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Huy To

# WISH.COM

BUSINESS REPORT

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# OVERALL PRODUCT PERFORMANCE

This page gives an overview of general metrics associated with products such as total revenue, total units sold, average product rating, number of merchants, and product origins.

**3.83**

Average of PRODUCT RATING

**924**

Count of MERCHANT

**7**

Count of ORIGIN COUNTRY

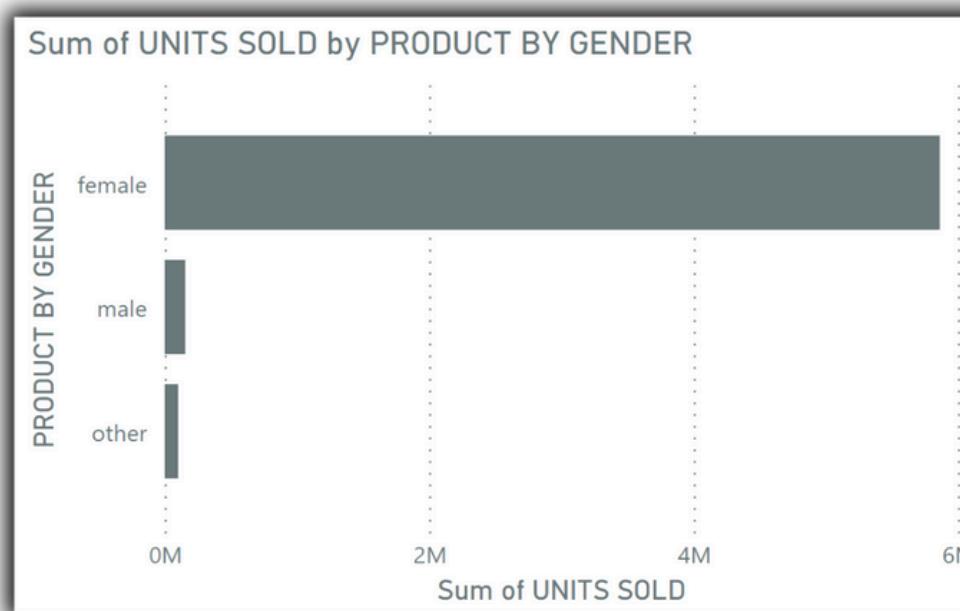
**49.84M**

Sum of REVENUE

