

SELLER PERFORMANCE IN DECEMBER 2021

Seller_tier_name

All



EL&HA

Fashion

FMCG

Lifestyle

Number Of Sellers

General Tier	Full Month	BAU	% Spike
Short-tail	6668	5257	21.16%
Long-tail		5	
Mid-tail		1406	

402.95

Average of spike_ADO

48.63

Average of BAU ADO

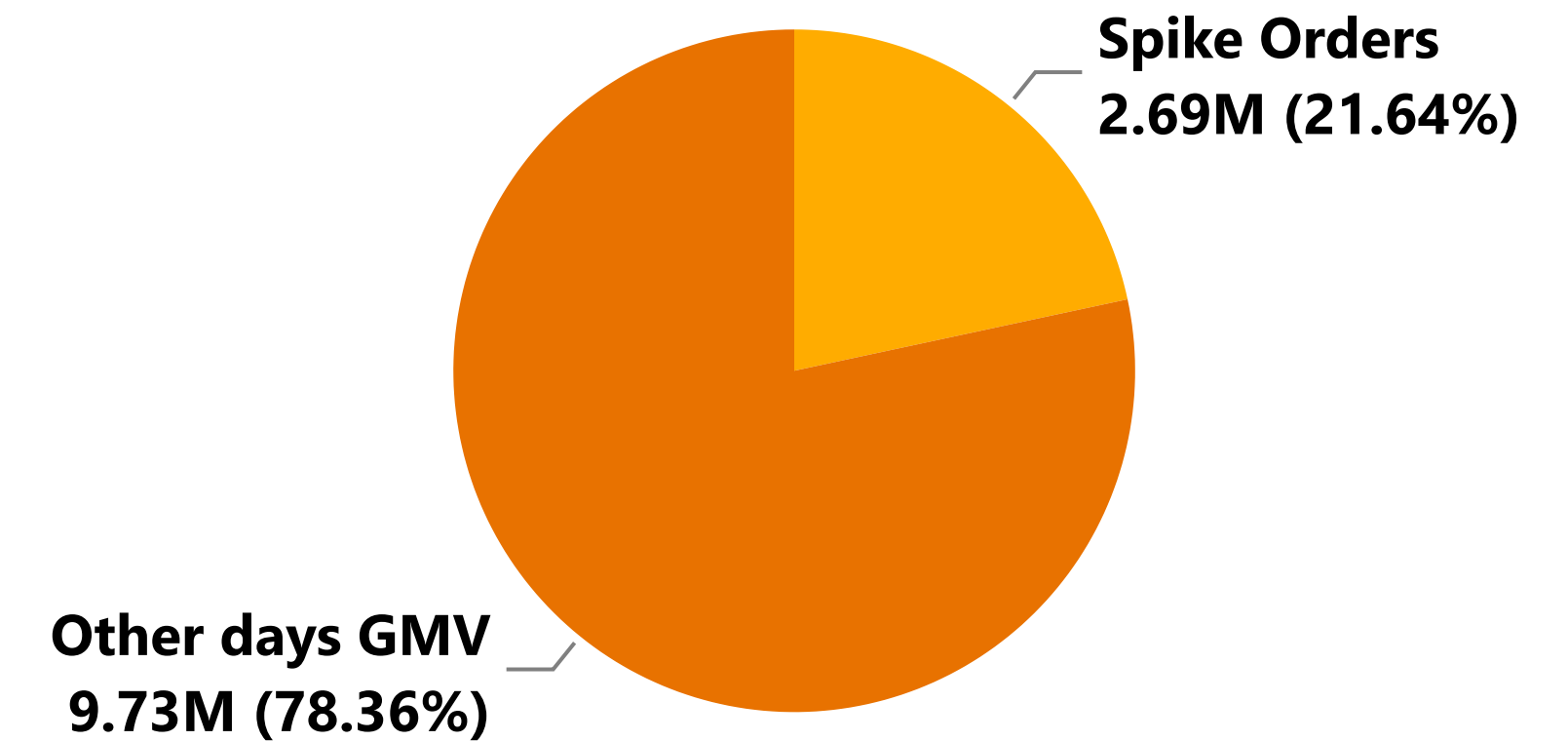
15.07M

Sum of spike_ADG

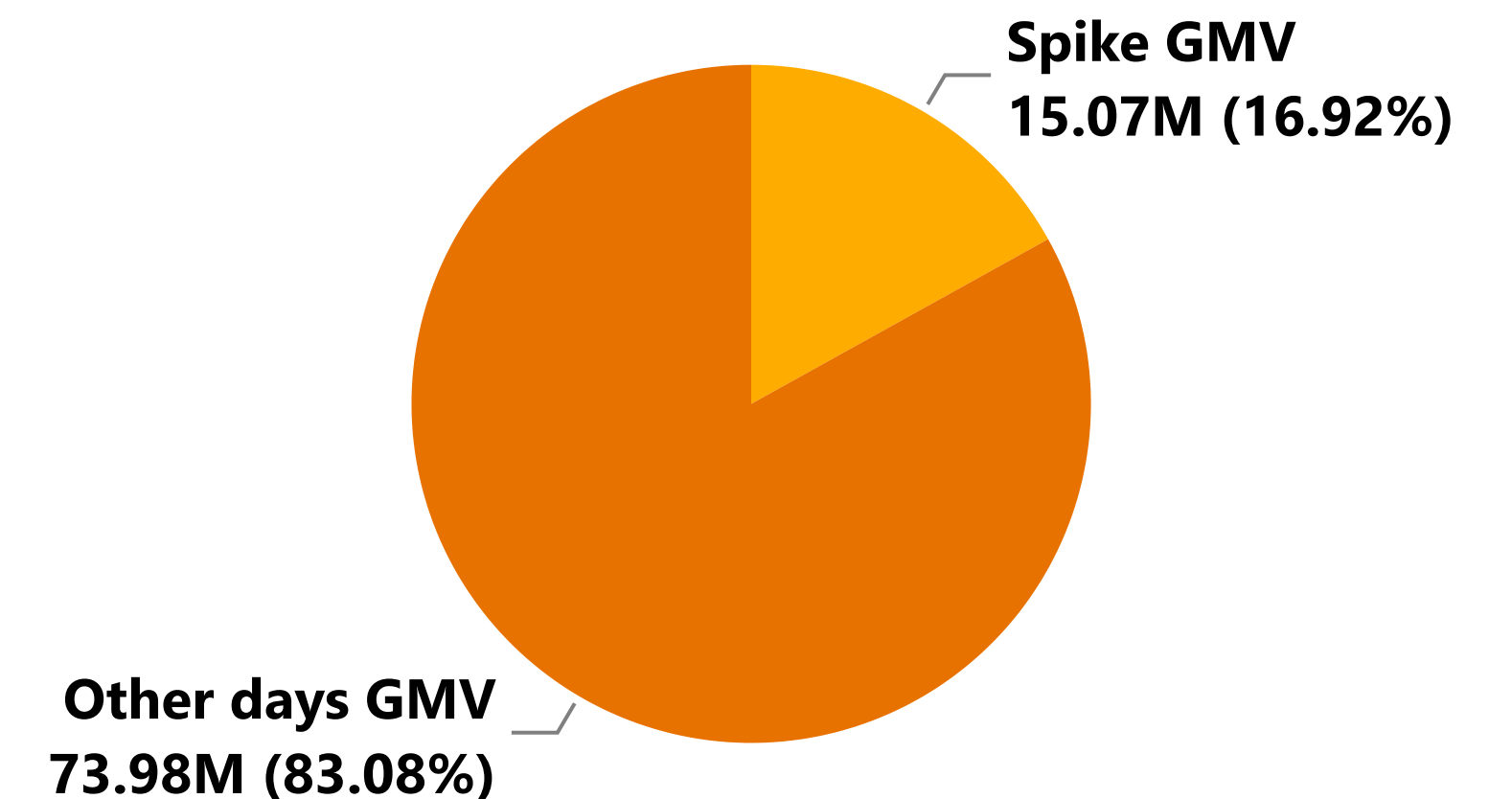
Average Daily Order

Seller_tier_name	Full month	BAU	% Spike
Ultra Short-tail	27418.8968	13,143.12	53.61%
Super Short-tail	141344.8510	93,657.61	35.88%
Upper Short-tail	100433.4310	83,207.71	19.82%
Lower Short-tail	131307.7329	109,269.33	19.47%
Mid-tail		25,004.29	
Long-tail		9.98	

