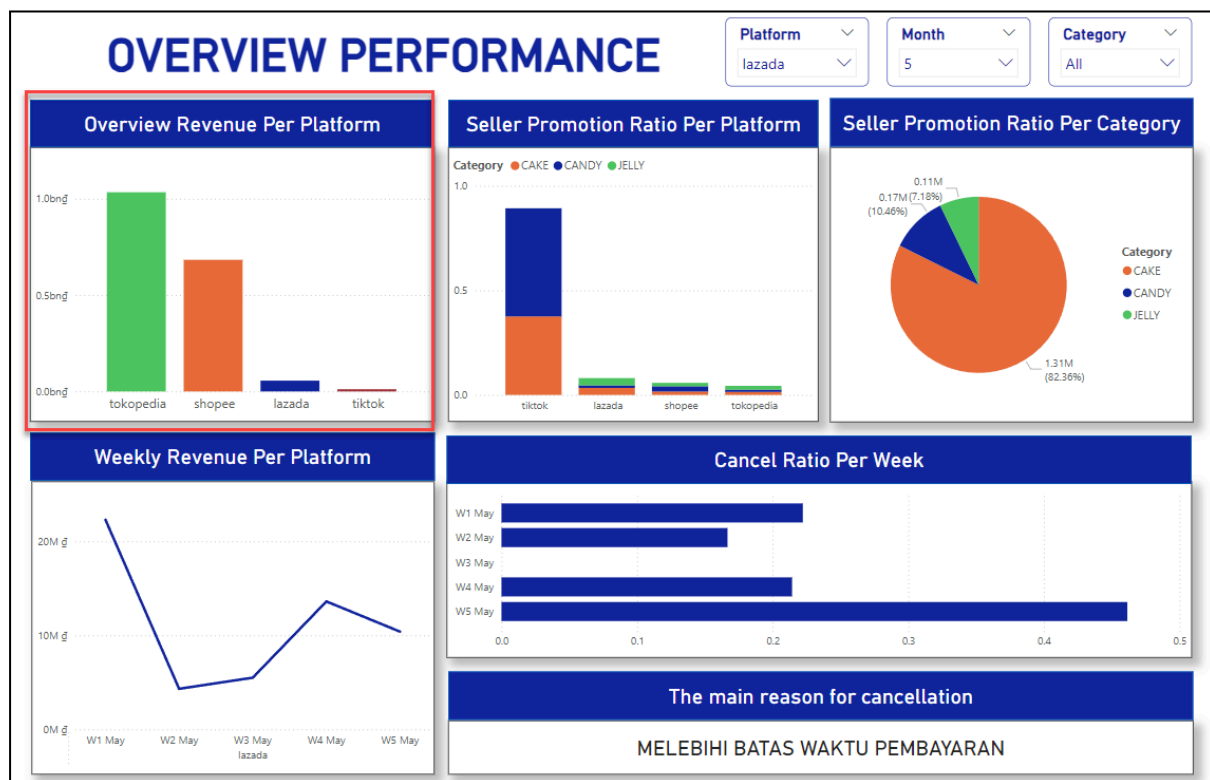


In analyzing the revenue performance across various e-commerce platforms, it becomes evident that Tokopedia and Shopee are currently leading in terms of revenue generation. This indicates that these platforms have established a strong market presence and are successfully capturing a significant portion of the consumer base. However, it also highlights an opportunity for other platforms such as Lazada and TikTok to enhance their market strategies.

