

segments

cat_name

order_datetime (Year)

Total Succeeded Order

38,068

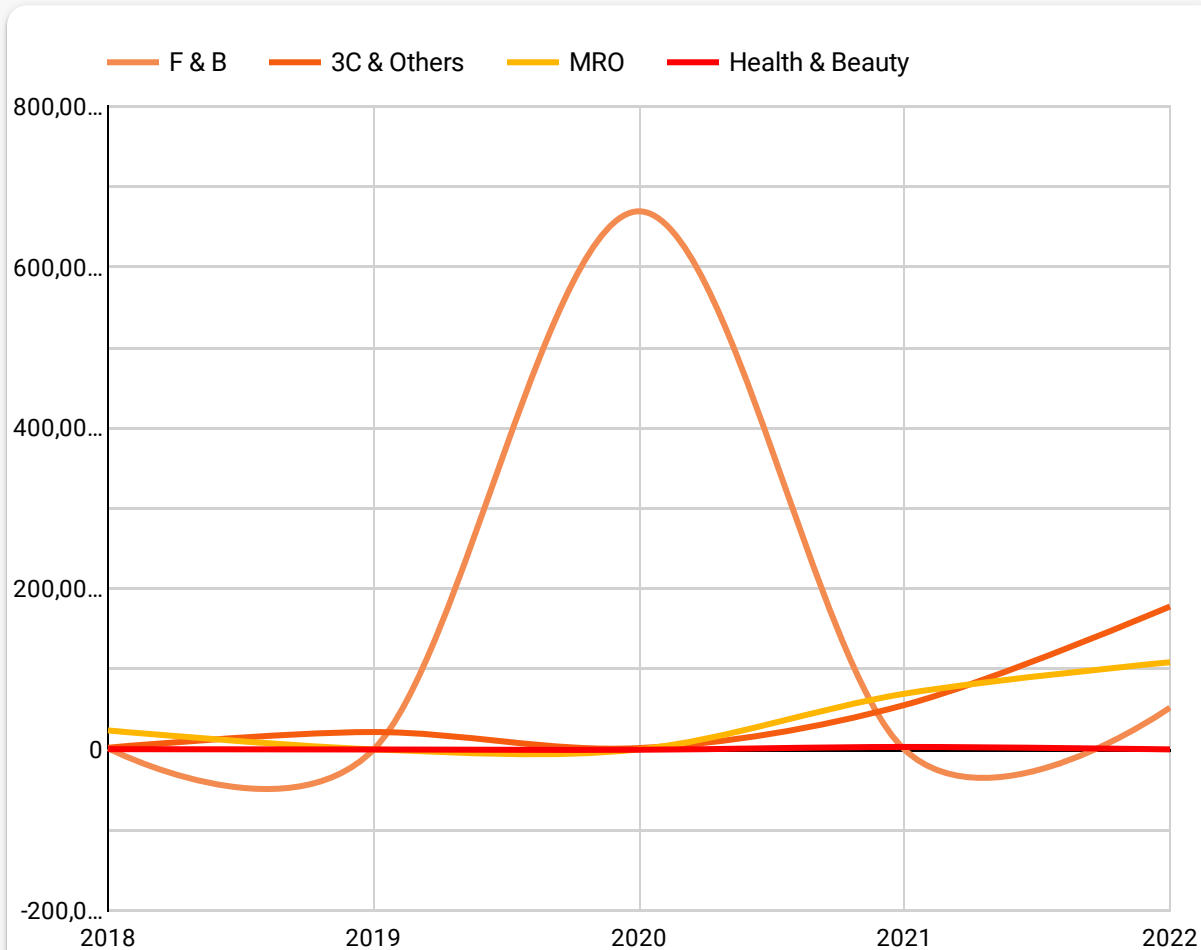
Succeeded Order Rate

97.35%

