



GROWTH CENTER INTRODUCTION



CONTENTS

- 1. Introduce Growth Center on Seller Center**
- 2. How to access Growth Center**
- 3. Growth Center Features**
- 4. Growth Center Indicators**



1. Introduce Growth Center on Seller Center



1. Introduce Growth Center on Seller Center



The **Growth Center** is a portal that have store performance statistics that help seller to understand their store better.



Sellers can view a chart of performance metrics to identify **top-performing products** or vice versa, then figure out how to increase sales and more.



The Key Metrics section gives Sellers detailed information about figures and **data trends** such as revenue, number of orders, and pageviews.



Important Indicators section gives **an overview of the store's sales performance.**



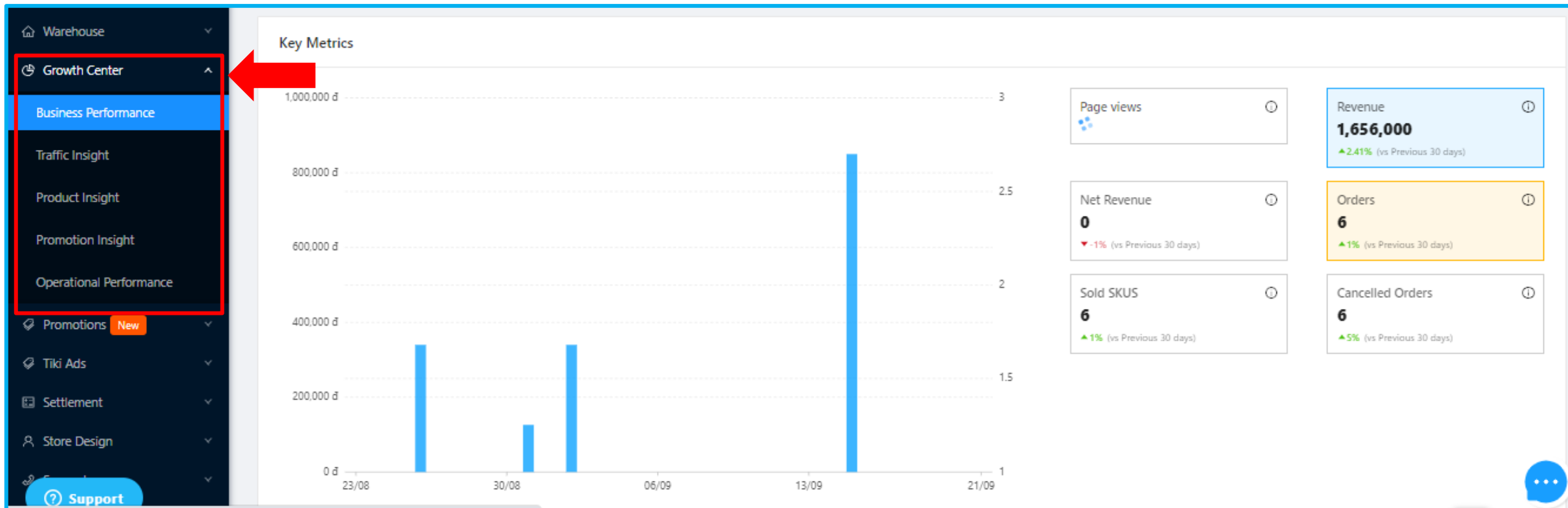


2. How to access Growth Center

TIKI | 2. How to access Growth Center

Where can sellers access the **Growth Center**?

1. Log into "Seller Center", select "**Growth Center**"
2. Select the Content you want to see among 4 contents in the **Growth Center** at the middle of the page.





