

[PRD] ASC Pricing Page

S/N	Date	Name	Change log
1	26 Sept 2023	Lynette	First version
2	27 Sept 2023	Lynette	Updated pricing overview section
3	16 Oct 2023	Lynette	<ul style="list-style-type: none">• Update identify uncompetitive products logic• Update price matched performance chart

1. Background

1.1. Problem

Problem	Relevant findings
Low adoption of price competitiveness recommendations by sellers	<ul style="list-style-type: none">• less than 5% of products flagged uncompetitive have their prices updated by sellers

1.2. Research

- Chinese platforms typically use a star rating for price competitiveness (PDD/TB), other platforms normally just mark it as competitive/uncompetitive
- Tiktok and Meesho are showing estimated order and sales uplift when sellers update the prices, this might be due to the sellers being less advanced
- Chinese platforms are less explicit in estimating order uplift, instead they use different

mechanisms to foster competition amongst the sellers, sellers already understand that adjusting their prices will have a significant impact on their search rankings, eligibility for different promotional mechanisms

- Most of the platforms are using internal comparison rather than external comparison to push the sellers to change prices
- Some strategies to motivate sellers are:
 - Boosting competitive products
 - Deboosting/delisting uncompetitive products
 - Giving more campaign opportunities and promotional mechanisms to competitive products
- Most competitors have a dedicated pricing module where the recommended prices are shown to the seller, most of them don't guarantee any amount of traffic/orders to the seller
- See link for details on [Competitor benchmarking](#)

2. Objective & KPIs

2.1. Objectives

- Improved visibility and usability of the pricing recommendations
- Integration of the pricing module with accurate order uplift estimates
- Provision of data to allow sellers to understand their performance after updating price

2.2. KPIs

KPI	Target	Description
% of uncompetitive products where seller matches price	20%	No. of products where price is matched/No. of products which were flagged uncompetitive to seller
% of price competitive SKUs with verified matches	90%	No. of price competitive SKUs/No. of SKUs with verified competitor match

3. Solution Overview

3.1. Scope

Venture/Plat	iOS	Android	PC	Msite
PK	No	No	Yes	No
BD	No	No	Yes	No
LK	No	No	Yes	No
NP	No	No	No	No
MM	No	No	No	No

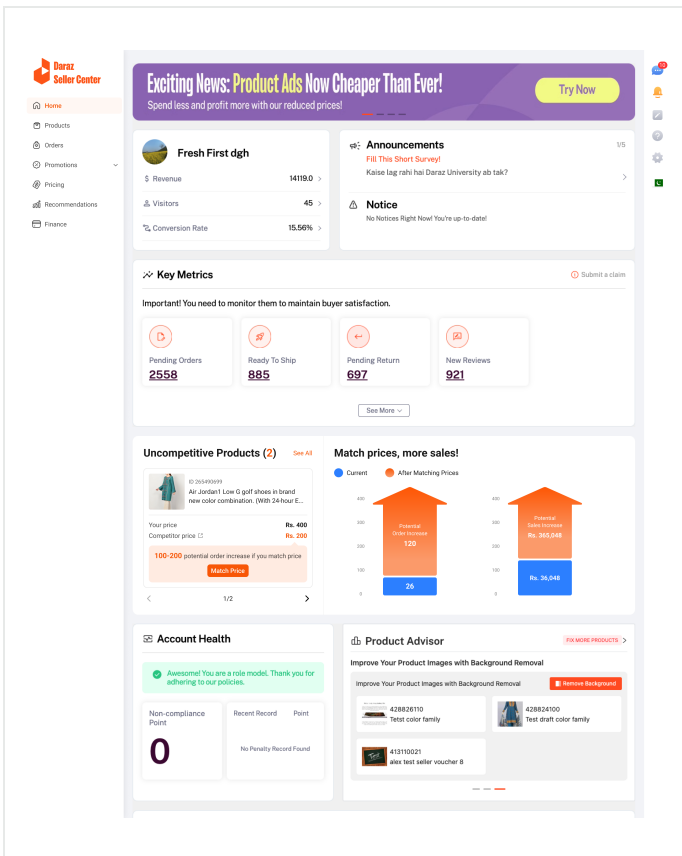
4. Detailed Requirements

4.1. Homepage Pricing Module

User Journey: As a seller, I want to be alerted about uncompetitive products on the homepage so that I do not miss any uncompetitive products


<https://daraz-global.atlassian.net/browse/DAR-16248>

UI	Acceptance Criteria
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- Given seller is on the homepage
- When seller has any uncompetitive products (if no uncompetitive products then module is hidden)
- Then:
 - display the price uncompetitive module

Uncompetitive Products (2) [See All](#)



ID 265490699

Air Jordan1 Low G golf shoes in brand new color combination. (With 24-hour E...

