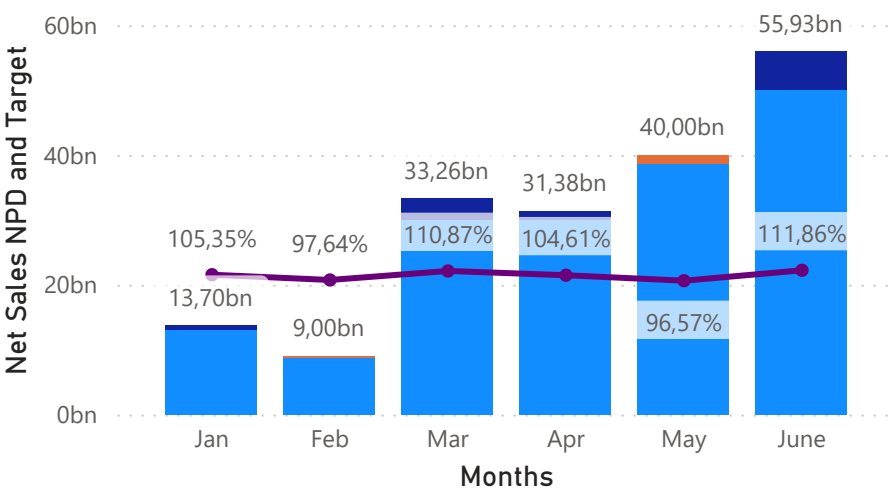


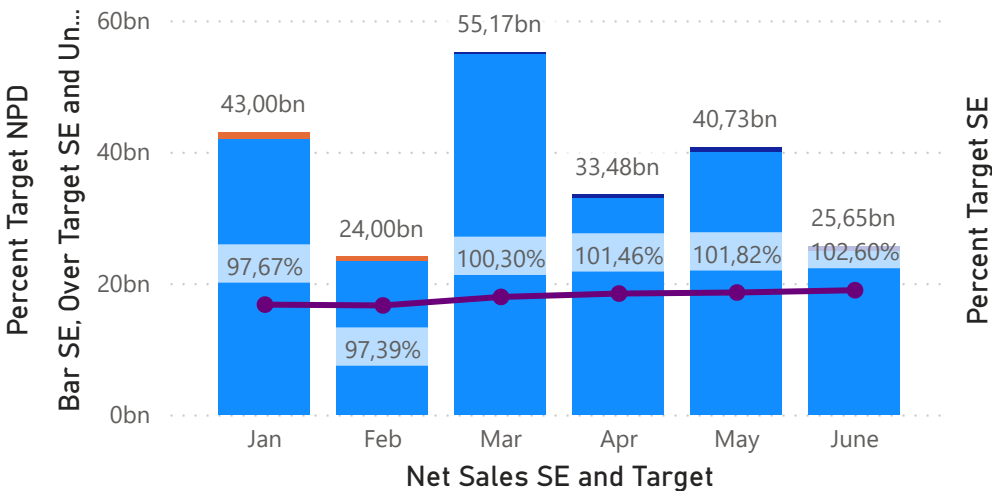
Compare Net Sales NPD and Target

Bar Over Target Under Target Percent Target NPD



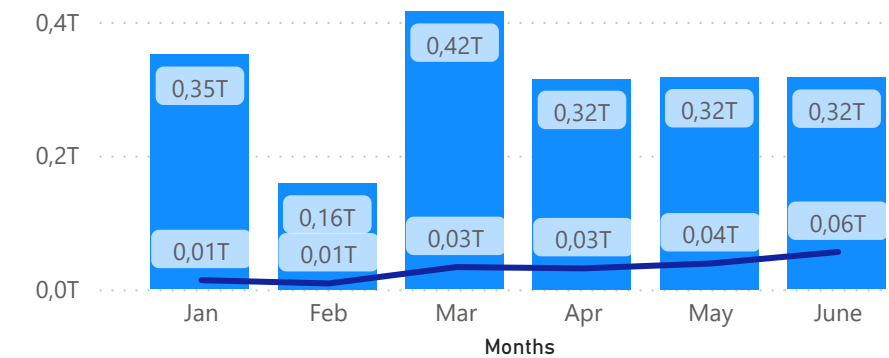
Compare Net Sales SE and Target

Bar SE Over Target SE Under Target SE Percent Target SE



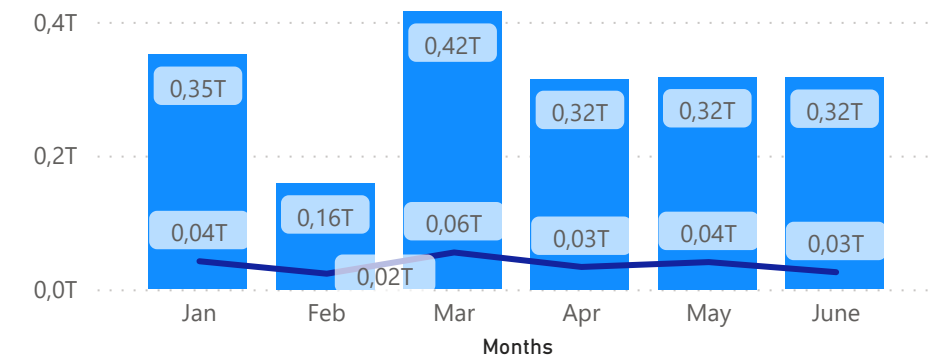
Compare NPD and Total

