

DataGlass Shop Report

A sample report for Northwind Appliances, an invented shop on Shopee, Lazada and TikTok Shop.

This is a sample. Every shop, ID and figure in it is invented to show the shape of a DataGlass shop report.

Overview

A DataGlass shop report reads a shop's sales, ads, prices and stock, and ends in the actions worth most, each one ready in the app. For the ads, it takes every funded campaign: what each spent, what the marketplace credits it with, and the return each has to earn to pay its way. This sample covers Northwind Appliances on Shopee, Lazada and TikTok Shop over 183 days, from 1 April 2026 to 30 September 2026, worked out from the shop's own order and income records and the unit costs it entered.

Ad spend

THB 2.95M

What the marketplaces charged for the shop's ads, before VAT

Ads GMV

THB 24.16M

Sales the marketplaces credit to the advertising, on broad attribution

Broad ROAS

8.20x

Ads GMV divided by ad spend

Shop GMV

THB 30.5M

All sales over the period, seller-side after discounts

Contribution

THB 5.12M

After marketplace fees, the unit cost entered and ad spend

Funded campaigns

64

44 Fund, 10 Hold, 7 Repair, 3 Stop

8.20x

Advertising pays on the whole

The 64 campaigns spent THB 2,945,774 and the marketplaces credit them with THB 24,155,280 of sales. The 44 Fund-tier campaigns took 63% of the 64 campaigns' spend and earn comfortably above break-even.

10

Campaigns below their bar

7 Repair-tier campaigns sell products that lose money at the cost entered, and 3 Stop-tier campaigns return less than they cost. Ad spend grew 84% from Apr to Sep against 33% for contribution.

An analysis only: no campaign, budget, price or product setting was changed in preparing it. Figures are drawn from the shop's Shopee, Lazada and TikTok Shop records held by DataGlass, for 1 April 2026 to 30 September 2026. All figures are in THB unless stated otherwise. Recent days read low until their orders settle. This is a sample: every shop, ID and figure in it is invented.

Contents

Definitions and Conventions	4
Window and Provenance	4
Shop Economics	5
Unit Economics	6
Advertising Performance	7
Sale Days	8
Product Families	9
The Funding Gate	10
The Clock	12
What More Spend Buys	13
Stock	14
Method and Limitations	14
The Recommendation	15

Definitions and Conventions

Where the marketplaces already have a word, the report uses it and never for anything else. Terms are listed alphabetically.

Term	Meaning
Ad spend	What the marketplace charged for the shop's ads, before VAT.
Break-even ROAS	The broad ROAS at which a campaign's sales exactly pay for its spend, after fees and the unit cost entered.
Broad ROAS	The GMV the marketplace credits to the ads, on its broadest attribution, divided by ad spend.
Contribution	What a sale leaves after the marketplace's fees, shipping subsidy and the unit cost entered. Not final net profit.
Fund, Hold, Repair, Stop	The four tiers of the funding gate.
GMV	Seller-side GMV after seller discounts.
Marketplace	One of 🛒 Shopee, ❤️ Lazada and 🎵 TikTok Shop: the shop sells on all three.
Period	1 April 2026 to 30 September 2026.
Sale day	A double-date (4.4 to 9.9) or payday (the 25th) campaign day. All three marketplaces run both.

Provenance

Window and Provenance

Which days the figures cover, and where they come from: 183 days, 1 April 2026 to 30 September 2026, and 64 campaigns on 20 products, from the shop's own order, income and advertising records on each of its three Thai marketplaces, read-only. Unit costs are as the seller entered them.

Marketplace	Shop ID	Campaigns	Shop GMV	Ad spend	ROAS
🛒 Shopee	1102345678	39	THB 18,784,868	THB 2,015,415	8.67×
❤️ Lazada	1004812733	13	THB 6,065,438	THB 456,775	7.01×
🎵 TikTok Shop	7494268175127381536	12	THB 5,647,797	THB 473,584	7.35×

Each marketplace credits sales to its ads on its own attribution, so broad ROAS compares best within one marketplace.

Shop Economics

What a sale leaves, and what the marketplaces have been taking.
Shop GMV over the period was THB 30,498,103, and contribution after advertising was THB 5,121,938.

Figure 1. Ad spend as a share of shop GMV, by month. Bar length is the share.