Your price **Rs. 400**

Competitor price **Rs. 200**

100-200 potential order increase if you match price


Match Price

< 1/2 >

- Given seller is viewing the homepage pricing module
- When seller views the uncompetitive products section on the left
- Then:
 - the count of uncompetitive products is shown in the header
 - the first SKU in the list of uncompetitive products is shown to the seller, the following elements are shown:
 - Product image
 - Product ID
 - Product name
 - Variation name
 - Current price (follow same logic as in pricing page)
 - Competitor price (follow same logic as in pricing page)
 - Estimated order increase if

if order estimate not available:

Uncompetitive Products (2) [See All](#)



ID 265490699
Air Jordan1 Low G golf shoes in brand new color combination. (With 24-hour E...

Your price **Rs. 400**

Competitor price [↗](#) **Rs. 200**

Match price to get **more orders**

Match Price

< 1/2 >


match price

- if not available, display:
"Match price to get more orders"

- Match Price CTA

- When seller clicks on the "match price" CTA
- Then:
 - the price is updated according to the logic in <https://daraz-global.atlassian.net/browse/DAR-16239>
 - a toast appears to inform seller the SKU price has been updated
 - same toast as on pricing page
 - the SKU disappears and seller is directed to the next SKU in the list

Uncompetitive Products (2) [See All](#)



ID 265490699
Air Jordan1 Low G golf shoes in brand new color combination. (With 24-hour E...

Your price **Rs. 400**

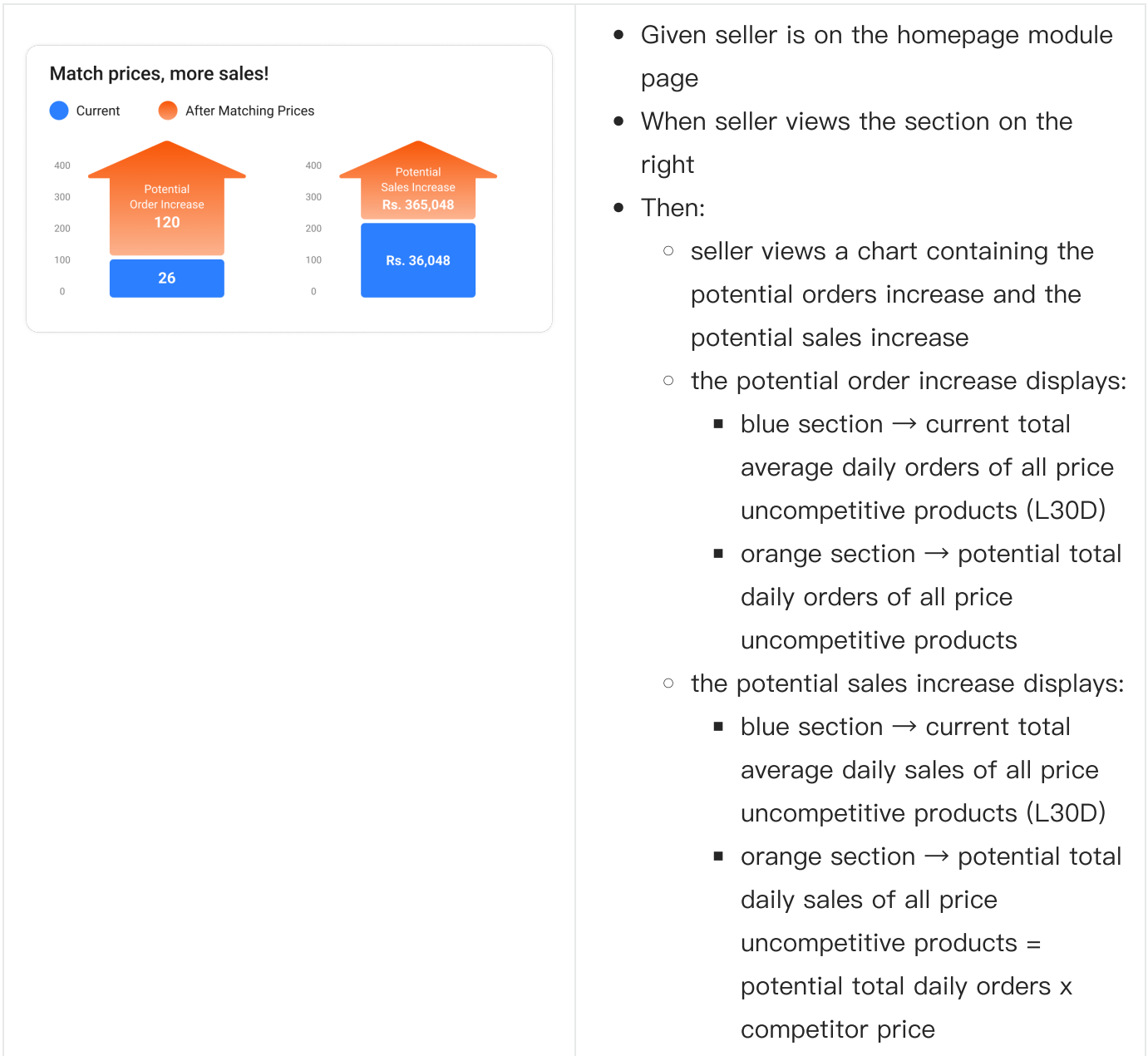
Competitor price [↗](#) **Rs. 200**

100-200 potential order increase if you match price

Match Price

< 1/2 >

- Given seller is viewing the homepage pricing module
- When seller clicks on the arrows to scroll the uncompetitive SKUs
- Then:
 - seller is shown the next uncompetitive SKU
 - if seller reaches the end of the list then the right arrow is greyed out
 - if seller is at the start of the list then the left arrow is greyed out



