

WISH SUMMER OFFERINGS ANALYSIS

The Wish logo, featuring the word "wish" in a lowercase, bold, sans-serif font. The letter "i" is stylized with a diamond shape as its dot. The logo is centered within a white rectangular box.

Wish's Summer Offerings

€ 51.66M

Total Revenue

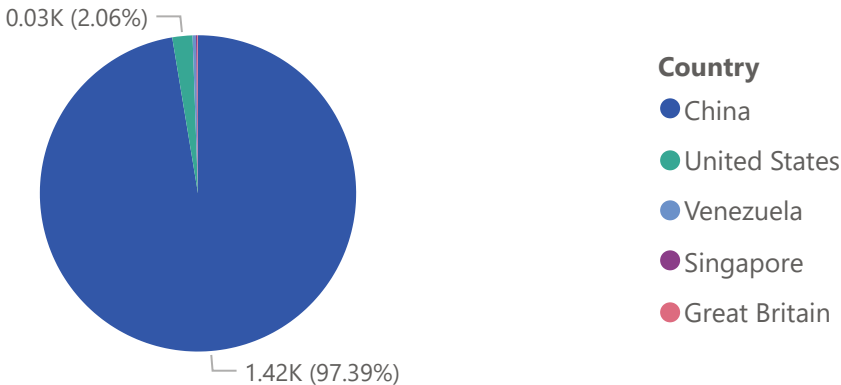
40.25

Average Number of
Country Shipped To

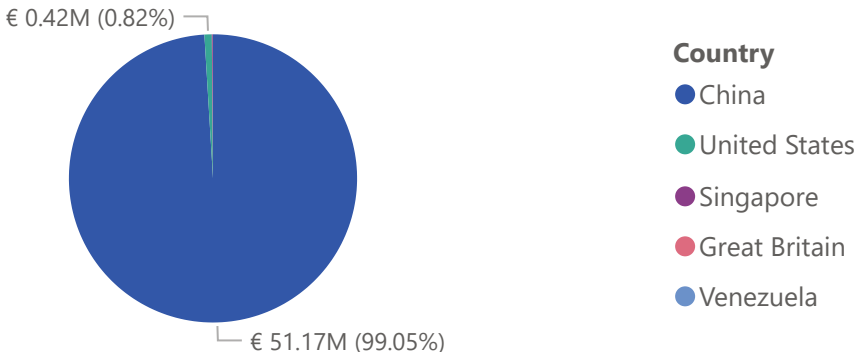
Market Leadership: China emerges as the dominant force in the Summer products category, boasting the highest number of merchants and contributing over 99% of revenue.

Strategic Focus: Companies should prioritize the Chinese market for Summer products due to its substantial growth potential and market reach.

Product Origin



Revenue by Product Origin



Opportunity Recognition: Understanding China's market dominance underscores the importance of aligning business strategies to capitalize on the immense opportunities within the Chinese Summer products market.

Products Overview

6M

Total Unit Sold

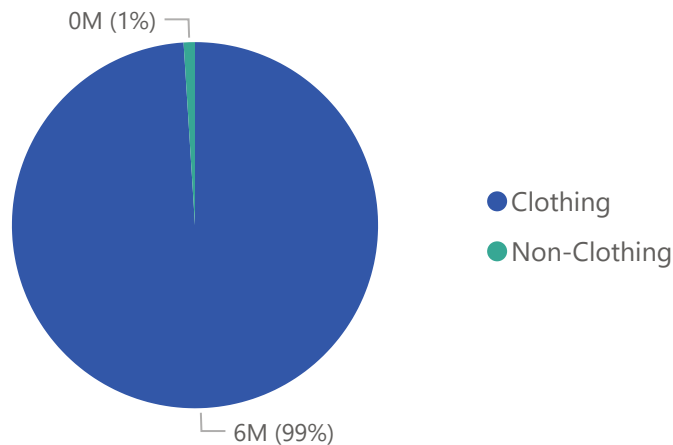
3.8

Average Product Rating

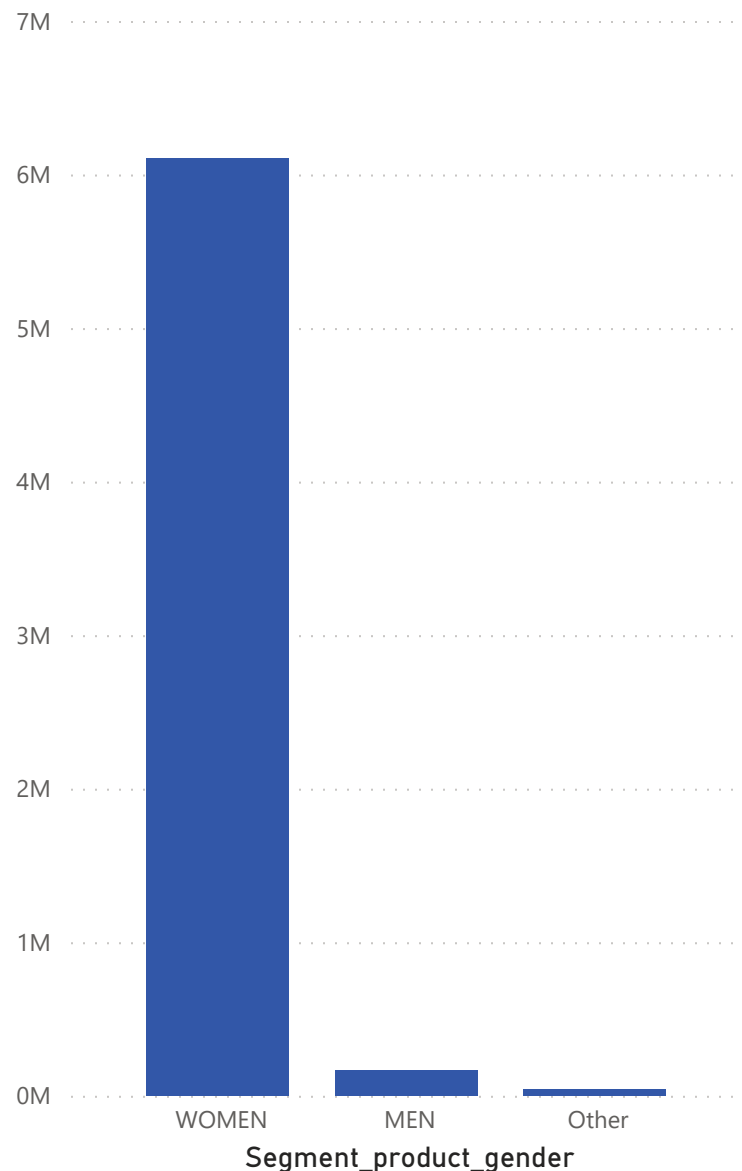
€ 2.28

Average Shipping Fee

Total Units Sold by Product Segmentation



Total Units Sold by Gender Segmentation



Product Landscape: Within the summer offerings, clothing products emerge as the dominant category, indicating a strong market demand for apparel during this season.

