DAIKIN — OVERVIEW

Total Revenue (VND)
vs Target   Previous period

Daikin Support (VND)
Previous period

Successful Orders
vs Target   vs Total Orders
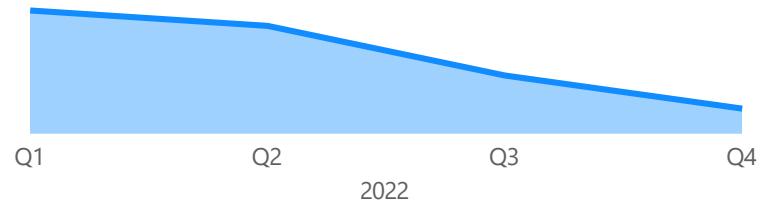
Total Active Customers
Previous period
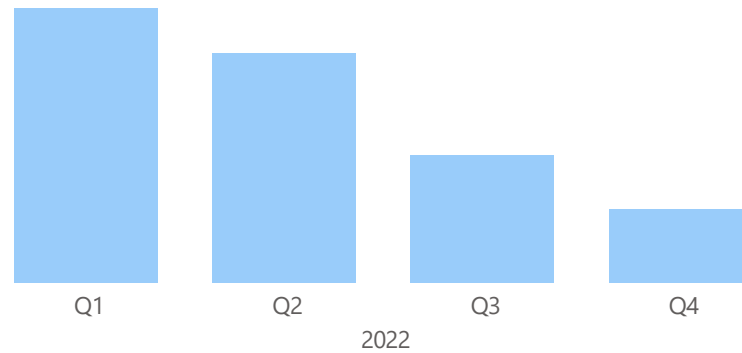
Total App Users
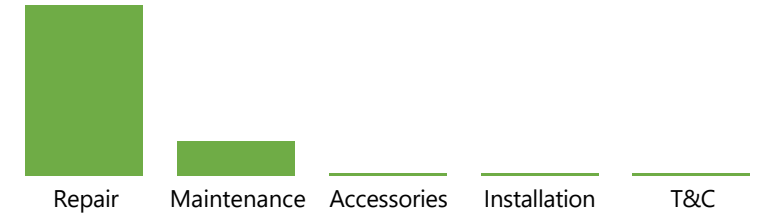vs Target   Active Customers on App

Average Rating Point
vs Target

Revenue and Successful Orders Contribution by Channels

Email   Phone   App   Social   Web

Quaterly Revenue (VND)

Q1   Q2   Q3   Q4
2022

Quarterly Active Customers

Q1   Q2   Q3   Q4
2022

Total Active Customers by Channels

Phone   Email   App   Social   Web   System Integrate

Total Revenue by Services (VND)

Repair   Maintenance   Accessories   Installation   T&C

Total Revenue by Top 10 Provinces (VND)
All V

- Hồ Chí Minh
- Hà Nội
- Bà Rịa - Vũng Tàu
- Kiên Giang
- Bình Dương
- Đà Nẵng
- Hải Phòng
- Đồng Nai
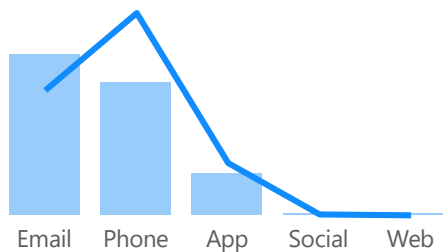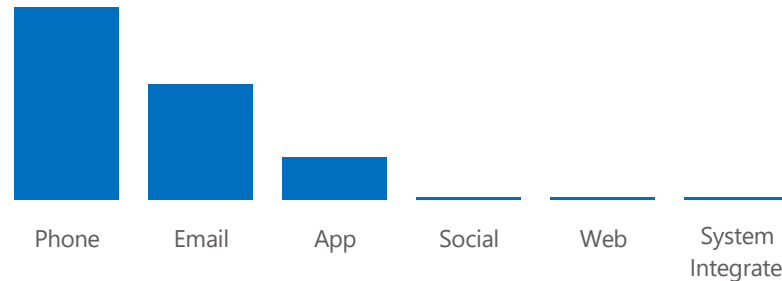
Revenue and Orders Quantity Contribution by Station

