



Overview Dashboard

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Year

All

Month

- Sep
- Oct
- Nov
- May
- Mar
- Jun
- Jul
- Jan
- Feb
- Dec
- Aug
- Apr

Channel

All

- Delivery
- Dine In
- Take Away

Sales

319.68bn

Orders

1.05M

Customers

583.64K

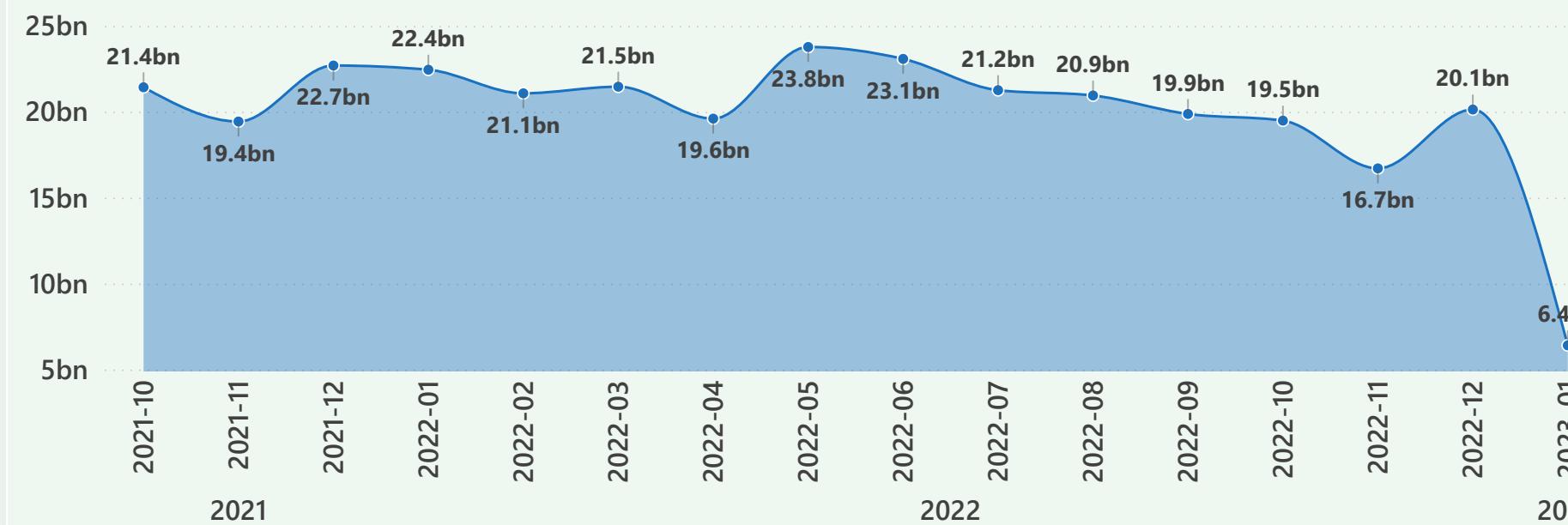
AOV

304.87K

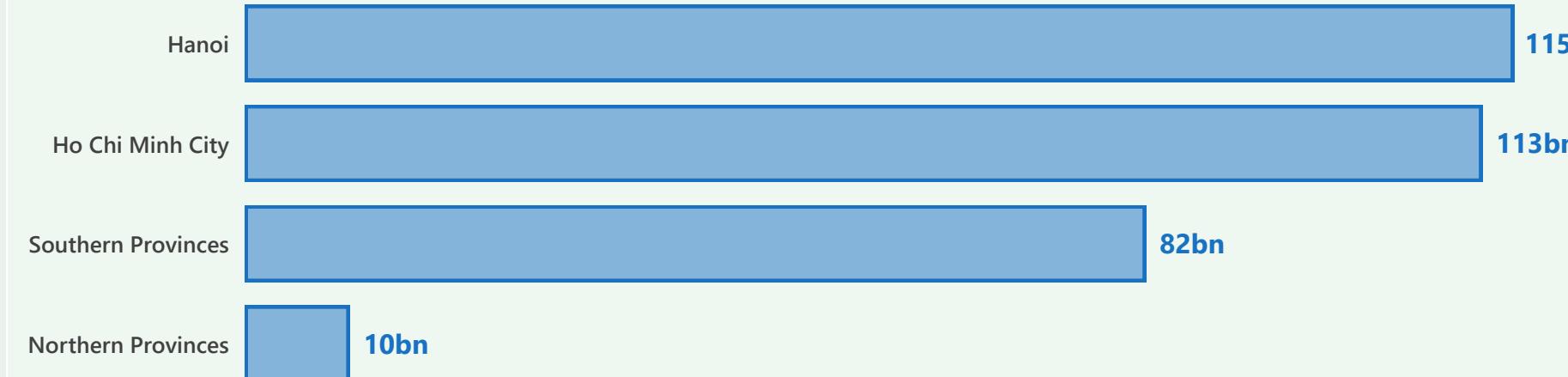
AvgSalesStore

2.37bn

Total Sales by Year Month



Total Sales by Region



Store_ID	Customers	Orders	Total Sales
S0344	8,374	8,702	2,822,531,713
S0345	8,598	8,924	2,863,666,251
S0346	8,514	8,805	2,802,711,440
S0347	8,486	8,826	2,826,717,770
S0352	9,354	9,832	2,708,659,996
S0353	9,816	10,249	3,247,764,297
S0354	9,336	9,855	2,724,608,935
S0355	8,401	8,735	2,722,243,528
S0356	10,073	10,495	3,300,295,088
S0357	8,482	8,787	2,822,799,174
S0358	1,147	1,157	312,405,586
S0359	8,468	8,772	2,836,323,703
S0360	1,157	1,166	304,156,852
S0361	8,588	8,912	2,812,580,398
S0362	9,903	10,301	3,295,243,956
Total	583,642	1,048,575	105 Stores Above Avg Contributing