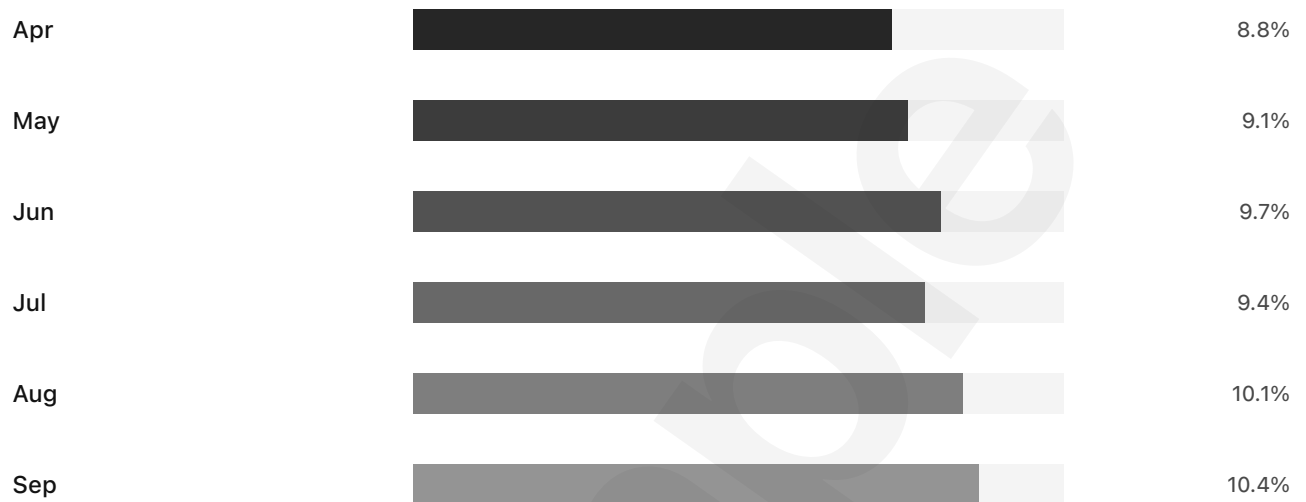


Figure 2. Shop GMV, ad spend and contribution by month.

Month	Shop GMV	Ad spend	Spend share	Contribution
Apr	THB 4,177,607	THB 367,629	8.8%	THB 765,338
May	THB 4,652,076	THB 423,339	9.1%	THB 819,463
Jun	THB 4,249,238	THB 412,176	9.7%	THB 688,589
Jul	THB 5,171,201	THB 486,093	9.4%	THB 889,964
Aug	THB 5,751,885	THB 580,940	10.1%	THB 941,296
Sep	THB 6,496,096	THB 675,594	10.4%	THB 1,017,289

+84%

Ad spend growth, Apr to Sep

Contribution grew 33% over the same months. The shop is growing, but each month a larger share of GMV goes back to the marketplaces as advertising: 8.8% in Apr, 10.4% in Sep. Ad spend rose every month from Jun, THB 412,176, to Sep, THB 675,594.

Contribution is after the marketplace's fees, the unit cost entered and ad spend. Recent days read low until their orders settle.

Unit Economics

Each product's break-even. Of the 20 products, 1 loses money per unit at the cost entered and 1 more leaves under 5% of the price.

Product	Price	Unit cost	Fees	Left per unit	Break-even ROAS
Air fryer 5.5 L	THB 1,890	THB 1,010	17.9%	THB 503	3.75x
Air fryer 8 L	THB 2,590	THB 1,420	17.1%	THB 688	3.76x
Air fryer liner	THB 199	THB 62	19.3%	THB 61	3.28x
Digital rice cooker 1.8 L	THB 1,490	THB 980	19.4%	THB 183	8.13x
Jar rice cooker 1 L	THB 690	THB 520	18.6%	THB 4	—
Commercial rice cooker 5 L	THB 3,290	THB 2,790	18.2%	THB -135	—
Induction cooker	THB 1,290	THB 640	18.3%	THB 376	3.43x
Double induction cooker	THB 3,490	THB 1,950	19.4%	THB 823	4.24x
Picnic gas stove	THB 590	THB 310	17.7%	THB 138	4.28x
Electric oven 45 L	THB 3,990	THB 2,180	19.5%	THB 995	4.01x
Steam oven 20 L	THB 5,490	THB 3,120	19.0%	THB 1,288	4.26x
Professional blender	THB 2,290	THB 1,100	17.8%	THB 744	3.08x
Portable blender cup	THB 490	THB 190	17.8%	THB 175	2.80x
Food chopper	THB 590	THB 260	17.4%	THB 189	3.12x
Electric kettle 1.7 L	THB 590	THB 270	17.5%	THB 179	3.30x
Water boiler 5 L	THB 1,390	THB 760	16.7%	THB 360	3.87x
Soy milk maker	THB 2,690	THB 1,480	16.5%	THB 727	3.70x
Espresso machine	THB 6,990	THB 4,100	17.4%	THB 1,634	4.28x
Sandwich maker	THB 790	THB 360	17.0%	THB 258	3.06x
Vacuum sealer	THB 1,190	THB 540	18.2%	THB 396	3.01x

Left per unit is price less fees, shipping subsidy and unit cost. Where it is close to nothing, no ROAS pays, and the break-even is shown as a dash.