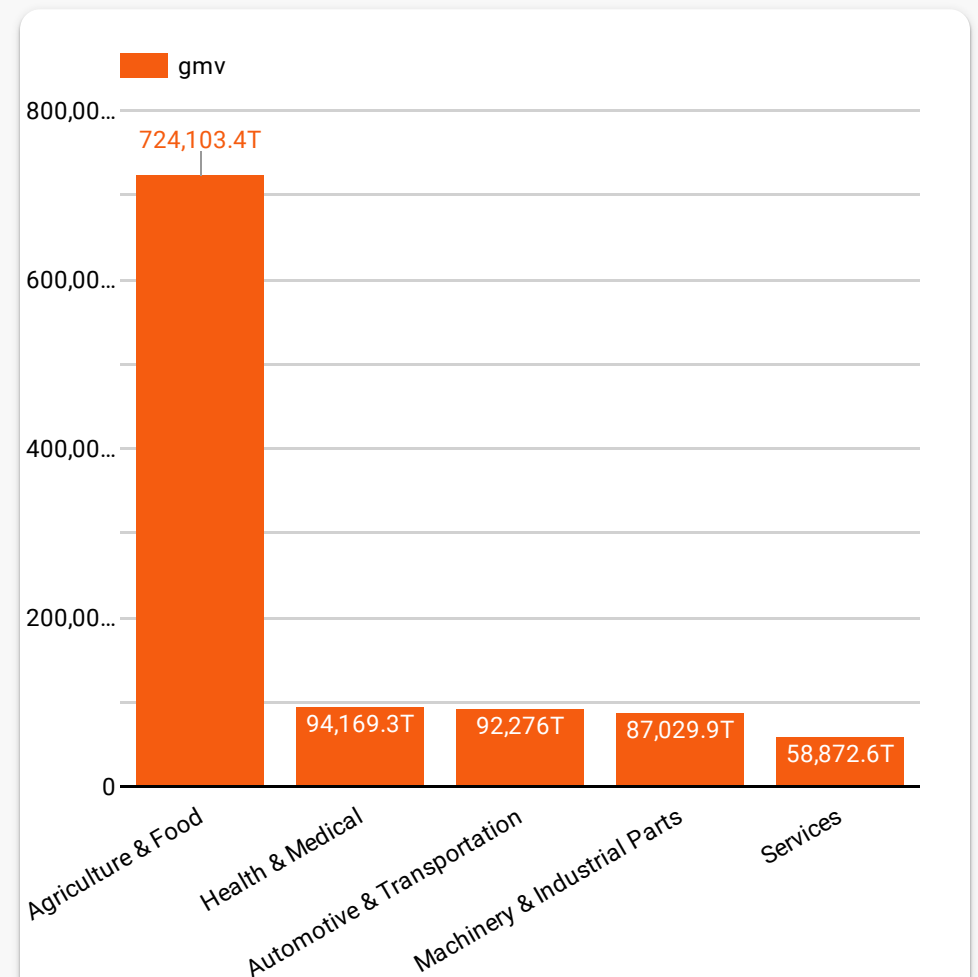
Total GMV

1,192,713.2T

Trend GMV YoY



Top 5 Total Transactions by Categories



refund_status

order_datetime (Year)