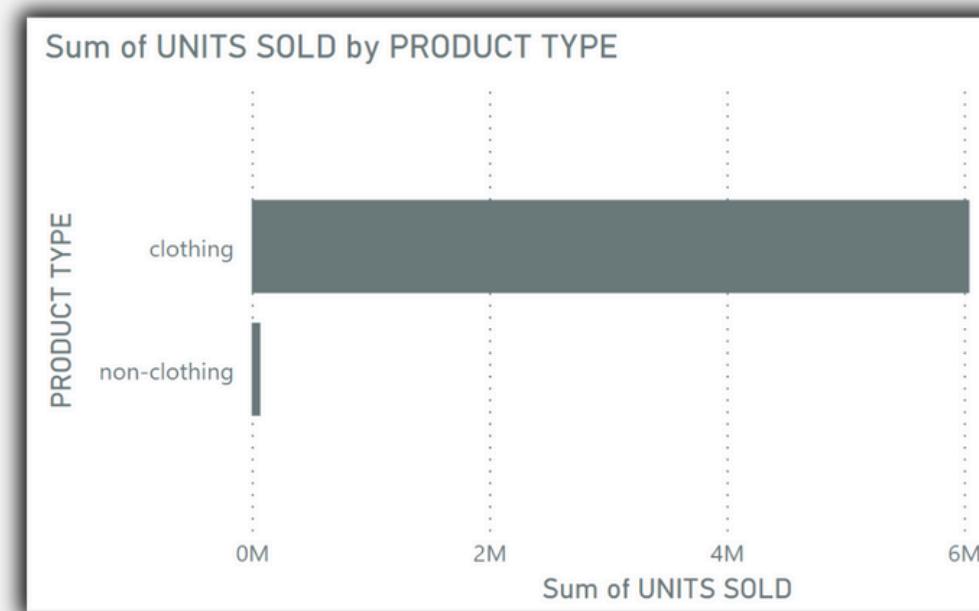
**6M**

Sum of UNITS SOLD

# **PRODUCT ANALYSIS**



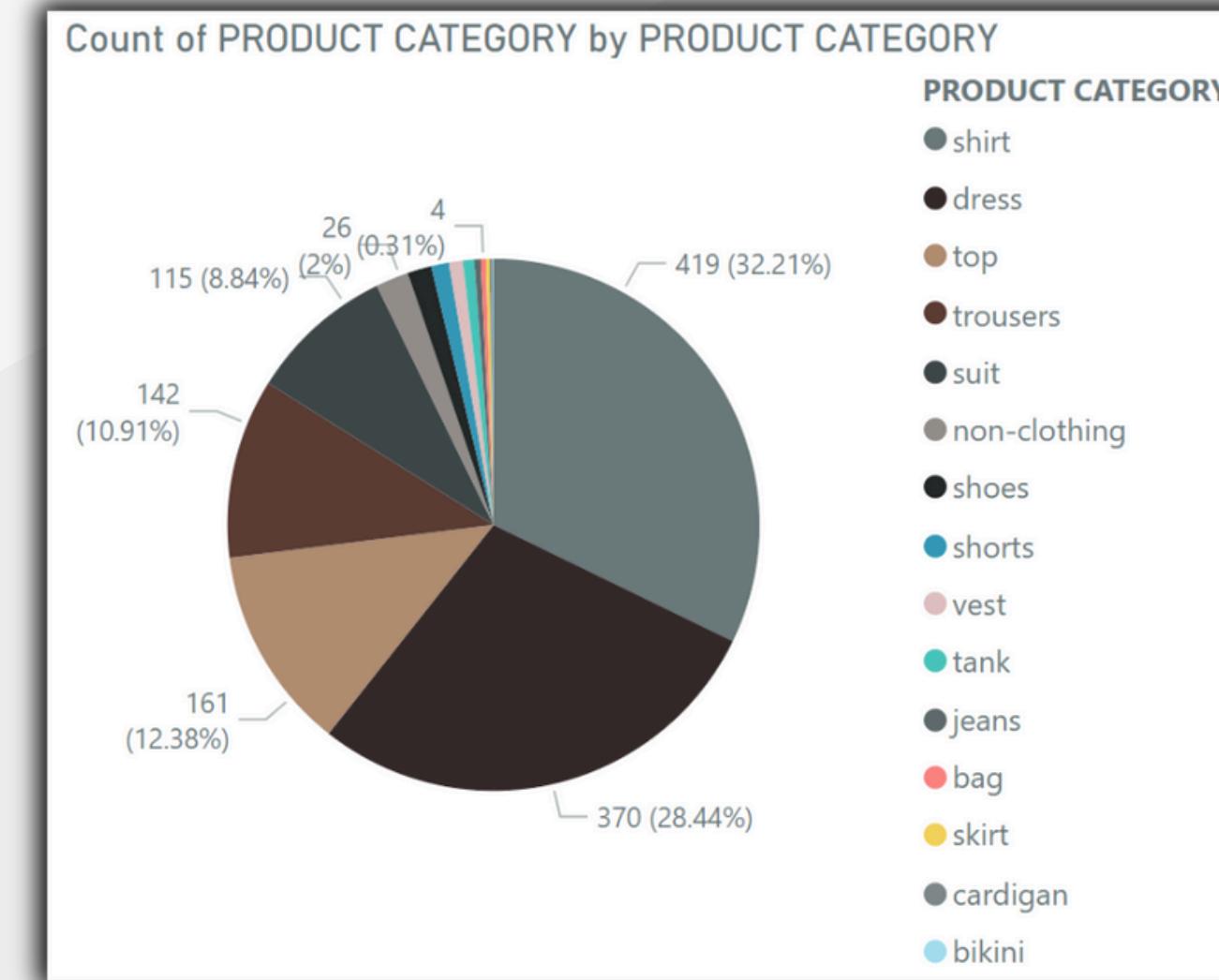
Among the total products sold, most are female-dominant with almost 6 million items.



With 6 045 167 items sold, clothing is the most popular product type compared to non-clothing product type with only 72 970 items.

# PRODUCTS SOLD ARE MAINLY FEMALE CLOTHES

*The target customer segment is mostly women and those who would like to buy women clothes.*



