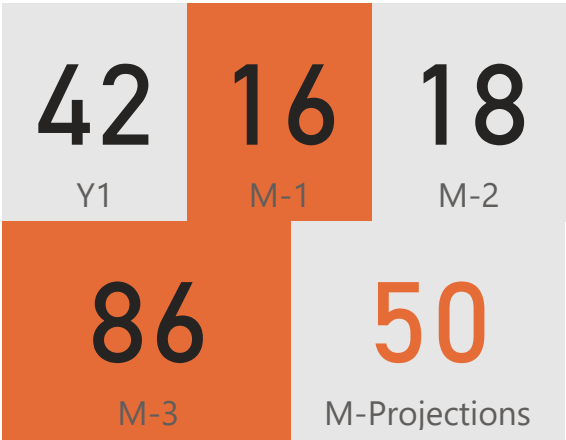**600K**

Target

476K

Projections

As forecasted, GMV - Sold of the month M will be lower than the previous month and higher than the same period last year, but the difference is not too much.
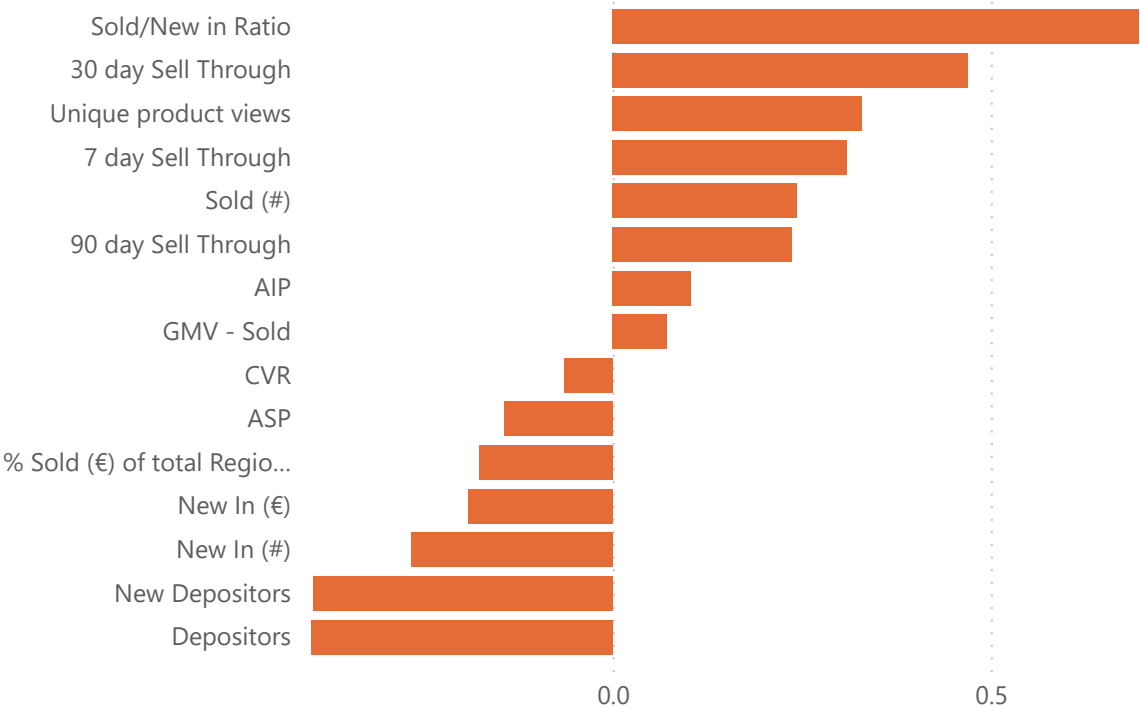
Compared to the last year performance, the number of items sold, sell through rate are expected to increase sharply. However, the number of depositors as well as the number of products will decrease. Items expected to be sold in the month of M will have higher prices compared to last year while the price of newly deposited items will decrease. Meanwhile, the estimated monthly growth of the indexes is mostly negative. Although the number of products deposited decreased, the AIP index increased, which indicates that in the month of M, many high-priced items are expected to be deposited into the website.

