



Using Data in a Smart Way

SELLER EDUCATION HUB

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USING DATA IN A SMART WAY

Introduction to Business Insights

What is Business Insights?

Business Insights is a one-stop portal for you to gain insights into your business and analyse your shop's performance. You can view shop performance dashboards, identify top-performing products, discover how to boost your sales and more.



Interpret trends and identify insights through historical data



Deep dive into product level data and customise your strategy



Understand the sales metrics and boost your sales



Monitor your real-time performance



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INTRODUCTION TO MY DATA

How do I access Business Insights?

The screenshot shows the Seller Centre homepage. On the left sidebar, the 'Business Insights' menu item is highlighted with a red box and a red circle with the number 1. In the main content area, the 'Business Insights' section is visible, showing a 'More >' link in the top right corner, which is also highlighted with a red box and a red circle with the number 2. The 'Business Insights' section displays real-time data for Sales, Unique Visitor, Page View, Orders, and Conversion Rate, all showing 0.00 and 0.00% respectively, with a 'vs yesterday' comparison. Below this is the 'Marketing Center' section, which includes a notification about ad credit and a 'Shopee Event' section.

Ways to access Business Insights

Log in to the Seller Centre homepage

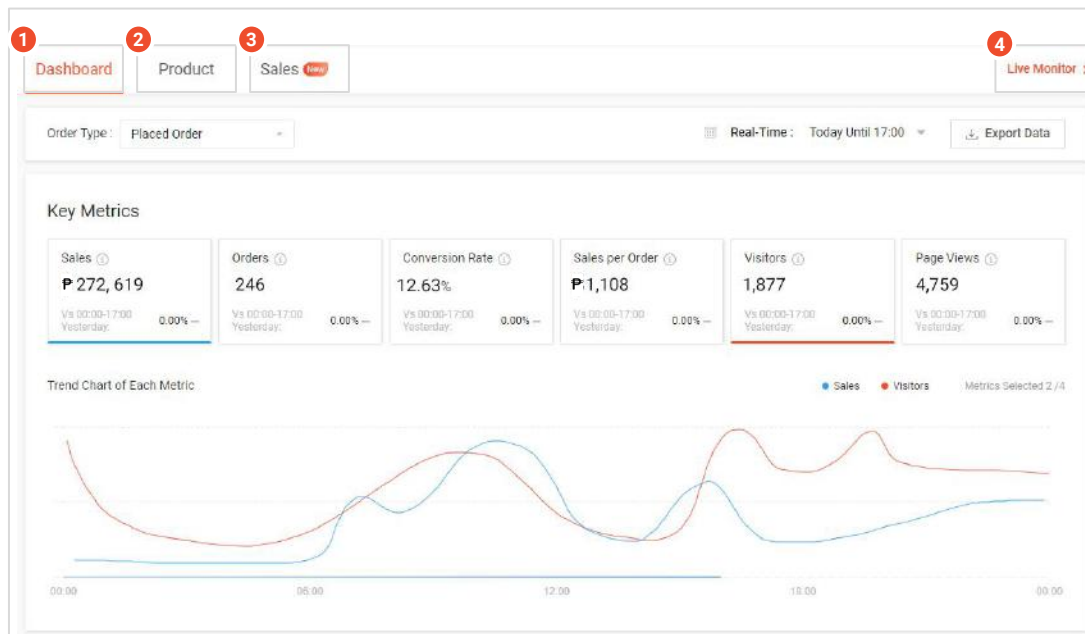
- 1 Click on **Business Insights**
- 2 Click on **More** to access Business Insights portal



