

# Mobile Brands Performance Dashboard

Created by : Suppanut A.

Tool : Google Data Studio

# Overall

shop\_id

seller\_username

seller\_tier... ▾

price\_range ▾

grass\_month ... ▾

Please select month

Mobile Performance

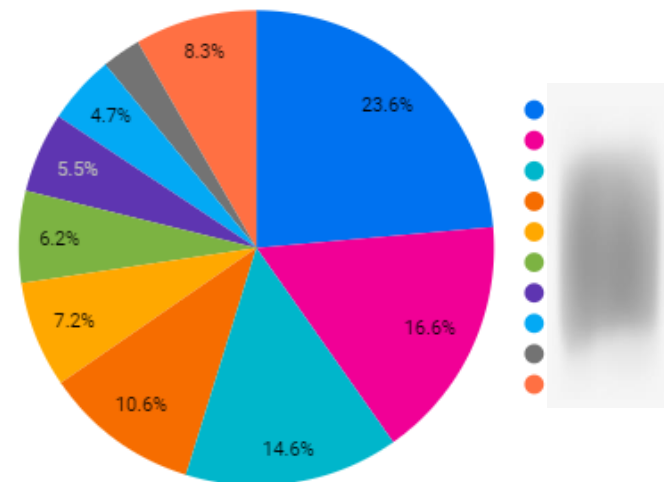
orders  
290.7K

gmV\_thb  
2.2B

Top Orders by Brand

	final_brand_name	orders ▾
1.		60,092
2.		42,385
3.		37,078
4.		26,964
5.		18,442
6.		15,911
7.		13,901
8.		11,984
9.		6,723
10.		2,841

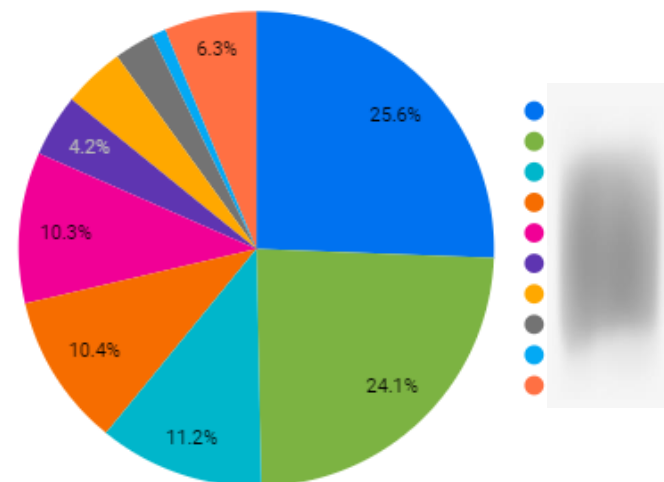
1 - 100 / 134 < >



## Top GMV by Brand

	final_brand_name	gmV_thb ▾
1.		539,674,196
2.		507,605,300
3.		236,745,255
4.		219,346,575
5.		216,739,557
6.		89,498,956
7.		88,409,590
8.		57,922,590
9.		19,803,989
10.		15,456,581

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Performance  
by  
Seller Type  
(1)

seller\_tier\_lv2

brand\_name

Please select month

grass\_month (Month)

price\_range

gross\_shopee\_item\_reba...

Top Seller by Orders

	seller_username	seller_tier_...	orders
1.		OS-MS	20,952
2.		ST-MS	11,610
3.		OS-MS	10,820
4.		OS-MS	9,663
5.		OS-MS	8,772
6.		OS-MS	8,404
7.		OS-Others	7,860
8.		OS-MS	7,226
9.		OS-MS	5,158
10.		SKAM	5,016
11.		IT-MS	4,771
12.		ST-MS	4,726
13.		ST-MS	4,492
14.		ST-MS	3,901
Grand total			290,669

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68.9%

7.2%

ST-MS

final_brand...	orders
1...	20,300
2...	17,373
3...	11,848
4...	9,674
5...	7,208
6...	1,995
7...	1,549
8...	1,004
9...	907
1...	888

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OS-MS

final_brand_n...	orders
1.	23,143
2.	15,696
3.	11,880
4.	9,815
5.	8,449
6.	7,071
7.	4,413
8.	4,179
9.	761
1...	418