Sum of Net Sales (VND) NPD Net Sales



Compare SE and Total

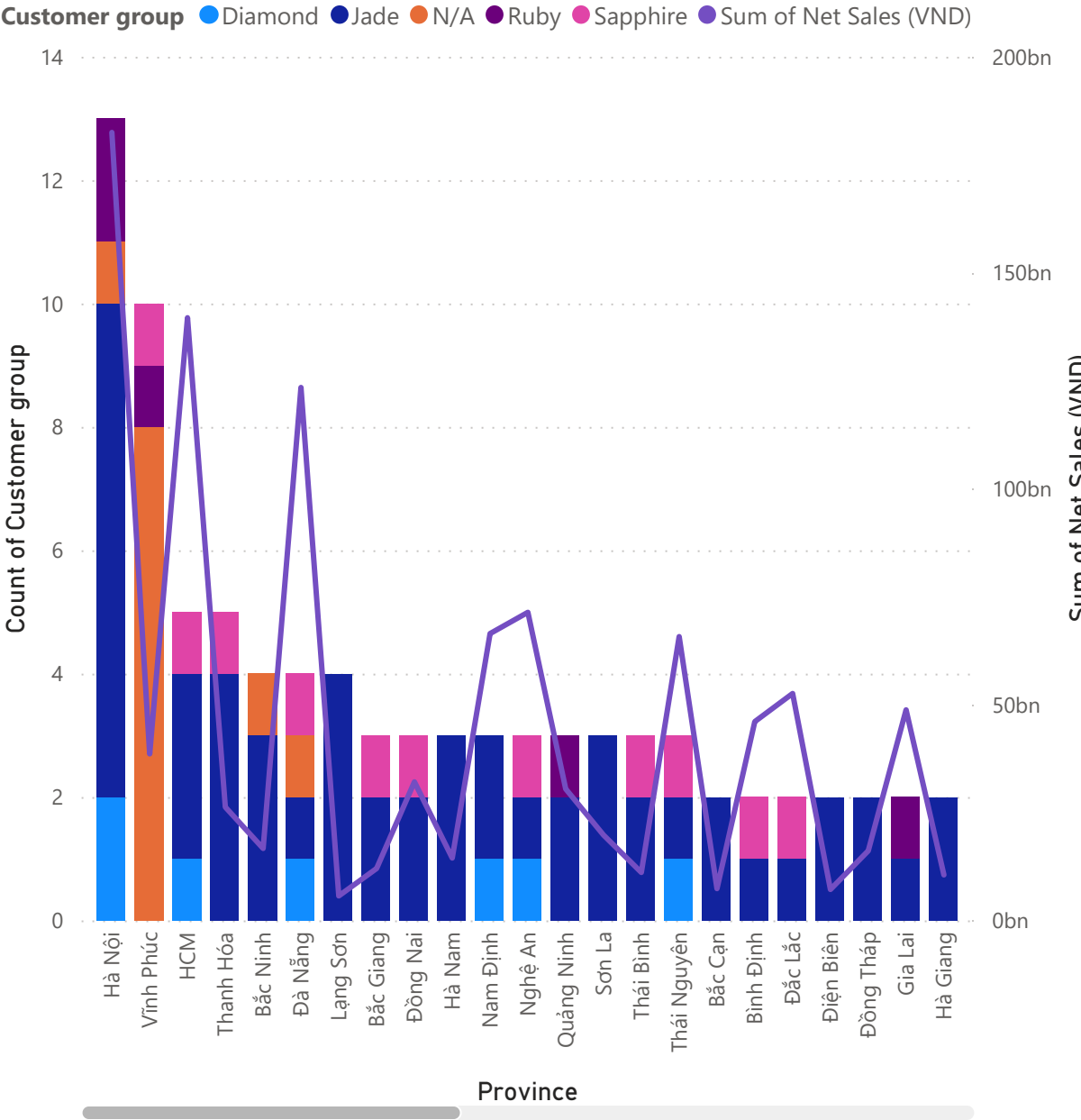
Sum of Net Sales (VND) SE Net Sales



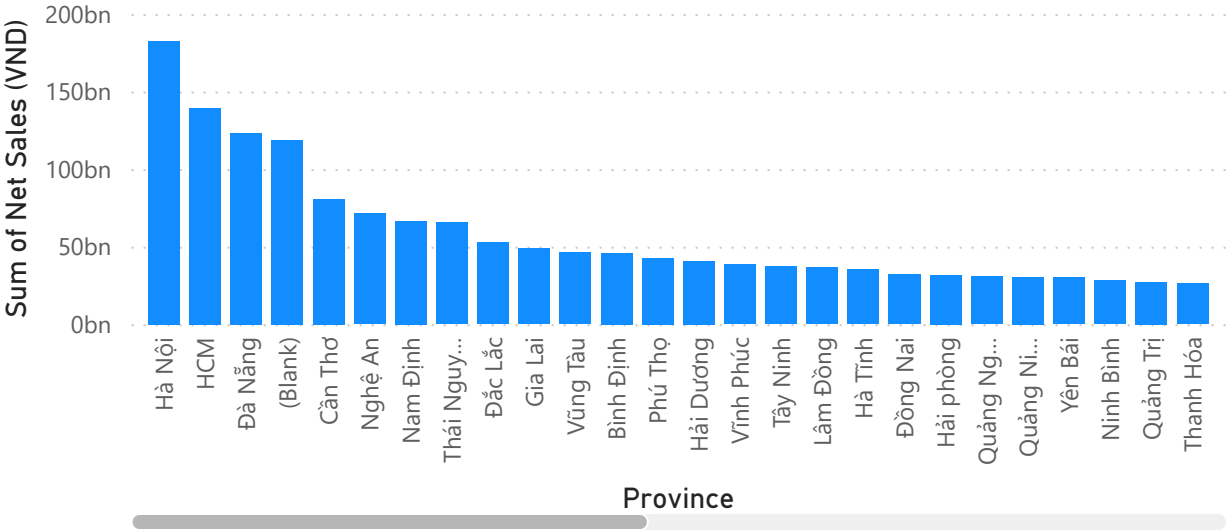
- February and May did not reach the target
- March, June over target.
- January overall sales are high but NPD product sales are low, this is not a good month for product sales.