HCM   BLM   HNI   BTU   CTO   DNG   BDG   HPG   PQC
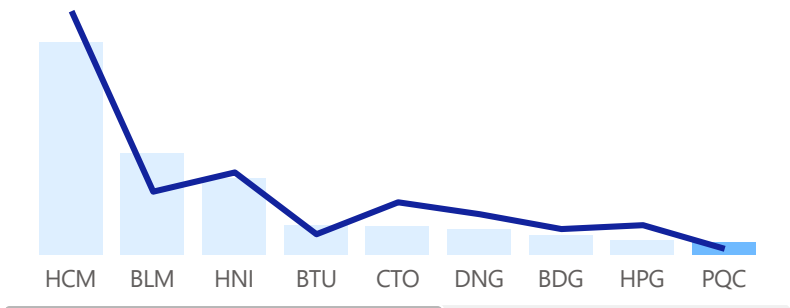
CUSTOMER ANALYSIS

Date Range
4/1/2022   3/31/2023

Station ∨
All

Services ∨
All

Warranty ∨
All

RFM Groups ∨
All

Customer ... ∨
Personal

Total Active Customers

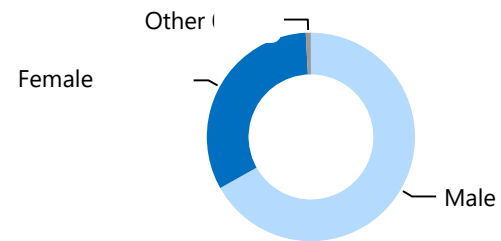**Customer Satisfaction Score**

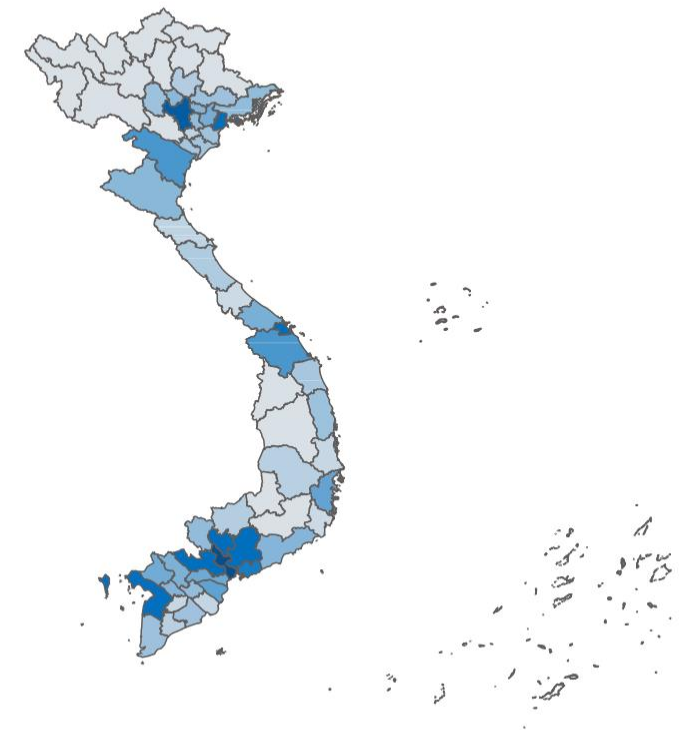**Customer Retention Rate**

Average Customer Value (VND)

DAU/MAU

Customers On App Distribution by Gender

Other
Female
Male

Customers On App Distribution by Age Range

0-18   19-23   24-30   31-35   36-45   46-55   56-65   Over 65
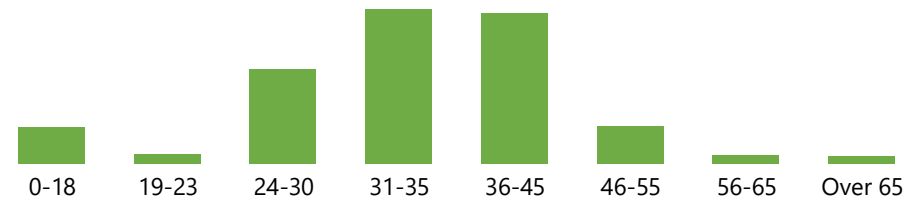
Total Customers by Provinces