Total Order in December



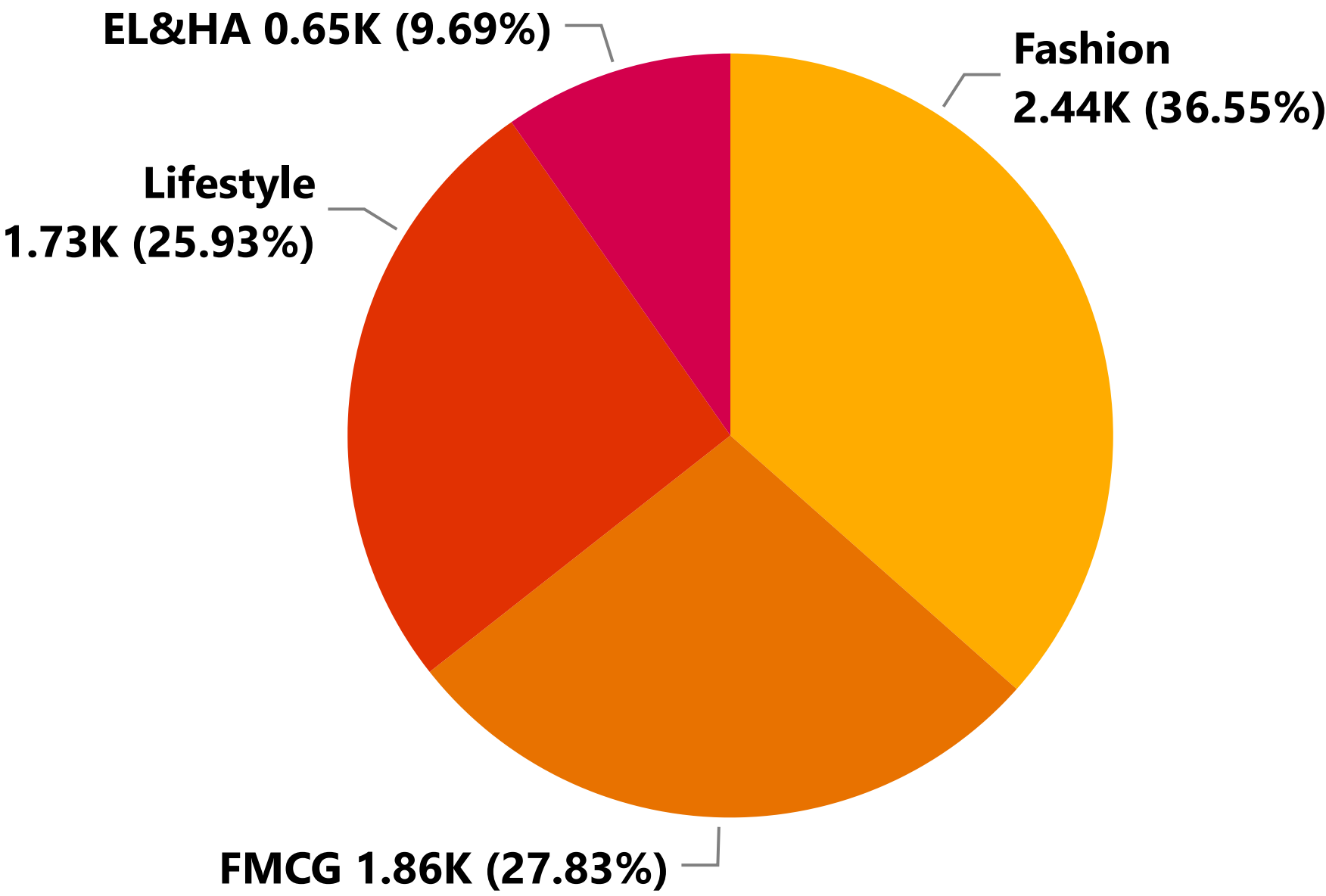
GMV in December



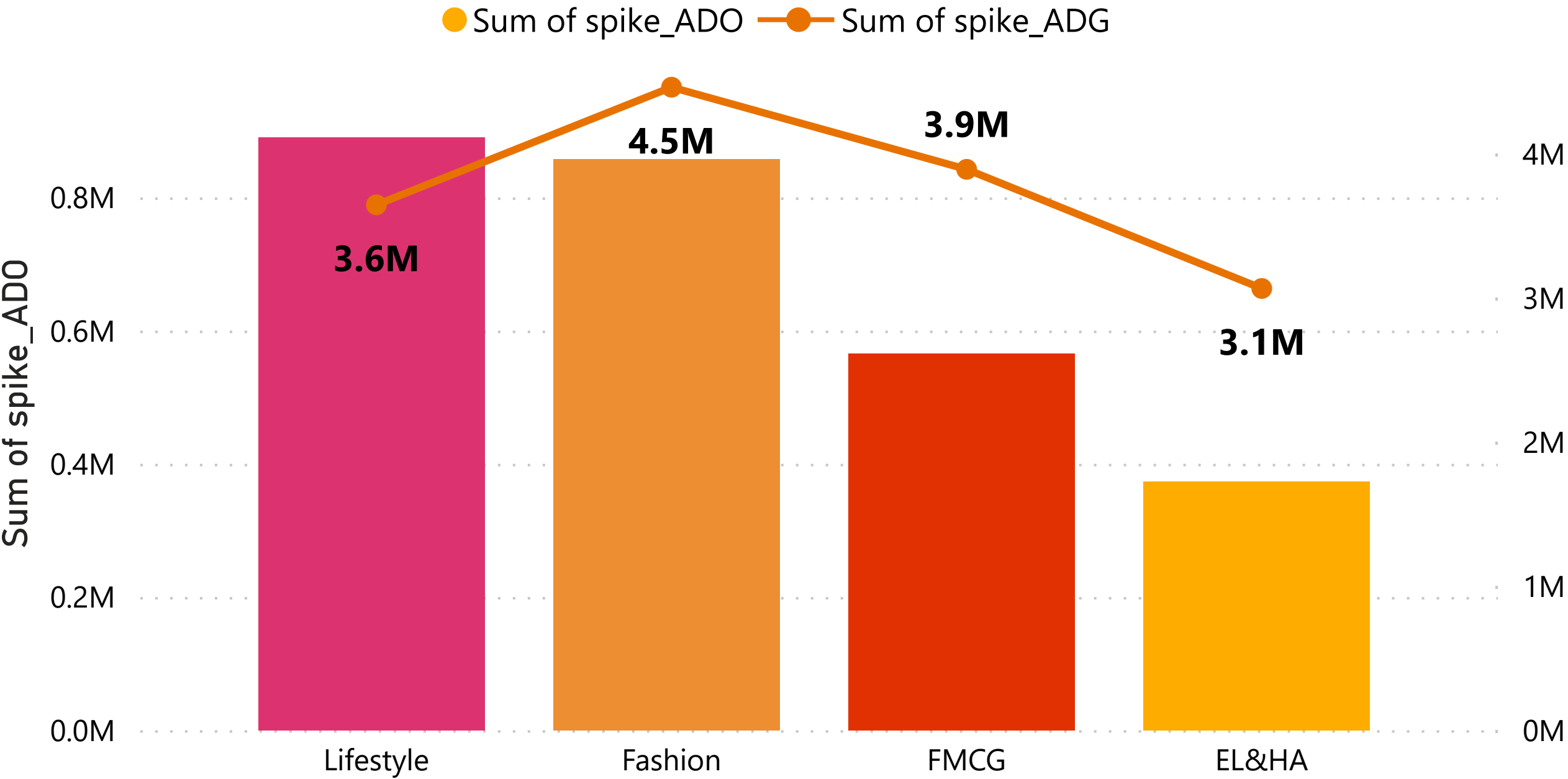
SPIKE PERFORMANCE BY CATEGORY

group_cat	Num of Shop	% Spike order	% Spike ADG	AVG spike order	AVG of spike ADG
Lifestyle	1729	33.12%	30.15%	514.69	2,109.47
Fashion	2437	31.91%	29.07%	351.80	1,831.73
FMCG	1856	21.06%	24.90%	304.90	2,097.92
EL&HA	646	13.91%	15.88%	578.56	4,747.26
Total	6668	100.00%	100.00%	402.95	2,260.30

Number of Seller by Category



Spike Order and ADG



SELLER PERFORMANCE IN SPIKE

Seller_tier_name

All

EL&HA

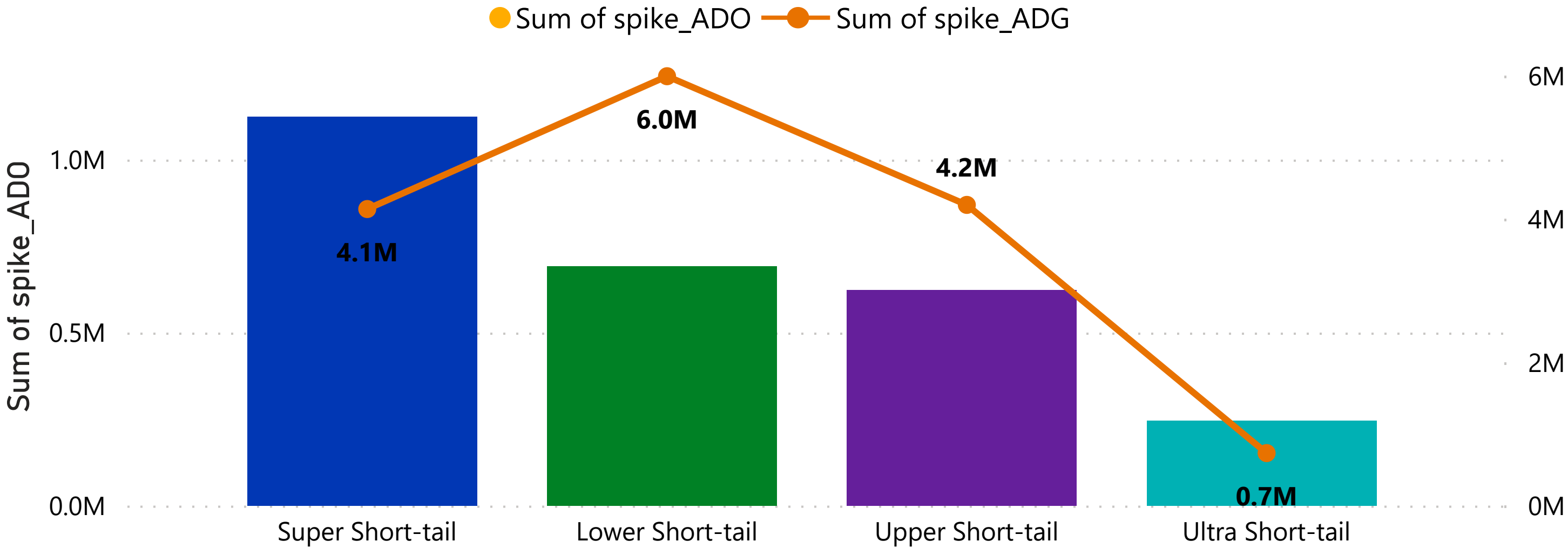
Fashion

FMCG

Lifestyle

Seller Tier	Num of Shop	% Spike order	% Spike ADG	AVG spike order	AVG of spike ADG
Lower Short-tail	4343	25.76%	40.86%	159.36	1,380.77
Super Short-tail	826	41.87%	28.02%	1,362.01	5,014.19
Upper Short-tail	1452	23.23%	27.02%	429.86	2,892.31
Ultra Short-tail	47	9.14%	4.10%	5,226.20	15,608.79
Total	6668	100.00%	100.00%	402.95	2,260.30

