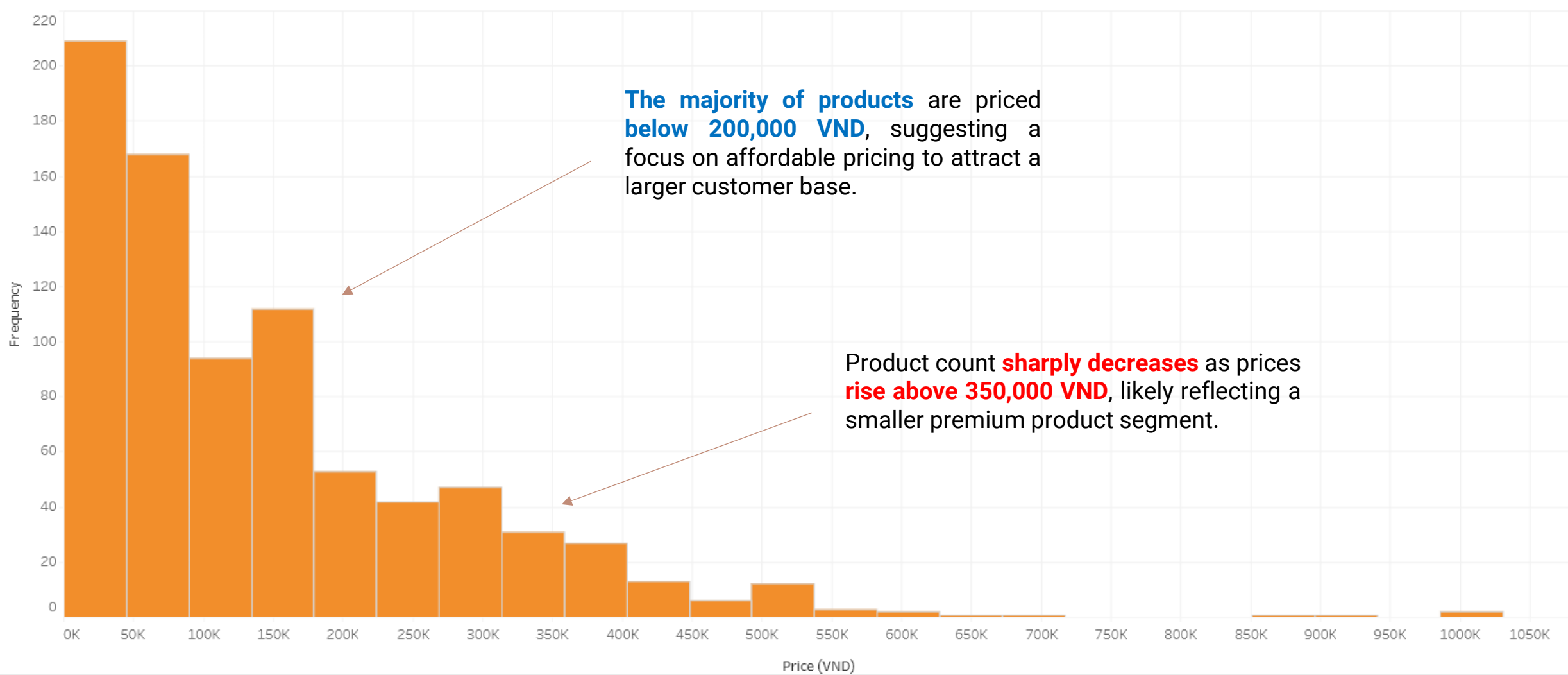
Mid-Range Categories:

- Categories like “Kem chống nắng”, “Sữa tắm”, “Tẩy trang” and “Sữa rửa mặt” primarily cluster in the 100,000–600,000VND range, appealing to mid-market customers.

