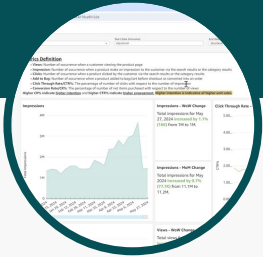


INSIGHTS BY

**THE
ICONIC**



Insights by THE ICONIC is Designed to Drive Performance and Growth Strategies



Sales

Key metrics

Sales trends



Customer

Demographics: *Age, location, shopping gender*

Basket behaviour

New customers



Product

SKU > Category insight

Inventory age

Pricing insight

Business model breakdown

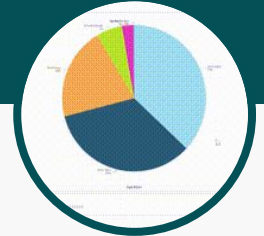


Traffic

Full funnel insight

impressions, PDPViews, Add to Bag, conversion

Drill down to product level

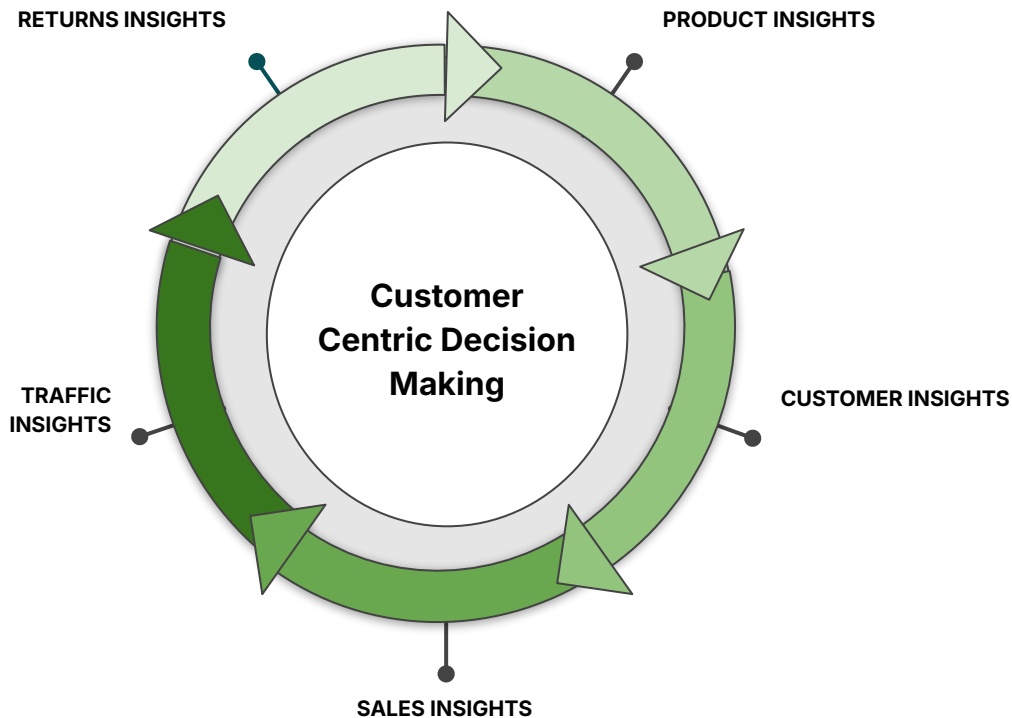


Returns

Return Reasons

Colour, Size, Category, Product level insights

Helping you understand more



SALES INSIGHTS

This dashboard provides sales insights on a daily, weekly, hourly and seasonal basis.

Apply different filters to toggle around with different dimensions; Date, brand, business model, Product Gender, Season, Department code, Supplier Company Name Supplier Code and Shipment Type.

