



SELLER CENTER MY PERFORMANCE DASHBOARD

TABLE OF CONTENTS

CONTENT	PAGES
Introduction	2 - 5
Targets in My Performance Dashboard	6 - 12



INTRODUCTION

What is Shopee's My Performance Dashboard?

It is a dashboard on Seller Center which helps sellers track their operational performance against key targets. This dashboard is available to all sellers and seeks to:



Provide sufficient information to help sellers understand their performance targets and the calculation methodology behind it.



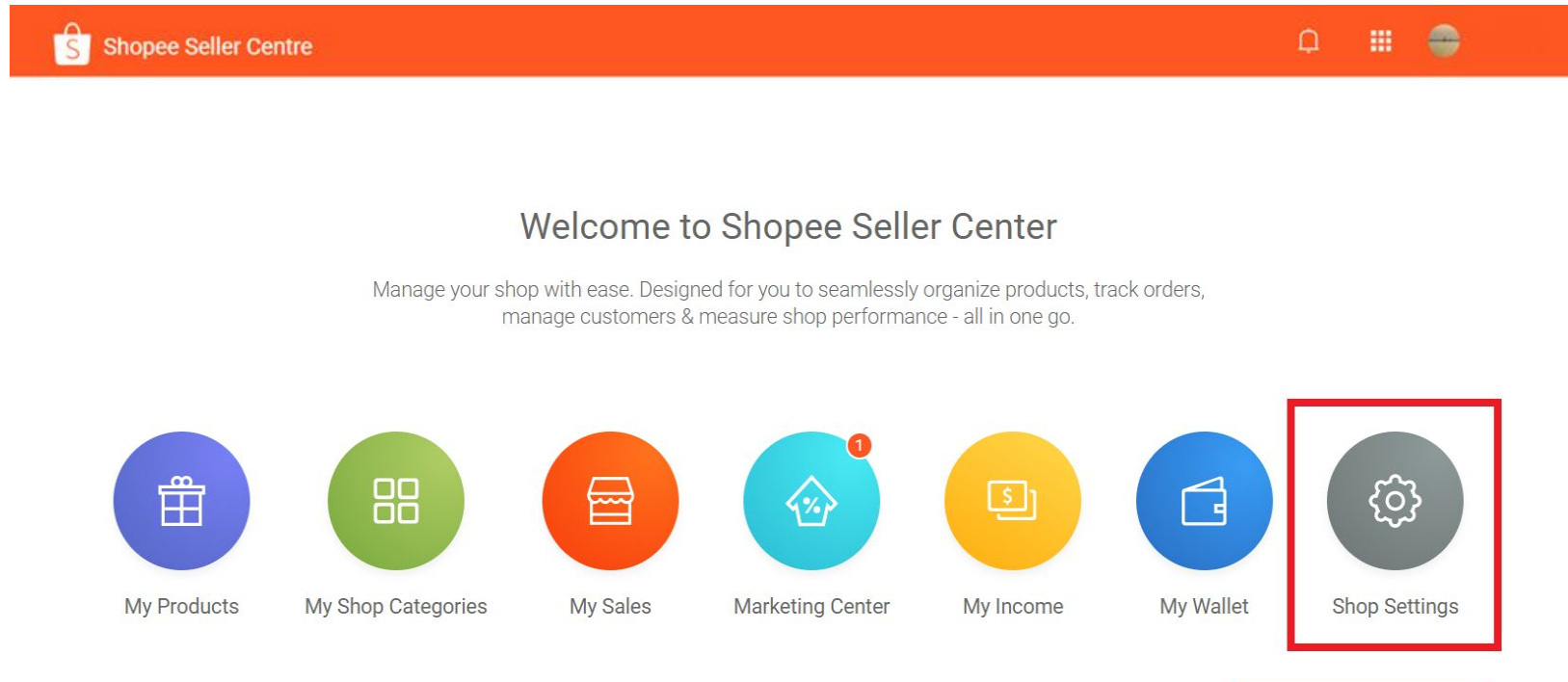
Help sellers uncover areas where they can improve and provide tips to do so.



