

Dashboard For E-commerce Company

[View in Power BI](#)



Summary

Revenue & Profit

Traffic Performance

Delivery

Assortment

Customers

NMV

1,121M!

Prev. Period: 1,421M
(-299.9M -21.1%)

Gross Profit

318M!

Prev. Period: 403M
(-84.9M -21.1%)

Sessions

46,980✓

Prev. Period: 38,508
(+8,472.0 +22%)

Net Orders

1,615!

Prev. Period: 2,049
(-434.0 -21.2%)

Punctuality

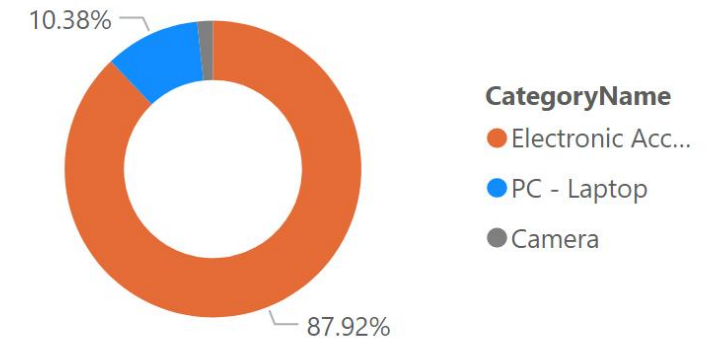
64%✓

Prev. Period: 49%
(+14.8% +29.9%)

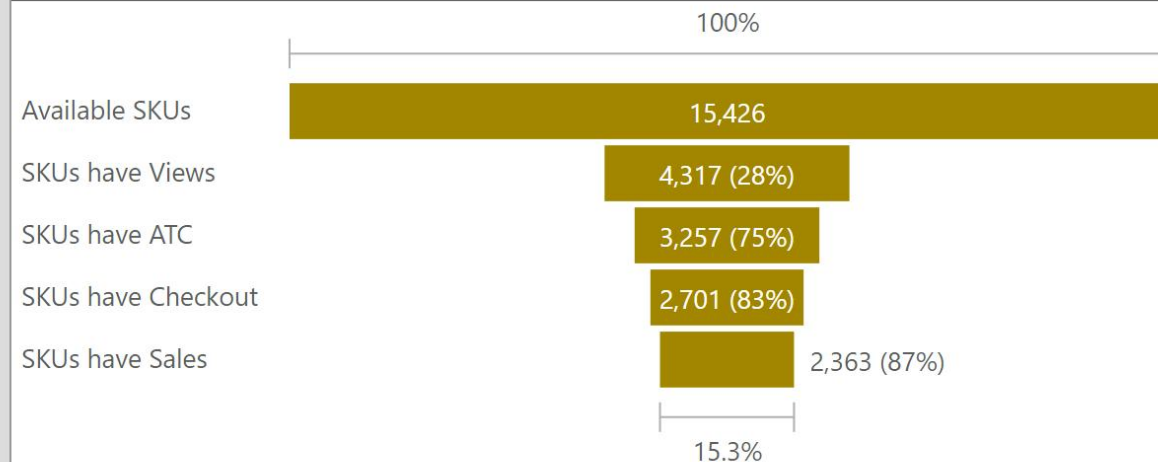
Monthly NMV and Gross Profit



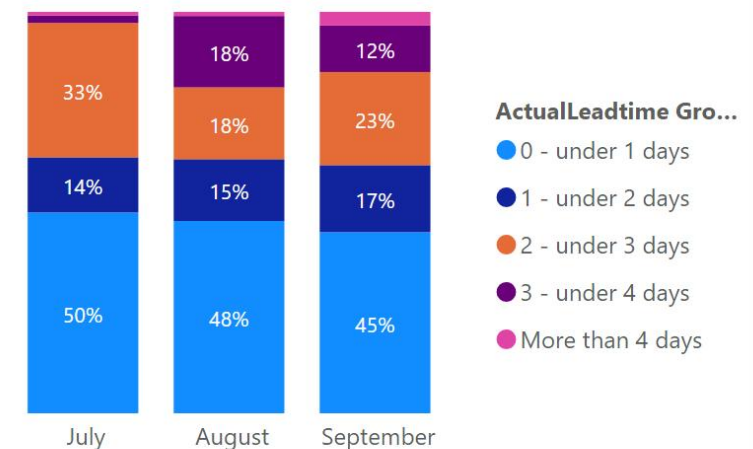
Gross Profit by Categories



Assortment Performance



% Orders by Actual Leadtime



Revenue Analytics

HighLevelChan...

- ☐ NonPaid
- ☐ Others
- ☐ Paid

DeliveryType

- ☐ normal
- ☐ sameday

BusinessType

- ☐ instock
- ☐ marketplace

GMV

1,327M!

Prev. Period: 1,600M
(-272.9M -17.1%)

NMV

1,121M!

Prev. Period: 1,421M
(-299.9M -21.1%)

Shipping Revenue

34M!