- June has overall sales equal to 3, 4, and 5, but sales of NPD products are good. This is a good month to sell NPD products

- January and February did not reach the target
- The remaining months achieved the target but did not exceed the target by too much

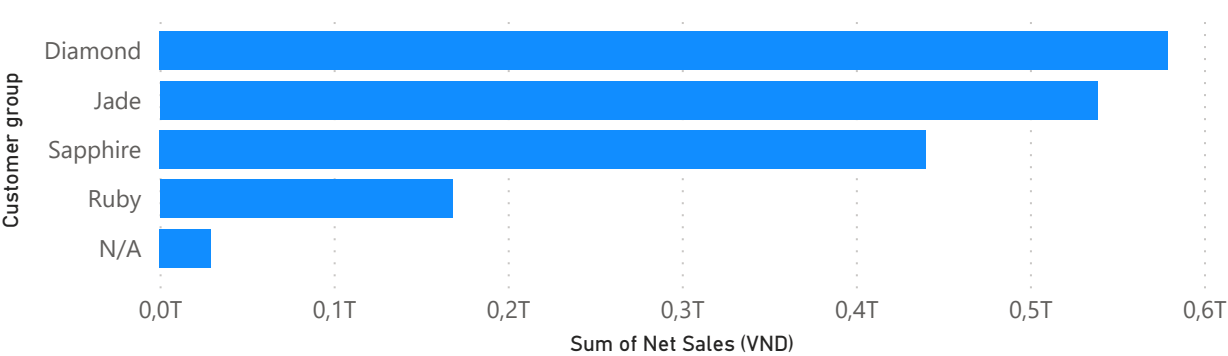
Count of Customer group and Sum of Net Sales (VND) by Province and Customer group