Orders with Warranty and Out of Warranty

Quarterly Orders by Services

● Accessories ● Installation ● Maintenance ● Repair ● T&C

Q1   Q2   Q3   Q4
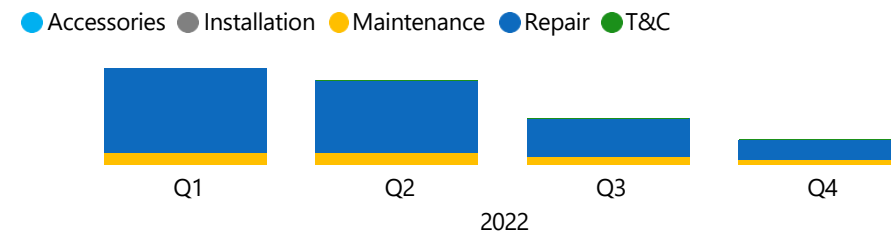
2022

Customer Average Value by Channels

Email
App
Social
Phone
Web

Total Successful Orders by Channels

Phone
Email
App
Social
Web
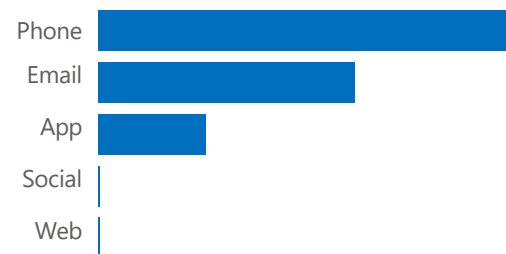
Total Orders by Services by Channels
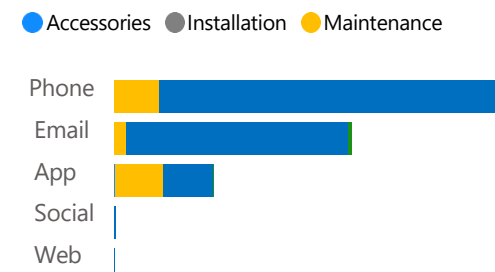
● Accessories ● Installation ● Maintenance ▶

Phone
Email
App
Social
Web

DAIKIN CUSTOMER SATISFACTION

Date Range 4/1/2022 3/31/2023

Station All

Services All

Warranty All

RFM Groups All

Customer Type Personal

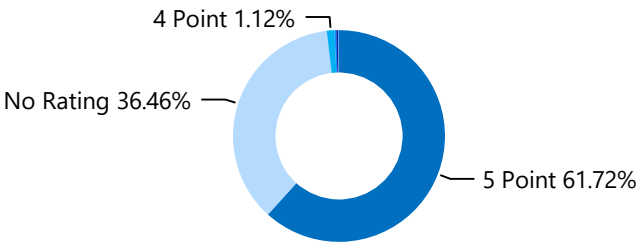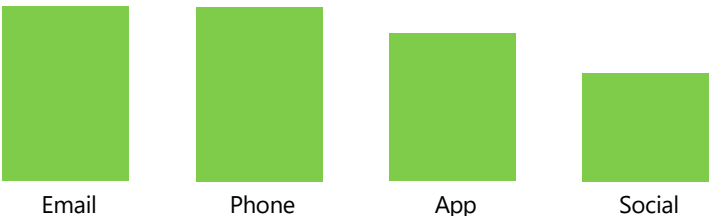| Rating Rate	Average Rating Point	Customer Satisfaction Score	Customer Retention Rate	Time Delay	Time to Resolution Service

Quarterly Average Rating Point

Q1 Q2 Q3 Q4
2022
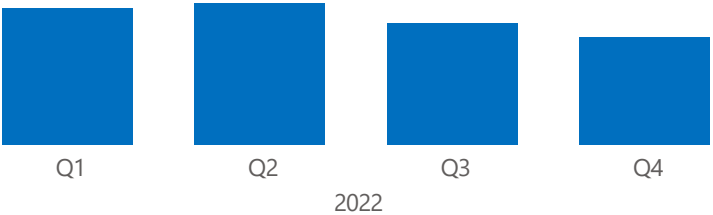
Percentage of Rating Point

4 Point 1.12%

No Rating 36.46%

5 Point 61.72%

Average Rating Point by Provinces

Đắk Nông
Điện Biên
Hà Giang
Hòa Bình
Lai Châu
Lào Cai
Phú Yên
Quảng Nam
Quảng Ngãi
Thái Nguyên
Tiền Giang
Tuyên Qua...
Yên Bái
Hải Dương