Prev. Period: 38M
(-3.9M -10.2%)

Gross Profit

318M!

Prev. Period: 403M
(-84.9M -21.1%)

Net Orders

1,615!

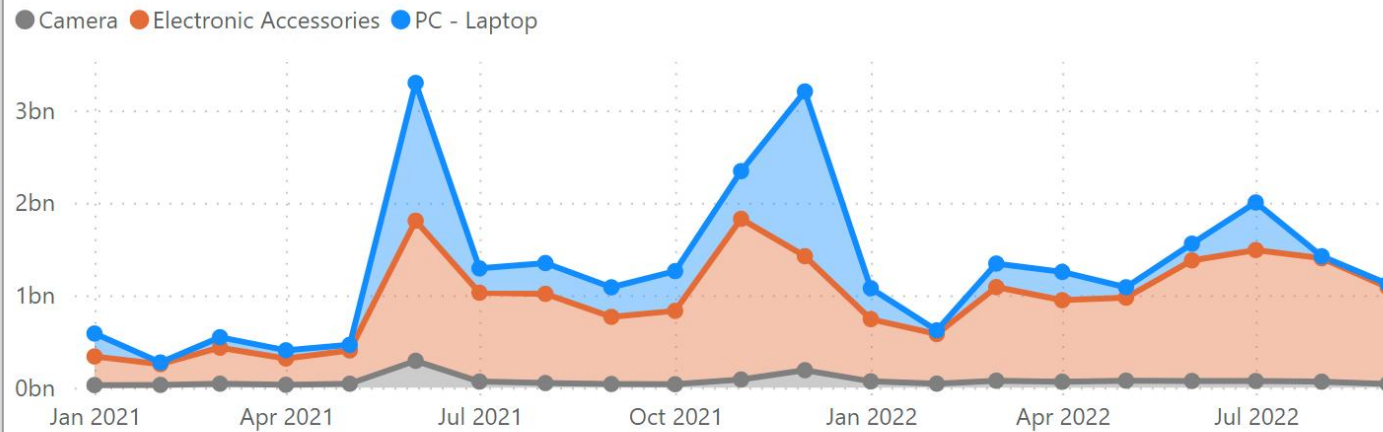
Prev. Period: 2,049
(-434 -21.2%)

AOV

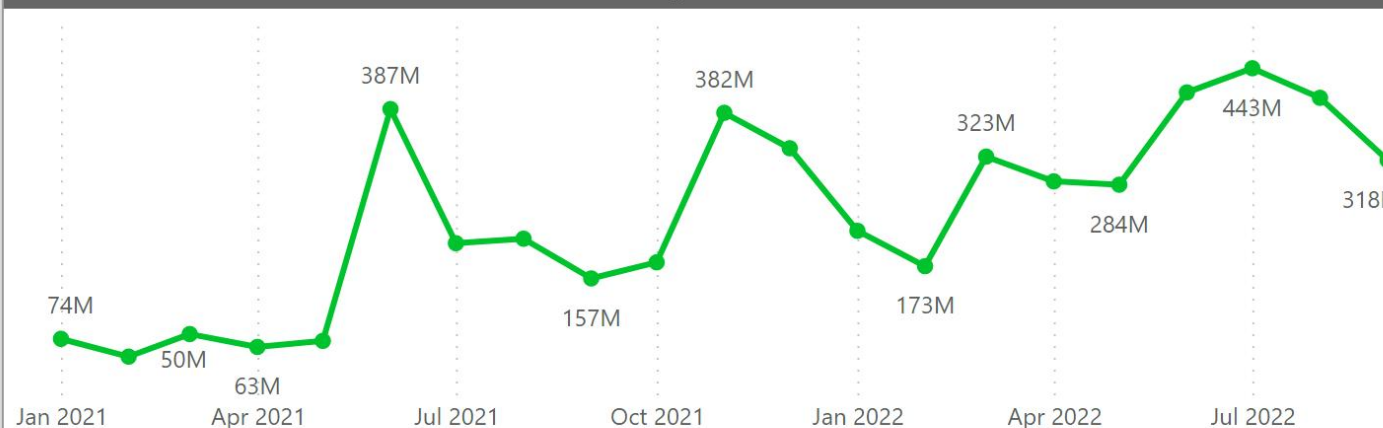
694K✓

Prev. Period: 693K
(+0.6K +0.1%)