Sales Dashboard

Year Month

All

Year

All

Sales

319.68bn

Orders

1.05M

AOV

304.87K

AvgSalesStore

2.37bn

Pareto Percent

80

Channel

Delivery

Dine In

Take Away

Region

Hanoi

Ho Chi Minh City

Northern Provinces

Southern Provinces

OrderFrom

APP

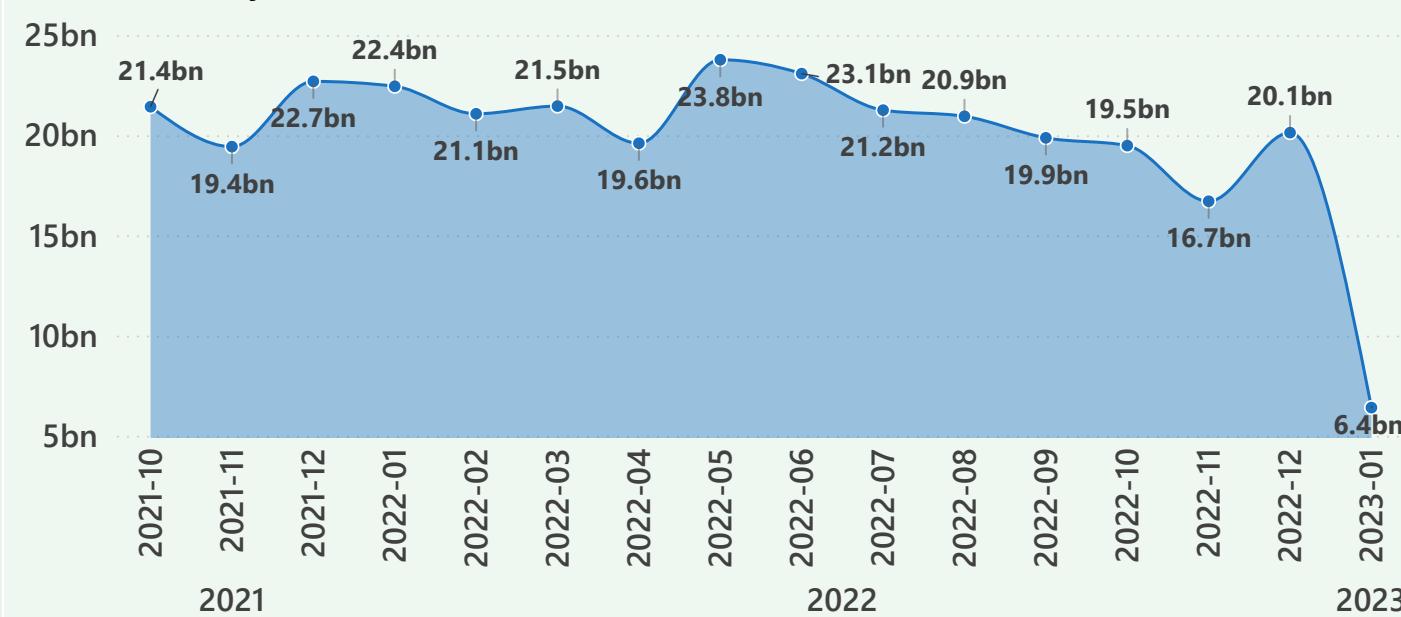
CALL CENTER

STORE

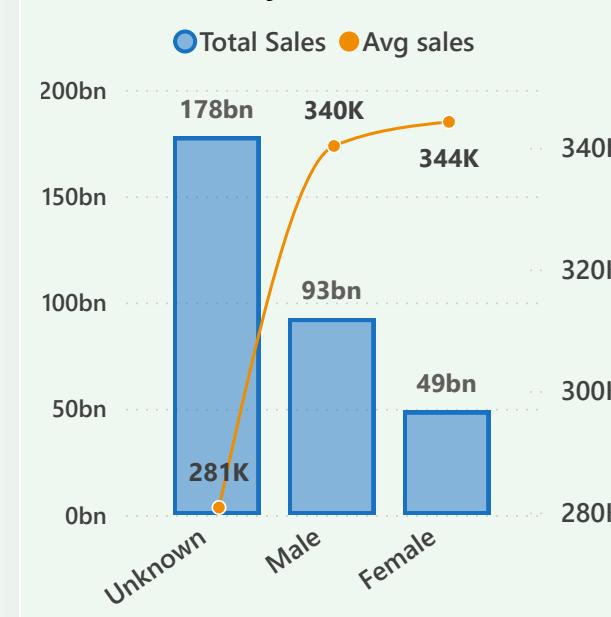
WEBSITE

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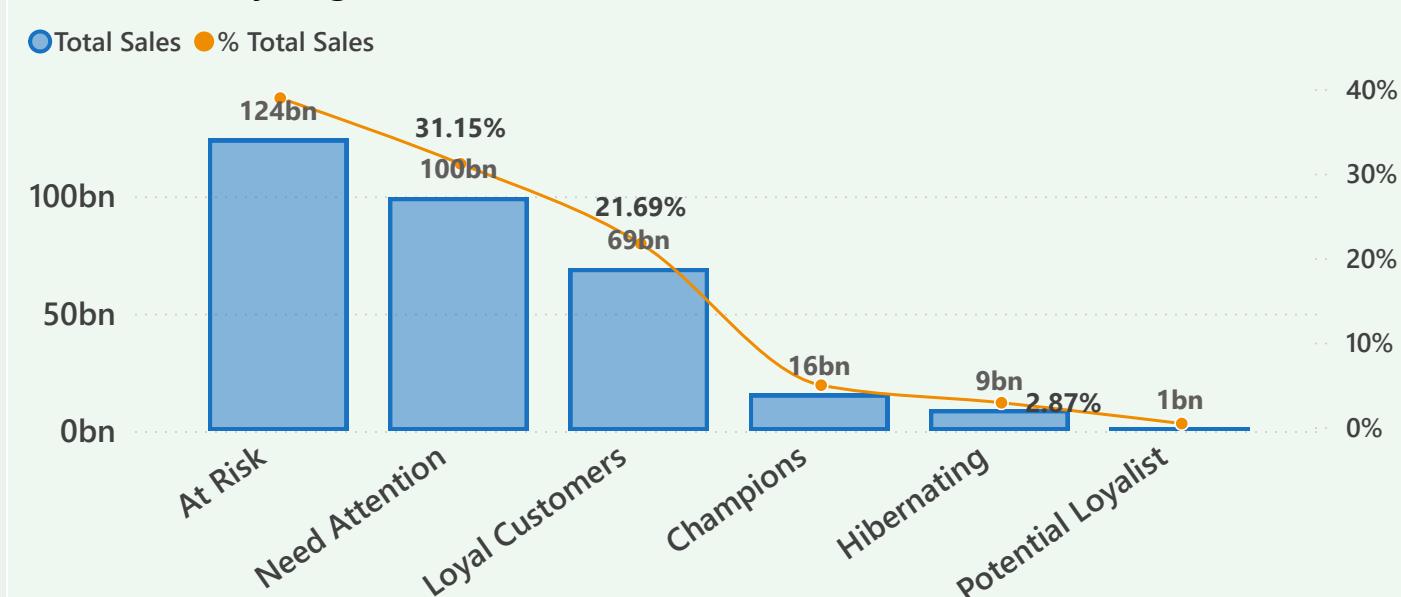
Total Sales by Year Month



