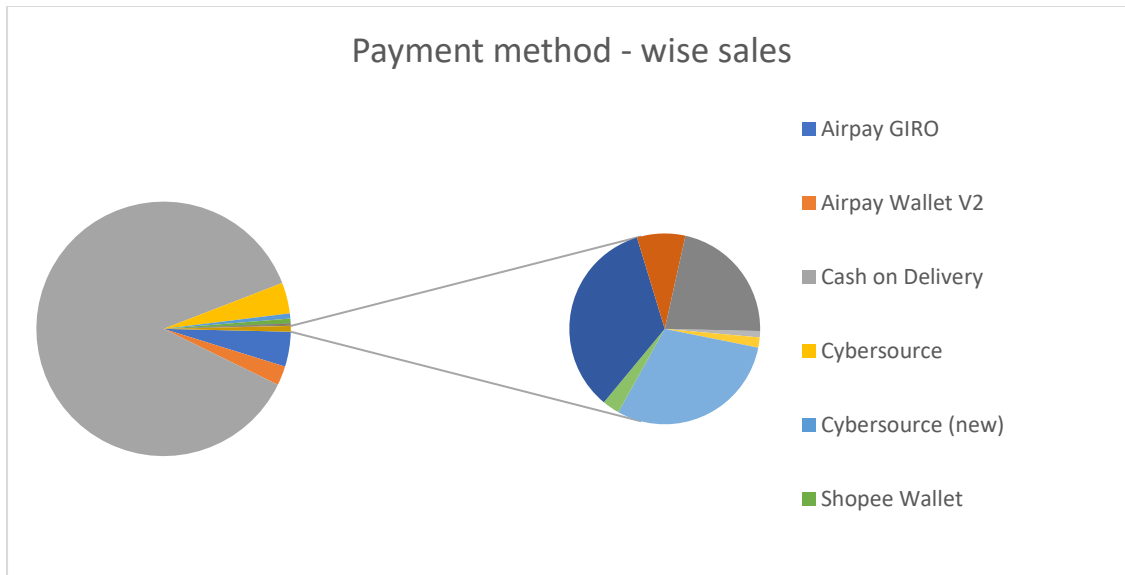
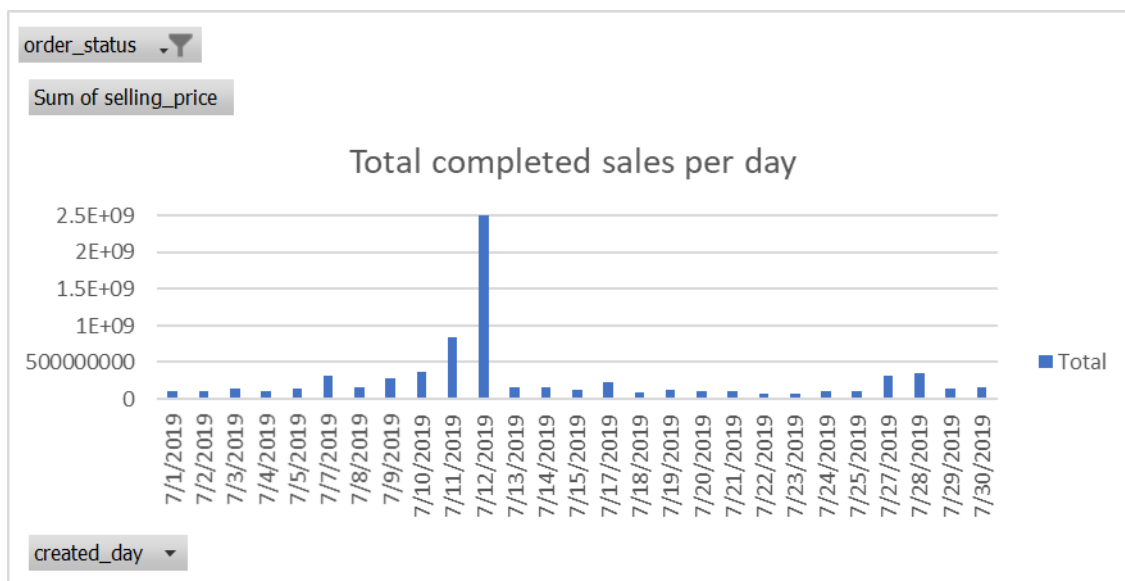