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CB-MS + CB-NonMS

final_brand_...	orders
1.	2,758
2.	1,078
3.	752
4.	232
5.	183
6.	132
7.	111
8.	86
9.	84
1...	75

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OS-MS

ST-MS

CB-NonMS

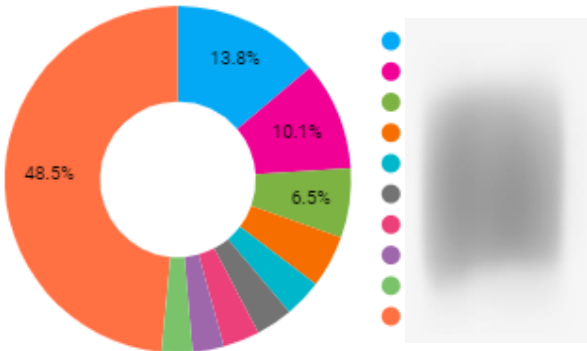
CB-MS

Performance  
by  
Seller Type  
(2)

G  
M  
V

Top Seller by GMV		
seller_userna...	seller_tier_lv2	gm_v_thb ▾
1. [redacted]	OS-MS	304,080,176
2. [redacted]	OS-MS	222,710,644
3. [redacted]	OS-MS	143,179,232
4. [redacted]	OS-MS	107,565,418
5. [redacted]	ST-MS	77,804,256
6. [redacted]	OS-Others	75,554,505
7. [redacted]	OS-MS	74,850,068
8. [redacted]	OS-MS	64,634,496
9. [redacted]	ST-MS	63,202,335
1. [redacted]	OS-MS	58,769,679
1. [redacted]	ST-MS	54,917,459
1. [redacted]	ST-MS	51,211,768
1. [redacted]	OS-MS	37,143,333
1. [redacted]	ST-MS	35,933,315
Grand total		2,200,424,055

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ST-MS	
final_brand...	gm_v_thb ▾
1... [redacted]	192,510,388
2... [redacted]	129,763,343
3... [redacted]	91,343,145
4... [redacted]	82,080,587
5... [redacted]	45,910,616
6... [redacted]	9,348,473
7... [redacted]	7,795,815
8... [redacted]	4,864,442
9... [redacted]	4,739,980
1... [redacted]	4,684,504

