ARPU Dashboard

- **ARPU**
- GP Performance
- Server cost
- User's attribute

Year - Month
Multiple selections ▾

Region
All ▾

Platform
All ▾

ARPU (April)
19.60
Goal Achievement: 32 (61.3%)

Total Revenue
1.05M
Same period LY: 1.06M (-0.97% ▼)

Total paying users
5911
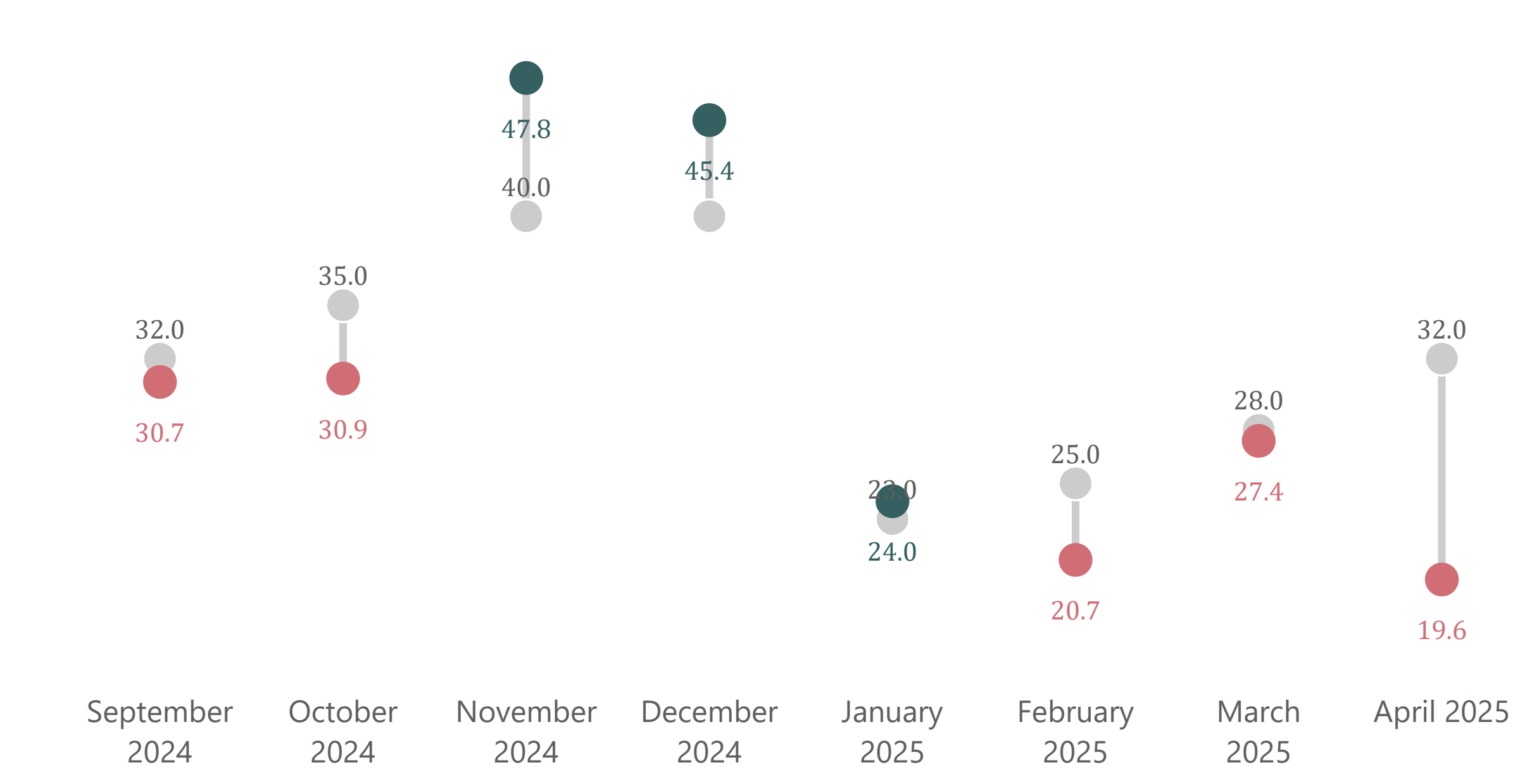Same period LY: 7429 (-20.43% ▼)