Where can you find My Performance Dashboard?

You may access **My Performance Dashboard** via: ***Seller Center > Shop Settings > My Performance***

1. Click Shop Settings



2. Click My Performance

SHOP

- Shop Profile
- My Shipping
- My Addresses
- Shop Rating
- My Performance**
- Bank Accounts / Cards

SETTINGS

- Shop Settings
- Privacy Settings
- Chat Settings
- Notification Settings

ACCOUNT

My Performance

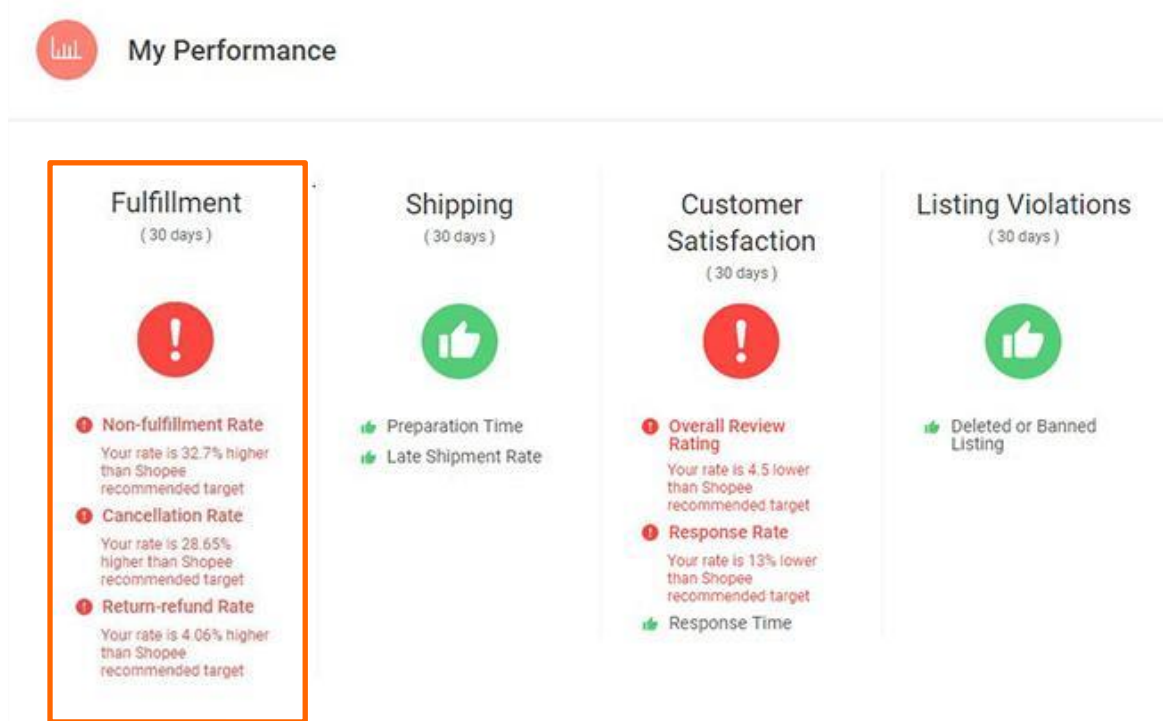
Fulfillment (30 days)	Shipping (30 days)	Customer Satisfaction (30 days)	Listing Violations (30 days)
- Non-fulfillment Rate - Cancellation Rate - Return-refund Rate	- Preparation Time - Late Shipment Rate	Overall Review Rating Your rate is 4.5 lower than Shopee recommended target Response Rate Your rate is 13% lower than Shopee recommended target - Response Time	Deleted or Banned Listing



Targets in My Performance Dashboard

What are the targets in My Performance Dashboard?

There are 4 metrics used to assess a seller's overall performance:



Sellers will be alerted if they do not meet their targets

Fulfillment:

Measures how well a seller completes all orders (minimal return/refund or cancellations initiated by sellers).