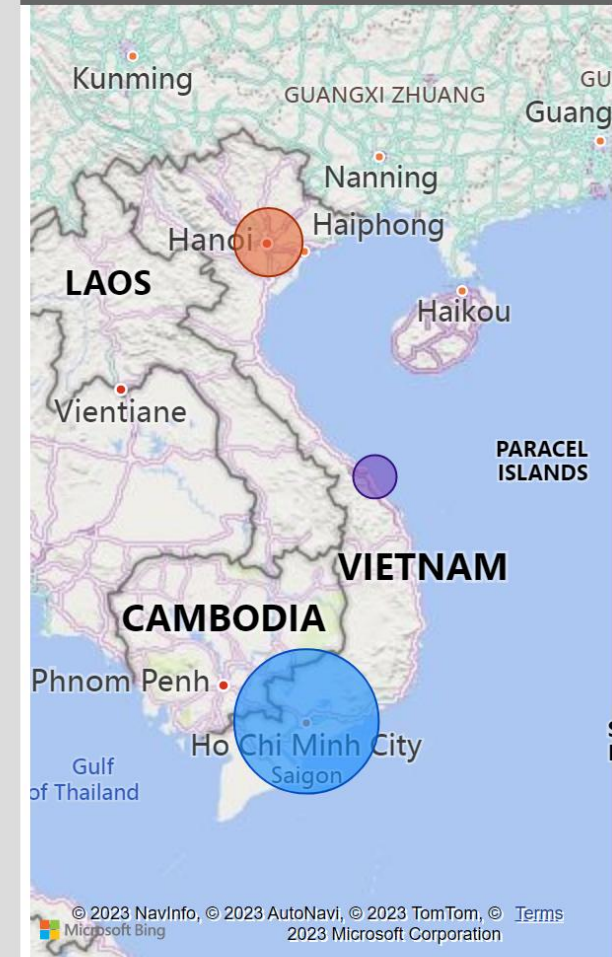
Monthly NMV



Monthly Gross Profit



Revenue by Geo



Performance Marketing Analytics

HighLevelChan...

- ☐ NonPaid
- ☐ Others
- ☐ Paid

Sessions

46,980✓

Prev. Period: 38,508
(+8,472.0 +22%)

PageViews

88,018✓

Prev. Period: 73,082
(+14,936.0 +20.4%)

Add To Carts

15,136✓

Prev. Period: 13,507
(+1,629.0 +12.1%)

CheckOuts

6,396✓

Prev. Period: 6,014
(+382.0 +6.4%)

Gross Orders

1,776!

Prev. Period: 2,198
(-422.0 -19.2%)

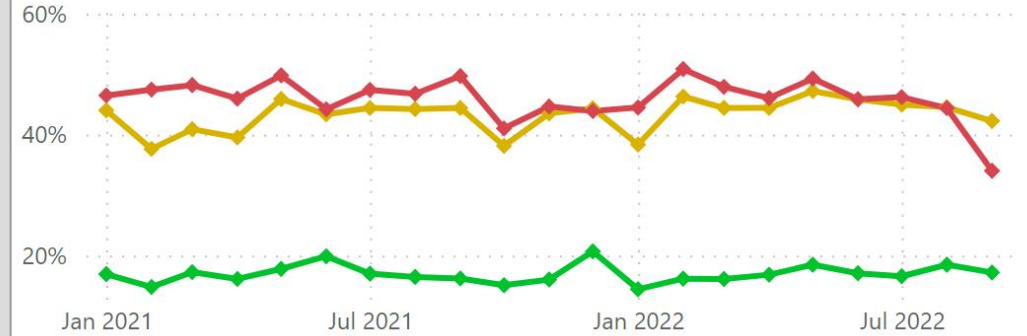
Gross Quantities

2,176!

Prev. Period: 2670
(-494 -18.5%)