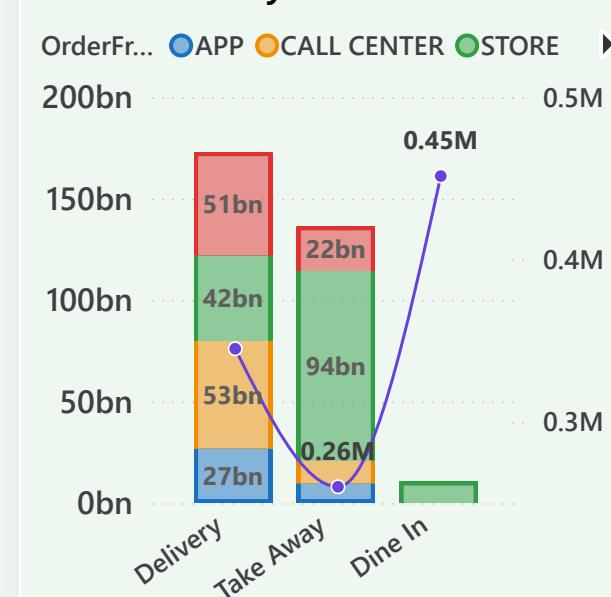
Total Sales by Gender



Total Sales by Segment



Total Sales by Channel



Store_ID	Orders	Total Sales	Pareto
S0344	8,702	2,822,531,713	56.62% ✓
S0345	8,924	2,863,666,251	41.54% ✓
S0346	8,805	2,802,711,440	60.13% ✓
S0347	8,826	2,826,717,770	52.20% ✓
S0352	9,832	2,708,659,996	88.58% ✗
S0353	10,249	3,247,764,297	32.08% ✓
S0354	9,855	2,724,608,935	84.33% ✗
S0355	8,735	2,722,243,528	85.19% ✗
S0356	10,495	3,300,295,088	18.75% ✓
S0357	8,787	2,822,799,174	55.73% ✓
S0358	1,157	312,405,586	99.23% ✗
S0359	8,772	2,836,323,703	47.77% ✓
S0360	1,166	304,156,852	99.91% ✗
S0361	8,912	2,812,580,398	57.50% ✓
S0362	10,301	3,295,243,956	22.88% ✓
S0363	1,214	325,660,038	97.94% ✗
S0364	1,162	306,501,814	99.72% ✗
Total	1,048,575	319,681,394,424	84 Store Contributing 79.21% Sales