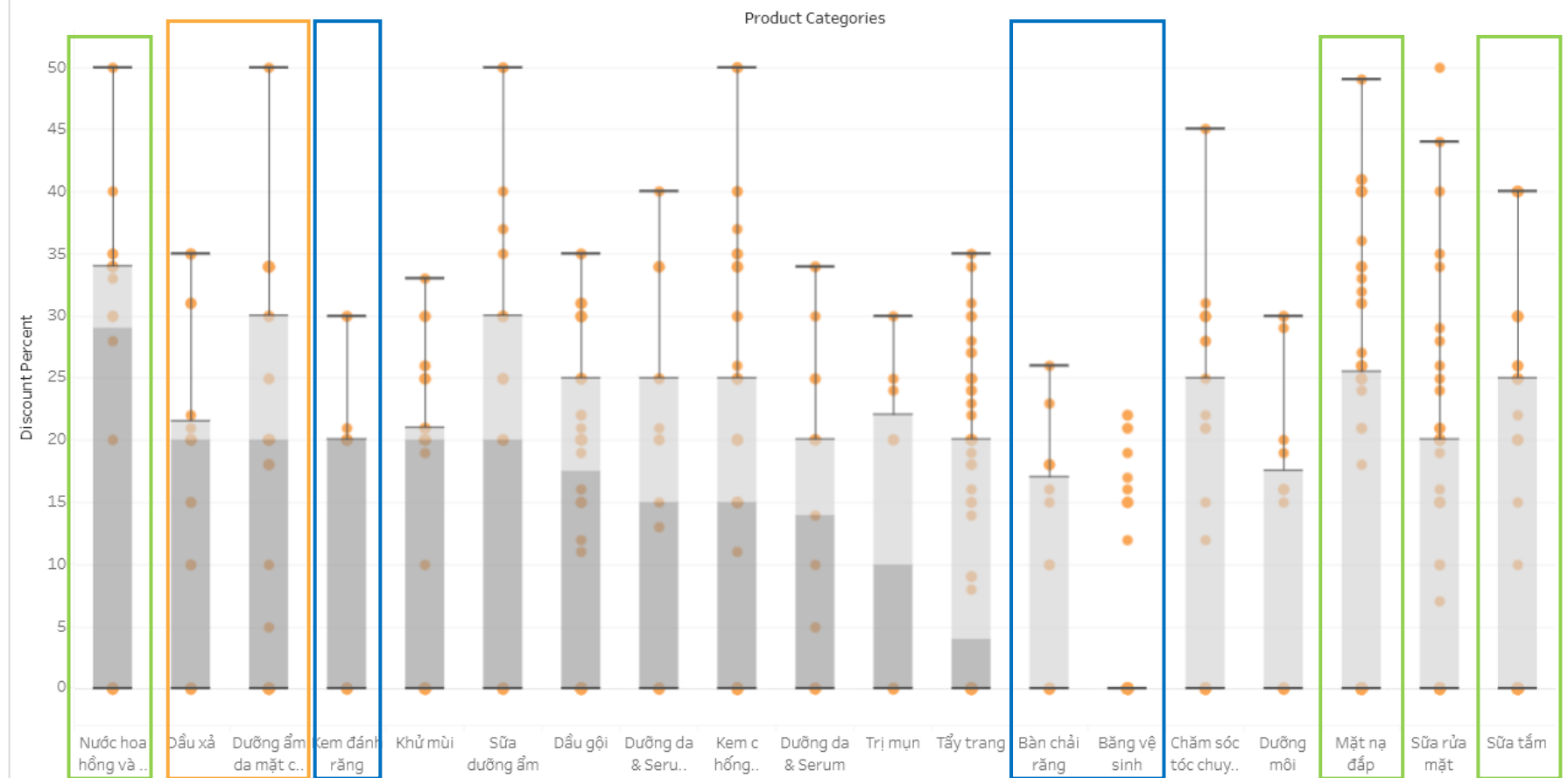
Low-Priced Categories:

- “Băng vệ sinh”, “Kem đánh răng”, and “Bàn chải răng” have relatively narrow price ranges, predominantly below 200,000 VND, reflecting their essential and commoditized nature.
- Have tight interquartile ranges (IQR), signifying consistent pricing across products.