Total real paying users
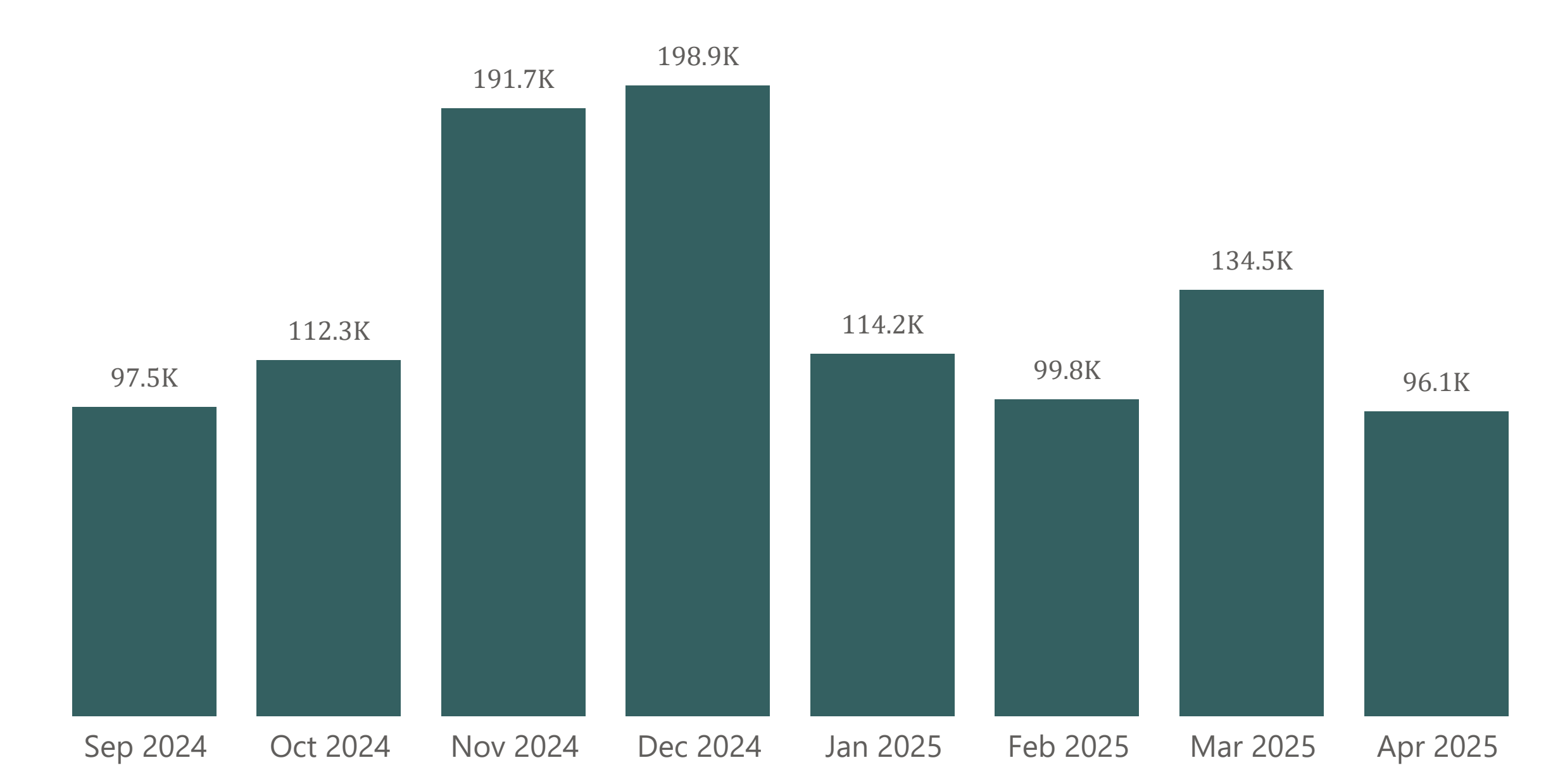### 2352
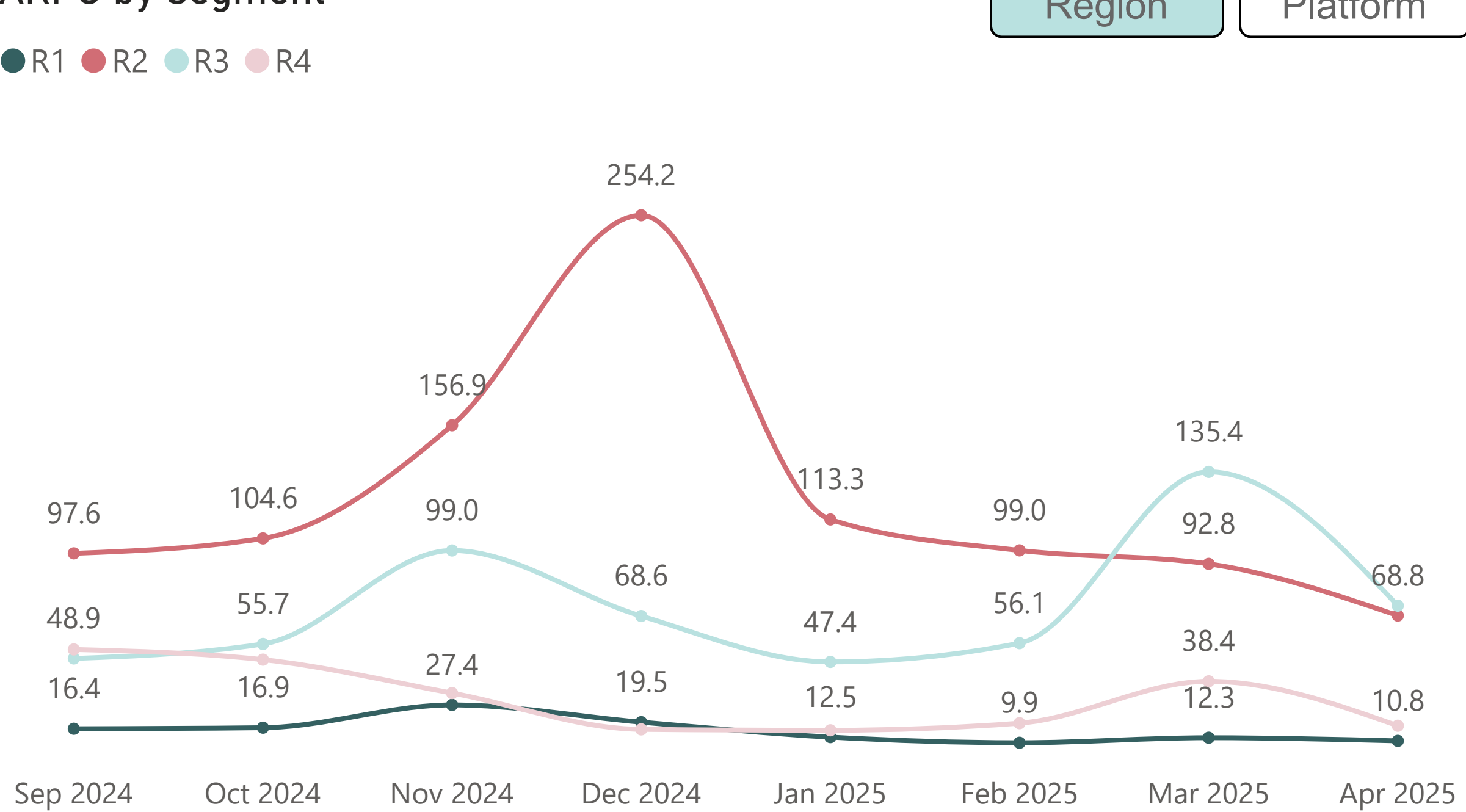Same period LY: 2559 (-8.09% ▼)