Average Rating Point by Channels

Email Phone App Social

Quarterly Customer Satisfaction Score

Q1 Q2 Q3 Q4
2022
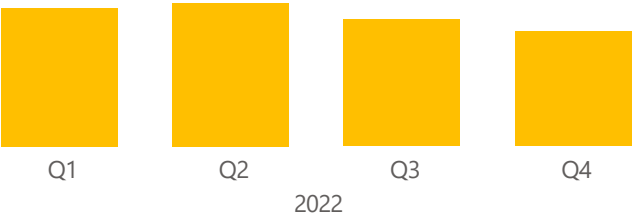
Average Rating Point by Stations

HPG BDH KHA HUE PQC CTO DNG NAN HNI BLM
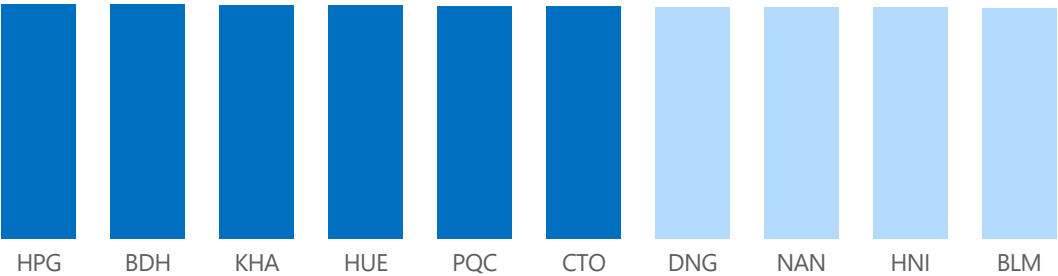
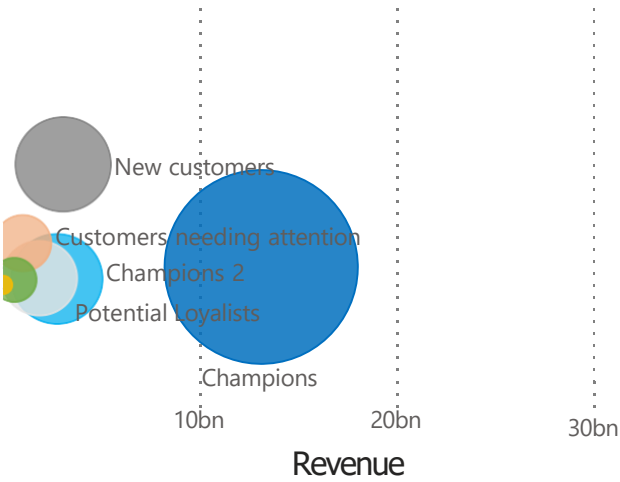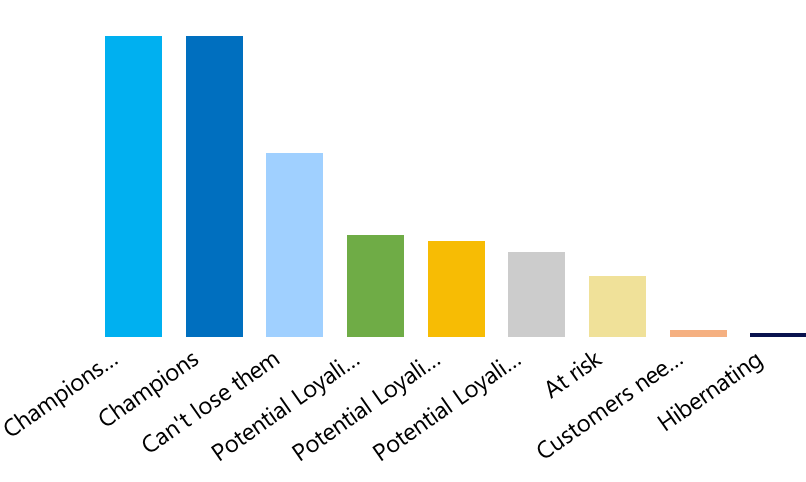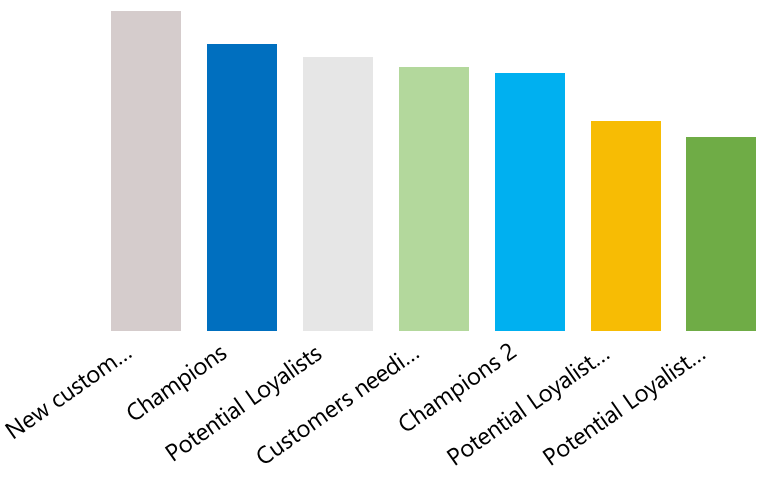| Feedback Group	Positive	% of Positive	Negative	% of Negative
No Comment				
Service Quality				
Attitude				
Product Quality				
Service Capacity				
Total				