4.2. Pricing Page Overview

4.2.1. Uncompetitive products overview

User Journey: As a seller, I want to view an overview of my uncompetitive products so that I can understand the impact and decide if I need to update the product prices

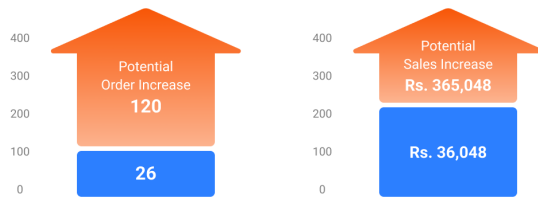
<https://daraz-global.atlassian.net/browse/DAR-16199>

UI	Acceptance Criteria
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Match prices, more sales!

● Current

● After Matching Prices



- Given seller is on the pricing page
- When seller views the overview card on the top left
- Then:
 - seller views a chart containing the potential orders increase and the potential sales increase
 - the potential order increase displays:
 - blue section → current total average daily orders of all price uncompetitive products (L30D)
 - orange section → potential total daily orders of all price uncompetitive products
 - the potential sales increase displays:
 - blue section → current total average daily sales of all price uncompetitive products (L30D)
 - orange section → potential total daily sales of all price uncompetitive products = potential total daily orders x competitor price

<div> <div>Uncompetitive Products</div> <div> <div> <div>Uncompetitive Products ⓘ</div> <div>200</div> </div> <div> <div>Daily Orders Lost ⓘ</div> <div>4,903</div> </div> <div> <div>Daily Sales Lost ⓘ</div> <div>Rs. 20,315</div> </div> </div> </div>	<ul style="list-style-type: none"> Given seller is on the pricing page When seller views the uncompetitive module on the right in the pricing overview Then the following fields are displayed <ul style="list-style-type: none"> Uncompetitive products <ul style="list-style-type: none"> Count of products that have been flagged as uncompetitive Daily Orders Lost <ul style="list-style-type: none"> Sum of the daily orders lost of all the SKUs, the lower end of the range should be used Daily Sales Lost <ul style="list-style-type: none"> Daily orders lost (lower end of range) x competitor price of all the SKUs
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4.2.2. Price Matched Highlights

User Journey: As a seller, I want to view the price matched highlights so that I can see at a glance the impact of updating my prices

<https://daraz-global.atlassian.net/browse/DAR-16199>

UI	Acceptance Criteria
<div> <div>Price Matched Highlights</div> <div>Your orders are increasing everyday, keep matching!</div> <div> <div> <div>Price Matched Products</div> <div>12</div> </div> <div> <div>Orders Increase after price match (1,300)</div> <div>100</div> </div> <div> <div>Sales Increase after price match (1,300)</div> <div>Rs. 5,000</div> </div> </div> <div> <div>These are your most recently matched products</div> <div> <div> <div>New beautiful, embroid printed silk</div> <div>4231578907583425 ⓘ</div> <div> <div>Daily Views</div> <div>200</div> <div>▲ 30%</div> </div> <div> <div>Daily Orders</div> <div>200</div> <div>▲ 30%</div> </div> <div> <div>Daily Sales</div> <div>200</div> <div>▲ 30%</div> </div> </div> <div> <div>New beautiful, embroid printed silk</div> <div>4231578907583425 ⓘ</div> <div> <div>Daily Views</div> <div>200</div> <div>▲ 30%</div> </div> <div> <div>Daily Orders</div> <div>200</div> <div>▲ 30%</div> </div> <div> <div>Daily Sales</div> <div>200</div> <div>▲ 30%</div> </div> </div> <div> <div>New beautiful, embroid printed silk</div> <div>4231578907583425 ⓘ</div> <div> <div>Daily Views</div> <div>200</div> <div>▲ 30%</div> </div> <div> <div>Daily Orders</div> <div>200</div> <div>▲ 30%</div> </div> <div> <div>Daily Sales</div> <div>200</div> <div>▲ 30%</div> </div> </div> <div>View All</div> </div> </div> </div>	<ul style="list-style-type: none"> Given seller is on the uncompetitive tab When seller matches the price for a SKU Then: <ul style="list-style-type: none"> the SKU will be added immediately to the price matched highlights <p>Note: price matched highlights module is hidden if the seller has no price matched SKUs</p>

Price Matched Highlights

Your orders are increasing everyday, keep matching!