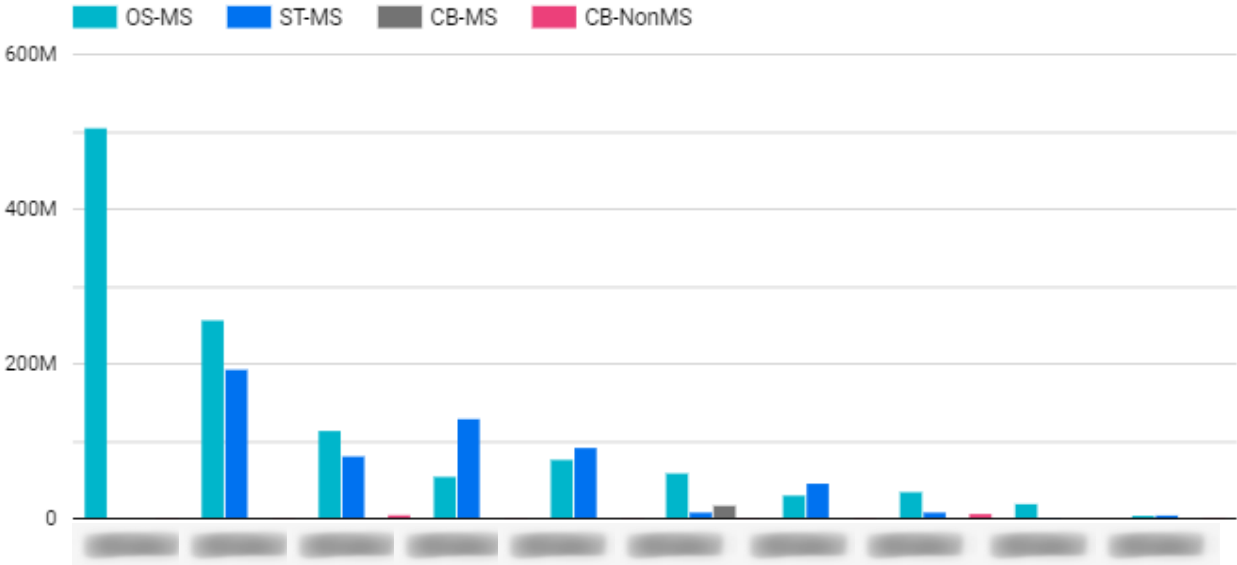
1 - 51 / 51 < >

OS-MS	
final_brand_n...	gm_v_thb ▾
1. [redacted]	505,803,487
2. [redacted]	257,864,522
3. [redacted]	114,491,956
4. [redacted]	76,266,127
5. [redacted]	59,086,386
6. [redacted]	55,948,094
7. [redacted]	35,709,631
8. [redacted]	29,943,085
9. [redacted]	19,701,735
1... [redacted]	7,041,951

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CB-MS + CB-NonMS	
final_brand_...	gm_v_thb ▾
1. [redacted]	17,923,093
2. [redacted]	7,287,235
3. [redacted]	5,300,806
4. [redacted]	1,188,391
5. [redacted]	1,022,859
6. [redacted]	812,915
7. [redacted]	314,503
8. [redacted]	205,679
9. [redacted]	171,620
1... [redacted]	140,329

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# Performance Breakdown by Price Range

seller\_tier\_lv2

shop\_id

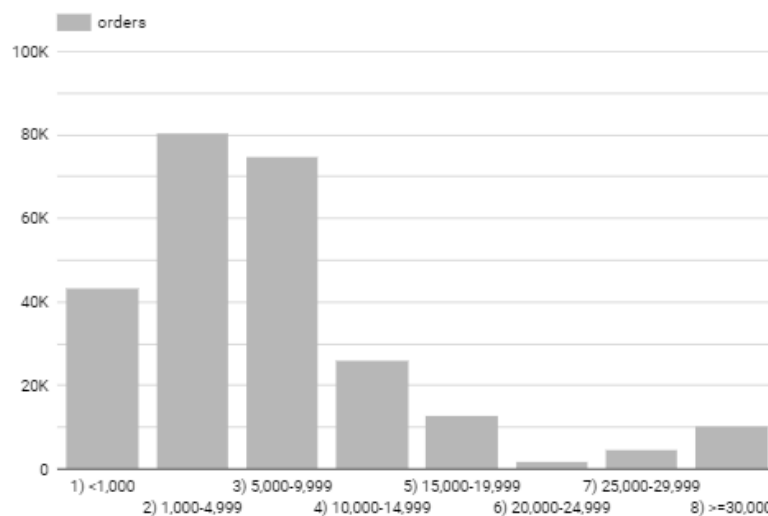
brand\_name

seller\_username

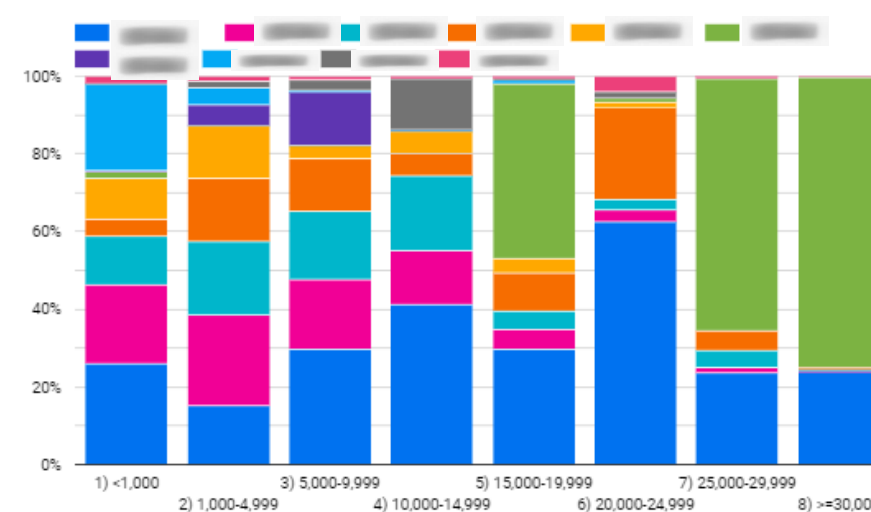
grass\_month (Month) 