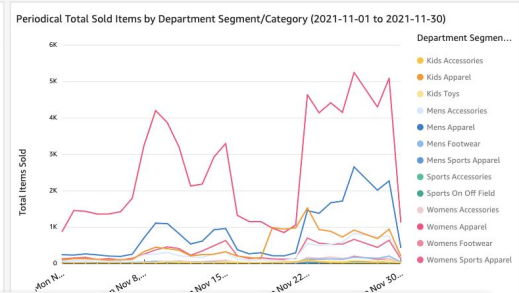
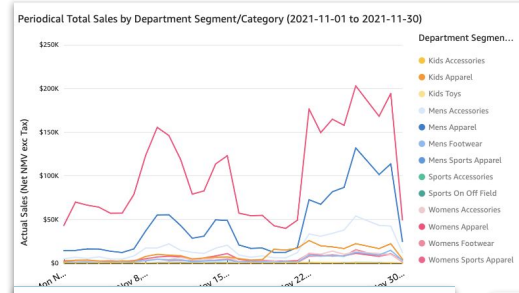
Use data visualisation and downloadable data to seamlessly review and deep dive...

1. Weekly trading: Quickly view topline NMV results.
2. Selection: Deep dive sales performance with dollar value, units or SKU productivity metrics.
3. Profitability: Track profitability with ASP trends.
4. Forecasting: Use hourly sales and basket data to support your forecasts.

& more...

Daily Sales (Between 2021-11-01 and 2021-11-30)

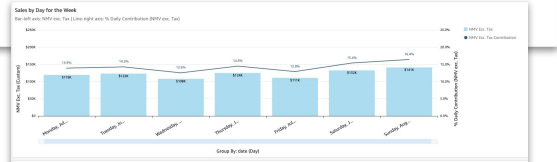
	Tue Nov 30,...	Mon Nov 29,...	Sun Nov 28,...	Fri Nov 26,...	Thu Nov 25,...	Wed Nov 24,...	Tue Nov 23,...	Mon Nov 22,...	Sun Nov 21,...	Sat Nov 20,...	Fri Nov 19,...	Thu Nov 18,...
Actual Sales (Net NMV exc Tax)	\$102,763	\$423,009	\$370,341	\$468,438	\$337,651	\$343,429	\$307,223	\$353,141	\$105,658	\$82,260	\$87,928	\$94,978
Provisioned Net NMV exc Tax	\$102,763	\$423,009	\$370,341	\$468,438	\$337,651	\$343,429	\$307,223	\$353,141	\$105,658	\$82,260	\$87,928	\$94,978
% Delta Provisioned Net NMV exc Tax vs Yesterday	-75.71%	14.22%	-20.95%	38.73%	-1.69%	11.78%	-13.01%	234.22%	28.44%	-6.45%	-7.43%	2.37%
Total Net Orders	1,610	7,158	6,045	7,655	5,532	5,670	5,340	6,217	1,771	1,426	1,605	1,358
Total Net Items	2,210	10,293	8,673	11,020	8,182	8,559	8,011	9,466	2,743	2,297	2,488	1,920
Basket Value (exc Tax)	\$63.8	\$59.1	\$61.3	\$61.2	\$61.0	\$60.6	\$57.5	\$56.8	\$59.7	\$57.7	\$54.8	\$69.9
Basket Size	1.37	1.44	1.43	1.44	1.48	1.51	1.50	1.52	1.55	1.61	1.55	1.41
ASP (exc Tax)	\$46.5	\$41.1	\$42.7	\$42.5	\$41.3	\$40.1	\$38.4	\$37.3	\$38.5	\$35.8	\$35.3	\$49.5



Top 25 Products by Total Net Items Sold (Period 2021-11-01 to 2021-11-30)

Click on column name to sort accordingly.

Photo	Product Name	Product Link	SKU Config	Sales (Net NMV)
	Logo Cotton Crew Tee	🔗	AS787AA44HJ	
	Logo Cotton Crew Tee	🔗	AS787AA85FHA	
	Essential Cotton T-Shirt	🔗	TO336AA82DIV	
	Logo Cotton Crew Tee	🔗	AS787AA53ALM	
	Essential Cotton T-Shirt	🔗	TO336AA01WQG	
	Logo Cotton Crew Tee	🔗	AS787AA69LPQ	



Note: Above screenshots are only showing a few selected elements of the dashboard and do not include the entire dashboard for illustrative purposes. Data used are dummy data and do not reflect actual figures.