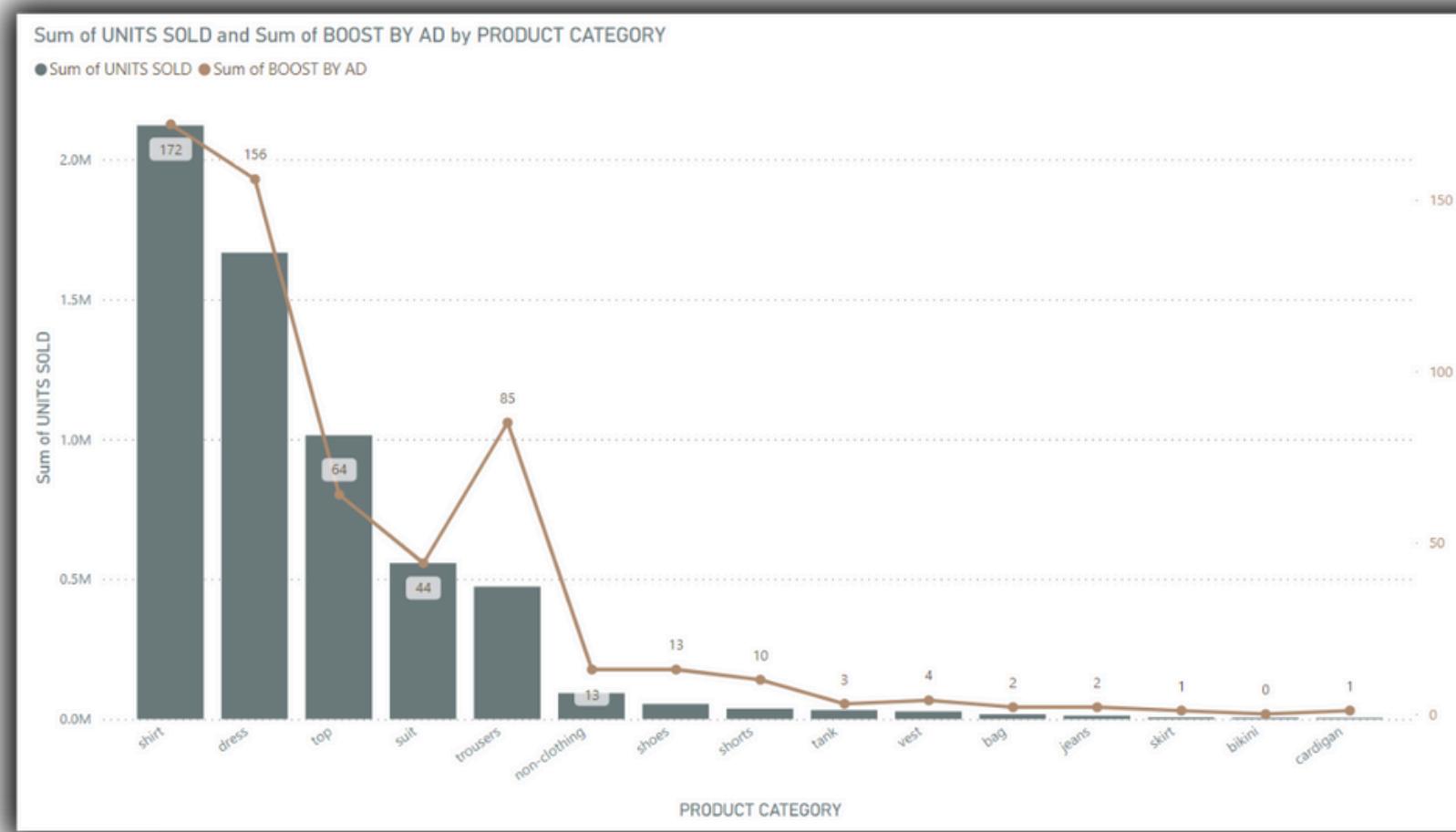
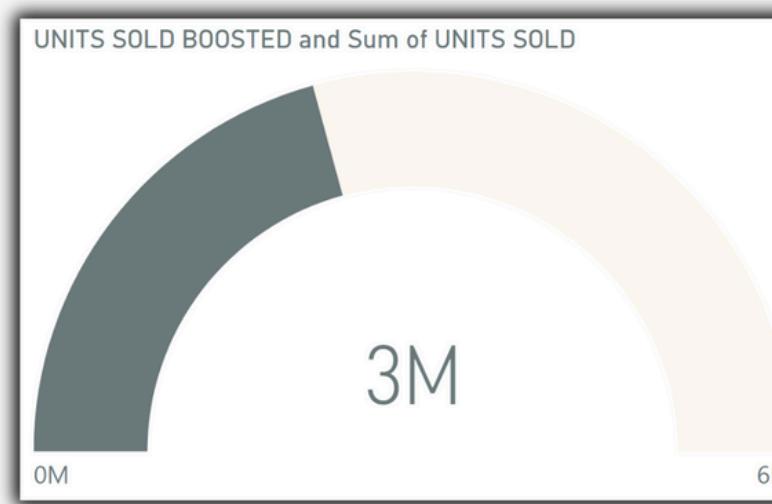
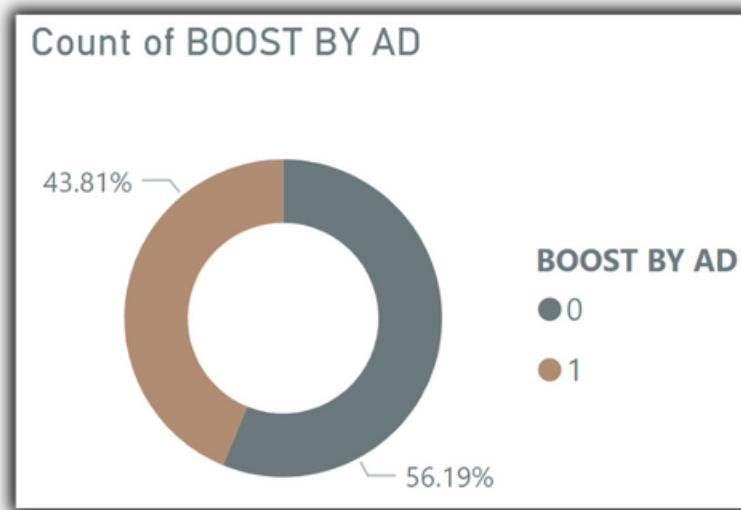
The chart displays a variety of product categories, illustrating a broad product portfolio that caters to a diverse range of female customer segments and needs.

Dresses and shirts are the most prevalent product categories, accounting for a large portion (around 60% in total) of the total products sold.

The presence of categories such as dresses, skirts, cardigans, and bikinis further illustrates the female-dominance among all the total products sold.

# AD IS EFFECTIVELY USED TO BOOST SALES

The use of ad and units sold are fairly positively correlated with each other.



More than 40% of the products sold were boosted by advertisement, making up for roughly 3 million units sold out of total units.

Shirts and dresses are the best sellers, with significantly higher units sold compared to other product categories. This aligns with the previous charts indicating a strong focus on apparel, especially women's clothing. At the same time, ads were heavily utilised to boost sales for shirts and dresses (172 and 156 times respectively), suggesting that advertising plays a crucial role in driving sales for these popular product categories.

The advertising efforts and resources invested into increasing sales of trousers do not seem to be fruitful compared to other products. For instance, top shows double units sold compared to trousers while trousers were promoted more than top.

