



Summary of Key Metrics

(Self-operated Retail Dashboard Overview)

1 Revenue & Volume Layer

English	中文	Pinyin	Meaning
Paid Order Volume	支付单量	zhī fù dān liàng	Number of paid transactions
Paid Units Sold	支付件数	zhī fù jiàn shù	Number of items sold
Gross Merchandise Value (GMV)	支付金额	zhī fù jīn é	Total value of paid orders
Net Revenue	成交金额	chéng jiāo jīn é	Actual recognized revenue

Logic:

$GMV = Price \times Quantity$
支付金额 = 单价 × 数量

GMV measures scale, not profitability.

2 Pricing Layer

English	中文	Pinyin	Meaning
Average Selling Price (ASP)	支付ASP	zhī fù A S P	Average price per unit
Net ASP	成交ASP	chéng jiāo A S P	Average price after cancellations

Formula:

ASP = GMV / Units Sold

ASP reflects pricing quality and product positioning.

3 Cost & Profitability Layer

English	中文	Pinyin	Meaning
Cost per Unit	单台成本	dān tái chéng běn	Unit cost
Gross Profit	毛利	máo lì	Revenue minus cost
Gross Margin	毛利率	máo lì lǜ	Gross profit ratio
Net Profit	净利润	jìng lì rùn	Profit after expenses
Net Margin	净利率	jìng lì lǜ	Net profit ratio
Expense Ratio	费用率	fèi yòng lǜ	Operating expense ratio

Logic Chain:

Revenue → Cost → Gross Profit → Expense → Net Profit

Net margin is the final performance indicator.

4 Channel & Product Dimension

English	中文	Pinyin	Meaning
Channel	渠道	qú dào	Sales platform (Shopee, Lazada, etc.)
Region	区域	qū yù	Geographic market

SPU	标准产品单位	biāo zhǔn chǎn pǐn dān wèi	Product family
SKU	库存单位	kù cún dān wèi	Specific product code

These dimensions allow drill-down analysis.

5 Strategic Interpretation

- GMV growth driven by **volume** → mass strategy
 - GMV growth driven by **ASP** → premium strategy
 - High GMV but low margin → weak profitability
 - Stable ASP + growing volume → healthy growth
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Executive Takeaway

- GMV measures scale
- ASP measures pricing strength
- Gross Margin measures product efficiency
- Net Margin measures business health