Customers Dashboard

Gender

Year Month

Year

VoucherStatus

 No
 Yes

Sales

319.68bn

Orders

1.05M

Customers

583.64K

Avg Sales Customer

547.74K

Avg Orders Customer

1.80

Channel

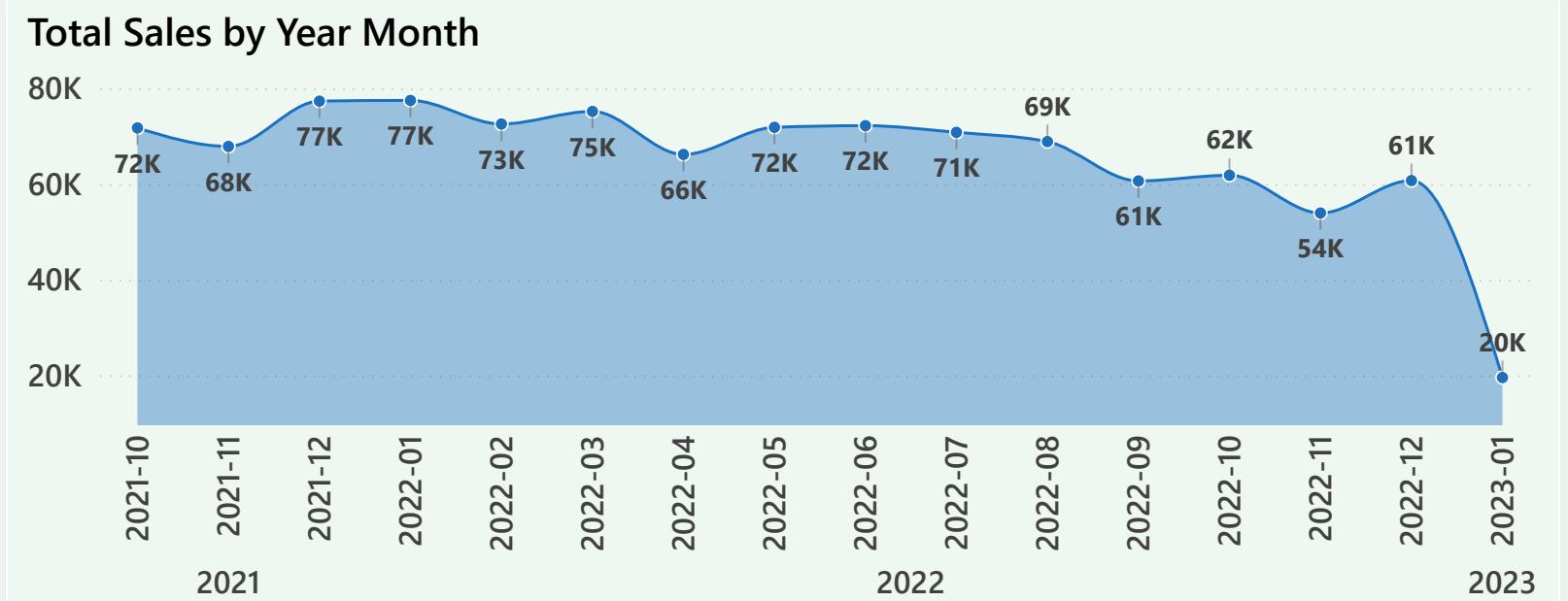