📈 Price Matched Products

12

📈 Orders Increase after price match (L30D)

100

📈 Sales Increase after price match (L30D)

Rs. 5,000

- Given seller is on the pricing page and seller has previously matched the price of at least one SKU
- When seller views the price matched highlights
- Then in the top section following fields are displayed
 - Price matched products
 - Count of products that seller has matched the price in the pricing module
 - if seller has matched price from other entry point, it can also be included if it is easier to do so from tech side
 - Orders Increased (L30D)
 - Sum of L30D orders of all products where price was matched (should include products where price was matched before last 30 days)
 - Sales Increased (L30D)
 - Sum of L30D sales of all products where price was matched

These are your most recently matched products

<p>New beautiful, embroid printed silk 4231578907583425</p>	<p>Daily Views 200 ▲30%</p>	<p>Daily Orders 200 ▲30%</p>	<p>Daily Sales 200 ▲30%</p>
<p>New beautiful, embroid printed silk 4231578907583425</p>	<p>Daily Views 200 ▲30%</p>	<p>Daily Orders 200 ▲30%</p>	<p>Daily Sales 200 ▲30%</p>
<p>New beautiful, embroid printed silk 4231578907583425</p>	<p>Daily Views 200 ▲30%</p>	<p>Daily Orders 200 ▲30%</p>	<p>Daily Sales 200 ▲30%</p>

View All

Price Matched Highlights

Your orders are increasing everyday, keep matching!

Price Matched Products

12

Orders Increase after price match (L300)

100

Sales Increase after price match (L300)

Rs. 5,000

These are your most recently matched products

<p>New beautiful, embroid printed silk 4231578907583425</p>	<p>Daily Views 200 ▲30%</p>	<p>Daily Orders 200 ▲30%</p>	<p>Daily Sales 200 ▲30%</p>
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All variations
SKU: -

Estimated Daily Orders
100 - 200

Price Matched On

Orders (L300)

Orders Sales Views

<p>New beautiful, embroid printed silk 4231578907583425</p>	<p>Daily Views 200 ▲30%</p>	<p>Daily Orders 200 ▲30%</p>	<p>Daily Sales 200 ▲30%</p>
<p>New beautiful, embroid printed silk 4231578907583425</p>	<p>Daily Views 200 ▲30%</p>	<p>Daily Orders 200 ▲30%</p>	<p>Daily Sales 200 ▲30%</p>

View All

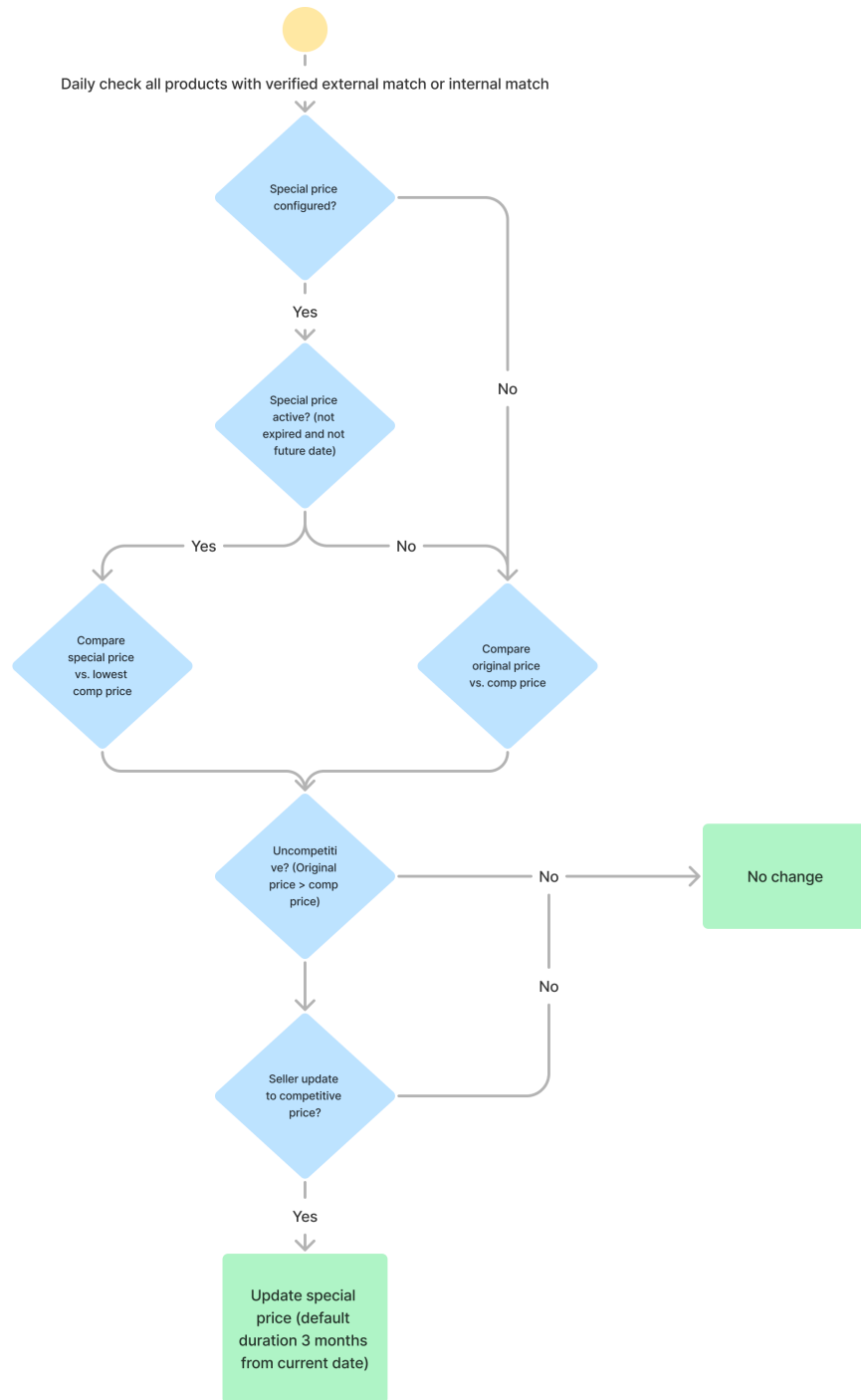
- Given seller is on the pricing page and seller has previously matched the price of at least one SKU
- When seller views the price matched highlights
- Then:
 - by default the bottom section is expanded
 - the three most recently price matched items are displayed
 - the daily views, orders and sales for the products are shown
 - by default the product card is collapsed
- When seller clicks on the expand button to expand the product card
- Then:
 - the section expands similar to the price matched tab
 - only one product can be expanded at a time, if seller clicks on another product to expand then the current section automatically collapses

