

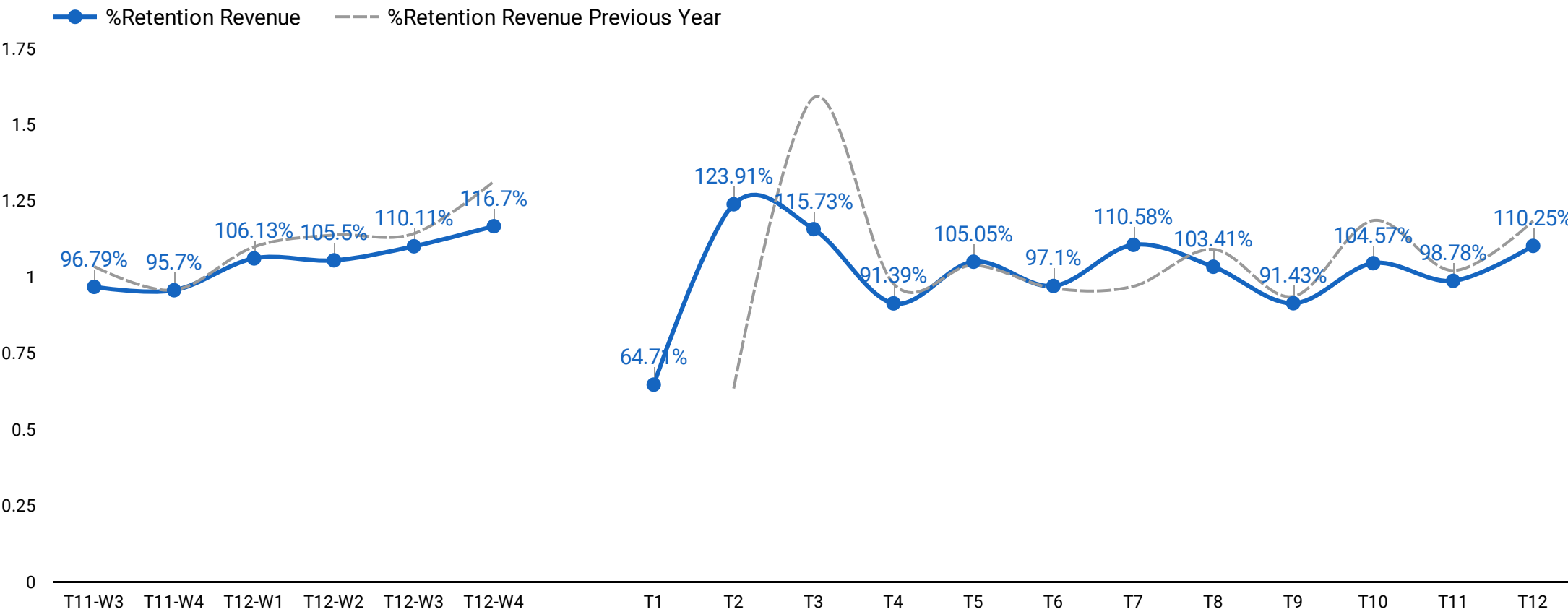
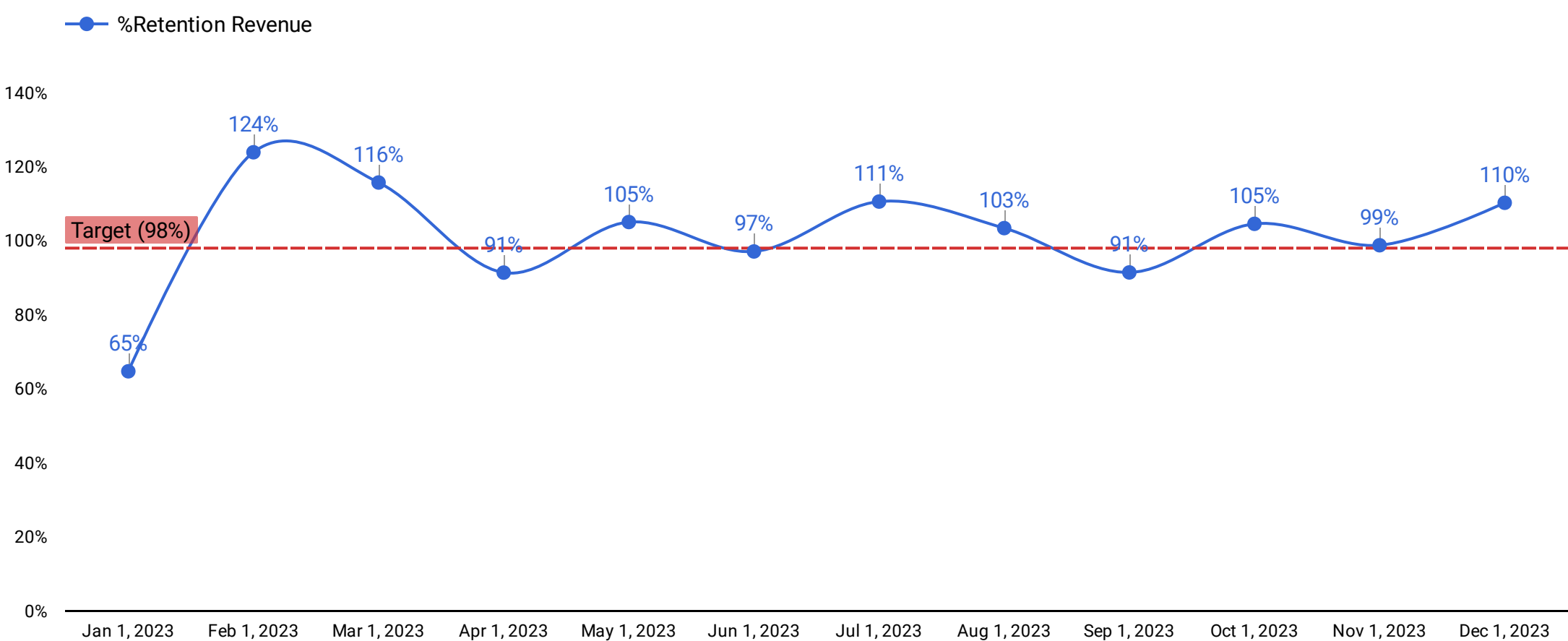
DASHBOARD RETENTION