## Customer behavior analysis

- Preferred **method of payment**: COD, followed by Airpay GIRO and Cybersource
- **Canceled orders** are made on COD or Internet banking while **completed orders** are made via COD or Airpay GIRO



- Orders are made mostly in the **second week of July** and were highest on July 12



- ⇒ Recommendation: Operate Stores with various offers and ample stocks for the second week of the month, since historically it has witnessed a surge in spends.
- Why do customers generally cancel? It may be because of the high shipping fee: The average shipping fee of canceled orders is 15,138.3 vs completed orders 10,237.5 VND

## Plan for next month to achieve 20M VND KPI

*Note: The period is quite short so the recency here is only between 0 to 30 days (in one week). I think that sales data in one month will not give me a clear picture of the customers' behaviors. I'm trying my best to give you some insights below. Hope it helps!*

Last purchase (in days)

10+	30	14	0
5	RED ALERT: 84	LOYAL: 7	
1	SLEEPER: 7,775	PROMISING: 6,077	
0	ONE TIME BUYER: 13,306		

# of orders

Total # of customers: 27,249 in July

*Red alert:* There are 84 customers that you need to call now. They used to make many orders but haven't returned for the past two weeks.

*Loyal:* There are 7 persons which you may want to send a business present (pick a random occasion for it) such as a voucher from an e-commerce platform, but don't seem to require more attention.

*P/S:* It is interesting that there are NO orders made in July using vouchers. It is also something to consider here. Why are customers not using vouchers? Or is it because Manabie offers no voucher? Or it can be that the voucher is only acceptable to orders whose value is much higher than the normal spending of customers.

*Sleeper:* 7,775, that's the amount of email with a voucher that you may want to send out to those customers. And hopefully, you can bring them back to the promising group.

*Promising:* These 6,077 customers are just to be watched. And why not sending small emails with news occasionally about upcoming events, products, coupons, or vouchers.

*One-time buyer:* From the 13,306 ones who gave their email consent, send them love and gratitude for buying our product. And why not a bit of retargeting? They will be cheaper to reconvert than new users anyway.

Count of customer_id Column Labels <span>▼</span>				
Row Labels <span>▼</span>	One-time	Recurring	Repeating	Grand Total
1-5	13306	2077	11062	26445
6-10		713		713
11-15		57		57
16-20		11		11
21-25		7		7
26-30		3		3
31-35		2		2
36-40		1		1
41-45		1		1
46-50		3		3
51-55		1		1
91-95		1		1
176-180		1		1
216-220		2		2
381-385		1		1
<b>Grand Total</b>	<b>13306</b>	<b>2881</b>	<b>11062</b>	<b>27249</b>