DAIKIN CUSTOMER OVERVIEW BY RFM

Revenue by RFM Groups (VND)

Customer Lifetime Value by RFM Groups (VND)

Customer Satisfaction Score by RFM Groups

Group name	Number of customer	Average of recency	Average of frequency	Average of monetary (VND)
New customers				
Customers needing attention				
Champions				
Potential Loyalists				
Potential Loyalists 1				
Champions 2				
Potential Loyalists 2				

Order frequency	0-100.000VND	100.000-200.000VND	200.000-500.000VND	Greater than 500.000VND
Greater than 10				
6-10				
3-5				
2				
1				

SERVICE DETAILS ANALYSIS

Total Revenue (VND)
vs Target

Total Orders

Total Successful Orders
vs Target

Total Cancel Orders
vs Total Orders

Average Rating Point
Point   vs Target
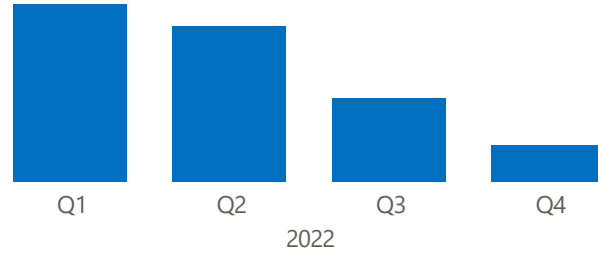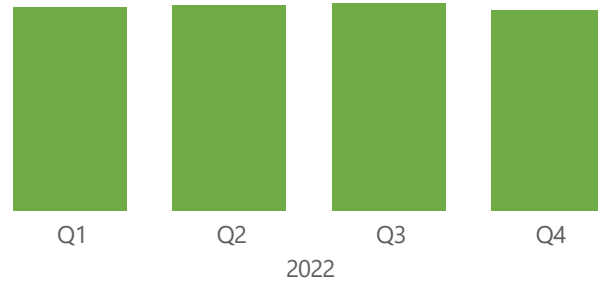
Completed On First Visit
vs Target