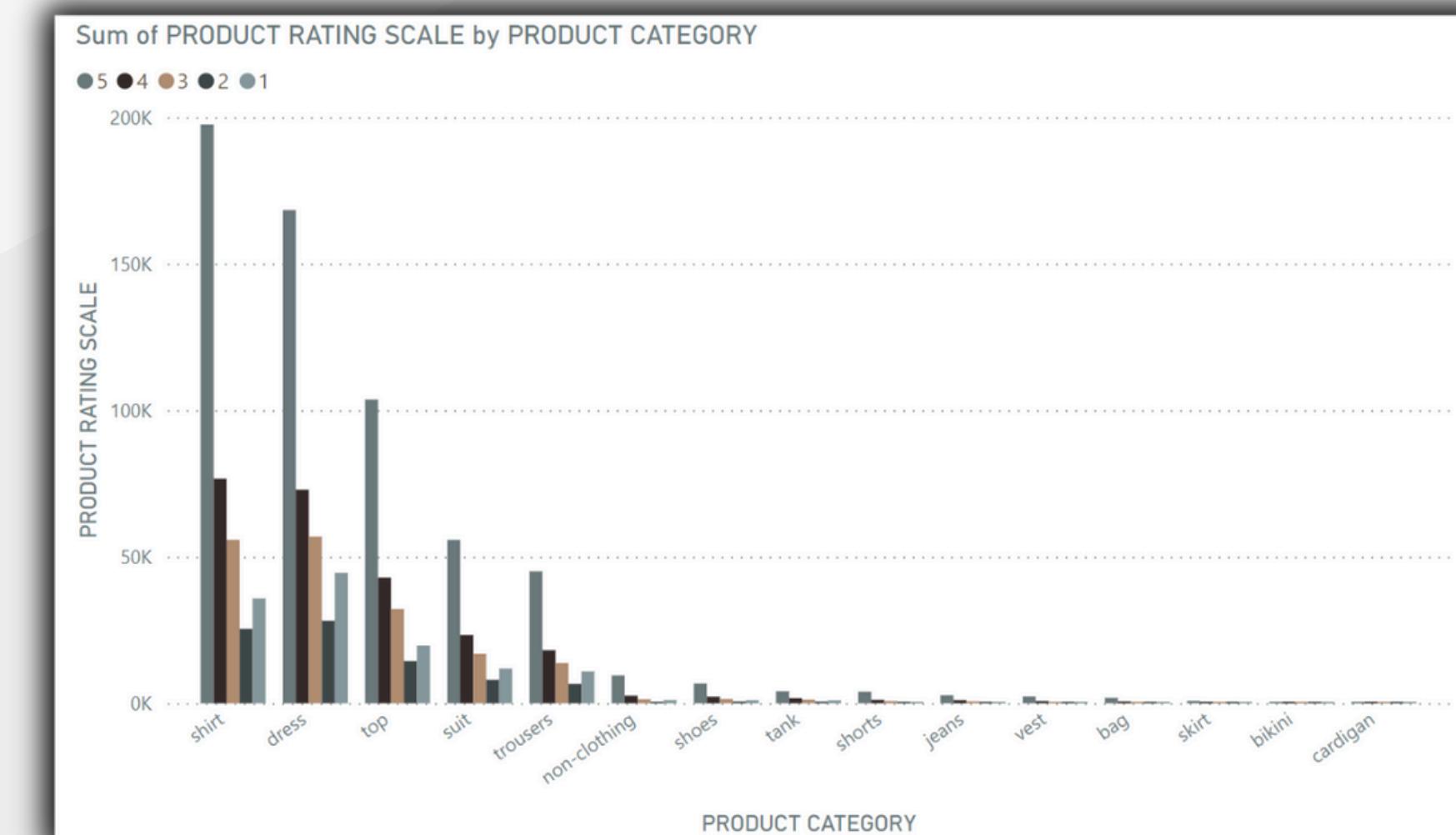
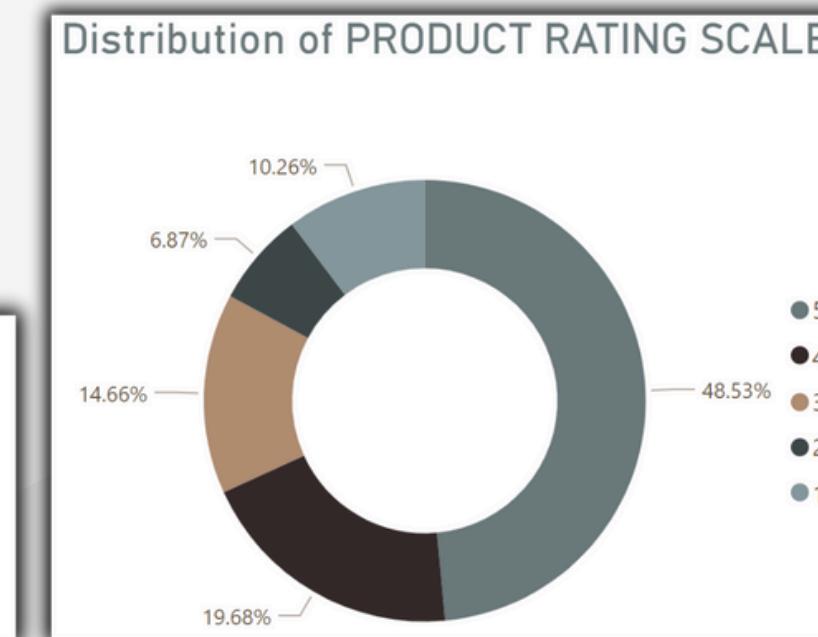