3. Growth Center Features

TIKI | 3. Growth Center Features



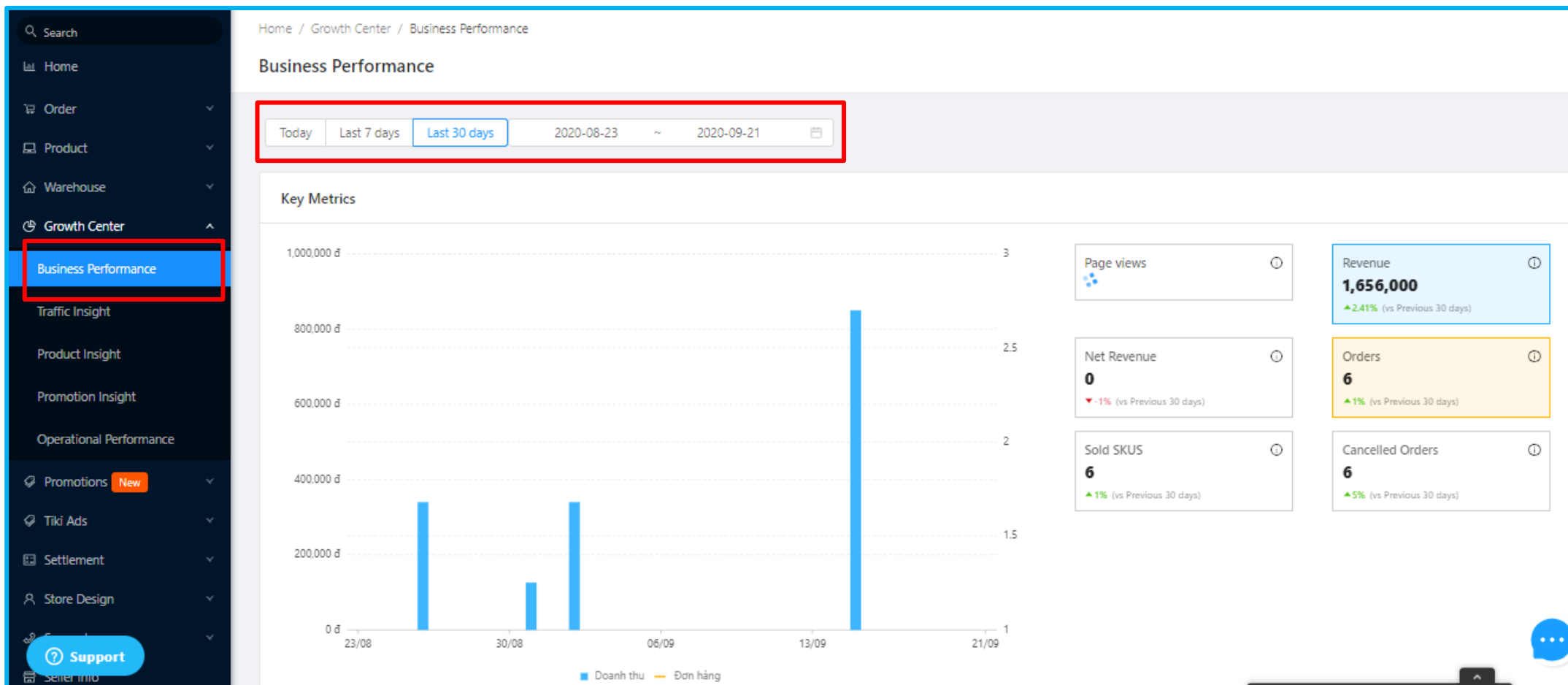
What are features of “**Growth Center**” ?

- Provides comprehensive indicators with definitions and implications
- Help Sellers understand the business situation and have an appropriate development strategy
- Help Sellers understand operational situation to improve and provide the best service to Customers

TIKI | 3. Growth Center Features

Business Performance: includes the following indicators:

- Pageviews number
- Revenue
- Number of orders
- Number of SKUs sold
- Number of orders canceled
- Top products by sales
- Top 10 Cities / Provinces / Regions with the highest sales





3. Growth Center Features

Traffic Insight metrics help Sellers measure views and conversion rates based on Total orders/Total pageviews.

The screenshot displays the 'Traffic Insight' dashboard. A sidebar on the left contains navigation options: Home, Order, Product, Warehouse, Growth Center, Business Performance, Traffic Insight (highlighted), Product Insight, Promotion Insight, Operational Performance, Promotions (New), Tiki Ads, Settlement, and Store Design. A 'Support' button is at the bottom of the sidebar.