CUSTOMER INSIGHTS

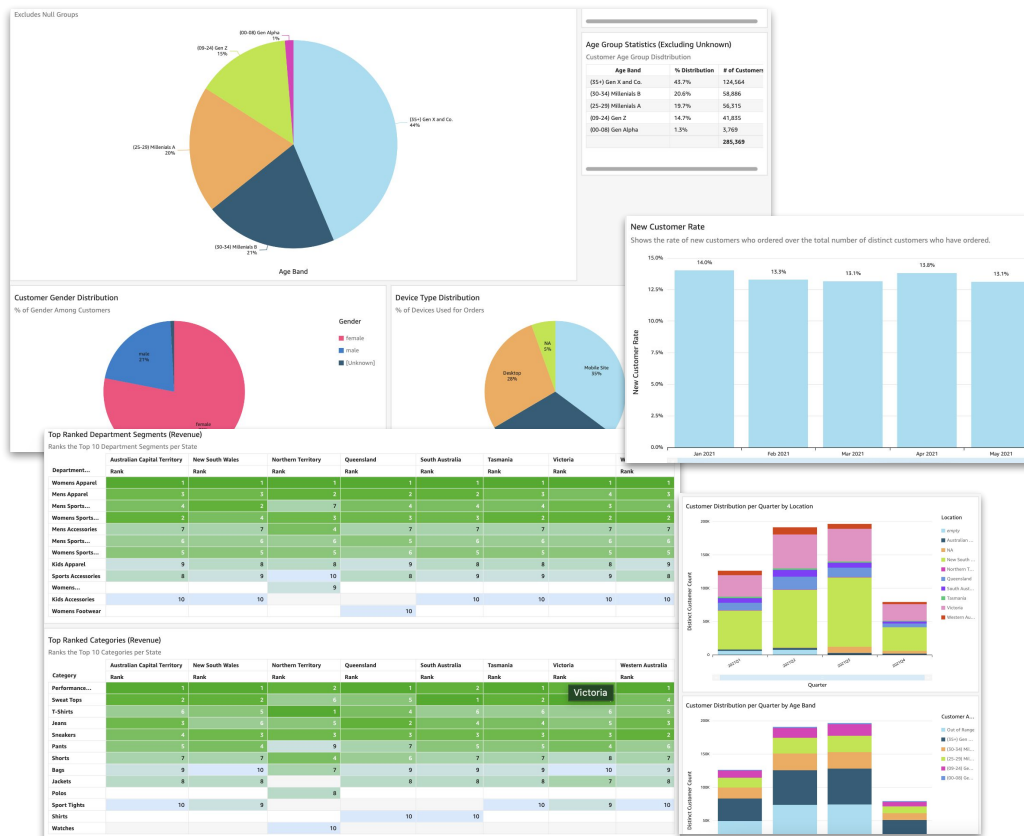
This dashboard provides insights into customers and allows brands to explore their customers through a different lens with access to:

- Customer Demographics.
- Customer Spending Segments.
- Purchasing Behaviour.

Use data visualisation and downloadable data to seamlessly review and deep dive...

1. Customer Age Groups: Understand your customer share across age and brand cohorts.
2. Selection: Deep dive how your customer shops your brand with average basket value, size and device type distribution .
3. New Customers: Monitor your New Customer Acquisition Rate.
4. Location: Deep dive where your customer shops from to support marketing & inventory decisions.

& more...



Note: Above screenshots are only showing a few selected elements of the dashboard and do not include the entire dashboard for illustrative purposes. Data used are dummy data and do not reflect actual figures.