Advertising Performance

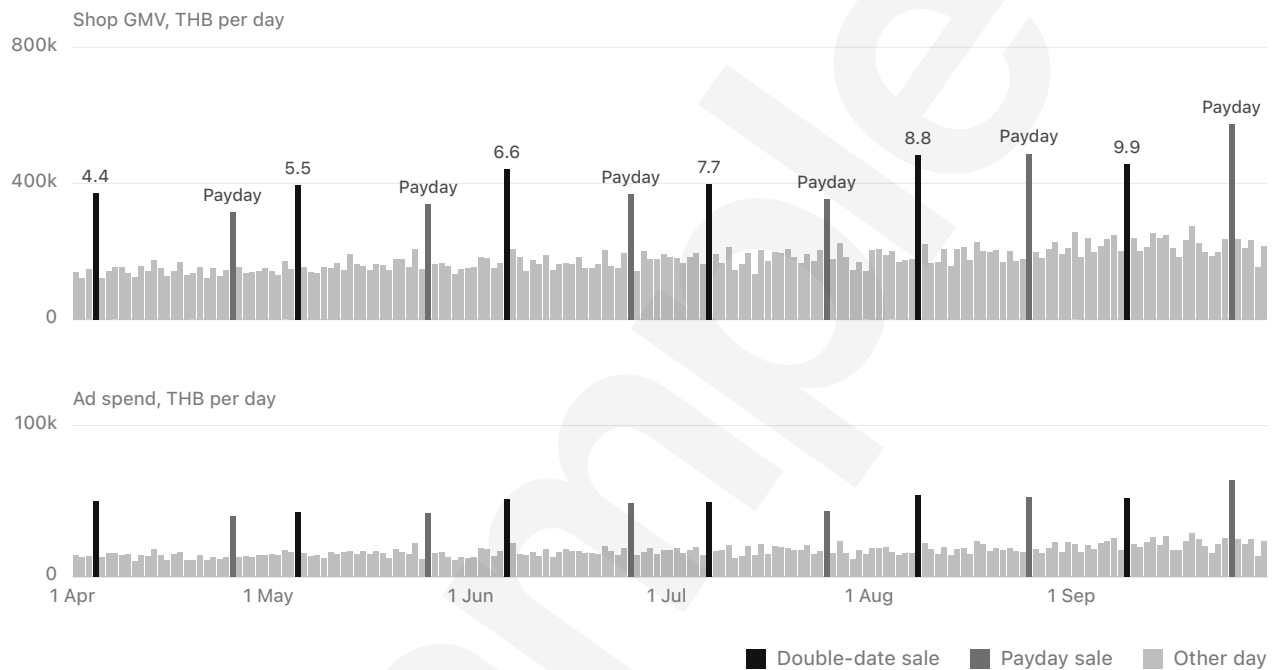
What each campaign spent and earned. The 24 largest by spend: broad ROAS of 8.20x on THB 2,945,774 across all 64. The portfolio leans on a few products: 5 of the ten campaigns with the most ads GMV sell air fryers or ovens, and the ten together bring 42% of the 64 campaigns' ads GMV.

ID	Product	Spend	Ads GMV	ROAS	Orders	Tier
 C06	Commercial rice cooker 5 L	THB 164,435	THB 735,693	4.47x	223	Repair
 C37	Soy milk maker	THB 159,118	THB 1,114,060	7.00x	414	Fund
 C44	Digital rice cooker 1.8 L	THB 149,111	THB 884,640	5.93x	594	Hold
 C42	Air fryer 8 L	THB 119,674	THB 847,910	7.09x	327	Fund
 C62	Air fryer 8 L	THB 104,393	THB 1,179,379	11.30x	455	Fund
 C50	Electric oven 45 L	THB 100,429	THB 378,923	3.77x	94	Hold
 C04	Digital rice cooker 1.8 L	THB 88,132	THB 550,335	6.24x	369	Stop
 C57	Soy milk maker	THB 87,265	THB 621,075	7.12x	231	Fund
 C31	Steam oven 20 L	THB 84,306	THB 1,189,148	14.11x	216	Fund
 C63	Air fryer liner	THB 83,348	THB 914,467	10.97x	4,594	Fund
 C27	Induction cooker	THB 78,172	THB 376,053	4.81x	291	Fund
 C46	Commercial rice cooker 5 L	THB 77,747	THB 414,174	5.33x	125	Repair
 C03	Air fryer liner	THB 73,897	THB 352,881	4.78x	1,772	Fund
 C30	Electric oven 45 L	THB 71,673	THB 285,282	3.98x	71	Hold
 C32	Professional blender	THB 71,232	THB 884,931	12.42x	385	Fund
 C48	Double induction cooker	THB 69,768	THB 641,194	9.19x	183	Fund
 C26	Commercial rice cooker 5 L	THB 64,771	THB 277,138	4.28x	83	Repair
 C18	Espresso machine	THB 64,389	THB 197,225	3.06x	27	Stop
 C33	Portable blender cup	THB 58,681	THB 560,459	9.55x	1,143	Fund
 C52	Professional blender	THB 54,195	THB 278,157	5.13x	121	Fund
 C59	Sandwich maker	THB 51,431	THB 487,788	9.48x	617	Fund
 C13	Portable blender cup	THB 48,682	THB 978,571	20.10x	1,997	Fund
 C39	Sandwich maker	THB 47,624	THB 311,002	6.53x	393	Fund
 C45	Jar rice cooker 1 L	THB 46,113	THB 407,518	8.84x	590	Repair

Sale Days

The days that carry the spend. 12 sale days took 16.8% of the period's spend, and every read that follows sets them aside. All three marketplaces run the same calendar: the double-date sale each month, 4.4, 5.5, 6.6, 7.7, 8.8 and 9.9, and the payday sale on the 25th.