Distribution of Current Prices



Discount Distribution Across Categories



Wide Discount Ranges:

Categories such as “Nước hoa hồng & Xịt khoáng”, “Sữa tắm”, and “Mặt nạ đắp” show the largest variability in discounts, ranging from 0% to nearly 50%. **These categories likely employ frequent or aggressive discount strategies to attract customers.**

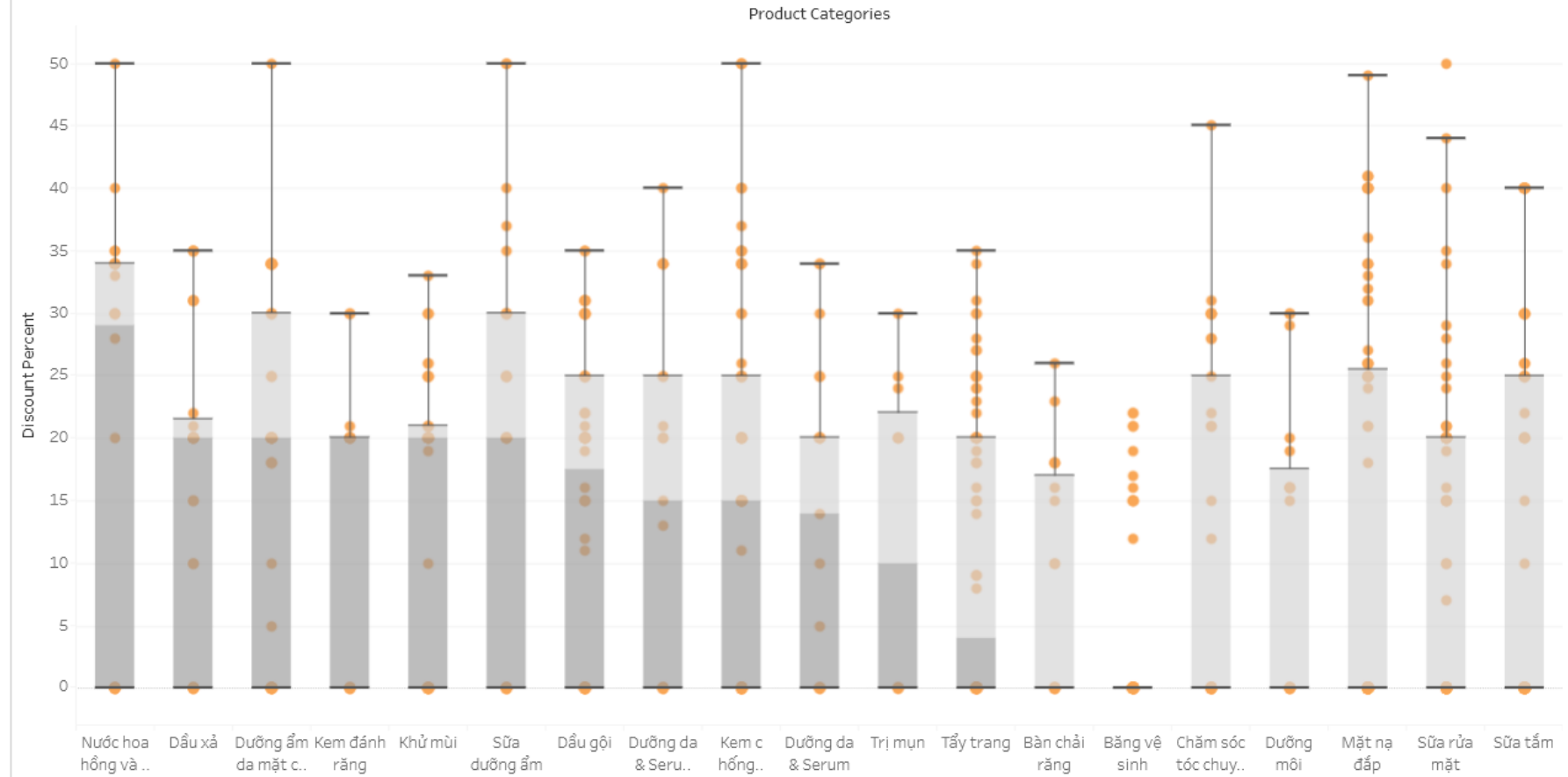
Moderate Variability:

“Dưỡng ẩm da mặt” and “Dầu xả” have discounts clustered mostly between 10% and 35%, with fewer extreme discounts.

Narrow Discount Ranges:

“Băng vệ sinh”, “Kem đánh răng” and “Bàn chải răng” exhibit lower variability, with discounts mostly under 20%, reflecting steady pricing strategies for essential goods.

