



Overview Dashboard

Clear all slicers

Sales

319.68bn

Orders

1.05M

Customers

583.64K

AOV

304.87K

AvgSalesStore

2.37bn

Year

All

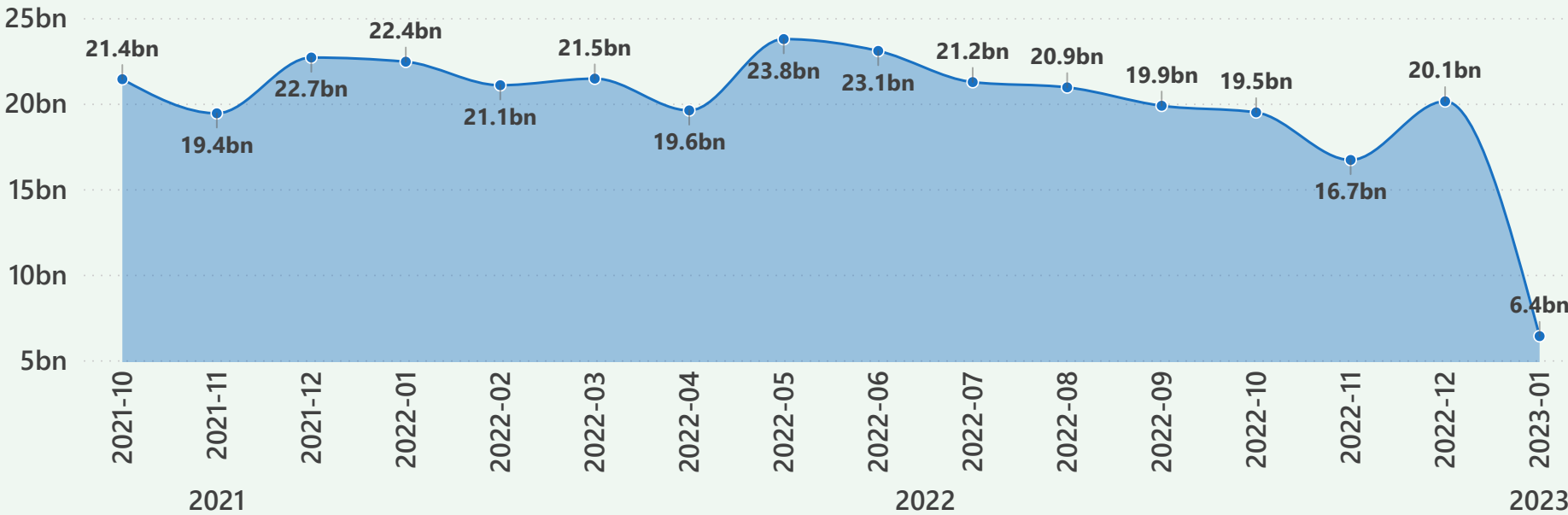
Month

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

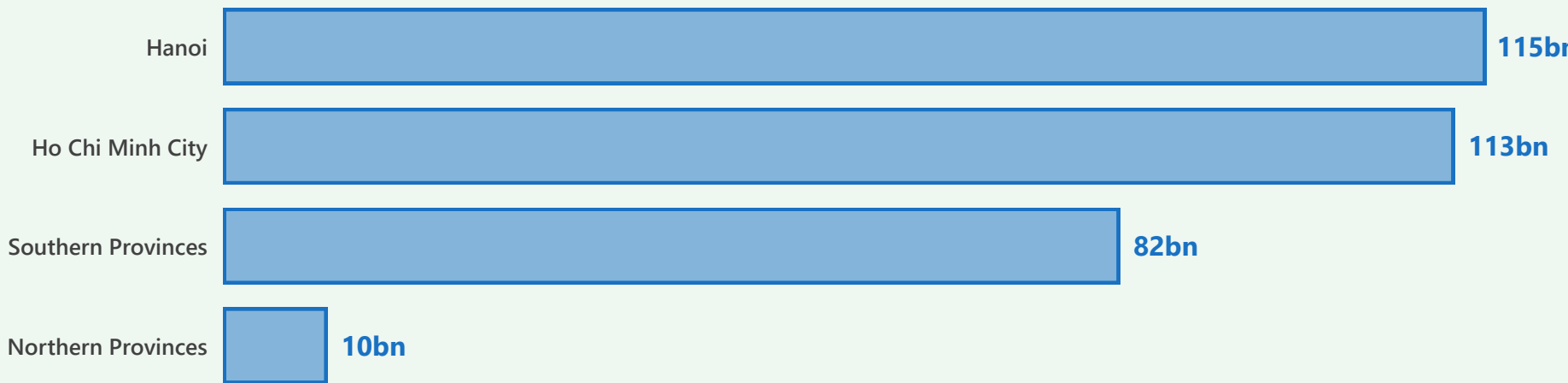
Channel