Figure 3. Daily shop GMV and ad spend over the 183 days, all three marketplaces. Each sale day is named above its column.



Both charts share the date axis. Sale days sell more, and the shop spends proportionally more still on them.

Product Families

What each of the 9 product families keeps before advertising. Rice cookers sell as much as air fryers but keep 0.4% of it: the thin margin is in the price and cost entered, not in the advertising.

Figure 4. Contribution before ads, by product family. Bar length is contribution.



Figure 5. GMV and contribution by product family.

Family	GMV	Contribution	Share of GMV
Air fryers	THB 10,256,610	THB 2,726,702	26.6%
Rice cookers	THB 10,215,900	THB 40,982	0.4%
Hobs and stoves	THB 9,377,120	THB 2,271,288	24.2%
Ovens	THB 9,369,000	THB 2,304,442	24.6%
Drinks	THB 6,696,920	THB 1,597,397	23.9%
Kettles	THB 3,869,630	THB 1,038,302	26.8%
Small appliances	THB 2,209,850	THB 726,096	32.9%
Blenders	THB 1,525,820	THB 507,276	33.2%
Accessories	THB 179,100	THB 54,900	30.7%

The Funding Gate

Which campaigns earn a return that can be relied on. 44 campaigns are Fund, well above break-even; 10 Hold, near it; 7 Repair, on products that lose money; and 3 Stop, below it. The Fund and Hold campaigns hold 78% of the 64 campaigns' spend.

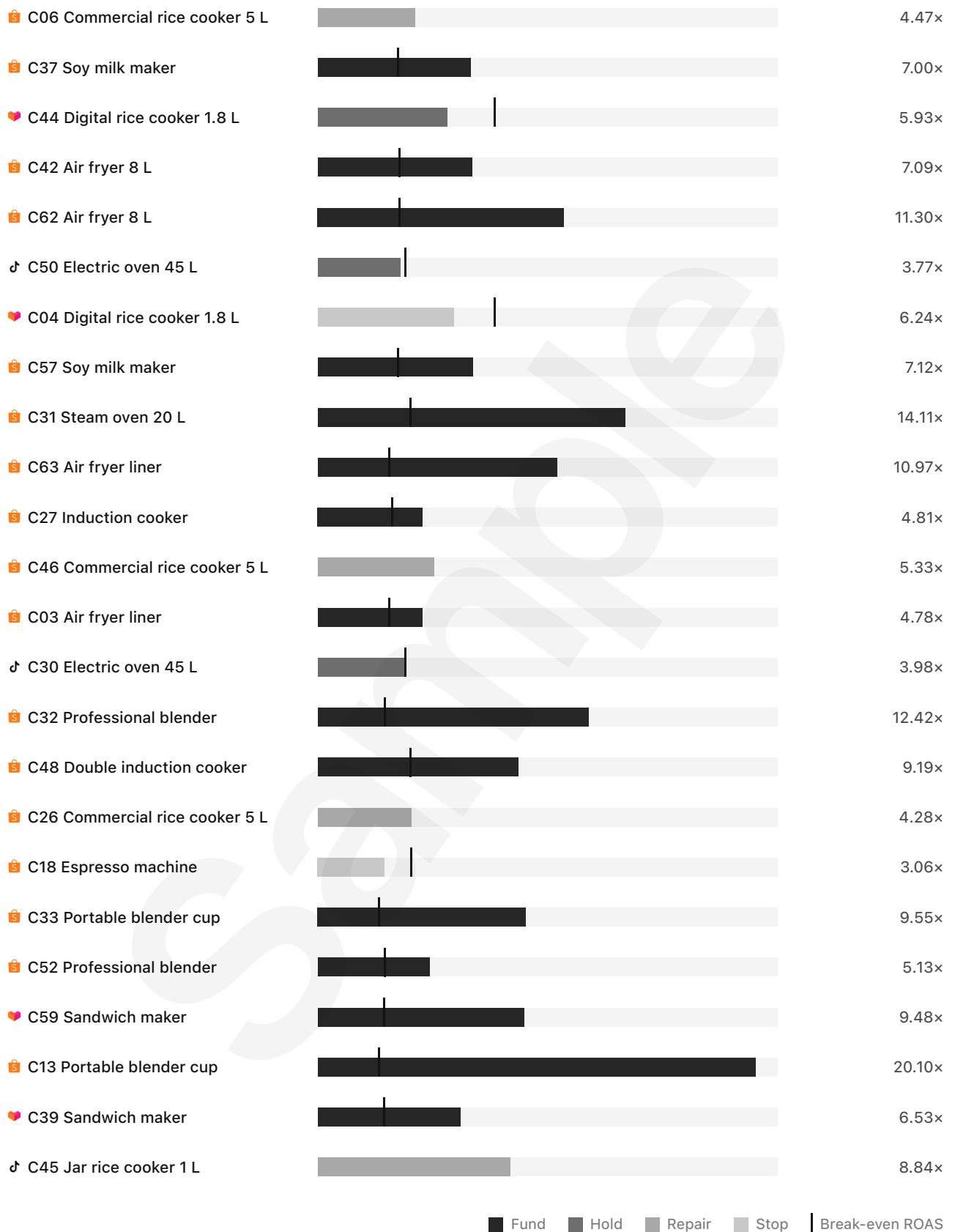
Fund	Hold	Repair	Stop
44	10	7	3
campaigns, 63% of spend	campaigns, 15% of spend	campaigns, 16% of spend	campaigns, 6% of spend

Figure 6. Spend and ads GMV by tier, over all 64 campaigns.