4.3. Uncompetitive Products

4.3.1. Identify Uncompetitive Products

<https://daraz-global.atlassian.net/browse/DAR-16237>

Price update logic



- Once a day, ASC should fetch data from the following columns from `ads_drz_product_advisor_pricing` (see [link](#)):
 - `daraz_sku`

- ~~sku_id~~
 - ~~daraz_product_id~~
 - ~~overall_lowest_competitor_price~~
 - ~~competitor_item_url~~
 - Once a day, ASC should fetch the following data from daraz_ds.daraz_pricing_price_suggestion_table:
 - seller_id
 - sku_id
 - url_daraz_product
 - url_most_competitive
 - suggested_price
 - min_orders_increase
 - max_orders_increase
 - min_sales_increase
 - max_sales_increase
 - After fetching the data, then for all the existing sku_ids, ASC should fetch the SKU current price, the logic for current price is as follows:
 - if special price is currently active (meaning current date is within the start and end date of special price) then fetch the special price
 - if there is no active price then fetch the original price
 - Then ASC should compare the current price with the suggested_price
- ~~overall_lowest_competitor_price~~
- if current price > suggested_price ~~overall_lowest_competitor_price~~ then:
 - the product is added to the uncompetitive product list
 - if the product is currently in the "price matched" tab then the product is removed from the tab
 - if current price <= suggested_price ~~overall_lowest_competitor_price~~ then no change is required

4.3.2. Uncompetitive Product List




User Journey As a seller, I want to view the price recommendations for uncompetitive SKUs so that I can update the SKU prices to be more competitive

<https://daraz-global.atlassian.net/browse/DAR-16228>

UI	Acceptance Criteria
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Uncompetitive (23) Price Matched (12)

- Given seller is on the pricing page
- When seller views the table below
- Then:
 - by default the uncompetitive tab is selected
 - the count of uncompetitive products is shown

Uncompetitive (23)		Price Matched (12)		
Category	Product ID	Search		
Product Information	Competitiveness	Current Price	Competitor Price	Action
<div>  New beautiful, embroid printed silk SKU: 4231578907583425 </div>				
<div> <div> <div>Uncompetitive</div> <div>Losing 100 - 200 orders per day</div> </div> <div>Rs. 400</div> <div>Rs. 200</div> <div>View competitor</div> <div>Match</div> </div>				
<div> <div> <div>Uncompetitive</div> <div>Losing 100 - 200 orders per day</div> </div> <div>Rs. 400</div> <div>Rs. 200</div> <div>View competitor</div> <div>Match</div> </div>				
<div> <div>See 12 more variations</div> <div>Previous Price Matched</div> <div>Feedback</div> </div>				
<div>  New beautiful, embroid printed silk SKU: 4231578907583425 </div>				
<div> <div> <div>Uncompetitive</div> <div>Losing 100 - 200 orders per day</div> </div> <div>Rs. 400</div> <div>Rs. 200</div> <div>View competitor</div> <div>Match</div> </div>				
<div> <div> <div>Uncompetitive</div> <div>Losing 100 - 200 orders per day</div> </div> <div>Rs. 400</div> <div>Rs. 200</div> <div>View competitor</div> <div>Match</div> </div>				
<div> <div>See 12 more variations</div> <div>Feedback</div> </div>				
<div>  New beautiful, embroid printed silk SKU: 4231578907583425 </div>				
<div> <div> <div>Uncompetitive</div> <div>Losing 100 - 200 orders per day</div> </div> <div>Rs. 400</div> <div>Rs. 200</div> <div>View competitor</div> <div>Match</div> </div>				
<div> <div> <div>Uncompetitive</div> <div>Losing 100 - 200 orders per day</div> </div> <div>Rs. 400</div> <div>Rs. 200</div> <div>View competitor</div> <div>Match</div> </div>				
<div> <div>See 12 more variations</div> <div>Feedback</div> </div>				