Audience Focus: It's noteworthy that the majority of these summer offerings are targeted towards women, suggesting a strategic opportunity to further cater to this demographic.

Strategic Direction: To leverage this trend effectively, management should prioritize the development and promotion of clothing products tailored specifically to women, aligning platform features and marketing strategies accordingly to enhance user engagement and satisfaction.

Products Originated From China

€ 51.17M

3.8

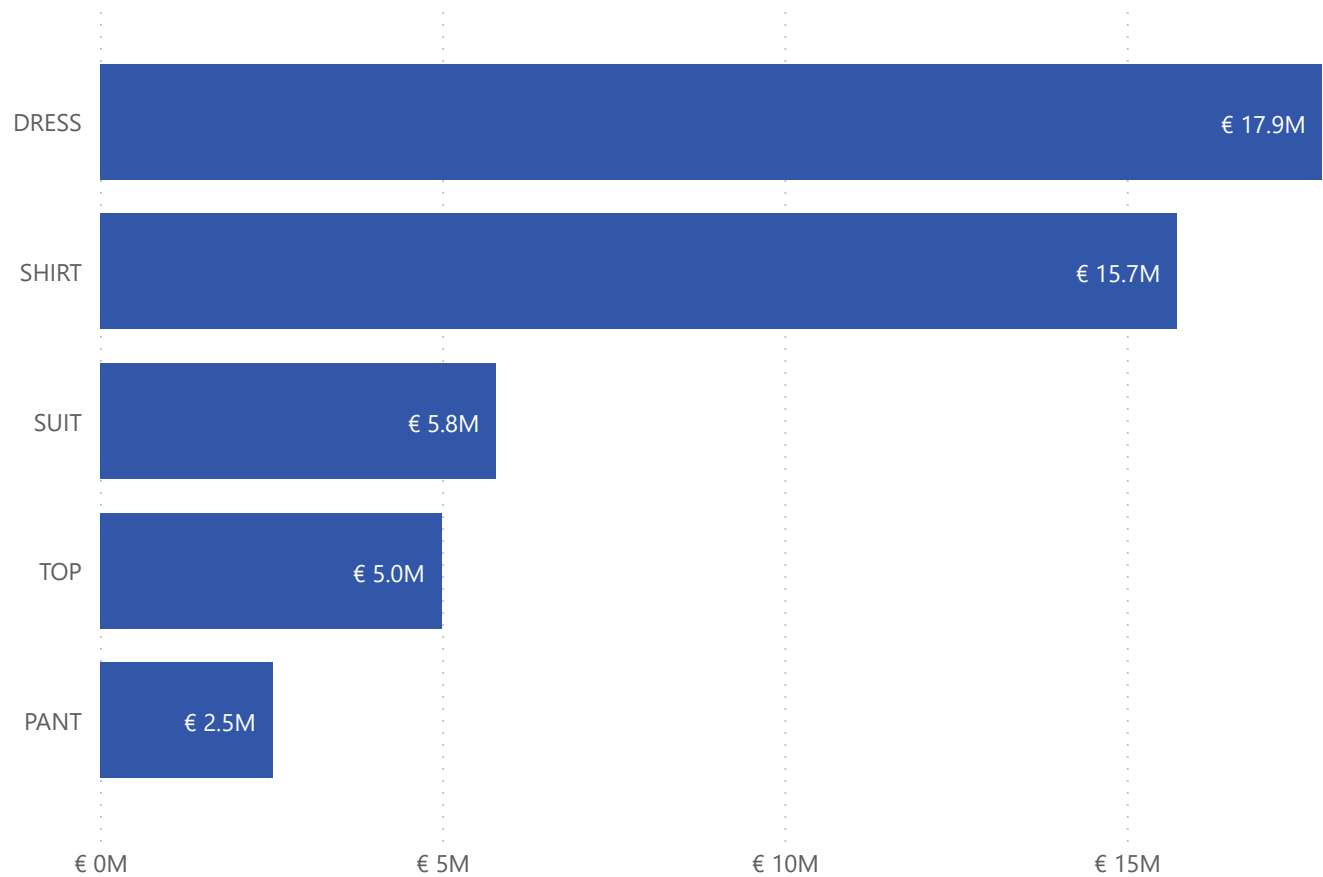
€ 2.28

Total Revenue

Average Product Rating

Average Shipping Fee

Total Revenue by Clothing Segmentation



Merchant Partnership Enhancement: Strengthen merchant partnerships through tailored support and training to optimize product listings and improve customer service.

Diversification Strategy: Encourage merchants to diversify their product offerings beyond top-selling categories, leveraging market trends and niche opportunities.

Quality Assurance and Shipping Optimization: Implement rigorous quality control measures and work with merchants to optimize shipping processes, enhancing product standards and reducing shipping fees.

Data Insights and Promotional Support: Provide merchants with data-driven insights to inform product selection and pricing strategies, while offering promotional opportunities to increase product visibility and drive sales.