## Detailed analysis – Payment method wise

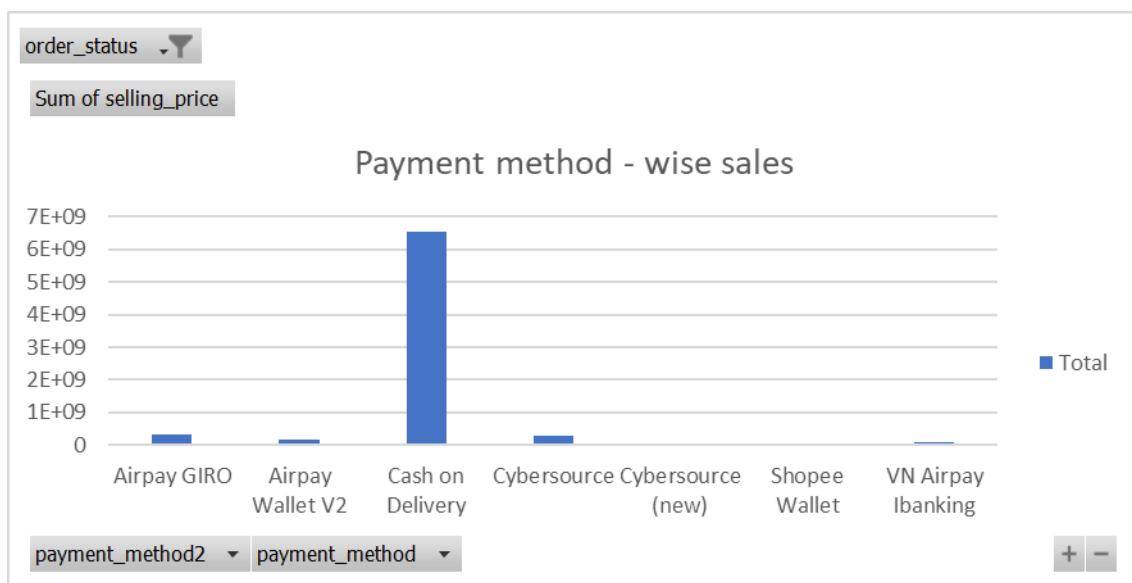
Sum of selling_price	Column Labels							
	⊕Airpay GIRO	⊕Airpay Wallet V2	⊕Cash on Delivery	⊕Cybersource	⊕Cybersource (new)	⊕Shopee Wallet	⊕Group1	Grand Total
Row Labels								
7/1/2019	5286000	4429000	121480400	3189000		1825000	2830000	139039400
7/2/2019	1752000	437000	116177400	6276000		558000	3437000	128637400
7/3/2019	6839000	3274500	149898000	7512200			3052000	170575700
7/4/2019	2262200	768000	115172200	4939000		879000	2245000	126265400
7/5/2019	4173000	3562000	153634700	8392000		555000	1909000	172225700
7/7/2019	17142000	6157000	350500100	18693000		1410000	15550000	409452100
7/8/2019	4007000	3366000	177421000	8782000		697000	4281000	198554000
7/9/2019	14971000	11646000	308234040	13257000		2526000	6596000	357230040
7/10/2019	25448000	10031000	385302000	19397000		3389000	10409000	453976000
7/11/2019	42496000	23583000	858745000	51890000		5322000	22681000	1004717000
7/12/2019	131873000	60145000	2869262000	101442000		21518000	45181000	3229421000
7/13/2019	5770000	4110000	167423100	4445100			6459000	188207200
7/14/2019	9906000	2381000	174869000	6967000			4067000	198190000
7/15/2019	16527000	7113000	121502200	3136000		805000	3719000	152802200
7/17/2019	31052000	15951000	228972000	12185000		927000	7697000	296784000
7/18/2019	7996000	2180000	96684000	1346000	338000	319000	3393000	112256000
7/19/2019	5507000	1988000	121886000	4871000	745000	704000	3794000	139495000
7/20/2019	6211000	2683000	102556000	5283000	3613000	703000	3238000	124287000
7/21/2019	6874000	5872000	106975000	2262000	1884000		3196000	127063000
7/22/2019	5014000	2513000	76709000	2315000	1294000		2318000	90163000
7/23/2019	5533000	2530000	80446000	1445000	1893000	109000	2825000	94781000
7/24/2019	4388000	3311000	103958860	2545000	1451000	826000	8087000	124566860
7/25/2019	4155000	2379930	112934580	2280000	1457000	428000	4211000	127845510
7/27/2019	19218000	10013000	326192300	11109000	12835000	1578000	13149930	394095230
7/28/2019	23127000	8760000	372363110		14700000	3124000	11560000	433634110
7/29/2019	6251000	4697000	134993370		8001000	2207000	7342930	163492300
7/30/2019	7027000	4438000	162119930		10604000	847000	7877000	192912930
Grand Total	420805200	208318430	8096411290	303958300	58815000	51256000	211104860	9350669080

