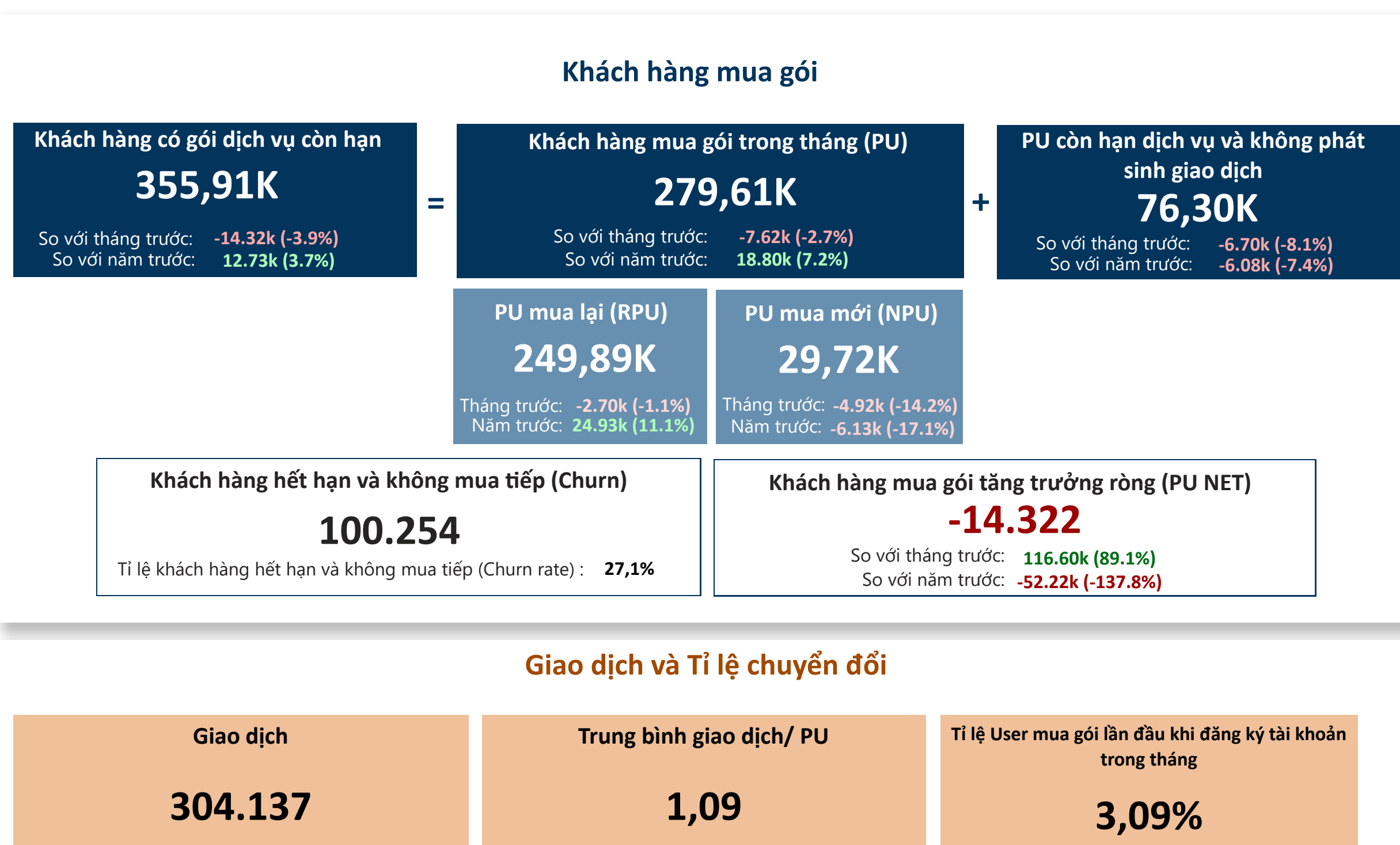
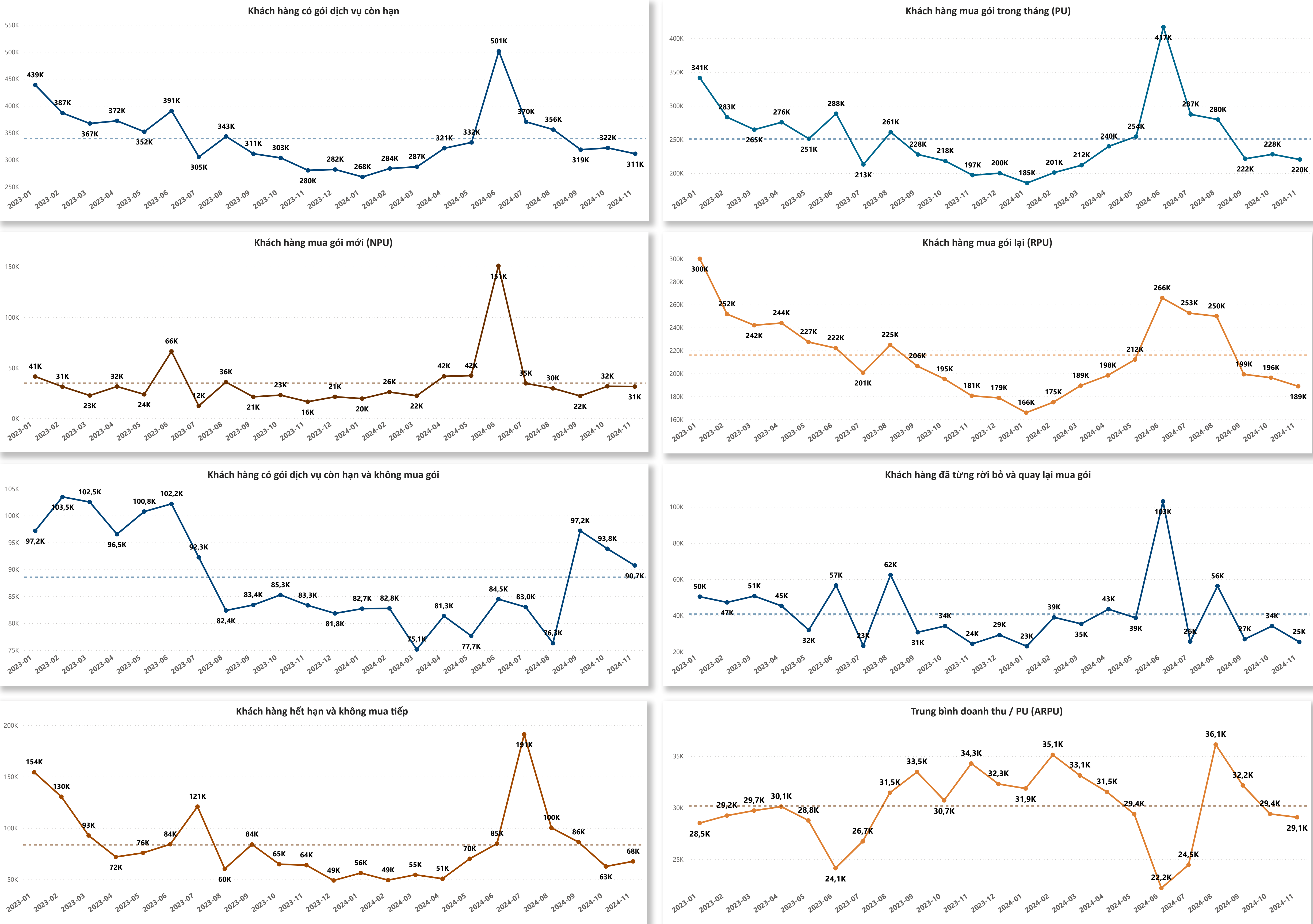


DOANH THU, GIAO DỊCH VÀ KHÁCH HÀNG MUA GÓI STAND-ALONE THEO THÁNG

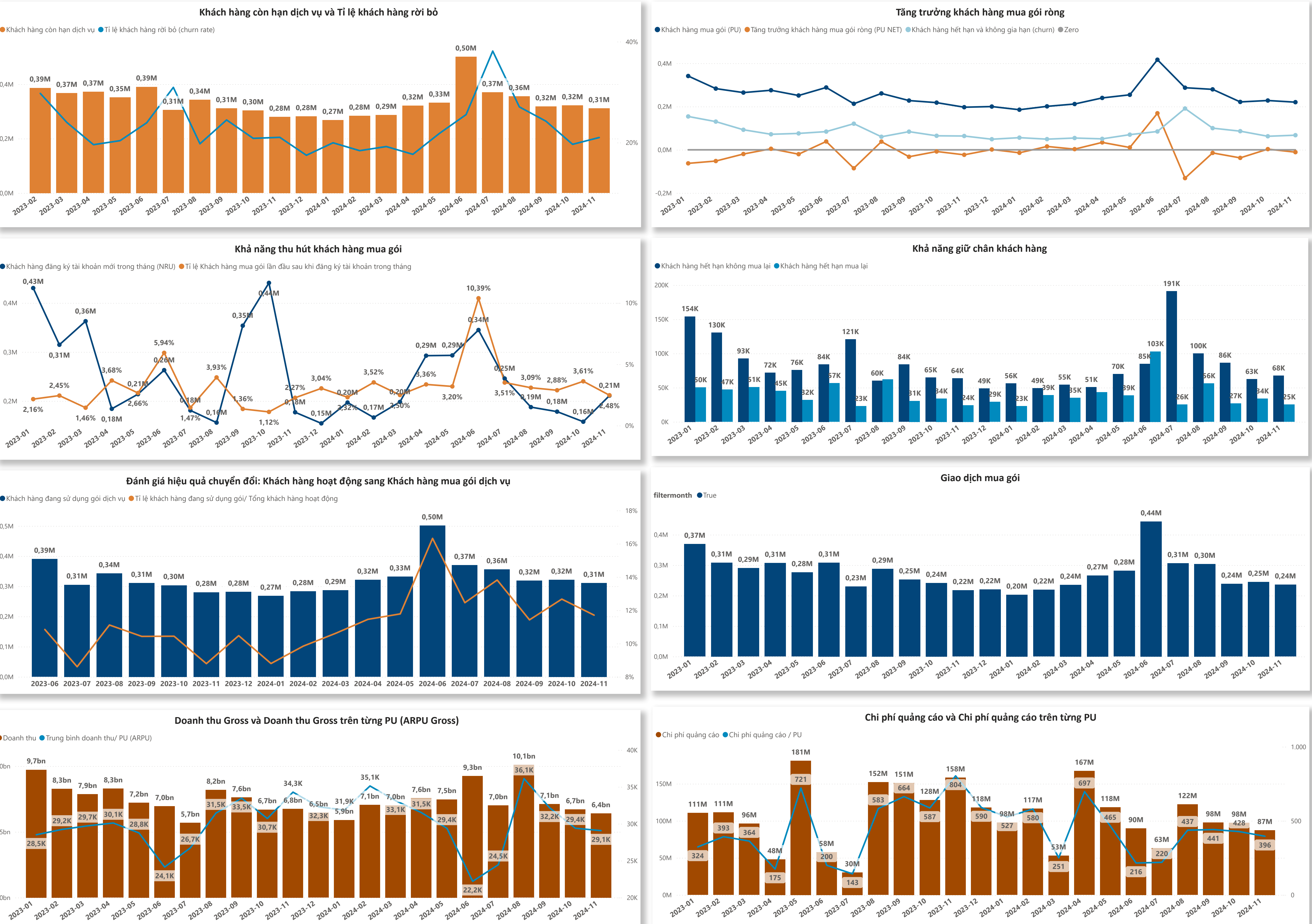


TỔNG QUAN KHÁCH HÀNG MUA GÓI STAND-ALONE TRONG 24 THÁNG GẦN NHẤT

BIẾN ĐỘNG CỦA CÁC CHỈ SỐ CHÍNH THEO THỜI GIAN



MỐI TƯƠNG QUAN GIỮA CÁC CHỈ SỐ



BẢNG SỐ LIỆU CHI TIẾT

	2023-01	2023-02	2023-03	2023-04	2023-05	2023-06	2023-07	2023-08	2023-09	2023-10	2023-11	2023-12	2024-01	2024-02	2024-03	2024-04	2024-05	2024-06	2024-07	2024-08	2024-09	2024-10
Users còn hạn cuối kì (A=B+C)	438.504	386.634	367.209	372.069	351.927	390.525	305.289	343.182	311.181	303.495	280.422	281.910	268.188	283.797	286.998	321.312	332.100	501.153	370.233	355.911	318.705	321.903
PU (B)	341.316	283.146	264.684	275.526	251.163	288.333	213.030	260.808	227.787	218.226	197.094	200.076	185.481	201.039	211.869	239.973	254.448	416.679	287.232	279.612	221.511	228.054
- NPU (B1)	41.376	31.362	22.629	31.530	23.754	66.195	12.363	35.853	21.321	23.010	16.485	21.324	19.584	26.004	22.289	41.613	42.279	150.858	34.641	29.724	22.170	31.707
- RPU (B2)	299.940	251.784	242.055	243.996	227.409	222.138	200.667	224.955	206.466	195.216	180.609	178.752	165.897	175.035	189.480	198.360	212.169	265.821	252.591	240.888	199.341	196.347
PU duy trì (C)	97.188	103.488	102.525	96.543	100.764	102.192	92.259	82.374	83.394	85.269	83.328	81.834	82.707	82.758	75.129	81.339	77.652	84.474	83.001	76.299	97.194	93.849
Users Churn	154.296	130.470	92.763	71.937	75.864	84.243	120.855	60.354	84.054	64.872	63.876	49.053	56.289	49.362	54.543	50.751	70.161	84.870	191.154	100.254	86.289	62.667
