



wish

SALES REPORT

Sales Report

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Prepared for
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Executive Summary

Objective

This report provides an in-depth analysis of the summer clothes sales performance on Wish.com, offering strategic insights and actionable recommendations aimed at optimizing sales and leveraging customer behaviour.



Data Overview

The dataset used encompasses a variety of variables including, but not limited to, product titles, pricing details, sales figures, advertising usage, and listing ratings. Although the dataset does not include explicit timeline information, it has been subject to meticulous data ETL processes to facilitate a comparative analysis of different insights/metrics and their respective impacts on revenue and unit sales.

Key Findings

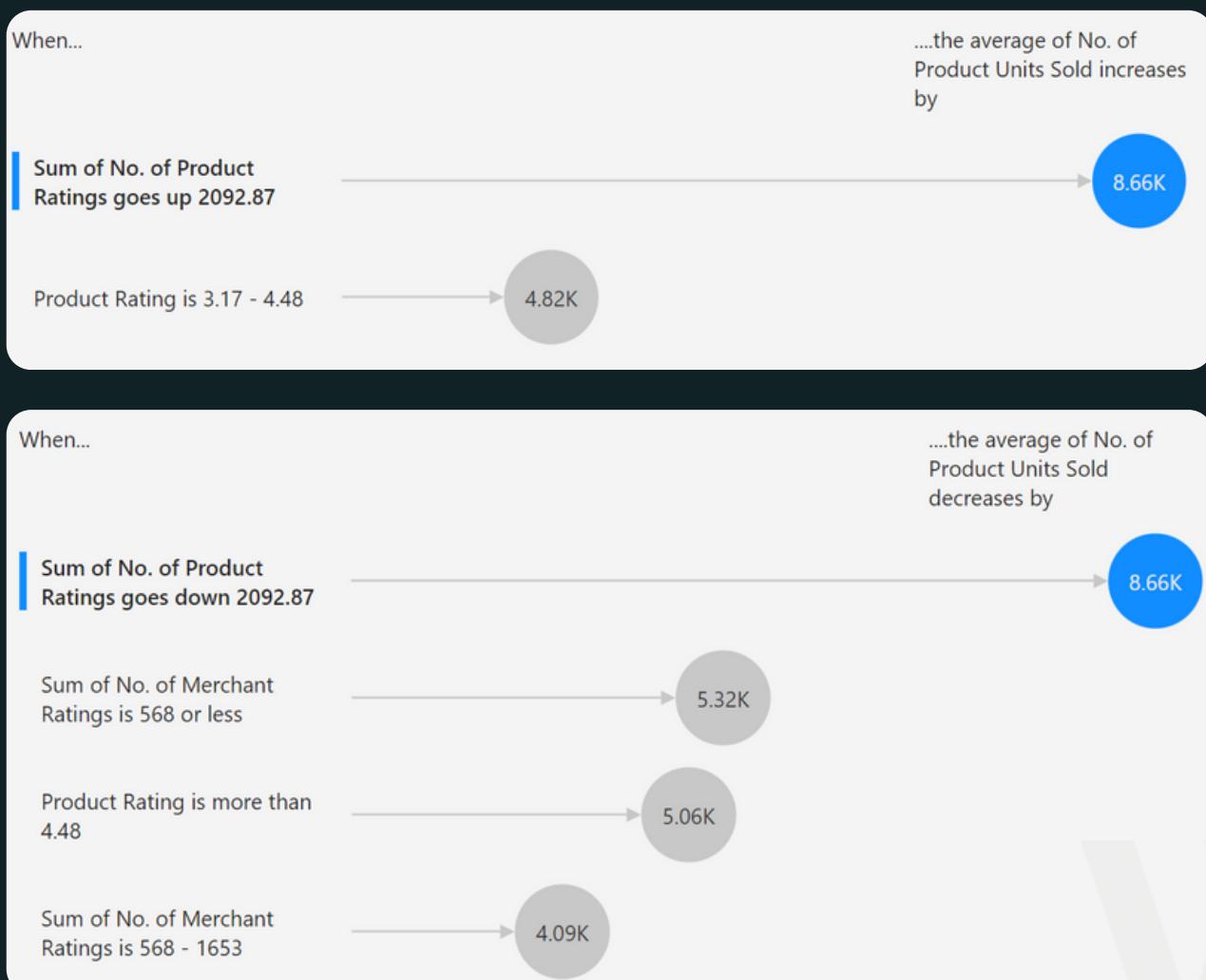


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Sales Performance Overview

€ 52.36M

Net Revenue

6.46M

Product Units Sold

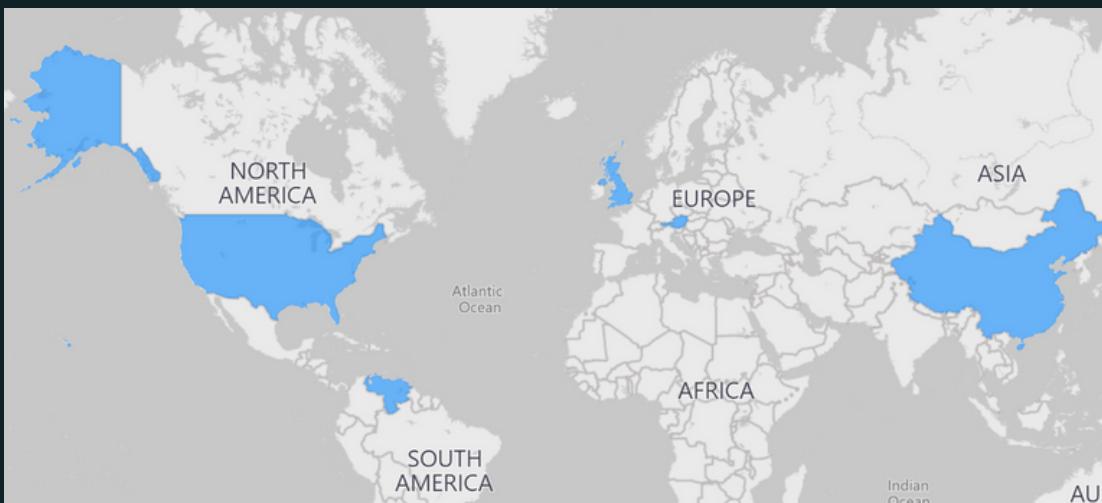
€ 8.46

Average Product Price

The Sales Performance Overview of Wish.com's summer collection paints a prosperous picture, with a substantial net revenue of €52.36 million accrued. A considerable volume of product units sold—6.46 million—suggests a robust demand, while an average product price point of €8.46 reflects the platform's competitive pricing strategy. The revenue distribution across product prices highlights a sharp peak