Products Originated From Other Markets

€ 0.49M

Total Revenue

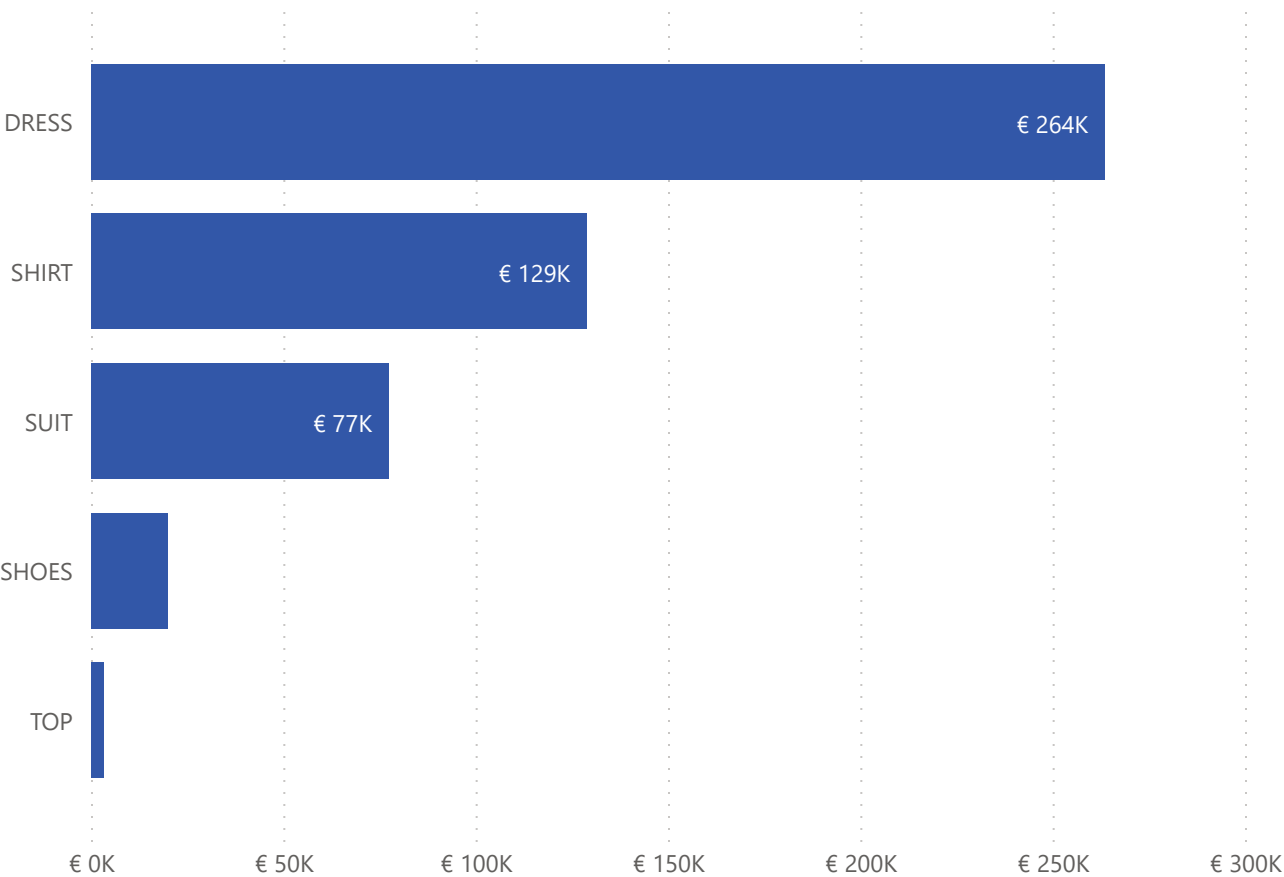
3.7

Average Product Rating

€ 2.09

Average Shipping Fee

Total Revenue by Clothing Segmentation



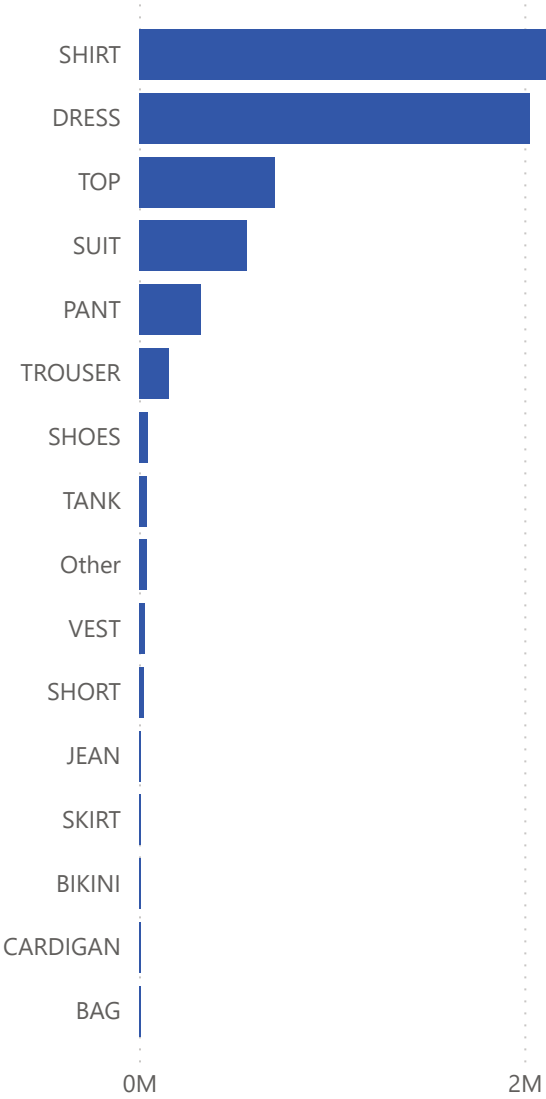
Global Market Enhancement: Strengthen partnerships with global merchants by offering tailored support to optimize product listings and improve customer service.

Diversification Strategy: Encourage merchants to diversify product offerings to capitalize on market trends and niche opportunities.

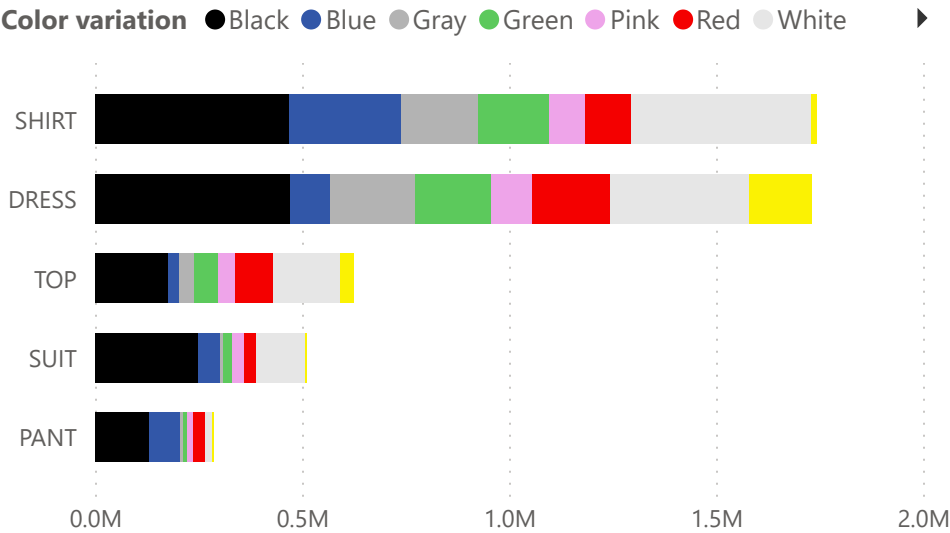
Cost Control Advantage: Leverage lower shipping fees as a competitive advantage, ensuring cost-effective shipping options to enhance customer satisfaction and competitiveness.