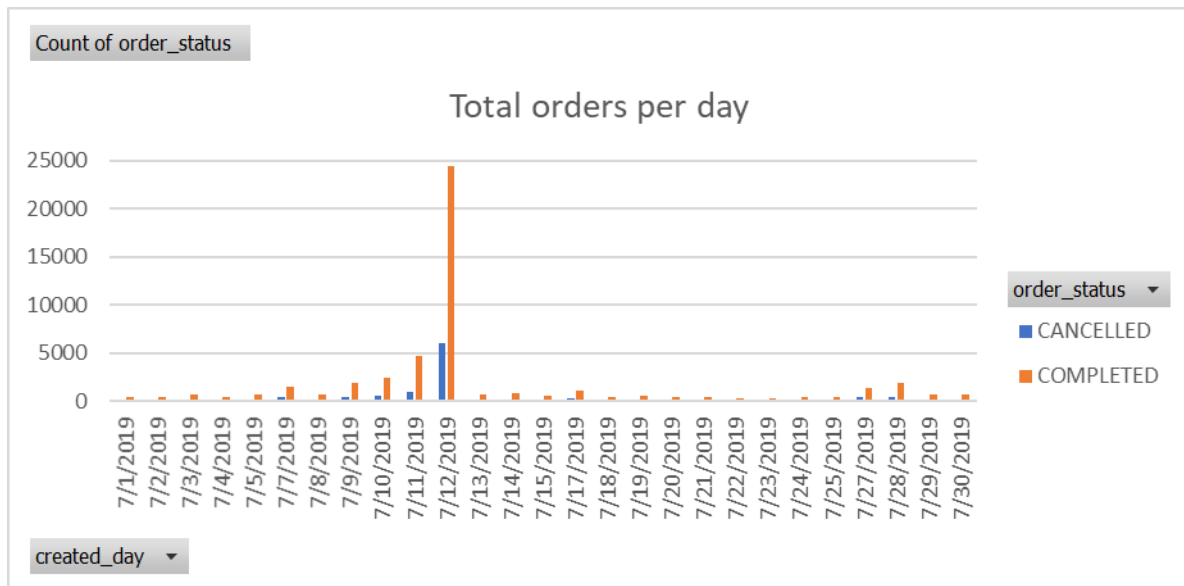
Sum of selling_price		Column Labels							
		Airpay GIRO	Airpay Wallet V2	Cash on Delivery	Cybersource	Cybersource (new)	Shopee Wallet	Group1	Grand Total
Row Labels									
7/1/2019		3.80%	3.19%	87.37%	2.29%	0.00%	1.31%	2.04%	100.00%
7/2/2019		1.36%	0.34%	90.31%	4.88%	0.00%	0.43%	2.67%	100.00%
7/3/2019		4.01%	1.92%	87.88%	4.40%	0.00%	0.00%	1.79%	100.00%
7/4/2019		1.79%	0.61%	91.21%	3.91%	0.00%	0.70%	1.78%	100.00%
7/5/2019		2.42%	2.07%	89.21%	4.87%	0.00%	0.32%	1.11%	100.00%
7/7/2019		4.19%	1.50%	85.60%	4.57%	0.00%	0.34%	3.80%	100.00%
7/8/2019		2.02%	1.70%	89.36%	4.42%	0.00%	0.35%	2.16%	100.00%
7/9/2019		4.19%	3.26%	86.28%	3.71%	0.00%	0.71%	1.85%	100.00%
7/10/2019		5.61%	2.21%	84.87%	4.27%	0.00%	0.75%	2.29%	100.00%
7/11/2019		4.23%	2.35%	85.47%	5.16%	0.00%	0.53%	2.26%	100.00%
7/12/2019		4.08%	1.86%	88.85%	3.14%	0.00%	0.67%	1.40%	100.00%
7/13/2019		3.07%	2.18%	88.96%	2.36%	0.00%	0.00%	3.43%	100.00%
7/14/2019		5.00%	1.20%	88.23%	3.52%	0.00%	0.00%	2.05%	100.00%
7/15/2019		10.82%	4.66%	79.52%	2.05%	0.00%	0.53%	2.43%	100.00%
7/17/2019		10.46%	5.37%	77.15%	4.11%	0.00%	0.31%	2.59%	100.00%
7/18/2019		7.12%	1.94%	86.13%	1.20%	0.30%	0.28%	3.02%	100.00%
7/19/2019		3.95%	1.43%	87.38%	3.49%	0.53%	0.50%	2.72%	100.00%
7/20/2019		5.00%	2.16%	82.52%	4.25%	2.91%	0.57%	2.61%	100.00%
7/21/2019		5.41%	4.62%	84.19%	1.78%	1.48%	0.00%	2.52%	100.00%
7/22/2019		5.56%	2.79%	85.08%	2.57%	1.44%	0.00%	2.57%	100.00%
7/23/2019		5.84%	2.67%	84.88%	1.52%	2.00%	0.12%	2.98%	100.00%
7/24/2019		3.52%	2.66%	83.46%	2.04%	1.16%	0.66%	6.49%	100.00%
7/25/2019		3.25%	1.86%	88.34%	1.78%	1.14%	0.33%	3.29%	100.00%
7/27/2019		4.88%	2.54%	82.77%	2.82%	3.26%	0.40%	3.34%	100.00%
7/28/2019		5.33%	2.02%	85.87%	0.00%	3.39%	0.72%	2.67%	100.00%
7/29/2019		3.82%	2.87%	82.57%	0.00%	4.89%	1.35%	4.49%	100.00%
7/30/2019		3.64%	2.30%	84.04%	0.00%	5.50%	0.44%	4.08%	100.00%
Grand Total		4.50%	2.23%	86.59%	3.25%	0.63%	0.55%	2.26%	100.00%