in the lower price range, indicating that more affordable products drive a significant portion of the revenue. The availability of products was offered to 140 countries, originating from 6 supply countries, China being the largest significant contributor. The diversity of the product range is underscored by the 1,341 products offered, illustrating Wish.com's extensive reach and varied inventory in the summer clothes category.

Product Sales

● Revenue ● Product Units Sold



Products Performance Analysis

We observe that Wish.com has amassed a significant number of product ratings totaling 1.32 million, with an average product rating of 3.8 out of 5. This suggests a generally favorable customer perception. The Product Rating Breakdown indicates a pronounced skew towards higher ratings, with 4-star ratings generating the highest revenue, followed by a substantial drop for 5-star ratings. This could indicate that while products with a perfect score are well-received, a slightly lower rating of 4-stars is more common among top-selling items, possibly reflecting a combination of price and customer satisfaction.

1.32M

Total Product Ratings

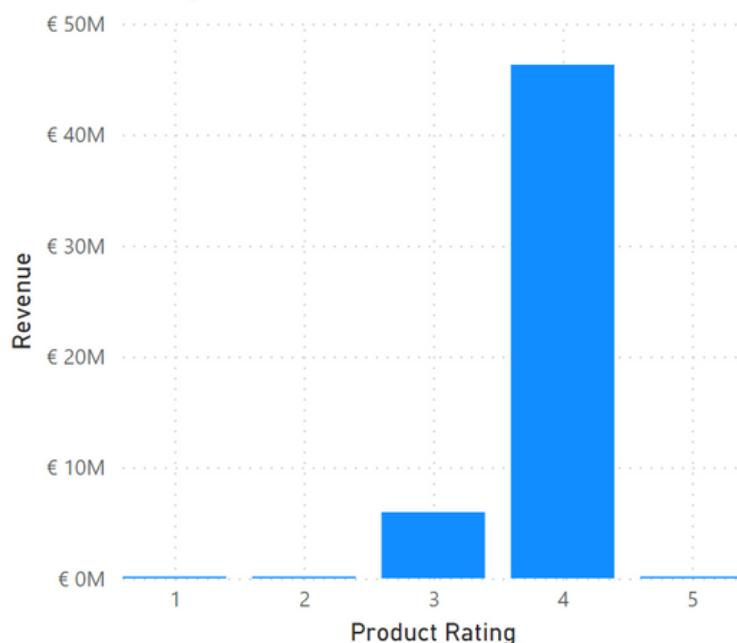
Avg. Product Rating



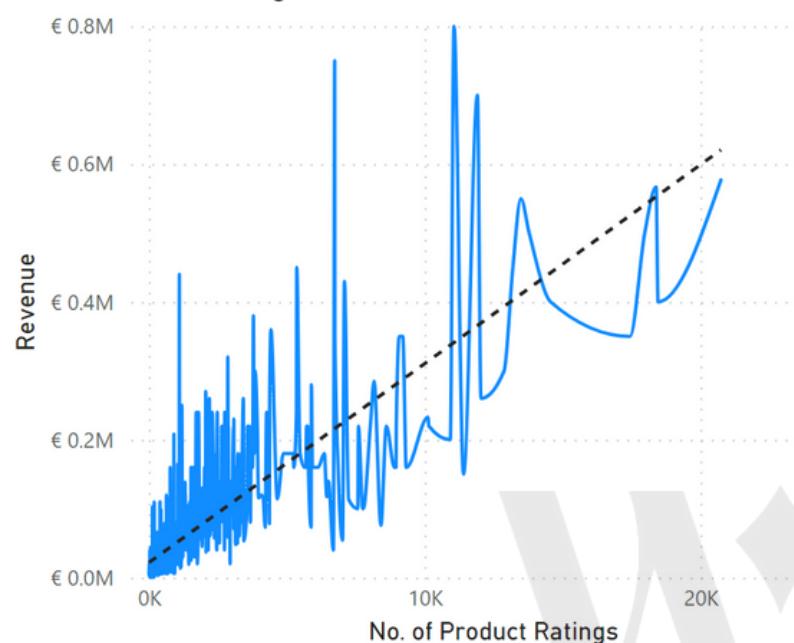
Conversely, the lowest ratings contribute the least to revenue. A trend is observed where increasing numbers of ratings correlate with higher revenue, albeit with some variability, indicating that highly rated products tend to sell better.