Please select month

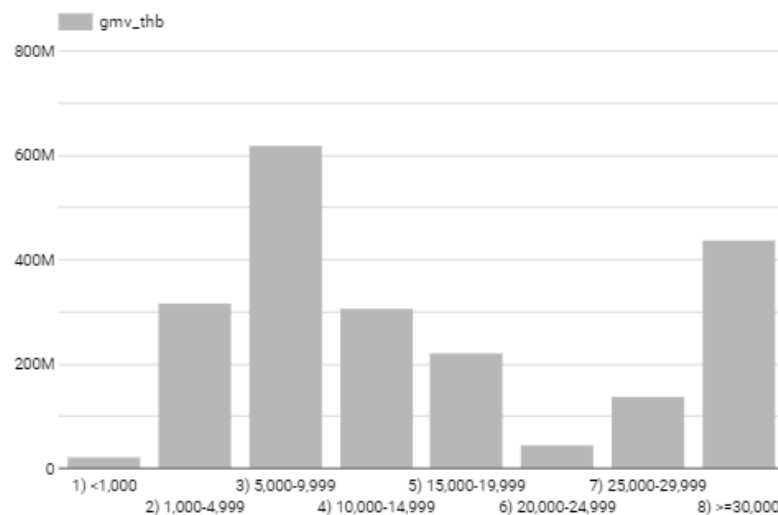
## Overall Orders



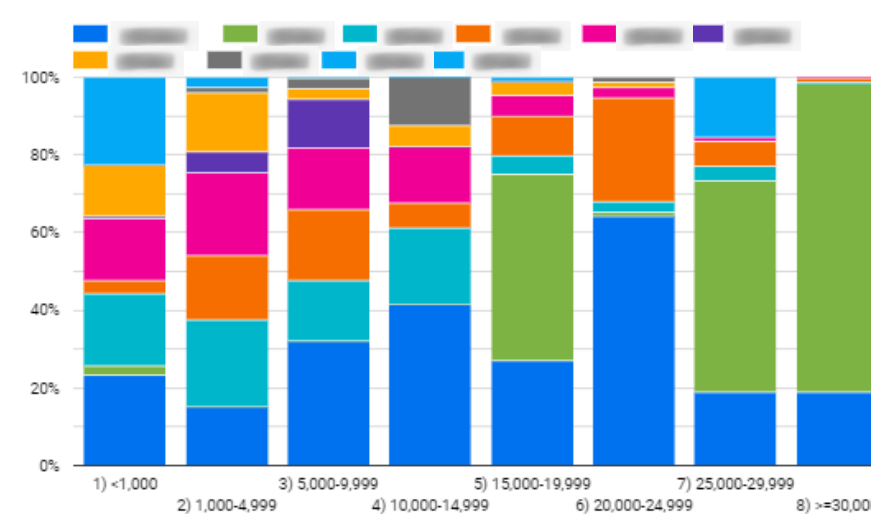
## Brand Contribution (Orders)