 Delivery
 Dine In
 Take Away

Region

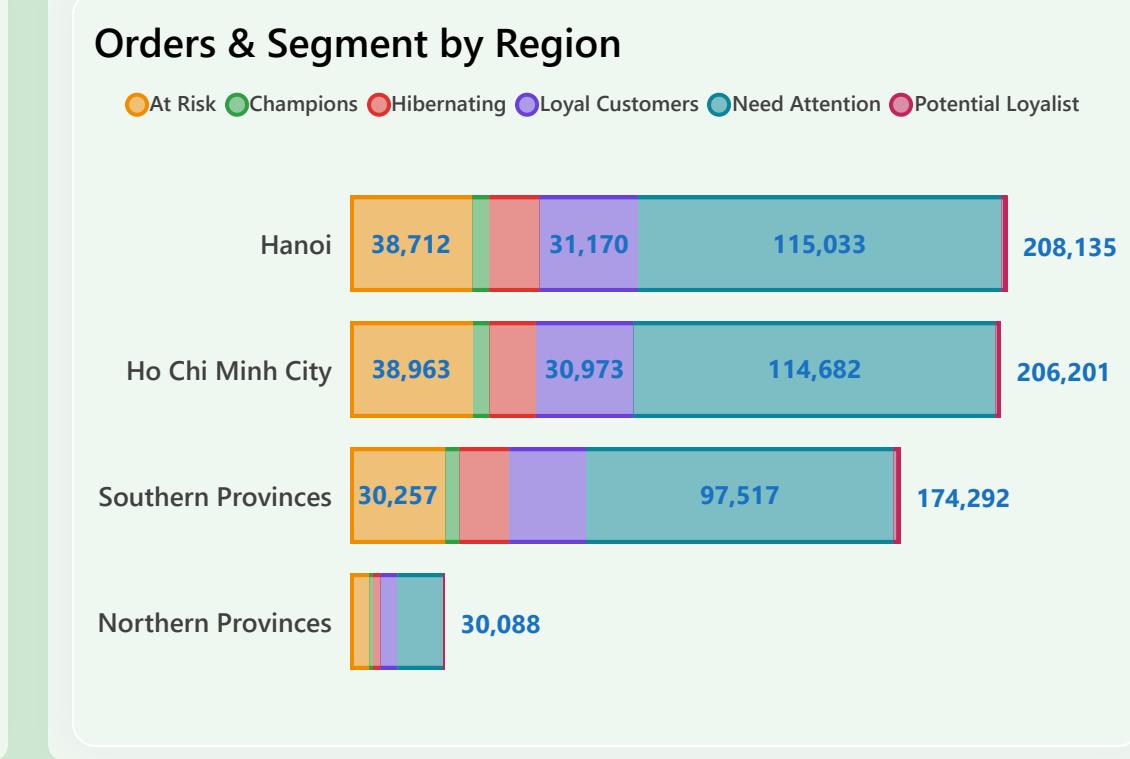
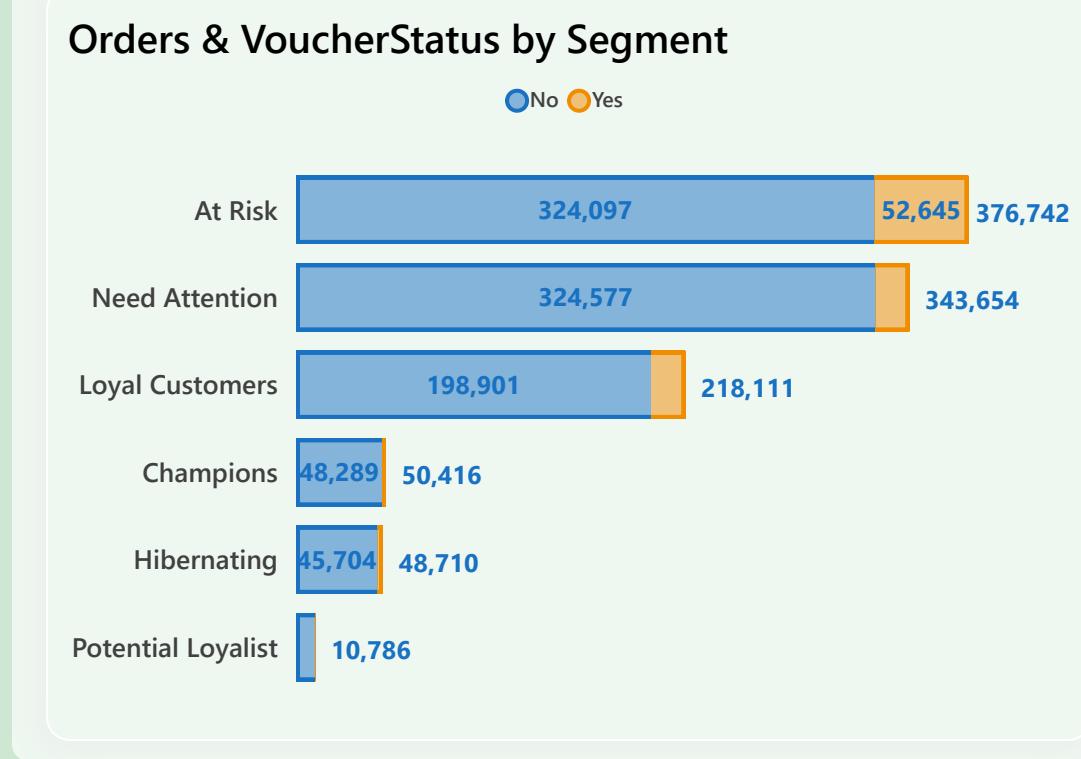
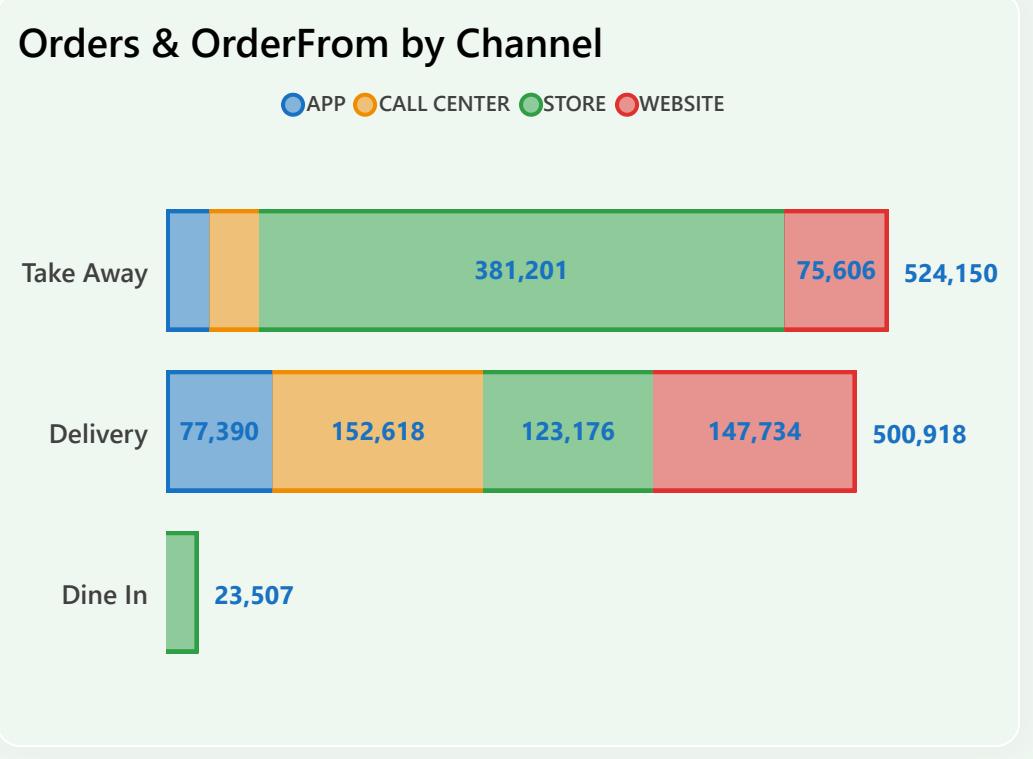
 Hanoi
 Ho Chi Minh City
 Northern Provinces
 Southern Provinces