Products Women Segmentation

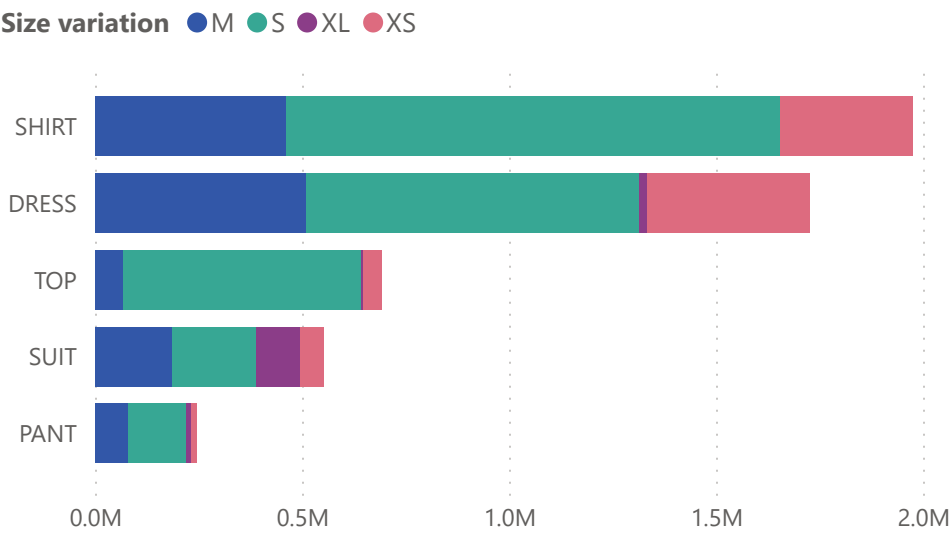
Total Units Sold by Products Variations



Product Variations by Colors



Product Variations by Sizes



Product Variety and Availability:

Ensure a diverse range of Shirt, Dress, Top, and Suit options in the preferred colors of Black, Blue, Green, and Red. Focus on maintaining ample stock in sizes S, M, and XL to accommodate varying customer preferences and sizes.

Personalized Marketing:

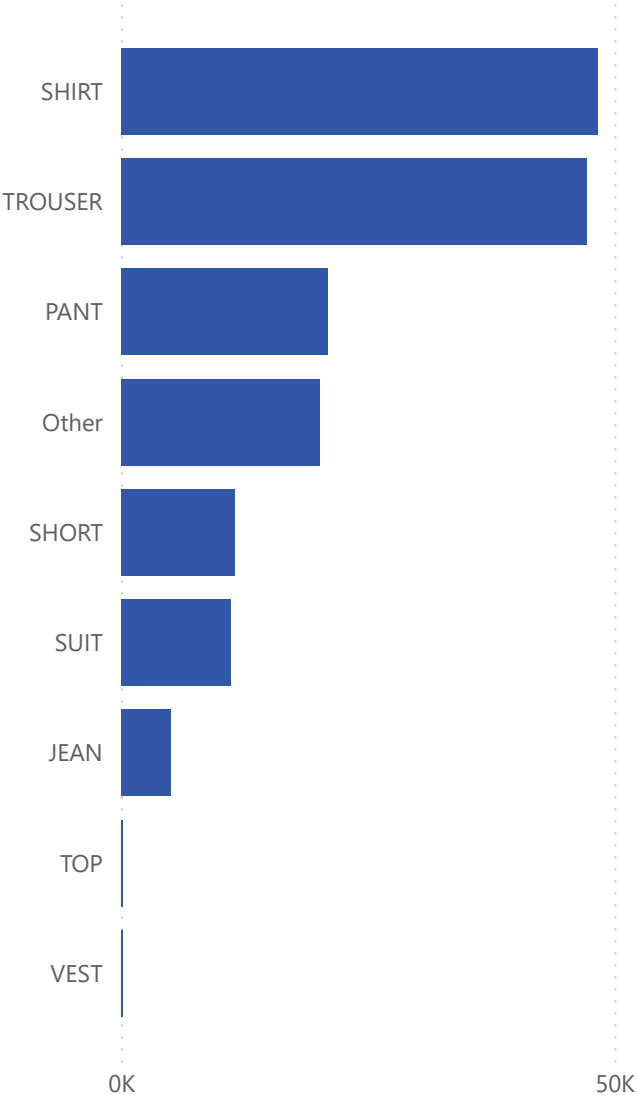
Implement personalized marketing strategies to target women customers based on their preferences. Utilize data analytics to segment customers by preferred colors, sizes, and product categories, enabling targeted promotional campaigns and recommendations.

Promotional Offers:

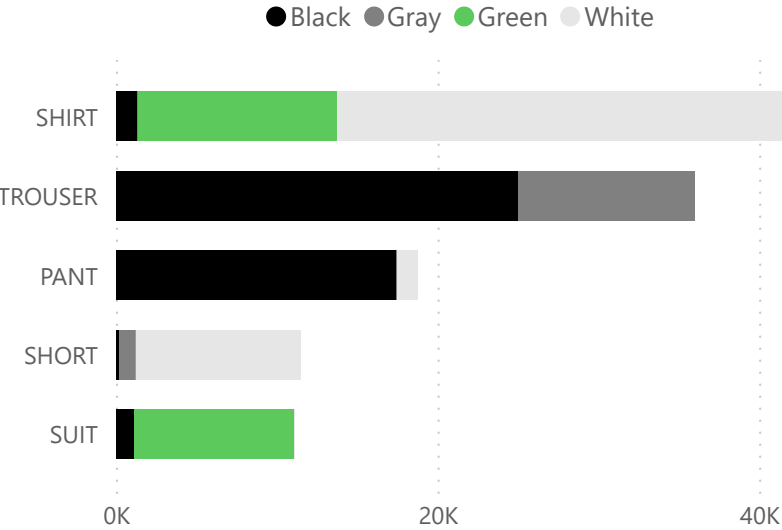
Offer exclusive discounts, promotions, and bundles on popular Shirt, Dress, Top, and Suit items in preferred colors and sizes. Utilize dynamic pricing strategies to capitalize on demand fluctuations and drive sales.