## CUSTOMERS ARE OVERALL SATISFIED WITH THE PRODUCTS

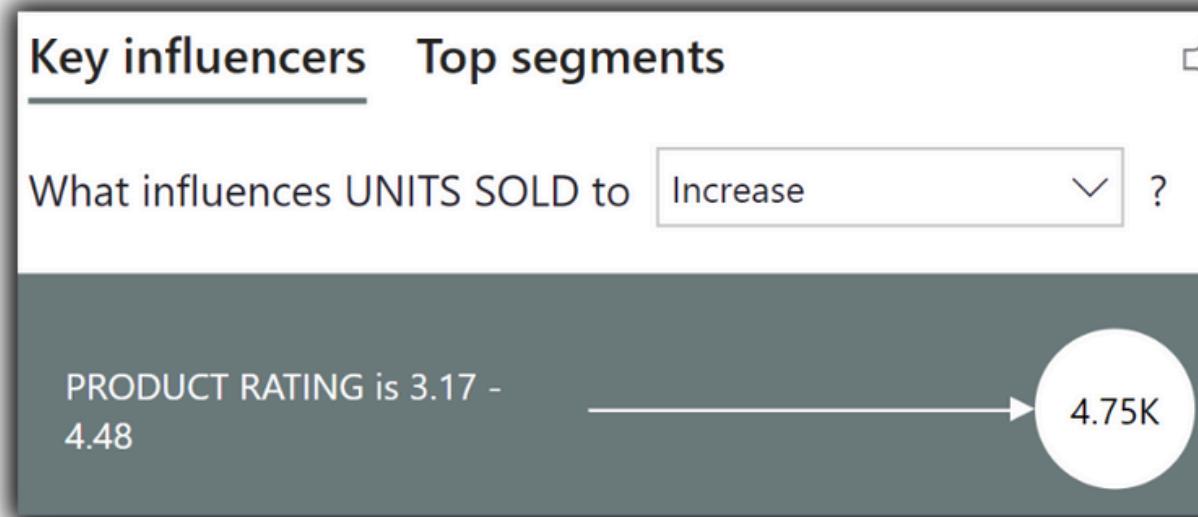
Average product rating is 3.8/5, meaning that customers on average have an overall positive experience with the products offered.

Positive ratings considerably outweigh negative ratings. The total percentage of 4 and 5-star ratings (approximately 60%) is significantly higher than that of 1 and 2-star ratings.

There are mixed reviews on all product categories, indicating opportunities for addressing negative feedback.

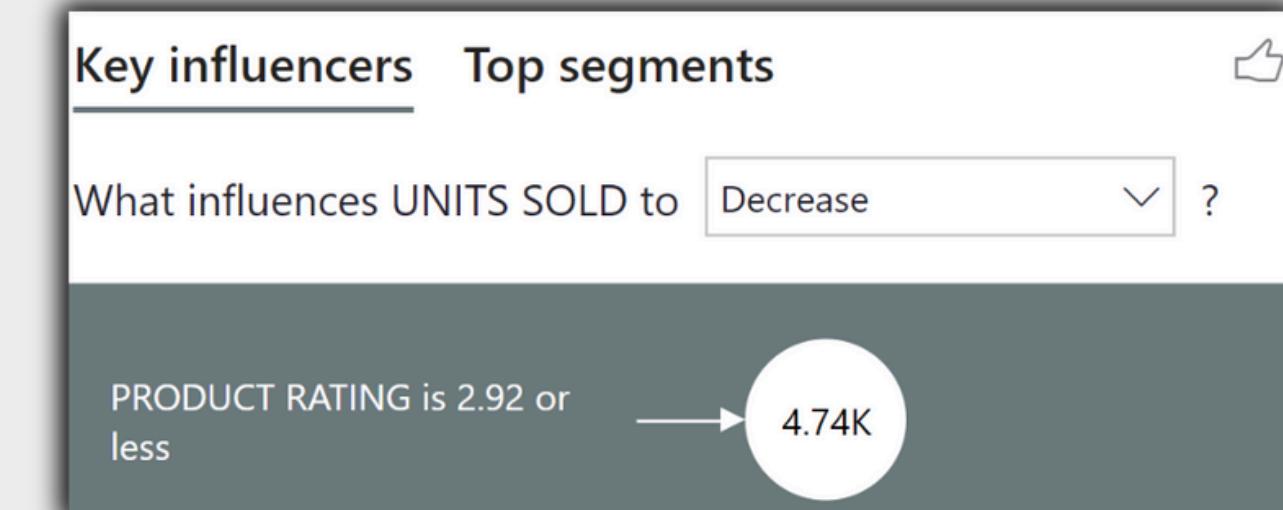


# CUSTOMER SATISFACTION AFFECTS SALES PERFORMANCE



This figure indicates that higher product ratings positively influence sales volumes. For example, when the product rating is at least 3.17, the average units sold increase by 4 750.

This figure suggests an inverse relationship between product ratings and sales volumes, i.e. low reviews lead to declines in units sold. For example, when the product rating is 2.92 or less, the average units sold decrease by 4 740.