Tỉ lệ khách hàng rời bỏ (Churn rate)	Infinity	29.8%	24.0%	19.6%	20.4%	23.9%	30.9%	19.8%	24.5%	20.8%	21.0%	17.5%	20.0%	18.4%	19.2%	17.7%	21.8%	25.6%	38.1%	27.1%	24.2%	19.7%
PU NET	-62.550	-51.870	-19.425	4.860	-20.142	38.598	-85.236	37.893	-32.001	-7.686	-23.073	1.488	-13.722	15.609	3.201	34.314	10.788	169.053	-130.920	-14.322	-37.206	3.198
Users mới đăng ký và mua gói lần đầu trong tháng	9300	7107	5295	6777	5691	15618	2652	6138	4806	4932	4023	4692	4560	5862	4947	9828	9369	35853	8637	5796	5145	5703
Doanh thu Net	6.249.157.164	5.148.019.819	4.844.070.173	5.424.145.044	4.546.839.638	4.793.959.512	3.586.328.325	4.603.339.639	4.357.928.264	3.909.328.890	3.647.573.298	3.558.915.522	3.530.237.718	4.135.048.854	4.081.852.990	4.696.557.812	4.680.356.672	6.640.213.657	4.881.771.303	5.411.093.168	4.246.291.996	4.355.774.458
Trung bình doanh thu Net/PU	18.309.01	18.181.50	18.301.33	19.686.51	18.103.13	16.624.67	16.834.85	17.650.30	19.131.59	17.914.13	18.506.77	17.787.82	19.032.38	20.568.39	19.265.93	19.571.19	18.394.16	15.936.04	16.995.92	19.352.15	19.169.67	19.099.75
Doanh thu Gross	9.733.658.400	8.279.045.400	7.867.777.200	8.264.056.000	7.225.477.800	6.961.319.480	5.696.574.600	8.202.685.200	7.623.792.600	6.704.056.200	6.758.347.800	6.463.044.600	5.911.046.400	7.361.644.800	7.127.780.000	7.564.779.800	7.478.491.800	9.256.172.400	7.025.704.800	10.101.588.800	7.124.453.400	6.705.553.200
Trung bình doanh thu Gross/PU	28.518.03	29.239.49	29.723.17	30.110.43	18.768.09	24.143.33	25.740.72	31.451.05	33.468.95	30.720.70	34.289.97	31.302.95	31.868.74	35.125.74	31.127.92	31.523.44	31.232.44	22.214.16	24.460.04	36.127.20	32.162.98	29.403.36