Recommendation: Based on these insights, it is recommended that efforts be concentrated on encouraging customer reviews, as a higher count of positive ratings is closely linked to increased revenue. Moreover, a focus on maintaining the quality that garners 4-star ratings, while also addressing the factors that prevent a 5-star rating, could drive further revenue growth. Identifying and enhancing the attributes of 4-star products could bridge the gap to achieving more 5-star ratings and optimizing sales.

Product Rating Breakdown

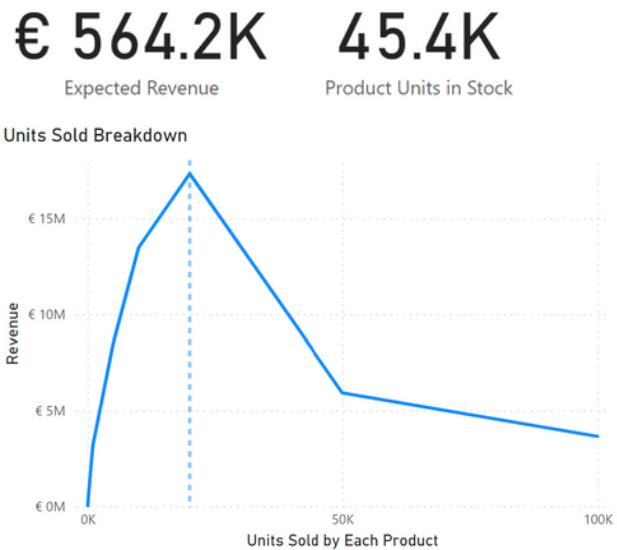


No. of Product Ratings Breakdown



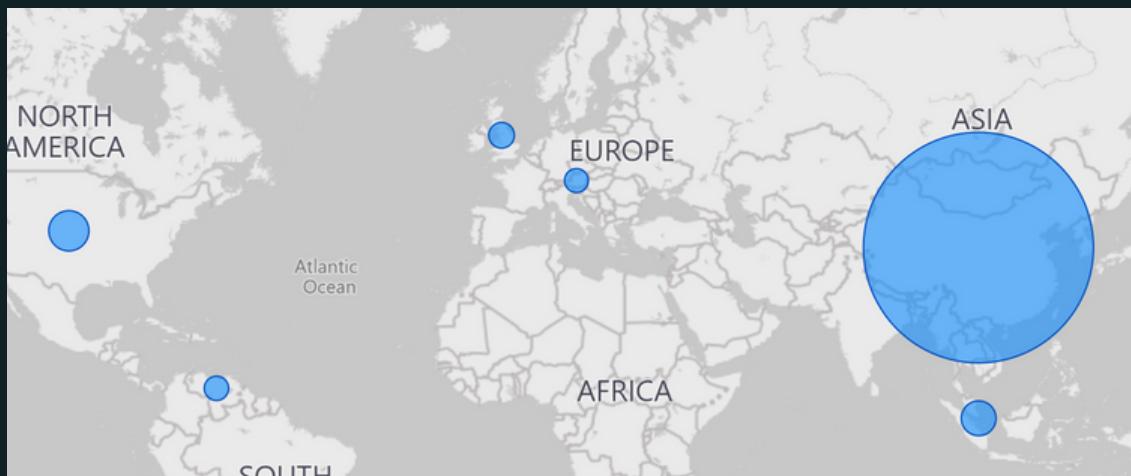
Inventory & Shipping Insights

The **Inventory Insights** reveal a healthy expected revenue of €564.2K against a substantial stock volume of 45.4K product units, suggesting an adequate inventory level to meet demand. The Units Sold Breakdown graph indicates a steep initial increase in revenue with the first increment of units sold, which then plateaus, illustrating that a small selection of products accounts for a large portion of revenue. This concentration implies that while we have breadth in inventory, sales are driven by a few high-performing products.



Shipping Insights indicate a vast majority of products, numbering 1,337, are offered with standard shipping, while only 4 products avail of express shipping. The geographic distribution of products shows significant origination from China, highlighting it as a major supplier for Wish.com's summer sales, followed by notable presence in Europe and North America. The minimal use of express shipping could be an area of untapped potential, considering the global reach of the platform.

Recommendation: It is recommended to perform a deeper analysis of the high-performing products that significantly contribute to the revenue and consider increasing stock for these SKUs. Furthermore, expanding express shipping could enhance customer satisfaction and potentially increase sales in regions with high demand, notably in Asia, where the market presence is significant. Monitoring stock levels against sales trends will be crucial in ensuring inventory efficiency and avoiding overstock or stockouts.