Spike Order and ADG

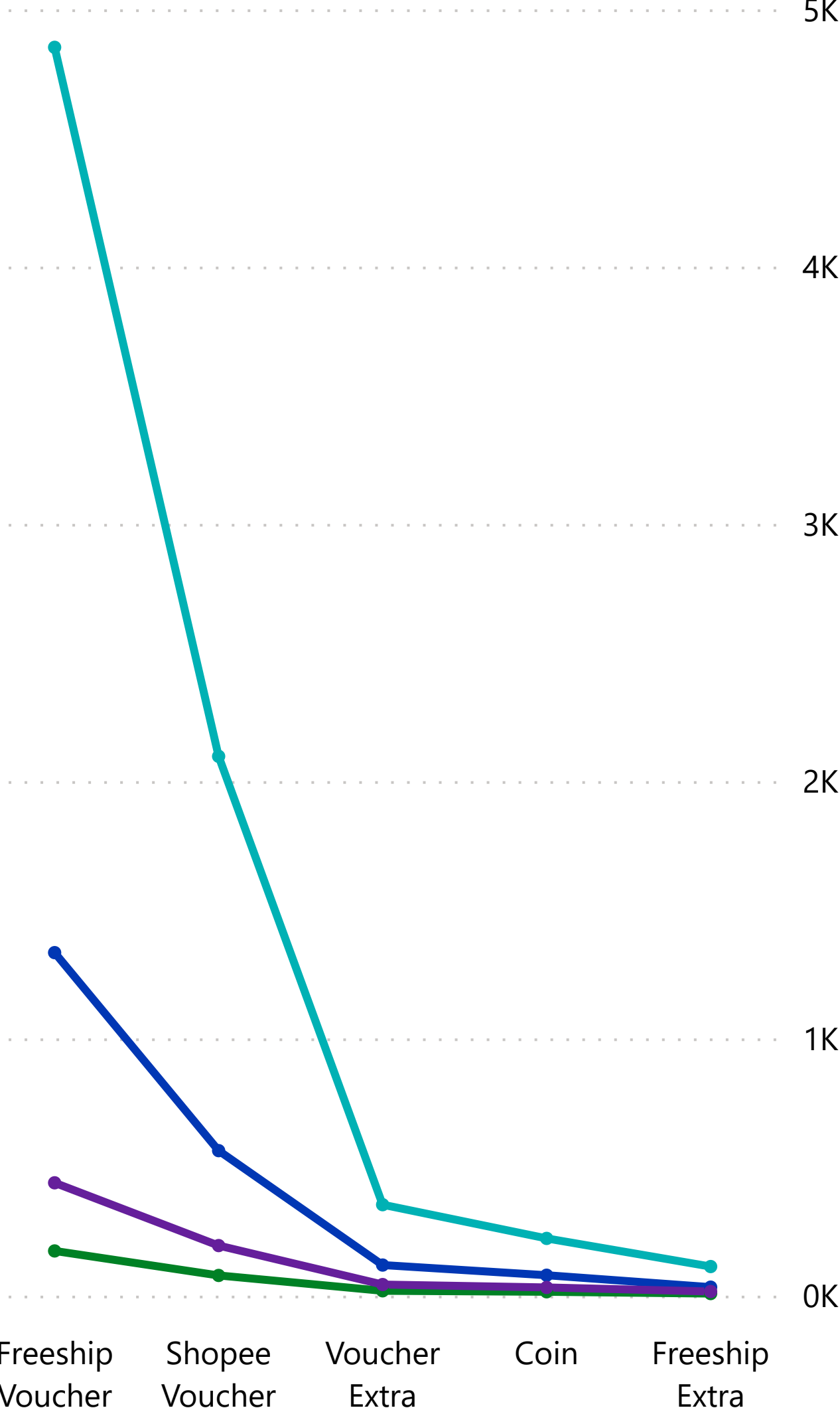


AVG Orders of each Seller tier

Ultra
Short-tail

Super
Short-tail

Lower
Short-tail



COST AND REBATE BY PROGRAM

Seller_tier_name

All

EL&HA

Fashion

FMCG

Lifestyle

321.76K

Seller Investment

1.93M

Shopee Investment

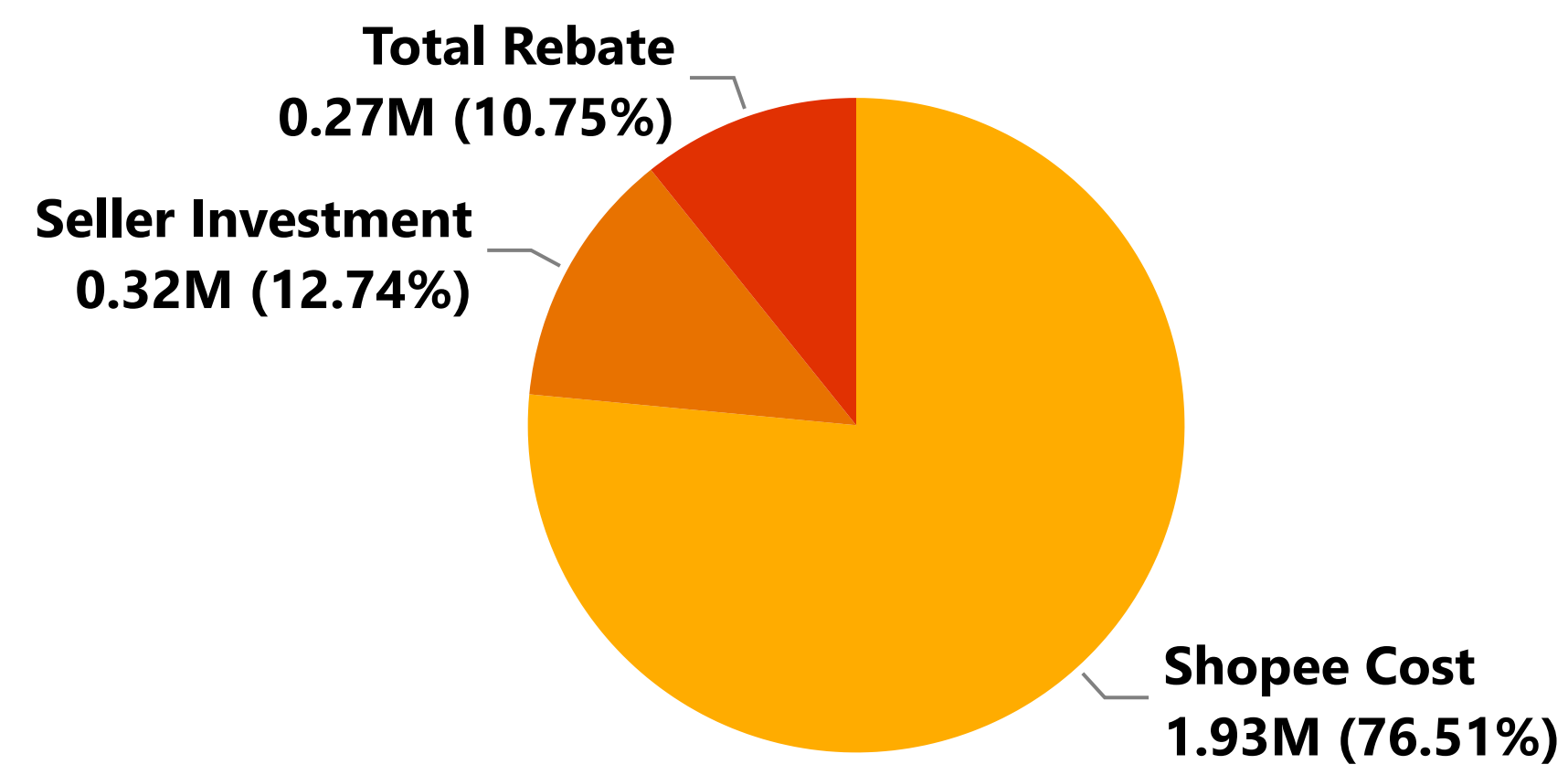
271.40K

Shopee Rebate

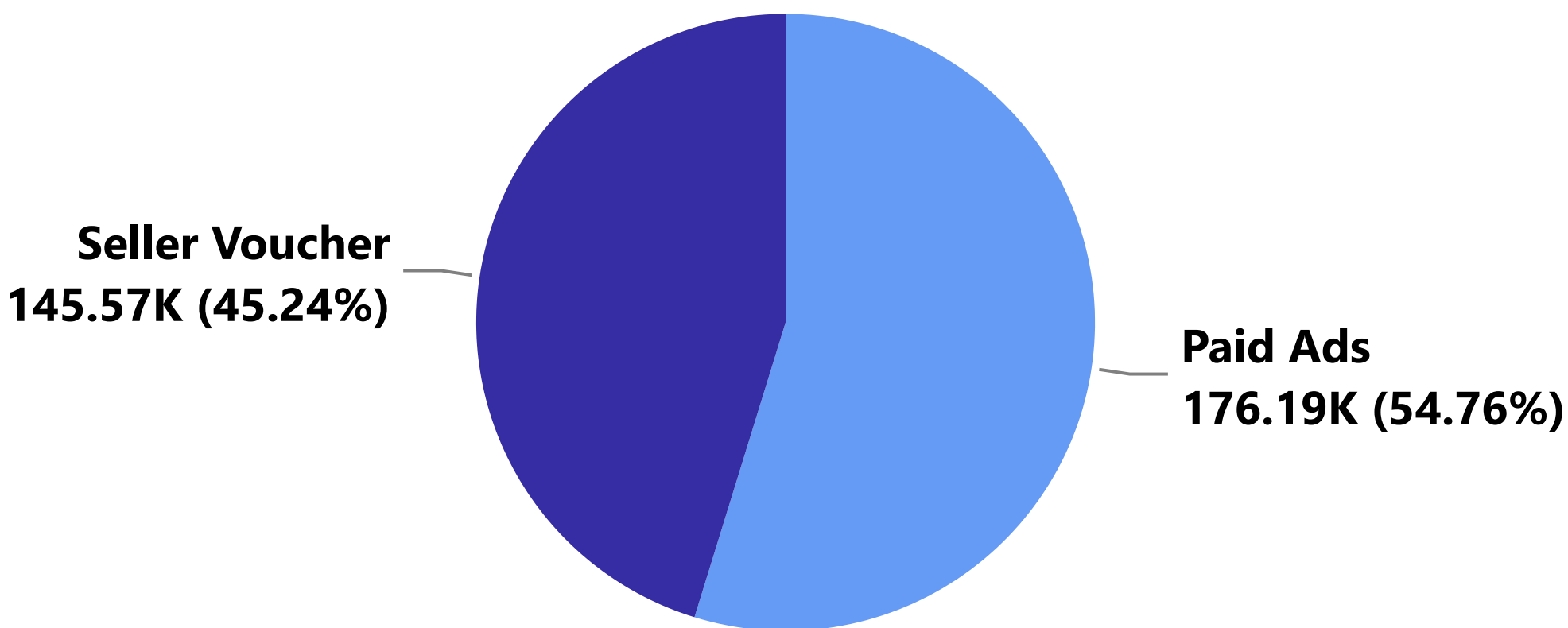
Cost and Rebate

Program_name	Shopee Cost	Seller Cost	Shopee Rebate
Paid Ads		176,192.45	
Seller Voucher		145,569.89	
Shopee Voucher	630,298.94		
Freeship Extra	55,286.83		
Freeship Voucher	1,067,182.03		
Voucher Extra	43,384.48		
Coin	135,335.59		
Special Flashsale rebate			192,320.17
Deep Discount rebate			2,093.60
BI budget rebate			66,813.09
Cluster budget rebate			6,220.32
Marketing budget rebate			1,596.62
Other budget rebate			2,358.80
	1,931,487.87	321,762.34	271,402.60