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INTRODUCTION TO MY DATA

Business Insights has 4 key modules to help improve your business

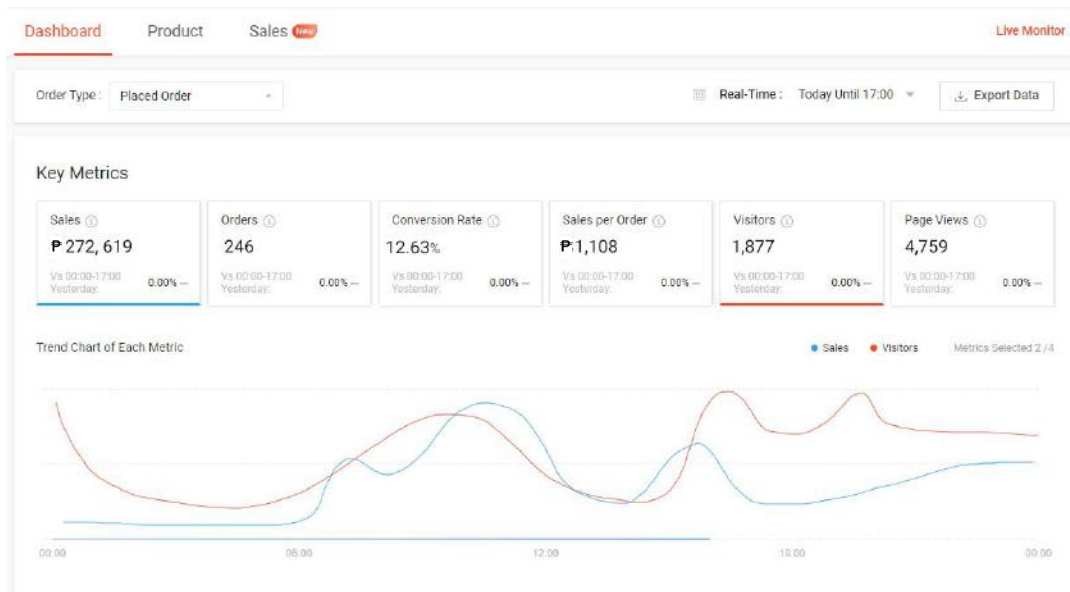


- 1 Dashboard**
Overview of key metrics and trends for your entire shop, such as sales, conversion rates and best-selling products
- 2 Product**
Comprehensive data (e.g. traffic, conversion) for your shop and individual products
- 3 Sales**
Detailed sales data comprising of three parts: Visit, Placed Order and Paid Order
- 4 Live Monitor**
Real-time sales data, key metrics, sales trend and Top 5 products by sale



**Interpret trends and identify insights
through historical data**

Interpret trends and identify insights through historical data



Get a quick summary of your business

The **Key Metrics** section gives you insights into key metrics and trends such as sales, orders and views. Use this to get an **overview of your shop's performance**.



Interpret trends and identify insights through historical data

Identify your best-selling products

The **Product Rankings** section helps you **identify your winning products**. Maximise the potential of these top products by advertising them on Shopee or offering special deals.

Product Rankings More >			
By Sales ^① By Units ^① By Page Views ^① By Conversion ^① All Categories ^①			
Ranking	Product Information		By Sales
1		Logi Wireless Mouse	P163
2		AMA Black Keyboard	P157

Discover product and branding opportunities

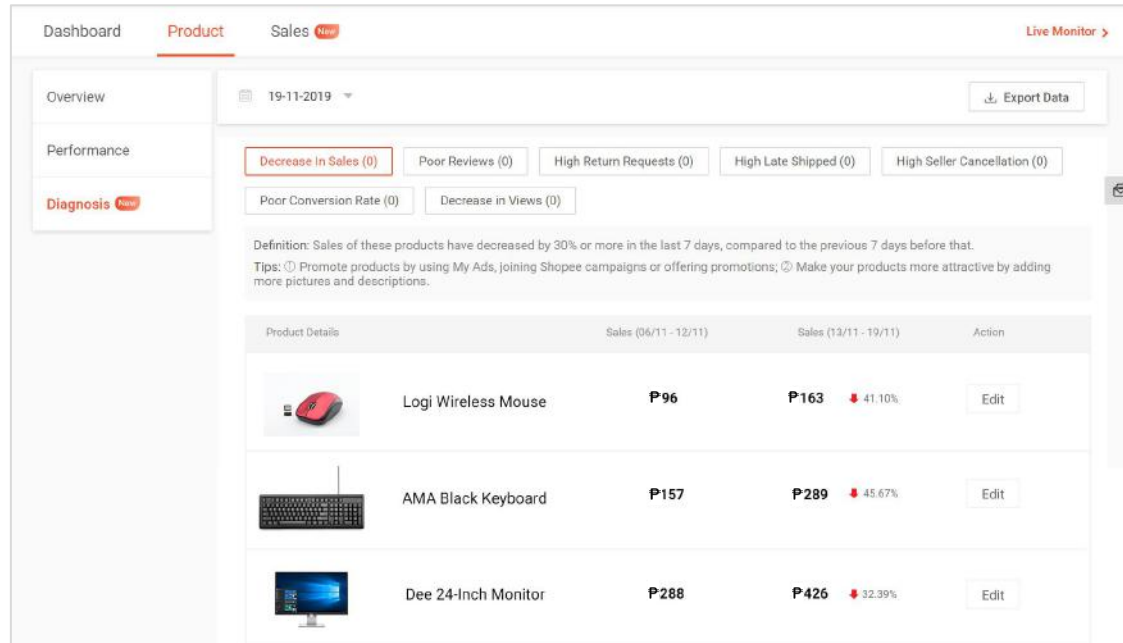
The **Category Ranking** section helps you **discover your best-performing categories**. Develop a strong brand and consider offering more products in these categories.