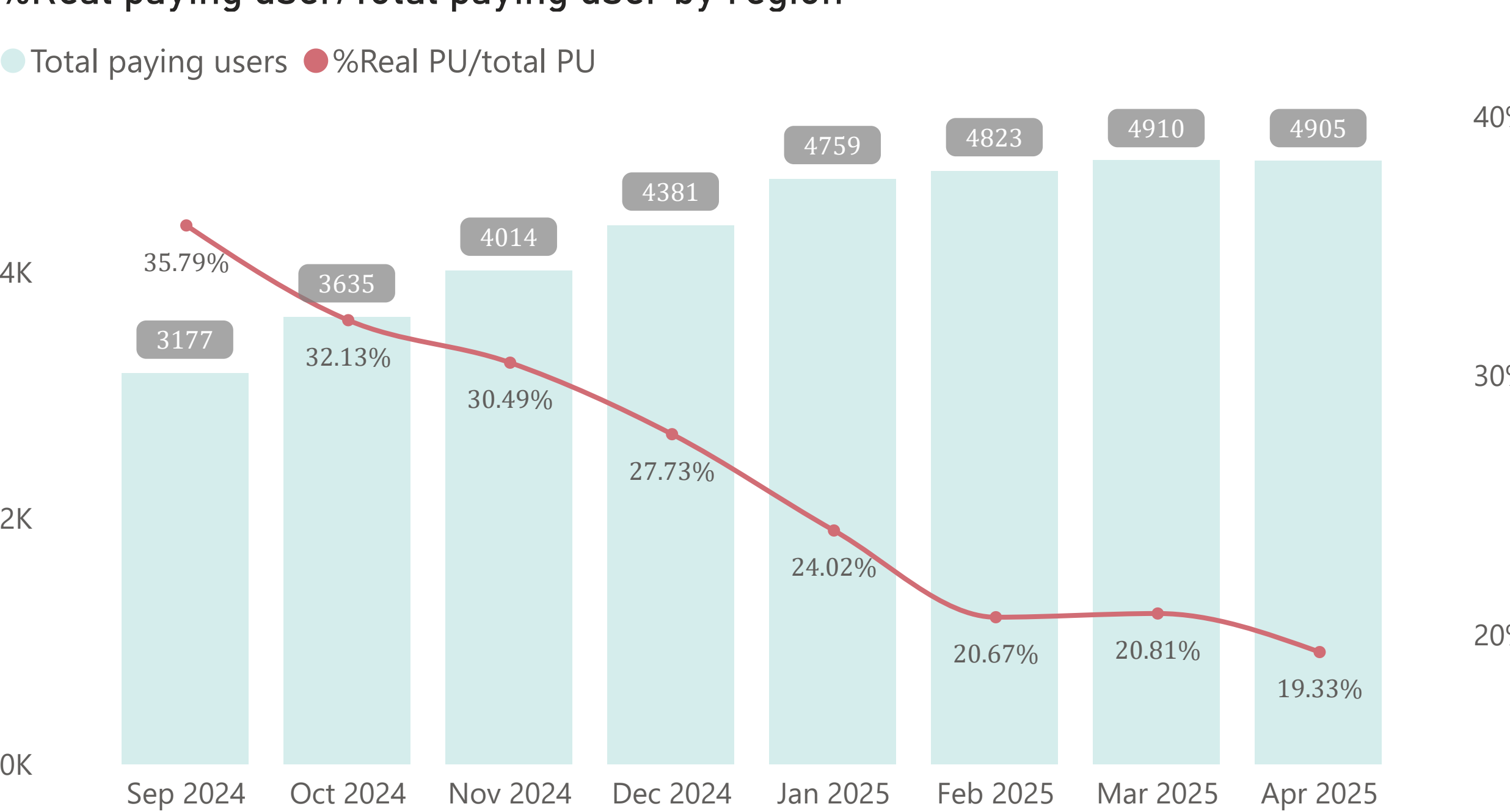## %Real PU/total PU
39.79%

ARPU overtime

Month	Gray	Red/Teal
September 2024	32.0	30.7
October 2024	35.0	30.9
November 2024	40.0	47.8
December 2024	45.4	45.4
January 2025	23.0	24.0
February 2025	25.0	20.7
March 2025	28.0	27.4
April 2025	32.0	19.6

Total revenue

Month	Value
Sep 2024	97.5K
Oct 2024	112.3K
Nov 2024	191.7K
Dec 2024	198.9K
Jan 2025	114.2K
Feb 2025	99.8K
Mar 2025	134.5K
Apr 2025	96.1K

ARPU by segment

[Region] [Platform]

● R1 ● R2 ● R3 ● R4

Month	R2	R3	R4	R1
Sep 2024	97.6	48.9		16.4
Oct 2024	104.6	55.7		16.9
Nov 2024	156.9	99.0		27.4
Dec 2024	254.2	68.6		19.5
Jan 2025	113.3	47.4		12.5
Feb 2025	99.0	56.1		9.9
Mar 2025	92.8	135.4	38.4	12.3
Apr 2025	68.8		10.8	

%Real paying user/Total paying user by region

● Total paying users ● %Real PU/total PU

Month	Total paying users	%Real PU/total PU
Sep 2024	3177	35.79%
Oct 2024	3635	32.13%
Nov 2024	4014	30.49%
Dec 2024	4381	27.73%
Jan 2025	4759	24.02%
Feb 2025	4823	20.67%
Mar 2025	4910	20.81%
Apr 2025	4905	19.33%

