



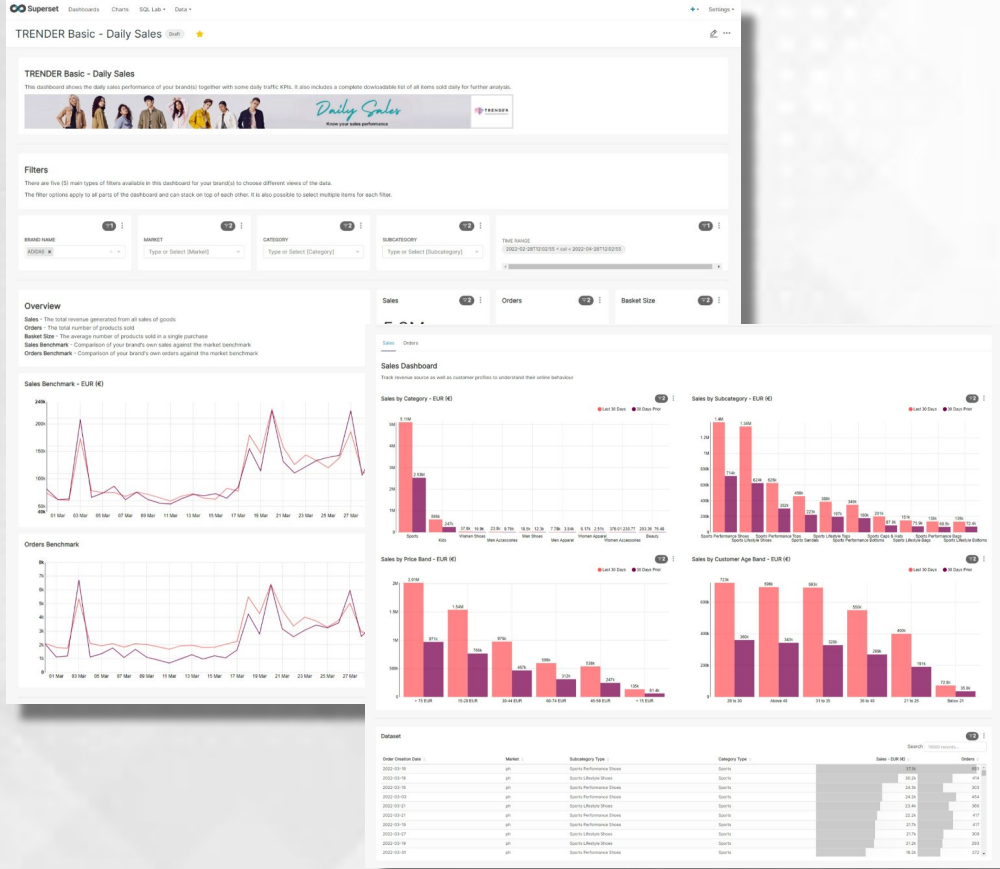
TRENDER Basic Information Deck

DATA BY GFG

ZALORA

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WHAT IS TRENDER BASIC

ZALORA, with its team of in-house fashion experts, introduces TRENDER, an **interactive online dashboard** which allows suppliers like yourself to fully capitalize on ZALORA's trade data to drive your brand's strategy.

With TRENDER, you will better understand who is buying products in your category, in order to target the right customer base and to be better equipped for future seasons' demands, by knowing what types of products customers are looking for.

ZALORA's COMPETITIVE ADVANTAGE

ZALORA's strong command and reputation in the fashion market and its experience of working with over **8000 global and domestic brands**, gives ZALORA a competitive edge when curating and sharing data insights specifically designed for you - a fashion brand audience.

ZALORA prides in having the **region's largest highly-qualified, fashion-focused, purchase-intent audience** that makes ZALORA's consumer data better suited to predict fashion trends than the other sources used currently by brands, such as brand.com data and membership sales data from retail.



DRIVE BUSINESS STRATEGY

A DATA PLATFORM FOR ALL NEEDS

EXECUTIVES

Data-driven informed decision making for executives to understand the latest trend developing in their market and category, to **predict future trends, improve profitability** and **drive top line growth** of the brand.



MARKETERS

In-depth understanding of consumer segments and purchasing behavior, trend analytics on changing consumer demographics and spending power help marketers **develop winning campaign strategies**.

MERCHANDISERS

Develop merchandiser's understanding on **how specific market and category is performing**, who the customers are and their purchasing preferences.



DESIGNERS

Offers designers with consumer centric insights on top color and size to **develop next season's winning collection**. Purchase data including price band and fastest selling subcategories will give a holistic view of what consumers are looking for.

TRENDER EMPOWERS DATA-DRIVEN DECISIONS



SALES PERFORMANCE

- Sales by Price Band
- Sales by Customer Age Band
- Sales Against Market Average



MARKET & CATEGORY TRENDS

- Fastest Growing Markets
- Best Performing Categories
- Top & Trending Subcategories



PRODUCT INSIGHTS

- Popular & Trending SKUs
(Which products are best-sellers on ZALORA?)
- Fastest Growing Sizes & Colours
(What are best-seller attributes?)
- Price Band Share
(Which price ranges work best with ZALORA's customers?)



CUSTOMER AWARENESS

- New Customer Split
(Who are the customers purchasing on ZALORA?)
- Top Regions
(Which regions are my product categories selling best in?)
- Top & Trending Age Groups
(What age groups are trending on ZALORA?)

COMPARE AGAINST MARKET BENCHMARKS

Brands will be able to compare their own sales and orders data against the market benchmarks, and



Recognize trends and patterns:

Being able to spot trends can help you avoid being caught off guard by a change in your sector.



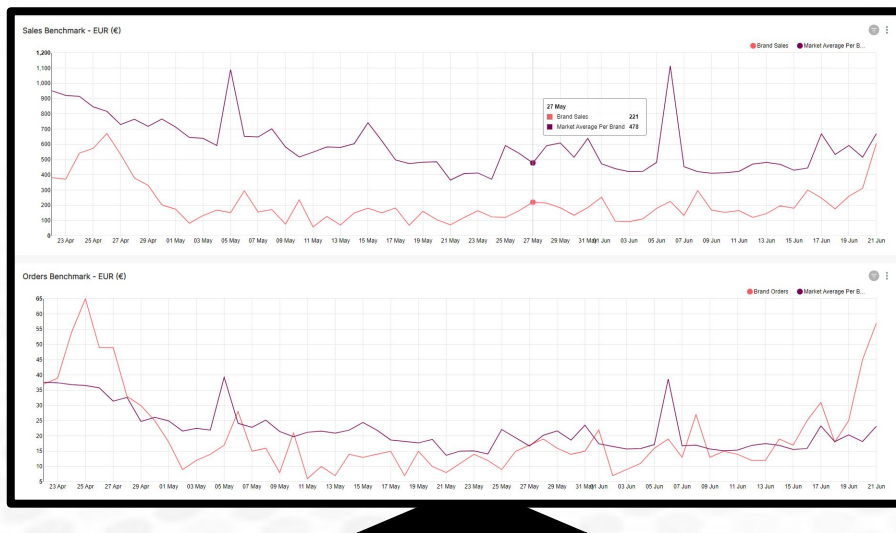
Monitor market position:

Benchmarking can show you where you are in the market and map the competitive landscape.