The main dashboard area is titled 'Traffic Insight' and includes a date range selector (Today, Last 7 days, Last 30 days, 2020-08-23 ~ 2020-09-21) and a 'Key Metrics (Last 30 days)' section. A line chart shows two data series: a blue line for 'Product detail views' and a yellow line for 'Conversion rate'. The blue line peaks at approximately 36 on 01/09, while the yellow line peaks at approximately 24 on 01/09. The x-axis shows dates from 23/08 to 16/09, and the y-axis ranges from 0 to 40.

Key Metrics (Last 30 days):

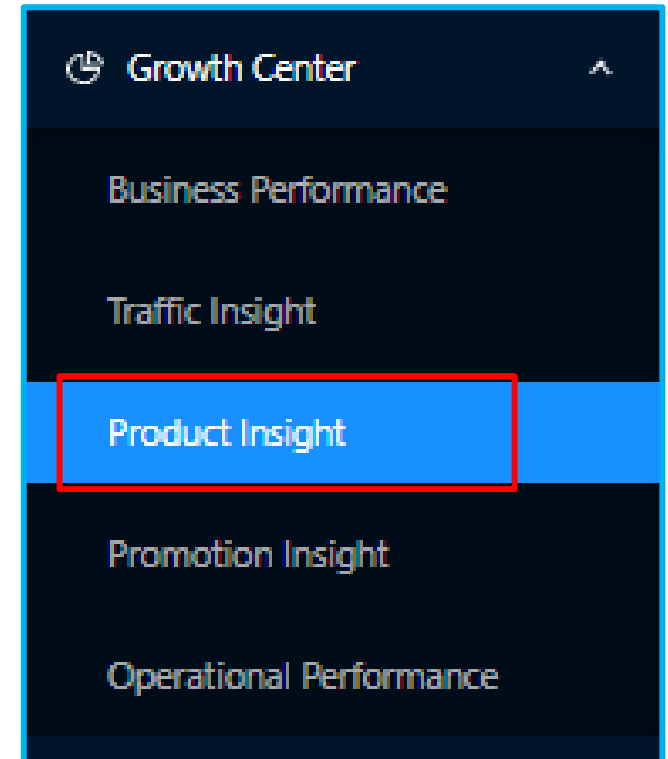
- Product detail views: **173** Updating
- Store views: **14** Updating
- Total visitors product page: **4** Updating
- Total visitor store page: **4** Updating
- Conversion rate: **4%** Updating
- Revenue: **1,656,000** (vs Previous 30 days) **▲2.41%**
- Total Buyers: **4** Updating

TIKI | 3. Growth Center Features

The **Product Insight** page will provide the essential data (Number of SKUs sold, Units sold, List of products sold, List of products with low inventory ...) for the entire store as well as each product.

The data will help Sellers:

- ✓ Understand the **general trends** in product sales performance: Understanding the general trend of product sales performance can help Sellers plan better in advance (time to import goods, the best time to run ads for products ...)
- ✓ Know store **strength and weakness**: Identify specific areas or products where the store is performing well and parts that need improvement.
- ✓ **Improving sales performance**: Identify and deal with figures or products that have not met the store's goals or are on the trend of reduced sales performance.





3. Growth Center Features

Product Insight

Sale & Traffic | Low sales | Low Inventory

Today | Last 7 days | **Last 30 days** | 2020-08-23 ~ 2020-09-21

Sold SKUS: **6** ▲1% (vs Previous 30 days)

Sold Units: **6** ▲1% (vs Previous 30 days)

Product List
(Last 30 days)