Recommendation: In general, the gap between the target and the forecast is still quite far. Considering the sold/new in Ratio index in the last 3 months has not changed too much. Therefore, in order to increase sales, *it is possible to consider attracting more depositors and increasing the number of deposits to diversify products.*
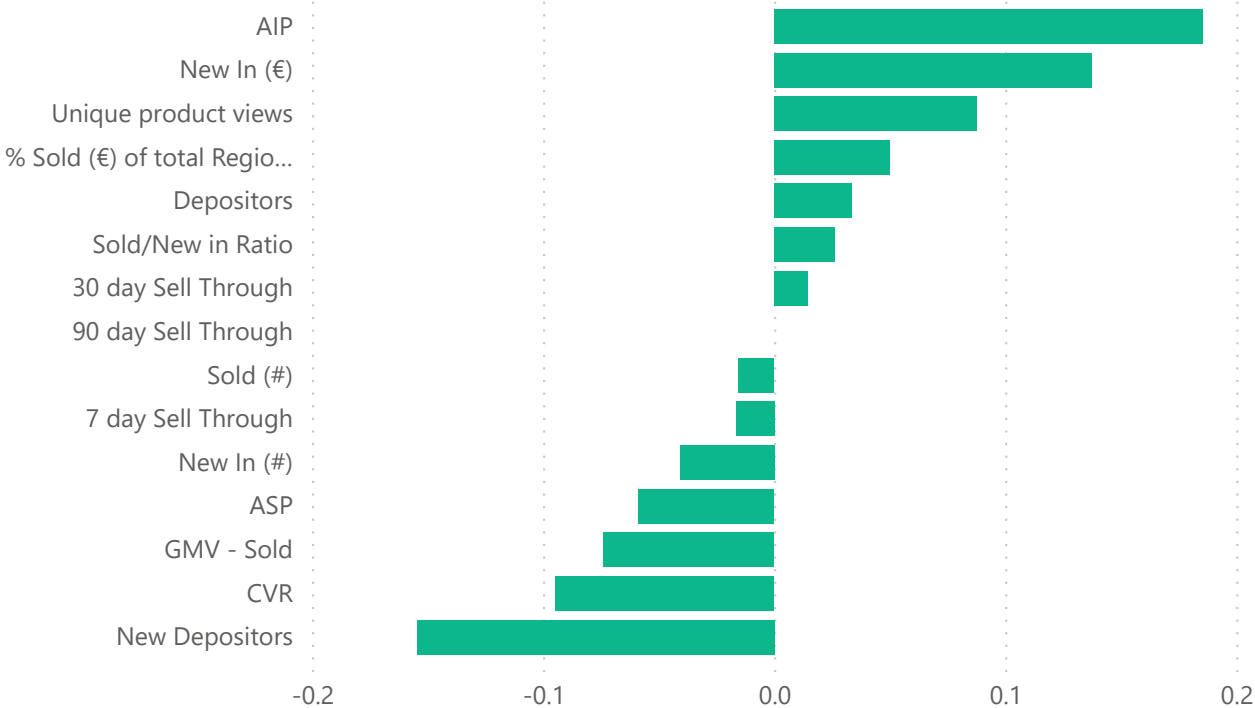
Best seller name

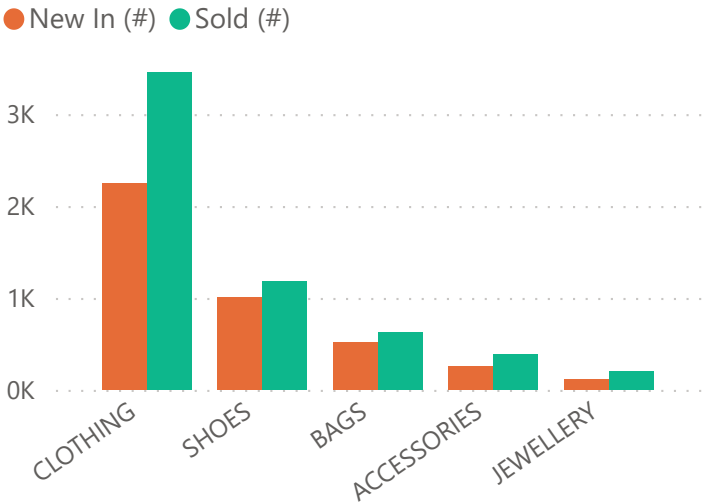| 42	16	18
Y1	M-1	M-2

86	50
M-3	M-Projections

Year over year rate by Region ABC

Metric	
Sold/New in Ratio	
30 day Sell Through	
Unique product views	
7 day Sell Through	
Sold (#)	
90 day Sell Through	
AIP	
GMV - Sold	
CVR	
ASP	
% Sold (€) of total Regio...	
New In (€)	
New In (#)	
New Depositors	
Depositors	

Month over month rate by Region ABC

Metric	
AIP	
New In (€)	
Unique product views	
% Sold (€) of total Regio...	
Depositors	
Sold/New in Ratio	
30 day Sell Through	
90 day Sell Through	
Sold (#)	
7 day Sell Through	
New In (#)	
ASP	
GMV - Sold	
CVR	
New Depositors	

Category and KAM analysis

New In (#) and Sold (#) by Category

● New In (#) ● Sold (#)

New In (€) and Sold (€) by Category

● New In (€) ● Sold (€)