Shopee Cost, Seller Investment and Total Rebate



Seller Investment



COST BY SELLER TIER

Seller_tier_name

All



EL&HA

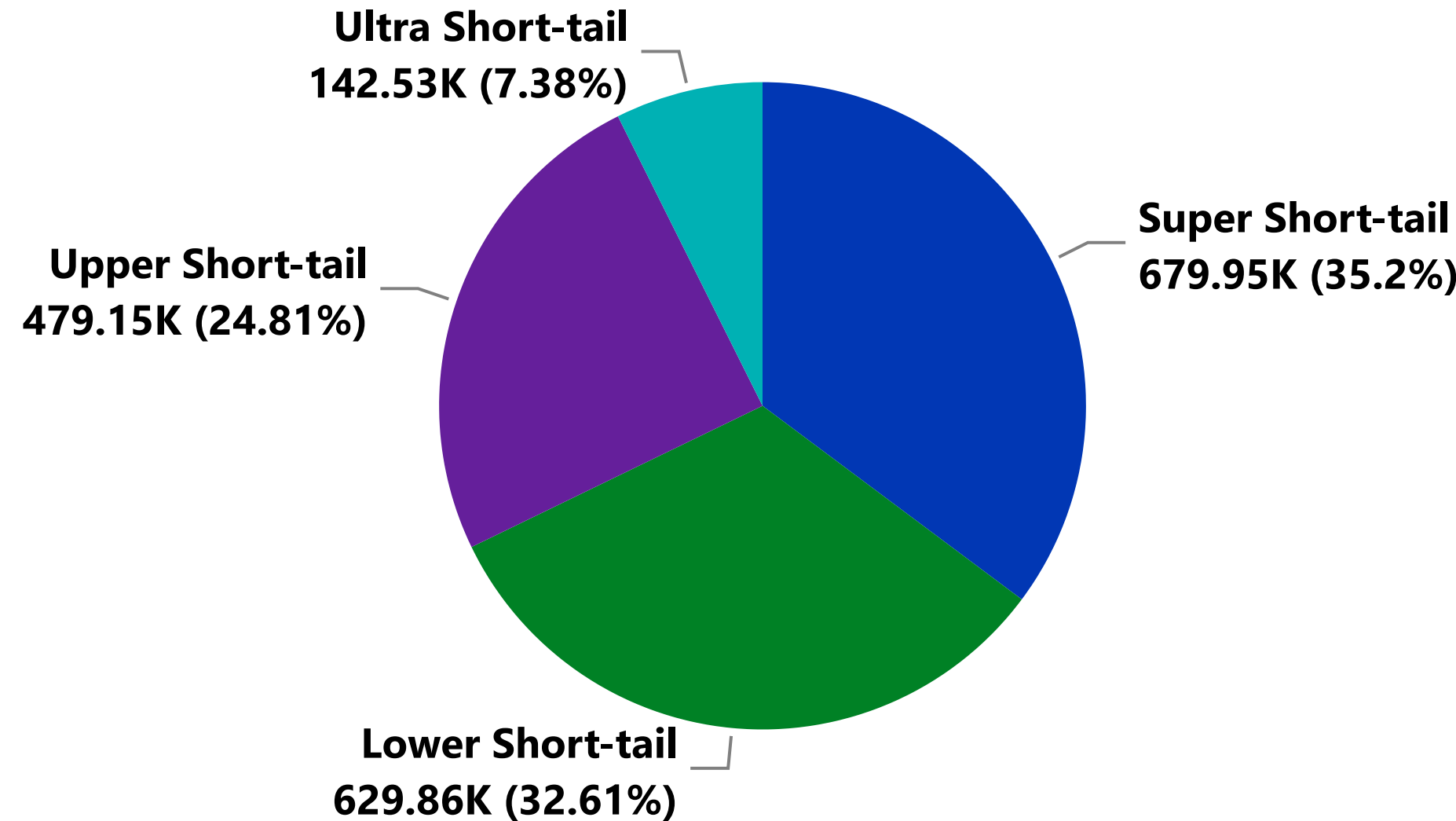
Fashion

FMCG

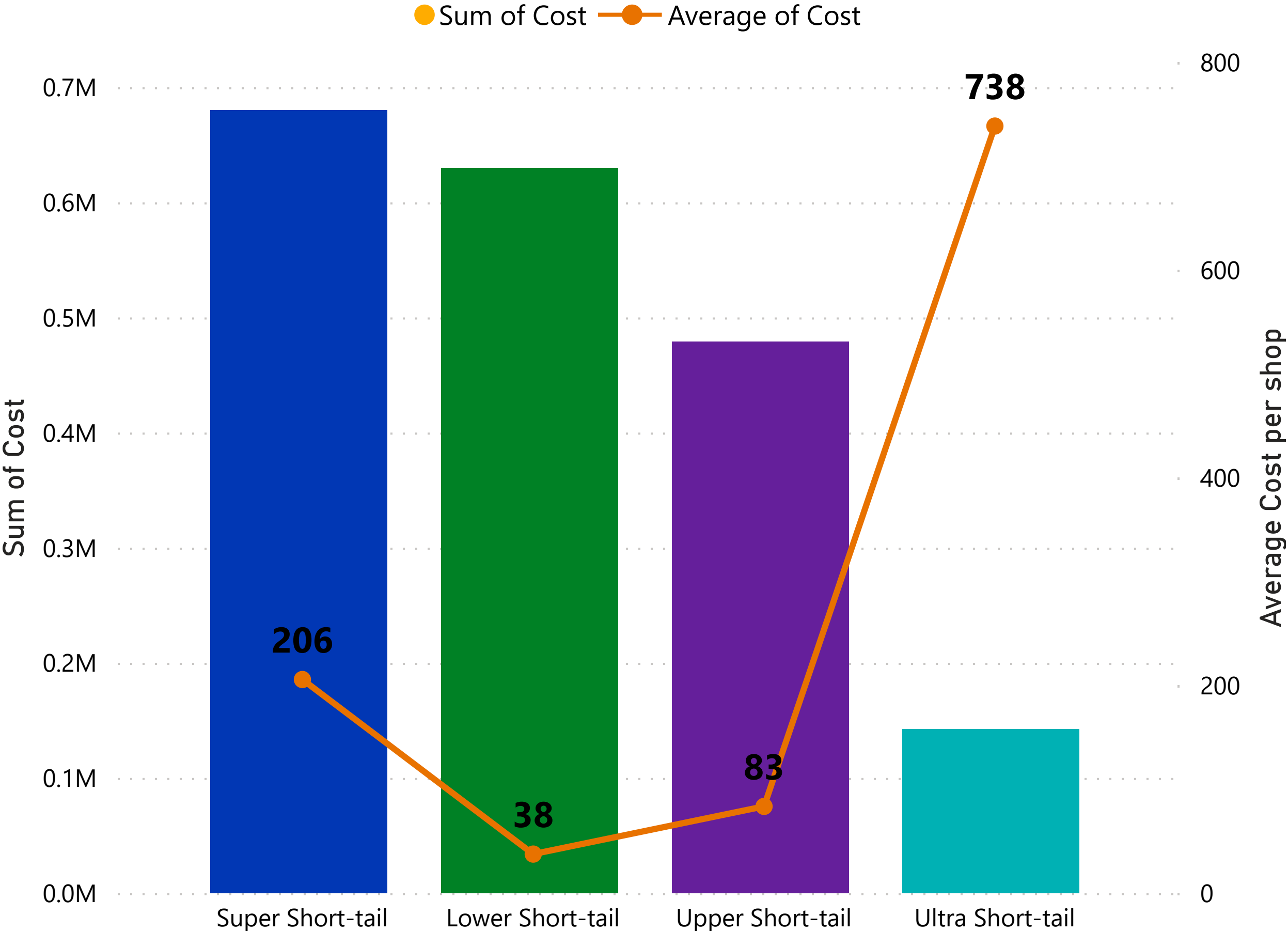
Lifestyle

Seller Tier	AVG Shopee Cost	AVG Rebate	AVG Seller investment
Lower Short-tail	37.53	62.22	24.00
Super Short-tail	205.61	167.31	72.18
Ultra Short-tail	738.48	289.18	244.48
Upper Short-tail	83.45	92.06	39.63
Total	74.21	109.08	36.10