ARPU
Dashboard

ARPU

GP Performance

Server cost

User's attribute

Year – Month

Multiple selections ⌄

Region

All ⌄

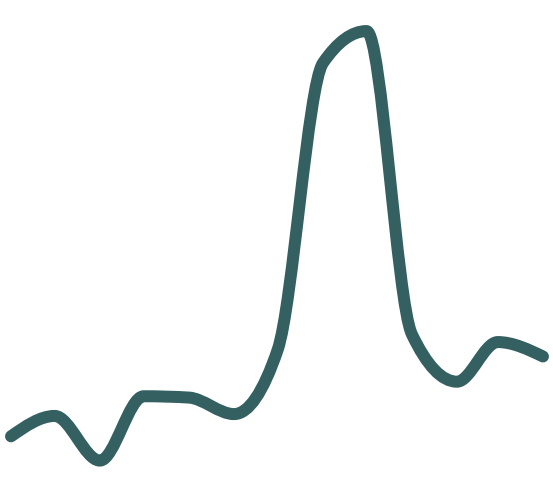**Current GPBR/GMV**

12.2%
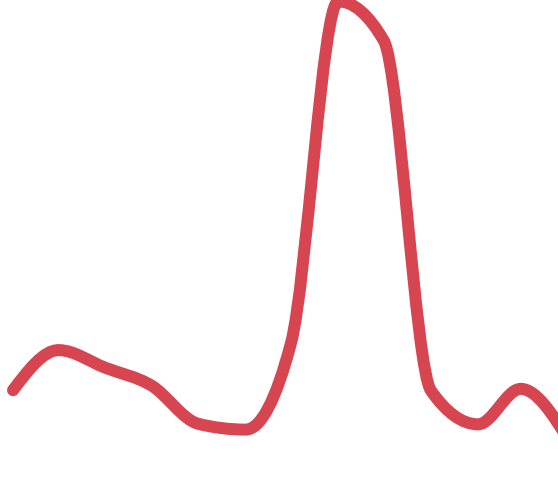
%YoY: 46.26%▲
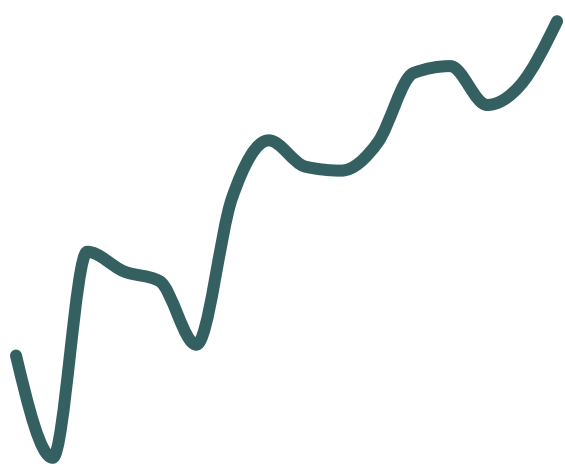
Total GPBR

1.26M

%YoY 29.52%▲

Total GMV

12.48M

%YoY: -11.44%▼

Dropship to POD rate

1.32

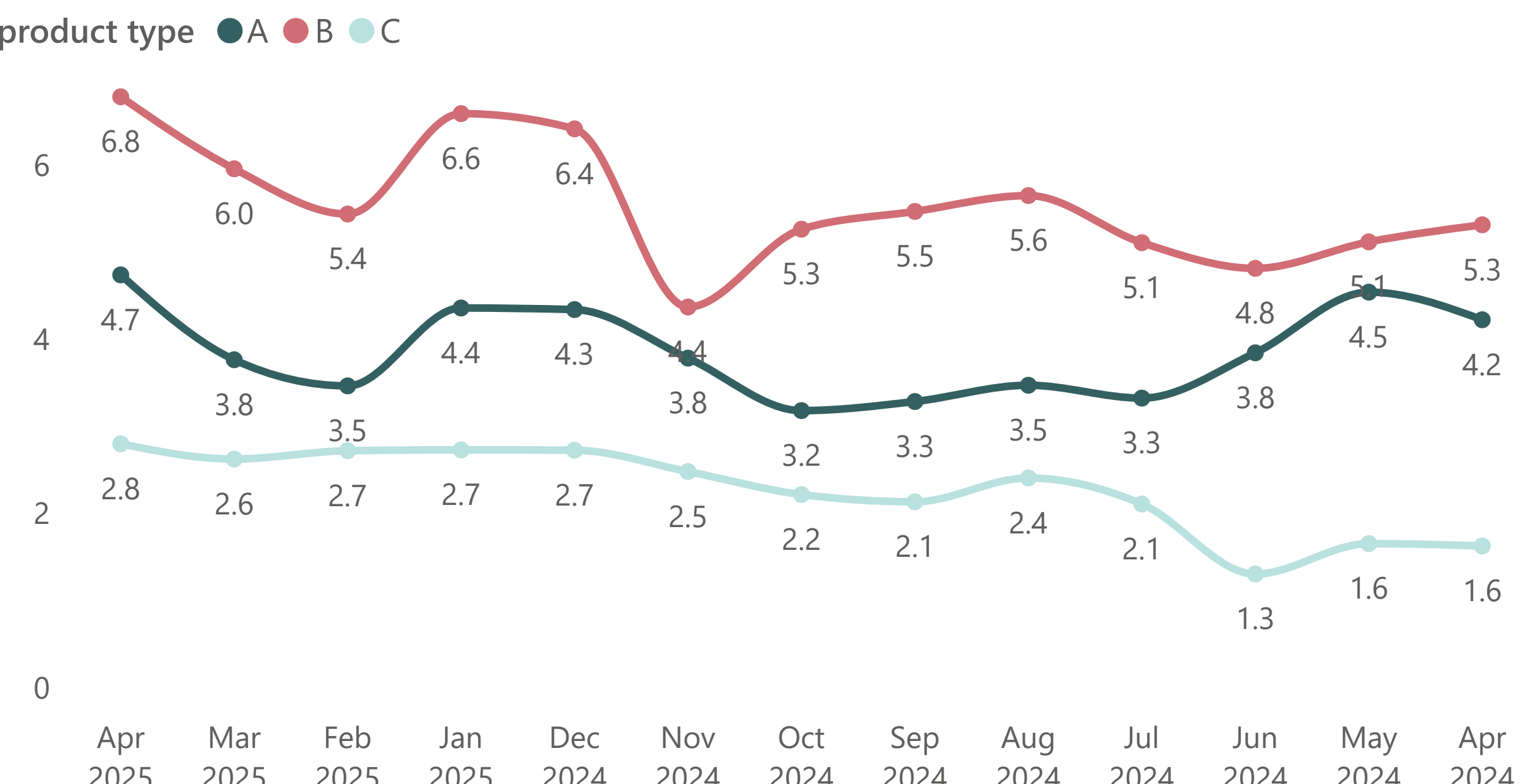### %GP/GMV over time

12%
12.2%
11.2%
10.9%
11.5%
11.4% — Phase 2
10.3%
9.9%
9.9%
10.3%
10%
9.5% — Phase 1
8%
7.2%
8.2%
8.3%