Total Succeeded Order

38,068

Total Cancelled Order

1,041

Succeeded Order Rate

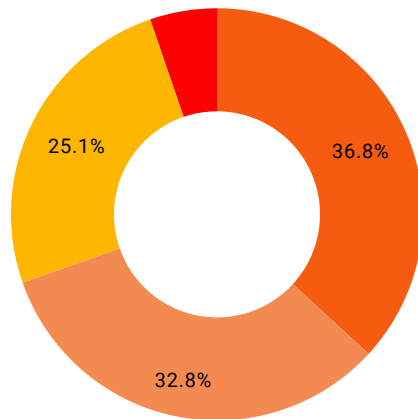
97.35%

Segment Category

cat_name

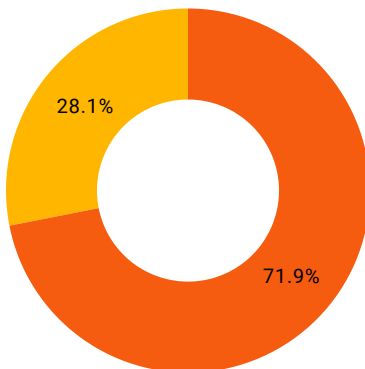
% Order by Segment Category

3C & Others F & B MRO Health & Beauty



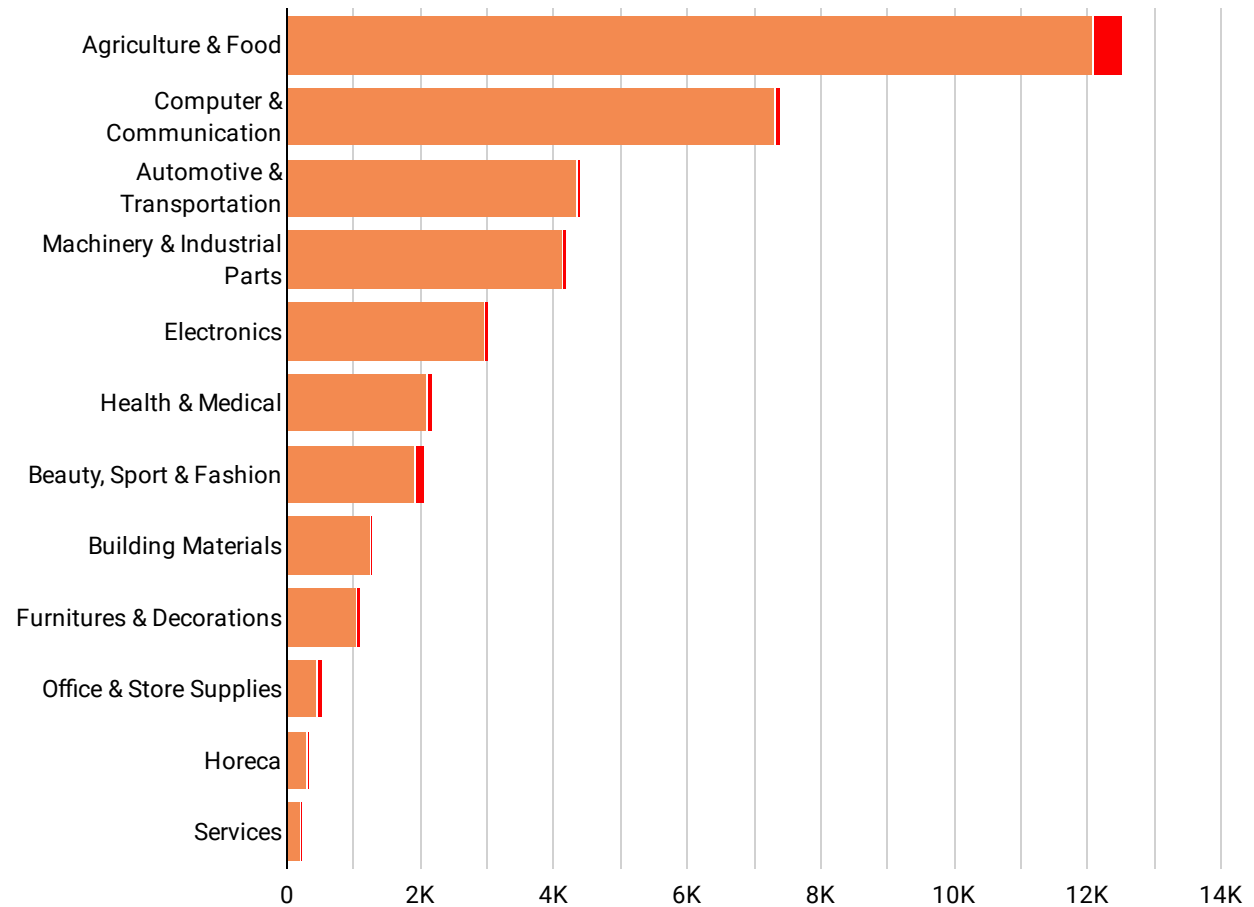
% Order by Platform Source Class

Website Mobile



Total Order by Refund Status (Refund = Success, Non refund = Cancelled)