Sum of Net Sales (VND) by Province



Sum of Net Sales (VND) by Customer group



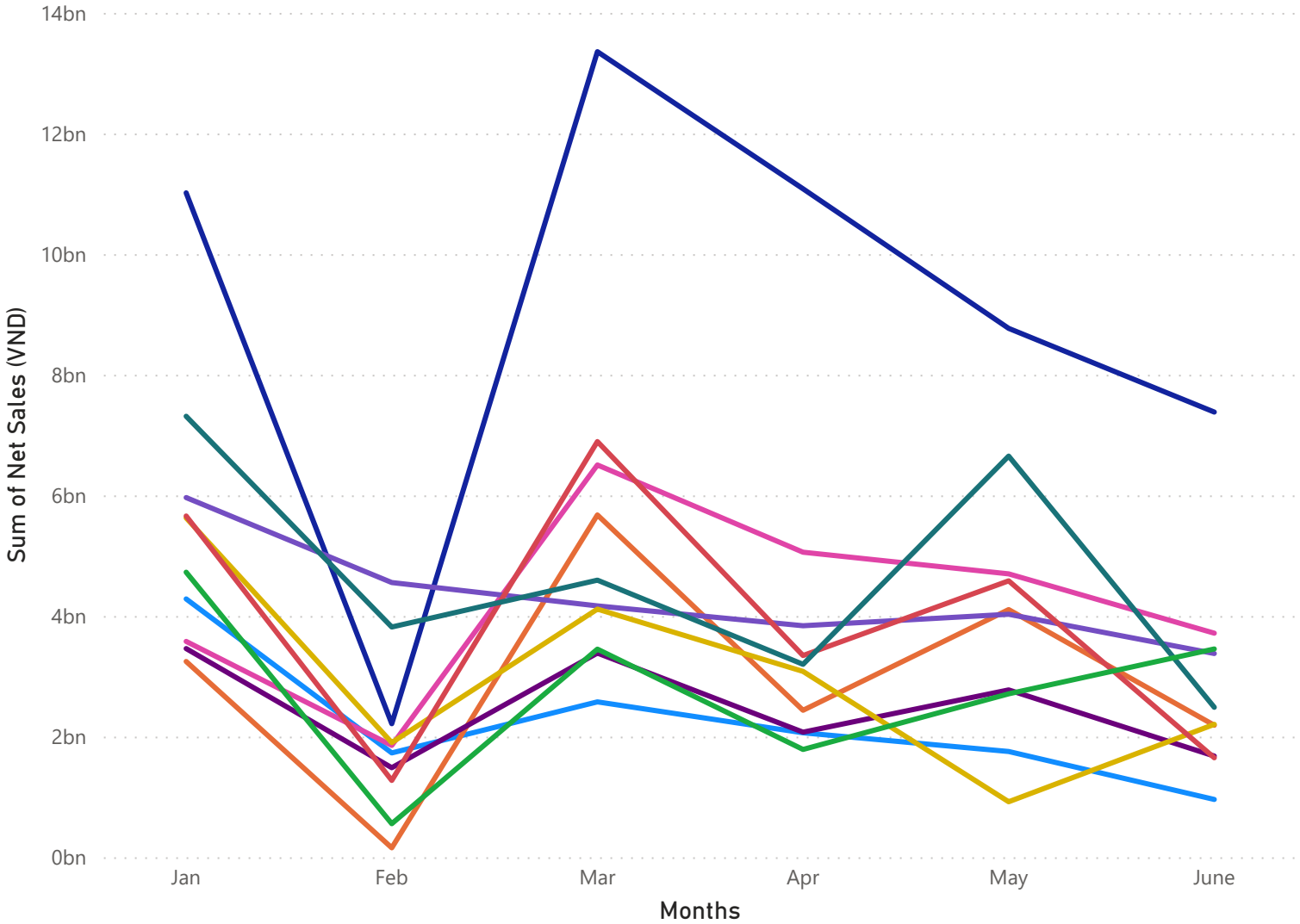
• HCM, Cần Thơ, Đà Nẵng is 3 provinces with high net sales but less customers are classified (Diamond, Jade, Ruby,Sapphire). The company can focus on these 3 provinces to optimize revenue

Net sales of top 10 product

Product's Code 01.4004... 05.2504... 05.3004... 06.1205... 06.3004... 13.4004... 13.5005... 14.2504...

