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# **E-COM JOURNEY OF E-BUSINESS**

using Big Data Analytics

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# *HOW DATA EMPOWERS GROWTH*



01

# How Market Analytics & Big Data help businesses

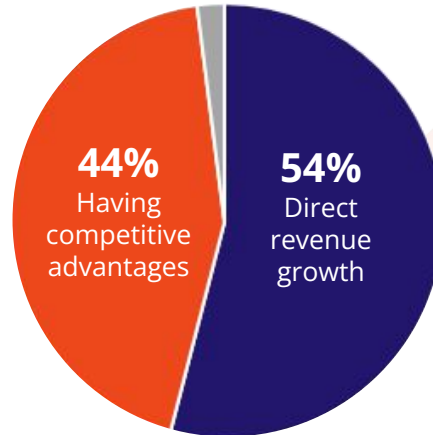
## MARKET & CUSTOMER RESEARCH



**Higher profit** than companies without Market & Customer Research.

Market Research of [Why Market Research Is Important](#)

## DATA ANALYTICS



Survey on companies doing Data Analytics for their Business Operation.

[Forrester research](#), commissioned by WNS

## BIG DATA ANALYTICS



**25% chance to double profit.** Making decisions **5 times faster** than the competitors.

Research on value of Big Data for Businesses.  
Source: [The value of Big Data](#)

# The **Ecom milestones** for **Offline-first Business**



## **Strategy & Planning**

Target: **Strategy & Execution plan**



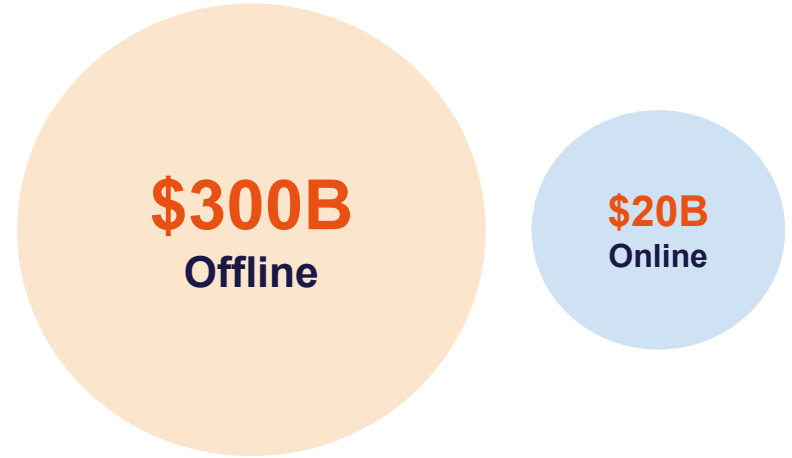
## **O2O (Online 2 Offline)**

Target: **Branding & Offline empower**



## **Online and Offline (OAO)**

Target: **Grow overall business**



TO-DO:  
**Make it all happen very fast!!**

# The **Ecom milestones** for **Online-first Business**



## **Strategy & Planning**

Target: **Strategy & Execution plan**



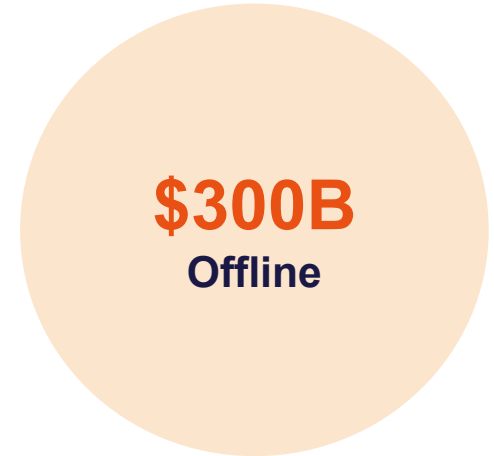
## **Ecom Enabling**

Target: **Sales & Hero products**



## **Online and Offline (OAO)**

Target: **Grow overall business**



TO-DO:  
**Make it all happen very fast!!**

# The Ecom journey with Data Solution



## Strategy & Planning

Market research, target:

**Strategy & Execution plan**



## Ecom Enabling / O2O (Online 2 Offline)

**Enabling target:** Sales & Hero products

**O2O target:** Branding & Offline empower



## Online and Offline (OAO)

Grow online & offline, target:

**Grow the overall business**



Sales Market  
research



Customer  
insights research



Competitors &  
Category audit



Promotion &  
Price Track



Product & Trend  
Research Tools



Sales Data  
Management



Customer Data  
Management

# How to Collect Data?

HIGH-END  
PRODUCT DATA

RAW DATA

Big Data Collection

Data coding  
& Sales computation

Computerization

BIG DATA  
PLATFORM

data presentation

data mapping

data integration



**MARKET RESEARCH**  
(data, report, insights)

**PRICE & PROMOTION**  
(software data solution)

**DATA MANAGEMENT**  
(software data solution)



# High-End Data & Sales computation



COLLAGEN ROSE BEAUTY YẾN  
TRẮNG DA ( CĂNG DA TRẮNG HỒN...

129.000 đ

39% Off

3,035 Đã bán | ★★★★★ (355)

Price & Units sold

## Product Sales (NMV)

1 YEAR NMV  
= 52 x **Week's NMV**

Week's NMV  
= **Units sold x Price**

Market (Retailers)

Category Group

Category

Product group

Product

Product Model

AI data coding & grouping

**Product attributes:**

- manufacturer
- brand
- product line
- color
- package form
- feature

.....

2 years NMV + 95% product data coverage

# ***DEMO PRODUCTS***

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**02**

# (DEMO) Market research sales report



REVENUE

**123**

billion VND

Total revenue from 4 big Ecommerce platforms: Shopee, Lazada, Tiki, Tiktok

**↑ 51%** Compared to Aug,2022



REVENUE OF BRAND

**500**

million VND

**4%** Compare to Market  
**↑ 2%** Compared to Aug,2022



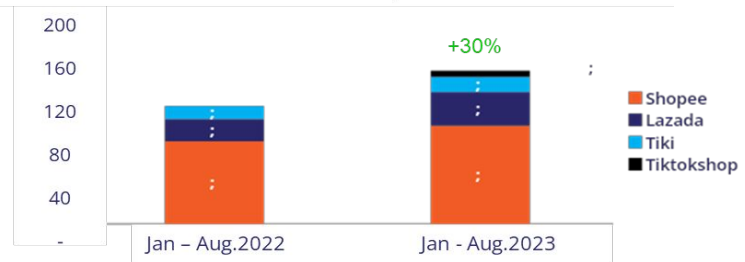
REVENUE OF Official BRAND

**120**

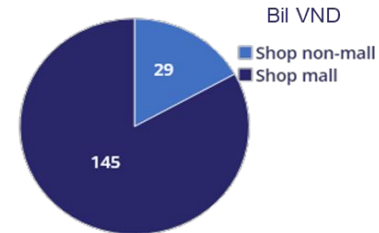
million VND

**1%** Compare to Market

Total revenue in 2023 compared to 2022



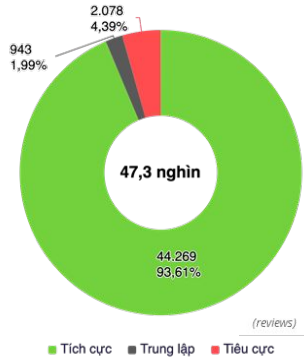
Market share per Mall and non-Mall from Jan to Aug 2023



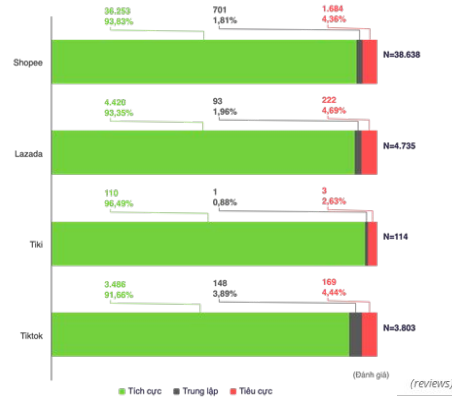
\*Demo Data for reference

# (DEMO) Market research E-com listening

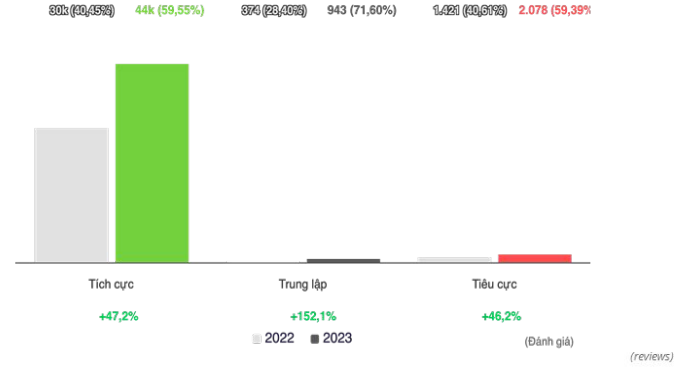
Ratio of positive/negative consumer feedback