- Given seller is on the uncompetitive tab
- When seller views the list of uncompetitive SKUs
- Then:
 - the SKUs are grouped according to product
 - by default up to two SKUs are shown per product, user can click "see x more variations to expand the section"
 - for each SKU, the following data is displayed
 - SKU name and ID
 - lower to upper range should be shown
 - if this is not provided from DS team then it is hidden
 - current price
 - this is the current price according to logic in section 4.1.1
 - competitor price
 - this is the competitor price fetched from overall_lowest_competitor_price in ads_drz_product_advisor_pricing
 - Action
 - Match All SKU price (product level)
 - Match (SKU level)

Product ID	▼	Search	🔍
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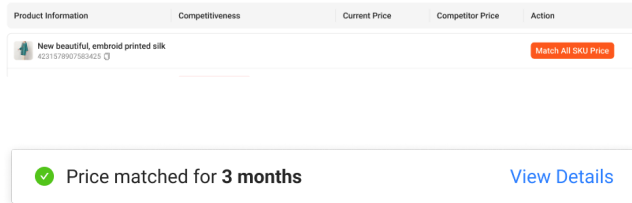
- Given seller is on the uncompetitive product tab and seller has uncompetitive SKUs
- When seller types a product ID in the search field and clicks search
- Then:
 - if the product contains any uncompetitive SKUs, then the product matching the searched product ID is returned in the list
 - if no product is found then seller is shown an empty state showing "no product found"
- When seller clicks on the search type
- Then a dropdown menu opens with two options
 - product ID
 - SKU ID
- Given seller has selected SKU ID as the search type
- When seller types the SKU ID in the search field and clicks search
- Then:
 - if the SKU is currently uncompetitive, then the SKU matching the searched SKU ID is in return in the list
 - if no SKU is found, then the empty state is shown

4.3.3. Match Competitor Price

User Journey: As a seller, I want to update the price according to the competitive price so that I can start getting more orders

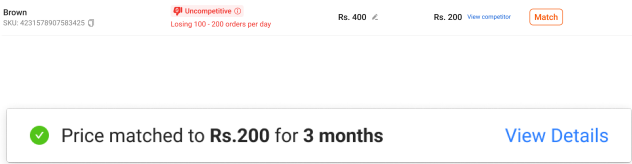
<https://daraz-global.atlassian.net/browse/DAR-16239>

UI



Acceptance Criteria

- Given seller is on the uncompetitive products tab and seller has uncompetitive SKUs
- When seller clicks on the "match all SKU price" button for a product
- Then:
 - the a new special price is set for all the uncompetitive SKUs under the product
 - the special price equals the competitor price and is set for a default duration of 3 months
 - a toast message appears to notify the seller the price is matched
 - the text is as follows: "Price matched for 3 months"
 - the following is stored for displaying in the price match history
 - date and time the price was updated
 - Previous price (current price before price updated)
 - Competitor price
 - Matched price (new price that price was updated)

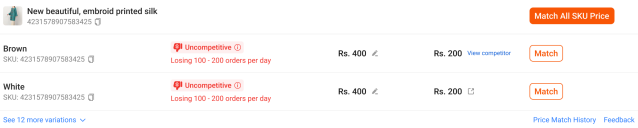
	<ul style="list-style-type: none"> • Given seller is on the uncompetitive products tab and seller has uncompetitive SKUs • When seller clicks on the "match" button for one SKU • Then: <ul style="list-style-type: none"> ◦ the a new special price is set for the SKU ◦ the special price equals the competitor price and is set for a default duration of 3 months ◦ a toast message appears to notify the seller the price is matched <ul style="list-style-type: none"> ▪ text is as follows; "Price matched to [competitor price] for 3 months" ◦ the following is stored for displaying in the price match history <ul style="list-style-type: none"> ▪ date and time the price was updated ▪ Previous price (current price before price updated) ▪ Competitor price ▪ Matched price (new price that price was updated)
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4.3.4. Feedback on Matches

User Journey: As a seller, I want to give feedback if a match is incorrect so that my product is not incorrectly marked as uncompetitive

<https://daraz-global.atlassian.net/browse/DAR-16239>

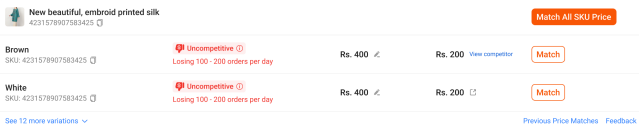
UI	Acceptance Criteria
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	<ul style="list-style-type: none"> Given seller is on the uncompetitive tab in the pricing module and seller has uncompetitive SKUs When seller clicks on the "feedback" button Then a popup opens allowing seller to give feedback on the matches
<p>Competitor match wrong? Tell us why the competitor matched to your product is wrong</p> <p>Select SKU with wrong match ▾</p> <p> <input type="radio"/> Wrong model or variation <input type="radio"/> Wrong product <input type="radio"/> Competitor SKU link not working <input type="radio"/> Others </p> <p>Submit</p> <p>Competitor match wrong? Tell us why the competitor matched to your product is wrong</p> <p>Brown SKU: 4231578907583425 ▾</p> <p> <input checked="" type="radio"/> Wrong model or variation <input type="radio"/> Wrong product <input type="radio"/> Competitor SKU link not working <input type="radio"/> Others </p> <p>Submit</p>	<ul style="list-style-type: none"> Given seller is viewing the feedback popup When seller clicks on the "select sku with wrong match" Then: <ul style="list-style-type: none"> a dropdown list of all the uncompetitive SKUs for that product are shown if there is only one SKU then the SKU should be auto-selected When seller selects the SKU and one reason (only single select) Then the "submit" button becomes clickable When seller clicks "submit" Then: <ul style="list-style-type: none"> the feedback is stored in an ODPS table (for data team to access), store the following: <ul style="list-style-type: none"> daraz SKU ID competitor price competitor url <ul style="list-style-type: none"> reason selected date the feedback was submitted