Tier	Campaigns	Spend	Share of spend	Ads GMV	Share of ads GMV
Fund	44	THB 1,861,094	63%	THB 18,667,470	77%
Hold	10	THB 447,690	15%	THB 2,180,769	9%
Repair	7	THB 472,956	16%	THB 2,525,136	10%
Stop	3	THB 164,034	6%	THB 781,905	3%

Shares are of the 64 campaigns' spend and ads GMV, summed by tier. The next page draws each of the largest campaigns against its break-even.

Figure 7. Broad ROAS of the 24 largest campaigns by spend. Bar length is broad ROAS, shade is the tier, and the tick is the campaign's break-even ROAS.

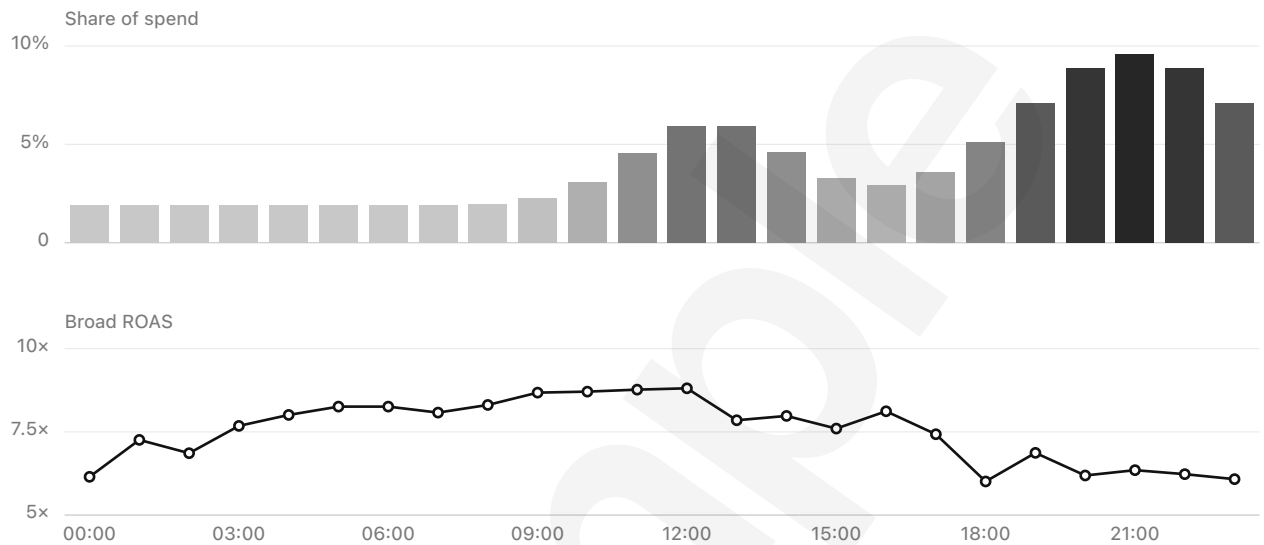


A Repair product leaves no margin at the cost entered, so it has no break-even ROAS and its bar carries no tick. The 7 Repair campaigns sell products that lose money, so more spend makes the loss larger.

The Clock

Whether the hour of the day matters. Spend peaks around 21:00, but the return per baht is best around midday (12:00) and weakest at 18:00.

Figure 8. Share of spend, and broad ROAS, by hour of the day. The larger an hour's share, the darker its column.



8.81x

Best hour for return

Broad ROAS is highest at 12:00, when 5.9% of the spend runs. The shop's spend peaks at 21:00 instead, where the return is 6.35x.