Ratio of positive/negative consumer feedback



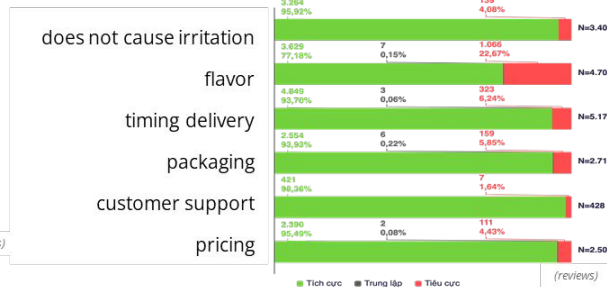
Positive/negative consumer feedback & compared to 2022



Positive consumer feedback by criteria



Ratio of positive/negative consumer by criteria



# (DEMO) Dashboard for Price track & Overview



Tinh Dầu Hoa Anh Thảo Blackmores  
Evening Primrose Oil 190 viên - mẫu 2020

BOSSHOUSE

[Link sản phẩm](#)

Giá tốt nhất: 355.000đ



Giá: **460.000đ**



Vitamin C DHC HỖ TRỢ SÁNG DA, TĂNG SẢN XUẤT COLLAGEN, TĂNG SỨC ĐỀ KHÁNG, NHANH...

QuaTangMe Extaste

[Link sản phẩm](#)

Giá tốt nhất: 128.000đ



Giá: **144.000đ**

[Link sản phẩm](#)

Giá tốt nhất: 339.000đ



Giá: **649.000đ** ↗ 41.09%

Framacy

[Link sản phẩm](#)

Giá tốt nhất: 408.000đ



Giá: **418.000đ** ↘ -9.13%

ePharmacy Store

[Link sản phẩm](#)

Giá tốt nhất: 410.000đ



Giá: **435.000đ** ↘ -5.43%

Shop Sunflower16

[Link sản phẩm](#)