4.3.5. Price Match History

User Journey: As a seller, I want to view the match history of a SKU so that I can check if I have matched the price before and it has become uncompetitive again

<https://daraz-global.atlassian.net/browse/DAR-16239>

UI	Acceptance Criteria
	<ul style="list-style-type: none">Given seller is on the uncompetitive products tab and seller has uncompetitive SKUs which have been price matched beforeWhen seller views the product sectionThen:<ul style="list-style-type: none">there is a "previous price matches" button at the bottom of the product section (this should only be visible if the SKU has been price matched before but is now uncompetitive again)

Price Match History

Select SKU:

Brown SKU: 4231578907583425

Date Updated	Previous Price	Competitor Price	Matched Price
12 Sept 2023 14:23:26	Rs. 300	Rs. 200	Rs. 200
12 Sept 2023 14:23:26	Rs. 400	Rs. 300	Rs. 300

- Given seller is viewing a product in the uncompetitive SKU tab and the "previous price matches" button is visible
- When seller clicks on the button
- Then a popup opens with the price match history
- When seller clicks on the select SKU dropdown
- Then a dropdown list opens containing all the SKUs under the product where seller has matched the price previously (by default the first SKU) is selected)
- When seller selects the SKU
- Then the following data is shown for each SKU
 - date and time the price was updated
 - Previous price (current price before price updated)
 - Competitor price (the competitor price when the match was updated)
 - Matched price (new price that price was updated)

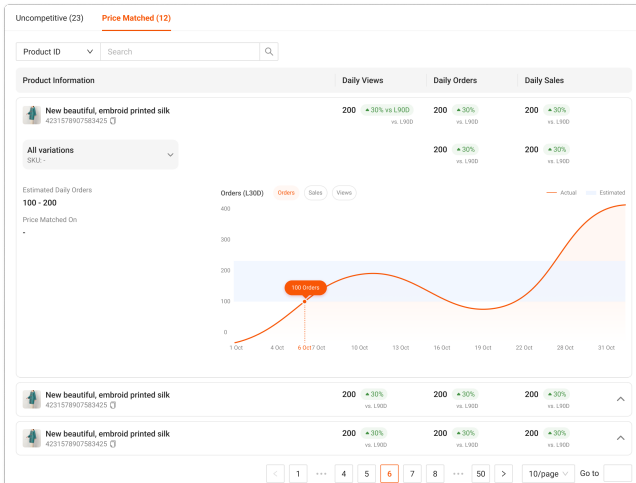
4.4. Price Matched Products

4.4.1. Price Matched List

User Story: As a seller, I want to view the products where I have matched the price so that I can track the effect of matching the price on the product

<https://daraz-global.atlassian.net/browse/DAR-17551>

UI	Acceptance Criteria
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- Given seller is on the pricing page
 - When seller clicks on the "price matched" tab
 - Then the price matched tab is selected and seller is shown the list of price matched products
-
- Given seller has just matched the price for a SKU on the uncompetitive tab
 - When seller goes to the price matched tab
 - Then the matched SKU is added instantly to the price matched tab
 - if the SKU on the price matched list becomes uncompetitive, then the SKU is removed from the list and added back to the uncompetitive tab

Product Information

New beautiful, embroid printed silk

4231578907583425

All variations

SKU

Estimated Daily Orders

100 - 200

Price Matched On

Daily Views

200

+30% vs L90D

vs L90D

Daily Orders

200

+30%

vs L90D

Daily Sales

200

+30%

vs L90D

Orders (L30D)