**MERCHANT  
ANALYSIS**

# MERCHANT REPUTATION MATTERS TO SALES GROWTH

**4.03**

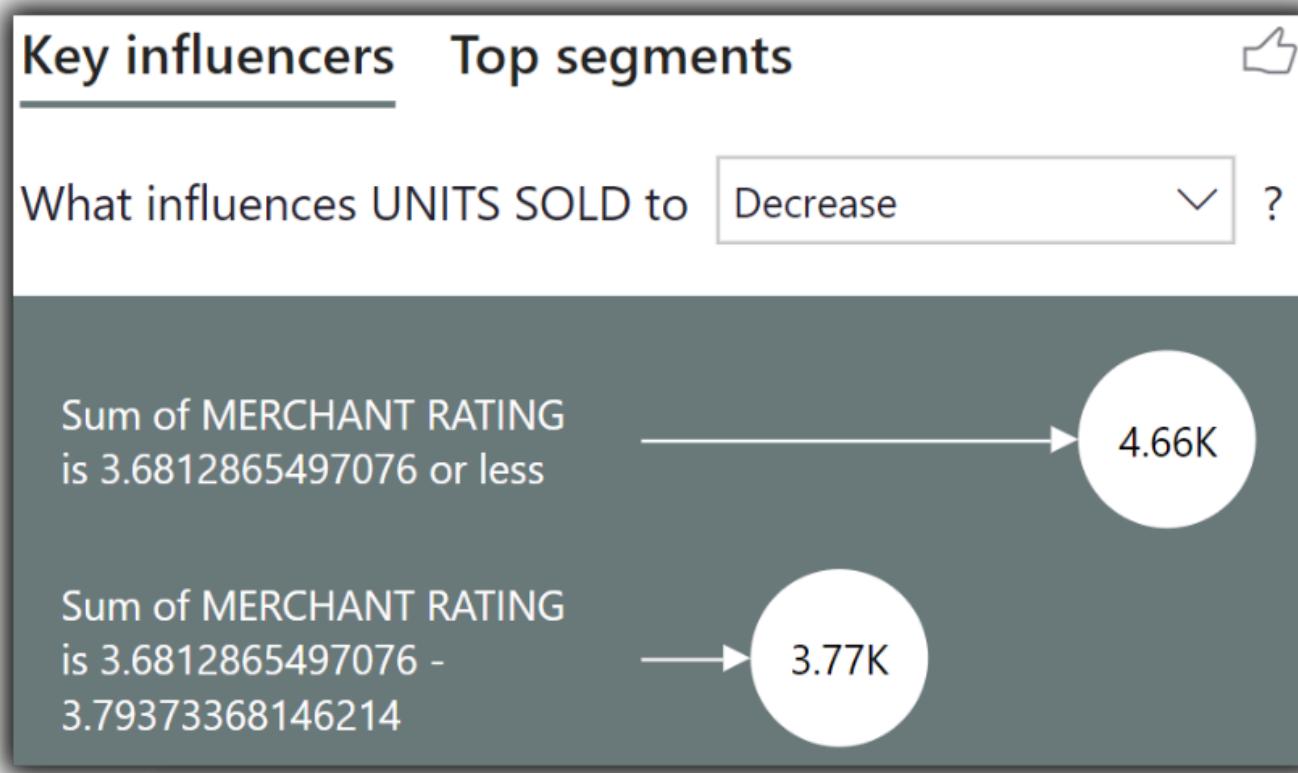
Average of MERCHANT RATING

**27.33K**

Average of MERCHANT RATING COUNT

Merchants have a decent performance overall, illustrated by a good average review score, at 4.03/5.

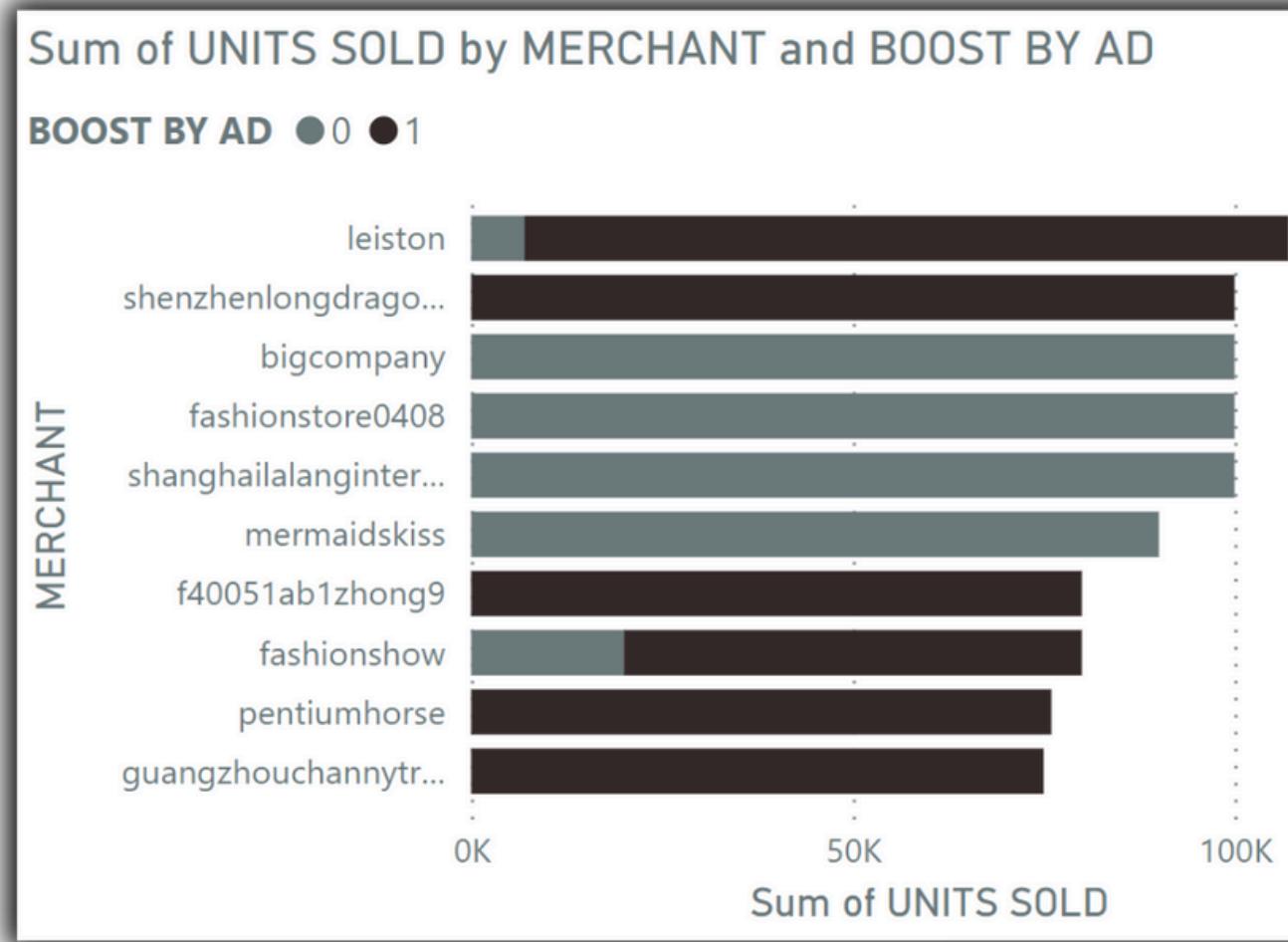
The frequency of rating is very high, making the overall rating more reliable and helping merchants identify improvement areas.