Discount Distribution Across Categories

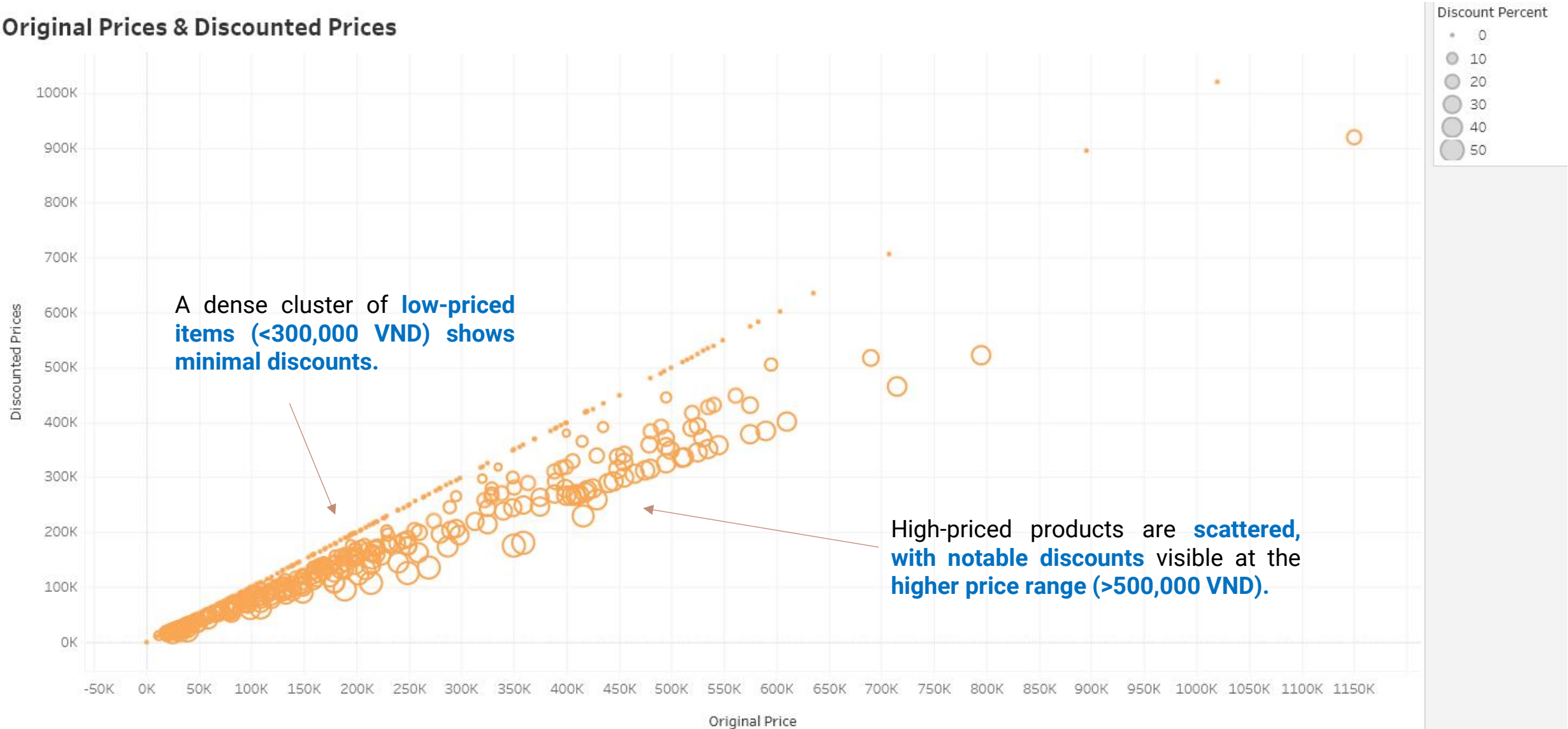


“Sữa tắm” and “Mặt nạ đắp” appear to receive **higher discounts consistently**, likely to drive volume or clear inventory.

“Tẩy trang” and “Sữa rửa mặt” also show **higher distribution discounts (20-40%)**, possibly aimed at increasing competitiveness in crowded markets.