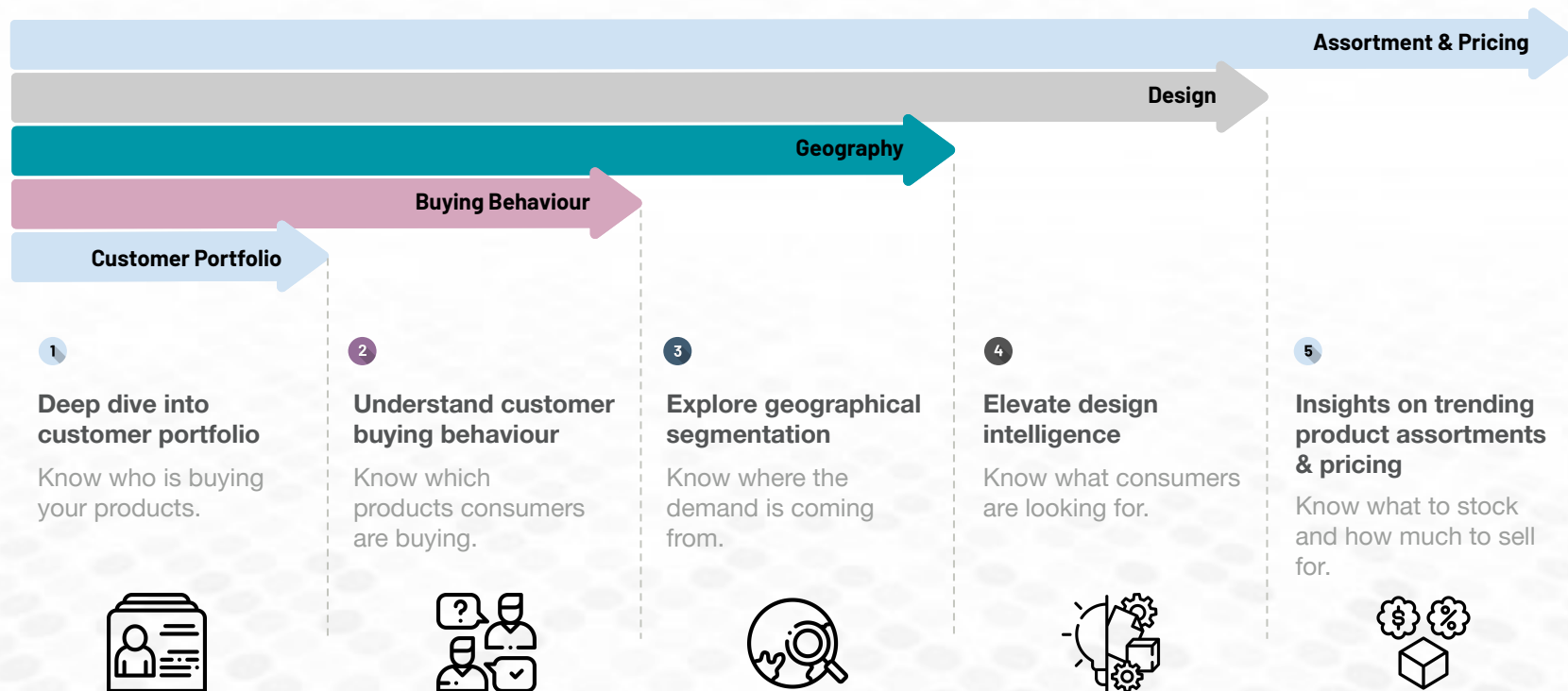


Reach full potential:

Realize your growth potential and locate possible growth opportunities by comparing against the market.



KEY BENEFITS



SUBSCRIPTION PACKAGES

SUBSCRIPTION PACKAGES* AVAILABLE FOR TRENDER BASIC INCLUDE:



Women's
Apparel



Women's
Accessories



Women's
Shoes



Men's
Apparel



Men's
Accessories



Men's
Shoes



Beauty



Kids



Traditional
Wear



Sports

STANDARD

STANDARD SUBSCRIPTION

- ✓ ZALORA's market data for your fastest growing category (for all available markets)

ADD-ONS

ADDITIONAL CATEGORY +1

- ✓ Your choice of additional categories at a discounted price

ADD-ONS

ADD ALL CATEGORIES ++

- ✓ Additional 9 categories, focusing on all of ZALORA's top product categories

*Based on the selected package, subscribing sellers will be charged Trender Fee once a month to their Account Statement in Global Seller Center (GSC).



STANDARD SUBSCRIPTION

Customer will receive access to ZALORA's market data for their fastest growing category

Malaysia



MYR **99**

Singapore



SGD **34.99**

Hong Kong



HKD **199**

Taiwan



TWD **749**

Philippines



PHP **999**

Indonesia



IDR **199,000**

Upgrade your standard subscription and enjoy discounts with TRENDER Upgrade Packages

CUSTOMER LOCATION	Malaysia	Singapore	Hong Kong	Taiwan	Philippines	Indonesia
PER ADDITIONAL CATEGORY	MYR 49	SGD 19.99	HKD 99	TWD 399	PHP 499	IDR 99,000
ADD ALL CATEGORIES	MYR 449	SGD 179	HKD 899	TWD 3,599	PHP 5,499	IDR 1,749,000

1. Customers of TRENDER Basic will be charged based on the Customer's country of origin where the Seller's principal place of business is located, as described in Seller Centre. All applicable TRENDER fees will be charged in local currency (LCY) to the Customer Seller Centre account statement once a month.
2. Standard subscription fee is still applicable for all TRENDER Upgrade Packages.
3. Prices shown are pre-tax, subject to respective countries' current tax rates.



TRENDER SUBSCRIPTION PROCESS

SELLER REQUESTS SUBSCRIPTION



Seller sends an email requesting to subscribe

TERMS & CONDITIONS AGREED



TRENDER subscription T&Cs pop-up in Seller Centre

FREE TRIAL



Brand receives FREE 1 month trial of TRENDER

READY FOR USE



Access to TRENDER Dashboard sent out to subscribing* Sellers

INVOICE BILLED



Seller charged in Seller-Centre for paid month of TRENDER

ADD CATEGORIES



Seller decides to purchase additional categories

*Subscribing to TRENDER is aligned to the needs of your brand throughout the season, therefore our subscription cycles is aligned with each season and constitutes of a 3-month term billed monthly billed directly to your Seller Centre account statement.

