

August 2019 Report

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# Introduction

During the month of August, Vinted saw an increase in the number of daily listings/uploads peaking at 26,015 new listed items on the 18th of August. The number of items sold steadily increased during the first half of August and remained stagnant between the 18th and the 31st.

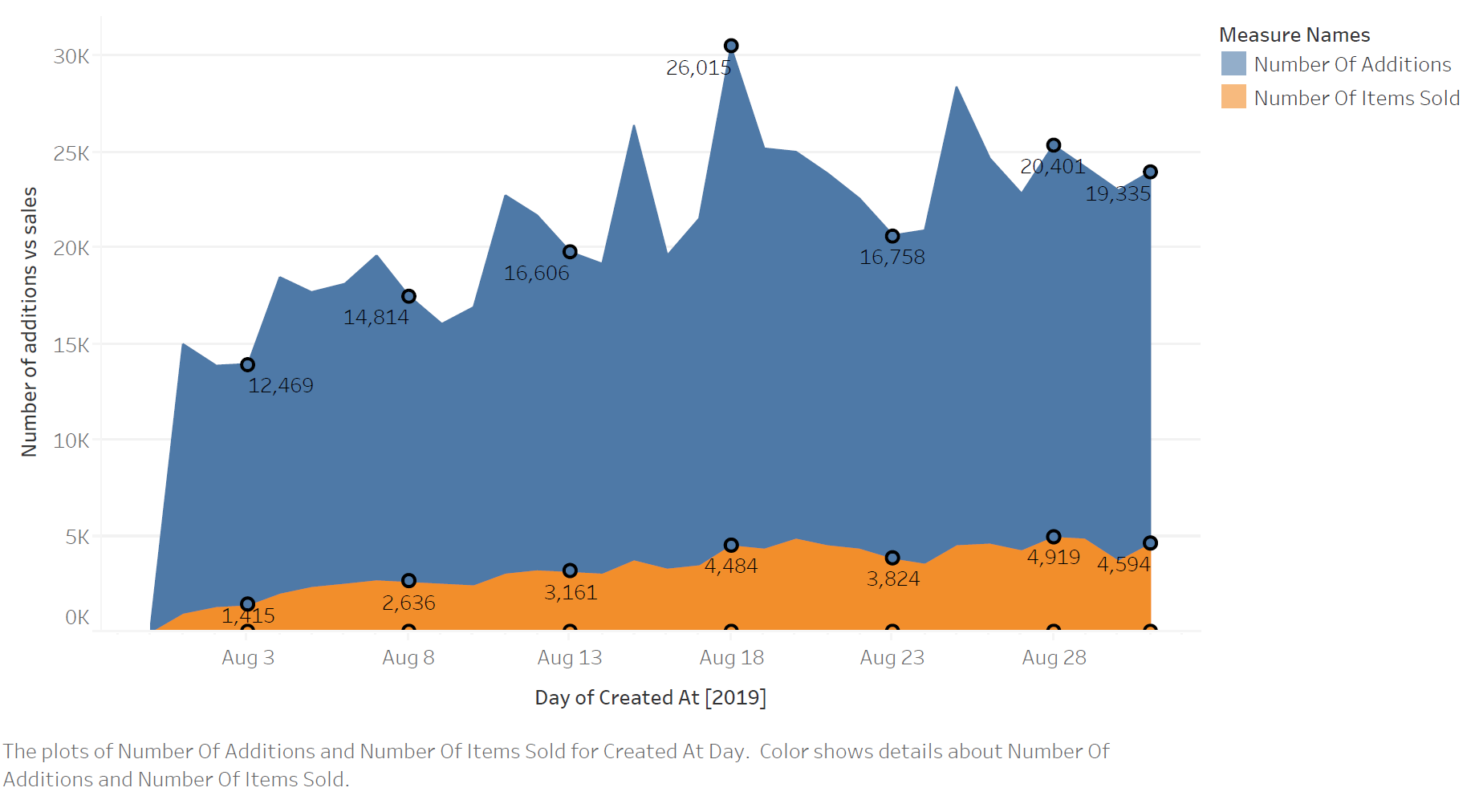


Fig. 1

The dynamic between our sellers and the buyers can be further explained by considering the ratio between daily new listings and sales. In fact, this ratio highlights the platforms ability to renew the inventory in a in the short run. While a high ratio of additions to sales may indicate low participation of from buyers, a relatively low ratio could indicate lack of confidence from potential sellers. Thus maintain an adequate ratio is primordial for the health of the platform.