Cách thức triển khai:
- Trong tháng M nhóm Khách hàng có xếp hạng tạo ra X doanh thu
- Trong tháng M - 1 có Tổng doanh thu (bao gồm Khách hàng có và không có xếp hạng) tạo ra là Y
--> Retention Revenue tháng M = X/Y

Cập nhật đến ngày
Dec 31, 2023

Jan 1, 2023 - Dec 31, 2023

TOÀN QUỐC



BẢNG DỮ LIỆU CHI TIẾT

	MONTH	REVENUE RANKED CUSTOMERS	TOTAL REVENUE	VOLUME RANKED CUSTOMERS	TOTAL VOLUME
1.	Dec 1, 2023	3,751,029,362,911	4,034,831,367,536	159,534,947	170,942,343
2.	Nov 1, 2023	3,423,932,925,139	3,659,606,373,975	145,249,182	154,670,607
3.	Oct 1, 2023	3,425,900,344,256	3,704,839,044,725	145,158,182	156,104,650
4.	Sep 1, 2023	3,307,995,631,863	3,543,019,080,432	141,696,373	150,785,388
5.	Aug 1, 2023	3,593,081,282,570	3,875,071,491,291	156,903,396	168,629,643
6.	Jul 1, 2023	3,407,540,674,668	3,747,351,984,636	148,597,397	164,255,897
7.	Jun 1, 2023	3,123,392,880,959	3,388,749,837,018	135,720,195	146,602,131
8.	May 1, 2023	3,188,365,705,733	3,490,035,391,414	140,491,650	155,185,121
9.	Apr 1, 2023	3,018,952,610,830	3,322,153,323,996	132,115,529	146,881,891
10.	Mar 1, 2023	3,332,470,463,972	3,635,281,621,192	145,372,916	158,428,816
11.	Feb 1, 2023	2,793,408,803,432	3,141,127,533,817	121,425,343	137,263,412
12.	Jan 1, 2023	2,454,384,327,954	2,535,109,036,031	108,022,759	111,026,422
13.	Dec 1, 2022	3,618,955,326,497	3,917,381,345,516	152,477,546	165,371,414
14.	Nov 1, 2022	3,073,514,954,946	3,307,385,996,820	130,061,971	139,551,503
15.	Oct 1, 2022	3,007,122,120,596	3,238,180,733,894	127,359,271	136,302,166
16.	Sep 1, 2022	2,546,100,651,224	2,731,085,652,306	107,431,909	114,882,079