## ● Revenue Distribution and Market Opportunities

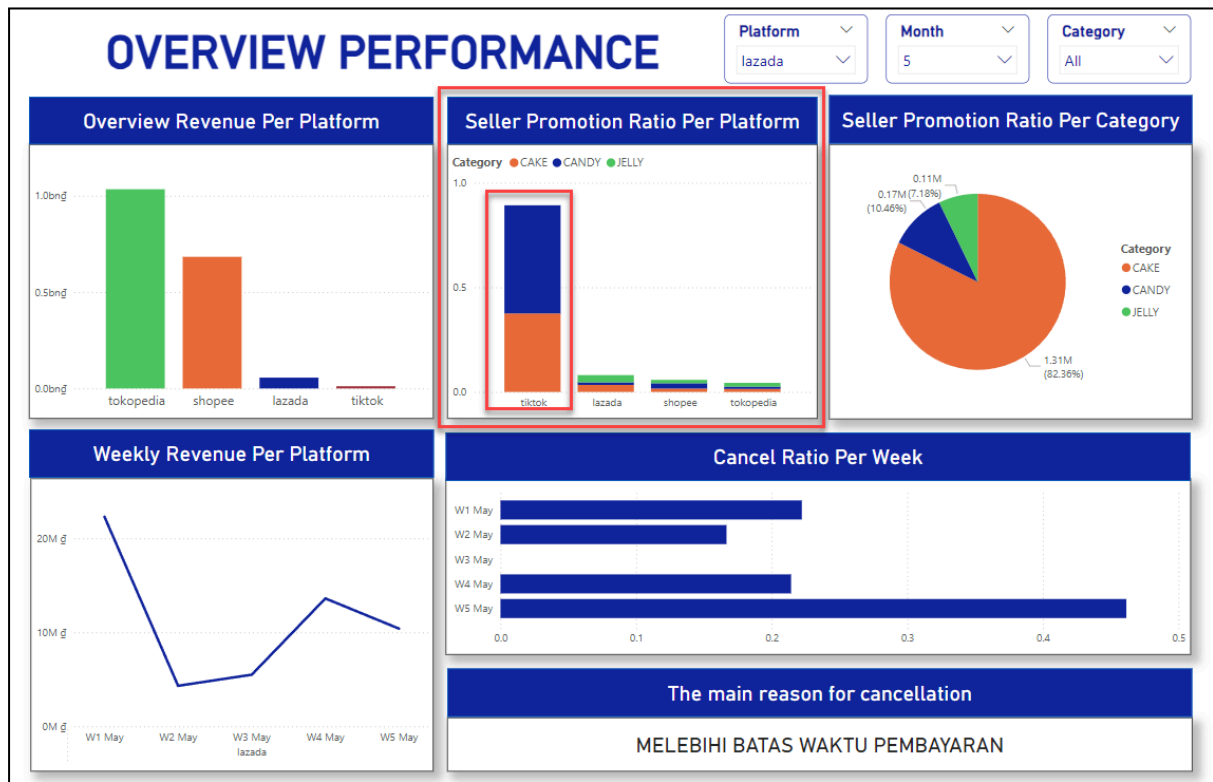
Tokopedia and Shopee's dominance in revenue generation underscores their effective market strategies, robust seller networks, and strong consumer engagement. On the other hand, platforms like Lazada and TikTok have not yet made a comparable impact in terms of revenue. This suggests that while Lazada and TikTok may have potential, their current strategies might not be fully optimized to capture a significant share of the market.



Among these, TikTok presents a particularly interesting case. The platform shows significant potential due to its high seller promotion ratio across various categories. This high promotion ratio indicates that TikTok's marketing strategies effectively encourage sellers to invest in promotions, thereby increasing visibility and driving sales. However, it is important to note that TikTok's seller promotion efforts are currently limited in the "Jelly" category. This limitation could result in losing a specific customer segment that is interested in jelly products. To capitalize on TikTok's promotional potential and avoid losing this customer segment, a focused approach to boosting promotions in the Jelly category is recommended. Enhancing promotional strategies for this category could help capture a broader audience and drive higher revenue growth on the platform.