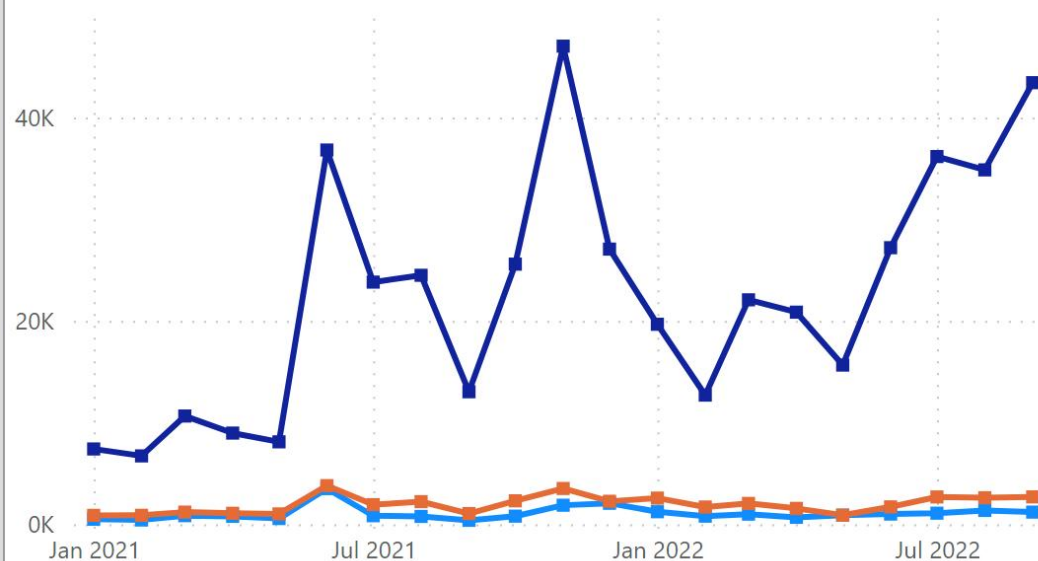
Conversion by purchase journey

◆ ATC / PageView ◆ Checkout / ATC ◆ Quantity / Checkout



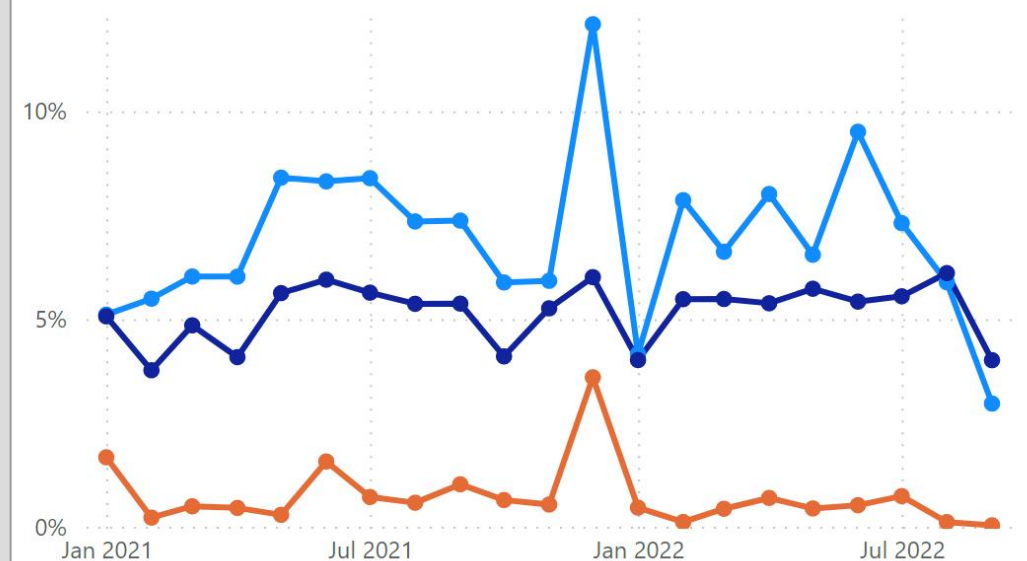
Sessions

CategoryName Camera Electronic Accessories PC - Laptop



Ecom Conversion (Orders/ Sessions)