4

Products with Express Shipping

1337

Products with Standard Shipping

Merchant Overview

958

Total No. of Merchants

Country of Origin

AT

CN

GB

SG

US

VE

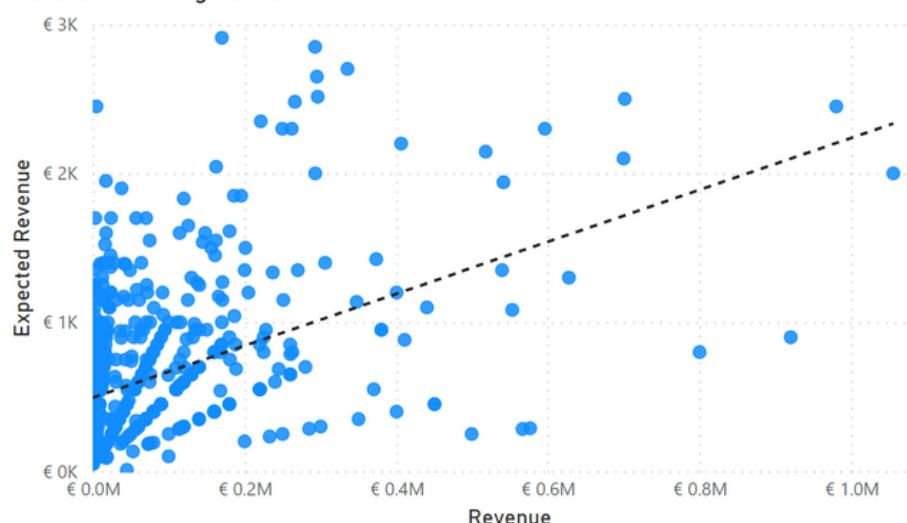
23.9K

Avg. of No. of Merchant Ratings



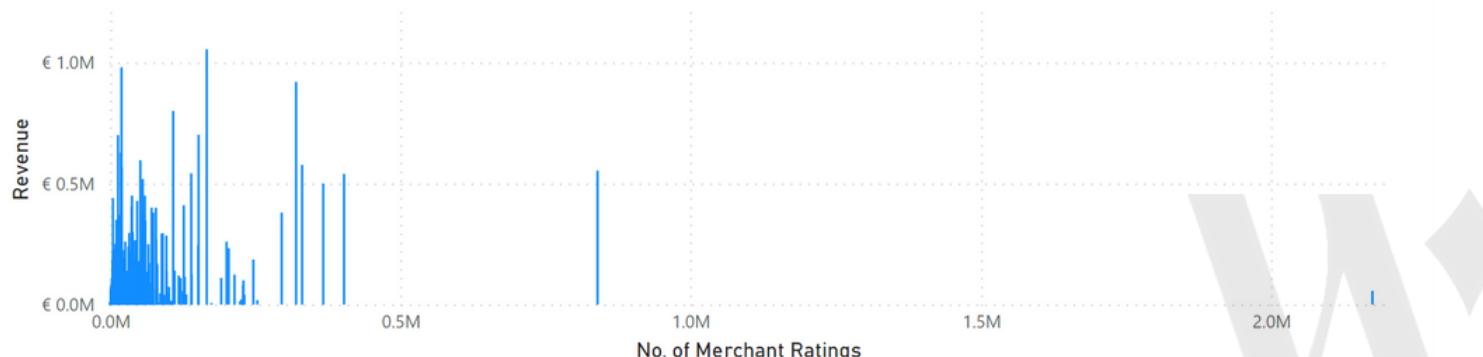
A total of 958 merchants are contributing to Wish.com's summer sales with majority significant numbers from China. The distribution of merchant earnings shows a positive correlation between earned revenue and expected revenue (after sale of inventory in stock), suggesting that merchants with higher sales volumes tend to stock more, which could indicate a successful sales strategy or more prominent product placement within the platform. However, the wide scatter of the data points underscores the variability in merchant performance, which suggests room for improvement in sales consistency and merchant supply chain management.

Merchant Earnings Breakdown



An average of 23.9K merchant ratings with an average rating of 4 out of 5 signifies strong performance and customer satisfaction among merchants on Wish.com. The Revenue depicts a positive trend, with spikes in revenue at various points, suggesting that higher numbers of merchant ratings can be linked to higher revenues. However, the presence of merchants with high revenue but lower numbers of ratings indicates that factors other than the volume of ratings may also significantly impact revenue, e.g. potentially ads campaigns, discounts offered, or product seasonality and trends, etc.

Revenue by No. of Merchant Ratings

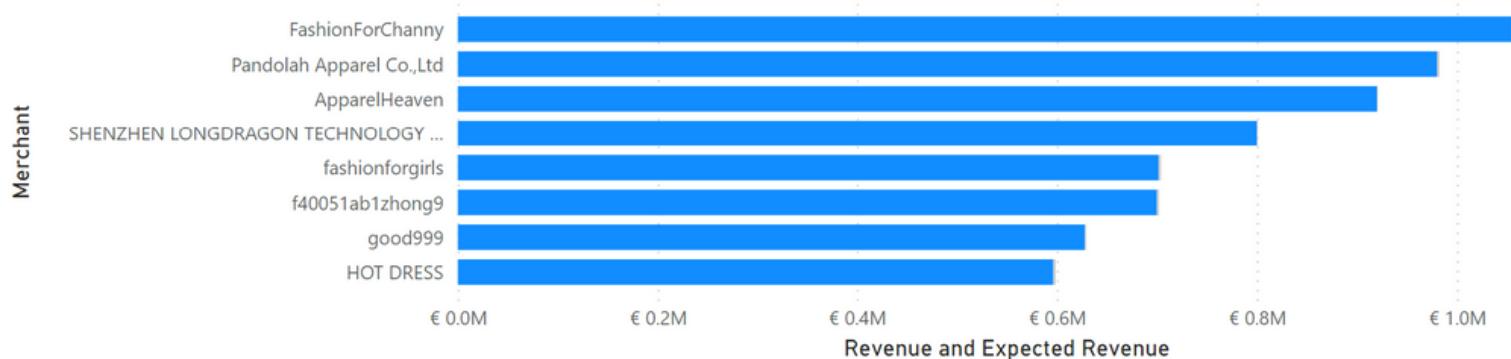


Merchant Analysis

Recommendation: To leverage merchant performance, it is recommended that Wish.com implement programs to support lower-earning merchants, potentially through increased visibility or targeted promotions. Investing in training and development for merchants could help raise the average earnings, benefiting both the merchants and the platform. Additionally, Wish.com should encourage merchants to seek more customer ratings, as a higher volume of ratings correlates with higher revenue. Strategies might include incentivizing customers to leave reviews or simplifying the review process. For merchants with fewer ratings, the focus should be on quality service and customer engagement to build their reputation and, consequently, their sales performance.