Category Ranking		
By Sales ^①		
Ranking	Category	By Sales
1	Electronics	P416



**Deep dive into product level data and
customise your strategy**

Identify products that need further improvements with Product-Diagnosis



What are problematic products?

Problematic products are products that may potentially face **sales or operational issues**.

Why do we need to identify them?

By taking action in a timely manner, you will minimise the loss of sales and poor customer satisfaction.



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DEEP DIVE INTO PRODUCT LEVEL DATA AND CUSTOMISE YOUR STRATEGY

What are the different types of improvement required?

Under the product diagnosis section, sellers can identify **2 major types of products that can be improved**; products with **sales performance** issues or **operational performance** issues. Knowing what are the problematic SKUs, sellers can take actions accordingly.

Area	Metric	Potential Impact	 Tips / Suggestions
Sales Performance	Decrease in views	Fewer orders and decreased sales for your shop	✓ Boost traffic by utilising Shopee's marketing tools or join Shopee campaigns
	Decrease in sales		✓ Make your listing attractive by improving your product description or uploading more images
	Poor conversion rate		
	Poor reviews	Lowers your shop's overall rating	✓ Improve your product quality and customer service based on shopper feedback

Seller Tips!



Find out more on **Introduction to Marketing Centre**, **Participating in campaigns**, and **Improve your product's images and description** in Seller Education Hub



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DEEP DIVE INTO PRODUCT LEVEL DATA AND CUSTOMISE YOUR STRATEGY

What are the different types of improvement required?

Area	Metric	Potential Impact	 Tips / Suggestions
Operational Performance	High late shipped	Shoppers wait longer than expected to receive their order	✓ Avoid situations where you have insufficient stock ✓ Prepare orders with the earliest deadline first, and ensure that you have enough manpower to fulfil your orders
	High seller cancellations	Lost earning opportunities from cancellations	✓ Ensure that orders are shipped out on time and turn on Vacation Mode if you are temporarily unable to fulfil orders
	High return requests	Lost income if products are refunded	✓ Provide accurate descriptions so that shoppers have the right expectations and pack products properly

Seller Tips!



Find out more on **Shopee's fulfilment policy: Late shipment rate** and **Shopee's fulfilment policy: Non-fulfilment rate** in Seller Education Hub