CategoryName Camera Electronic Accessories PC - Laptop



Delivery Analytics

Year

- ☐ 2020
☐ 2021
☐ 2022

DeliveryType

- ☐ normal
☒ sameday

PDD Leadtime TP90



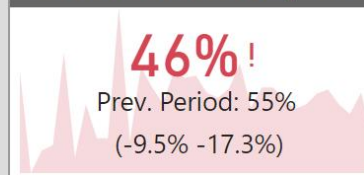
Shipping Fee per Order



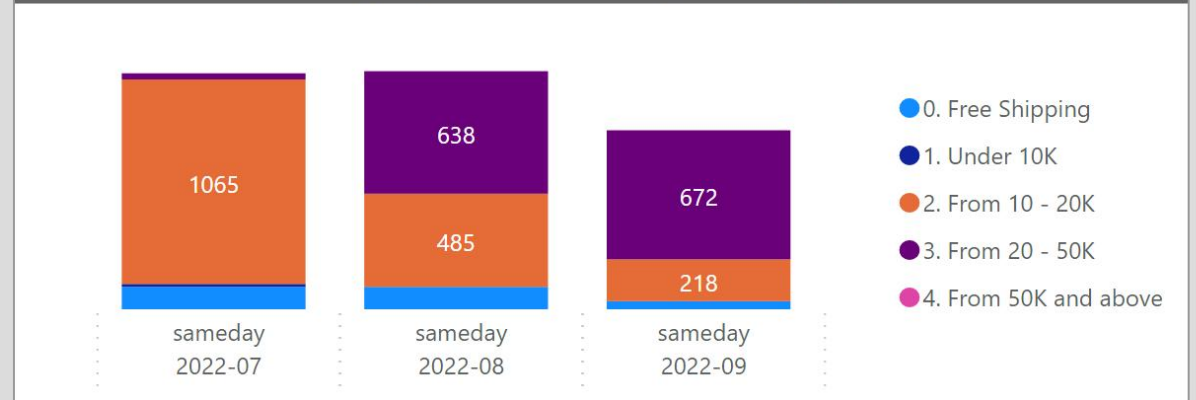
Actual Leadtime TP90



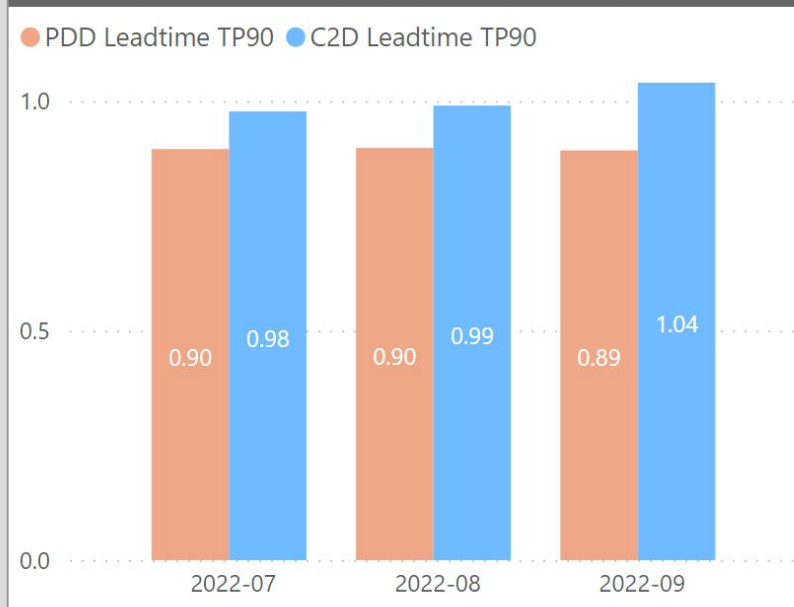
Order Punctuality (%)