Top 10 Highest Earning Merchants

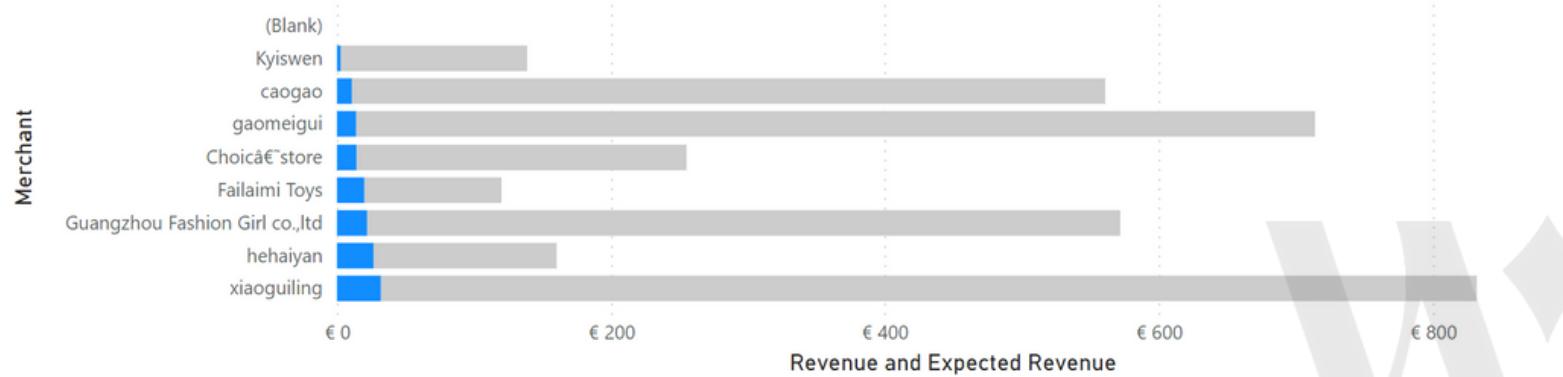
● Revenue ● Expected Revenue



The Merchants performance delineates a stark disparity in performance, with the top 10 highest earners, led by 'FashionForChanny' and 'Pandolah Apparel Co., Ltd', significantly outstripping their peers in both revenue and expected revenue. While it suggests that their product(s) resonate well with the customers, it can also be a monopoly/bottleneck risk. In stark contrast, the lowest earners exhibit modest actual and expected revenues, with 'Kyswen' and 'cagaoao' at the bottom, indicating potential challenges in product appeal, visibility, or other strategic areas that necessitate further investigation. This necessitates the potential platform enhancements to elevate lower-performing vendors.

Top 10 Lowest Earning Merchants

● Revenue ● Expected Revenue



Discounts Performance

707

Discounted Products

97%

Discount Offered Upto

60%

Avg. Discount Offered

€ 21.2K

Total Discounts on Products

Wish.com leveraged price reductions strategically, with 707 products offered at discounted prices, some reaching as high as 97% off. Interestingly, while the average discount hovers around 60%, the total discounts sum up to a notable €21.2K. Revenue and sales breakdown suggest that discounted products are not always the predominant revenue generators, accounting for 52% of total revenue compared to 48% from non-discounted products.

Product Sales Breakdown



Revenue Breakdown

Discount Offered ● False ● True



False

€ 40,311.81

Average of Revenue Generated

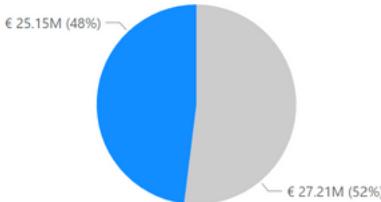
True

€ 37,399.51

Average of Revenue Generated

Sales Breakdown

Discount Offered ● False ● True



False

5027.16

Average of No. of Product Units Sold

True

4553.00

Average of No. of Product Units Sold

Moreover, the units sold peak sharply at lower price points, indicating that lower-priced, discounted items drive a significant volume of sales. This observation is supported by the product sales breakdown graph, which shows a substantial number of units sold in the sub-€10 price range, dropping off as prices rise.

Recommendations: Given the performance of discounted products, it's recommended to refine the discounting strategy to maximize profitability without eroding perceived value. Emphasizing strategic discounting on select items might enhance sales volumes while maintaining a balance with full-priced goods to optimize overall revenue. Analyzing the elasticity of demand for various product categories could guide which products to discount and by how much, ensuring that discounts stimulate additional sales without unnecessarily sacrificing margins.