Top 10 Product Code

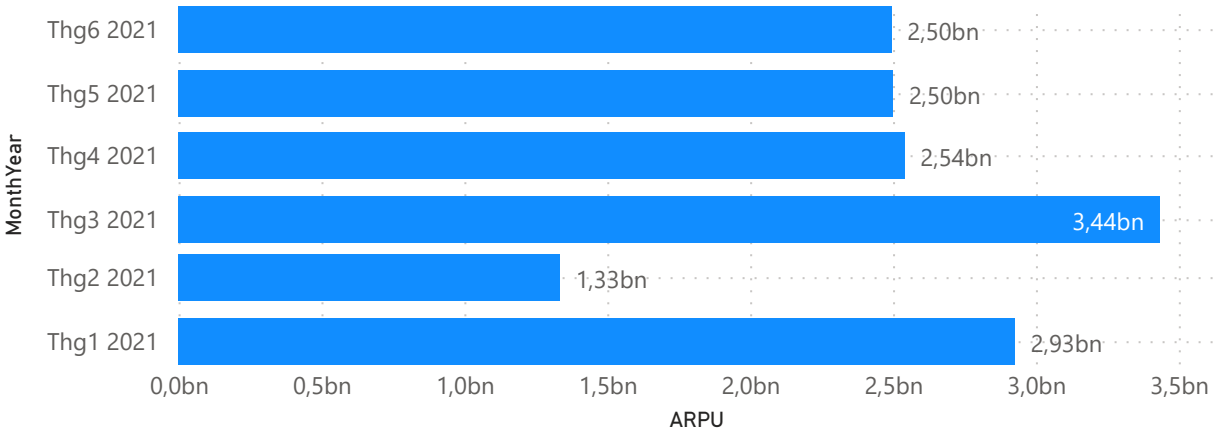
- Product's Code
- 01.400400.10105
 - 05.250400.02200
 - 05.300450.09500
 - 06.120500.02648
 - 06.300450.07001
 - 13.400400.10102
 - 13.500500.10211
 - 14.250400.09200
 - 14.400400.02505
 - 14.400400.10599



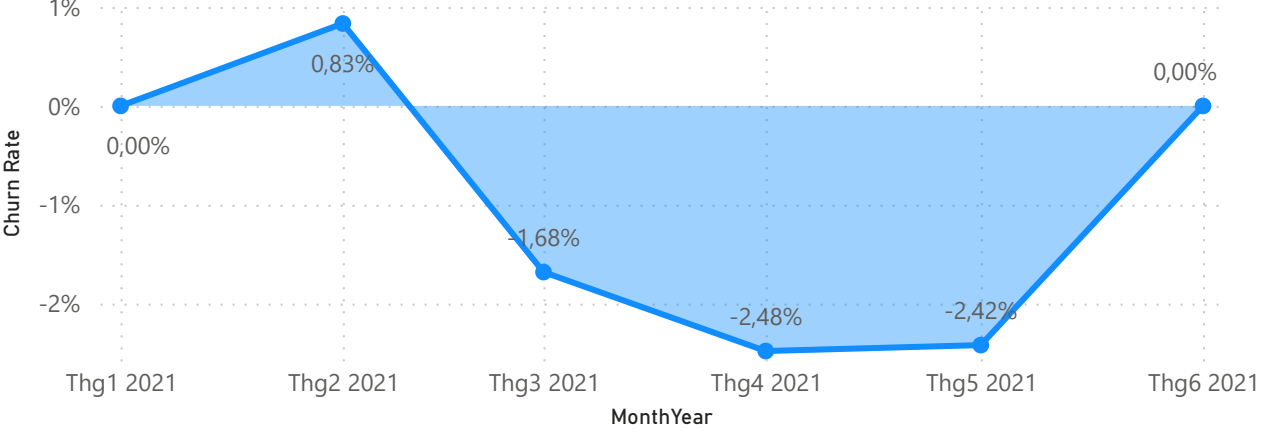
- Product 05.250400.02200 is the main product of the company. This is the product that brings the biggest sales of all months
- Most products have good sales in March, however some products like: 13.400400.10102, 13,500500.10211, 14.400400.02505, 14.400400.10599 bring high sales value in January. This is a good time. to promote this product