Start your 1-month

FREE TRIAL

Sign-up today and get access to the region's leading industry data right at your fingertips.

For a limited time-period ZALORA offers a 1-month trial of TRENDER Standard Subscription to our selected brand partners. Only for you, we have:

- Completely free for 1 month*
- Tailored data only for you
- Access to key product, competitor & customer insights
- Empower your team with leading industry data right at your fingertips

START NOW

KNOW MORE



even better....

TRENDER Professional!

TRENDER Professional allows you to have a deeper sub-categorical view, not just limited to the few that we have picked out for you in Basic.

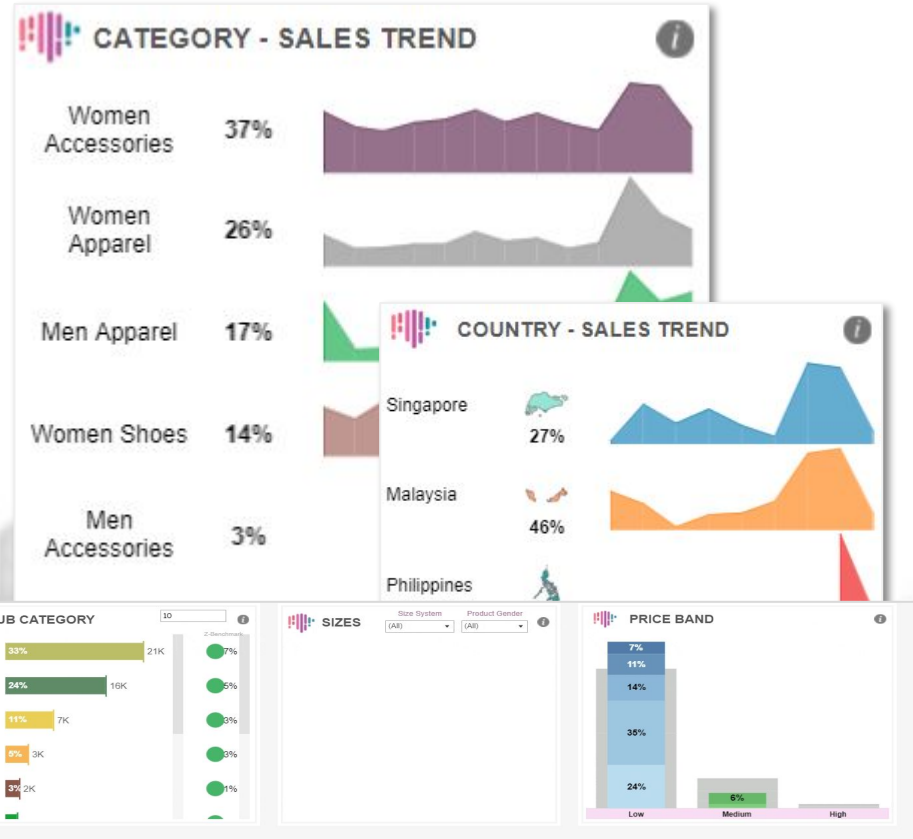
You will gain access to an **interactive dashboard**, and most importantly information specific to your brand including:

- Brand specific product & customer insights
- In-depth subcategory data
- Regional data
- Customer search terms
- Forecasted trends

... and much more!



trender-support@zalora.com



FAQs - General

1 WHAT IS TRENDER BASIC?

TRENDER Basic provides brand partners with access to key product, competitor and customer insights to drive brand strategy with ZALORA's trade data.

2 WHO IS TRENDER BASIC FOR?

TRENDER Basic is suitable for all brands on ZALORA's platform who are interested in gaining access to insights derived from the region's largest highly-qualified, fashion-focused, purchase-intent audience.

3 WHAT ARE THE CATEGORIES CURRENTLY OFFERED ON TRENDER BASIC?

Women's Apparel, Women's Accessories, Women's Shoes, Men's Apparel, Men's Accessories, Men's Shoes, Beauty, Kids, Traditional Wear, and Sports.

4 WHAT ARE THE MARKETS CURRENTLY COVERED ON TRENDER BASIC?

Malaysia (MY), Singapore (SG), Hong Kong (HK), Taiwan (TW), Philippines (PH), and Indonesia (ID).

FAQs - Subscription

5 IS THERE A FREE TRIAL FOR TRENDER BASIC?

Yes. You will start your Standard Subscription with a 1 month Free Trial.

6 HOW DOES THE TRENDER BASIC “STANDARD SUBSCRIPTION” WORK?

The Standard Subscription provides access to ZALORA’s market data for your brand’s fastest growing category in all available markets (e.g. A seller based in Malaysia will received a Beauty Category report for not only MY, but also SG, HK, TW, PH and ID markets).

7 HOW DOES THE TRENDER BASIC “PER ADDITIONAL CATEGORY” SUBSCRIPTION WORK?

In addition to your Standard Subscription report for your fastest growing category, you have the flexibility to add your choice of additional categories at a discounted price. (e.g. A seller currently subscribed to the Beauty Category can add reports for the Women’s Apparel Category too.)

8 HOW DOES THE TRENDER BASIC “ADD ALL CATEGORIES” SUBSCRIPTION WORK?

In addition to your Standard Subscription report for your fastest growing category, you can get insights into an additional 9 categories, focusing on all of ZALORA’s top product categories.

FAQs - Subscription

9 HOW DO I SUBSCRIBE OR UNSUBSCRIBE TO TRENDER BASIC “STANDARD SUBSCRIPTION”, “PER ADDITIONAL CATEGORY” AND/OR “ADD ALL CATEGORIES” PACKAGES?

Simply drop us an email at any time at trender-support-mp@zalora.com.

10 WHAT HAPPENS AT THE END OF THE TRENDER BASIC FREE TRIAL?

At the end of your Free Trial, your subscription will be automatically renewed, with monthly charges billed to your Seller Center account statement. This can be cancelled at any time prior to renewal by contacting trender-support-mp@zalora.com.

11 HOW MUCH DOES TRENDER BASIC COST?

Please refer to the Pricing Sheet for more information.

12 WHAT CURRENCY WILL TRENDER BASIC BE BILLED IN?

TRENDER Basic will be billed based on the home country of your Seller Center (e.g. A seller on Malaysia Seller Center will be billed in MYR).