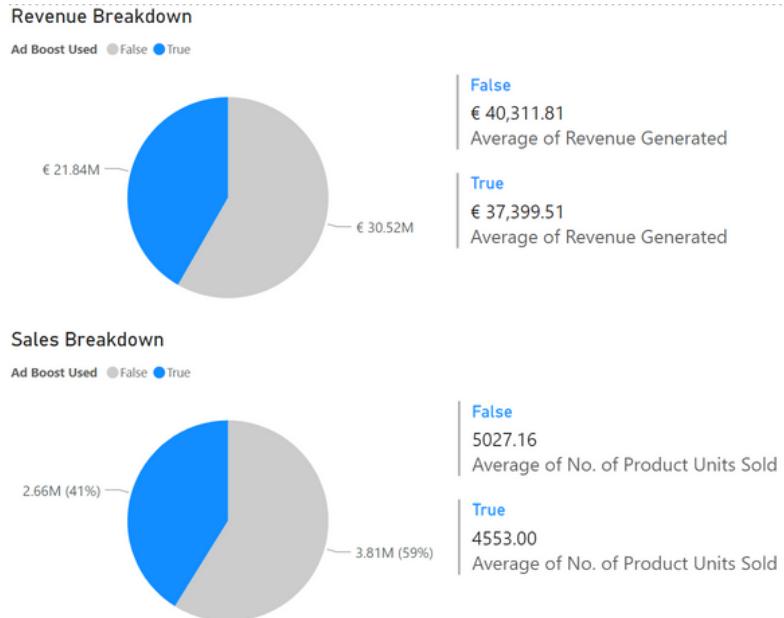
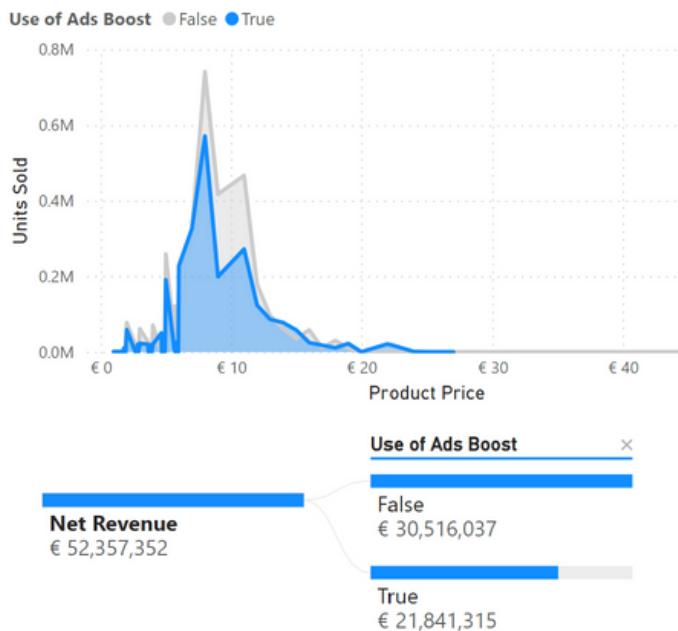
Ads Performance

584

No. of Ads Boosted Products

It is observed that out of the total products, 584 utilized ad boosts, revealing an effective use of advertising in driving sales on Wish.com. The revenue generated from ad-boosted products, totaling €30.52M, constitutes a significant 59% of total revenue, while non-boosted products account for 41%. This suggests that ad-boosted products tend to perform better in revenue generation.

Product Sales Breakdown



The Sales Breakdown further corroborates this, as boosted products represent a higher average number of product units sold compared to non-boosted ones. However, when analyzing the units sold across different price points, there is a pronounced spike in sales volume for products priced under €10, which declines as price increases, regardless of ad boost usage. This indicates a strong consumer preference for lower-priced items.

Recommendations: Given the clear impact of ad boosts on sales, it's advisable for Wish.com to continue and potentially increase the use of targeted advertising, particularly for items within the most popular price brackets. Additionally, analyzing which types of products gain the most from ad boosts could allow for more focused ad campaigns, optimizing ad spend. It would also be beneficial to assess the return on investment for ad boosts to ensure that the increased revenue outweighs the advertising costs, ensuring a profitable strategy.

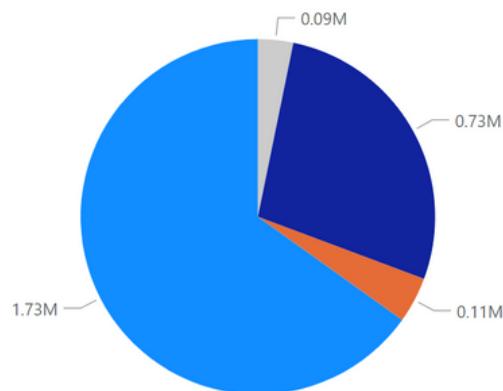
Badges & Banners Performance

Compelling insights are observed about the influence of trust signals on consumer behavior on Wish.com. Products that feature badges – particularly those highlighting product quality – show a noticeable uptick in sales. The Fast Shipping badge, in particular, seems to command a slight premium in revenue generation, despite its less frequent application, hinting at the high value customers place on quick delivery.

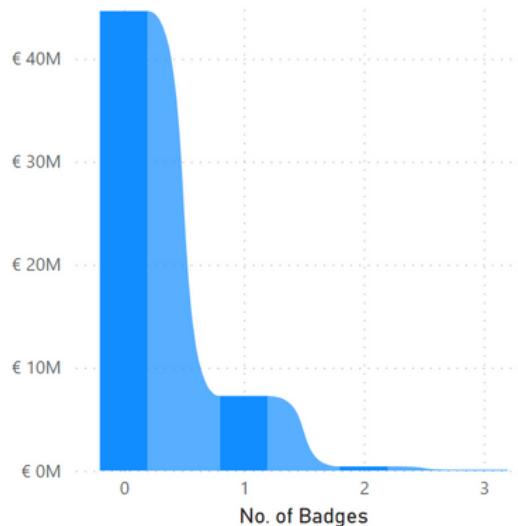
Similarly, products with a Quality Badge also turn over higher revenue, indicating that customers are willing to pay more for perceived quality. Interestingly, products with Local Product badges do not show a significant difference in revenue compared to non-local products, suggesting that the 'local' aspect may not be a strong selling point. Furthermore, the presence of an Urgency Banner appears to effectively drive sales volume, accounting for a substantial majority of units sold.