## Overall GMV



## Brand Contribution (GMV)



gross\_shopee\_item\_rebate

seller\_tier\_lv2

price\_range

shop\_id

Enter a value

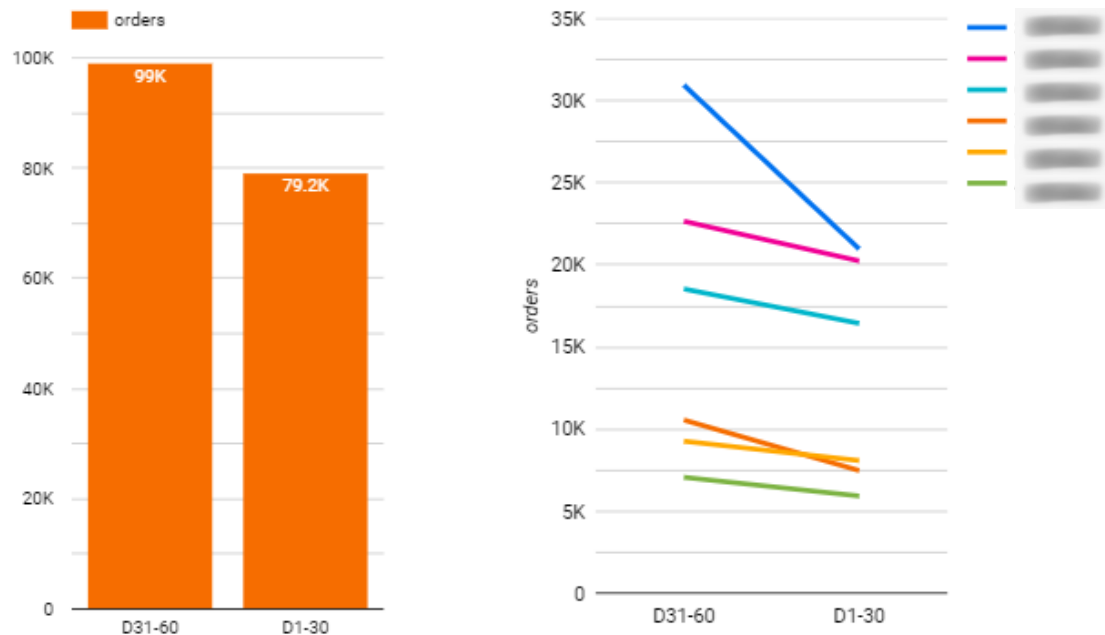
seller\_username

Enter a value

If user don't want to include rebated item in dashboard, Please select the rebate filter to show only 0

## Brands Trend (1)

### Orders



#### Top Orders by Model (D31-60)

	final_br...	model_name	orders
1.			5,667
2.			4,323
3.			3,712
4.			3,028
5.			2,763

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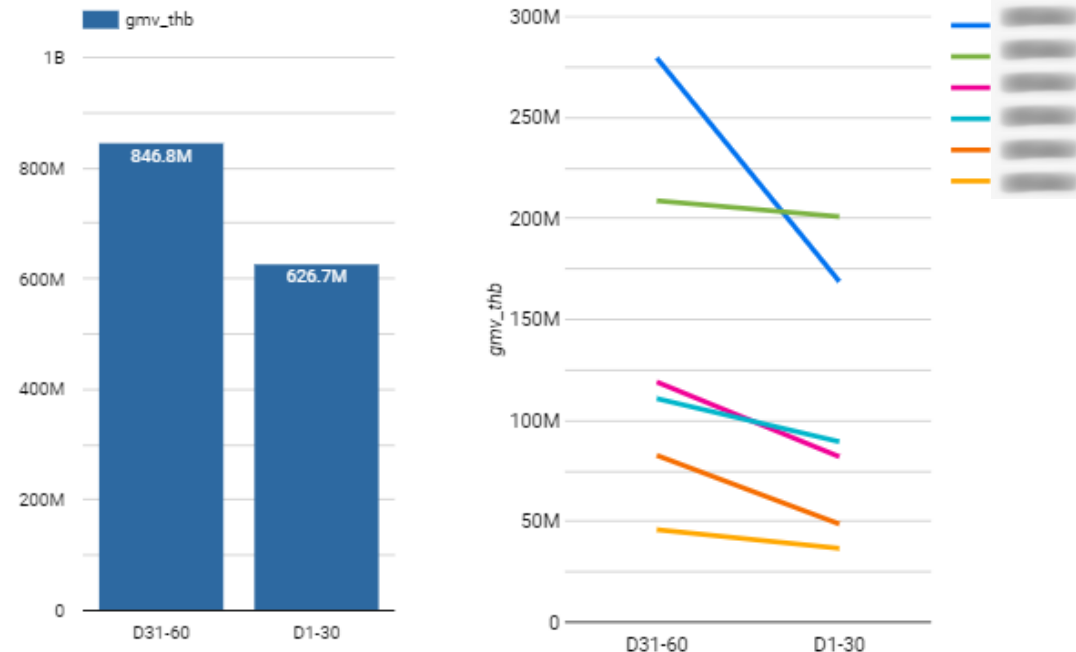
#### Top Orders by Model (D1-30)

	final_br...	model_name	orders
1.			2,844
2.			2,229
3.			2,117
4.			1,936
5.			1,877