- ☐ Delivery
☐ Dine In
☐ Take Away

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

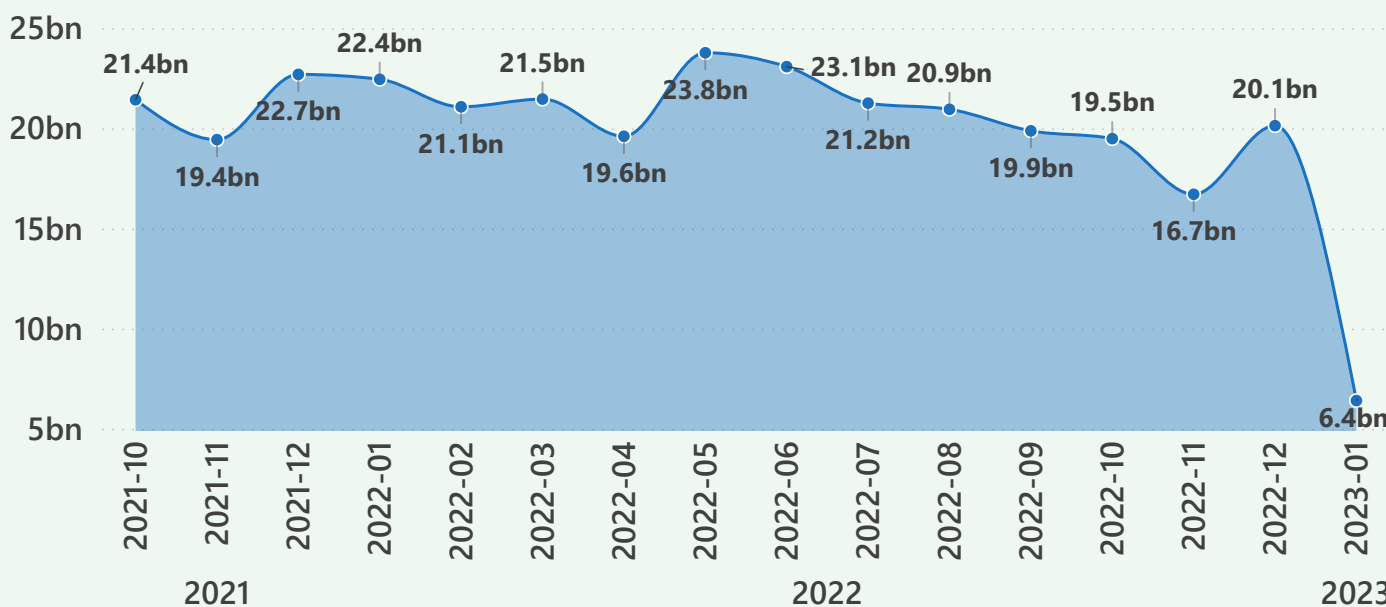
- ☐ Hanoi
- ☐ Ho Chi Minh City
- ☐ Northern Provinces
- ☐ Southern Provinces

OrderFrom

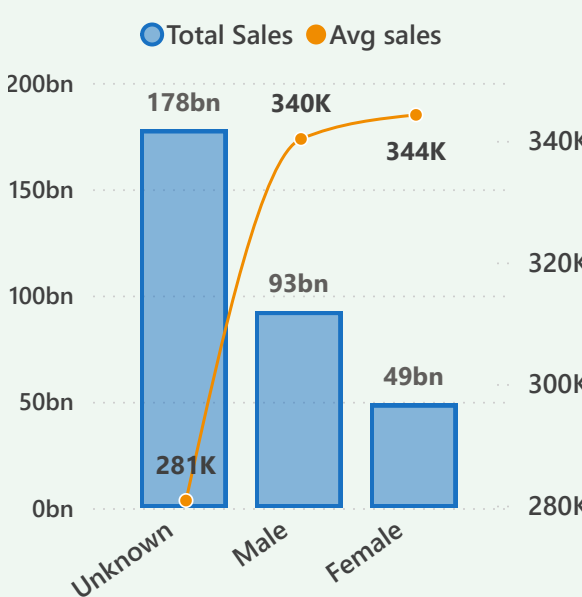
- ☐ APP
- ☐ CALL CENTER
- ☐ STORE
- ☐ WEBSITE