Products Men Segmentation

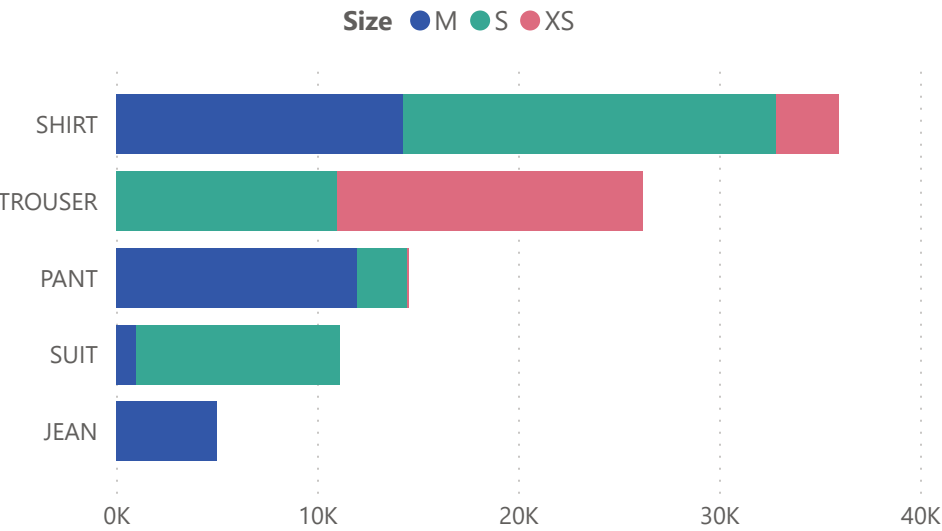
Total Units Sold by Products Variations



Product Variations by Top 3 Colors



Total units sold by clothing types and sizes



Functional Marketing: Highlight the functionality and versatility of men's clothing options, emphasizing features such as durability, comfort, and ease of styling. Use targeted marketing messages to showcase how these products meet the practical needs of male customers.

Professional Appearance: Position White shirts and Suits as essential wardrobe staples for professional occasions, focusing on their ability to convey sophistication and professionalism. Highlight the versatility of Black Pants and Trousers for both formal and casual settings.

Efficiency in Shopping: Simplify the shopping experience for men by providing clear and concise product information, easy-to-use filters, and streamlined checkout processes. Ensure that men can quickly find and purchase the items they need with minimal hassle.

Products Rating

Key influencers



What influences Units sold to

Increase

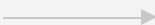


?

When...

....the average of Units sold increases by

Product ratings is 3.6 - 4.5



3.43K

Maintaining high product quality and resolving customer concerns promptly is crucial to prevent negative ratings, which can be detrimental to competitiveness. Interestingly, an increase in rating count, regardless of positivity, correlates with higher average units sold, suggesting the importance of quantity in ratings for driving sales. Wish should prioritize customer satisfaction and encourage feedback to leverage ratings effectively as a tool for boosting sales and market competitiveness.

Key influencers



What influences Units sold to

Decrease

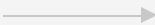


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When...

....the average of Units sold decreases by

Product rating is 3.4 or less



42.38K

Key influencers



What influences Units sold to

Increase

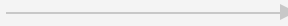


?

When...

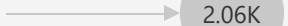
....the average of Units sold increases by

product_rating_five_count goes up 957.16



3.76K

product_rating_one_count goes up 194.83



2.06K

product_rating_count goes up 1928.94



1.92K

Key influencers



What influences Units sold to

Decrease



?

When...

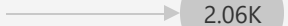
....the average of Units sold decreases by