ShippingFee per Order by delivery types



Promised vs. Actual Leadtime - TP90



Correllation ShippingFee x Gross Orders by Months



Assortment Analytics

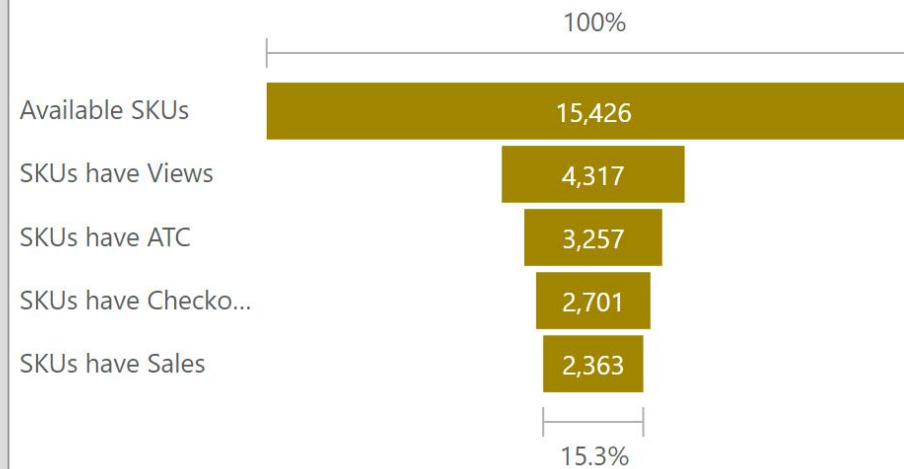
BusinessType

- ☐ instock
- ☐ marketplace

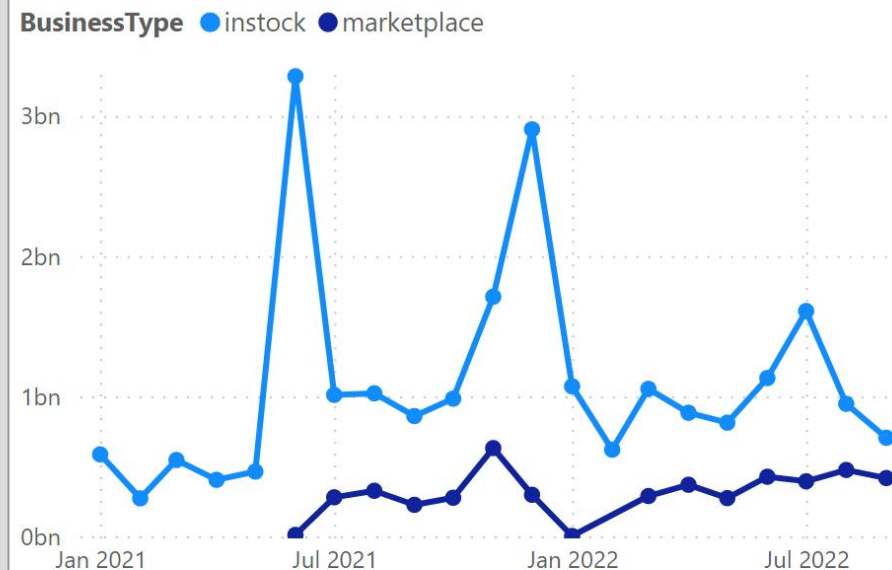
CategoryName

- ☐ Camera
- ☐ Electronic Acce...
- ☐ PC - Laptop

Assortment Performance



NMV by business types



CategoryName

SKUs have no sales

Electronic Accessories	10,887
Thiết Bị Số - Phụ Kiện Số	9,981
Phụ Kiện Điện Thoại và Máy Tính Bảng	3,382
Phụ kiện máy tính và Laptop	3,028
Thiết Bị Âm Thanh và Phụ Kiện	2,819
Thiết Bị Đeo Thông Minh và Phụ Kiện	407
Thiết Bị Chơi Game và Phụ Kiện	329
Thiết Bị Thông Minh và Linh Kiện Điện Tử	16
Điện Tử - Điện Lạnh	783
Âm thanh & Phụ kiện Tivi	783
Laptop - Máy Vi Tính - Linh kiện	120
Thiết Bị Lưu Trữ	120
Cross Border - Hàng Quốc Tế	3
Thiết Bị Số - Phụ Kiện Số	3
PC - Laptop	1,604
Laptop - Máy Vi Tính - Linh kiện	1,604
Laptop	1,499
PC - Máy Tính Bộ	105
Camera	573
Máy Ảnh - Máy Quay Phim	572
Máy Ảnh	194
Phụ Kiện Máy Ảnh, Máy Quay	128
Ống Kính (Lens)	99
Camera Giám Sát	81
Camera Hành Trình - Action Camera và Phụ Kiện	37
Balo - Túi Đựng - Bao Da	17
Thiết Bị Quay Phim	10
Thiết Bị Số - Phụ Kiện Số	6
Total	13,064

Customers Analytics

Users

42K✓
Prev. Period: 37K
(+5.6K +15.4%)

Net Customers

1,557!
Prev. Period: 1,939
(-382.0 -19.7%)

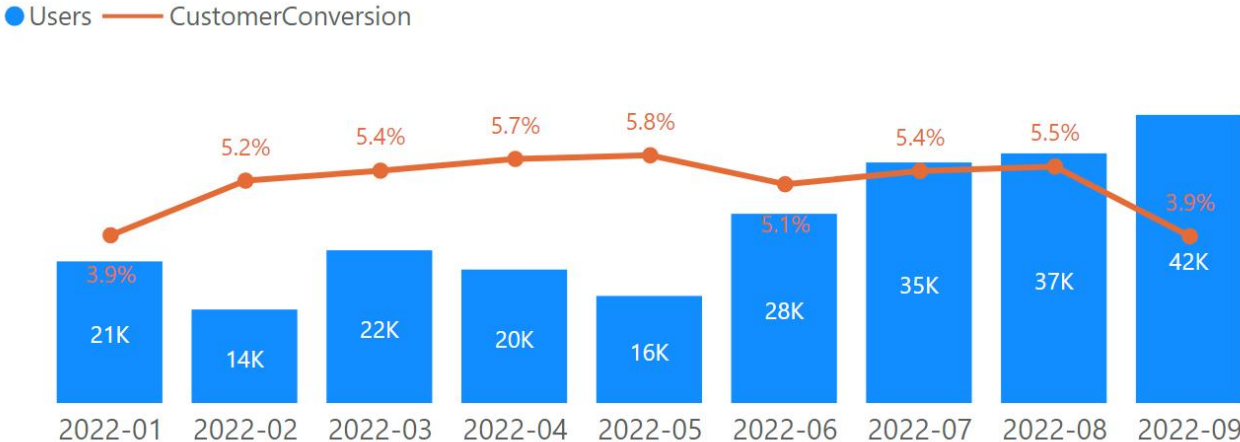
Spending per Cust.

720K!
Prev. Period: 1,088K
(-367.7K -33.8%)