Clear all slicers

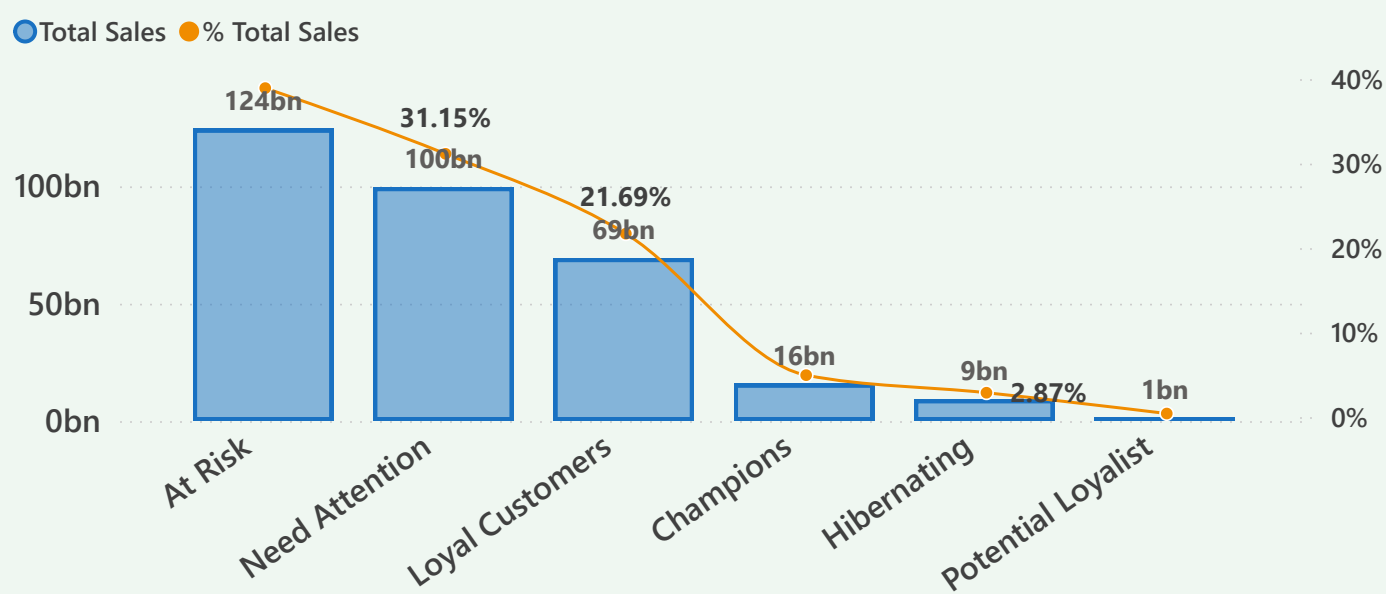
Total Sales by Year Month



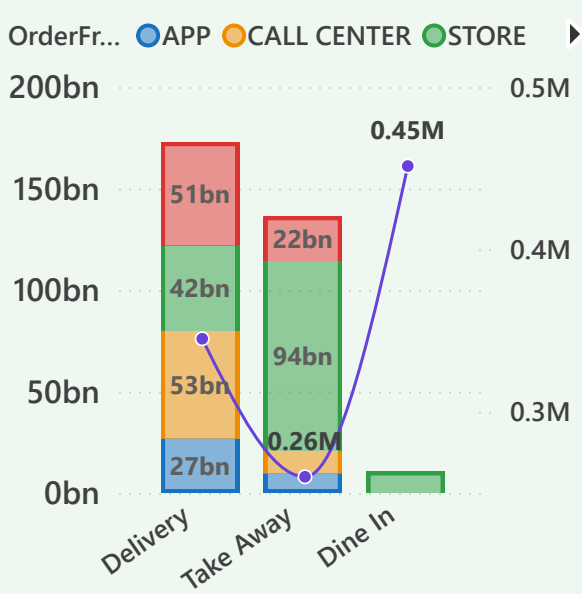
Total Sales by Gender



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

All

Year Month

All

Year

All

VoucherStatus

☐ No

☐ Yes

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

Clear all slicers

Sales

319.68bn

Orders

1.05M

Customers

583.64K

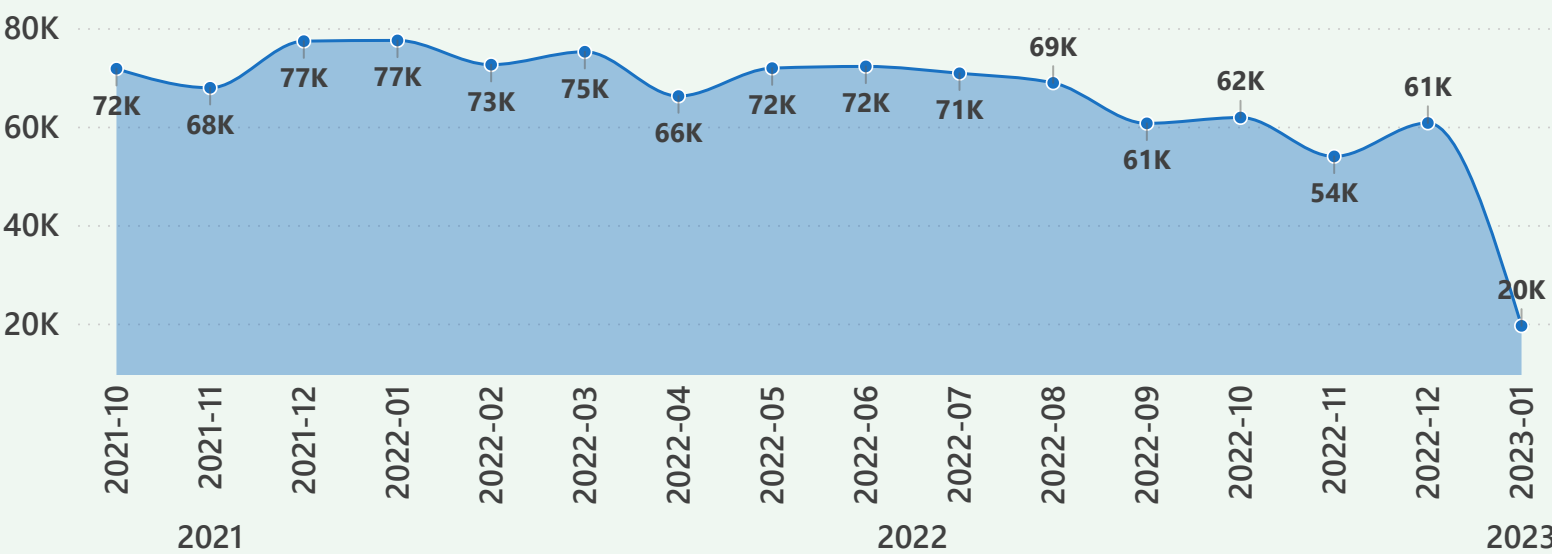
AvgSalesCustomer

547.74K

AvgOrdersCustomer

1.80

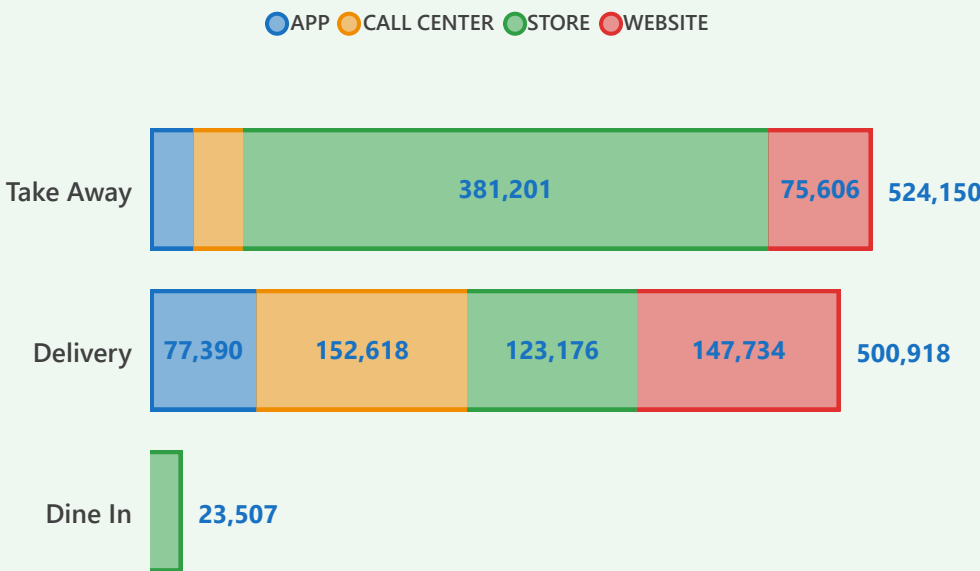
Total Sales by Year Month