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### GMV



#### Top GMV by Model (D31-60)

	final_br...	model_name	gmvt_thb...
1.			55,187,263
2.			50,755,304
3.			49,942,083
4.			42,647,189
5.			42,489,560

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#### Top GMV by Model (D1-30)

	final_br...	model_name	gmvt_thb...
1.			58,886,513
2.			46,060,894
3.			38,967,895
4.			35,569,868
5.			23,737,511

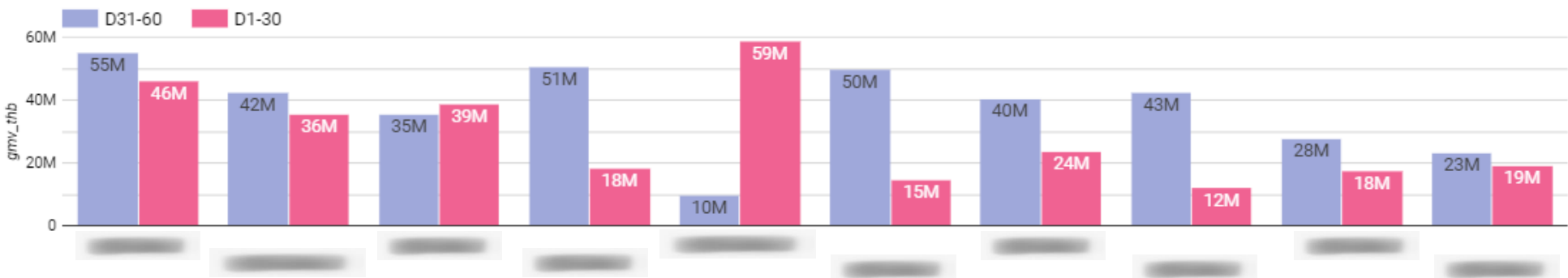
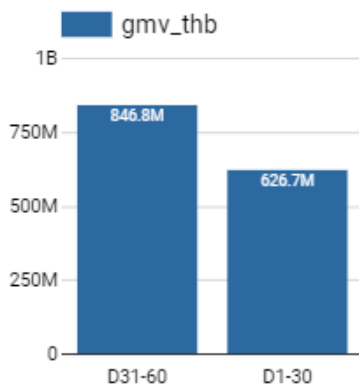
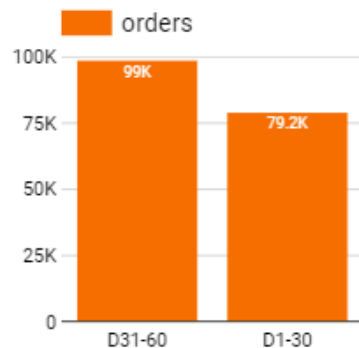
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Select Brand

← Please Select Brand to see Top Models below

## Brands Trend (2)



Please Select Bar Chart Above to see the detail in table below

	final_brand_name	seller_username	seller_tier_lv2	item_name	model_name	period	avg_price_thb	orders	quantity	gmvt_hb	gross_shopee_item_rebate
1.	SAMSUNG	samsung_thailand	OS-MS	Samsung Galaxy A33 5G (8/128 GB)	GALAXY A33	D31-60					
2.	SAMSUNG	samsung_thailand	OS-MS	Samsung Galaxy A13 (4/128) หน้าจอ 6.6"+ความจุ 128GB...	GALAXY A13	D31-60					
3.	VIVO	a9vwhpcmw_	MT-NonMS	vivo Y20 โทรศัพท์ โทรศัพท์มือถือ Ram8GB Rom128GB โห...	VIVO Y20	D31-60					
4.	VIVO	qc8t6qtlz7	ST-NonMS	โทรศัพท์มือถือ vivo Y23 โทรศัพท์ 12GB รอม512GB โทรศัพท์...	VIVO Y23	D1-30					
5.	VIVO	dgpower	ST-MS	Vivo Y35 (8+128GB)   จอ 6.58 นิ้ว   5000mAh   ประกันศูนย์...	VIVO Y35	D31-60					