AIP and ASP by Category

● AIP ● ASP

BAGS: 1069, 611
JEWELLERY: 495, 388
CLOTHING: 345, 224
ACCESSORIES: 286, 213
SHOES: 285, 211
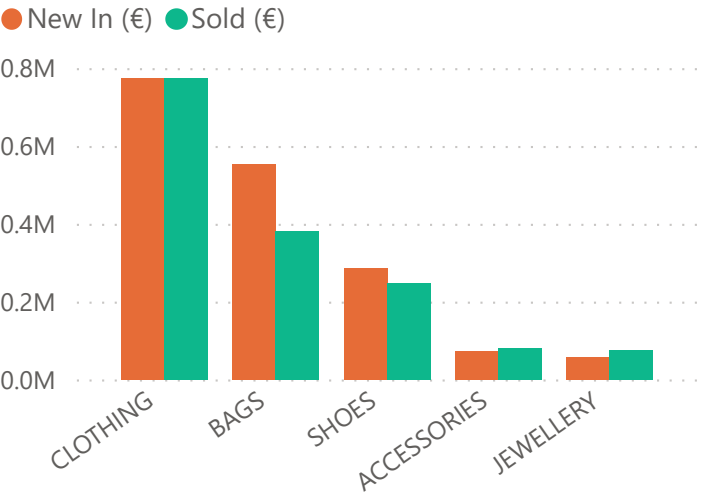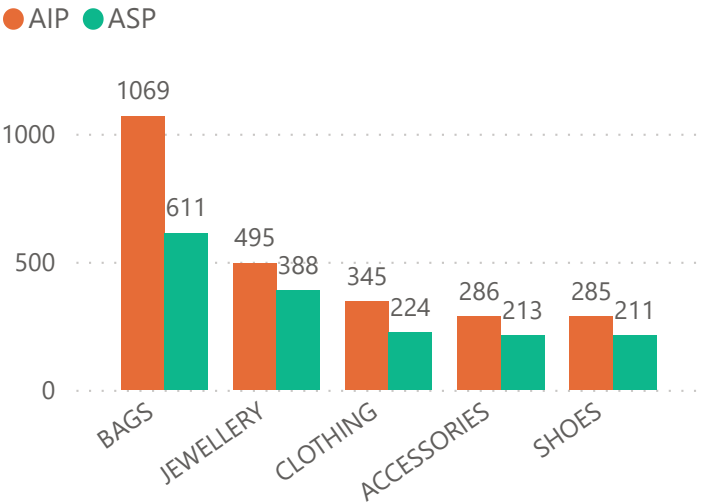
7 day Sell Through by Category
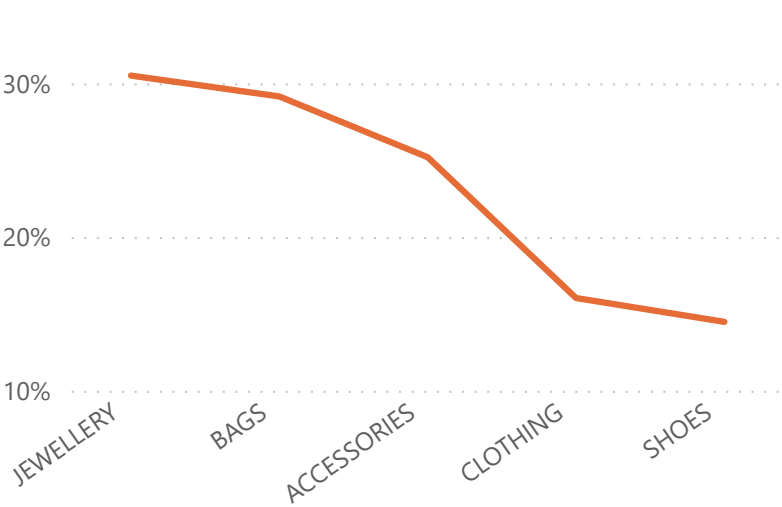
In the last quarter, although the number of products sold was more than the number of products deposited, the average product price sold was quite low. This represents low to mid-priced items of each category are easier to sell and more profitable.

Jewelery is the item with the highest sell-through rate, but the revenue is insignificant due to the low quantity of goods. Next is the bag with quite high sales, but concentrated in the mid-range price with ASP of 611e. Clothing is the most sold item despite the low sales to inventory ratio.

Recommendation: *Focus on Jewellery and mid-price bags*

Regarding KAM, target and prediction are quite different, the key customers that need to be concerned are Beatrice and Delphine as the predicted purchasing power of these two people is only half of the target need be achieved.

Projection and Target by KAM

FR
Target
Projection

Claire
Target
Projection

Beatrice
Target
Projection

Adeline
Projection
Target

Delphine
Target

Proj...

Frances
Projectio...

Elise
Projection
Target

Target

Action Plan

01

Trafic & Conversion rate

Improve traffic using marketing tools and ads
Increase conversion rate

02

Supply

Encourage depositors to sell jewelry with special support programs for this category

03

Seller

Dig into sellers' expectations and needs to form a perfect offer
Encourage previous best seller

04

Key account

Strategize for key customers, focus on Beltrice and Delphine. Analyze their needs and apply their own promotions to stimulate purchases