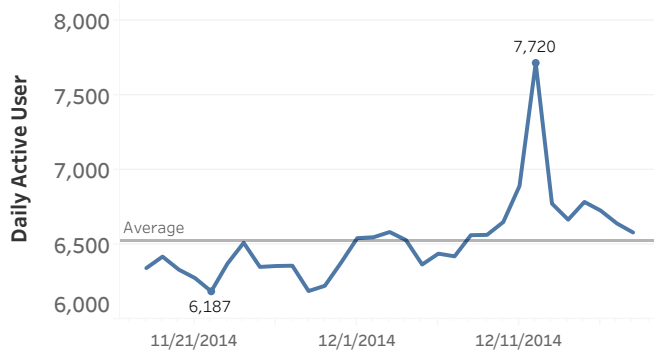
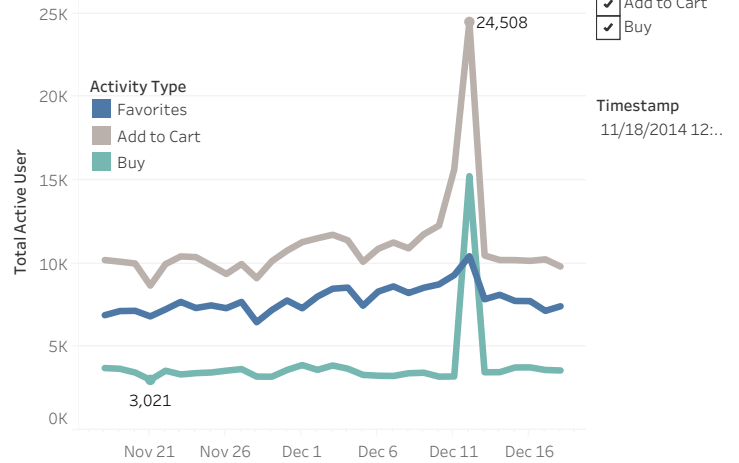


12/12 Sales Event Performance Report

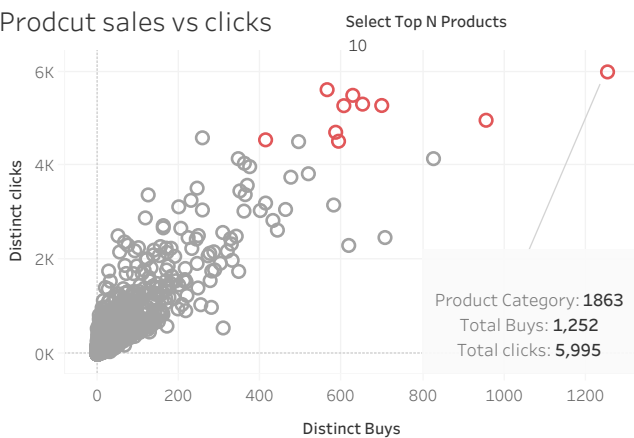
Average DAU is around 6.6K while DAU dropped immediately after the promotion event ended



Daily traffic peaked on 12/12, with many customers skipping "favorite" action to direct purchase



Product sales vs clicks



Over half of user are disengaged: retaining our users and awarding high value customers is high priority

