PROMOTION PROGRAM REPORT

12-2024

PREPARED FOR :

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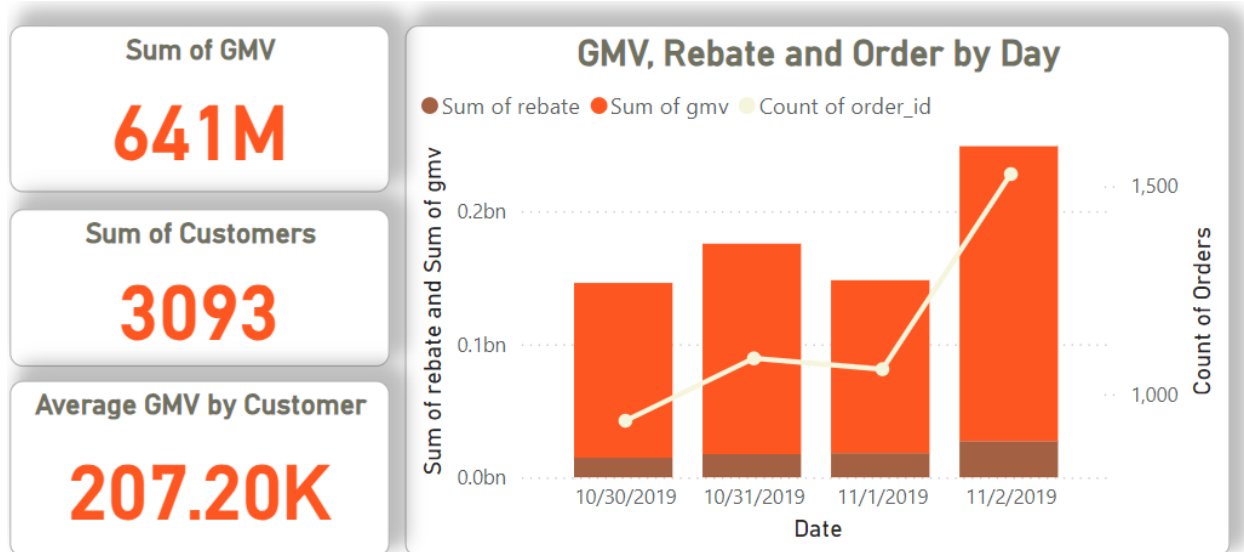
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1. Context of Report:

Shopee has just launched a promotion program of 30% off total bill with 20.000 VND at maximum from October 30th to November 2nd . However, some customers are affiliated with the seller to abuse this program. The report provides information about the result of the promotion program and unveils potential customers who are in leauge with sellers for abuse behavior.
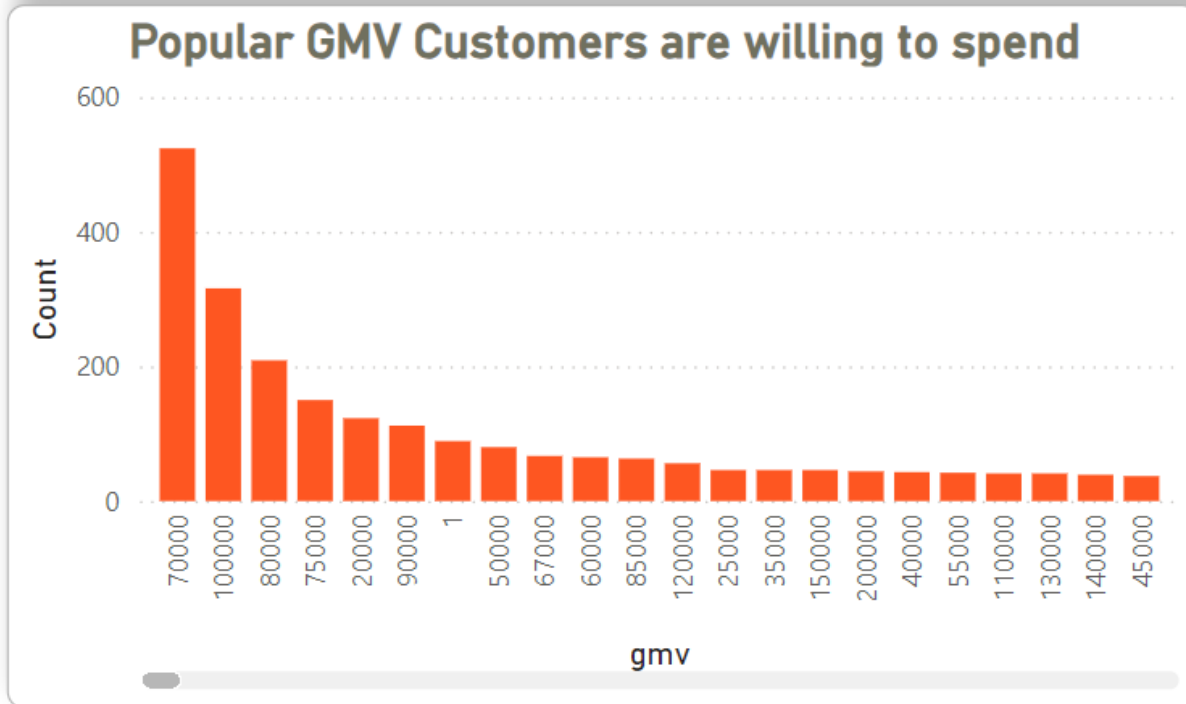
2. Overview of the promotion program:

2.1. Sum of Revenue and Customers:

During four days of the programs from October 30th to November 2nd :

- The system recored 4611 orders from 3093 different customers to 1385 shops, which brought about a sum of 641M VND of goods monetary value (GMV).
- In particular, about 4123 orders from 3044 customers were benefited from promotion program, making up 89.4% of total orders , bringing about 611M VND in terms of GMV, which is equal to 95.3% of total index recorded.
  - ➔ **This means that the program received a positive response from customers conducting e-shopping.**
- Many of the purchases were conducted on the last day of the program since over one third of orders belonged to this date.

2.2. Popular GMV customers are willing to spend:

Popular GMV Customers are willing to spend

- Mostly, the value of the orders ranges from 50.000 to 100.000 VND, with the range from 60.000 to 70.000VND accounting for the highest proportion of orders (687 orders).
- **70.000 VND is the point which has the most transactions, meaning that most of the customers were aware and tried to take advantage of the discount 20.000 VND.**
- Very few people conducted the order whose value equals or surpasses 400.000 VND (5.8%).
- Some orders have value of 1 VND, which raises some doubt of abuse between customers and sellers to negatively make use of this promotion program.

➔ While the number of people conducting the orders with large GMV was modest, almost all orders with small value were aimed to leverage the promotion program in the period.

3. Potential Fraud in Commerce from Sellers:

shop_owner_uid	shop_id	uid	order_id	gmv	txn_time
1011881	29728	100205391	142330686	100	0/31/2019 5:47:00 PM
1011881	29728	100205391	142331162	100	0/31/2019 5:50:00 PM
1011881	29727	100205391	142332410	100	0/31/2019 5:58:00 PM
1011881	29726	100205391	142333932	100	0/31/2019 6:07:00 PM
1007436	29632	100205391	142013792	1000	0/30/2019 1:53:00 PM
1007436	29631	100205391	142099857	100	0/30/2019 7:10:00 PM
1007436	29630	100205391	142103015	100	0/30/2019 7:21:00 PM
1007436	29629	100205391	142089475	1000	0/30/2019 6:24:00 PM
1006513	27037	101065061	142485396	1	1/1/2019 12:29:00 PM
1006513	27031	101065061	142475015	1	1/1/2019 11:56:00 AM
1006513	27030	101065061	142458530	1	1/1/2019 11:06:00 AM
1006513	27029	101065061	142470847	1	1/1/2019 11:43:00 AM
1006513	27028	101065061	142463690	1	1/1/2019 11:21:00 AM

- **There are three shop owners (1007436, 1011881, 1006513) showing signs of affliating with customers for abuse.** These shop owners possess different shop at the same time and had many orders from the same customers with low-valued GMV ranging from 1 to 1000 VND so that these customers did not have to fork out money while the shops still recorded more purchases conducted.