Shopee Cost by Seller Tier



Total Cost and AVG cost per shop of each tier



PROGRAM'S PERFORMANCE

Seller_tier_name

All

EL&HA

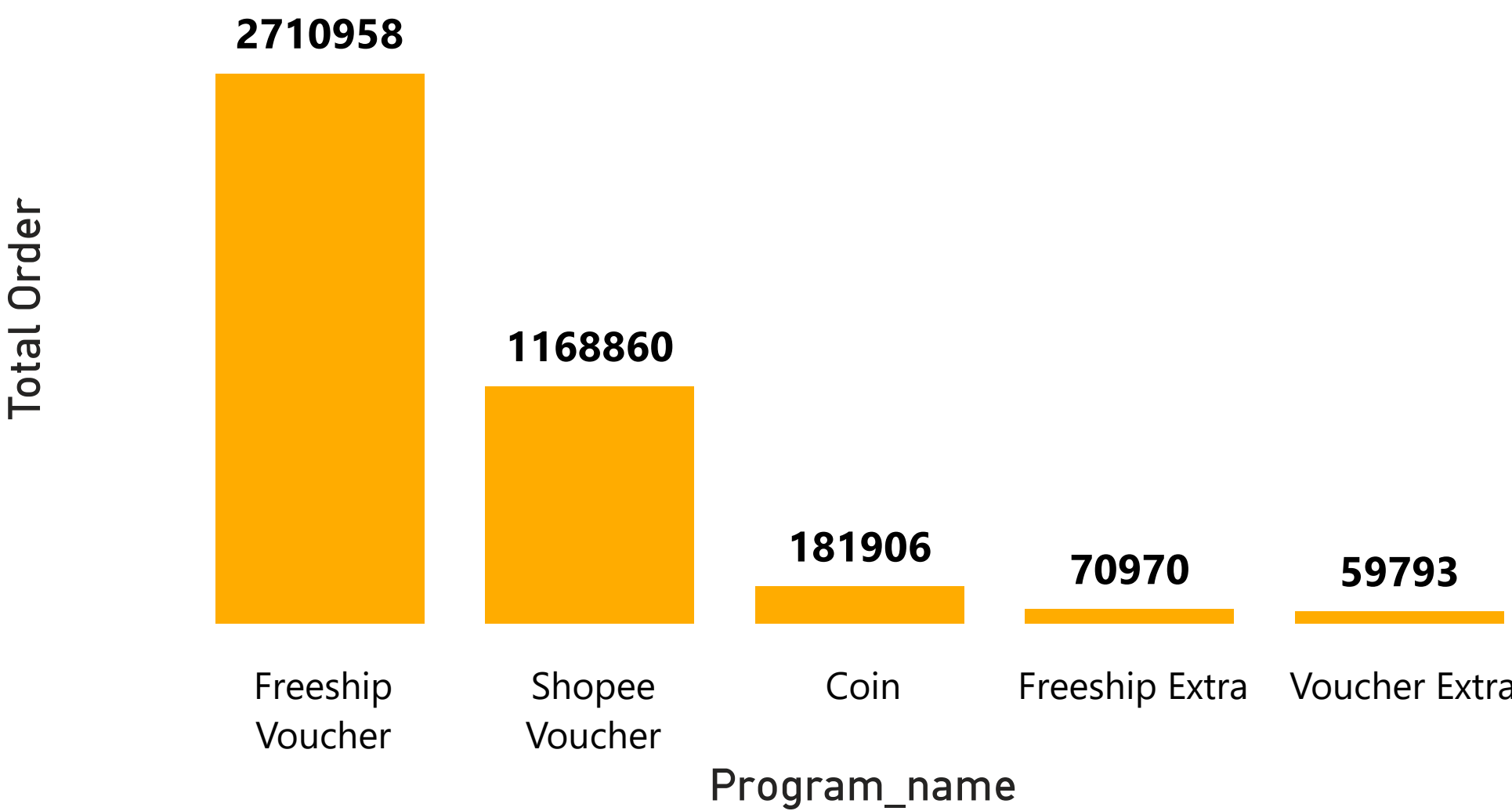
Fashion

FMCG

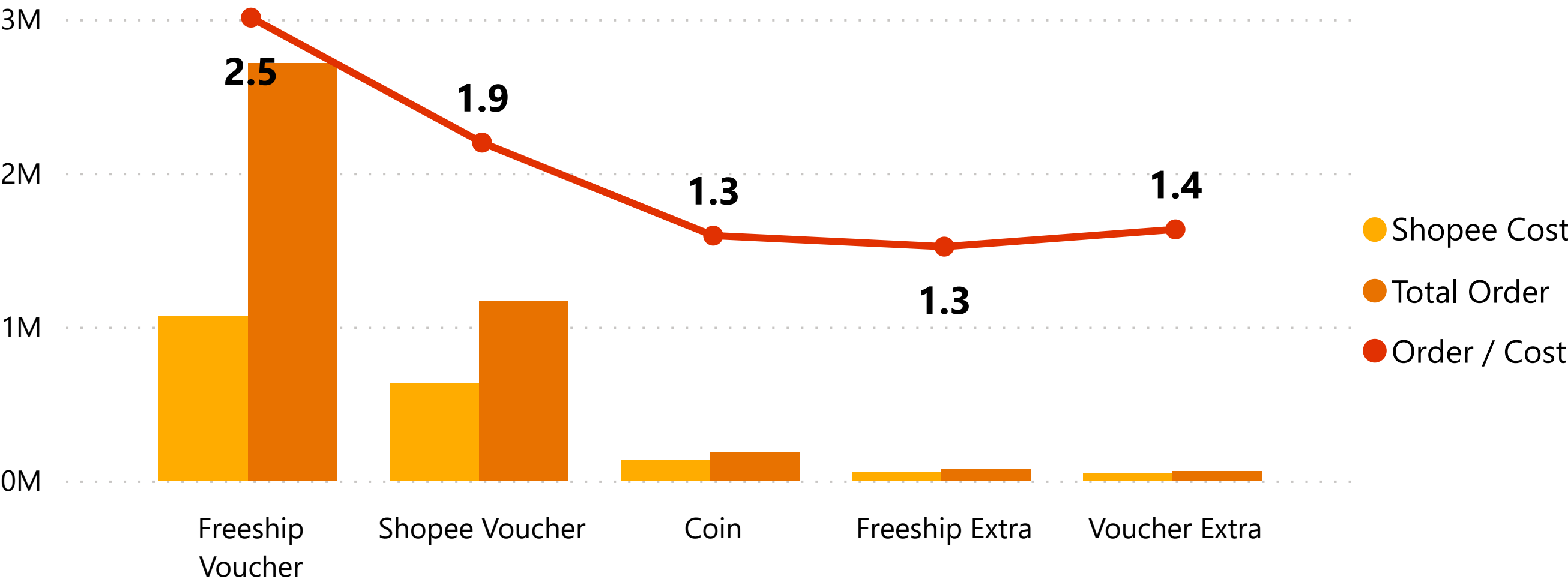
Lifestyle

Program	Adoption Rate	% Total Cost	Total ADO	Order / Cost
Freeship Voucher	99.42%	55.25%	2710958	2.54
Shopee Voucher	97.92%	32.63%	1168860	1.85
Coin	95.58%	7.01%	181906	1.34
Freeship Extra	73.28%	2.86%	70970	1.28
Seller Voucher	69.03%			
Paid Ads	64.62%			
Voucher Extra	24.13%	2.25%	59793	1.38