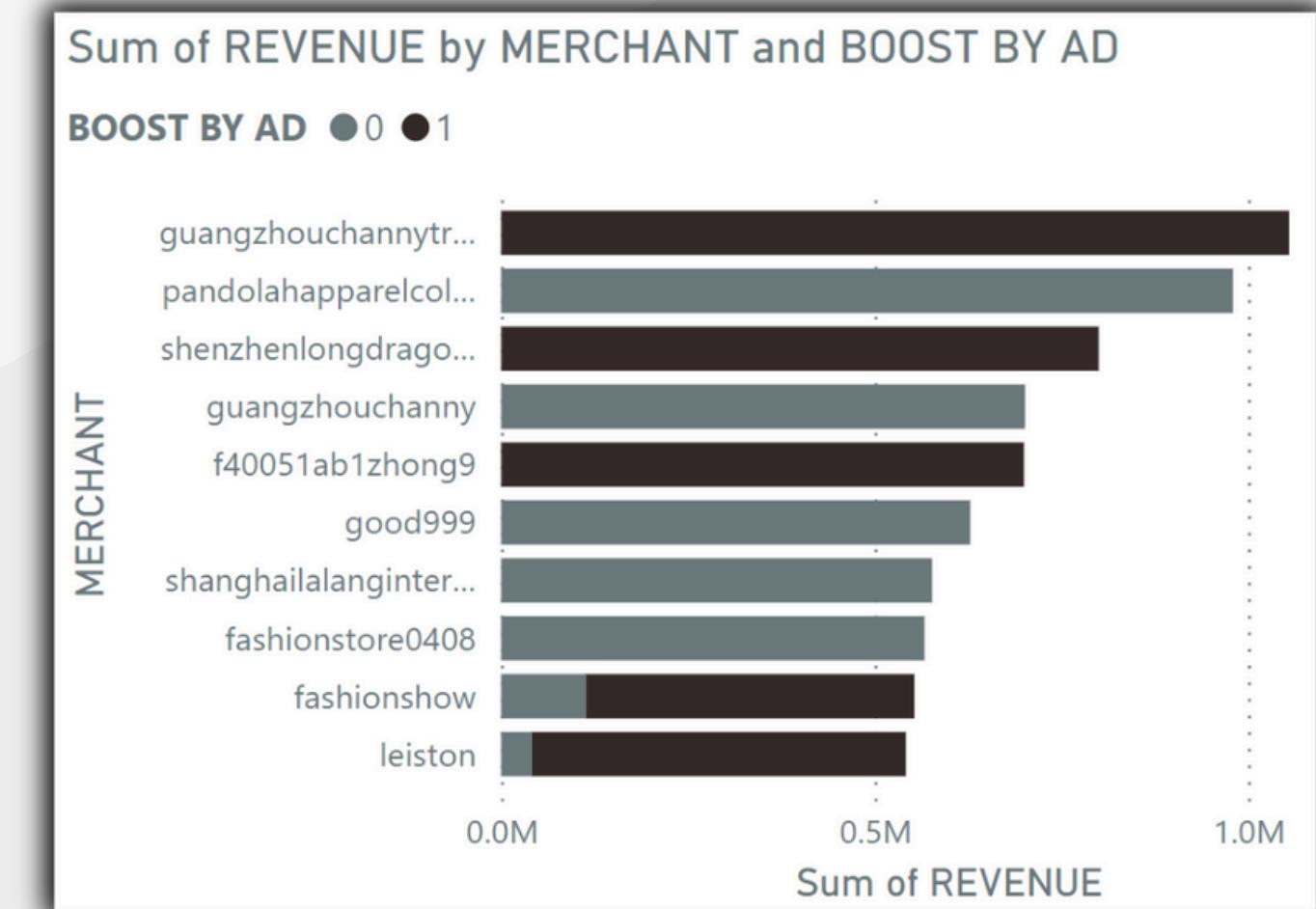
The average sales volume decreases when merchant rating falls within certain ranges. This indicates that merchant reputation, as reflected by their ratings, plays a crucial role in influencing sales performance.