1 - 24 / 24

BẢNG CHI TIẾT AOV

	MONTH	GROUP	AOV MONTH	AOV PREV MONTH	AOV PREV YEAR	VS M - 1	VS Y - 1
1.	Dec 1, 2023	Bronze	27,900	27,611	28,828	1.05%	-3.22%
2.	Dec 1, 2023	Diamond	20,611	20,712	21,002	-0.49%	-1.86%
3.	Dec 1, 2023	Gold	23,518	23,572	25,021	-0.23%	-6.01%
4.	Dec 1, 2023	Iron	29,267	29,210	29,544	0.19%	-0.94%
5.	Dec 1, 2023	Platinum	22,377	22,858	23,511	-2.1%	-4.82%
6.	Dec 1, 2023	Silver	25,532	25,661	27,428	-0.5%	-6.91%
7.	Dec 1, 2023	Unranked	24,879	25,015	23,145	-0.54%	7.49%
8.	Nov 1, 2023	Bronze	27,611	27,308	28,990	1.11%	-4.76%
9.	Nov 1, 2023	Diamond	20,712	20,804	20,790	-0.44%	-0.38%
10.	Nov 1, 2023	Gold	23,572	24,197	25,545	-2.58%	-7.72%
11.	Nov 1, 2023	Iron	29,210	29,358	29,082	-0.5%	0.44%
12.	Nov 1, 2023	Platinum	22,858	22,569	23,859	1.28%	-4.2%
13.	Nov 1, 2023	Silver	25,661	25,055	27,411	2.42%	-6.38%
14.	Nov 1, 2023	Unranked	25,015	25,482	24,645	-1.83%	1.5%
15.	Oct 1, 2023	Bronze	27,308	27,860	28,569	-1.98%	-4.41%
16.	Oct 1, 2023	Diamond	20,804	20,121	20,663	3.39%	0.68%

1 - 168 / 168

COHORT TABLE

MONTH_INTERVAL / retention_calculation										
Month	Tier	0	1	2	3	4	5	6	7	8
Jan 1, 2023	Tier 1	100%	99%	92%	86%	80%	76%	72%	71%	68%
	Tier 2	100%	96%	87%	82%	77%	73%	69%	67%	65%
	Tier 3	100%	59%	53%	49%	44%	41%	38%	37%	36%
Feb 1, 2023	Tier 1	100%	96%	89%	83%	79%	75%	75%	72%	68%
	Tier 2	100%	92%	86%	80%	76%	70%	69%	66%	64%
	Tier 3	100%	63%	58%	51%	48%	43%	42%	41%	39%
Mar 1, 2023	Tier 1	100%	97%	90%	84%	80%	79%	75%	71%	69%
	Tier 2	100%	94%	86%	81%	76%	73%	70%	67%	65%
	Tier 3	100%	63%	53%	49%	44%	42%	41%	39%	38%
Apr 1, 2023	Tier 1	100%	97%	88%	83%	81%	76%	72%	69%	66%
	Tier 2	100%	93%	86%	80%	77%	74%	71%	68%	65%
	Tier 3	100%	60%	53%	47%	46%	43%	42%	40%	38%
May 1, 2023	Tier 1	100%	95%	87%	84%	80%	76%	72%	68%	67%