In Fig 2, we denote that the ratio of daily acquisitions to daily sales decreases throughout the month before settling at approximately 4.2: 1.

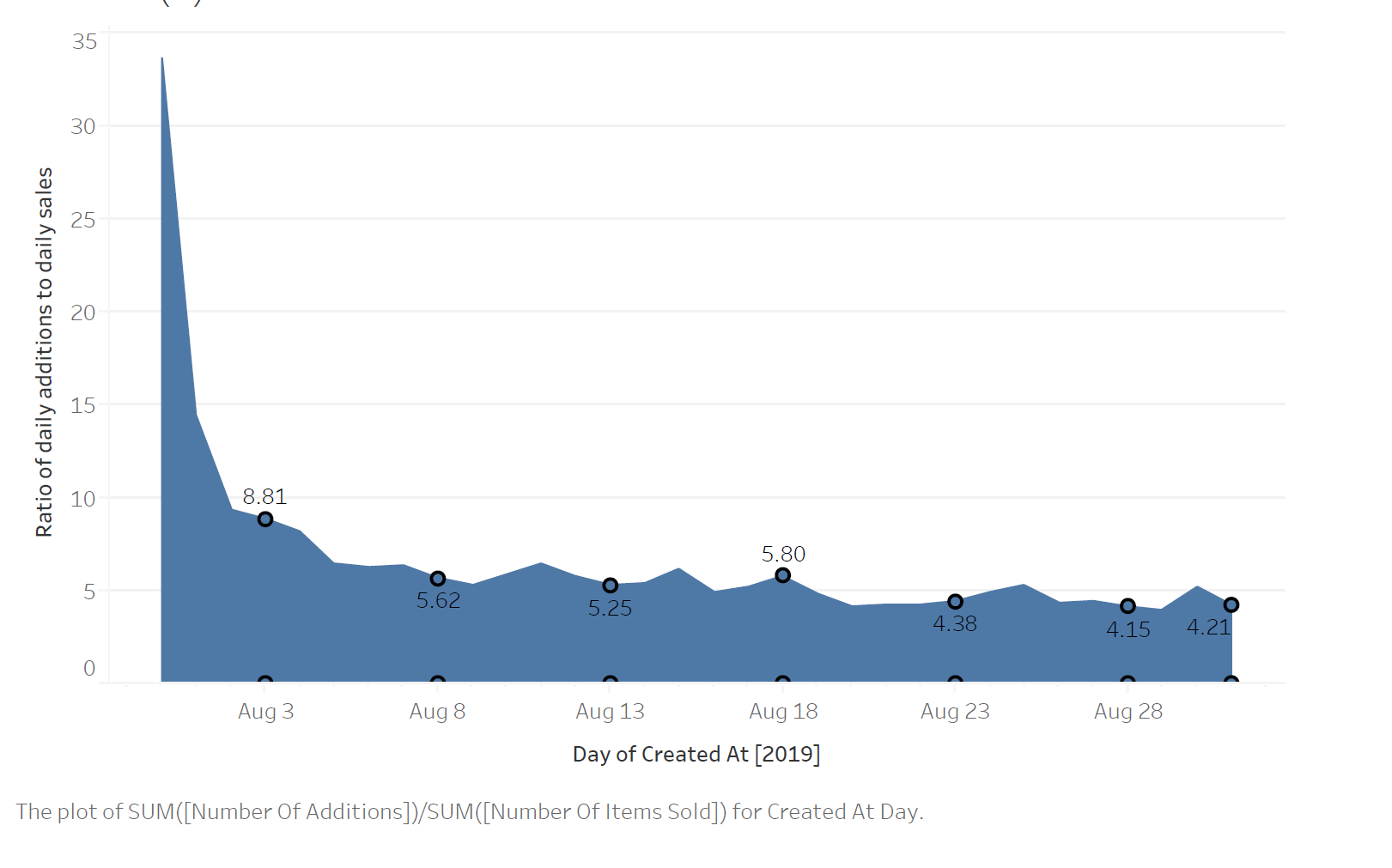


Fig 2.

# Liquidity (sellers perspective)

While monitoring daily activities can provide some insights regarding the interactions between sellers and buyers, a more in-depth study is required to understand the performance of the platform.

As a marketplace, Vinted strives to connect sellers and buyers in the most efficient way possible not only to maintain a healthy circulation of goods, but also to improve overall seller and customer satisfaction. On way to ensure this is to monitor the liquidity on the platform.