product_rating_five_count goes down 957.16



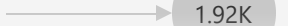
3.76K

product_rating_one_count goes down 194.83



2.06K

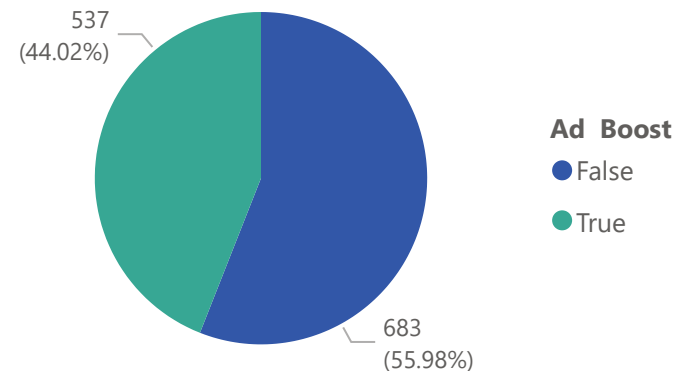
product_rating_count goes down 1928.94



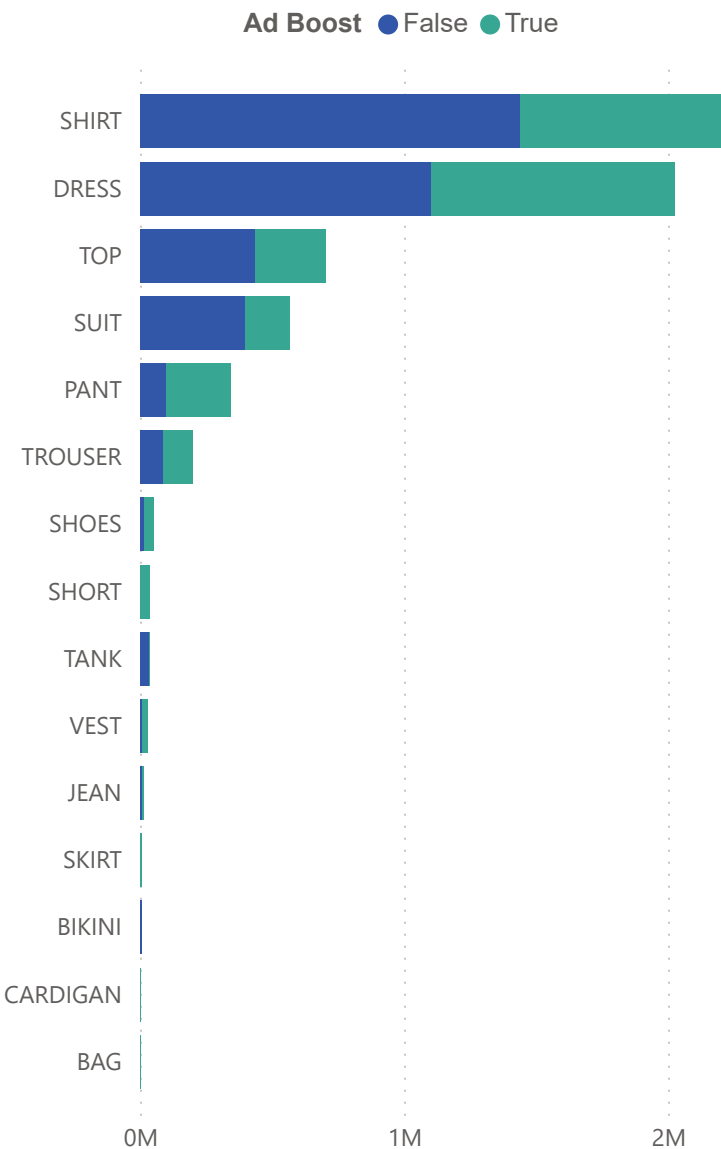
1.92K

Products & Ad Boost

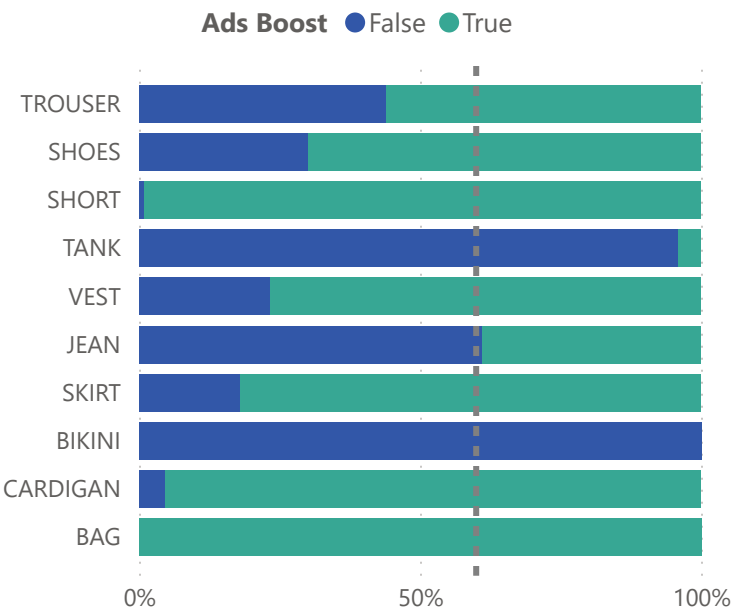
Products Ads Boost Usage



Total Units Sold by Products Variation



Ads Boost as Percentage of Units Sold



For optimizing ad boosts, Wish should carefully analyze their effectiveness across different product categories and sales volumes, developing dynamic algorithms to ensure appropriate promotion levels. Targeting summer essentials with data-driven ads can enhance visibility and drive sales in underperforming categories.

To enhance product assortment and marketing strategies, thorough market research is essential to understand consumer preferences and trends. Collaborating closely with merchants can ensure a diverse and appealing assortment of products, while investing in innovative marketing tactics can increase awareness and demand.

Improving customer engagement and experience involves optimizing the shopping journey and gathering feedback to refine the product assortment.

Strategic partnerships with leading brands and influencers can further enhance Wish's competitive edge. By offering exclusive products and leveraging influencers for brand visibility, Wish can expand its reach and attract new customers.