Product	SKU	Category	Brand	Product detail views	Total visitors product page	Sold Units	Revenue	Add to Cart Rate	Conversion rate
Kem Face Dành Cho Da Nhạy Cảm Mocha Beauty (20g)	7974637008902	Làm Đẹp - Sức Khỏe	Mocha Beauty	26	16	2	680,000	15.38%	7.69%
Bày tỏ	3185344350046	Nhà Sách Tiki		1	1	1	500,000	100.00%	100.00%
Kính Cường Lực Dành Cho Apple Watch 40mm	4228566165711	Thiết Bị Số - Phụ Kiện Số	OEM	1	1	1	190,000	100.00%	100.00%



3. Growth Center Features

Product Insight

Sale & Traffic

Low sales

Low Inventory

Definition: List of skus that doesnt have any sales or low sales in last 7 days compared to previous 7 days

Tips :

- 1. Please check the selling price. if your sku price is non competitive, it can result in low sales.
- 2. Please check Low inventory report. if your product is out of stock, it cannot generate any sales
- 3. Please check traffic metrics like page views. if your product is not having any traffic, please route some traffic by joining in Tiki Ads or providing more promotions

Low sales

Product	SKU	Sold Units (Previous 7 days)	Sold Units (Last 7 days)	Revenue (Previous 7 days)	Revenue (Last 7 days)	Change ↕
Bàn thờ	3185344350046	1	0	500,000	0	-100%
Kính Cường Lực Dành Cho Apple Watch 40mm	4228566165711	1	0	190,000	0	-100%
Kính Cường Lực Dành Cho Full Keo Apple Watch 44mm	8867369932296	1	0	160,000	0	-100%



3. Growth Center Features

Home / Growth Center / Product Insight

Product Insight

Sale & Traffic | Low sales | **Low Inventory**

Discount Store ▾

* Last updated at: 2020-05-15 00:00

Product	SKU	Seller Stocks ⓘ	Warehouse Stocks ⓘ	Sold Units (Last 7 days)	OOS days ⓘ	
1/8 Violin Tochigi Violin Durable Bright Red 4-6 Years Old Playing Decoration	1351601382507	0	0	1	0	Update Inventory
Mũ Bảo Hiểm Xe Đạp - Giao Màu Ngẫu Nhiên	5099461263340	1	0	2	3.5	Update Inventory
Tent Hammock Hanging Camping Tents Sturdy Nylon Spinning Mosquito Net Travel - Camouflage	9086707228436	1	0	1	7	Update Inventory
Mountaineering Bag Backpack Sports Bag Durable 40L Nylon Cloth Backpack Hiking	9277028560286	1	0	1	7	Update Inventory
2W Solar Powered Car Window Air Vent Ventilator Air Conditioner Cooler Fan	3190018144760	1	0	1	7	Update Inventory



3. Growth Center Features

Promotion Insight screen is including the main indicators:

- Coupon use
- Total Buyers
- Sold SKUs
- Revenue

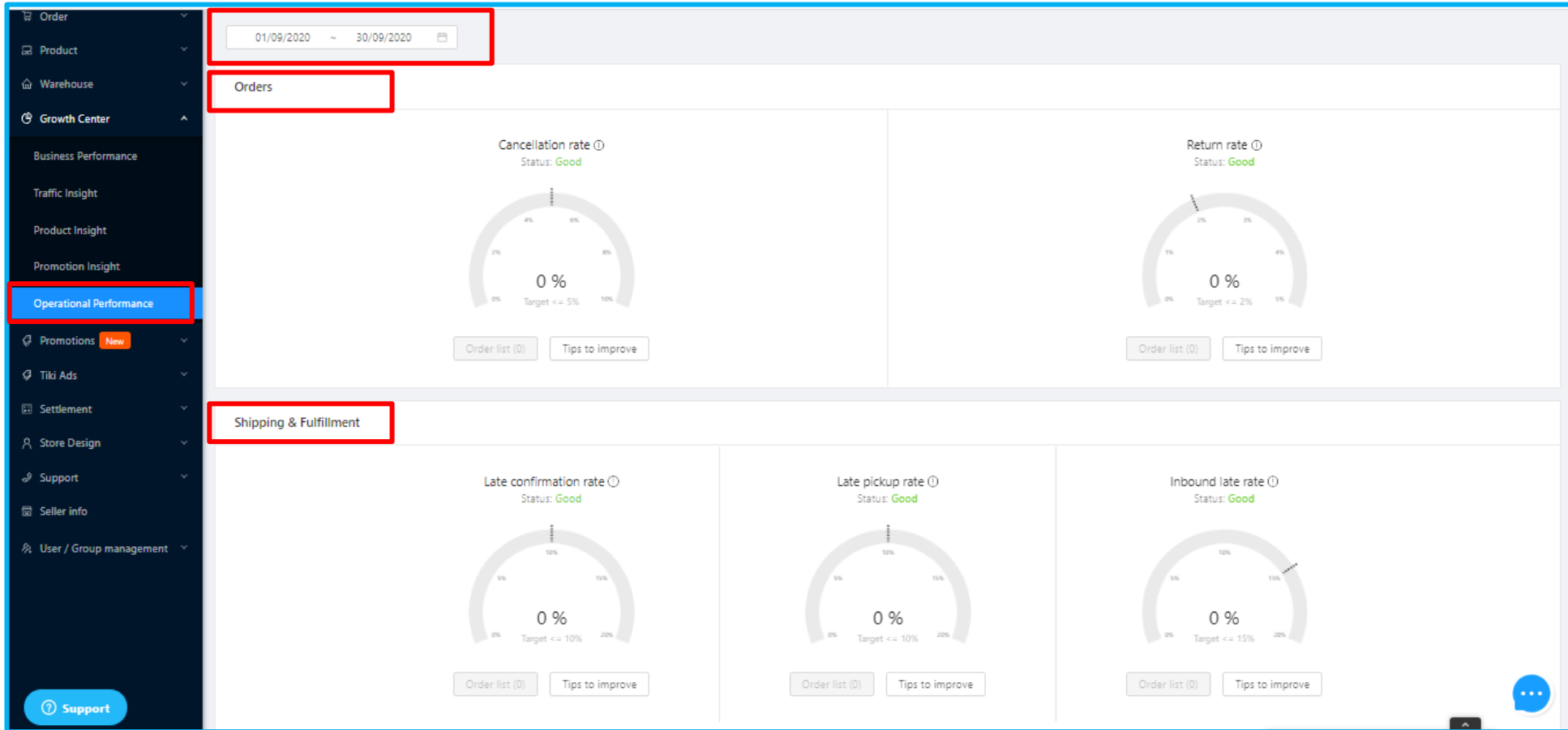
The screenshot displays the 'Promotion Insight' dashboard. The sidebar on the left contains navigation items: Home, Order, Product, Warehouse, Growth Center, Business Performance, Traffic Insight, Product Insight, Promotion Insight (highlighted), Operational Performance, Promotions (New), Tiki Ads, Settlement, and Store Design. A 'Support' button is located at the bottom of the sidebar. The main dashboard area is titled 'Promotion Insight' and includes a 'Coupons' tab. A date range selector is set to 'Last 30 days' from 2020-08-23 to 2020-09-21. The 'Key Metrics' section shows four cards: 'Coupon use' (0, Updating), 'Total Buyers' (0, Updating), 'Sold SKUS' (0, Updating), and 'Revenue' (0, Updating). Below these is a line chart with 'Total Buyers' and 'Coupon use' series. The 'Coupon List' section is partially visible at the bottom.

3. Growth Center Features

Operational Performance screen is including the main indicators:

- Exchange – Return rate
- Late confirmation rate
- Late shipping rate
- Late warehousing rate
- Cancellation rate

Following the these indicators will help the Seller to be more active when operating on Tiki and ensure to minimize the possible of off-store products due to policy violations.



The logo consists of the word "TIKI" in a blue, lowercase, sans-serif font. The letters "i" and "i" have small blue circles above them, resembling eyes. The logo is centered within a white circle.

TIKI

The text "THANK YOU!" is written in a white, uppercase, sans-serif font. The exclamation point has a small yellow dot. The text is centered horizontally and overlaid on a large, faint, light blue watermark of the word "TIKI".

THANK YOU!