Orders

Sales

Views

Actual

Estimated

1 Oct

4 Oct

6 Oct

10 Oct

13 Oct

16 Oct

19 Oct

22 Oct

26 Oct

31 Oct

100 orders

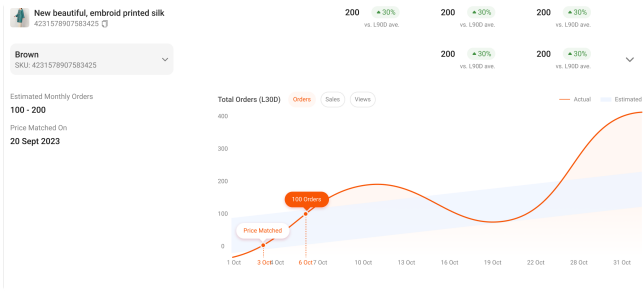
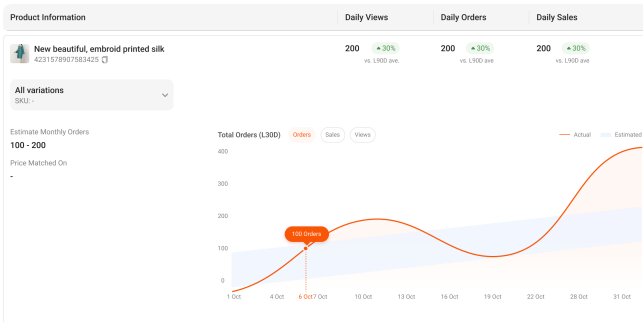
- Given seller has matched the price for a SKU on the uncompetitive tab and the SKU price is still **competitive**
- When seller goes to the price matched tab
- Then:
 - the following information is displayed at the product level
 - total daily views (PDP PV) of all price matched SKUs of the product
 - total daily orders of all price matched SKUs of the product
 - total daily sales of all price matched SKUs of the product
 - Daily orders/views compared to L90D average orders/view % increase tag is displayed for all fields if there is an increase (if no increase do not display)

4.4.2. Performance Chart

User Journey: As a seller, I want to view a trend of the SKU performance for the products I have matched so I can see an overview of the performance after I have matched the price

<https://daraz-global.atlassian.net/browse/DAR-17551>

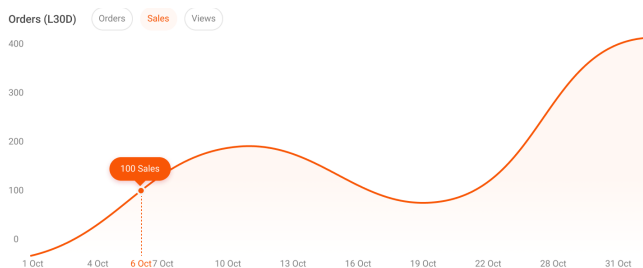
UI	Acceptance Criteria
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- Given seller has matched the price for a SKU on the uncompetitive tab and the SKU price is still **competitive**
- When seller clicks on the arrow next to product
- Then:
 - the section expands and seller sees that "all variations" is selected by default
 - in the expanded section on the left the following information is shown:
 - estimated monthly orders
 - this is the sum of estimated monthly orders of all price matched variations under the product
 - price matched date
 - this is left blank

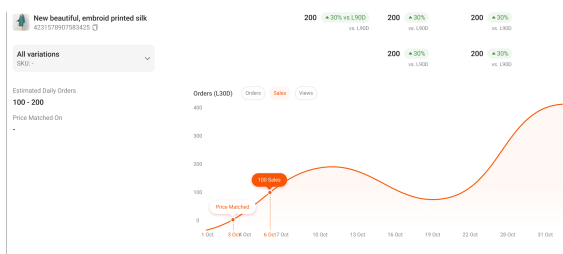


Select "sales"



- Given seller is viewing the expanded section for a product in the price matched tab and "all variations" is selected
- When seller views the chart
- Then:
 - by default the orders view is selected showing the last 30 days trend of the daily orders of all the price matched variations
 - in the orders view there is a blue section representing the cumulative monthly estimated orders
 - top line
 - start point = upper range of estimate/30
 - end point = upper range of estimate

- bottom line
 - start point = lower range of estimate/30
 - end point = upper range of estimate/30
 - there is a legend indicating the
 - solid line → actual orders
 - blue section → estimated order
- When seller clicks on the "sales" or "views" button
- Then:
 - the chart view updates to show the "sales" and "views" trend for the last 30 days
 - the blue estimate section is hidden and the legend is hidden
- Given seller is on any of the charts (orders, sales, views)
- When seller mouses over a particular date
- Then the orders/sales/views for that date are displayed in a tooltip



- Given seller is viewing the expanded section on the price matched tab for one of the products
- When seller clicks on the SKU dropdown
- Then a dropdown opens displaying all the price matched SKUs under the product
- When seller selects a variation
- Then:
 - the daily orders and sales for the variation is displayed
 - DoD percentage increase tag is shown if there is a DoD increase
 - the estimated daily orders is

Select Sales



updated to show the estimate for the SKU

- the price matched date is updated to show the date the SKU was price matched
- the chart is updated to show the daily orders of the SKU by default
 - the trend of the daily orders for the last 30 days from the current date are shown
 - there is also a blue section showing the estimated orders
 - a legend is displayed showing
 - solid line → actual orders
 - blue section → estimated orders
 - the date at which the price was matched is also marked on the chart
- When seller clicks on the "sales" or "views" button
- Then:
 - the chart view updates to show the "sales" and "views" trend for the SKU for the last 30 days
 - the blue estimate section is hidden and the legend is hidden
- Given seller is on any of the charts (orders, sales, views)
- When seller mouses over a particular date
- Then the orders/sales/views for that date are displayed in a tooltip