order_status	COMPLETED								
Sum of selling_price	Column Labels								
	⊕ Airpay GIRO	⊕ Airpay Wallet V2	⊕ Cash on Delivery	⊕ Cybersource	⊕ Cybersource (new)	⊕ Shopee Wallet	⊕ Group1	Grand Total	
Row Labels									
7/1/2019	3.72%	2.75%	88.68%	3.01%	0.00%	1.72%	0.11%	100.00%	
7/2/2019	1.77%	0.44%	89.26%	6.14%	0.00%	0.56%	1.81%	100.00%	
7/3/2019	4.34%	2.24%	87.43%	5.09%	0.00%	0.00%	0.90%	100.00%	
7/4/2019	1.68%	0.77%	91.04%	4.94%	0.00%	0.88%	0.69%	100.00%	
7/5/2019	2.48%	2.19%	88.42%	5.86%	0.00%	0.31%	0.74%	100.00%	
7/7/2019	4.20%	1.32%	87.35%	5.68%	0.00%	0.44%	1.01%	100.00%	
7/8/2019	1.94%	1.98%	89.39%	5.40%	0.00%	0.43%	0.87%	100.00%	
7/9/2019	4.15%	3.74%	86.12%	4.69%	0.00%	0.65%	0.66%	100.00%	
7/10/2019	5.79%	2.54%	84.78%	5.07%	0.00%	0.84%	0.97%	100.00%	
7/11/2019	4.20%	2.59%	85.06%	6.02%	0.00%	0.55%	1.58%	100.00%	
7/12/2019	4.02%	1.95%	88.73%	3.78%	0.00%	0.79%	0.73%	100.00%	
7/13/2019	3.27%	2.38%	90.06%	2.84%	0.00%	0.00%	1.45%	100.00%	
7/14/2019	4.86%	1.32%	89.08%	4.35%	0.00%	0.00%	0.38%	100.00%	
7/15/2019	11.06%	5.87%	79.76%	2.63%	0.00%	0.68%	0.00%	100.00%	
7/17/2019	11.60%	6.39%	75.56%	4.86%	0.00%	0.39%	1.19%	100.00%	
7/18/2019	5.92%	2.34%	88.49%	1.44%	0.18%	0.34%	1.28%	100.00%	
7/19/2019	3.75%	1.69%	88.63%	4.13%	0.63%	0.60%	0.56%	100.00%	
7/20/2019	4.00%	2.74%	83.68%	4.66%	3.51%	0.72%	0.70%	100.00%	
7/21/2019	5.68%	4.97%	84.57%	2.05%	1.71%	0.00%	1.03%	100.00%	
7/22/2019	4.64%	3.63%	85.85%	3.35%	1.68%	0.00%	0.85%	100.00%	
7/23/2019	6.25%	2.85%	84.95%	1.96%	2.57%	0.15%	1.28%	100.00%	
7/24/2019	3.61%	3.35%	87.03%	2.57%	1.22%	0.83%	1.39%	100.00%	
7/25/2019	3.08%	2.11%	89.31%	2.16%	1.38%	0.41%	1.55%	100.00%	
7/27/2019	4.01%	2.76%	83.92%	3.60%	3.21%	0.51%	1.98%	100.00%	
7/28/2019	5.15%	2.00%	87.25%	0.00%	3.59%	0.87%	1.13%	100.00%	
7/29/2019	2.91%	3.43%	86.35%	0.00%	3.92%	1.34%	2.05%	100.00%	
7/30/2019	3.25%	2.81%	85.45%	0.00%	5.85%	0.56%	2.07%	100.00%	
Grand Total	4.43%	2.45%	86.88%	3.93%	0.65%	0.64%	1.02%	100.00%	