FAQs - The Dashboard

13 IS THERE A GUIDE ON HOW TO USE THE DASHBOARD?

Yes, please refer to the 'TRENDER Basic Walkthrough Guide' for more information. It is available on the [Help Page](#).

14 HOW CAN I FILTER MY DATA?

Currently, you have the option to filter data by Supplier Name, Brand Name, Market, Category, Subcategory, and Time Range. For example, a brand who is currently subscribed to the Beauty Category will be able to view their Beauty sales data against the market benchmark in only Malaysia or against the benchmark in other markets. Additionally, you can select multiple filters for a comprehensive view on the dashboard.

15 WHAT IS THE CURRENT TIME RANGE AVAILABLE FOR VIEWING ON THE DASHBOARD?

Currently, you can view the dashboard data up to a maximum of the last 60 days. Do look forward to a longer time frame to be made available soon.

16 HOW OFTEN IS THE DATA UPDATED ON THE DASHBOARD?

The Daily Sales dashboard data will be updated daily.

FAQs - The Dashboard

17 WILL I BE ABLE TO DOWNLOAD/ EXPORT THE DASHBOARD DATA?

Yes, you can download the charts as an image or export the data as a CSV file.

18 WHAT CURRENCY WILL THE DATA BE DISPLAYED IN?

The euro (symbol: €; code: EUR). This is to allow easy comparison between the different markets.

19 SOME OF THE DATA ON THE DASHBOARD IS NOT LOADING PROPERLY. WHAT DO I DO?

In the event of any issues, you can try force refreshing the data by clicking on the force refresh button (more details in the 'TRENDER Basic Walkthrough'). If the issue persists, please contact trender-support-mp@zalora.com.

20 WILL THERE BE MORE FEATURES OR ADDITIONAL DASHBOARDS IN THE FUTURE?

Yes, keep an eye out on the [Announcement Page](#) as new features and dashboards will be made available soon! If you have any feedback for us, do let us know through the TRENDER Basic feedback form!



CONTACT US

Get in touch with us if you have any questions / issues /
feedback about TRENDER Basic!

[**trender-support-mp@zalora.com**](mailto:trender-support-mp@zalora.com)





TRENDER Basic Walkthrough

DATA BY GFG

ZALORA

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Website Login



More insights on TRENDER Basic with our new Dashboard!

We heard you and we have made improvements - you can now benchmark your performance against the market!

This email includes your account details, so please keep it safe. You will be prompted to change your password on your first login.

Username: [email address]

Password: [password]

Look out for more emails from us! This is only one of many steps we are taking to ensure that you have easy access to actionable insights for your product categories!

[Get Started](#)

Questions? Check out our [FAQs](#) and [Walkthrough Guide](#) or [drop us an email](#) - we are here to help!

All the best,
Your TRENDER Basic Team!

WELCOME EMAIL

Activation of TRENDER Basic Account

After subscribing to TRENDER Basic, a welcome email will be sent to you with your

- (1) username and
- (2) temporary password.

trender.zalora.com

1



ZALORA

 TRENDER
Empowering Data-Driven Decisions

2

Username

Password

3

Login

Register

[Forgot Password ?](#)



HOW TO LOGIN?

Step 1:

Access TRENDER website at <https://trender.zalora.com/>

Step 2:

To login, enter your username (email) & password.

Step 3:

Click on the login button to enter the website.

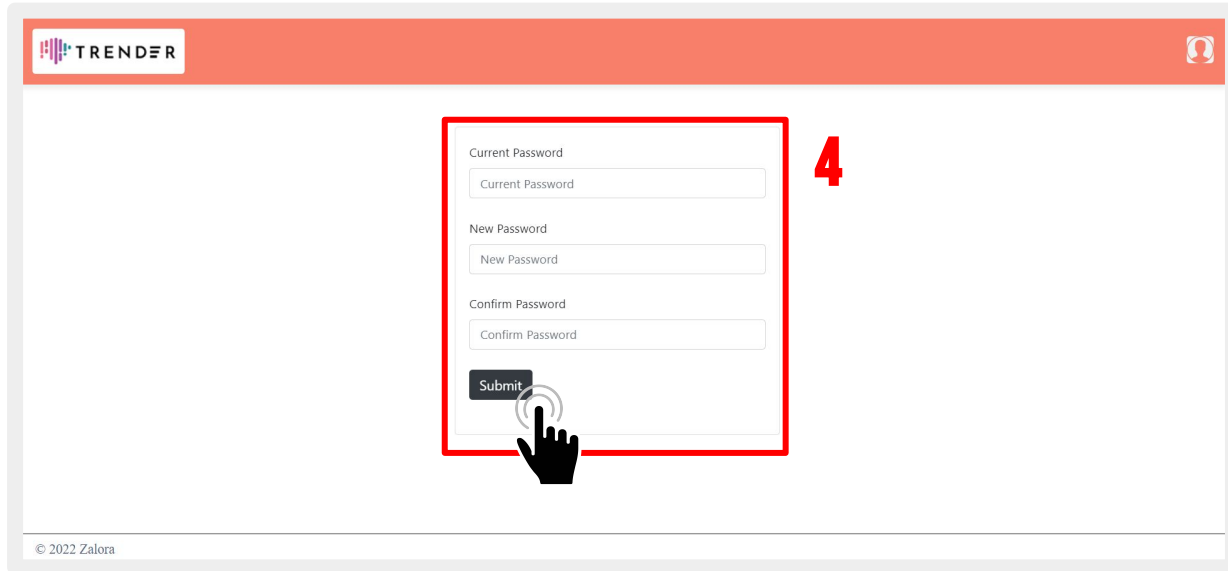
RESET PASSWORD

FIRST TIME LOGIN



Step 4:

When logging in for the first time, you will be prompted to reset your password.




The screenshot shows a web interface for password reset. At the top left is the TRENDER logo, and at the top right is a user profile icon. The main content area contains a form with three input fields: 'Current Password', 'New Password', and 'Confirm Password'. A red rectangular box highlights the entire form area, with a large red number '4' to its right. A hand cursor is positioned over the 'Submit' button at the bottom of the form. The footer of the page contains the copyright notice '© 2022 Zalora'.

HOW TO LOGIN?



Step 5:


Congratulations! You now have access to the TRENDER website and all the dashboards you have subscribed to.



[Overview](#) [Dashboards](#) [Reports](#) [Announcements](#) [Help Page](#)

What is TRENDER?

ZALORA, with it's team of in-house fashion experts, introduces TRENDER, enabling brands to fully capitalize on ZALORA's trade data to drive your supplier's strategy.




5

Dashboards

TRENDER Basic Daily Sales

Know your sales performance

Shows the daily sales performance of your brand(s) together with some daily traffic KPIs. Provides a complete downloadable list of all items sold daily.