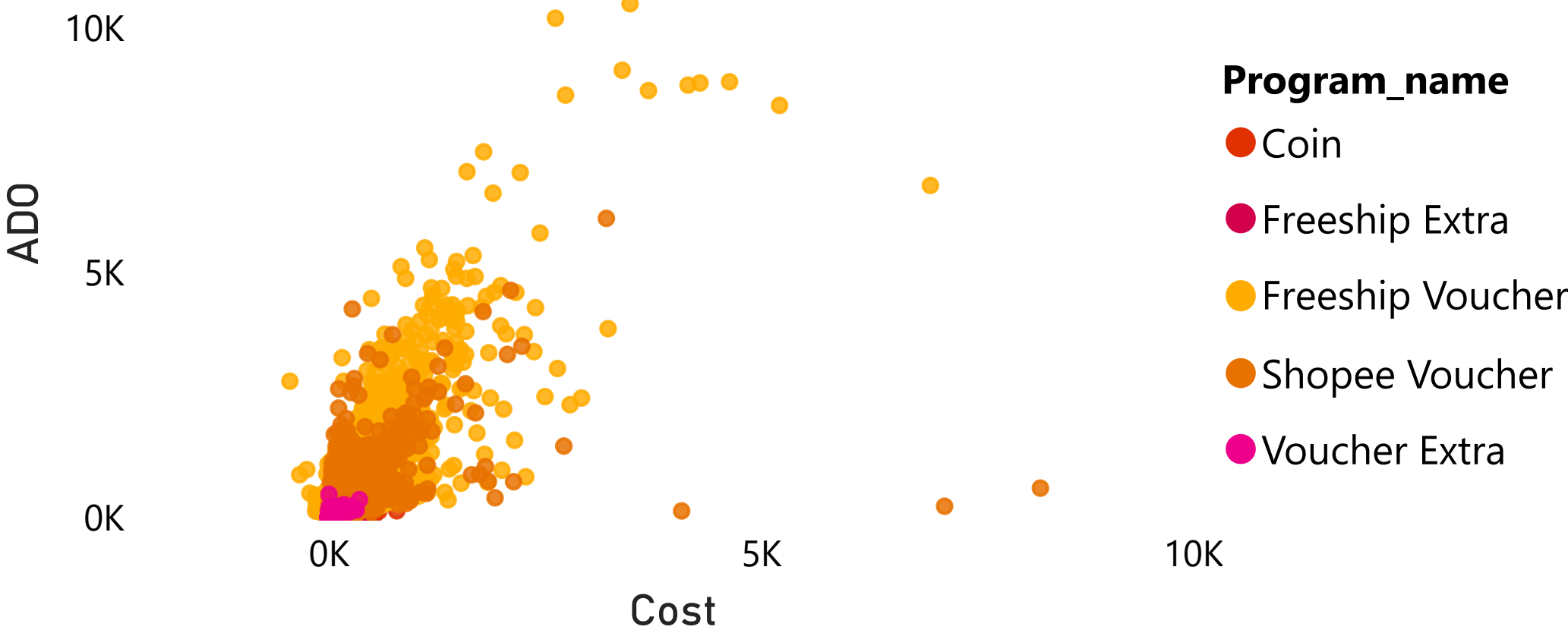
Total Order by Program



Cost and ADO by Program



Cost and ADO correlation



REBATE AND PROGRAM PERFORMANCE

Seller_tier_name

All

EL&HA

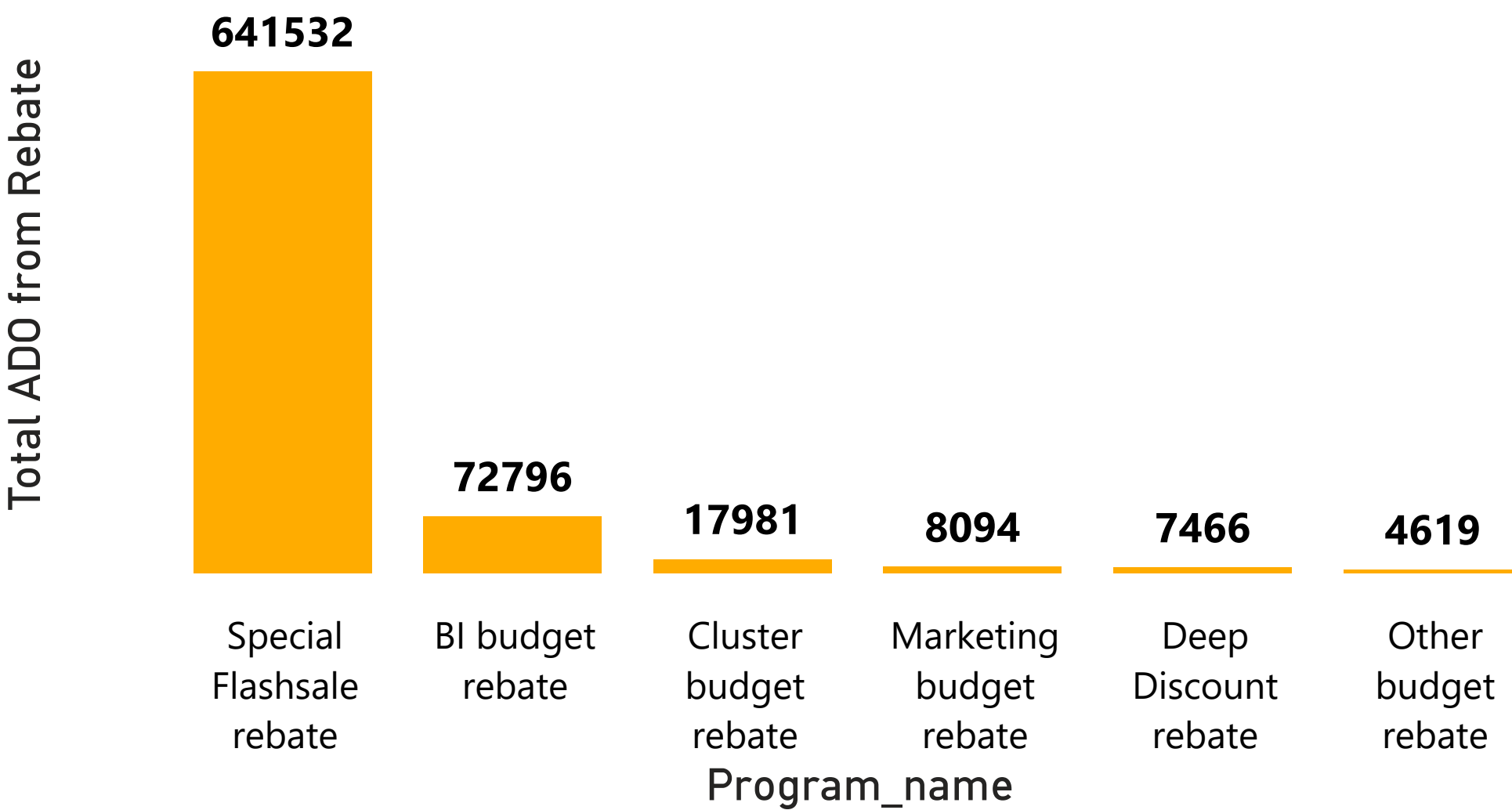
Fashion

FMCG

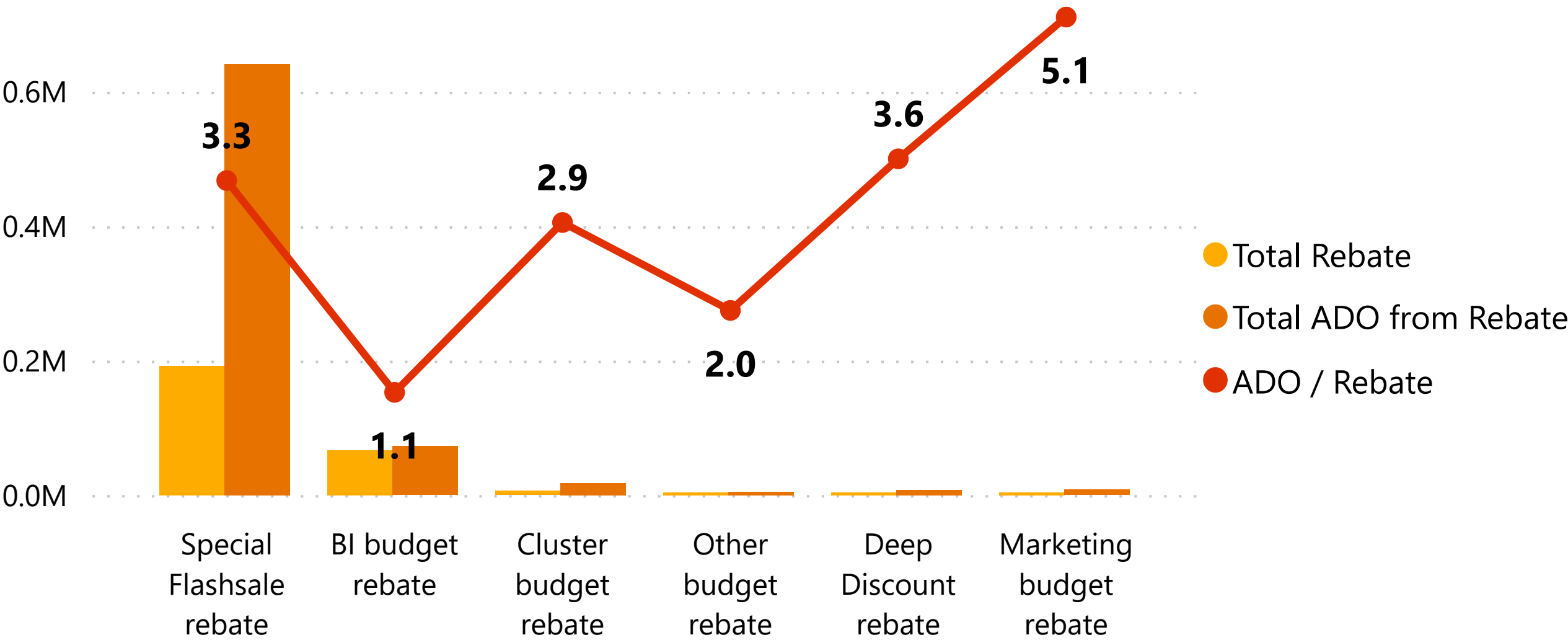
Lifestyle

Program	% Total Rebate	Total ADO	ADO / Rebate
Marketing budget rebate	0.59%	8094	5.07
Deep Discount rebate	0.77%	7466	3.57
Special Flashsale rebate	70.86%	641532	3.34
Cluster budget rebate	2.29%	17981	2.89
Other budget rebate	0.87%	4619	1.96
BI budget rebate	24.62%	72796	1.09