6.01x

Weakest hour for return

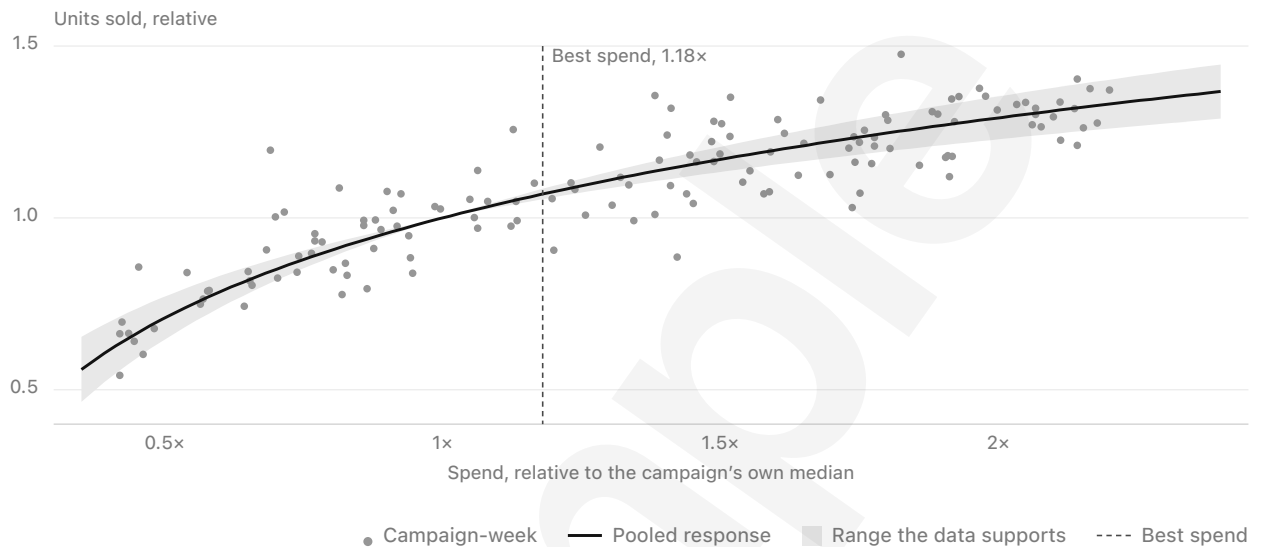
No hour returns less than this, at 18:00, against a break-even of about 3.75x for the typical product, so no hour is bad enough to switch off.

Hours are the shop's local time. Both charts share the hour axis; each dot is the broad ROAS of the hour that starts at the tick.

What More Spend Buys

Judged on what the products sold, not on the marketplaces' credit. The pooled response flattens past about 1.18 times a campaign's usual spend: more spend than that buys little more.

Figure 9. Units sold against spend, by campaign-week. Both are relative to the campaign's own median week.



Up to about 1.18 times a campaign's usual spend, extra spend sells roughly in step with it; beyond that the curve flattens, so each extra baht buys fewer extra units.

A hint, not a measurement: the account advertised every day, so the record cannot separate what the advertising caused from what would have sold anyway. The curve pools campaign-weeks across all campaigns; any one campaign may differ.

Stock

The days products could not be bought: 111 product-days out of stock across the ten most affected products. A campaign on a sold-out product spends nothing and sells nothing.

Figure 10. Days out of stock over the period, ten most affected products. Bar length is days.



Method

Method and Limitations

How the figures were made, and what they cannot say.

- Contribution uses the unit costs the seller entered; where a cost is wrong, so is the break-even.
- Broad ROAS is each marketplace's own credit and overstates what the advertising caused. Each attributes differently, so it compares best within a marketplace.
- Recent days read low until their orders settle, roughly one to two weeks after the order.
- The response curve is pooled across campaigns; any one campaign may differ.

The Recommendation

What to change, in order: 23 actions, worth an expected THB 412,000/month in profit. Each is an action DataGlass prepares in the app, with its expected profit, for the seller to review and deploy. This sample shows the first 2.

	Action	Change	Expected profit	When
1	Stock Up	Restock Electric oven 45 L, Soy milk maker and Air fryer 8 L, the three products out of stock longest, before the 11.11 sale.	+THB 61,400/month	Before 1 Nov
2	Ads Adjustment	Pause the 7 Repair-tier campaigns until their prices are reviewed; add no budget to the Fund tier.	+THB 38,900/month	Day 1



The full plan is in your report

This sample shows 2 of its 23 actions. Your own report lists every action for your shop, with its expected profit and the day to deploy it, each one ready in the app.

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The Plan, Continued

2022-2023 Financial Projections and Recommendations

Item	Category	Quantity	Unit Price	Total Price
1	Meat	10	10.00	100.00
2	Meat	5	20.00	100.00
3	Meat	10	10.00	100.00
4	Meat	5	20.00	100.00
5	Meat	10	10.00	100.00
6	Meat	5	20.00	100.00
7	Meat	10	10.00	100.00
8	Meat	5	20.00	100.00
9	Meat	10	10.00	100.00
10	Meat	5	20.00	100.00
11	Meat	10	10.00	100.00
12	Meat	5	20.00	100.00
13	Meat	10	10.00	100.00
14	Meat	5	20.00	100.00
15	Meat	10	10.00	100.00
16	Meat	5	20.00	100.00
17	Meat	10	10.00	100.00
18	Meat	5	20.00	100.00
19	Meat	10	10.00	100.00
20	Meat	5	20.00	100.00
21	Meat	10	10.00	100.00
22	Meat	5	20.00	100.00
23	Meat	10	10.00	100.00
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94	Meat	5	20.00	100.00
95	Meat	10	10.00	100.00
96	Meat	5	20.00	100.00
97	Meat	10	10.00	100.00
98	Meat	5	20.00	100.00
99	Meat	10	10.00	100.00
100	Meat	5	20.00	100.00