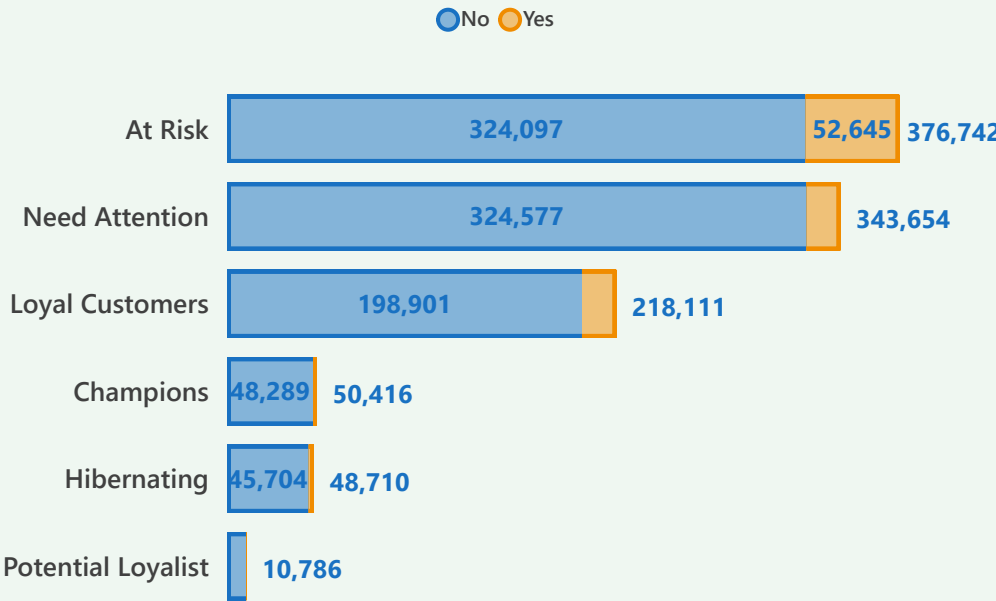
Apr Aug Dec Feb Jan Jul Jun Mar May Nov Oct Sep

	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

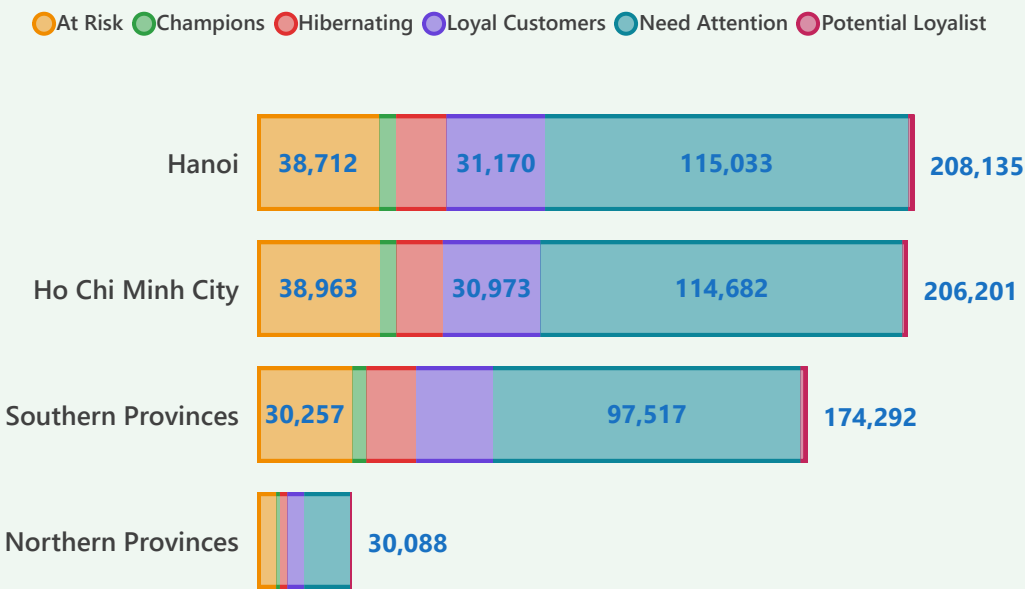
Orders & OrderFrom by Channel



Orders & VoucherStatus by Segment



Orders & Segment by Region





Cohort Analysis

Year

All

Tenure

0

12

Channel

Delivery

Dine In

Take Away

Segment

At Risk

Champions

Hibernating

Loyal Customers

Need Attention

Potential Loyalist

Region

Hanoi

Ho Chi Minh City

Northern Provinces

Southern Provinces

Clear all slicers

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											
2023-01	2.52bn												
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



Store Analysis

Tenure

0

12

VoucherStatus

- ☐ No
- ☐ Yes

Channel

- ☐ Delivery
- ☐ Dine In
- ☐ Take Away

Region

- ☒ Hanoi
- ☒ Ho Chi Minh City
- ☒ Northern Provinces
- ☒ Southern Provinces

Clear all slicers

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

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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