

Seller Coach Provides Recommendation on



Repricing

Seller coach identifies a list of products where you do not have the optimal price compared to competitors



Replenishment

Seller coach identifies a list of products where you have low coverage or is out of stock based on the sales



Content

Seller Coach identifies the items in your shop which have a low Content Score that prevents them from being sold



Sponsor

Seller Coach identifies the items in your shop which have a low Content Score that prevents them from being sold

Repricing

Seller Coach helps to manage your pricing to ensure you have the best price thereby increasing your revenue. The Pricing page also provides analysis of your product visibility and sales and recommends the best price to win the buy box.

- Item sold** : this is the quantity of the product that was sold
- Conversion rate** : This is the number of visitors that view your products to the visitors that convert to customers by purchasing your products.
- Page views** : this is the total number of visitors in the website that see the product.
- Revenue** : This is the total amount generated for sales of the product
- Price** : This is your original price of the product
- BUY BOX price** : this is the price of the seller who has the Buy Box, and therefore drives 90% of sales on this item on Jumia. You need to beat this price!
- Comp Price** : ...this is the price of your competitors
- Reco. Price** : this is the price we know will help you get ahead of competition and attract more customers
- Missed business** : Have you ever wondered what happens if you don't reprice? Seller Coach gives you the amount of sales you miss out because customers prefer to buy a cheaper product with similar specifications
- Action** : Once you've looked at all the data and seen where your competition stands, you can choose to match the best price, we will always ask you the question a second time so that you are 100% sure on your decision



Replenishment

The replenishment page, represents a list of products where a seller has low coverage or is out of stock based on the sales of this products during the last 30 days.

- Stock** : this is the number of units you have in stock on Jumia for this product
- Missed Business** : this is the revenue you will earn if you make sure to always have good stocks of this product
- Action** : ...Or you can also edit your own stock by clicking on the + stock + column and typing in your own stock
- Recommended stock**: this is what Jumia experts recommend you restock with so that you continue delighting your customers

Content Score

Seller Coach identifies the items in your shop which have a low Content Score that prevents them from being sold



Sponsor

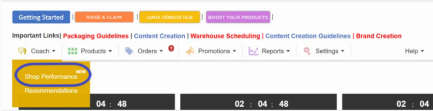
Seller coach identifies your sponsored products and recommends products that needs to be optimised.

New Seller Coach shop performance feature

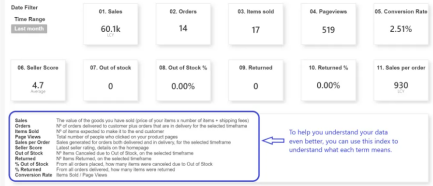
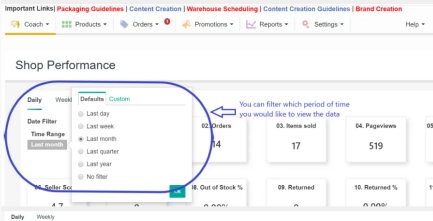
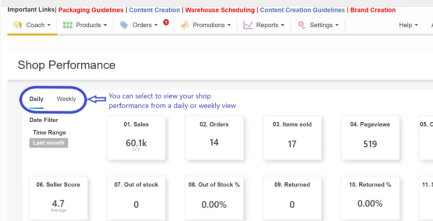
Introducing the new Seller Coach feature that gives you a 360 degrees view of your shop performance.

You now get to see your shop performance progress and use this in deciding your next steps.

Simply login to your Seller Center and click on the Coach menu as shown below:



Below is a step by step guide on how to use this new feature:



The graphs below can be used to get a visual of your shop progress over a period of time. Please select one or more of the following KPIs to be reflected in the graph