“Băng vệ sinh” and “Kem đánh răng” see **smaller and more consistent discounts**, which suggests these items are less reliant on promotional campaigns due to their essential nature.

Original Prices & Discounted Prices



Discounts are more prevalent in mid-to-low price ranges, with few significant discounts on high-priced products.

Table of Content

1. Sale Overview Dashboard

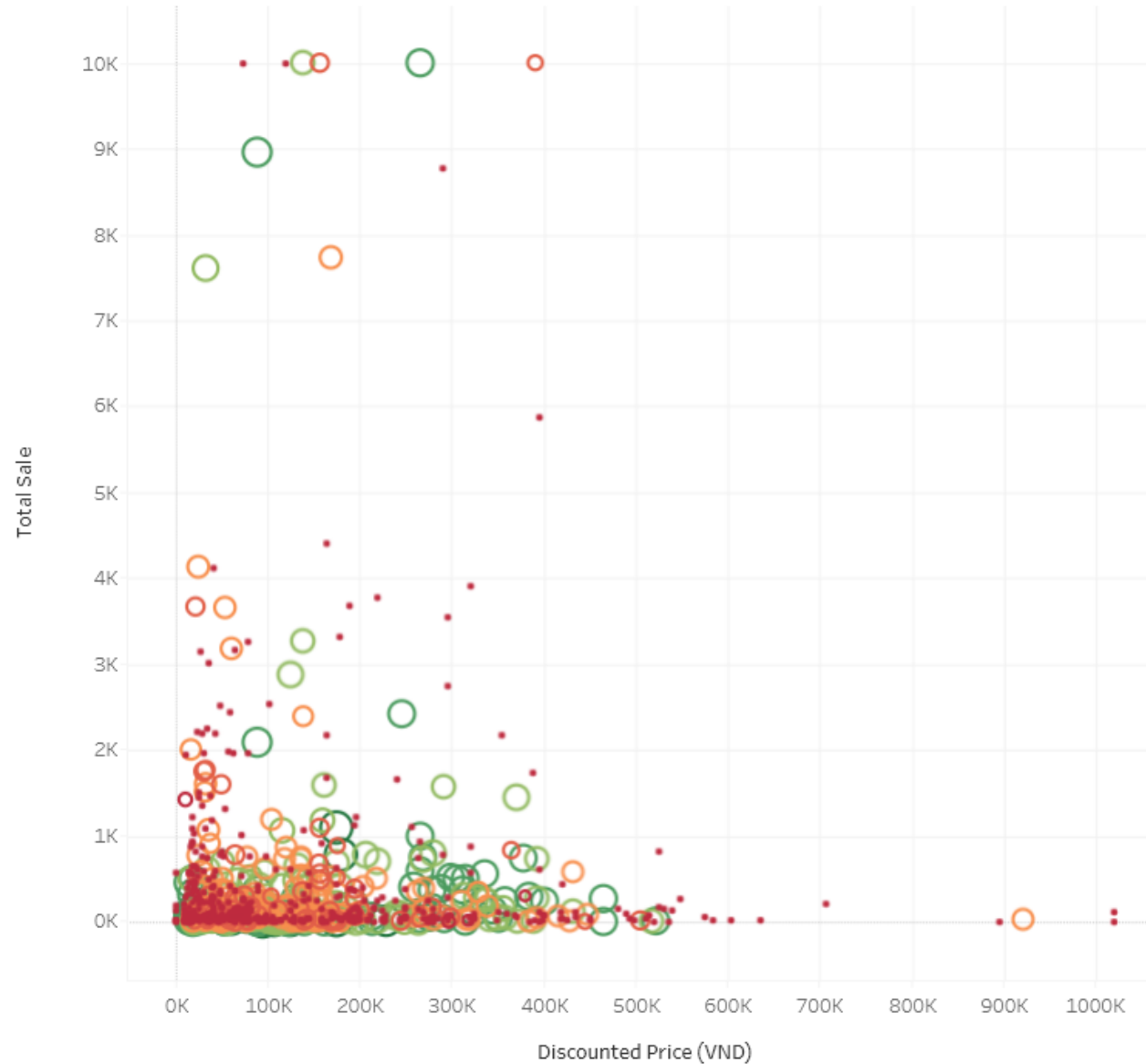
2. Prices Insights

3. Sales Insights

4. Conclusions

Sales Insights

Relationship between Price, Discount percentage, and Sales volume:

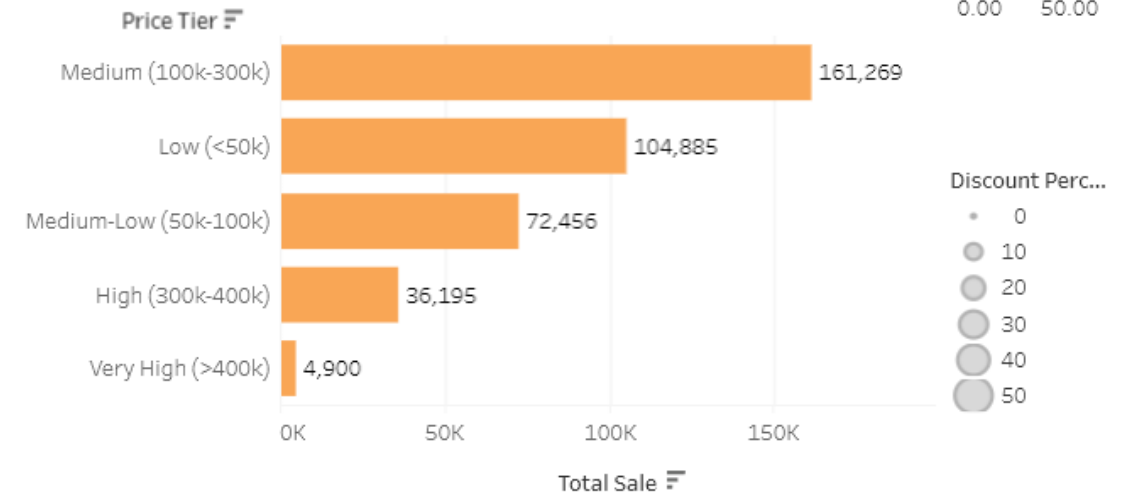


Product Categories

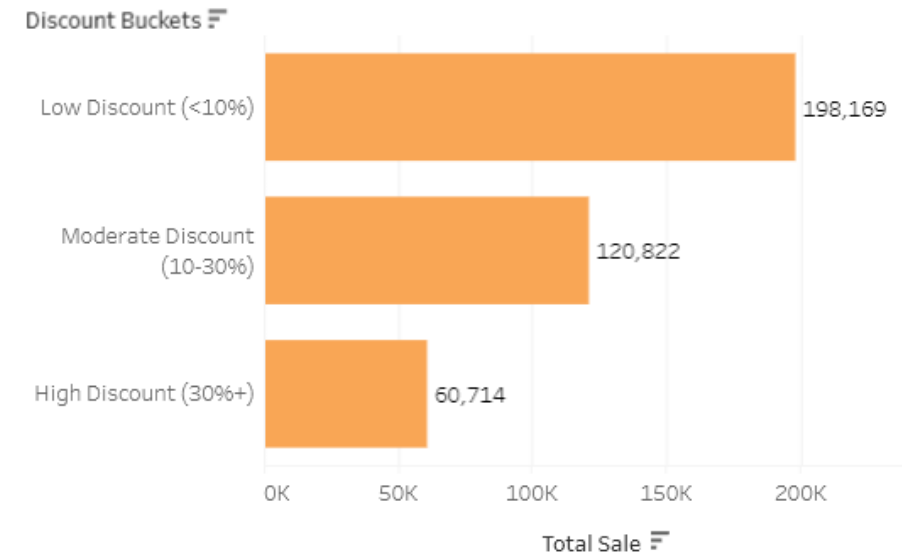
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Back