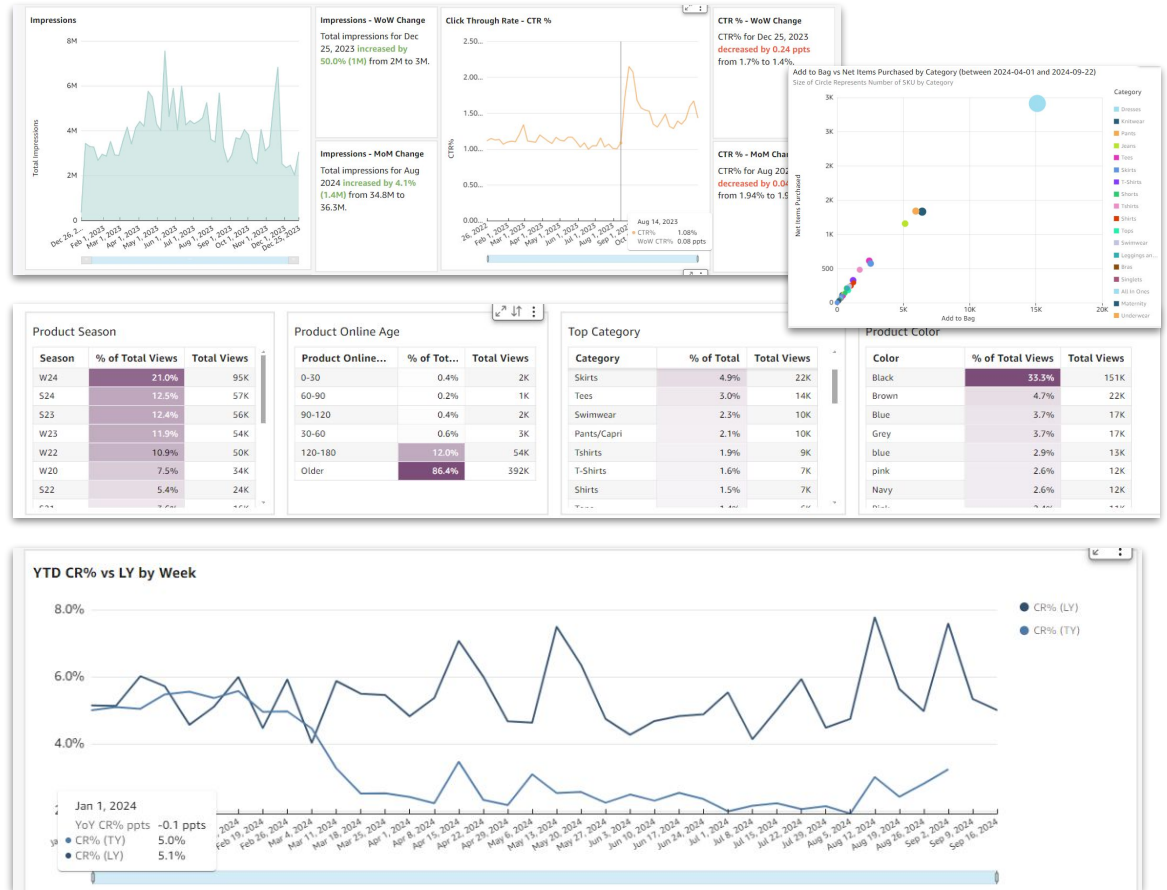
TRAFFIC INSIGHTS

This dashboard allows brands to dissect their traffic data. Providing insights on a total brand and product level.

Use data visualisation and downloadable data to seamlessly review and deep dive...

1. **Traffic:** Utilise impressions and page views to inform your marketing tactics.
2. **Conversion:** Utilise page views and conversion rates to inform how you manage product detail pages and promotional activity.
3. **Add to Bag:** Understand what types of products your customers truly shop for by leveraging Add to Bag vs. Purchase insights.

& more...