Apr 2025 | Mar 2025 | Feb 2025 | Jan 2025 | Dec 2024 | Nov 2024 | Oct 2024 | Sep 2024 | Aug 2024 | Jul 2024 | Jun 2024 | May 2024 | Apr 2024

GP by product type

Type ● A ● B ● C

150K
100K
50K
0K

Apr 2025 | Mar 2025 | Feb 2025 | Jan 2025 | Dec 2024 | Nov 2024 | Oct 2024 | Sep 2024 | Aug 2024 | Jul 2024 | Jun 2024 | May 2024 | Apr 2024

GP per item by segment

[product type] [region] [fulfill type]

product type ● A ● B ● C

B: 6.8, 6.0, 5.4, 6.6, 6.4, 4.4, 5.3, 5.5, 5.6, 5.1, 4.8, 5.1, 5.3
A: 4.7, 3.8, 3.5, 4.4, 4.3, 3.8, 3.2, 3.3, 3.5, 3.3, 3.8, 4.5, 4.2
C: 2.8, 2.6, 2.7, 2.7, 2.7, 2.5, 2.2, 2.1, 2.4, 2.1, 1.3, 1.6, 1.6

Apr 2025 | Mar 2025 | Feb 2025 | Jan 2025 | Dec 2024 | Nov 2024 | Oct 2024 | Sep 2024 | Aug 2024 | Jul 2024 | Jun 2024 | May 2024 | Apr 2024

%GP/GMV vs GP by supplier

200K
150K
100K
50K
0K

S047
S046
S027
S038
S050
S005
S029
S004
S011
S034 S014 S016 S010
S039
S013 S042
S033 S052
S001 S002 S008 S009
S017
S036
S040 S031

-10% | 0% | 10% | 20% | 30% | 40% | 50%

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Year - Month
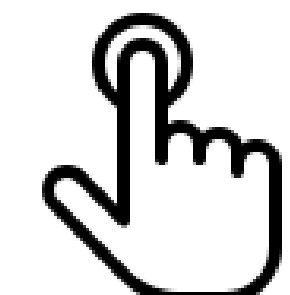Multiple selections ▼