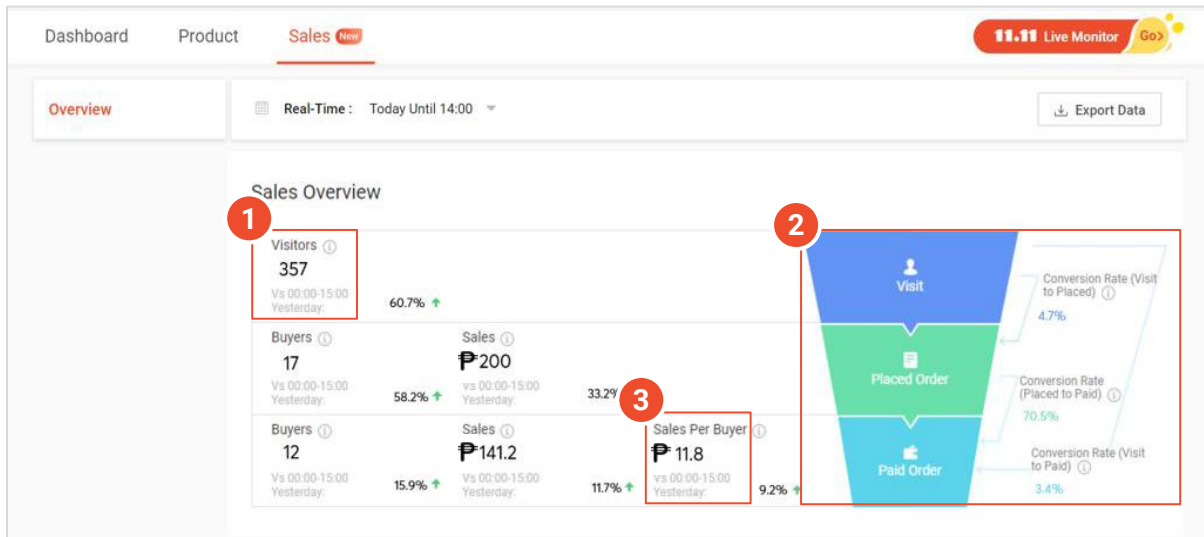


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DEEP DIVE INTO PRODUCT LEVEL DATA AND CUSTOMISE YOUR STRATEGY

**Understand the sales metrics and
boost your sales**

Where can I find the sales metrics in Business Insights?



Go to **Business Insights** and click on **Sales** to find the sales metrics:

- 1 Visitors (Traffic)
- 2 Conversion Rate
- 3 Sales Per Buyer

Seller Tips!



Conversion rate tells us the percentage of users who proceed from one ordering step to the next. By **understanding the conversion rate** at each ordering step, you can **identify the weakest link** in the order process and **take targeted actions**.



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UNDERSTAND THE SALES METRICS AND BOOST YOUR SALES

How do I drive my sales?

Boost your sales by understanding the **3 key metrics** that affect sales and applying the **right strategies**



Total Sales

=



1 Traffic

No. of visitors

×



2 Conversion Rate

No. of buyers ÷ No. of visitors

×



3 Sales Per Buyer

Total sales ÷ No. of buyers



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UNDERSTAND THE SALES METRICS AND BOOST YOUR SALES

1 Traffic: Improve traffic using marketing tools and Ads

A) Marketing tools



Participate in **marketing activities** to **acquire new customers** and improve sales performance

B) Shopee Ads



Increase visibility by putting your shop and listings in **prominent positions** on the search results page



1A Utilise marketing tools to drive traffic

Campaign



Join **Shopee's Campaigns** to acquire new customers, build customer loyalty and boost sales through a wide range of marketing initiatives offered.

Flash Deals



Flash Deals allow you to nominate your products for upcoming campaigns, garnering clicks and views for your products.

Cashback



Cashback Special allows shoppers to enjoy 10% cashback on all products, helping to boost traffic and sales performance.



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UNDERSTAND THE SALES METRICS AND BOOST YOUR SALES

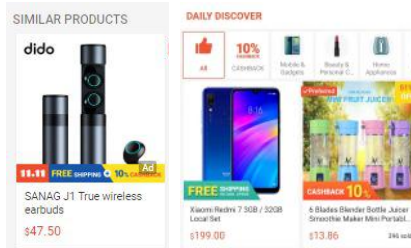
1B Purchase Shopee Ads to increase exposure

Keyword Ads



Bid for keywords and **your product** will be placed in a **prominent position on the search results page**

Target Ads

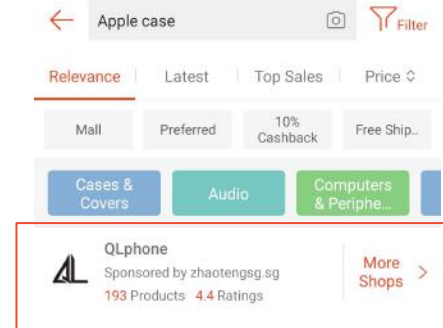


Similar Product

Daily Discover

Your product will appear in Shopee's recommendations including **Similar Products** and **Daily Discover**

Shop Ads



Bid for keywords and **your shop** will be placed at the **top of the search results page**

2 Conversion Rate in e-commerce

How is e-commerce Conversion Rate measured?