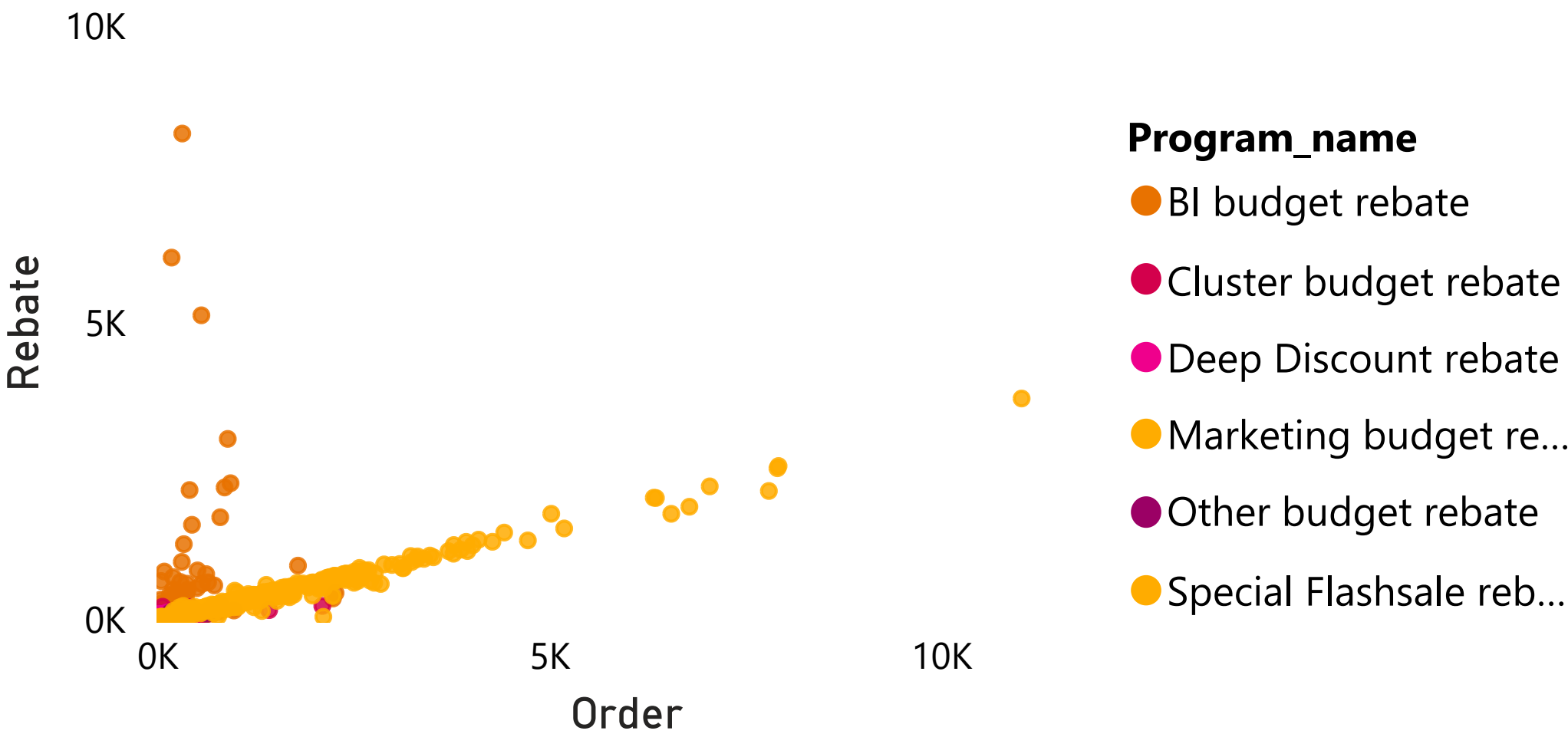
Total Order by Program



Rebate and ADO by Program



Rebate and Order correlation



SELLER ENGAGEMENT

Seller_tier_name

All



EL&HA

Fashion

FMCG

Lifestyle

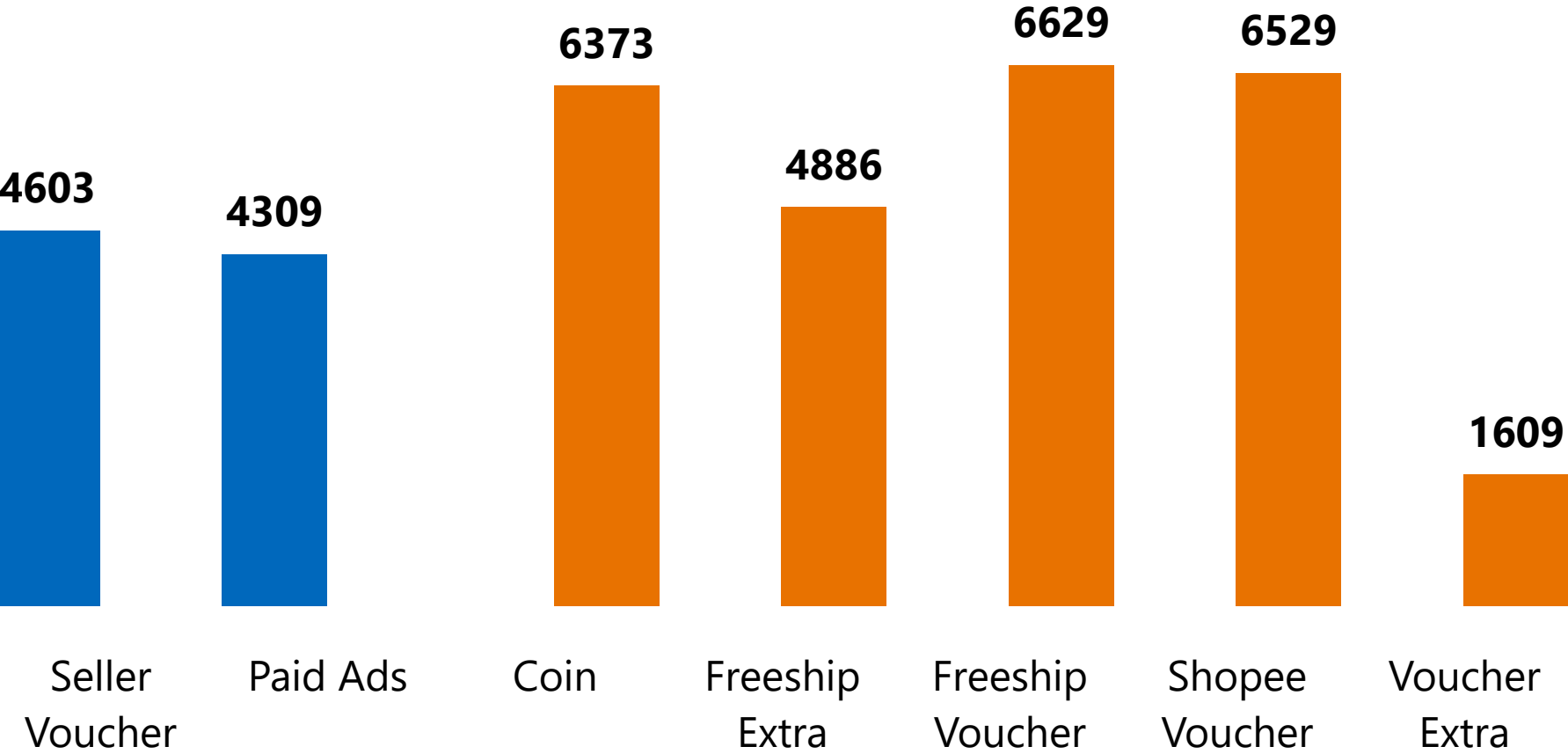
Adoption Rate

Seller_tier_name	Coin	Freeship Extra	Freeship Voucher	Shopee Voucher	Voucher Extra
Lower Short-tail	94.75%	69.91%	99.24%	97.61%	24.96%
Super Short-tail	97.46%	81.96%	99.64%	98.43%	22.88%
Ultra Short-tail	100.00%	95.74%	100.00%	100.00%	14.89%
Upper Short-tail	96.83%	77.69%	99.79%	98.48%	22.66%
Total	95.58%	73.28%	99.42%	97.92%	24.13%