Segment

 At Risk
 Champions
 Hibernating
 Loyal Customers
 Need Attention
 Potential Loyalist

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	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
Monday	8,082	9,509	12,589	9,721	14,342	7,756	8,502	8,254	11,278	15,356	15,177	6,187
Tuesday	6,410	8,700	12,735	7,562	9,411	8,214	7,983	11,009	10,196	14,862	12,813	5,283
Wednesday	6,490	9,519	15,926	8,244	10,264	7,760	12,182	9,582	6,843	13,714	15,621	5,620
Thursday	7,031	8,074	18,977	9,231	10,717	7,818	11,569	10,377	7,451	14,536	16,089	8,837
Friday	10,960	9,406	26,272	10,899	12,175	11,353	9,024	10,045	8,375	17,996	18,066	11,394
Saturday	15,121	11,907	28,177	13,394	19,154	13,930	11,298	12,934	11,550	23,075	27,563	12,031
Sunday	12,085	11,738	23,359	13,496	20,921	13,969	11,636	12,978	16,156	22,241	28,212	11,282
Total	66,179	68,853	138,035	72,547	96,984	70,800	72,194	75,179	71,849	121,780	133,541	60,634





Cohort Analysis

Year	▼
All	▼
Tenure	▼
0	12

YearMonth	T + 0	T + 1	T + 2	T + 3	T + 4	T + 5	T + 6	T + 7	T + 8	T + 9	T + 10	T + 11	T + 12
2021-10	64,247	14.51%	14.31%	13.49%	11.83%	12.01%	10.31%	10.81%	9.96%	9.52%	9.80%	8.78%	8.85%
2021-11	51,021	12.51%	11.21%	9.32%	10.05%	8.62%	8.86%	8.13%	7.85%	7.98%	7.09%	7.05%	6.10%
2021-12	52,547	10.74%	8.71%	8.88%	7.39%	7.46%	6.95%	6.62%	6.64%	6.03%	5.66%	4.84%	5.69%
2022-01	48,625	8.30%	7.85%	6.42%	6.67%	6.18%	6.14%	6.50%	5.23%	5.01%	4.27%	5.07%	1.81%
2022-02	44,710	7.72%	5.74%	5.99%	5.38%	5.10%	5.48%	4.36%	4.38%	3.64%	4.03%	1.64%	
2022-03	41,968	6.99%	6.34%	6.05%	5.55%	5.61%	4.72%	4.74%	4.00%	4.25%	1.56%		
2022-04	35,517	6.96%	6.23%	5.34%	5.58%	4.59%	4.59%	3.86%	4.22%	1.56%			
2022-05	37,181	6.83%	5.94%	5.77%	4.66%	4.51%	3.66%	4.18%	1.47%				
2022-06	37,132	7.11%	5.52%	4.44%	4.26%	3.70%	3.88%	1.35%					
2022-07	34,102	6.28%	4.96%	4.48%	3.85%	4.04%	1.55%						
2022-08	30,223	5.97%	5.30%	4.13%	4.54%	1.41%							
2022-09	26,183	6.13%	4.64%	4.86%	1.57%								
2022-10	26,151	5.70%	5.30%	1.60%									
2022-11	21,952	6.28%	1.75%										
2022-12	24,177	2.54%											
2023-01	7,906												
Total	583,642	8.30%	7.07%	6.27%	5.65%	5.17%	4.65%	4.30%	3.79%	3.39%	2.98%	2.57%	2.17%