MonthYear	ActiveMember	ActiveMember PreviousMonth	Churn Rate	ARPU	ALT	CLV	
2021-01	120		0,00%	2.926.372.316	0,00		0
2021-02	119	120	0,83%	1.333.590.665	120,00	110.021	229.853
2021-03	121	119	-1,68%	3.435.323.278	-59,50	-140.526	192.858
2021-04	124	121	-2,48%	2.540.582.426	-40,33	-70.448	233.518
2021-05	127	124	-2,42%	2.499.974.263	-41,33	-71.040	935.314
2021-06	127	127	0,00%	2.495.007.406	0,00		0
Total	130		0,00%	14.422.545.973	0,00		0

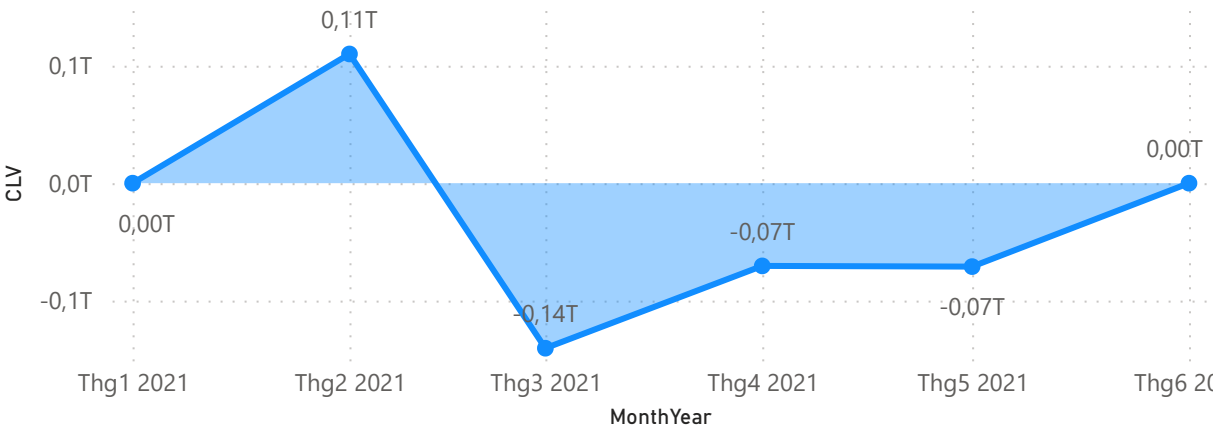
ARPU by MonthYear



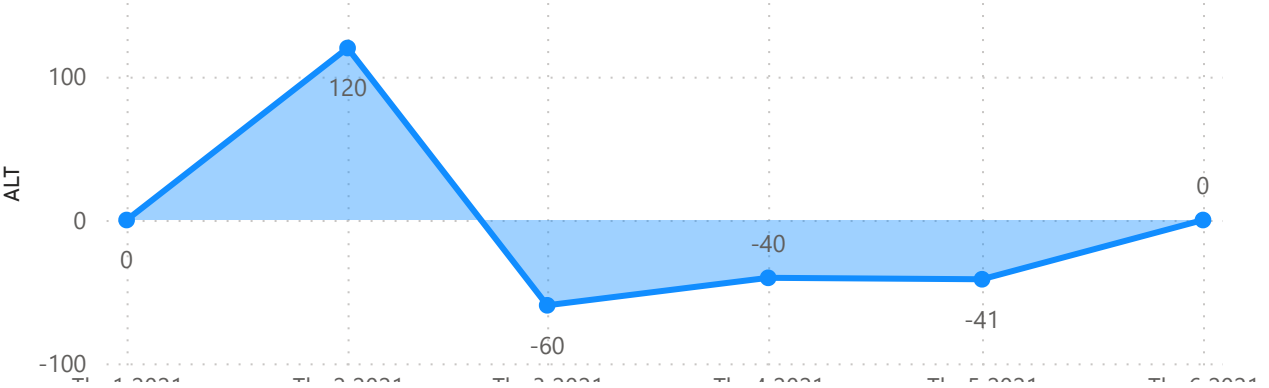
Churn Rate by MonthYear



CLV by MonthYear



ALT by MonthYear



Detail

- Churn Rate: Churn Rate is a metric for calculating the number of customers who leave over 1 month
- Average Lifespan (ALT) : $ALT = 1 / \text{Churn Rate}$
- Average Revenue Per Month (ARPU) : ARPU is the average revenue by a customer = $\text{Net Sales} / \text{Count Customer}$
- Average Gross Margin (AGM) = $(\text{Net sales} - \text{COGS*}) / \text{Net sales}$
- Customer Lifetime Value (CLV) : CLV is the customer's overall income throughout the relationship = $ARPU * AGM * ALT$