Merchant Overview

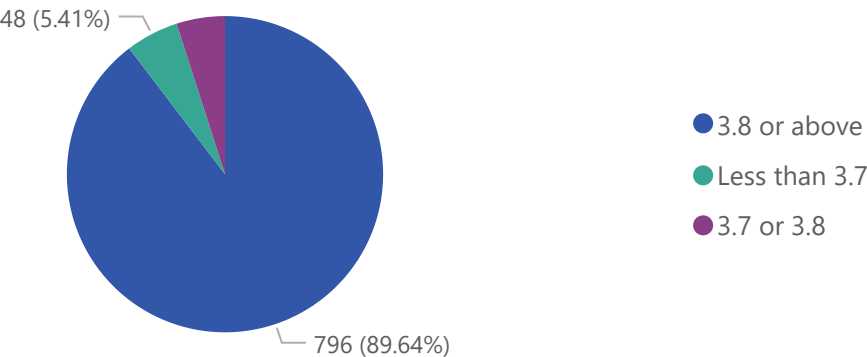
4.0

Merchant rating average

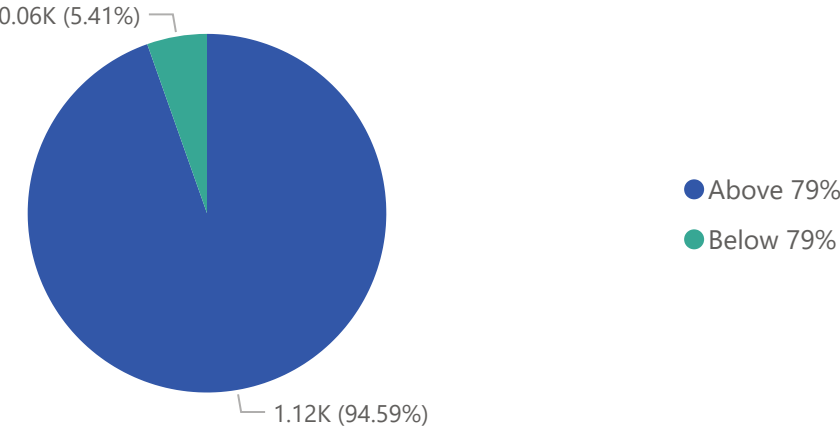
888

Number of merchants

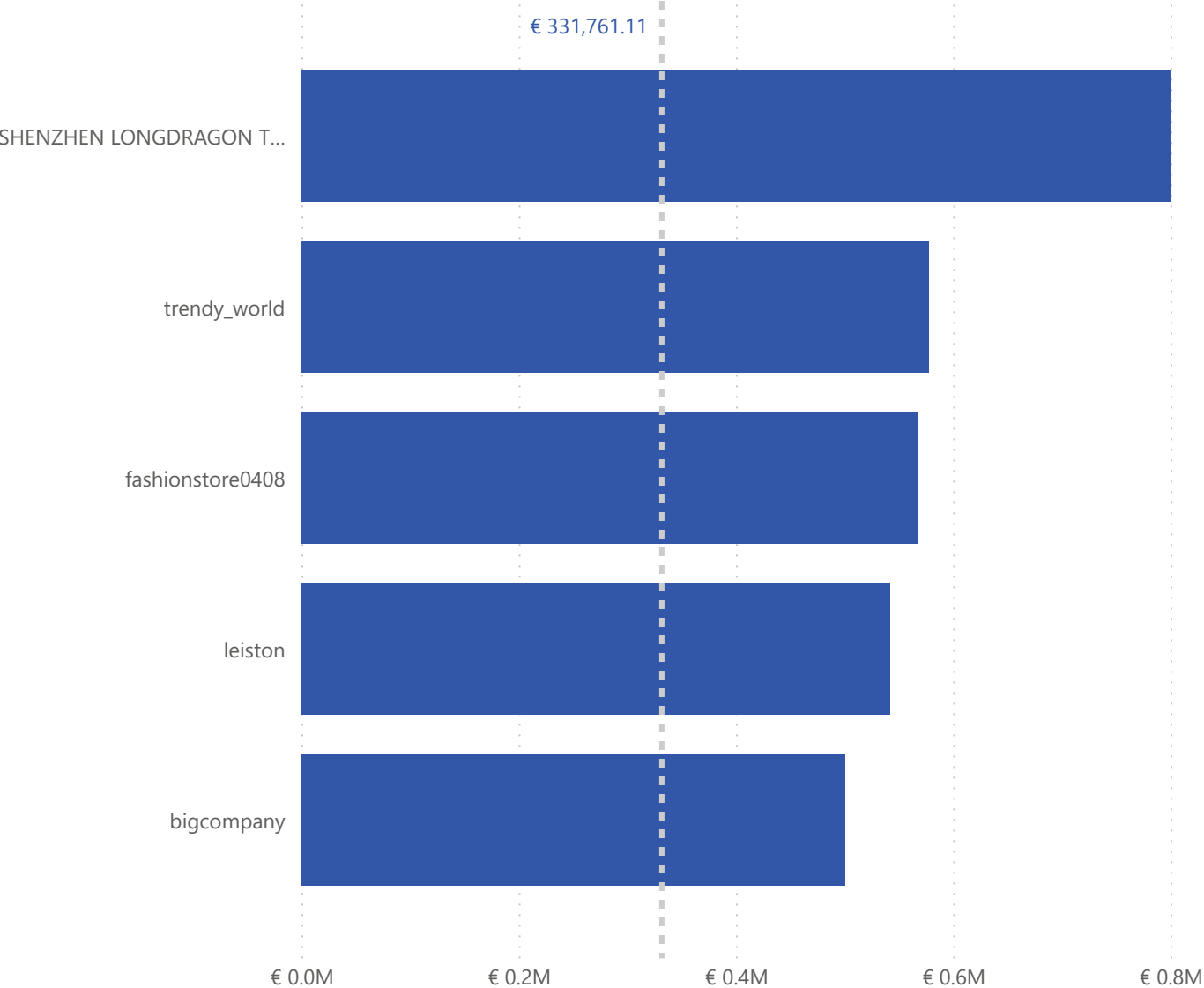
Merchant rating classification



Merchant positive rating classification

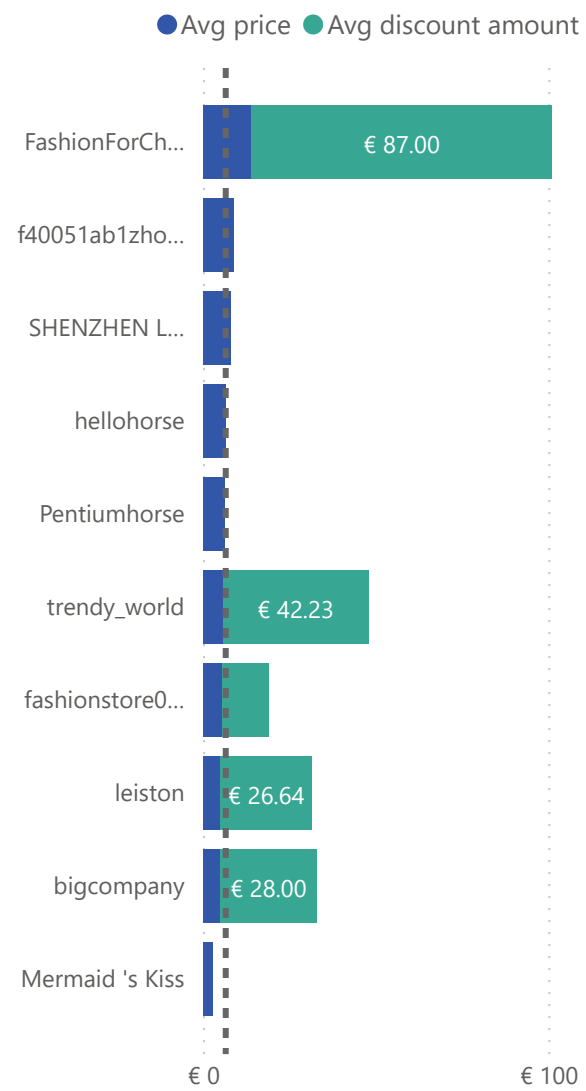


Top merchant by Revenue



Merchant Pricing Strategy

Avg price and Avg price discount by Merchant



Average Selling Price by Merchant and Emergency banner



8.37 €

Average of selling_price

- With the average price of products sold on the platform standing at 8.37 euros, maintaining competitiveness at or below this benchmark is crucial. Therefore, an aggressive pricing strategy remains relevant for merchants to stand out in the marketplace.
- Interestingly, products featuring an emergency banner tend to have lower selling prices compared to those without. While this tactic may aim to stimulate sales, its direct correlation with increased sales remains unclear.

Merchant ratings

Key influencers Top segments  

What influences Units sold to ?

When...the average of Units sold decreases by

Rating average is 3.7 or less → 4.33K

Rating average is 3.7 - 3.8 → 3.57K

Key influencers Top segments  

What influences Units sold to ?

When...the average of Units sold decreases by

Average postive review is 79.00% or less → 4.33K

Key influencers Top segments  

What influences Units sold to ?

When...the average of Units sold increases by

Total merchant ratings is 11078 - 225438 ▶ 4.63K

Key influencers Top segments  

What influences units_sold to ?