Chi phí quảng cáo	110.636.524	111.346.490	96.320.090	48.143.534	181.140.580	57.720.021	30.405.306	152.112.664	128.191.910	158.369.702	117.991.929	97.703.654	116.625.830	53.084.908	167.271.045	118.426.406	89.858.968	63.220.325	122.178.979	97.770.919	97.525.537	
Trung bình chi phí quảng cáo/PU	324.15	339.25	363.57	174.73	721.24	200.19	142.73	583.25	663.90	587.43	603.52	589.74	526.76	580.12	250.56	697.04	465.42	215.66	220.10	436.96	441.38	427.64
Trung bình chi phí quảng cáo/PU Manual	998.43	1.175.36	1.354.59	495.99	2.386.50	426.97	1.392.18	1.994.52	1.956.04	1.757.38	2.575.24	1.797.23	1.772.98	1.549.09	696.32	1.504.47	1.100.58	325.76	1.300.96	1.609.08	1.386.82	
Tỉ lệ Chi phí quảng cáo/Doanh thu (Gross)	1.14%	1.34%	1.22%	0.58%	2.51%	0.83%	0.53%	1.85%	1.98%	1.91%	2.34%	1.83%	1.65%	1.65%	0.76%	2.21%	1.58%	0.97%	1.90%	1.21%	1.37%	1.45%
Tỉ lệ Chi phí quảng cáo/Doanh thu (Net)	1.77%	2.16%	1.99%	0.89%	3.98%	1.20%	0.65%	3.30%	3.47%	3.28%	4.34%	3.32%	2.77%	2.82%	1.30%	3.56%	2.53%	1.35%	1.30%	2.26%	2.30%	2.24%
Giao dịch	369.291	308.565	290.412	306.924	276.225	308.634	230.025	288.309	252.720	241.464	217.506	220.095	203.004	219.237	235.509	266.256	281.532	443.559	306.444	304.137	238.488	245.277
Trung bình số giao dịch/PU	1.08	1.09	1.10	1.11	1.10	1.07	1.08	1.11	1.11	1.11	1.11	1.10	1.09	1.09	1.11	1.11	1.11	1.06	1.07	1.09	1.08	1.08
Tỉ lệ chuyển đổi PU/AU	Infinity	Infinity	Infinity	Infinity	Infinity	10.85%	8.61%	11.12%	10.43%	10.44%	8.79%	10.48%	8.80%	9.85%	10.62%	11.46%	11.79%	16.32%	12.46%	13.82%	11.43%	12.67%