Region
All ▼

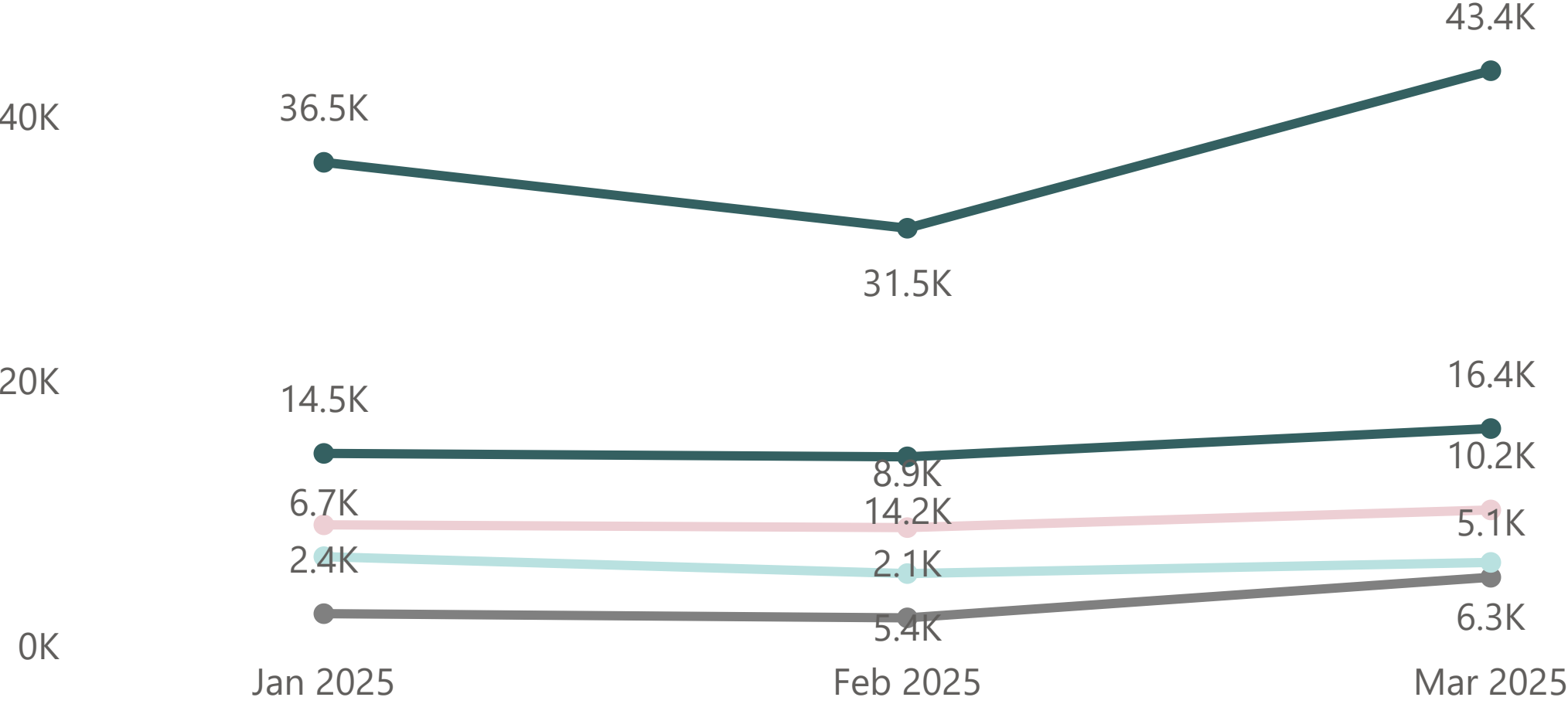## Total Server Cost
136.28K

Total request
3.49bn

Total cost by service group over time

Nhóm Service ● Compute ● Other ● Other AWS ● Relational Database ... ● Simple Stora...
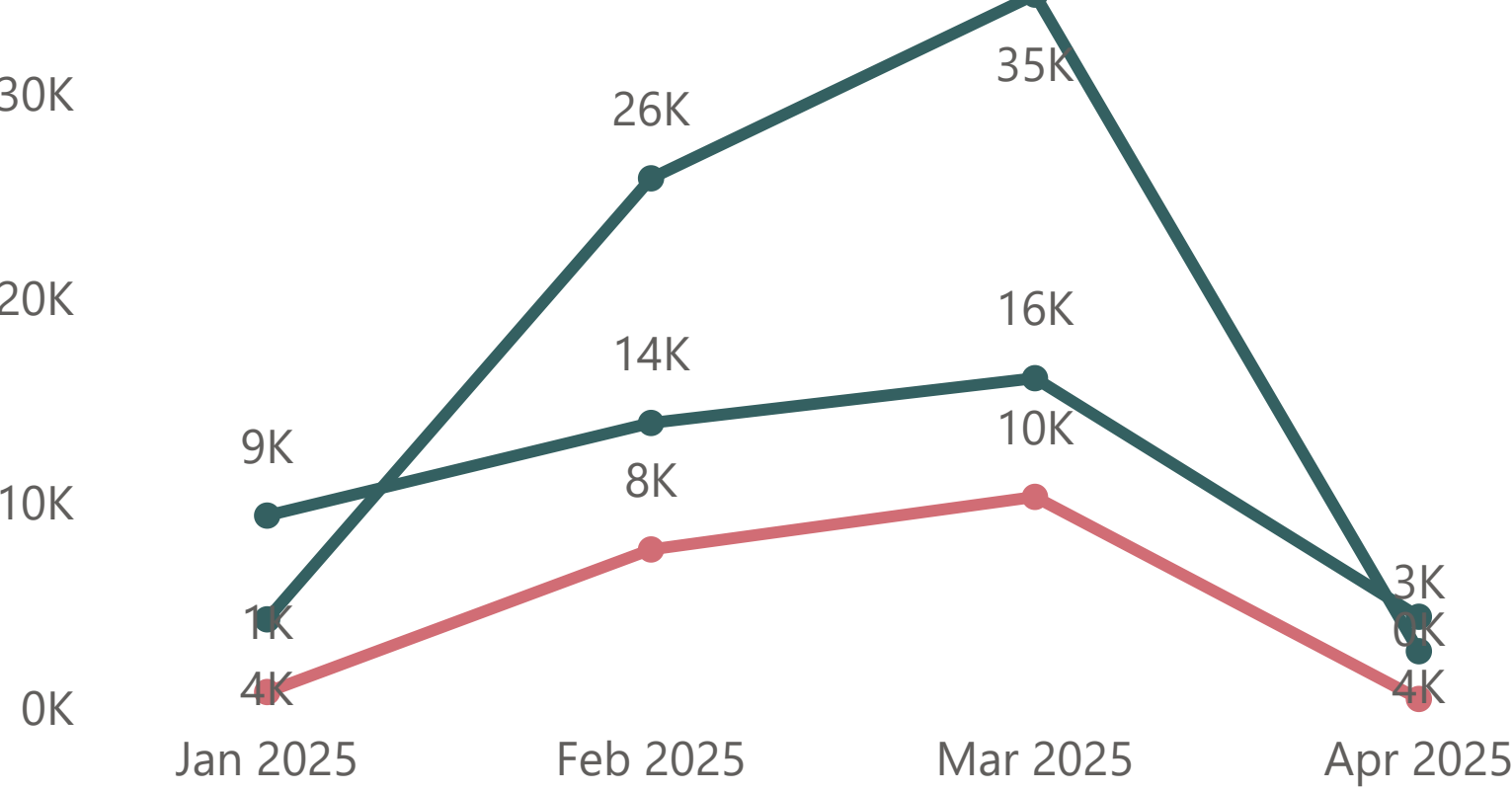
- 43.4K (Mar 2025)
- 36.5K (Jan 2025), 31.5K (Feb 2025)
- 14.5K (Jan 2025), 8.9K / 16.4K (Mar 2025), 10.2K
- 6.7K, 14.2K, 5.1K
- 2.4K, 2.1K
- 5.4K, 6.3K

Jan 2025 — Feb 2025 — Mar 2025

Total cost by service group

Nhóm Service ● Compute ● Simple Stora... ● Relational ...

