

MARKETPLACE DASHBOARD ANALYTICS

Month

region

payment_type

Total Sales

22,2 jt

Total Order

12

AOV

1,8 jt

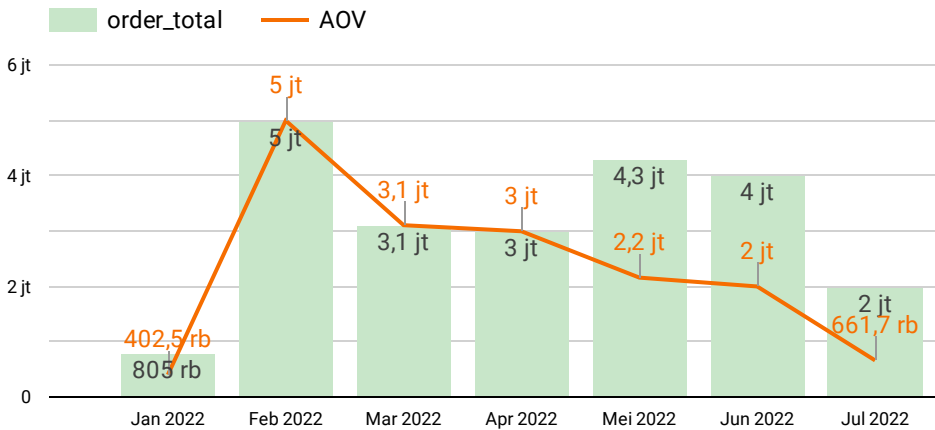
of user

7

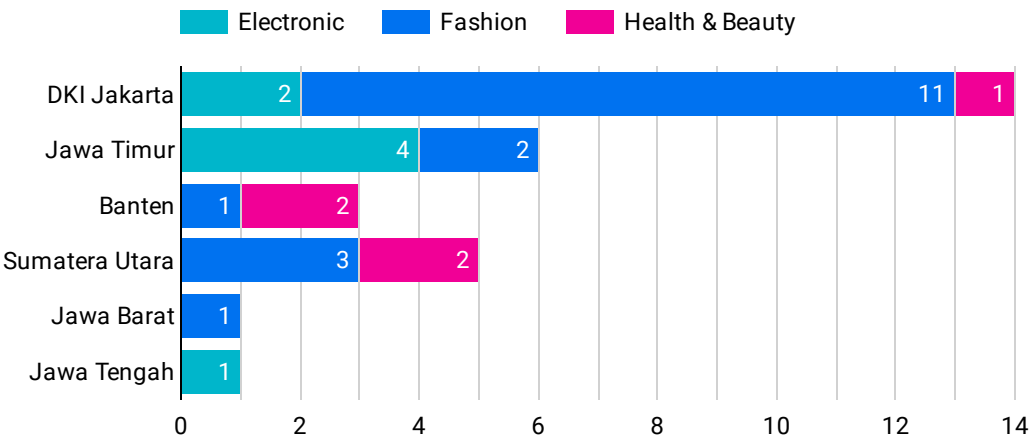
Total Product Sold

30

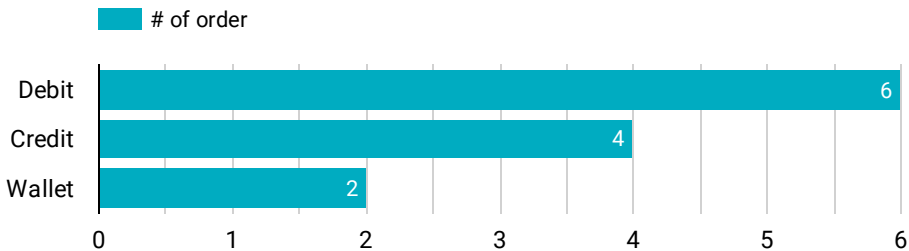
Monthly Total Sales



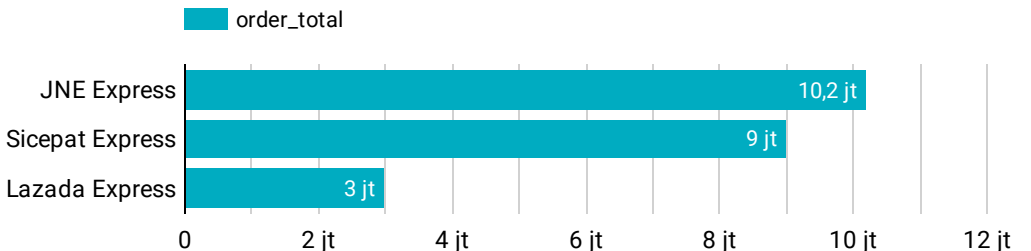
Region Character



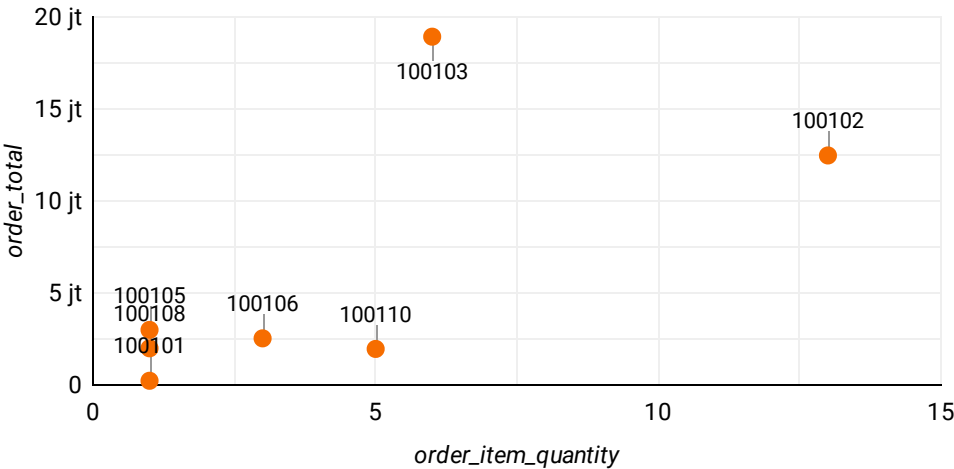
Payment Type Distribution



Shipper Distribution



High Value User



Discount Impact on Sales per Category

product_cate...	Original Price	Discount	Total Sales	Conversion
Electronic	19.800.000	3.000.000	16.800.000	5,6
Fashion	4.700.000	210.000	4.490.000	21,38
Health & Bea...	980.000	40.000	940.000	23,5

Voucher Type Impact on Overall Sales

voucher_name	Total Voucher	Total Sales	Conversion
New User	25.000	10.790.000	431,6
Body Soap Promo	10.000	445.000	44,5

Total Order per Region



Sales Per User