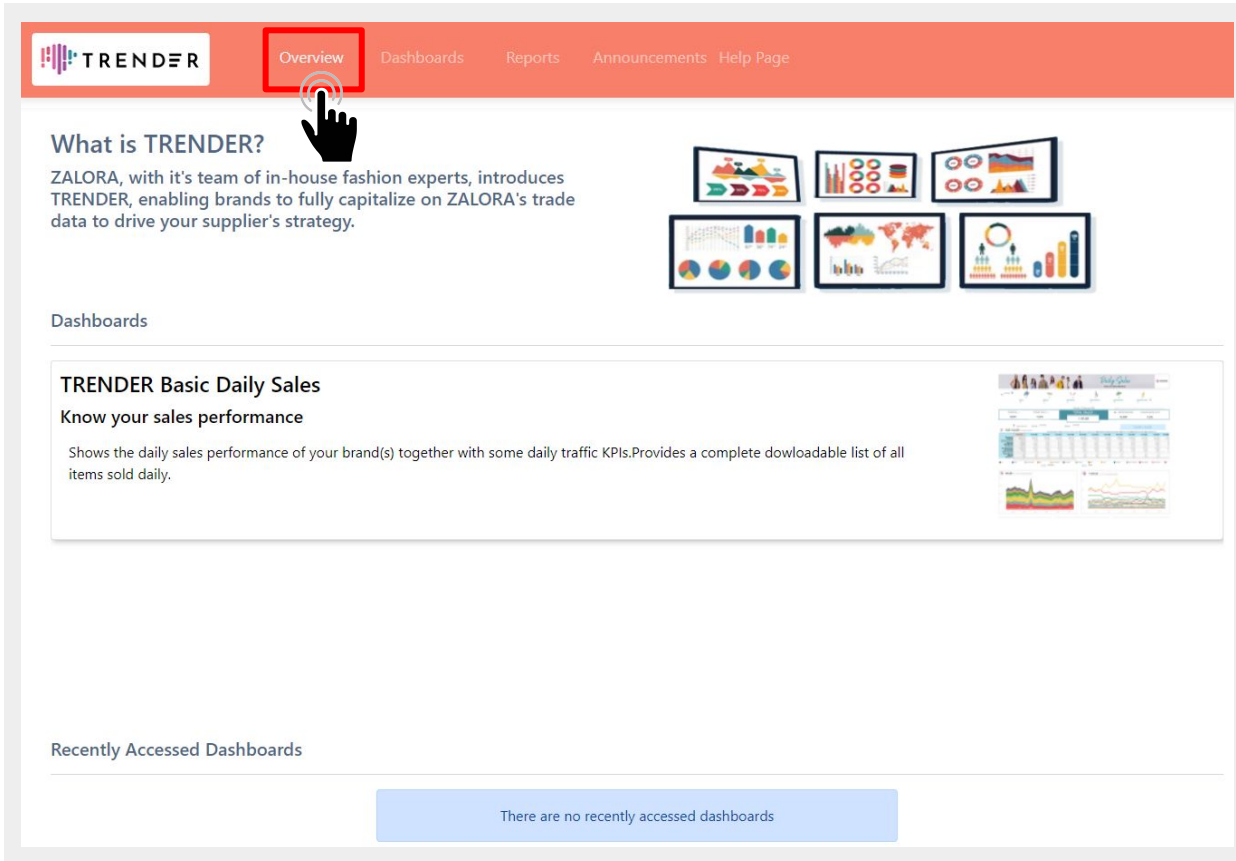
Recently Accessed Dashboards

There are no recently accessed dashboards



Overview

OVERVIEW PAGE



The screenshot shows the TRENDER Overview page. At the top, there is a navigation bar with the TRENDER logo on the left and menu items: Overview (highlighted with a red box and a hand cursor), Dashboards, Reports, Announcements, and Help Page. Below the navigation bar, the main content area is divided into sections:

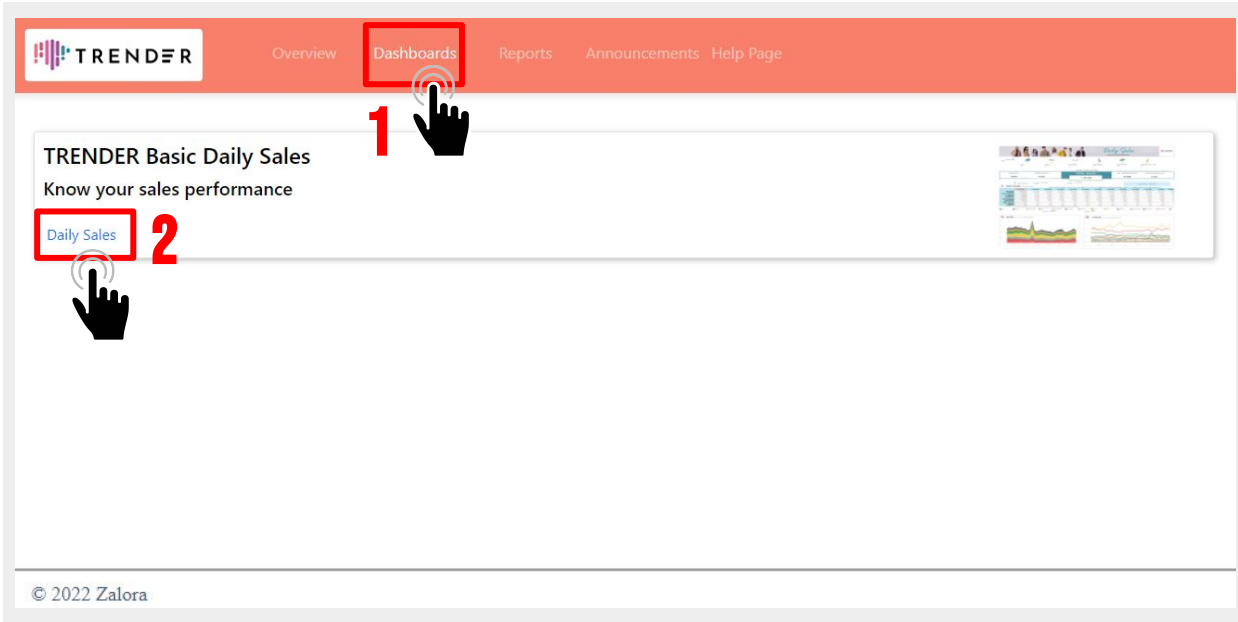
- What is TRENDER?**: A section with a hand cursor icon pointing to the text. The text reads: "ZALORA, with it's team of in-house fashion experts, introduces TRENDER, enabling brands to fully capitalize on ZALORA's trade data to drive your supplier's strategy." To the right of this text are six small dashboard preview thumbnails.
- Dashboards**: A section header.
- TRENDER Basic Daily Sales**: A dashboard card with the sub-header "Know your sales performance". The description states: "Shows the daily sales performance of your brand(s) together with some daily traffic KPIs. Provides a complete downloadable list of all items sold daily." To the right of the text is a thumbnail of the dashboard, which includes a table of data and a line chart.
- Recently Accessed Dashboards**: A section header.
- At the bottom, a blue box contains the text: "There are no recently accessed dashboards".