Shipping:

Measures how fast a seller prepares and ships orders within the Days to Ship period

Customer Satisfaction:

Measures buyer experience by analyzing customer reviews and seller chat response rate

Listing Violations:

Measures how well a seller observes good listing practices



How are performance targets defined and calculated?

1. Fulfillment

Non-fulfilment rate

The percentage of orders (out of total orders) that were either cancelled or returned in the past 30 days. Only orders cancelled by sellers are taken into consideration when computing non-fulfilment rate. Cancellations initiated by buyers will not be considered in this computation.

Cancellation rate

The percentage of orders (out of total orders) cancelled by a seller in the past 30 days.

Return-refund rate

The percentage of orders (out of total orders) that were requested by buyers for a return-refund in the past 30 days.

$$\text{Non-fulfilment rate} = \text{Cancellation rate} + \text{Return-refund rate}$$



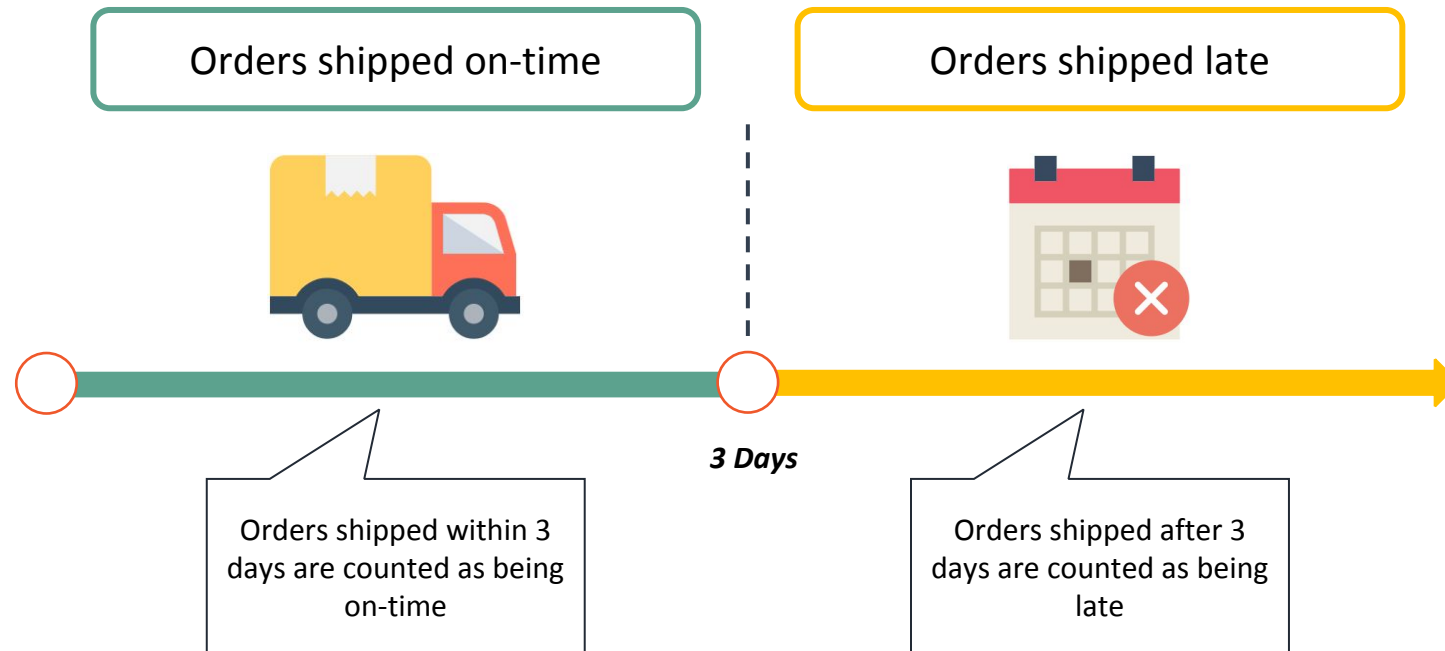
2. Shipment

Preparation time

The average number of days it takes a seller to prepare and ship out an order.