Conversion Rate (CR) is the number of unique buyers who paid for orders divided by total number of unique visitors over the selected time period.

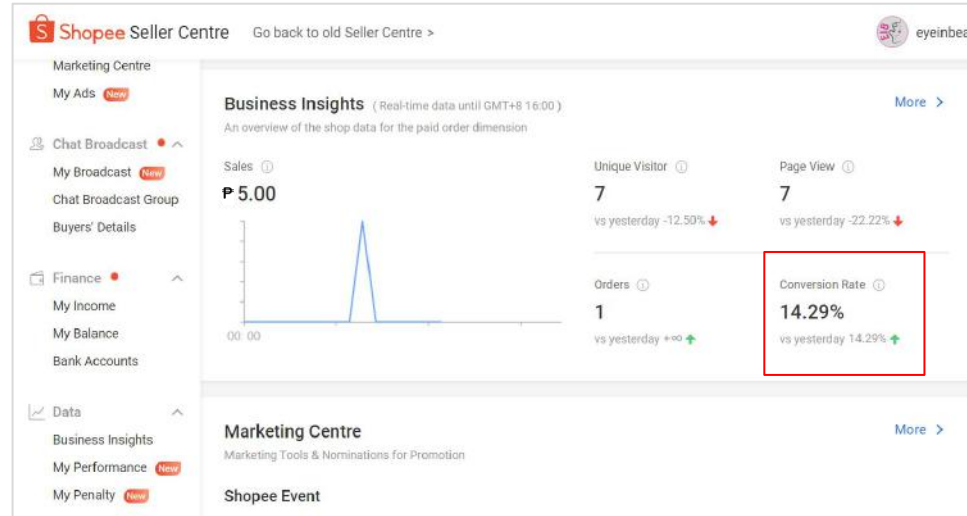
What is a good Conversion Rate in e-commerce?

Good Conversion Rate varies for different product categories. Generally, the CR of e-commerce sellers is around 2%. However, **top 10% of Shopee sellers** can **reach 10% conversion rate** or more.

Seller Tips!



If your CR is below industry average, take a look at the **four strategies to drive your CR** on the following slide



2 Four strategies to improve conversion rate

A) Listing



Ensure high quality images and **sufficient product information**

B) Pricing



Compare your price with competitors and offer discounts to win over shoppers

C) Chat



Pre-save messages for frequently asked questions and **answer to enquiries accurately**

D) Reviews



Good reviews and shop rating **build trust and confidence** in customers

2A Improve listing quality to boost shoppers' confidence

There are **3 ways** to improve your listing quality and attract more shoppers:

- 1 Give your product a **structured and accurate name**.
- 2 Fill in the **correct categories** and **complete attributes** so that your products show up in relevant searches.
- 3 Provide **detailed description** and **multiple high resolution images** to showcase your products. Include **critical information** such as ingredient, guarantee period and expiration date.

Seller Tips!



High listing quality helps shoppers understand your listing more and boost their confidence in purchasing the product. Learn more on **Listing Improvement Tips**

1 **Xiaomi Redmi 7 3GB / 32GB Local Set**
5.0 ★★★★★ 20 Ratings 363 Sold
P 6,989
Installation: View Plans >
Shipping Fee: Pre-Order (ships in 20 days)
Free shipping
Shipping Fee: P0.00 ✓
Colour: Black Blue

2 **Product Specifications**
Category: Shopee > Mobile & Gadgets > A
Brand: Xiaomi
Model: Redmi Note 7
Built-in Storage: 32GB
RAM: 3GB
Warranty Period: 12 Months
Stock: 53

3 **Product Description**
Highlights
* Preorder listing. Stock available after 6 April 2019
6.26 inch 1520 x 720 Pixel HD+ screen, 269ppi
Local Set
1 Year Xiaomi Warranty
Black/Blue
CPU:Qualcomm Snapdragon 632 Octa-core 1.8GHz, GPU Adreno 506
MIUI 10 (Base on Android 9 OS) , 3GB RAM + 32GB ROM
Dual Nano SIM card dual standby
Support FDD LTE/4G/3G/GPS/dual-band Wifi/Bluetooth/Fingerprint ID



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UNDERSTAND THE SALES METRICS AND BOOST YOUR SALES

2B Set attractive pricing to maintain competitiveness



There are **2 main pricing strategies**. Choose the suitable strategy based on your product category, competitors and market:

- 1 Lower original price to match market price**
For products with more competition, high prices deter shoppers who are price sensitive
- 2 Add promotions or vouchers**
Use vouchers and other promotional techniques to entice shoppers with great value

Seller Tips!