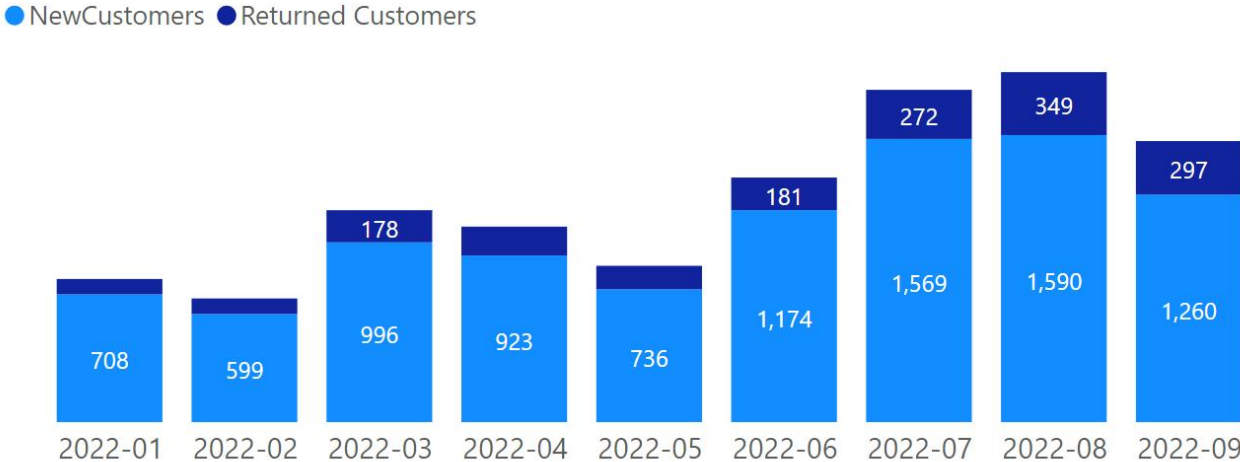
Customer Cohort

FirstOrderMonth	0	1	2	3	4	5	6	7	8	9
October 2021	100%	3%	2%	0%	0%	1%	1%	1%	1%	1%
November 2021	100%	3%	1%	1%	2%	1%	0%	1%	1%	2%
December 2021	100%	1%	1%	1%	1%	1%	1%	1%	1%	1%
January 2022	100%	1%	2%	0%	0%	0%	1%	1%	1%	
February 2022	100%	1%	1%	1%	1%	1%	0%	1%		
March 2022	100%	2%	1%	0%	3%	2%	1%			
April 2022	100%	1%	1%	1%	2%	1%				
May 2022	100%	3%	2%	3%	5%					
June 2022	100%	2%	3%	2%						
July 2022	100%	2%	2%							
August 2022	100%	2%								
September 2022	100%									