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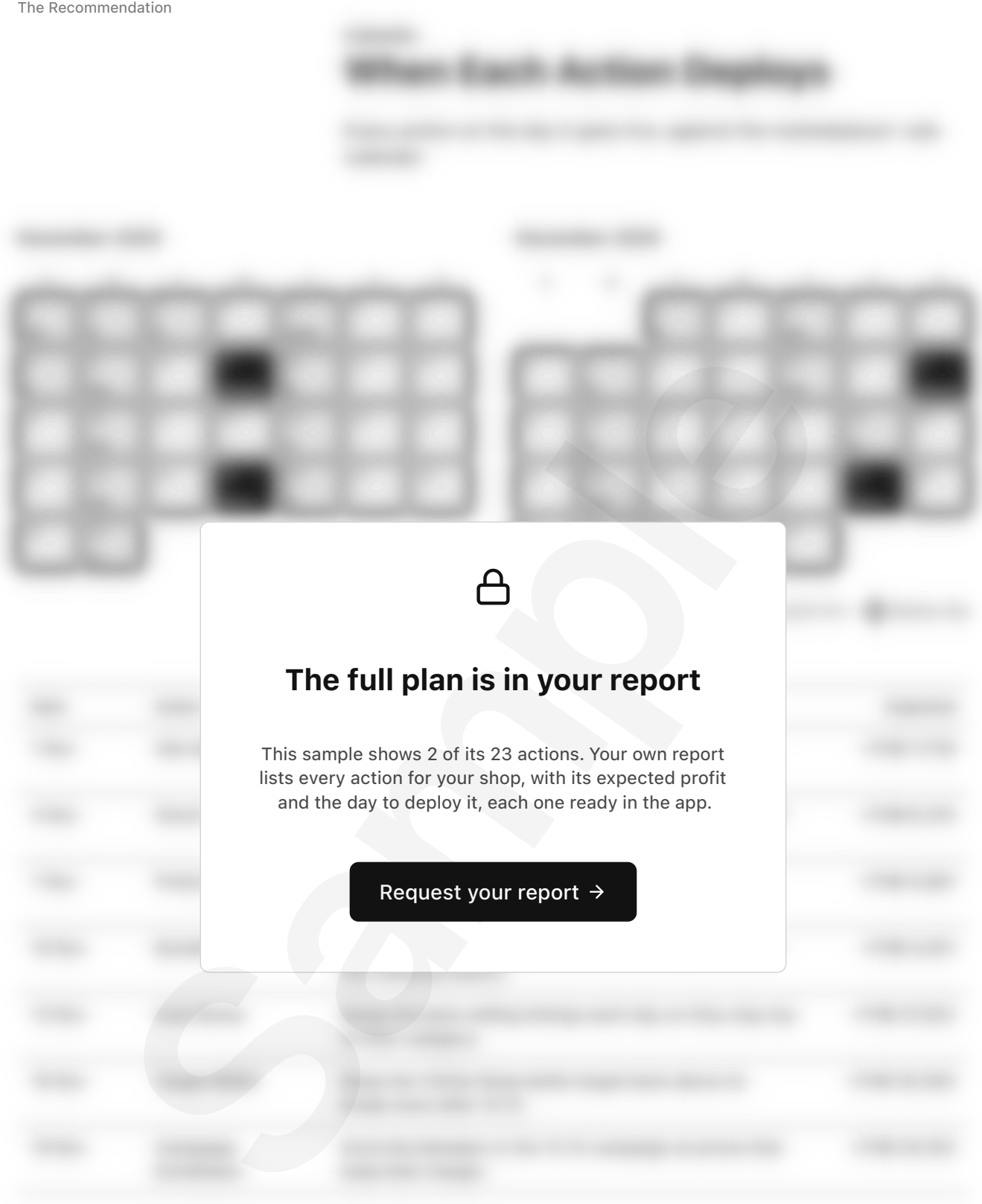
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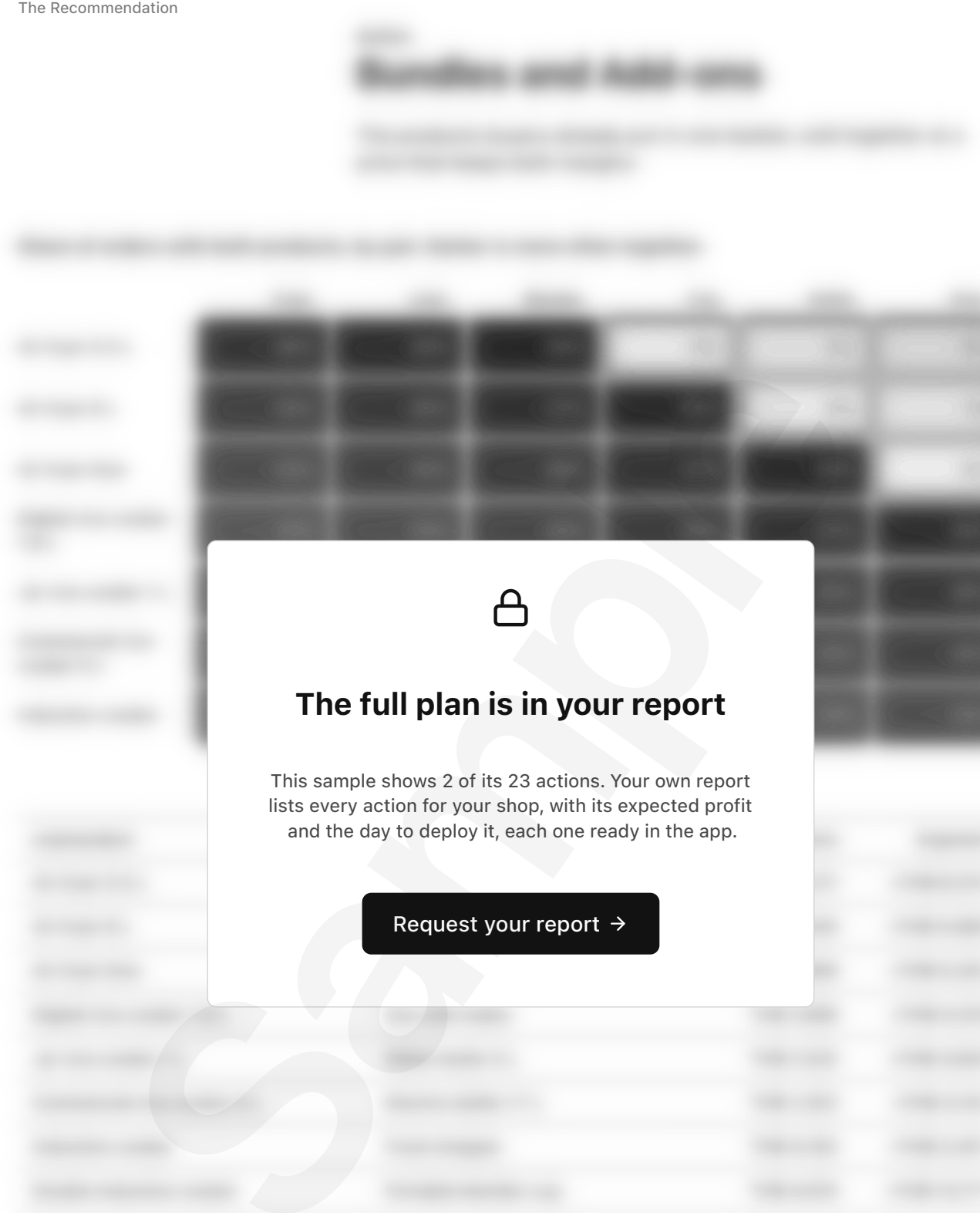
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Sample Report