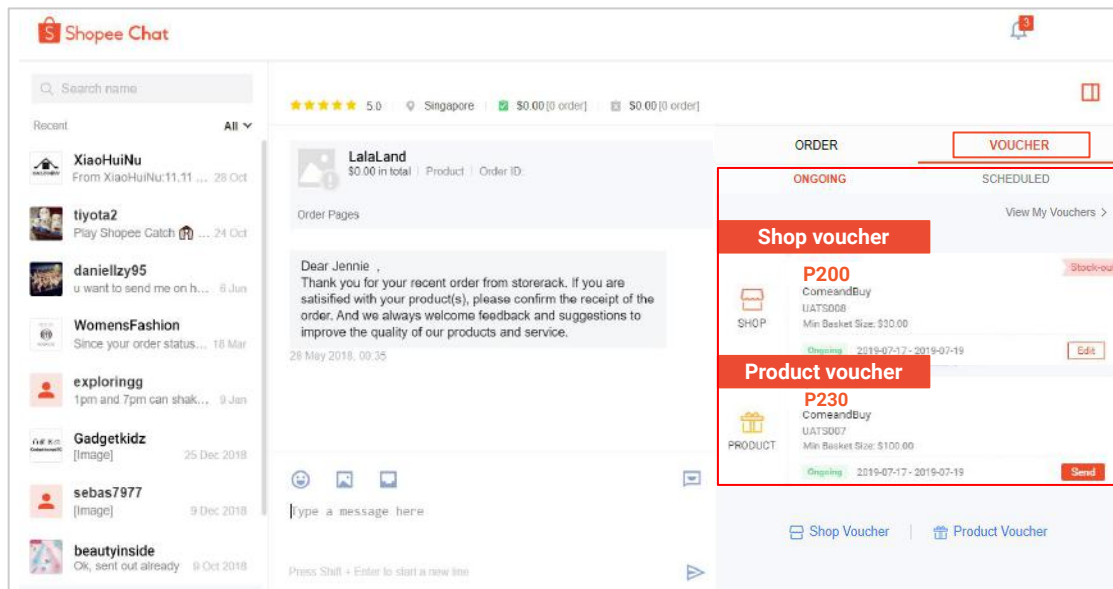
Price is a key consideration when customers compare products. Decide your **price strategy** to attract traffic and increase conversion rate. Learn more on **Setting Discounts**



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UNDERSTAND THE SALES METRICS AND BOOST YOUR SALES

2C Utilise Webchat to reply to your customers efficiently



Webchat is a messaging tool in Seller Centre that helps sellers interact with shoppers promptly and conveniently.

Key features:

1. Search customer list
2. Customise message or send pre-saved messages
3. Check order status and manage your orders
4. **Offer shop voucher or product voucher** to customers

Seller Tips!



Learn more on **Using Shopee's Webchat** in Seller Education Hub

2C Deliver great customer service through chat

What you should do

- ✓ Answer enquiries and follow up questions promptly.
- ✓ Provide accurate information. Share photos and product information or refer to order details to avoid miscommunication.
- ✓ Be polite and communicate in a professional manner.
- ✓ Report users if they use rude, vulgar or abusive language. Refer to Chat Guidelines.

What you should not do

- ✗ Do not ignore or delay your replies to shoppers.
- ✗ Do not use rude, vulgar or abusive language.
- ✗ Do not invite shoppers to buy through other channels such as your personal website, social media or other shopping platforms. This violates Shopee's terms and conditions.
- ✗ Do not ask shoppers to cancel their order. You may incur penalty points if you ask shoppers to cancel orders that you are unable to fulfil.
- ✗ Do not share personal information such as telephone number and bank account details.