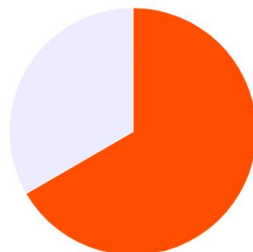
Giá tốt nhất: 369.000đ



Giá: **369.000đ** ↘ -19.78%

## Competitors pricing overview

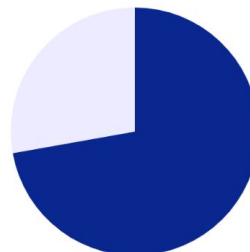
Shopee



● Số SP giá tốt hơn: 18

● Còn lại: 9

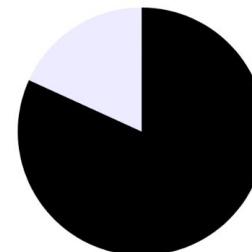
Lazada



● Số SP giá tốt hơn: 13

● Còn lại: 5

Tiktok



● Số SP giá tốt hơn: 9

● Còn lại: 5

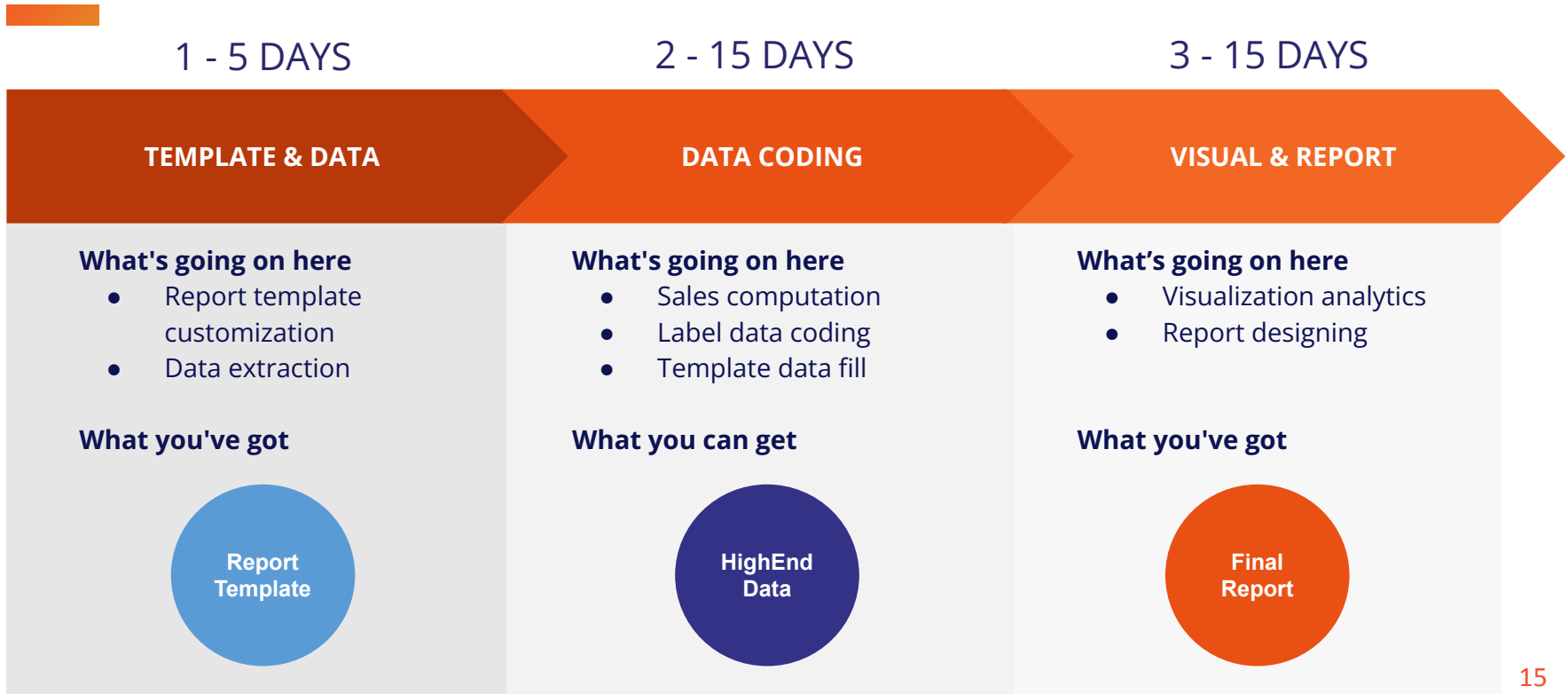
# ***PREFERED TIMELINE***



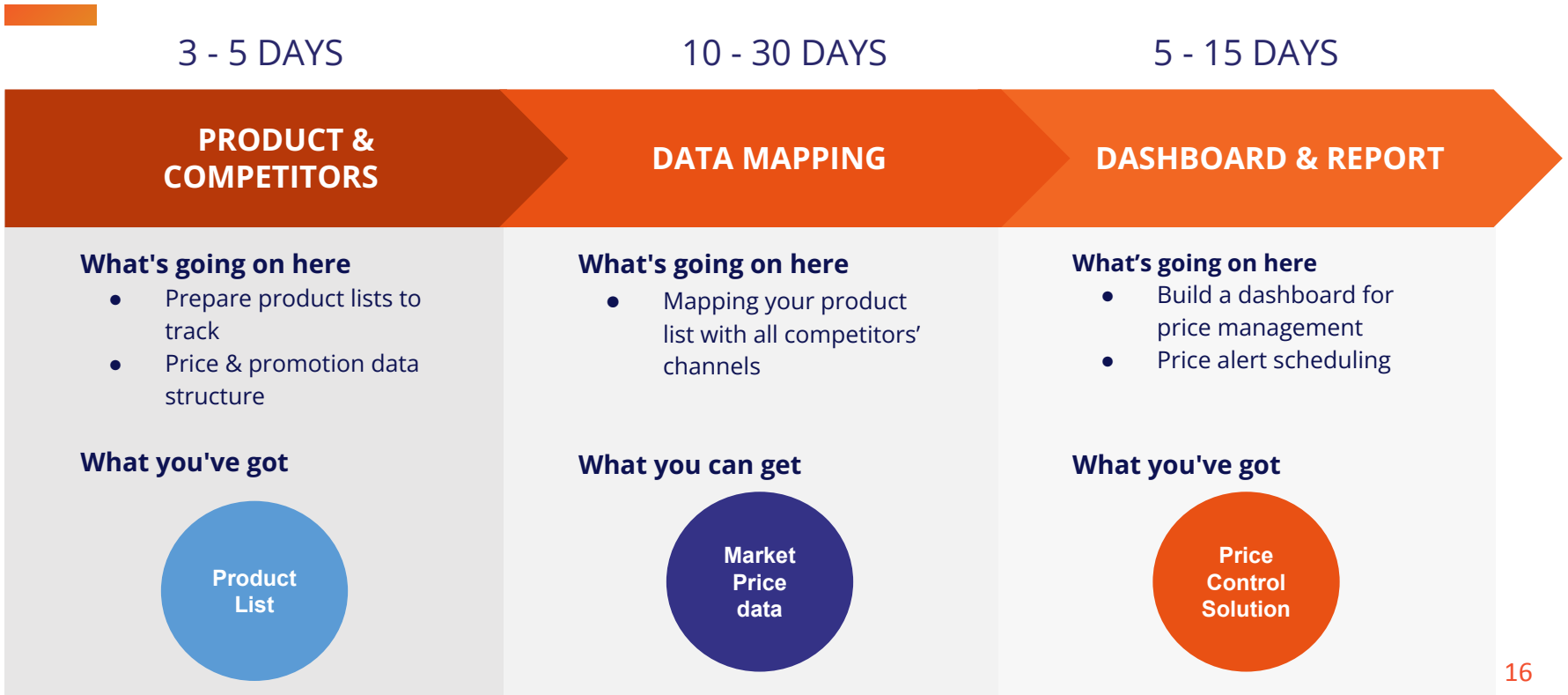
**03**



# Market research Process



# Price & promotion tracking Process





# Data management solution

## Process

2 - 6 WEEKS

2 - 3 WEEKS

2 - 4 WEEKS

### DATA MERGE

#### Make your all data merged

- Market & category data
- Internal / offline data
- Customer insights data

#### Data centralization

Offline/  
Internal

Ecom/  
Market

### DATA DASHBOARD

#### Make your all data managed

- All channels' sales
- Growth & performance management

#### Data you manage

All  
Sales

Growth

### INSIGHTS DASHBOARD

#### Turn your data to Insights

- Retention insights
- Demographics insights
- Consumer insights

#### What you have

Insights

***VALUES FOR BUSINESS***  
***BY DOING BIG DATA ANALYTICS***

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# Value for business





**It's our pleasure to be here!**

Thank you for the opportunity to co-work on the steady growth of your business.

**Mr. Tran Minh Tuan**  
CEO & Co-founder



*Scan to explore how we  
help smarter business*

# About Metric

## Introduction

The first E-Commerce data insight platform in Vietnam, which is based on Big Data technology. Metric brings Big Data power to Brands and Sellers, to help they understand market, sell channels and leveraging business operation with accurate decisions on investment, manufacturing and sales. All these things lead to Business's Growth.