Tháng	Users còn hạn cuối kì (A=B+C)	PU (B)	NPU (B1)	RPU (B2)	PU duy trì (C)	Users Churn	Tỉ lệ khách hàng rời bỏ (Churn rate)	PU NET	Users mới đăng ký và mua gói lần đầu trong tháng	Doanh thu Net	Trung bình doanh thu Net/PU (ARPU NET)	Doanh thu Gross	Trung bình doanh thu Gross/PU (ARPU Gross)	Giao dịch	Trung bình số giao dịch/PU	Chi phí quảng cáo	Trung bình chi phí quảng cáo/PU Manual	Trung bình chi phí quảng cáo/Doanh thu Net	Tỉ lệ Chi phí quảng cáo/Doanh thu Net	Tỉ lệ Chi phí quảng cáo/Doanh thu Gross	Tỉ lệ chuyển đổi PU/AU	
2024-12		307.413	59.046	6.132	52.914	248.367	23.097	7.4%	-3.702	1455	1.047.404.149	17.738.78	1.775.059.200	30.062.31	60.732	1.03	87.300.000	396.14	1.231.07	1.94%	1.36%	5.96%
2024-11		311.115	220.377	31.882	188.895	90.738	67.632	21.0%	-10.788	5232	4.496.859.520	20.405.30	6.407.746.800	29.076.30	266.094	1.07	87.300.000	396.14	1.221.07	1.94%	1.36%	11.77%
2024-10		321.903	228.054	31.707	196.347	93.849	62.667	19.7%	3.198	5703	4.355.774.458	19.099.75	6.705.553.200	29.403.36	245.277	1.08	97.525.537	427.64	1.386.82	2.24%	1.45%	12.67%
2024-09		318.705	221.511	22.170	199.341	97.194	86.289	24.2%	-37.206	5145	4.246.291.996	19.169.67	7.124.453.400	32.162.98	238.488	1.09	97.770.919	441.38	1.609.08	2.30%	1.37%	11.43%
2024-08		355.911	279.612	29.724	249.888	76.299	100.254	27.1%	-14.322	5796	5.411.093.168	19.352.15	10.101.588.800	36.127.20	304.137	1.09	122.178.979	436.96	1.300.96	2.26%	1.21%	13.82%
2024-07		370.233	287.232	34.641	252.591	83.001	191.154	38.1%	-130.920	8637	4.881.771.303	16.995.92	9.256.172.400	24.460.04	306.444	1.07	63.220.325	220.10	852.76	1.30%	0.90%	12.46%