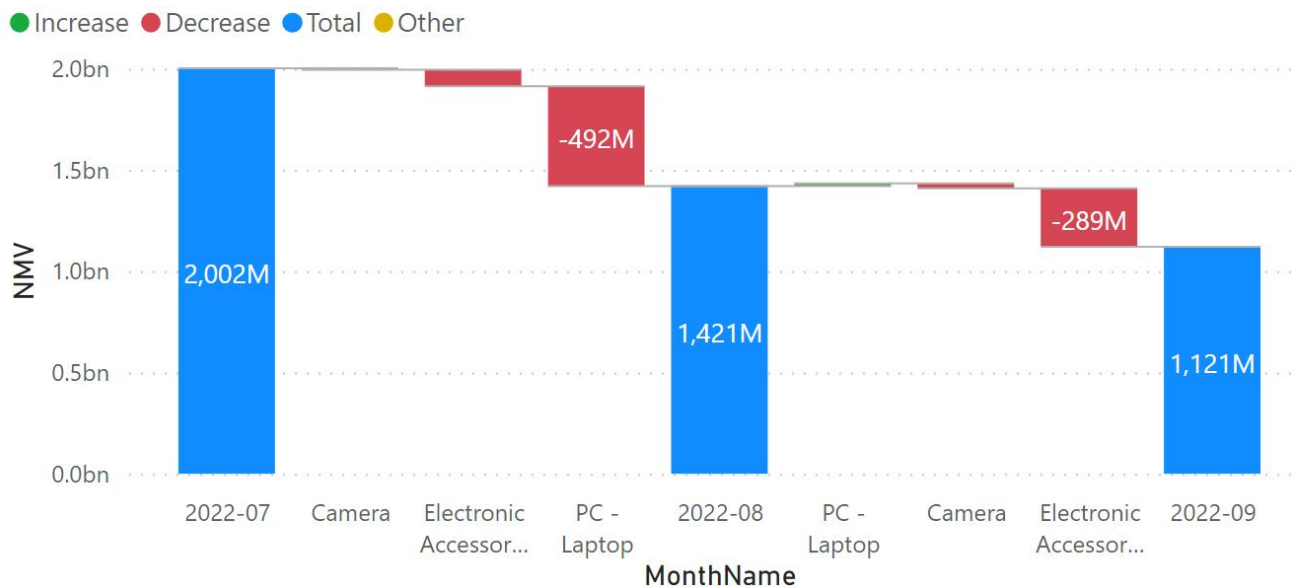
MAU and Users Conversion



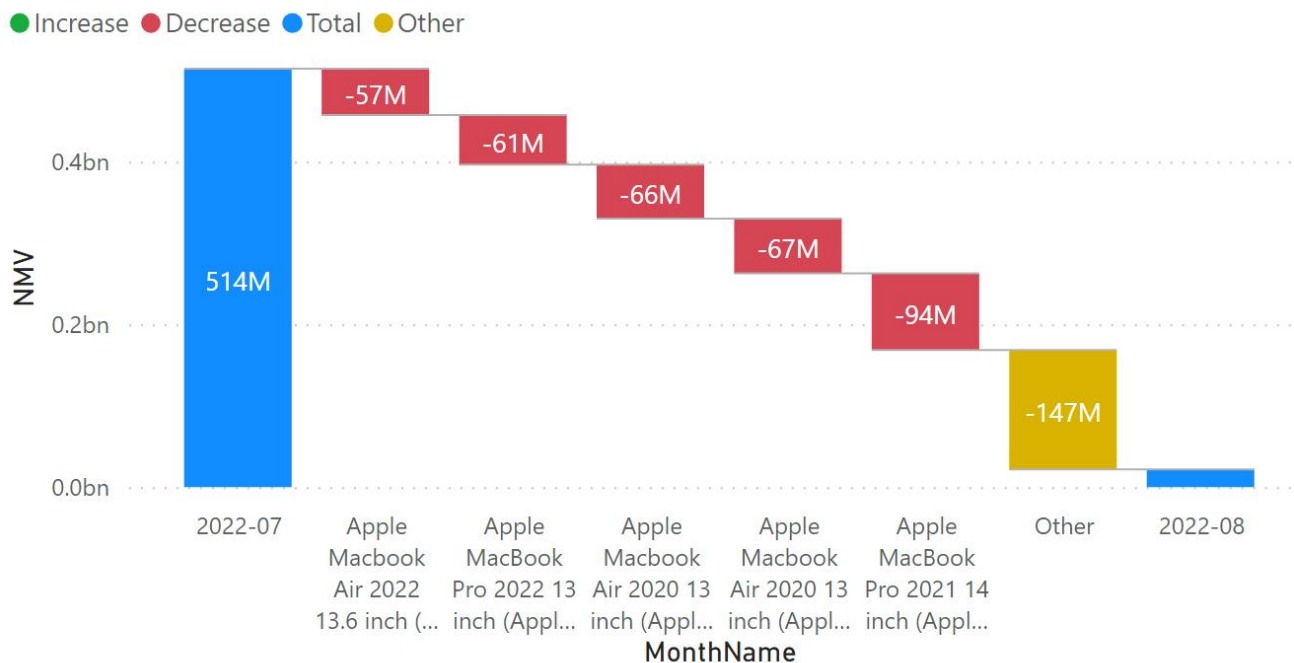
Monthly Retention



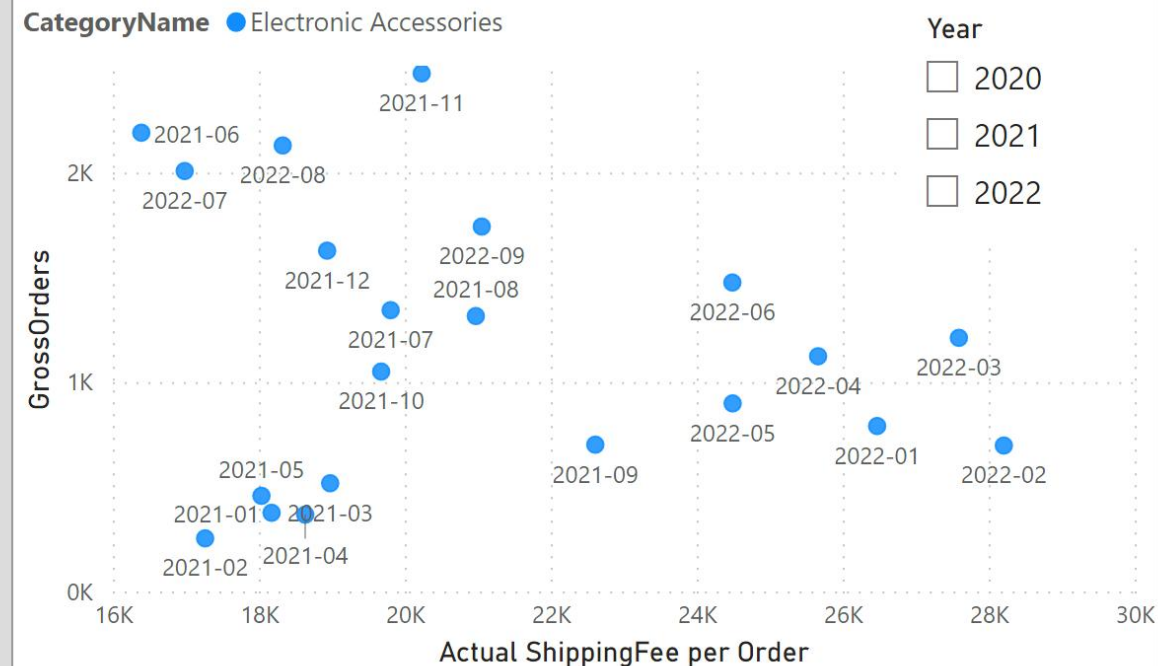
NMV by MonthName and CategoryName



NMV by MonthName and ProductName



Correllation ShippingFee x Gross Orders by Months



Year

- ☐ 2020
- ☐ 2021
- ☐ 2022

DeliveryType

- ☐ normal
- ☒ sameday

MonthName	CancellationValue	CancellationOrders
2022-09	56,612,000	68
2022-08	39,869,738	70
2022-07	34,955,450	65
2022-06	128,204,760	43
2022-05	51,510,167	23
2022-04	31,658,900	34
2022-03	24,263,400	33
2022-02	50,976,200	33
2022-01	24,451,800	23
2021-12	95,581,433	48
2021-11	94,136,407	65
2021-10	25,448,500	29
2021-09	21,045,133	18
2021-08	42,230,067	47
2021-07	55,585,300	52
2021-06	50,785,771	48
2021-05	16,422,900	19
2021-04	35,934,304	14
2021-03	23,865,007	15
2021-02	4,397,000	9
2021-01	33,387,833	21
2020-12	1,257,000	2
2020-11	1,975,000	3
2020-10	2,287,000	2
Total	948,688,069	787

CancellationOrders and PDD Leadtime TP90 by MonthName



CancellationOrders and C2D Leadtime TP90 by MonthName