Sales Breakdown

Fast Shipping Badge ● Product Quality Badge ● Local Product Badge ● Urgency Banner



Revenue Breakdown



Recommendations: Given the positive impact of Fast Shipping and Product Quality badges on revenue, it's recommended to incentivize merchants to qualify for these badges, as they appear to significantly influence purchasing decisions. Additionally, despite the limited use of Urgency Banners, their effectiveness in driving sales volume suggests that a strategic application of these banners could spur on-the-fence customers to make a purchase. While the Local Product badge does not significantly affect revenue, it could be promoted in certain markets that value local commerce. Continuing to gather data on how these trust signals affect customer behavior will further refine promotional strategies and badge allocations.

Badges & Banners Performance

Urgency Banner

Revenue Generated

Urgency Banner ● False ● True



False

€ 39,322.61

Average of Revenue Generated

True

€ 38,300.02

Average of Revenue Generated

Products' Units Sold

Urgency Banner ● False ● True



False

4860.10

Average of No. of Product Units Sold

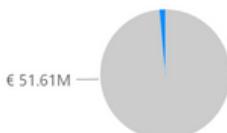
True

4715.60

Average of No. of Product Units Sold

Revenue Generated

Fast Shipping ● False ● True



True

€ 39,531.63

Average of Revenue Generated

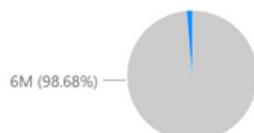
False

€ 39,036.50

Average of Revenue Generated

Products' Units Sold

Fast Shipping ● False ● True



False

4825.50

Average of No. of Product Units Sold

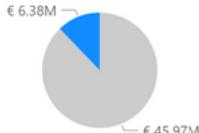
True

4484.21

Average of No. of Product Units Sold

Revenue Generated

Product Quality ● False ● True



True

€ 61,386.01

Average of Revenue Generated

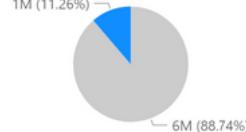
False

€ 37,165.08

Average of Revenue Generated

Products' Units Sold

Product Quality ● False ● True



True

6999.04

Average of No. of Product Units Sold

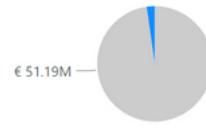
False

4637.52

Average of No. of Product Units Sold

Revenue Generated

Local Product ● False ● True



True

€ 41,816.14

Average of Revenue Generated

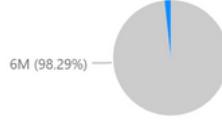
False

€ 38,984.39

Average of Revenue Generated

Products' Units Sold

Local Product ● False ● True



False

4839.08

Average of No. of Product Units Sold

True

3957.14

Average of No. of Product Units Sold

Product Quality Badge

Local Product Badge

Discoverability by Tags

23.5K

Total Tags Used

17.5

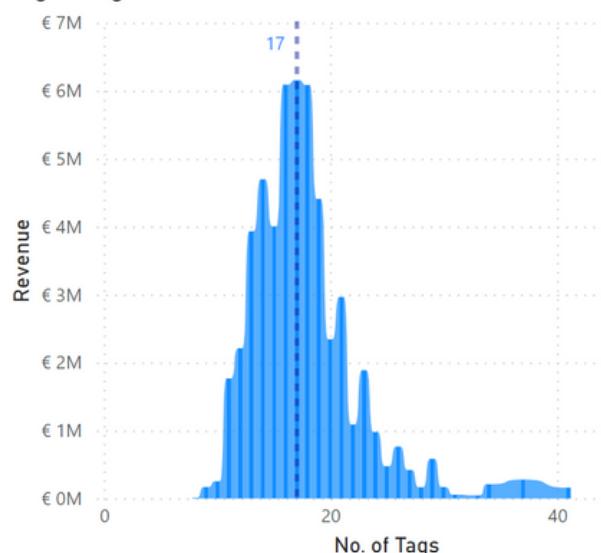
Total Tags Used

2620

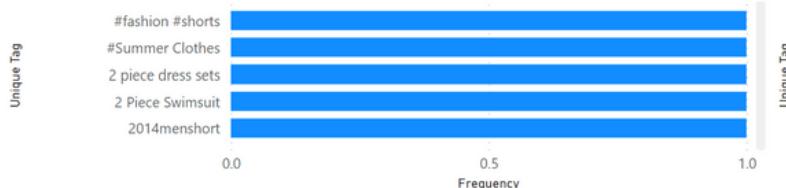
Unique Tags

Wish.com operates primarily on a search-by-word model. The Tags Usage Breakdown indicates a concentrated peak, showing that a small number of specific tags are heavily associated with the highest revenue generation. Words like "Summer," "Women," and "Dress" appear prominently, signaling their high usage and potential effectiveness in driving discoverability. On the other hand, a stark contrast in tag frequency suggests that while a diverse tag strategy is in place, a core set of tags drives a disproportionate share of search-based discoverability and, consequently, sales.