PRODUCT INSIGHTS

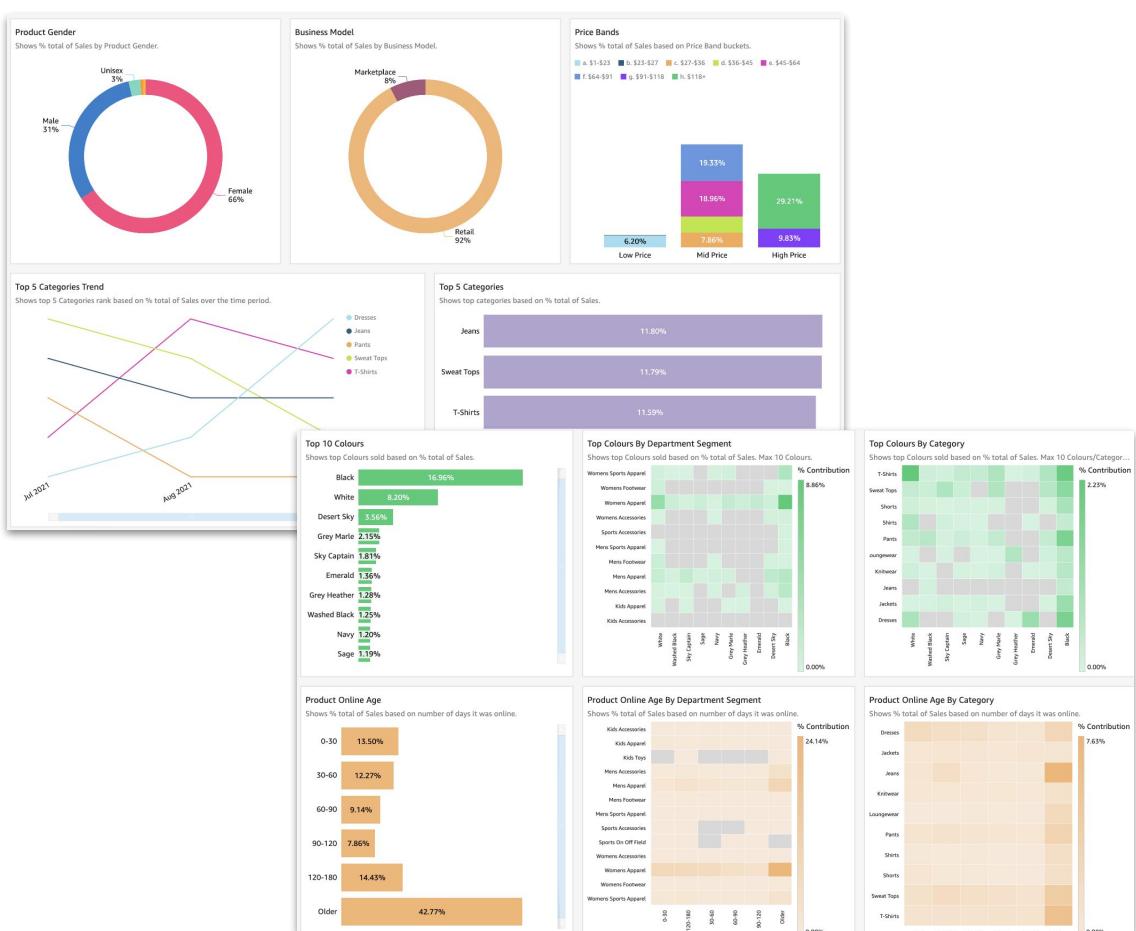
This dashboard provides summarized product level insights.

Users can apply different filters to toggle around with different dimensions; Date, brand, business model, Product Gender, Customer Gender, Department, Season, Shipment Type, Geography and Supplier.

Use data visualisation and downloadable data to seamlessly review and deep dive...

- [Catalogue Information](#): Understand your catalogue on The ICONIC with insight into product gender split and product online ages.
- [Pricing insight](#): How are your products dispersed across Low to High pricing tiers.
- [Business Model Insights](#): What portion of your sales is driven by which business model.

& more...



Note: Above screenshots are only showing a few selected elements of the dashboard and do not include the entire dashboard for illustrative purposes. Data used are dummy data and do not reflect actual figures.