➔ The purpose is partly to increase the the number of orders the shops can sell out so that they will be suggested more in automatically suggested shops for potential customers. o

4. Potential Fraud in Commerce from Buyers:
4.1. Buyers potentially affiliated with sellers to benefit both sides.

uid	Orders_smaller_1000	Count of order_id
100205391	24	26
100605978	19	23
1026737	15	16
100614916	6	7
101065061	6	6
Total	**70**	**78**

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uid	shop_id	shop_owner_uid	gmv	rebate
100605978	1559	103028107	68000	20000
100605978	1559	103028107	69000	20000
100605978	1924	103044781	68000	20000
100605978	3232	103082388	70000	20000
100605978	10605	101417978	1	0
100605978	30061	104069928	1	0
100205391	29379	1011329	1000	0
100205391	29659	1011829	1000	0
100205391	29660	1011829	100	0
100205391	29726	1011881	100	0
100205391	29727	1011881	100	0
100205391	29728	1011881	100	0
1026737	29974	2046542	1	0
1026737	29977	101377664	1	0
1026737	30006	104056393	1	0
1026737	30032	104066534	1	0
1026737	30081	104071265	1	0
1026737	30087	104071861	1	0
1026737	30105	104072798	1	0

- The focus was on customers who conducted a great number of purchases, many of which, however, had the GMV under 1000 VND.
- **From the table, three customers including 100205391, 100605978 and 1026737 were those conducted abnormally high number of orders, most of which were below 1000VND compared to other users within 4 days of promotion program.**
- These users purchased items from different shops, some of which belongs two the same owners. Especially, among small orders, they occasionally conducted a normally-valued orders to avoid being detected.

4.2. Buyers make purchases at suspiciously close intervals

User ID	ID of Shop	ID of Shop Owner	Order ID	txn_time	GMV
103653018	5786	103481792	142534067	11/1/2019 3:08:00 PM	100000
103653018	6909	103568418	142534416	11/1/2019 3:09:00 PM	105000
103653018	6917	103569882	142534694	11/1/2019 3:10:00 PM	70000
103653018	6840	103562487	142535615	11/1/2019 3:13:00 PM	70000
103653018	7181	103571723	142536057	11/1/2019 3:14:00 PM	105000
103653018	4342	103284688	142536464	11/1/2019 3:15:00 PM	80000
100605978	30127	104079648	142438856	11/1/2019 9:41:00 AM	1
100605978	30127	104079648	142438908	11/1/2019 9:41:00 AM	1
100605978	30140	104080159	142446305	11/1/2019 10:16:00 AM	1
100605978	30140	104080159	142446346	11/1/2019 10:16:00 AM	1
1191456	10979	102817559	142190457	10/31/2019 9:10:00 AM	90000
1191456	10979	102817559	142190585	10/31/2019 9:10:00 AM	20000
1191456	10979	102817559	142521944	11/1/2019 2:32:00 PM	70000
1191456	10979	102817559	142522204	11/1/2019 2:32:00 PM	20000
1191456	10979	102817559	142685689	11/2/2019 8:58:00 AM	70000
1191456	10979	102817559	142685791	11/2/2019 8:58:00 AM	20000

- **Some customers such as 103653018, 100605978 and 1191456 have the behavior of making orders at the same time or in very close time periods on the same account many times.** This raises the question of whether these customers are using a third-party software such as auto-click or bot.

- The purpose may be attributable to buying up large quantities of promotional products and reselling them at higher prices or creating multiple fake orders to manipulate data or take advantage of refund policies.

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