The analysis underscores the importance of maintaining a strong seller reputation and positive ratings. Customers are likely to perceive merchant ratings as an indicator of reliability and shopping experience.

# MERCHANTS UTILISE AD TO BOOST PERFORMANCE



Among top 10 merchants by units sold, 6 have utilised advertisement to boost their sales volume.

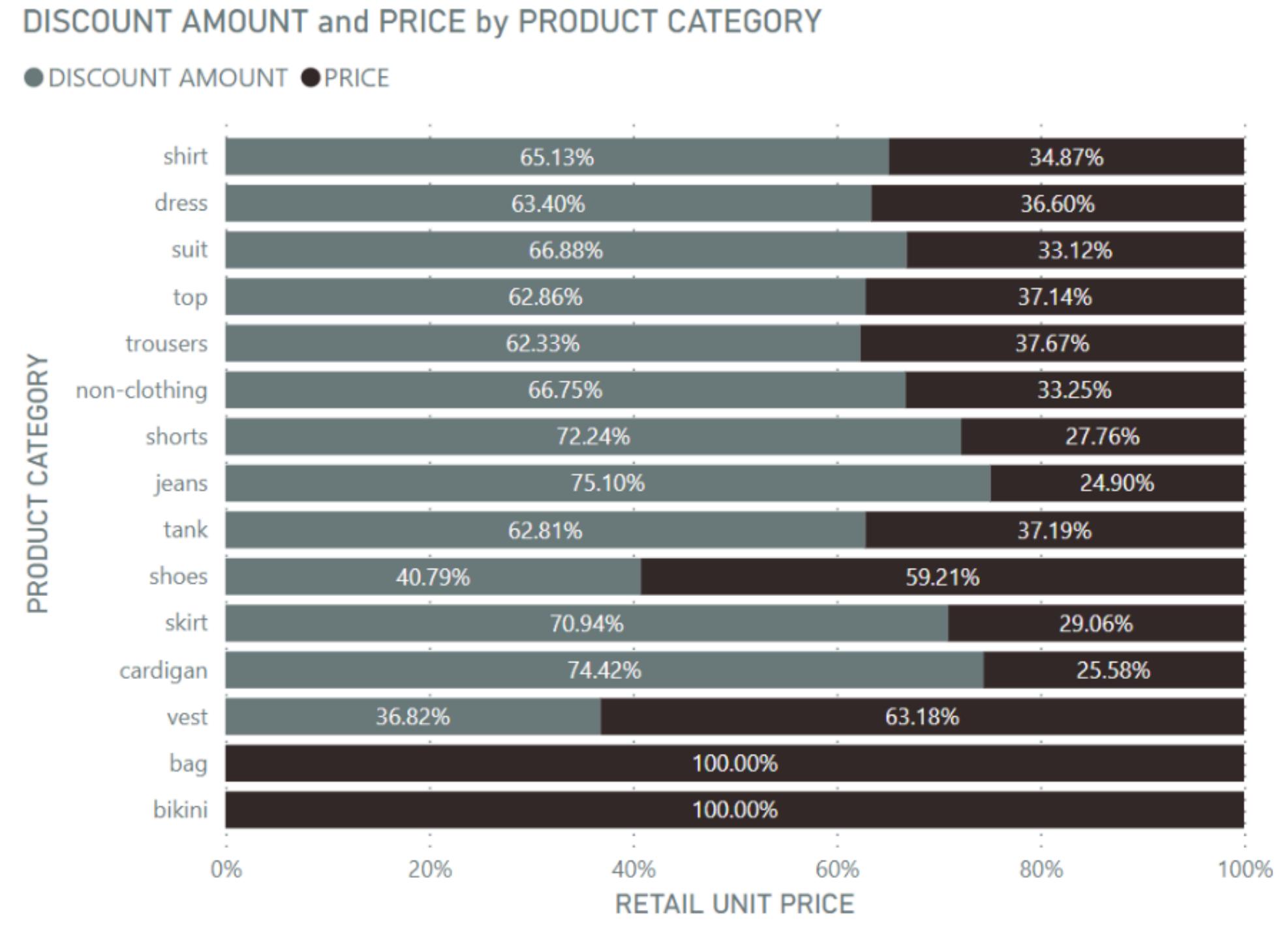


Among top 10 revenue-generating sellers, 5 have utilised advertisement to boost their revenue.

# MERCHANTS EMPLOY PROMOTIONAL PRICING TO ATTRACT SALES

Almost all the products were sold with discount rates of over 50%. This is a strategic pricing which applies a high discounting pattern across product categories. The promotional pricing employs the perception of value and anchoring effect to make the discounted price appear more attractive.

Making use of behavioural and psychological elements to encourage customers' purchases is a common move of merchants among nearly all the product categories.



# MANAGERIAL IMPLICATIONS

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To have a more **well-rounded product sales portfolio**, wish can try promoting male products as well as other non-clothing items. This can be done by using advertisement as a way to reach new customers or introducing combos of female and male products as a way to utilising the popularity of female products.

**Customer satisfaction and sales performance are closely correlated.** Ratings imply opportunities for addressing negative feedback. Customers on wish are generally responsive to giving reviews. These can be utilised to tackle the bottlenecks of product quality, customer service, and overall shopping experience.

**The promotional pricing should be used cautiously as it may not be cost-efficient in the long run.** Constant discounts make customers dependent, meaning that they only buy when discounts are available. Different associated costs may also be incurred by either wish or merchants.