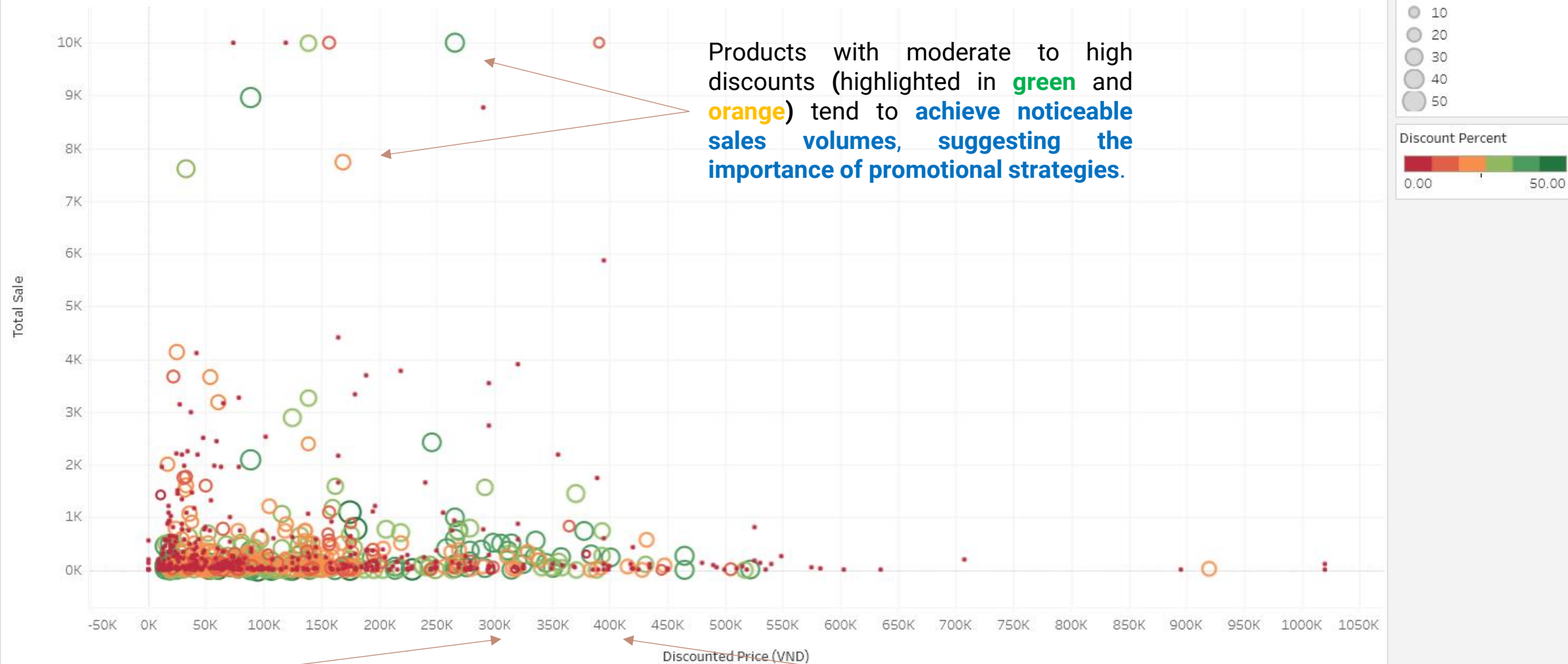
Total Sales by Prices Tier



Total Sales by Discount Buckets

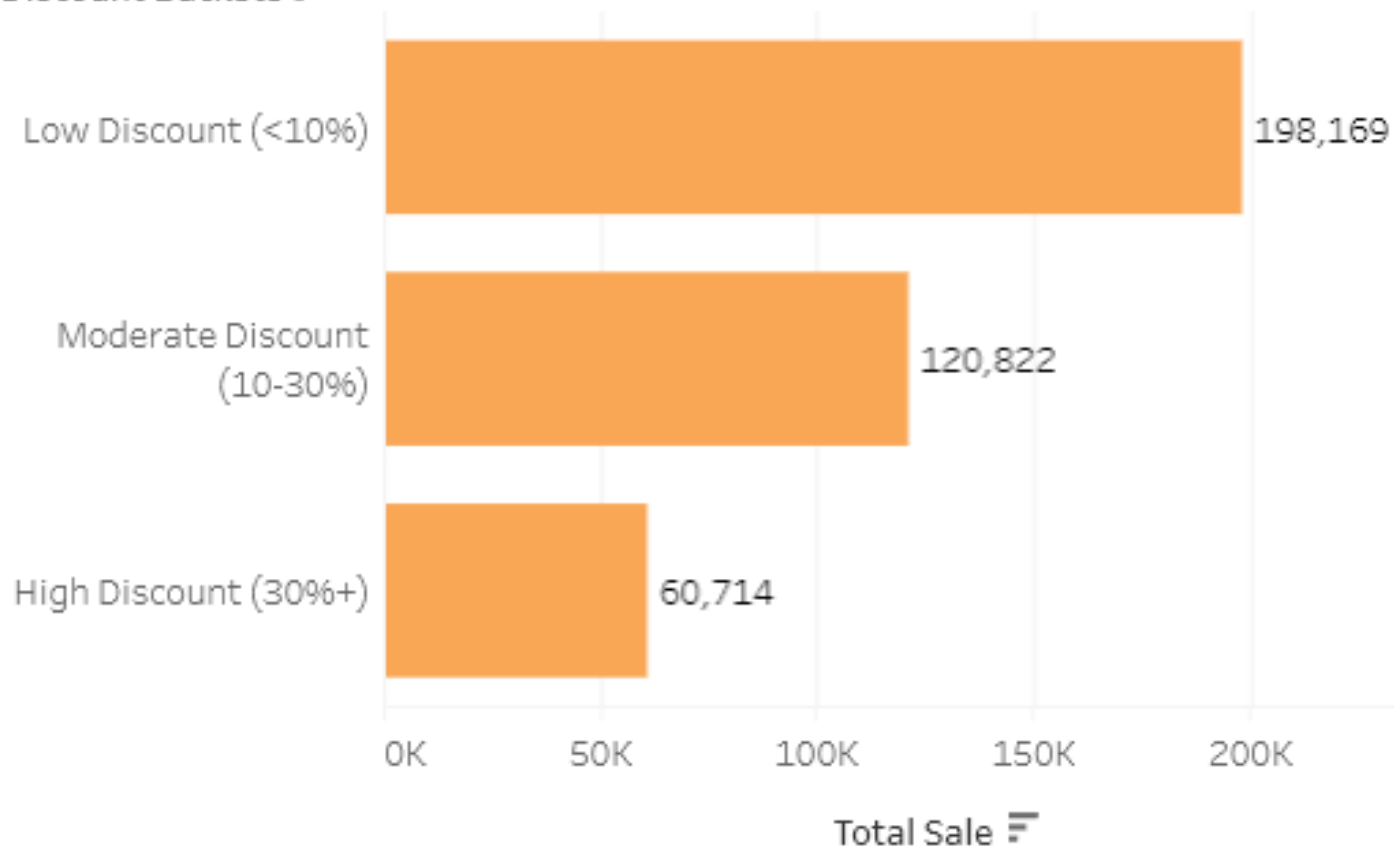


Relationship between Price, Discount percentage, and Sales volume:



Total Sales by Discount Buckets

Discount Buckets



Products with **Low Discounts (<10%)** account for the majority of sales (198,169 units), suggesting that **customers prioritize base affordability over significant price cuts.**

Moderate Discounts (10%–30%) generate 120,822 units sold, indicating that **this range balances perceived value and affordability well**

Products with **High Discounts (>30%)** achieve only 60,714 sales, indicating that **even steep discounts may not guarantee higher sales unless paired with demand.**

Table of Content

1. Sale Overview Dashboard
2. Prices Insights
3. Sales Insights
4. Conclusions

FOCUS ON TOP CATEGORIES:

- **Boost promotions for the top categories** like sunscreen and makeup removers to further enhance revenue.

AFFORDABLE PRODUCTS DOMINATE:

- **Most products are priced affordably (<200,000 VND)**, emphasizing the need to maintain a competitive edge in these price segments.

SEGMENT-SPECIFIC INSIGHTS:

- **Invest in marketing premium products** to drive revenue, especially for categories showing wide price ranges and high outliers.

DISCOUNT STRATEGIES:

- **Focus on Low Discount Strategies (<10%)** for popular or essential items to maintain strong sales and maximize profit margins.
- **Use Moderate Discounts (10-30%)** for bundled offers or cross-category promotions to drive overall basket size.
- **Utilize High Discounts (>30%)** for clearing out older inventory, low-performing or seasonal products to boost sales.
- Ensure that high discounts are paired with targeted marketing campaigns to **maximize visibility and drive conversions**.