Dispatch On Time
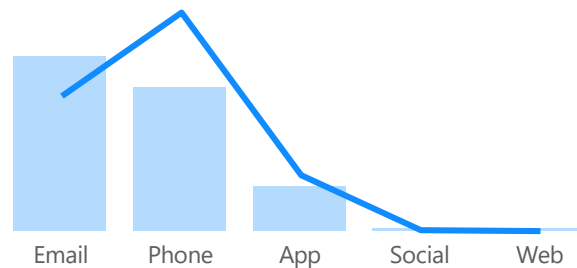vs Target

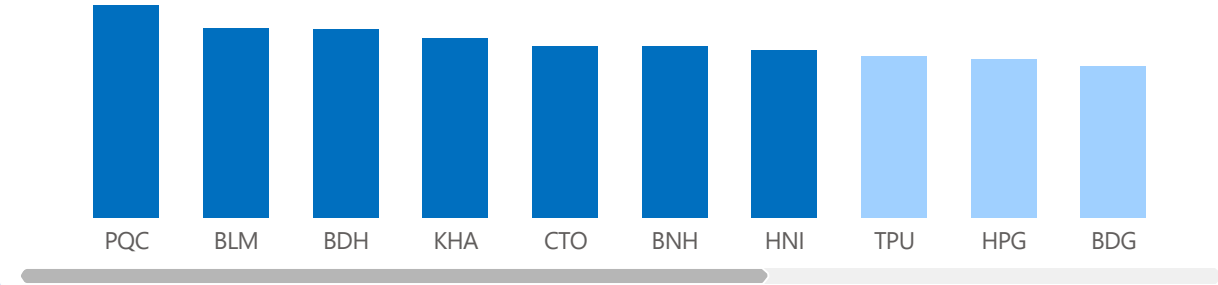**Completed On Day**
vs Target

Quarterly Revenue (VND)

Q1	Q2	Q3	Q4

2022

Quarterly Request Resolution Rate

Q1	Q2	Q3	Q4

2022

Revenue and Orders Quantity Contribution by Channels

Email	Phone	App	Social	Web

Dispatch On Time By Stations

PQC	BLM	BDH	KHA	CTO	BNH	HNI	TPU	HPG	BDG

Completed On Day By Stations

PQC	KHA	BDH	BLM	BDG	CTO	HNI	BTU	TPU	QNH
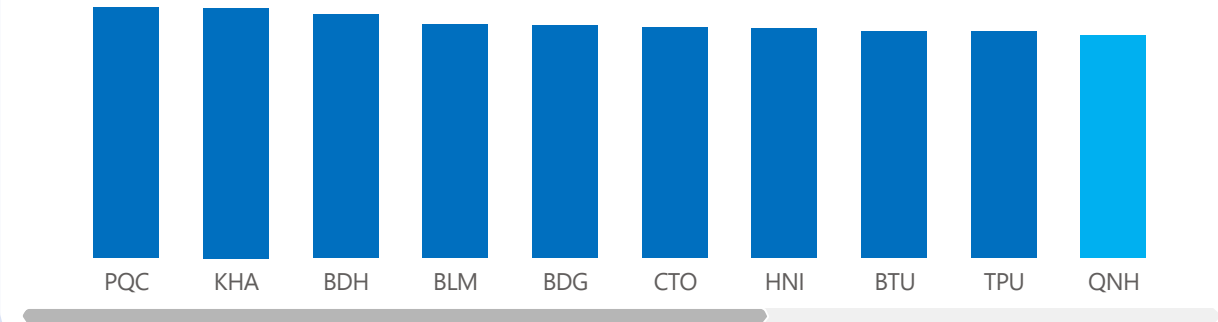
Completed On First Visit By Stations

95.45%	94.78%	94.60%	92.40%	90.33%	88.28%	88.19%	88.19%	87.91%	87.62%
BDH	TPU	KHA	PQC	QNH	HNI	CTO	BDG	HPG	BLM
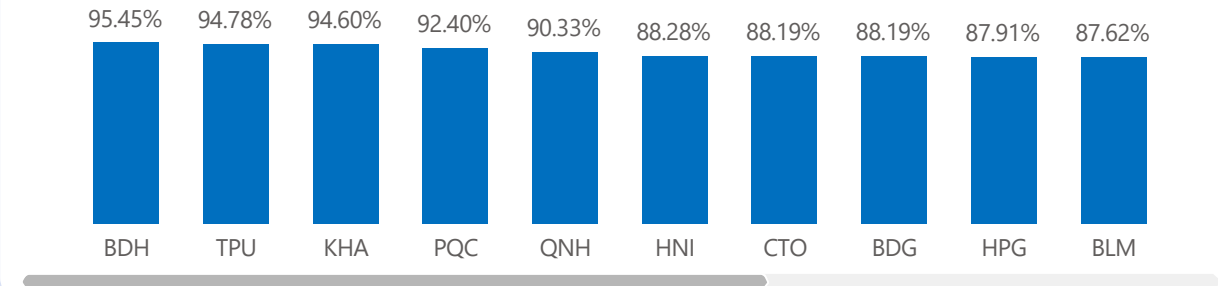
ACCESSORY DETAILS ANALYSIS