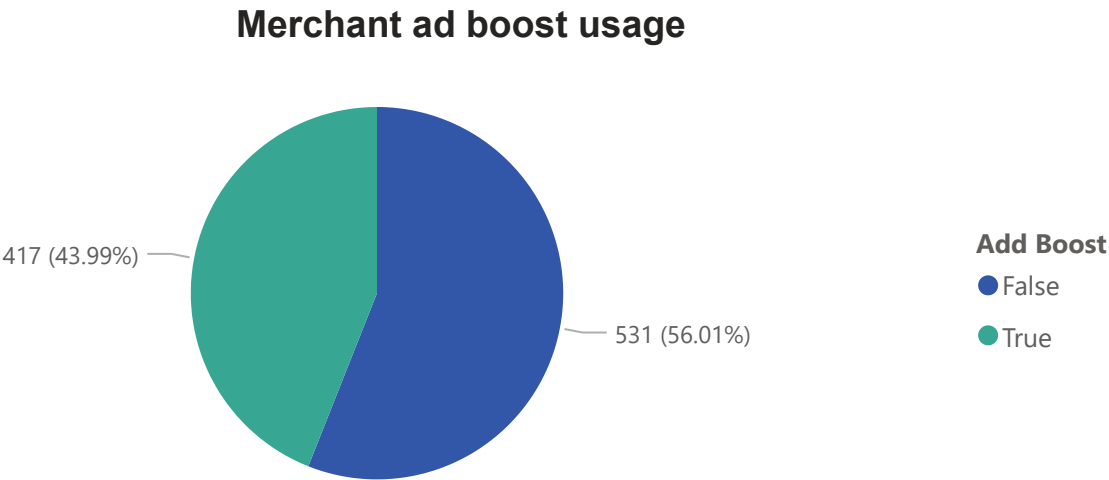
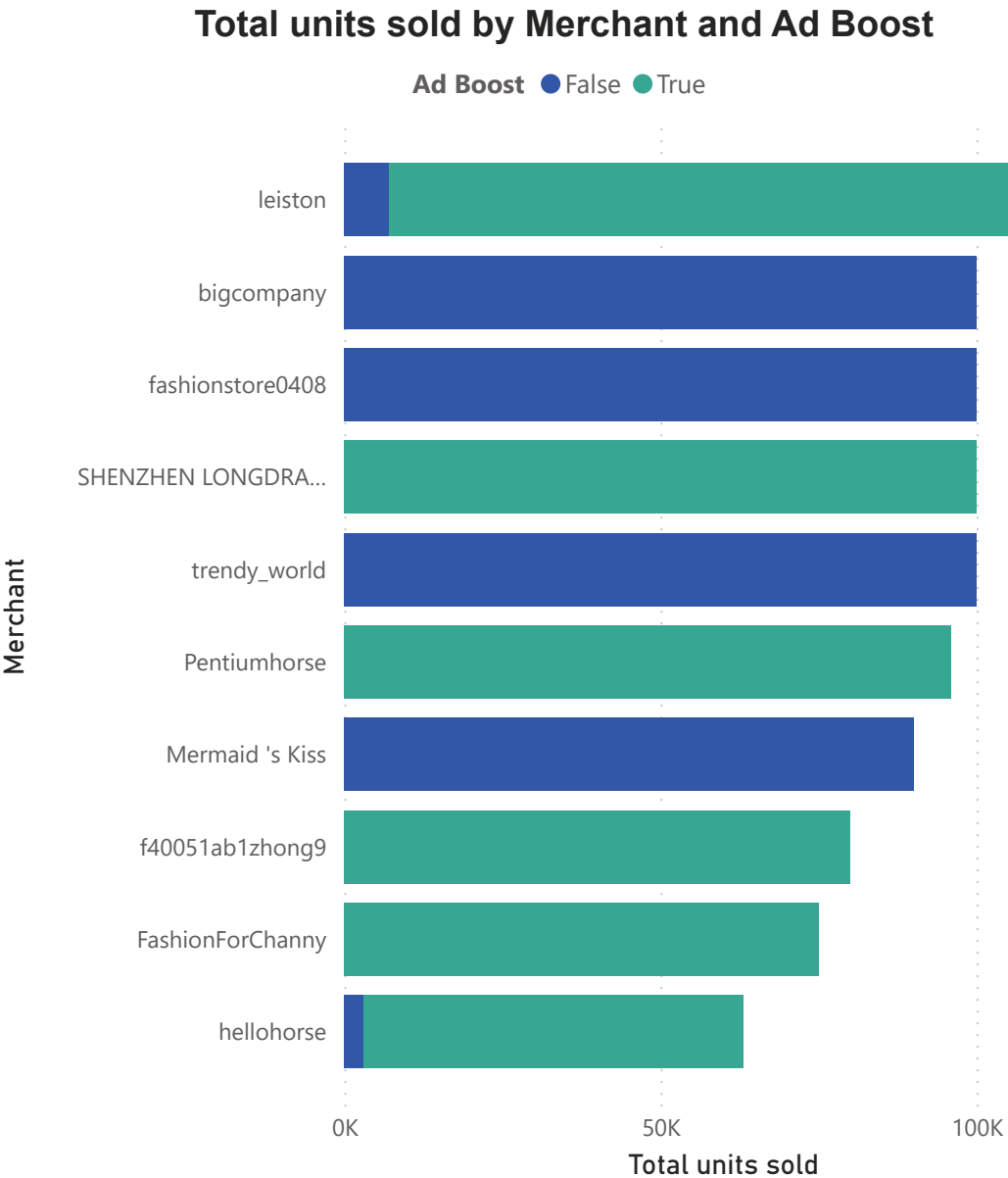
When...the average of units_sold decreases by

Total merchant ratings is 568 or less → 4.89K

Total merchant ratings is 568 - 1653 → 3.68K

For merchants on Wish, maintaining good ratings is essential for competitiveness, as lower ratings can be perceived as a disadvantage by customers. Additionally, the total count of ratings plays a crucial role, with an increase in total review counts often leading to higher sales, and vice versa. Therefore, merchants should prioritize providing excellent customer service and actively soliciting feedback to maintain high ratings and increase their total review count, ultimately driving sales and enhancing competitiveness on the platform.

Merchant & Ad Boost



Ad boost is common among top-selling merchants on Wish, yet some merchants do not utilize it, resulting in potential revenue loss. Wish should identify these merchants and target them with tailored ad boost offers to incentivize adoption, converting them into long-term users of the service. By proactively engaging with merchants who have not yet utilized ad boosts, Wish can unlock additional revenue streams and enhance the overall effectiveness of its advertising platform.

Appendix

1. **Products revenue** = units sold X unit price
2. **Total Revenue** = Total of all Products revenue
3. **Average shipping fee** = average of all Shipping option price
4. **Gender segmentation** = Tags that contain the Keywords: "women", "woman", "men", "man", "mom", "dad" and have values of **{WOMEN, MEN, OTHER}**
5. **Product segmentation** = Tags that contain the keywords for clothing and have values of **{Clothing, Non-Clothing}**
6. **Clothing variations segmentation** = Tags that contains clothing keywords
7. **Discount amount** = The difference between **Retail Price** and **Price**