Seller Engagement by Program

Self - Invest Shopee Program

Number of Seller

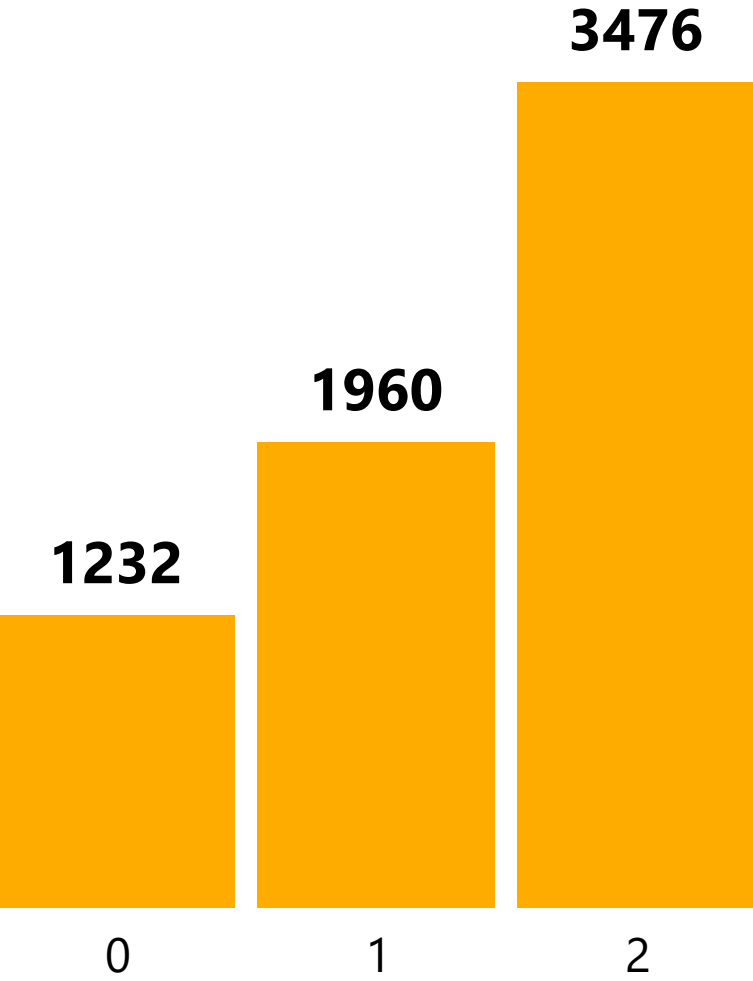


Seller Self-Invest

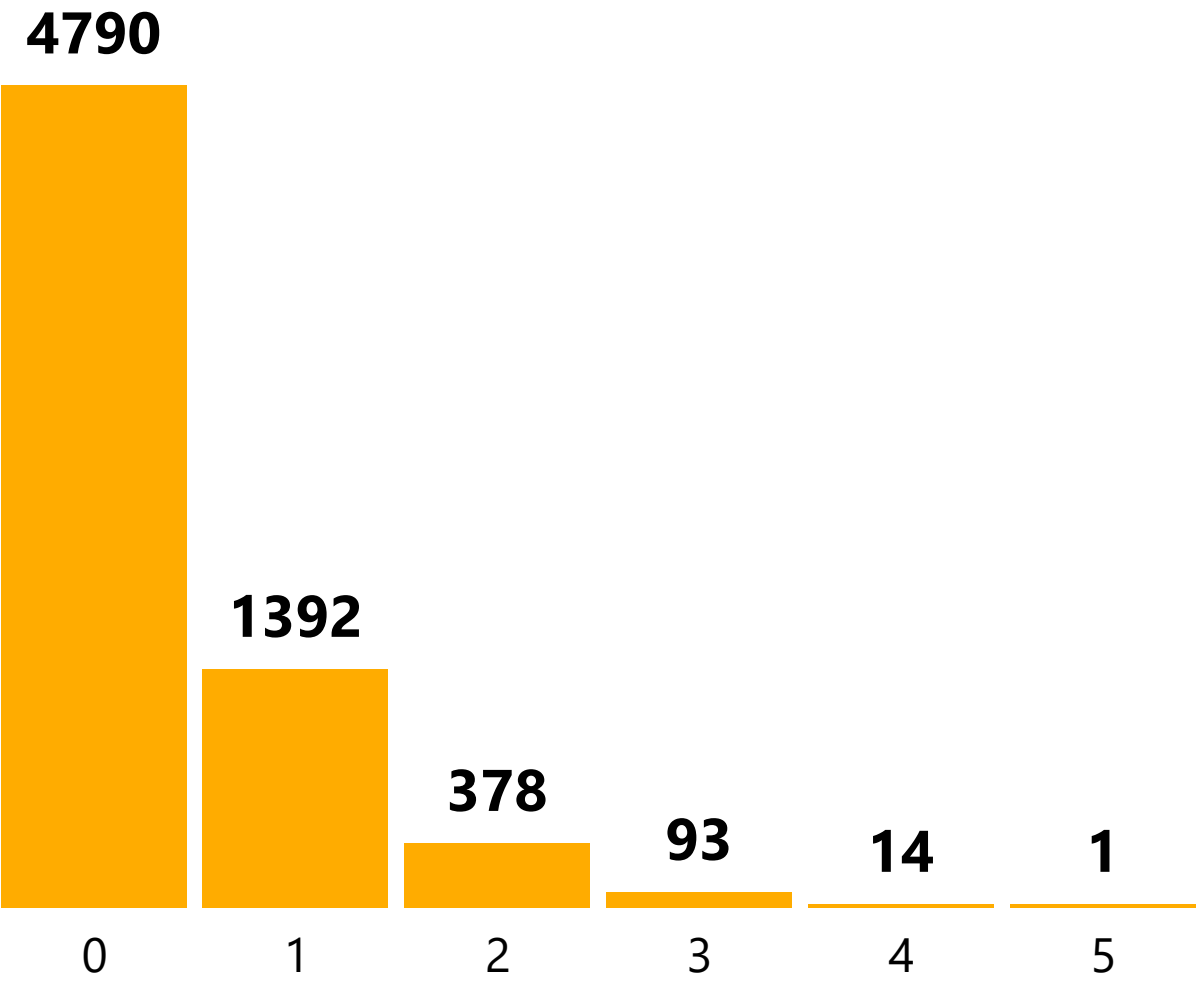
Rebate program

Shopee Program

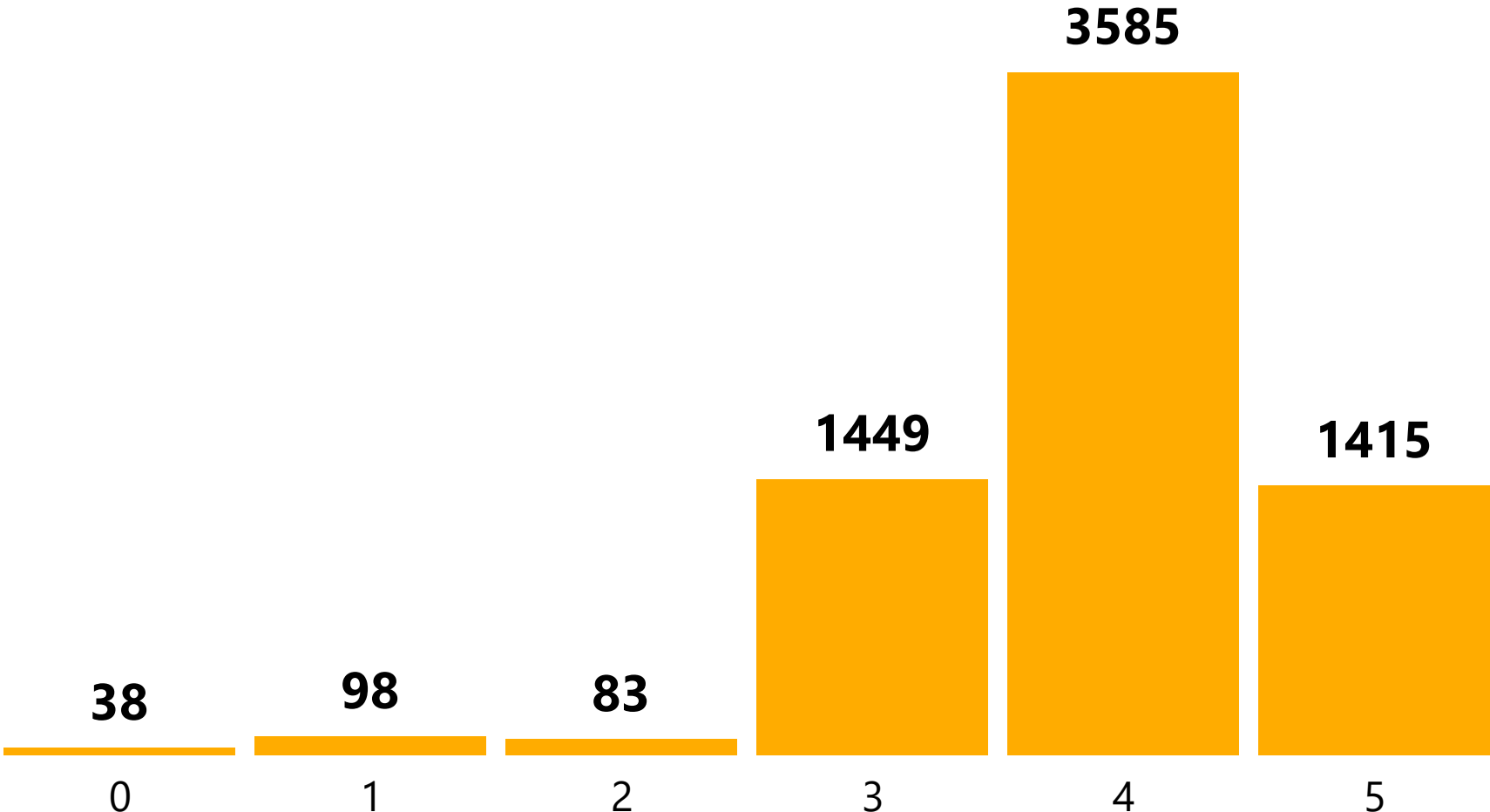
Number of Seller



Number of Seller



Number of Seller



PROGRAM PURCHASE PATTERNS

Support, Confidence and Lift

Basket	Support	Confidence of Program 1	Confidence of Program 2	Lift basket
Voucher Extra - Freeship Extra	21.24%	88.00%	28.98%	3.65
Coin - Freeship Extra	72.09%	75.43%	98.38%	0.79
Coin - Voucher Extra	24.13%	25.25%	100.00%	0.26



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FREE SLOT FLASHSALE DISTRIBUTION

Seller_tier_name

All

EL&HA

Fashion

FMCG

Lifestyle

3248

Sum of Slot

709.66K

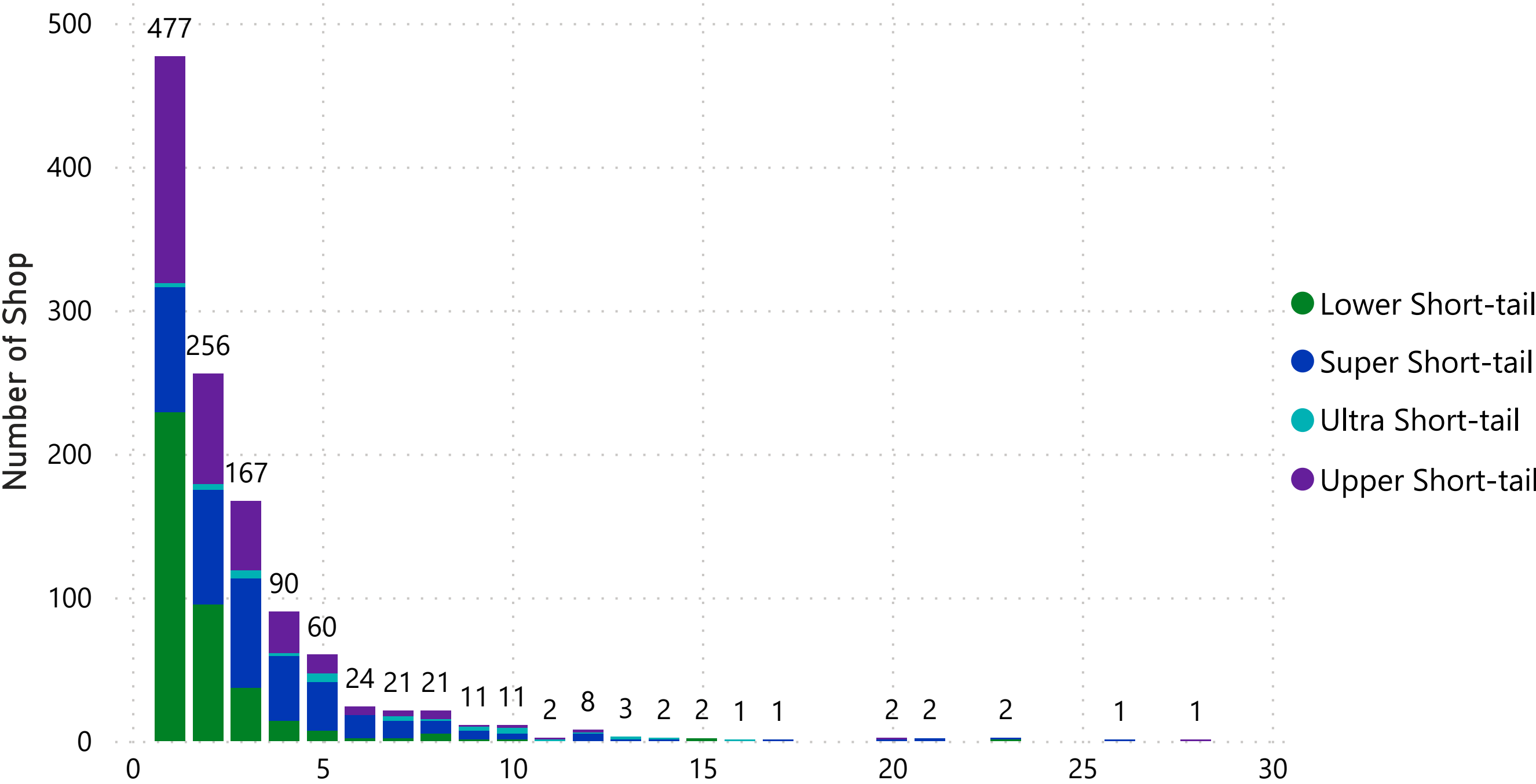
Sum of ADO

1.05M

Sum of GMV

Seller Tier	Number of Shop	% Total Slot	AVG Slot per shop
Super Short-tail	382	42.67%	3.63
Upper Short-tail	349	26.51%	2.47
Lower Short-tail	396	23.37%	1.92
Ultra Short-tail	38	7.45%	6.37
Total	1165	100.00%	2.79

Distribution of number of Free Slot



Total Slot by Seller tier