2D Maintain good reviews and rating to create credibility

A good shop rating provides credibility, as shoppers are more willing to purchase products with good rating. The reviews are also feedback for **customer service improvement**.

Sellers can **gain more conversion** via reviews through the following:

How to get more positive reviews:

- Proactively **chat with customers** and answer enquiries quickly.
- Provide **accurate information** to align shopper's expectation on the products and avoid miscommunication.

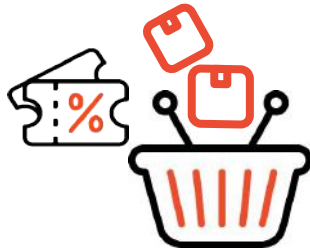
How to respond to negative reviews:

- Use direct **chat to clarify the issue** and **resolve the problem**. Possible solutions include offering a discount for future purchase, refund or replacement of the product.
- **Reply to bad reviews to show your responsibility** by acknowledging the customer's concern and describing the steps taken to improve.



3 Strategies to increase sales per buyer

A) Increase basket size



Use **discount voucher with min. spend** or **bundle deals** to encourage shoppers to include more products in one order

B) Boost transaction value



Provide promotion with **upselling techniques** for higher-end products and **cross-selling techniques** for complementary products



3A Increase basket size with vouchers and bundle deals

The screenshot displays a shop interface with a top navigation bar and a main content area. The top bar includes a shop profile for 'Happy Seasons' with metrics like 'Products: 1.7k', 'Ship Out Time: Very Fast', 'Chat Performance: 98%', 'Cancellation Rate: 1%', 'Rating: 4.8', and 'Joined: 21 Months Ago'. Below this, a 'SHOP VOUCHERS' section is highlighted with a red box and a red circle containing the number '1'. It features two vouchers: '\$0.5 off Min. Spend \$10' and '\$1 off Min. Spend \$20', both valid until 12-31-2019. Below the vouchers, a 'NEW ARRIVAL' section is highlighted with a red box and a red circle containing the number '2'. It displays a grid of six product cards, each with a 'Preferred' badge, a discount percentage, and a 'FREE shipping' label. The products are: '100pcs/bag women Rubber bands/ Korean...', 'Rotating Spatula For Thermomix...', 'Self-Standing Stopper/Kitchen Anti...', '1Pc Korean Elastic Hair Bands/Thick Rubber...', 'Square Headset Storage Bag/Cute Fruit...', and 'Fashion Ponytail Scarf /Elastic Hair Rope for...'. Each card shows the original price, the discounted price, and a 'Claim' button.

1 SHOP VOUCHERS

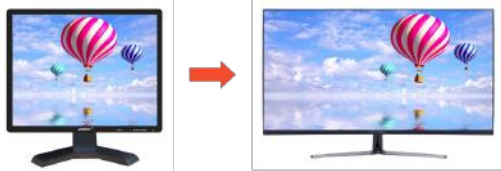
2 NEW ARRIVAL

1 Vouchers with Min. Spend
Tell customers about your shop's voucher promotions to encourage them to hit minimum spending to get discounts off their purchase

2 Bundle Deals
Bundle Deals will enable you to attract more clicks and encourage shoppers to buy more in a single order to enjoy discounts

3B Boost transaction value with upselling and cross-selling

Upselling



Encourage shoppers to **purchase a higher-end product** while keeping their needs in mind.

Ensure that you maximise your shopper's order value when upselling so that they will be more **incentivised to switch their purchase**.

E.g. from a 22-inch monitor to a 24-inch monitor with **better specifications** and **attractive discount**.

Cross-selling



Encourage shoppers to **purchase complementary products** that match their initial purchase.

To cross-sell effectively, consider the products that naturally pair well in terms of usage and price - the products in **related categories with lower price**.

E.g. from a 24-inch monitor to the monitor + wireless keyboard with a **bundle promotion**.