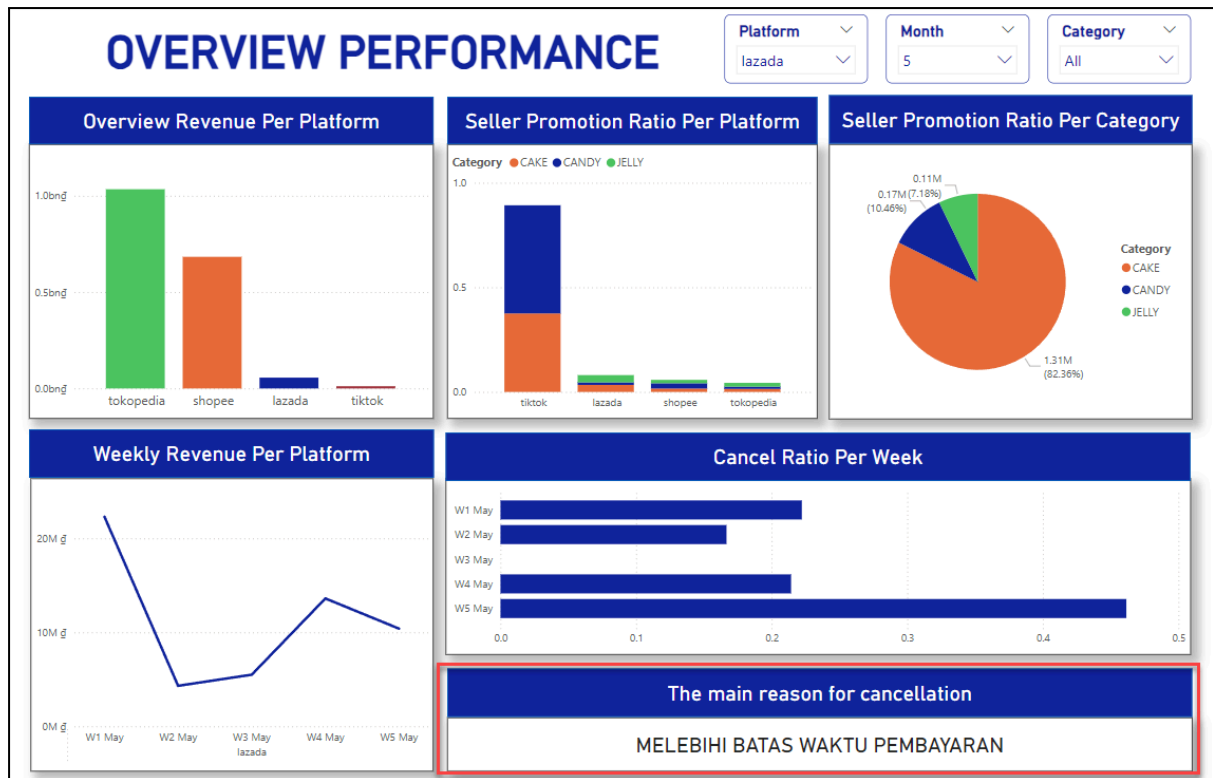
In contrast, other platforms have managed to distribute their promotions and resources more evenly across categories. While this balanced distribution ensures that no single category is overly neglected,

it has not led to the same level of breakthrough success as seen with TikTok. The even allocation may help maintain a steady market presence but lacks the aggressive growth potential that targeted promotions in specific high-potential categories can achieve.



- **Addressing Cancellation Reasons**

Analyzing cancellation trends reveals that the primary reason for order cancellations is exceeding the payment deadline. This indicates a recurring issue where customers forget to complete their payments within the allotted time, leading to order cancellations. Such cancellations not only affect revenue but also disrupt the overall customer experience.



To address this issue, several strategies can be implemented. First, introducing automated reminders for payment deadlines can significantly reduce the likelihood of cancellations. These reminders could be sent via email or SMS, ensuring that customers are consistently aware of upcoming payment deadlines.

Additionally, implementing policies that encourage timely payments can also be effective. For example, introducing incentives for early payments or penalties for delayed payments could motivate customers to adhere to deadlines. Such measures would help ensure that orders are completed successfully and contribute to a more efficient and reliable order fulfillment process.

## ● Strategic Recommendations

Given the current insights, the following strategic recommendations can be made:

- **Focus on TikTok for increased market penetration:** Leverage TikTok's high seller promotion ratio by developing targeted marketing campaigns and enhancing seller engagement. This approach can help capture a larger market share and drive higher revenue growth on the platform.
- **Enhance payment reminder systems:** Implement automated payment reminders to reduce the frequency of order cancellations due to missed payment deadlines. Ensuring that customers are well-informed about their payment obligations can improve the order completion rate.
- **Develop payment incentives and penalties:** Create policies that encourage timely payments through incentives for early payments or penalties for delays. Such measures can help ensure that customers are motivated to complete their transactions on time.
- **Expand focus to Lazada and other platforms:** While Tokopedia and Shopee are currently leading, expanding focus to platforms like Lazada could open new revenue streams.

Developing tailored strategies for these platforms can help improve their market position and contribute to overall revenue growth.