- 111.47K (52.36%)
- 45.14K (21.21%)
- 28.25K (13.27%)
- 18.4K (8.64%)
- 9.62K (4.52%)
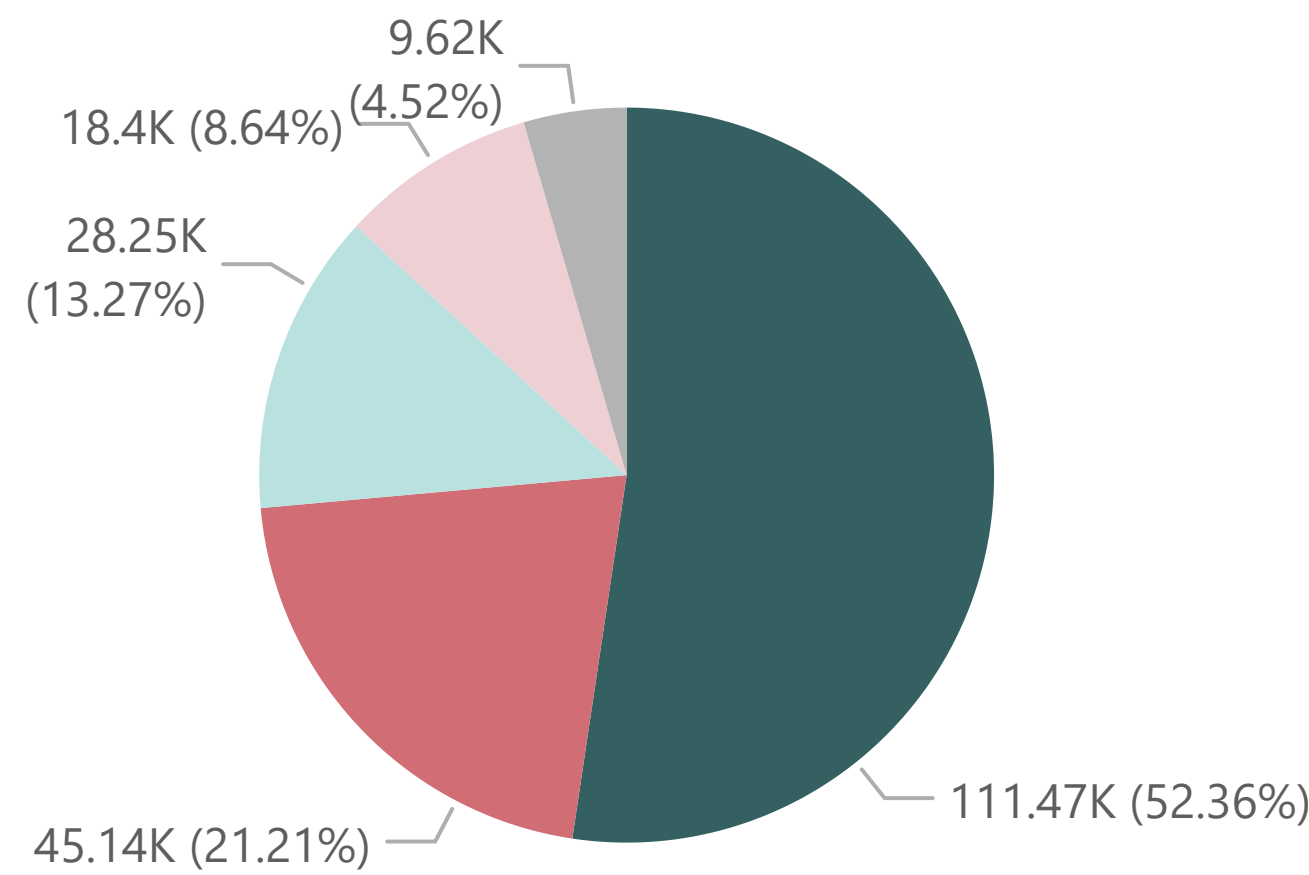
Total server cost by platform

Platform ● P1 ● P2 ● P3

- P1: 9K (Jan), 26K (Feb), 35K (Mar), 3K (Apr)
- P2: 4K (Jan), 8K (Feb), 10K (Mar), 4K (Apr)
- P3: 1K (Jan), 14K (Feb), 16K (Mar), 0K (Apr)

Jan 2025 — Feb 2025 — Mar 2025 — Apr 2025

Active shop and Closed shop

● Active shop ● Closed shop

Month	Active shop	Closed shop
Jan 2025	4759	3028
Feb 2025	4823	2199
Mar 2025	4910	2040
Apr 2025	4905	2060