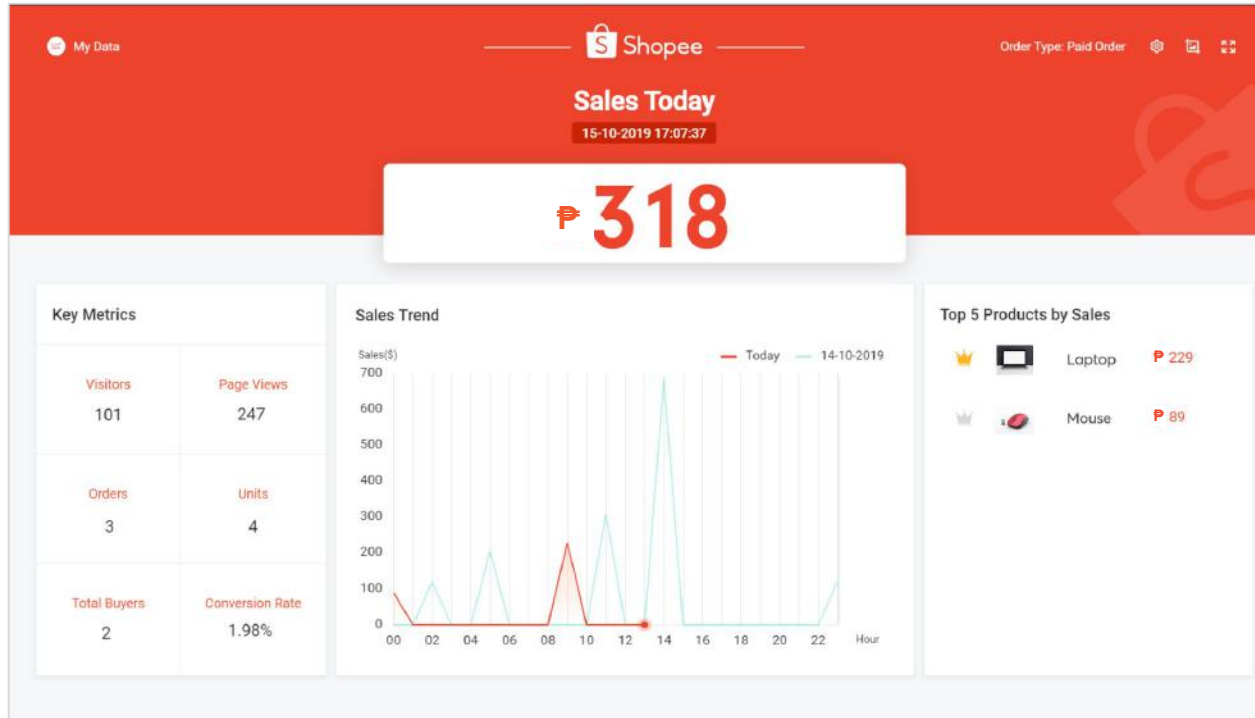
Summary for strategies to boost your sales

Metric	Definition	 Tips / Suggestions
Traffic	Number of visitors who visited your shop	✓ Utilise marketing tools to drive more traffic ✓ Purchase Shopee Ads to increase exposure
Conversion rate	Percentage of visitors who would proceed from one ordering step to the next	✓ Improve listing quality to boost confidence ✓ Set attractive pricing to maintain your products' competitiveness ✓ Utilise Webchat for prompt response, smooth ordering process, and great customer service ✓ Maintain good product reviews and rating to create credibility
Sales per buyer	The average amount that each shopper spent in your shop	✓ Increase shoppers' basket size by providing vouchers with min. spend and bundle deals ✓ Boost transaction value with upselling and cross-selling strategies



Monitor your real-time performance

Monitor your real-time performance with Live Monitor



- The live monitor allows you to **track shoppers' orders** as soon as they place it.
- You are also able to view live data on which are your **best-performing products**.
- Use this during campaign periods to monitor and **keep track of your sales**.



Utilise real-time data during campaign period

Monitor your products' performances



Identify your best-selling products so that you can **ensure sufficient stock** and pre-pack them in advance, **enabling efficient order fulfilment**.

For products with lower sales and lower conversion rates, **improve their listing quality** and **set competitive prices**.

Immediate changes can be made



Being able to make immediate changes is crucial **during campaign periods** when **demand of products will increase**.

Monitoring your real-time sales enables you to manage your stocks and orders quickly to **avoid risks of out-of-stock** situations which may lead to **loss of sales**.





Thank you

Learn more about best practices for selling on
Shopee on Seller Education Hub:

<https://seller.shopee.ph/edu>