2024-06		501.153	416.679	150.858	265.821	84.074	84.870	25.6%	169.053	35835	6.640.213.657	15.936.04	9.256.172.400	22.214.16	443.559	1.06	89.858.968	215.66	325.76	1.35%	0.97%	16.32%
2024-05		332.100	254.448	42.279	212.169	77.652	70.161	21.8%	10.788	9369	4.680.356.672	18.394.16	7.478.491.800	29.383.18	281.532	1.11	118.426.406	465.42	1.100.58	2.53%	1.58%	11.79%
2024-04		321.312	239.973	41.613	198.360	81.339	50.751	17.7%	34.314	9828	4.696.557.812	19.571.19	7.564.774.800	31.523.44	266.256	1.11	167.271.045	697.04	1.504.47	3.56%	2.21%	11.46%
2024-03		286.998	211.869	22.289	189.480	75.129	54.543	19.2%	3.201	4947	4.081.852.990	19.265.93	7.018.780.200	33.127.92	235.509	1.11	53.084.908	250.56	696.32	1.30%	0.76%	10.62%
2024-02		282.797	201.039	20.004	175.035	82.758	49.362	18.4%	15.609	5862	4.135.048.854	20.568.39	7.061.642.200	31.868.74	219.237	1.09	116.625.830	580.12	2.386.50	2.77%	1.65%	9.85%
2024-01		268.188	185.481	19.584	165.897	82.707	56.289	20.0%	-13.722	4560	3.530.237.718	18.103.13	7.225.477.800	31.868.74	203.004	0.99	97.703.654	526.76	1.772.98	2.77%	1.65%	8.80%
2023-12		281.910	200.076	21.324	178.752	81.834	49.053	17.5%	1.488	4692	3.558.915.522	17.787.82	6.463.044.600	32.302.95	220.095	1.10	117.991.929	589.74	1.797.23	3.32%	1.83%	10.48%
2023-11		280.422	197.094	16.485	180.609	83.328	69.876	21.0%	-23.073	4023	3.647.573.298	18.506.77	6.758.347.800	34.289.97	217.506	1.10	158.369.702	803.52	2.575.24	4.34%	2.49%	8.79%
2023-10		303.495	280.422	23.010	257.413	77.076	100.254	20.8%	-7.686	4932	3.909.328.890	19.032.38	7.018.780.200	32.302.95	220.095	1.10	117.991.929	589.74	1.797.23	3.32%	1.83%	10.48%