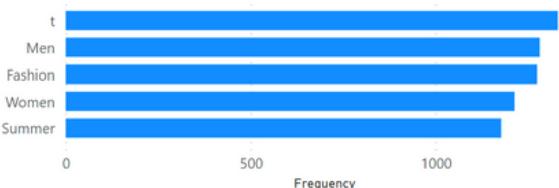
Tags Usage Breakdown



Least Used Tags



Most Used Tags



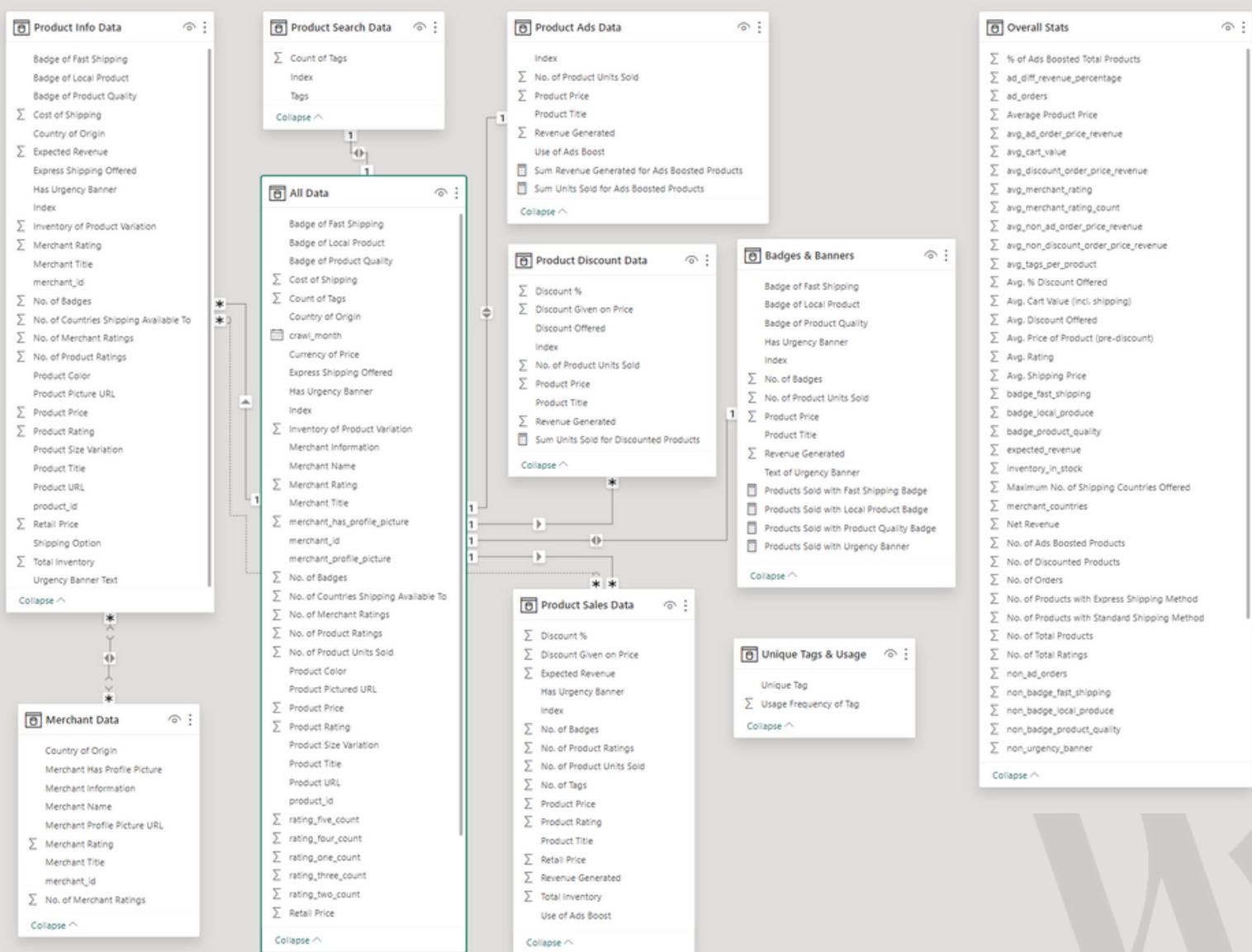
Recommendations: It is recommended to optimize the tag strategy by focusing on high-performing tags that align with the most searched-for and purchased items. A balance should be maintained between broad and niche tags to ensure both popular and unique items are easily discoverable. Furthermore, regular analysis of search trends should inform updates to tagging practices, ensuring that product visibility evolves in step with changing consumer interests and seasonal trends. Additionally, considering the high search-by-word model, investing in SEO optimization and search analytics tools could provide deeper insights into tag performance and subsequently sales performance.

Appendix & Methodology*

This section of the report delineates the systematic approach and meticulous processes undertaken in preparing and analyzing the dataset for the Wish.com Summer Sales Report.

The primary dataset, referred to as 'All Data,' served as the foundational table from which all subsequent tables were derived. The data was rigorously segmented into specific categories, such as 'Product Data,' 'Ad Data,' 'Product Discount Data,' 'Product Sales Data,' and 'Merchant Data.' to facilitate targeted analysis across different dimensions of the sales data. Translation of non-English text strings from Polish, Romanian, Portuguese, Italian, German, and Turkish was done and unidentifiable characters were rectified through a manual cross-referential method using the product URLs provided. Discounts were calculated as the difference between the listed retail price and the final sale price, as displayed in the accompanying variables sheet. String manipulation functions were used to enhance discoverability by tags insights. Data was also refined through a manual cross-referential method using the product URLs provided where needed. Power BI was utilized for the development of all visualizations and calculation of some statistics: measures (using DAX), sums, counts, averages, and extreme values. Excel was used for preliminary data preparation, standardisation, and segmentation. The 'Overall Stats' table was constructed in Excel to consolidate overall key metrics for the report. Canva was used for overall report compilation. This tri-tool strategy ensured a comprehensive and robust analysis, underpinning the strategic recommendations detailed in the report.

***only essential methods and techniques employed are explained due to limited report length allowance.**



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