Late shipment rate

The percentage of orders (out of total orders) that were shipped late in the past 30 days. An order is shipped late if the time of shipping is later than 3 days.



3. Customer Satisfaction

Overall review rating

The average of all order ratings submitted by buyers.

Chat response rate

The percentage of new chats and offers (out of total) that a seller responds to within 12 hours of receiving them. Auto replies are not included in the chat response rate computation.

Chat response time

The average time it takes a seller to respond to a buyer's chat message.

4. Listing Violations

Listing violations

The number of listings banned or deleted by Shopee over a specific time period



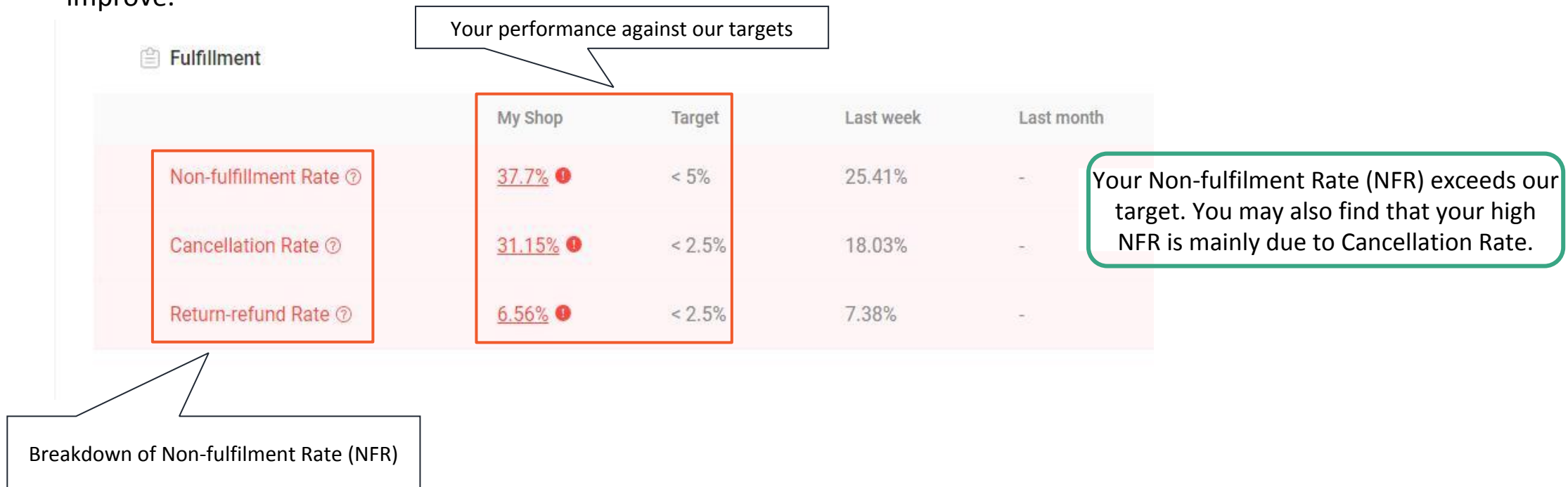
How frequently are my performance metrics updated?
What is the calculation cycle?

No.	Performance Metrics	Calculation Cycle	When is it updated
1	Fulfillment	Last 30 days	Every Monday
2	Shipment	Last 30 days	Every Monday
3	Customer Satisfaction	Historical	Daily
4	Listing Violations	Last 7 days	Every Monday