The **Overview tab** is the main homepage for TRENDER. It shows your current and recently accessed dashboards for easy access.



Dashboards

DASHBOARD PAGE



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The **Dashboards tab** shows all the dashboards available to you based on your subscription. You will be able to access all markets in your subscribed categories as well as the Daily Sales dashboard.

The **TRENDER Basic Daily Sales dashboard** shows the daily sales performance of your brand(s) together with some daily traffic KPIs.

Note: Your default category will be your brand's fastest growing category (in NMV).

DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

TRENDER Basic - Daily Sales

This dashboard shows the daily sales performance of your brand(s) together with some daily traffic KPIs. It also includes a complete downloadable list of all items sold daily for further analysis.



Filters

There are five (5) main types of filters available in this dashboard for your brand(s) to choose different views of the data.

The filter options apply to all parts of the dashboard and can stack on top of each other. It is also possible to select multiple items for each filter.

SUPPLIER NAME:
 BRAND NAME:
 MARKET:
 CATEGORY:
 SUBCATEGORY:
 TIME:

Overview

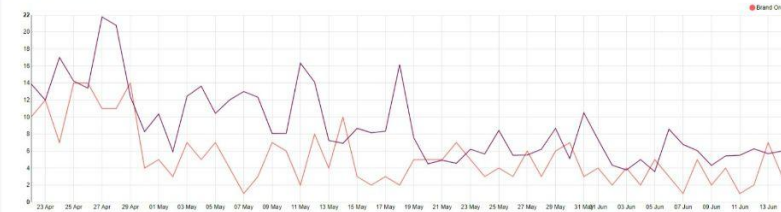
Sales - The total revenue generated from all sales of goods
Orders - The total number of products sold
Basket Size - The average number of products sold in a single purchase
Sales Benchmark - Comparison of your brand's own sales against the market benchmark
Orders Benchmark - Comparison of your brand's own orders against the market benchmark



Sales Benchmark - EUR (€)



Orders Benchmark - EUR (€)

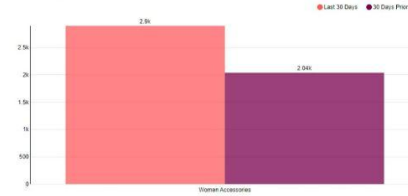


Sales Orders

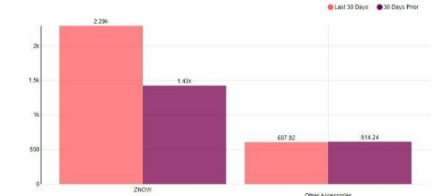
Sales Dashboard

Track revenue source as well as customer profiles to understand their online behaviour

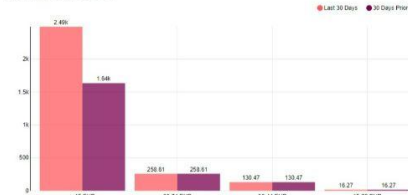
Sales by Category - EUR (€)



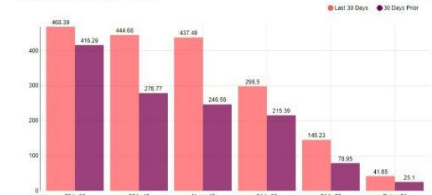
Sales by Subcategory - EUR (€)



Sales by Price Band - EUR (€)



Sales by Customer Age Band - EUR (€)



Dataset

Search: 34 records

Order Creation Date	Market	Subcategory Type	Category Type	Sales - EUR (€)	Orders
2022-04-25	US	Other Accessories	Women Accessories	192.73	9
2022-04-26	US	Other Accessories	Women Accessories	139.32	10
2022-04-26	US	ZNOW	Women Accessories	94.7	11
2022-04-25	US	ZNOW	Women Accessories	81.23	11
2022-05-14	US	ZNOW	Women Accessories	64.65	10
2022-04-27	US	ZNOW	Women Accessories	75.53	9
2022-04-25	US	ZNOW	Women Accessories	74.84	9
2022-04-26	US	Other Accessories	Women Accessories	74.31	9
2022-04-26	US	ZNOW	Women Accessories	67.76	8
2022-05-12	US	ZNOW	Women Accessories	67.5	8

TRENDER Basic - Daily Sales

This dashboard shows the daily sales performance of your brand(s) together with some daily traffic KPIs. It also includes a complete downloadable list of all items sold daily for further analysis.



Filters

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The filter options apply to all parts of the dashboard and can stack on top of each other. It is also possible to select multiple items for each filter.

SUPPLIER NAME 1/2

Type or Select [Supplier Name]

BRAND NAME 1/2

Type or Select [Brand Name]

MARKET 1/2

Type or Select [Market]

CATEGORY 1/1

Women Accessories

SUBCATEGORY 1/2

Type or Select [Subcategory]

TIME RANGE 1/1

2022-04-22T07:54:22 +00:00 - 2022-06-...

Overview

Sales - The total revenue generated from all sales of goods

Orders - The total number of products sold

Basket Size - The average number of products sold in a single purchase

Sales Benchmark - Comparison of your brand's own sales against the market benchmark

Orders Benchmark - Comparison of your brand's own orders against the market benchmark

Sales

2.9k
EUR (€)

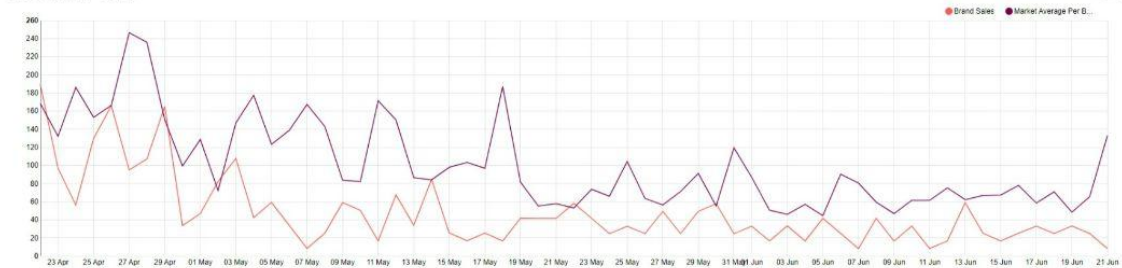
Orders

306

Basket Size

296

Sales Benchmark - EUR (€)



DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

→ FILTER OPTIONS

The data on this dashboard can be filtered based on **Supplier Name, Brand Name, Market, Category, Subcategory, and Time Range.**

The filter options apply to all parts of the dashboard and can stack on top of each other. It is also possible to select multiple items for each filter.