**We define liquidity as the percentage of items sold during a certain period on the platform or alternatively, in this report, as the number of days an item remains on the platform before sale.**

**We chose this metric as it provides us with insights on the sellers’ performance and ultimately, their satisfaction level.**

There are multiple benefits in reducing the amount of time to match a buyer and a seller:

1. Sellers that conclude a sale in a reasonable amount of time are incentivised to list more items
2. Sellers with a positive experience and feel confident in their ability to sell on vinted may refrain from listing products on competition marketplaces
3. Rapid sales may have a cascading effect where customers react faster to secure a purchase
4. Satisfied sellers are more likely to purchase on vinted

As shown in Fig 3, 9 percent of all new listings during the month of August were sold in less than a day and 0.263 percent of all new listings remained on the platform for 20 days before being sold. The shape to the curve indicates that the data is heavily skewed to the right.

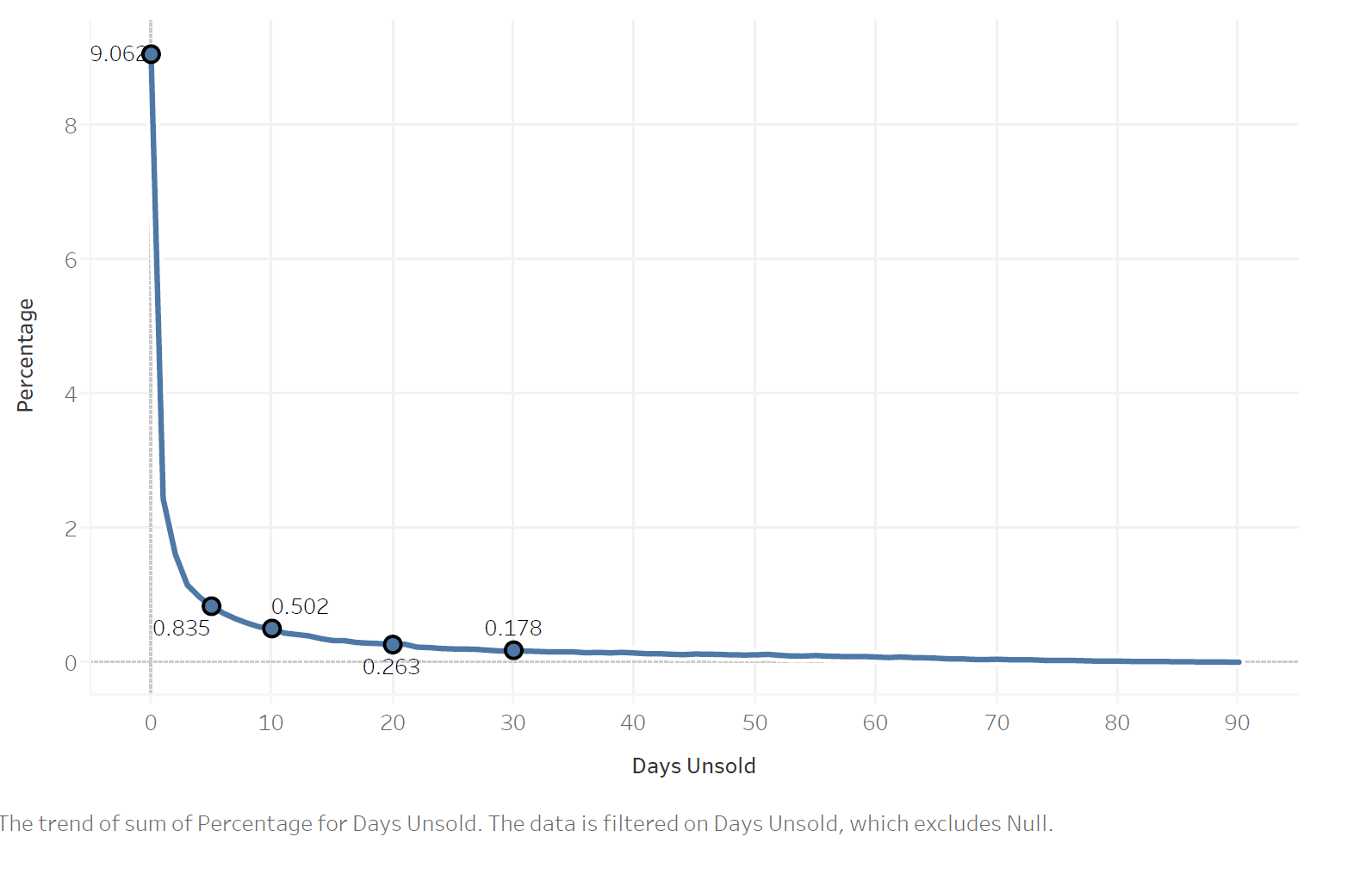


Fig 3.