Top Product

seller\_tier\_lv2

shop\_id

brand\_name

period: D1-30 (1)

gross\_shopee\_item\_rebate

seller\_username

price\_range

ORDERS						GMV					
Overall Top Product											
	product_id	item_name	final_br...	seller_use...	orders...		product_id	item_name	final_br...	seller_use...	gmv_th...
1.	22612472306	โทรศัพท์มือถือ vivo Y23 โทรศัพท์ 1...	VIVO	qc8t6qtlz7		1.	20240996348	Apple iPhone 14 Pro Max I iStudi...	APPLE	istudiobyspvi	
2.	17891448561	โทรศัพท์ราคาถูก 8G+256G โทรศัพท์ ...	OTHER B...	onepics11		2.	19940995612	Apple iPhone 14 Pro I iStudio by ...	APPLE	istudiobyspvi	
3.	10098265809	Vivo Y35 (8+128GB) I จอ 6.58 นิ้ว I ...	VIVO	dgpower		3.	10951724608	Apple iPhone 13 หน้าจอ 6.1 นิ้ว iSt...	APPLE	istudiobyspvi	
4.	17622466290	Samsung Galaxy A13 (4/128) หน้า...	SAMSUNG	samsung_th...		4.	19040993155	Apple iPhone 14 I iStudio by SPVi	APPLE	istudiobyspvi	
5.	15200273775	SAMSUNG GT E1200 มือถือปุ่มกด ใน...	SAMSUNG	smarttel.pl		5.	12485870376	Samsung Galaxy A73 5G (8/128...	SAMSUNG	samsung_th...	
6.	14170892229	Samsung Galaxy A33 5G (8/128 G...	SAMSUNG	samsung_th...		6.	14170892229	Samsung Galaxy A33 5G (8/128 ...	SAMSUNG	samsung_th...	
7.	20240996348	Apple iPhone 14 Pro Max I iStudio...	APPLE	istudiobyspvi		7.	10098265809	Vivo Y35 (8+128GB) I จอ 6.58 นิ้ว ...	VIVO	dgpower	
8.	20369515644	Vivo Y93 Ram6 Rom128 หน้าจอใหญ่...	VIVO	jo1uedkdg5		8.	4644381564	Apple iPhone11 หน้าจอ 6.1 นิ้ว iSt...	APPLE	istudiobyspvi	
9.	23217330338	VIVO V21 โทรศัพท์ราคาถูก 8G+256...	VIVO	7468cdhc52		9.	4161270915	Apple iPhone 11 by Studio7	APPLE	studio7online	
10.	19940995612	Apple iPhone 14 Pro I iStudio by S...	APPLE	istudiobyspvi		10.	10350326810	Apple iPhone 13 ไอโฟน by Studio...	APPLE	studio7online	
11.	18654114184	Vivo Y22 I (4+64GB) I จอ 6.5 นิ้ว I S...	VIVO	dgpower		11.	15548977525	Samsung Galaxy S22 Ultra 5G (1...	SAMSUNG	samsung_th...	
12.	10951724608	Apple iPhone 13 หน้าจอ 6.1 นิ้ว iSt...	APPLE	istudiobyspvi		12.	17622466290	Samsung Galaxy A13 (4/128) หน้า...	SAMSUNG	samsung_th...	
13.	7653143855	มือถือ Nokia 220 ใหญ่กว่า Nokia 33...	NOKIA	semobile		13.	14665118353	Samsung Galaxy A53 5G (8/128...	SAMSUNG	samsung_th...	
14.	12485870376	Samsung Galaxy A73 5G (8/128GB)	SAMSUNG	samsung_th...		14.	10750328042	Apple iPhone 13 Pro Max ไอโฟน ...	APPLE	studio7online	
15.	19815429436	โทรศัพท์มือถือ A19K โทรศัพท์ 16+5...	OTHER B...	rm6xrm5u1q		15.	13979524545	[พร้อมส่ง] Samsung Galaxy S22 Ul...	SAMSUNG	galaxyit	
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