non refund refund



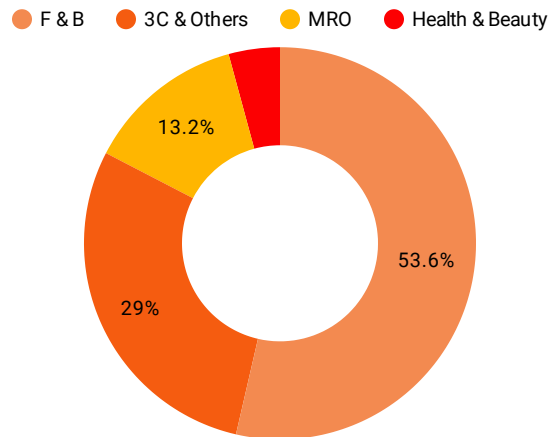
Total User

12,959

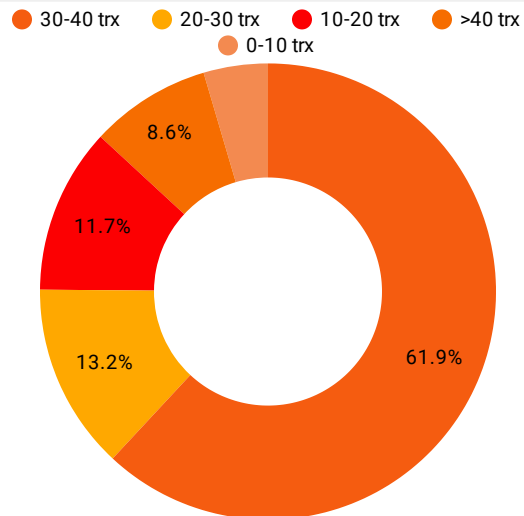
order_group

segment_category

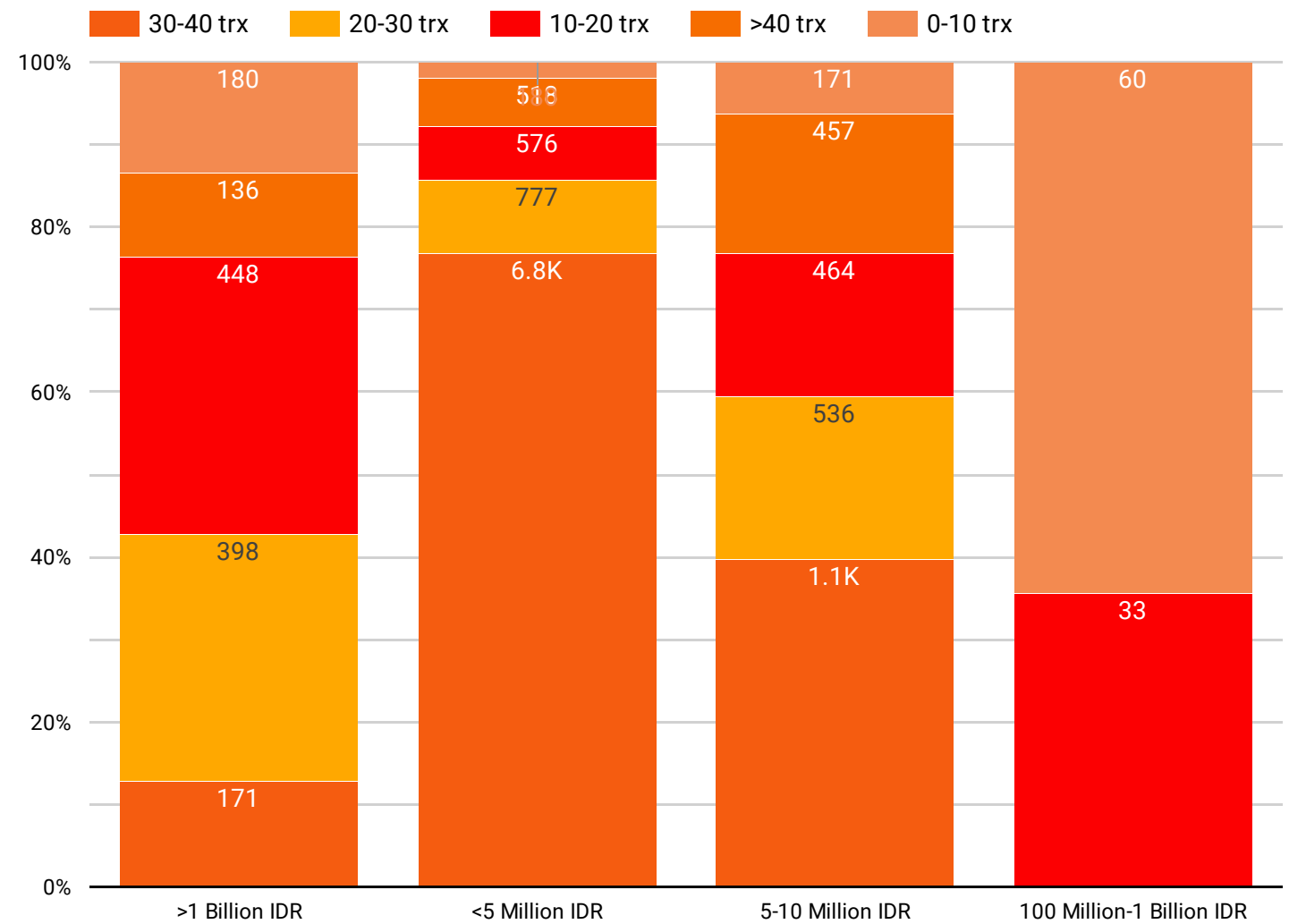
% User by Segment Category



% User by Transaction Category