Total request over time

- Feb 2025: 938M
- Mar 2025: 1202M
- Apr 2025: 1349M
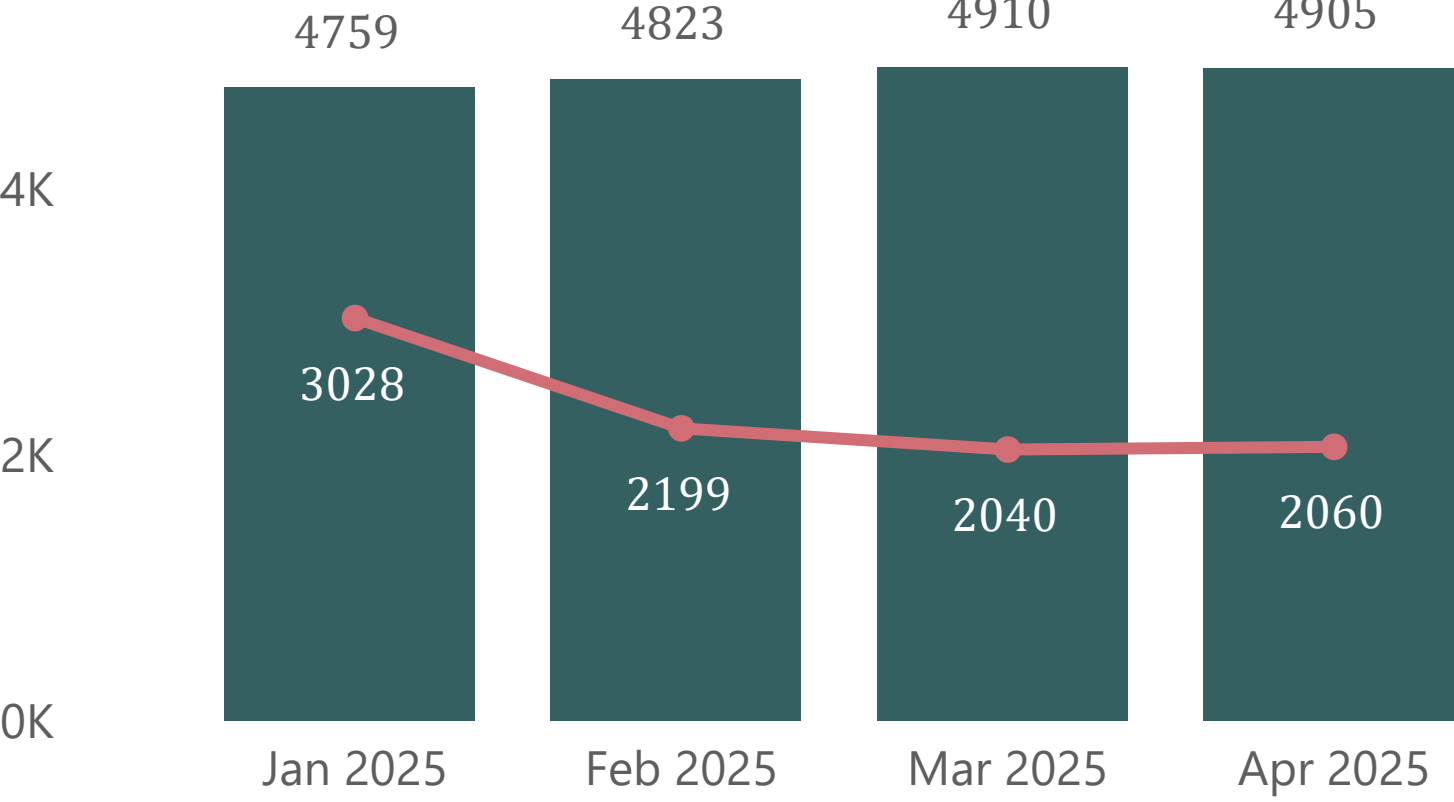
Cost table
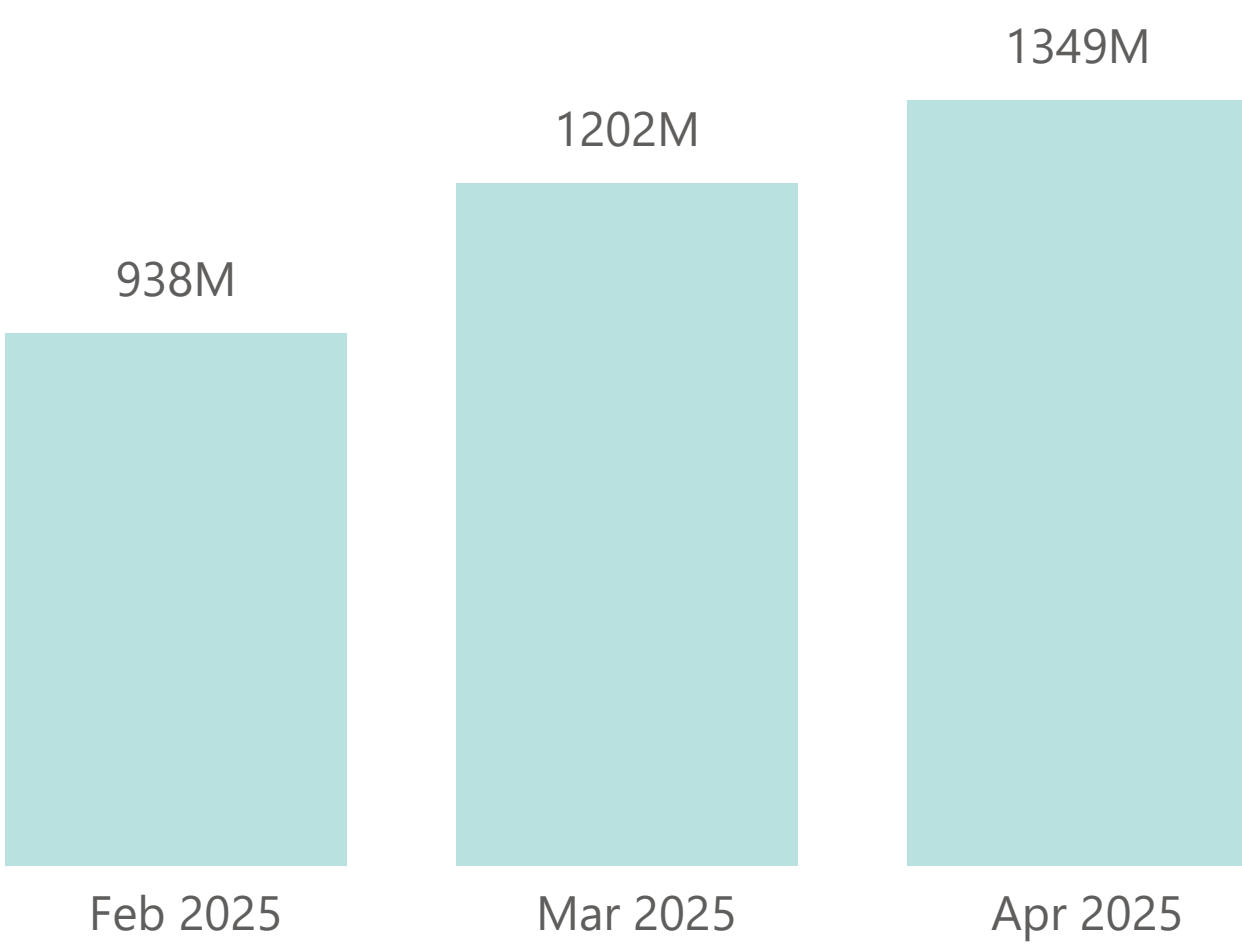
Month		Apr 2025					Mar 2025					Feb 2025				
Region	Compute cost	RDS Cost	S3 Cost	Other	Total Server Cost	Compute cost	RDS Cost	S3 Cost	Other	Total Server Cost	Compute cost	RDS Cost	S3 Cost	Other	Tota
R1															
P1		0.52	0.52		1.04	38.55	1.24	1.24	2.98	44.01	29.56	1.12	1.12	2.73	
P2		153.97	153.97		307.94	4,466.51	274.97	274.97	344.94	5,361.38	2,947.50	248.36	248.36	272.67	
P3		18.69	18.69		37.38	171.76	40.92	40.92	13.26	266.87	100.31	36.96	36.96	9.28	
R2															
P1		6.03	6.03		12.06	102.95	10.54	10.54	7.95	131.99	80.01	9.52	9.52	7.40	
P2		4.92	4.92		9.84	1,479.83	8.68	8.68	114.28	1,611.47	1,110.82	7.84	7.84	102.76	
P3		1.51	1.51		3.02	150.84	2.79	2.79	11.65	168.07	95.59	2.52	2.52	8.84	
Total		**347.35**	**347.35**		**694.70**	**10,434.10**	**522.66**	**522.66**	**805.80**	**12,285.22**	**6,151.82**	**472.08**	**472.08**	**569.11**	