Total Revenue (VND)

Total Orders

Total Successful Orders

Total Cancel Orders

Request Resolution Rate

Cancellation Rate

Time to Resolution

Quarterly Revenue (VND)

Q1   Q2   Q3   Q4

2022

Quarterly Request Resolution Rate
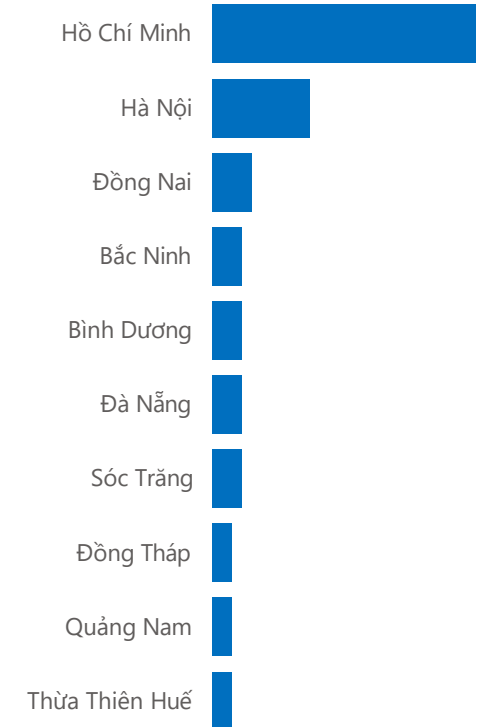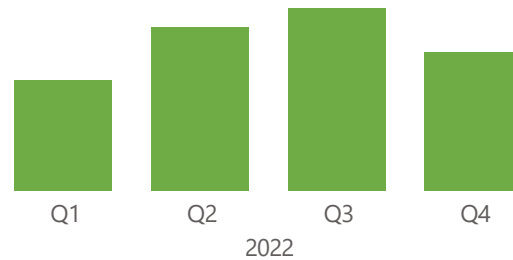

Q1   Q2   Q3   Q4

2022

Total Successful Orders by Channels

App
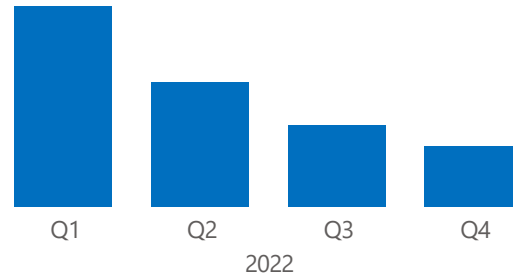
Revenue by Accessories (VND)

Remote   Others   Filter

Quarterly Cancellation Rate
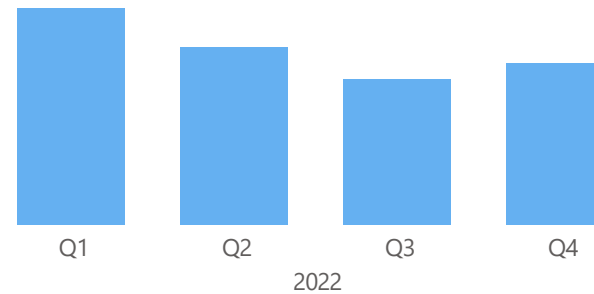
Q1   Q2   Q3   Q4

2022

Total Active Customers by Channels

App

Top 10 Provinces by Orders Rate

Hồ Chí Minh
Hà Nội
Đồng Nai
Bắc Ninh
Bình Dương
Đà Nẵng
Sóc Trăng
Đồng Tháp
Quảng Nam
Thừa Thiên Huế

Revenue Contribution by Channels

App 100%

CUSTOMER DETAILS

Date Range

4/1/2022 | 3/31/2023

Station ∨
All ∨

Warranty ∨
All ∨

RFM Groups ∨
All ∨

Customer Type ∨
Personal ∨

Total Revenue (VND)	Total Active Customers	Total Orders	Total Successful Orders	Average Order per Day
Previous period	Previous period	Previous period	Previous period	Previous period

Customer ID	Full Name	Province	RFM Groups	Channel	Order Date	Services ∨	Revenue