RETURN RATE INSIGHTS

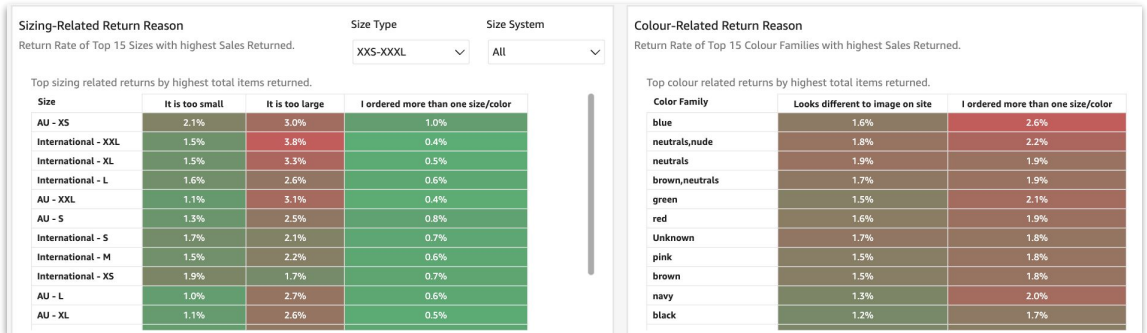
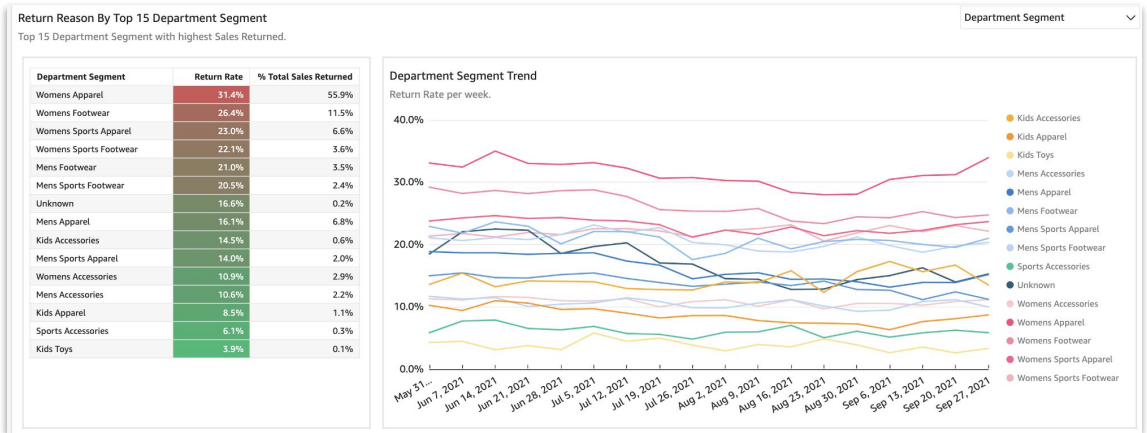
This dashboard provides insight on return rates and drivers to identify opportunities for improvement.

Users can apply different filter filters to toggle around with different dimensions; Date, brand, Product Gender, Department, Season, top products and return metric type.

Use data visualisation and downloadable data to seamlessly review and deep dive...

1. Return Rate Drivers: Understand what products and reasons are driving your return rate.
2. Trends: Analyse your return rate over specific time periods to identify trends.
3. Department Segment Trends: Analyse how your return rate differs between product categories.

& more...



Note: Above screenshots are only showing a few selected elements of the dashboard and do not include the entire dashboard for illustrative purposes. Data used are dummy data and do not reflect actual figures.

SUMMARY INSIGHTS

This dashboard summarizes key KPIs across all dashboards, providing a high level overview and quick snapshot of the overall business performance and health.

Utilise this dashboard for both monthly and weekly summaries and apply different filters to toggle around with brand, business model, and department.

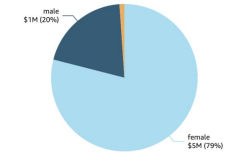
Performance by Department Segment for Latest Month

Note that green indicates positive change greater than zero, while red indicates negative change less than zero

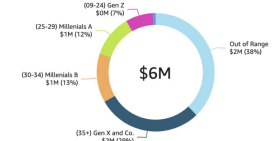
	Sales bRet	Sales aRet	Intake	IM%	SKU count	CSOH	STR % bRet	RR%	ASP	Sales bRet YoY	Sales aRet YoY	Intake YoY	STR % bRet YoY	ASP YoY
Womens Apparel	\$2,995,377	\$2,244,436	73,193	59%	4,292	205,247	8%	33%	\$40.67	-5%	7%	-22%	11%	-0%
Mens Apparel	\$968,730	\$765,269	15,201	60%	1,339	78,947	3%	27%	\$65.17	-2%	8%	-21%	-43%	-6%
Womens Sports Footwear	\$788,219	\$611,468	3,548	54%	174	13,402	7%	29%	\$128.48	-18%	-4%	4%	-5%	-9%
Womens Sports Apparel	\$763,771	\$597,400	34,784	56%	1,042	77,809	5%	28%	\$45.50	-3%	8%	4%	-44%	14%
Kids Apparel	\$722,165	\$613,139	42,557	56%	2,618	105,238	5%	18%	\$27.00	31%	40%	49%	-46%	-0%
Mens Sports Footwear	\$575,519	\$449,078	4,841	53%	158	15,072	4%	26%	\$124.33	21%	35%	110%	-24%	-14%
Mens Sports Apparel	\$524,085	\$423,230	20,652	53%	317	36,666	5%	23%	\$54.42	-45%	-39%	1%	-41%	-17%
Mens Accessories	\$243,257	\$197,670	4,677	59%	409	17,934	8%	21%	\$74.55	-17%	-14%	-32%	-17%	-26%
Kids Accessories	\$166,170	\$137,864	5,392	58%	225	11,783	12%	22%	\$69.38	12%	21%	0%	-20%	106%
Womens Footwear	\$137,747	\$110,283	471	56%	77	3,558	7%	29%	\$95.39	73%	87%	-46%	15%	-49%
Sports Accessories	\$133,743	\$117,535	7,395	53%	151	12,736	21%	14%	\$31.45	-19%	-16%	6%	-51%	-6%
Mens Footwear	\$83,732	\$64,238	1,212	74%	72	2,141	7%	29%	\$99.80	21%	47%	146%	-39%	-19%
Womens Accessories	\$82,069	\$66,378	744	62%	147	1,210	79%	24%	\$102.20	23%	29%	-62%	270%	-17%
Kids Toys	\$16,551	\$15,154	2,036	69%	63	4,877	29%	10%	\$12.10	95%	100%	78%	-28%	-47%
Sports On Off Field	\$8,691	\$6,779	311	53%	130	1,725	5%	25%	\$33.55	372%	328%	-77%	-74%	-9%