User Segmentation by Lifetime Transaction Category



Total User

19,679

Total User Last Login

19,496

Total User Last Order

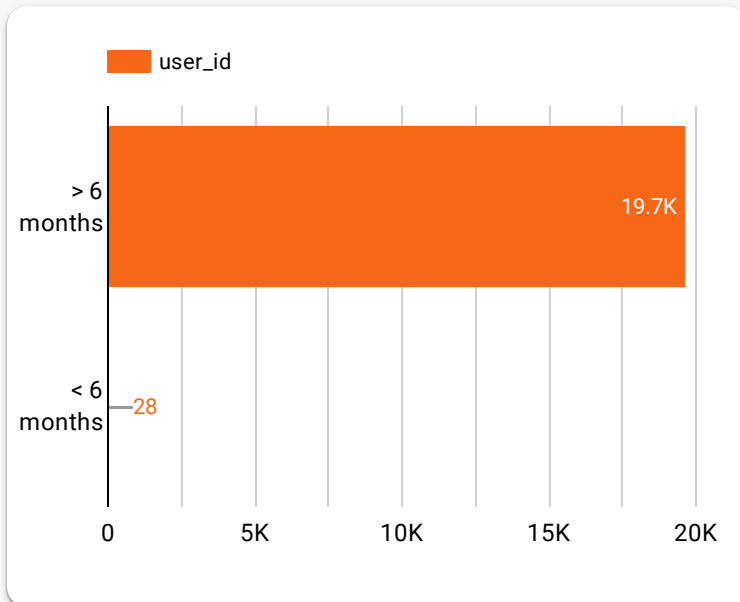
19,679

year

last_order_date_class

last_login_date_class

Total User by Last Order Date Class



Total User by Last Login Date Class