order_status	CANCELLED								
Sum of selling_price	Column Labels								
	⊕ Airpay GIRO	⊕ Airpay Wallet V2	⊕ Cash on Delivery	⊕ Cybersource	⊕ Cybersource (new)	⊕ Shopee Wallet	⊕ Group1	Grand Total	
Row Labels									
7/1/2019	4.07%	4.56%	83.19%	0.00%	0.00%	0.00%	8.17%	100.00%	
7/2/2019	0.00%	0.00%	93.79%	0.70%	0.00%	0.00%	5.51%	100.00%	
7/3/2019	2.47%	0.43%	89.98%	1.20%	0.00%	0.00%	5.92%	100.00%	
7/4/2019	2.20%	0.00%	91.89%	0.00%	0.00%	0.00%	5.91%	100.00%	
7/5/2019	2.15%	1.44%	93.12%	0.00%	0.00%	0.36%	2.93%	100.00%	
7/7/2019	4.15%	2.17%	79.19%	0.46%	0.00%	0.00%	14.03%	100.00%	
7/8/2019	2.39%	0.42%	89.22%	0.00%	0.00%	0.00%	7.97%	100.00%	
7/9/2019	4.34%	1.46%	86.91%	0.00%	0.00%	0.94%	6.36%	100.00%	
7/10/2019	4.70%	0.62%	85.30%	0.45%	0.00%	0.28%	8.65%	100.00%	
7/11/2019	4.37%	1.09%	87.65%	0.68%	0.00%	0.42%	5.80%	100.00%	
7/12/2019	4.35%	1.51%	89.30%	0.59%	0.00%	0.18%	4.07%	100.00%	
7/13/2019	2.23%	1.37%	84.36%	0.35%	0.00%	0.00%	11.69%	100.00%	
7/14/2019	5.56%	0.71%	84.66%	0.00%	0.00%	0.00%	9.07%	100.00%	
7/15/2019	9.95%	0.35%	78.65%	0.00%	0.00%	0.00%	11.04%	100.00%	
7/17/2019	6.01%	1.41%	83.36%	1.14%	0.00%	0.00%	8.08%	100.00%	
7/18/2019	13.00%	0.00%	74.52%	0.00%	0.89%	0.00%	11.59%	100.00%	
7/19/2019	5.00%	0.00%	80.55%	0.00%	0.00%	0.00%	14.45%	100.00%	
7/20/2019	8.73%	0.00%	78.18%	2.73%	0.64%	0.00%	9.71%	100.00%	
7/21/2019	3.63%	2.27%	81.68%	0.00%	0.00%	0.00%	12.42%	100.00%	
7/22/2019	8.60%	0.00%	82.54%	0.00%	0.62%	0.00%	8.24%	100.00%	
7/23/2019	4.39%	2.05%	84.63%	0.00%	0.00%	0.00%	8.93%	100.00%	
7/24/2019	3.19%	0.00%	69.64%	0.00%	0.96%	0.00%	26.21%	100.00%	
7/25/2019	4.06%	0.69%	83.72%	0.00%	0.00%	0.00%	11.53%	100.00%	
7/27/2019	7.97%	1.74%	78.65%	0.00%	3.43%	0.00%	8.21%	100.00%	
7/28/2019	6.19%	2.11%	79.30%	0.00%	2.42%	0.00%	9.98%	100.00%	
7/29/2019	7.74%	0.50%	66.44%	0.00%	9.05%	1.38%	14.89%	100.00%	
7/30/2019	5.03%	0.51%	79.03%	0.00%	4.23%	0.00%	11.19%	100.00%	
Grand Total	4.79%	1.29%	85.35%	0.43%	0.56%	0.18%	7.40%	100.00%	