	Q1' 2021	Q2' 2021	Q3' 2021	Q4' 2021	Q1' 2022
Sales bRet	\$20,303,311	\$32,059,590	\$30,597,214	\$29,194,289	\$20,776,601
Sales aRet	\$14,335,995	\$22,591,339	\$22,461,835	\$21,852,852	\$15,809,442
Sales Growth LY					2.3%
RR%	29.4%	29.5%	26.6%	25.2%	27.1%
Intake Cost	\$13,830,635	\$13,115,632	\$12,972,095	\$13,662,050	\$13,605,844
Intake Growth LY					-1.6%
IM%	57.2%	57.0%	57.2%	58.7%	57.9%
Options	10,117	10,428	11,302	11,696	13,099
Depth	62	48	45	53	43
CSOH	\$8,657	\$9,848	\$8,410	\$8,112	\$8,375
CSOH YoY					-3.3%
ST% aRet	99.9%	99.9%	99.9%	99.9%	99.9%
Intake RRP ex GST	\$56.71	\$67.00	\$66.14	\$58.25	\$62.62
ASP bRet	\$49	\$49	\$49	\$45	\$46
Conversion Rate %	6.3%	5.6%	5.9%	7.2%	7.5%

Customer Gender By NMV For Latest Month



Customer Age By NMV For Latest Month



Note: Above screenshots are only showing a few selected elements of the dashboard and do not include the entire dashboard for illustrative purposes. Data used are dummy data and do not reflect actual figures.

QuickSight ONBOARDING TO Data By GFG / Insights by the Iconic

Welcome to Insights by The Iconic!

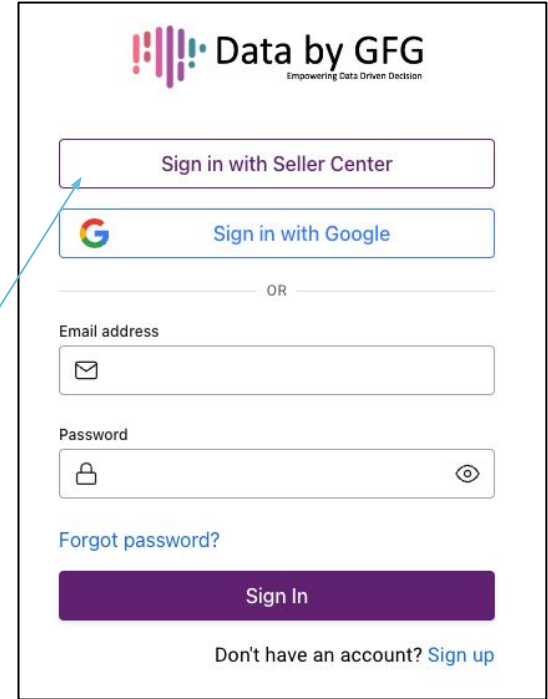
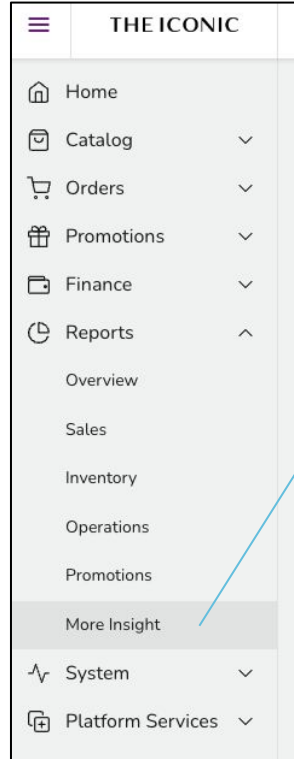
Please follow the steps provided in the following slides to complete the onboarding process.