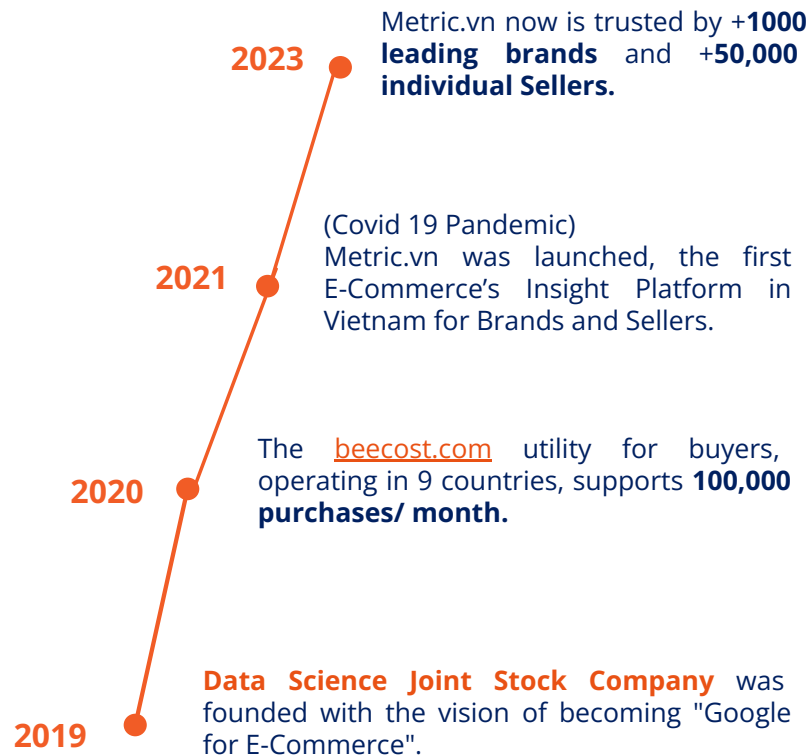
## Mission

To empower 50,000 Brands, Businesses and 500,000 Sellers' Growth by using Big Data & Data Analytics.

## Partnership



\* Our listing partners are commercial and partnership relationship in general, they might not involve in data exchange or data provider.



# Most trusted data source

The first organization to be partnered with Vietnam E-commerce and Digital economy agency (under Vietnam Ministry of Industry & Trade) and Vietnam E-commerce Association on e-commerce data.



*"Metric's greatest meaning is providing objective data about the market."*

**Mr. Le Trung Dung**  
E-commerce Development Center  
Ministry of Industry and Trade

*"Metric's solution is essential for E-commerce businesses in the digital era."*

**Mr. Tran Van Trong**  
Vietnam E-Commerce Association



## 1000+ notable leading brands and sellers



# Case studies of **Success**



*"Metric's bestseller list helps us define that **Coocaa TV as a potential product** for distributing at our offline store chain since they have accepted my online customers. We have successfully imported and sold this product line, replacing other low-sale-volume products."*

Categories: Electrical appliances, electronics  
Business type: Retail chain

*"We faced many difficulties when switching from export to domestic manufacturing. **Metric's best-selling product list guarantees that these products are accepted.** Combined with our strength on coffee, we have succeeded on R&D the product of Freeze-Dried Coffee."*

Category: Production of Agricultural Products (Coffee)  
Business type: Manufacturer, distributor



*As a distributor, my company's agents will buy and sell goods on E-commerce platforms. **Through Metric, I can monitor the agents' selling prices to control the risk of dumping and price increase in contravention of the company's regulations.** This is already a must-do step in our process.*

Category: Mother & Baby (Children's Vitamins)  
Business type: Distributor

*" As a retail e-commerce platform, we need to continuously enrich our product categories so as not to miss out any Trending products. **Metric's bestsellers list helped us perfect this process.**"*

Category: Multi-industry (E-commerce)  
Business type: Retail e-commerce



# Case studies of Success



*"Through Metric data, I understand my company's market shares and advantages on Shopee. I decided to focus mainly on this e-com platform instead of expanding to TikTok shop. We have been reaching Top 1 market share after 6 months while **saving 500 million VND** of not opening shop mall on Tiktok."*

Category: Feng Shui Jewelry  
Business type: Brand (OEM) - Retail

*"After we defined that our brand's market share is the top 1 on Lazada, **we negotiated with this E-com platform** in 2 articles: Push more traffic to our shop in promotional campaigns and finish registration for prioritizing order process by Lazada."*

Category: Kitchen appliances  
Business type: Retailer, distributor



*"E-commerce is a new sale channel for a company established in 2000 like us. I prepared a budget for production and sale on this channel with our old products. Thanks to Metric's data, I discovered that current products were out of date compete. **We canceled the previous plan and transferred to research new products.**"*

Category: Household appliances - Beddings  
Business type: Manufacturing, Distributor, Retail

*"As a distributor of Cosmetics and Supplement food from Germany, we are responsible for Marketing for agents. **Metric's market indicators helped us to detect that sale volume had decreased because the whole market was going down.** Therefore, we did not invest more budget on marketing, but reinvest in the next quarter."*

Categories: Cosmetics, Supplement food  
Business type: Distributor, Retailer





THANK YOU  
FOR YOUR LISTENING