order_status	COMPLETED
Row Labels	Sum of selling_price
+ Airpay GIRO	333979200
+ Airpay Wallet V2	184955430
+ Cash on Delivery	6550880700
+ Cybersource	296165300
+ Cybersource (new)	48731000
+ Shopee Wallet	47985000
+ VN Airpay Ibanking	77112500
<b>Grand Total</b>	<b>7539809130</b>



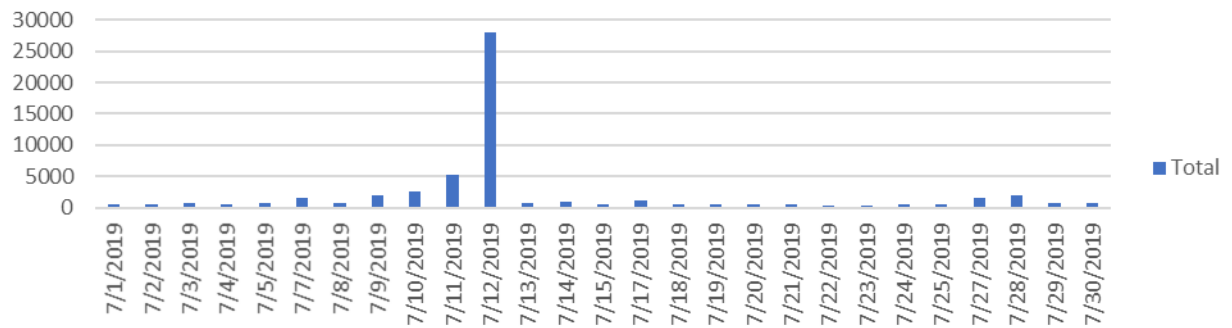


Count of order_status	Column Labels		
Row Labels	CANCELLED	COMPLETED	Grand Total
7/1/2019	146	486	632
7/2/2019	127	428	555
7/3/2019	137	657	794
7/4/2019	112	465	577
7/5/2019	139	683	822
7/7/2019	379	1521	1900
7/8/2019	159	757	916
7/9/2019	480	1853	2333
7/10/2019	510	2459	2969
7/11/2019	991	4655	5646
7/12/2019	6054	24443	30497
7/13/2019	194	765	959
7/14/2019	200	793	993
7/15/2019	167	585	752
7/17/2019	289	1098	1387
7/18/2019	96	424	520
7/19/2019	105	553	658
7/20/2019	124	431	555
7/21/2019	72	448	520
7/22/2019	97	323	420
7/23/2019	102	333	435
7/24/2019	109	453	562
7/25/2019	90	485	575
7/27/2019	398	1416	1814
7/28/2019	388	1867	2255
7/29/2019	153	648	801
7/30/2019	193	688	881
<b>Grand Total</b>	<b>12011</b>	<b>49717</b>	<b>61728</b>

order\_status ▼

Sum of item\_quantity

Total items sold per day (completed orders)



created\_day ▼