At any point if there are any errors encountered, please request support within the tool or reach out to your dedicated contact at The ICONIC.

Access the tool via Seller Center


Step 1: Login <https://sellercenter.theiconic.com.au/>
(Use your current Seller Center credentials)

Step 2: Under menu **“Reports”** → Select **“More Insight”**
- A new tab will appear and redirect you to the *Data by GFG* login page.



Access the tool via Seller Center

Step 3: Login to Data by GFG/Insights By The ICONIC with Seller Center account



Empowering Data Driven Decision

Sign in with Seller Center

Sign in with Google

OR

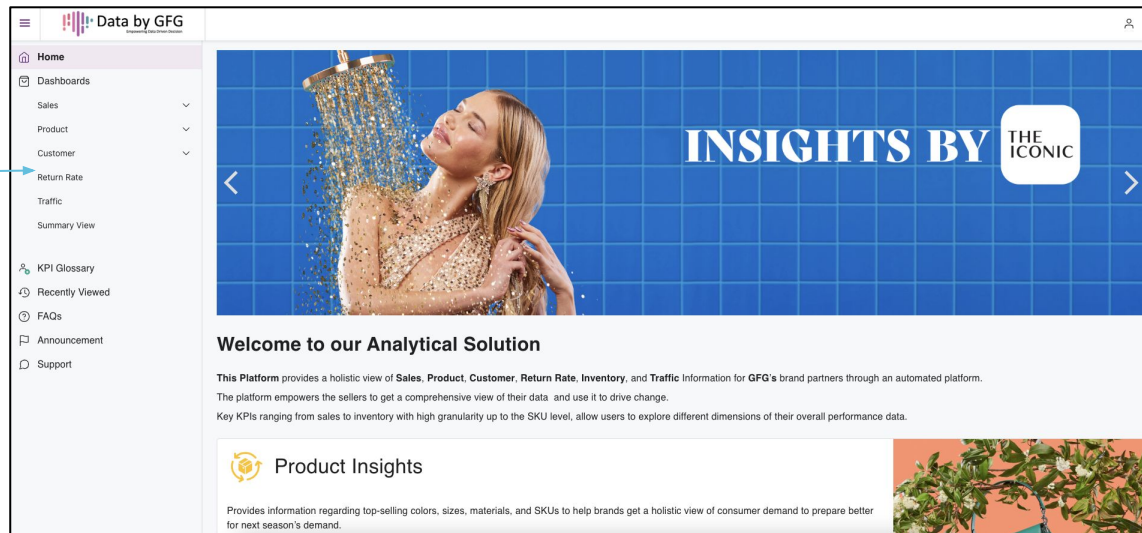
Email address

Password

[Forgot password?](#)

Sign In

Don't have an account? [Sign up](#)



The screenshot shows the Data by GFG dashboard interface. On the left is a navigation menu with options: Home, Dashboards (Sales, Product, Customer, Return Rate, Traffic, Summary View), KPI Glossary, Recently Viewed, FAQs, Announcement, and Support. The main content area features a large blue banner with a woman in a gold sequined dress and the text "INSIGHTS BY THE ICONIC". Below the banner is a "Welcome to our Analytical Solution" section, followed by a "Product Insights" card. A blue arrow from the "Sign in with Seller Center" button in the previous image points to the "Customer" option in the dashboard's navigation menu.

INSIGHTS BY

THE
ICONIC