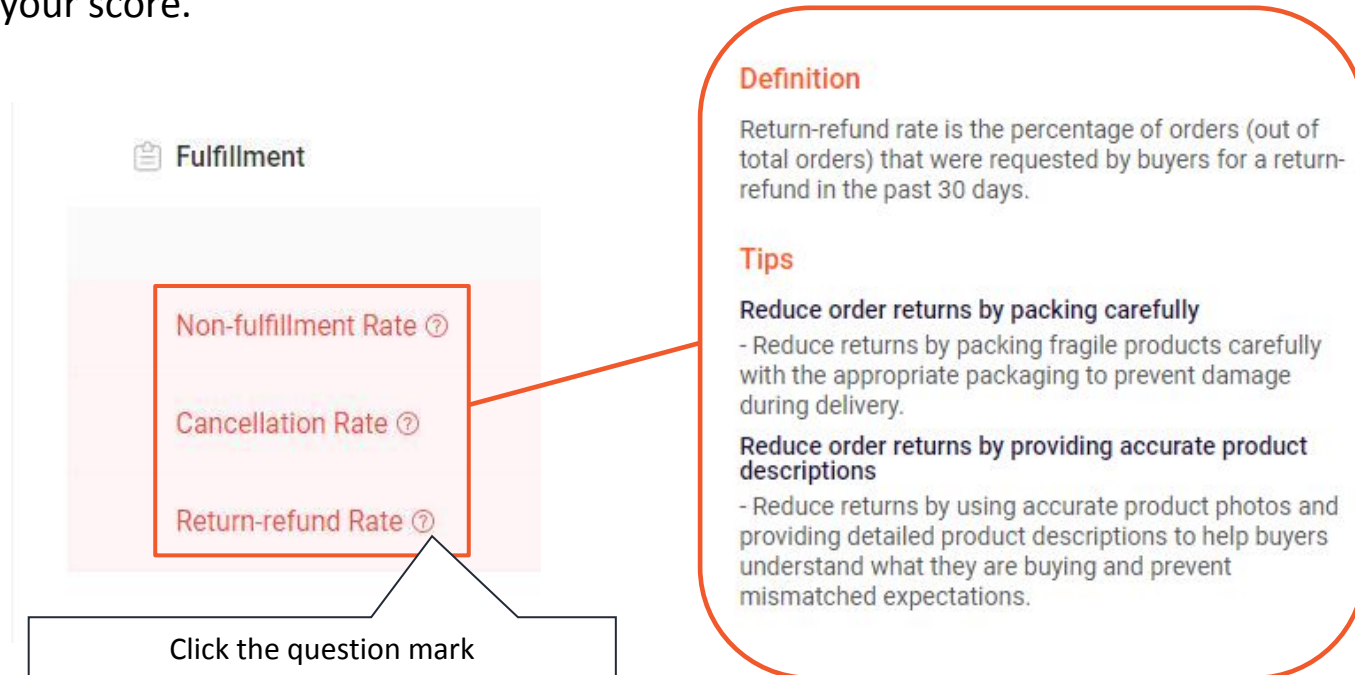
How can I find my performance metrics and targets?

Below **My Performance Dashboard**, you will be able to see the breakdown of your performance for this week, last week and last month. You may use this to compare your performance against our targets to understand where you will need to improve.



Are there any tips for me to improve my performance?

Yes, simply click the 'question mark' icon beside each target to learn more about how it's computed and what action you may take to improve your score.



The screenshot shows the 'Fulfillment' section of the Seller Center Performance Dashboard. A red box highlights three metrics: 'Non-fulfillment Rate', 'Cancellation Rate', and 'Return-refund Rate', each with a question mark icon. A callout box points to the 'Return-refund Rate' icon, providing a definition and tips for improvement.

Fulfillment

- Non-fulfillment Rate ?
- Cancellation Rate ?
- Return-refund Rate ?

Click the question mark

Definition

Return-refund rate is the percentage of orders (out of total orders) that were requested by buyers for a return-refund in the past 30 days.

Tips

Reduce order returns by packing carefully

- Reduce returns by packing fragile products carefully with the appropriate packaging to prevent damage during delivery.

Reduce order returns by providing accurate product descriptions

- Reduce returns by using accurate product photos and providing detailed product descriptions to help buyers understand what they are buying and prevent mismatched expectations.





THANK YOU