Report generated on 2023-10-27 10:00:00

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	Category	Item	Day	Profit	Day to Deploy
1	Category 1	Item 1	Day 1	100	1
2	Category 1	Item 2	Day 2	150	2
3	Category 1	Item 3	Day 3	200	3
4	Category 1	Item 4	Day 4	250	4
5	Category 1	Item 5	Day 5	300	5
6	Category 1	Item 6	Day 6	350	6
7	Category 1	Item 7	Day 7	400	7
8	Category 1	Item 8	Day 8	450	8
9	Category 1	Item 9	Day 9	500	9
10	Category 1	Item 10	Day 10	550	10
11	Category 1	Item 11	Day 11	600	11
12	Category 1	Item 12	Day 12	650	12
13	Category 1	Item 13	Day 13	700	13
14	Category 1	Item 14	Day 14	750	14
15	Category 1	Item 15	Day 15	800	15
16	Category 1	Item 16	Day 16	850	16
17	Category 1	Item 17	Day 17	900	17
18	Category 1	Item 18	Day 18	950	18
19	Category 1	Item 19	Day 19	1000	19
20	Category 1	Item 20	Day 20	1050	20
21	Category 1	Item 21	Day 21	1100	21
22	Category 1	Item 22	Day 22	1150	22
23	Category 1	Item 23	Day 23	1200	23



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Shop and Order

2022-01-01 10:00:00

Item	Quantity	Price	Total
Item 1	1	10.00	10.00
Item 2	2	20.00	40.00
Item 3	3	30.00	90.00
Item 4	4	40.00	160.00
Item 5	5	50.00	250.00
Item 6	6	60.00	360.00
Item 7	7	70.00	490.00
Item 8	8	80.00	640.00
Item 9	9	90.00	810.00
Item 10	10	100.00	1000.00
Item 11	11	110.00	1210.00
Item 12	12	120.00	1440.00
Item 13	13	130.00	1690.00
Item 14	14	140.00	1960.00
Item 15	15	150.00	2250.00
Item 16	16	160.00	2560.00
Item 17	17	170.00	2890.00
Item 18	18	180.00	3240.00
Item 19	19	190.00	3610.00
Item 20	20	200.00	4000.00
Item 21	21	210.00	4410.00
Item 22	22	220.00	4840.00
Item 23	23	230.00	5290.00



The full plan is in your report

This sample shows 2 of its 23 actions. Your own report lists every action for your shop, with its expected profit and the day to deploy it, each one ready in the app.

Request your report →



Get this report for your own shop

Request your report →

This is a sample. Every shop, ID and figure in it is invented to show the shape of a DataGlass shop report.

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