2023-09		311.181	227.787	21.321	206.466	83.394	84.054	24.5%	-32.001	4806	4.357.928.264	19.131.59	7.623.792.600	33.468.95	252.720	1.11	151.228.604	663.90	1.594.52	3.47%	1.98%	10.43%
2023-08		343.182	260.808	35.853	224.965	82.374	63.354	19.8%	37.893	6138	4.603.339.639	17.650.30	8.202.685.200	32.265.18	289.319	1.11	152.117.544	583.25	1.392.18	3.30%	1.85%	11.12%
2023-07		305.289	213.030	12.363	200.667	92.259	120.855	30.9%	-85.236	2652	3.586.328.325	16.834.85	5.696.574.600	26.740.72	230.025	1.08	30.405.306	142.73	926.17	0.85%	0.53%	8.61%
2023-06		390.525	284.333	66.195	222.138	102.192	84.243	23.9%	35.958	5586	4.793.959.512	16.626.47	6.961.319.400	24.143.33	308.634	1.07	57.720.021	200.19	426.97	1.20%	0.83%	10.85%
2023-05		312.029	251.563	23.754	227.409	90.564	75.864	20.4%	-20.142	5691	4.546.835.638	18.603.15	7.225.477.800	28.768.08	266.254	1.10	181.548.900	721.24	2.386.50	3.98%	2.51%	Infinity
2023-04		379.029	275.326	31.530	243.800	96.754	71.937	19.6%	-48.480	6777	5.424.145.044	18.168.51	8.226.206.000	30.110.43	306.924	1.11	48.143.534	174.73	495.99	0.88%	0.58%	Infinity
2023-03		367.209	264.648	22.629	242.019	102.525	92.763	24.9%	-49.425	6885	4.844.001.718	19.380.33	7.877.772.000	29.725.17	298.412	1.09	96.200.090	369.57	1.554.99	1.98%	1.22%	11.56%
2023-02		386.634	281.146	31.362	251.794	103.488	104.070	29.8%	-51.870	7201	5.140.981.919	18.181.50	8.279.045.400	29.239.49	308.565	1.09	111.646.594	399.25	1.175.36	1.29%	1.34%	Infinity
2023-01		348.504	241.316	41.376	207.990	97.188	154.076	35.0%	-154.076	9309	6.240.157.144	18.309.01	9.733.658.400	29.033.33	369.231	1.08	116.625.834	324.15	1.713.34	1.71%	1.34%	Infinity