Fig 4 offers a more intuitive illustration of the metric.

15.23 percent of all new items during the month of August were sold after remaining on the platform for a period of 10 days. Ultimately, 29 percent of all items were sold within a period of 90 days on the platform.

We note that 70 percent of all items remained unsold during the observed period.

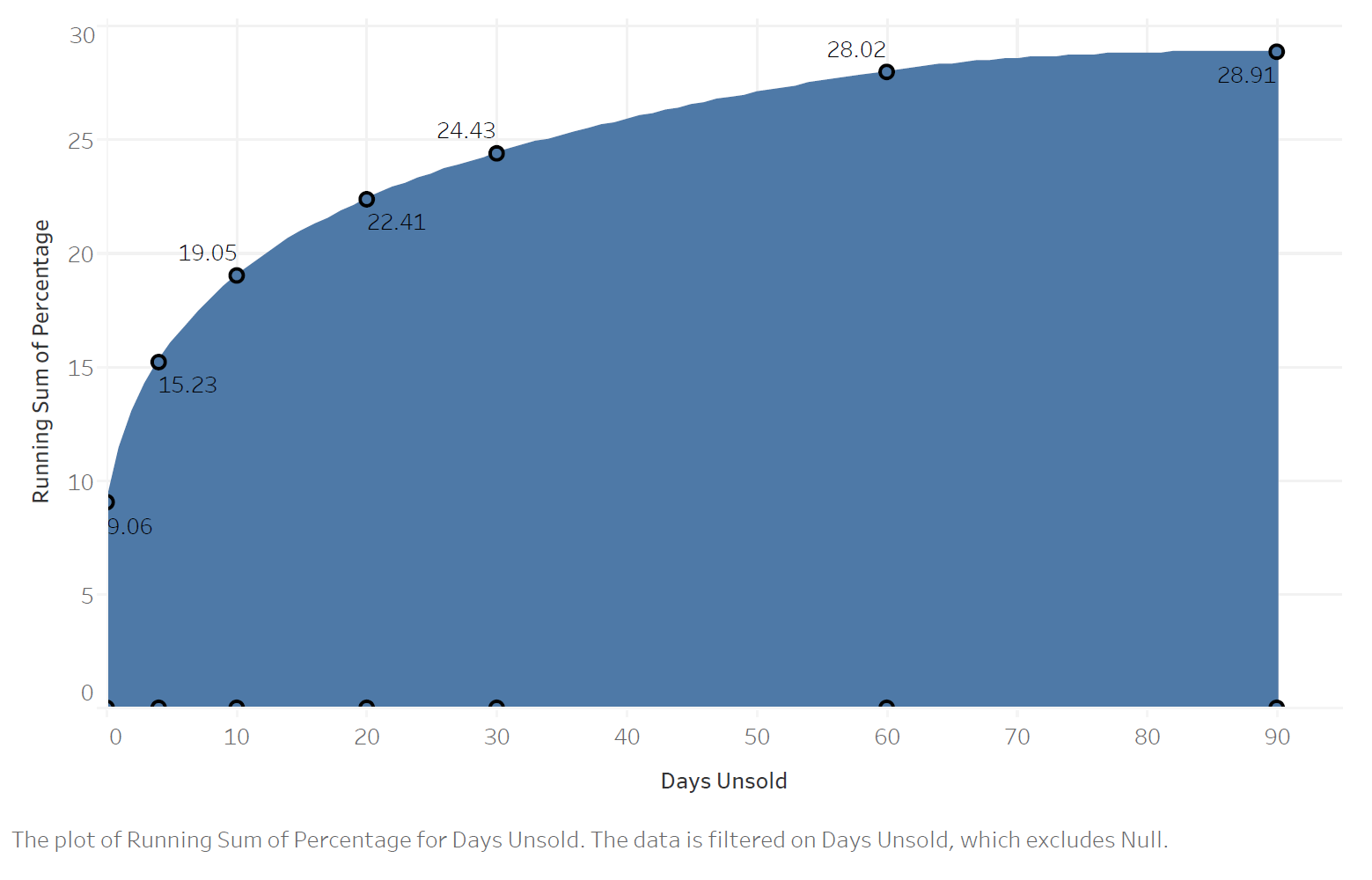


Fig 4.

# Metric