YearMonth	T + 0	T + 1	T + 2	T + 3	T + 4	T + 5	T + 6	T + 7	T + 8	T + 9	T + 10	T + 11	T + 12
2021-10	21.42bn	3.53bn	3.64bn	3.34bn	2.86bn	2.89bn	2.58bn	2.88bn	2.57bn	2.42bn	2.53bn	2.33bn	2.30bn
2021-11	15.90bn	2.40bn	2.18bn	1.71bn	1.83bn	1.65bn	1.84bn	1.62bn	1.54bn	1.58bn	1.44bn	1.41bn	1.20bn
2021-12	16.65bn	2.07bn	1.63bn	1.65bn	1.39bn	1.56bn	1.41bn	1.29bn	1.35bn	1.25bn	1.15bn	0.96bn	1.28bn
2022-01	14.85bn	1.38bn	1.28bn	1.11bn	1.25bn	1.17bn	1.12bn	1.17bn	0.99bn	0.91bn	0.78bn	0.99bn	0.32bn
2022-02	13.47bn	1.18bn	0.88bn	1.02bn	0.88bn	0.81bn	0.89bn	0.76bn	0.72bn	0.60bn	0.72bn	0.27bn	
2022-03	12.63bn	1.01bn	1.01bn	0.95bn	0.82bn	0.88bn	0.77bn	0.77bn	0.63bn	0.73bn	0.23bn		
2022-04	10.97bn	0.94bn	0.84bn	0.71bn	0.79bn	0.64bn	0.63bn	0.54bn	0.63bn	0.21bn			
2022-05	13.28bn	0.98bn	0.80bn	0.79bn	0.69bn	0.64bn	0.54bn	0.64bn	0.22bn				
2022-06	12.66bn	1.05bn	0.77bn	0.63bn	0.60bn	0.52bn	0.58bn	0.17bn					
2022-07	10.71bn	0.81bn	0.62bn	0.57bn	0.50bn	0.54bn	0.18bn						
2022-08	9.38bn	0.68bn	0.60bn	0.48bn	0.54bn	0.17bn							
2022-09	9.05bn	0.58bn	0.46bn	0.52bn	0.15bn								
2022-10	8.60bn	0.58bn	0.60bn	0.14bn									
2022-11	6.95bn	0.55bn	0.12bn										
2022-12	8.27bn	0.21bn											
Total	319.68bn	298.26bn	278.84bn	256.15bn	233.71bn	212.64bn	191.19bn	171.60bn	147.83bn	124.76bn	103.51bn	82.57bn	62.70bn

CustomerID	Orders	Total Sales	Avg sales
0	1	411,663	411,663.00
1	1	105,503	105,503.00
8	1	1,098,496	1,098,496.00
16	1	286,558	286,558.00
18	1	287,492	287,492.00
25	2	181,598	90,799.00
26	1	269,591	269,591.00
28	1	312,321	312,321.00
33	1	179,159	179,159.00
35	1	27,003	27,003.00
36	2	318,760	159,380.00
38	2	740,710	370,355.00
43	2	717,485	358,742.50
45	1	309,870	309,870.00
46	1	291,109	291,109.00
54	1	122,199	122,199.00
55	1	33,682	33,682.00
59	1	143,911	143,911.00
62	2	410,034	205,017.00
63	1	389,125	389,125.00
64	1	269,812	269,812.00
68	1	516,136	516,136.00
69	1	95,579	95,579.00
70	1	224,144	224,144.00
71	1	359,407	359,407.00
74	3	1,131,907	377,302.33
75	1	366,160	366,160.00
80	1	655,799	655,799.00
Total	1,048,575	319,681,394,424	304,872.23

Clear all slicers



Store Analysis

Tenure

VoucherStatus

 No
 Yes

Channel

 Delivery
 Dine In
 Take Away

Region

 Hanoi
 Ho Chi Minh City
 Northern Provinces
 Southern Provinces

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LIKE FOR LIKE COMPARISON

Region	2021	2022	2023
Hanoi	34	35	0
Ho Chi Minh City	1	40	0
Northern Provinces	0	0	0
Southern Provinces	0	30	0
Total	35	105	0

Sales Value

600000000

Year

- 2021
- 2022
- 2023

YearMonth	T + 0	T + 1	T + 2	T + 3	T + 4	T + 5	T + 6	T + 7	T + 8	T + 9	T + 10	T + 11	T + 12
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2022-12	24,177	2.54%											
Total	7,906												
	583,642	8.30%	7.07%	6.27%	5.65%	5.17%	4.65%	4.30%	3.79%	3.39%	2.98%	2.57%	2.17%

Store ID, Customers, Orders, Total Sales

Store_ID	Customers	Orders	Total Sales	
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S0346	8,514	8,805	2,802,711,440	✓
S0347	8,486	8,826	2,826,717,770	✓
S0352	9,354	9,832	2,708,659,996	✓
S0353	9,816	10,249	3,247,764,297	✓
S0354	9,336	9,855	2,724,608,935	✓
S0355	8,401	8,735	2,722,243,528	✓
S0356	10,073	10,495	3,300,295,088	✓
S0357	8,482	8,787	2,822,799,174	✓
S0358	1,147	1,157	312,405,586	✗
S0359	8,468	8,772	2,836,323,703	✓
S0360	1,157	1,166	304,156,852	✗
S0361	8,588	8,912	2,812,580,398	✓
S0362	9,903	10,301	3,295,243,956	✓
S0363	1,203	1,214	325,660,038	✗
S0364	1,152	1,162	306,501,814	✗
S0365	8,614	8,916	2,794,927,505	✓
S0366	9,549	10,031	2,745,363,052	✓
S0367	9,920	10,355	3,310,798,357	✓
Total	583,642	1,048,575	105 Stores Above Avg Contributing	