By default, the dashboard will already be filtered by your Supplier Name.

Note: Filter options will only show filters that are applicable to you.

DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

→ FILTER OPTIONS (MARKET)

You can filter by market simply by clicking on the market filter and selecting your desired option.


Step 1:
Click on the market filter.

Step 2:
Select your desired option.

Note: Filter options will only show filters that are applicable to you.

TRENDER Basic - Daily Sales

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SUPPLIER NAME

BRAND NAME

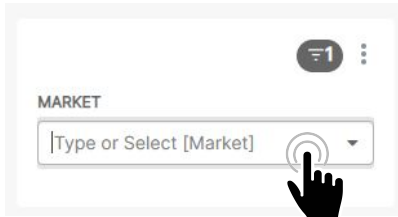
MARKET

CATEGORY

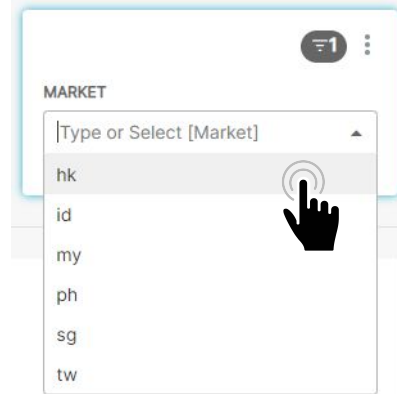
SUBCATEGORY

TIME RANGE

1



2



TRENDER Basic - Daily Sales

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The filter options apply to all parts of the dashboard and can stack on top of each other. It is also possible to select multiple items for each filter.

SUPPLIER NAME Type or Select [Supplier Name]	BRAND NAME Type or Select [Brand Name]	MARKET id x	CATEGORY Women Accessories x	SUBCATEGORY Type or Select [Subcategory]	TIME RANGE 2022-03-30T03:27:28 < col < 2022-05-
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Overview

Sales - The total revenue generated from all sales of goods

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Basket Size - The average number of products sold in a single purchase

Sales Benchmark - Comparison of your brand's own sales against the market benchmark

Orders Benchmark - Comparison of your brand's own orders against the market benchmark

Sales 4.84k EUR (€)	Orders 478	Basket Size 420
---------------------------	---------------	--------------------

DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

→ ACTIVE AND INACTIVE FILTERS

To view the filters that are currently active on the dashboard.

Step 1:

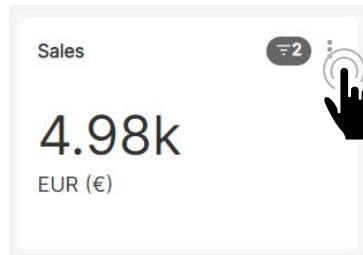
Click on dark grey filter icon.

Step 2:

This will show which filters have been applied to the entire dashboard and which are unset.

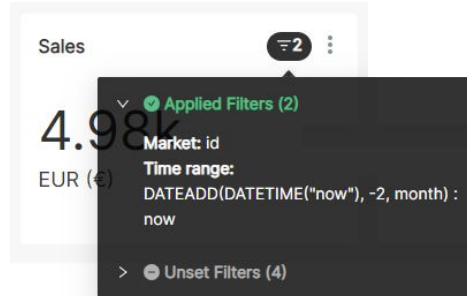
Note: Filter options will only show filters that are applicable to you.

1



Sales
4.98k
EUR (€)

2



Sales
4.98k
EUR (€)

- Applied Filters (2)
 - Market: id
 - Time range: DATEADD(DATETIME("now"), -2, month) : now
- Unset Filters (4)

TRENDER Basic - Daily Sales

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SUPPLIER NAME ⌵ Type or Select [Supplier Name]	BRAND NAME ⌵ Type or Select [Brand Name]	MARKET ⌵ X	CATEGORY ⌵ Women Accessories: X	SUBCATEGORY ⌵ Type or Select [Subcategory]	TIME RANGE ⌵ 2022-03-30T03:27:28 < col < 2022-05-...
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Overview

Sales - The total revenue generated from all sales of goods

Orders - The total number of products sold

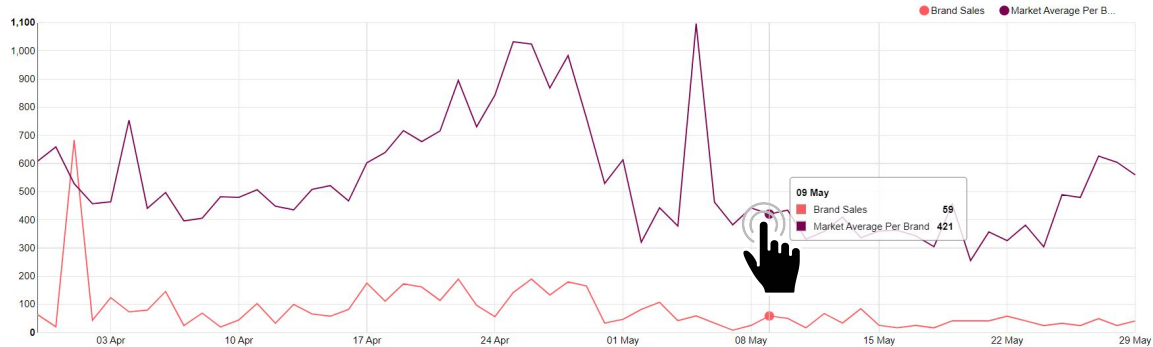
Basket Size - The average number of products sold in a single purchase

Sales Benchmark - Comparison of your brand's own sales against the market benchmark

Orders Benchmark - Comparison of your brand's own orders against the market benchmark

Sales ⌵ 4.84k EUR (€)	Orders ⌵ 478	Basket Size ⌵ 420
--	--	---

Sales Benchmark - EUR (€)



DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

→ TOOLTIPS

To view a specific item in detail, you can hover over a particular point in the chart to view a tooltip.

Step 1:

Hover the mouse over the graph line to view the tooltip.

DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

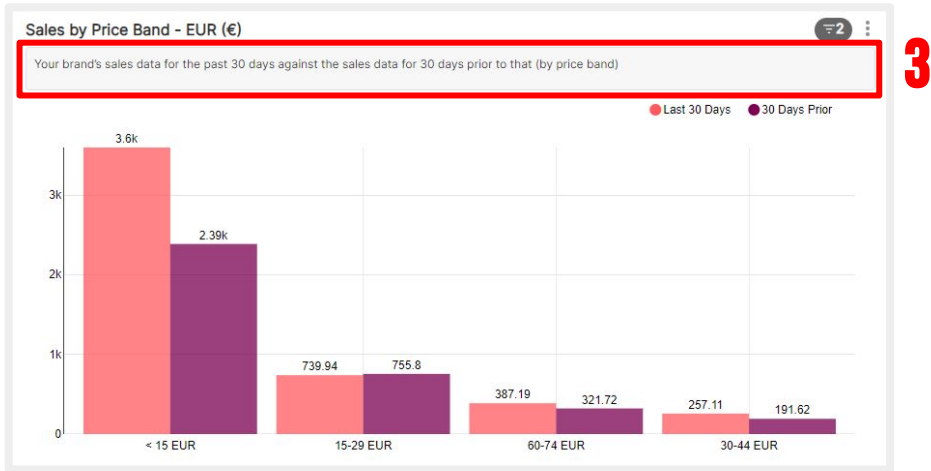
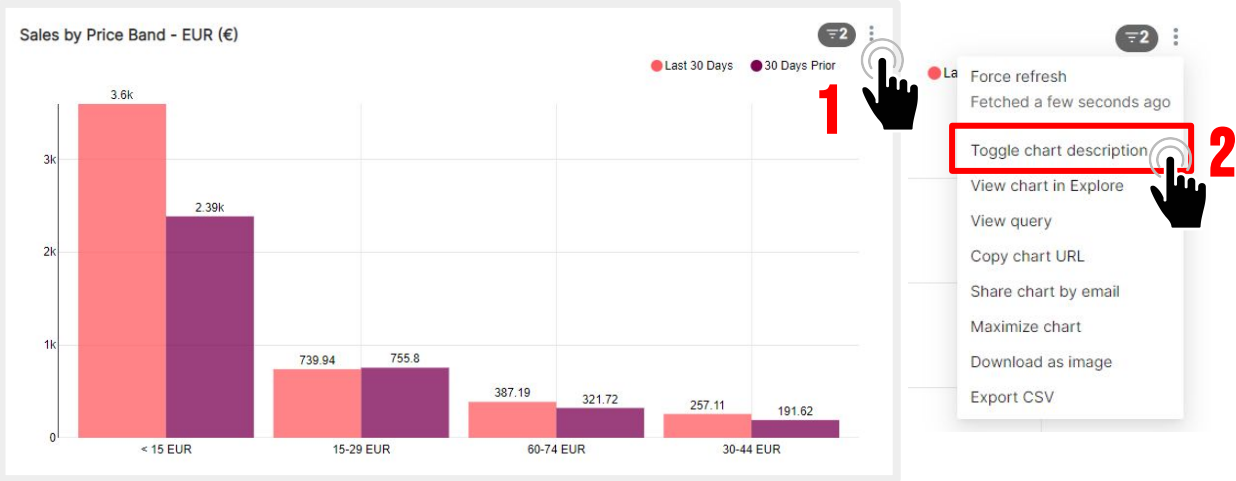
→ CHART DESCRIPTIONS

To better understand what each chart represents, you can toggle the chart description.

Step 1:
Click on the ellipsis button (3 vertical dots).

Step 2:
Select "Toggle chart description" from the dropdown menu.

Step 3:
The chart description will appear underneath the chart title.



DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

→ DOWNLOAD CHART

To download a chart as an image.

Step 1:

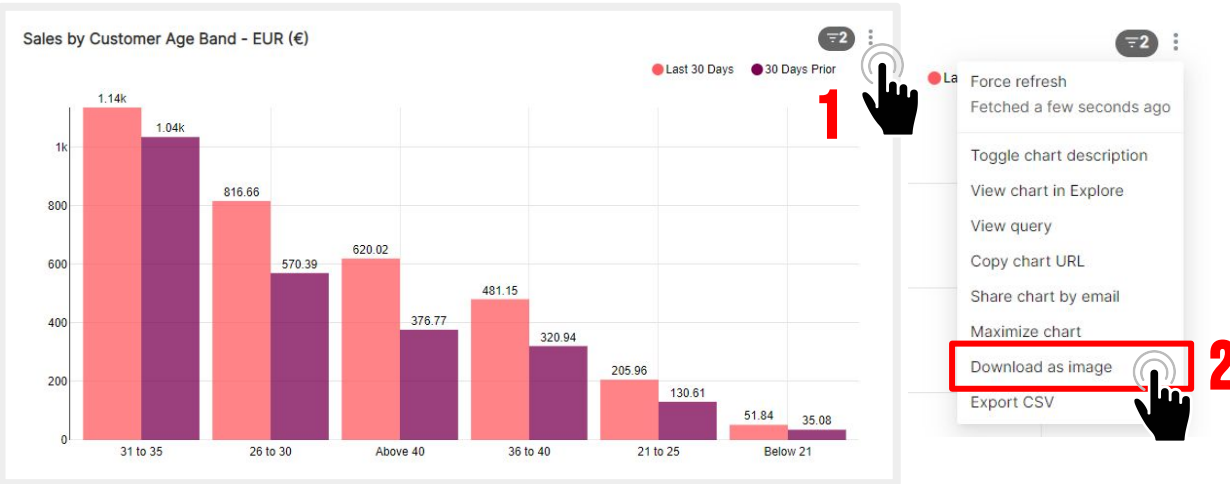
Click on the ellipsis button (3 vertical dots).

Step 2:

Select "Download as image" from the dropdown menu.

Step 3:

The chart will be downloaded as an image in your gallery.



DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

Dataset

Search 16 records **1**

Order Creation Date	Market	Subcategory Type	Category Type	Sales - EUR (€)	Orders
2022-04-28	id	Sports Lifestyle Bags	Sports	51	7.69k
2022-04-27	id	Sports Lifestyle Bags	Sports	27.7	4.22k
2022-04-28	id	Sports Lifestyle Shoes	Sports	17.55	2.65k
2022-04-26	id	Sports Lifestyle Bags	Sports	16.9	2.59k
2022-04-25	id	Sports Lifestyle Bags	Sports	9.23	1.42k
2022-04-27	id	Sports Lifestyle Shoes	Sports	8.65	1.32k
2022-04-26	id	Sports Lifestyle Shoes	Sports	5.98	916
2022-04-25	id	Sports Lifestyle Shoes	Sports	2.68	413
2022-05-26	id	Sports Lifestyle Bags	Sports	0	0
2022-05-26	id	Sports Lifestyle Shoes	Sports	0	0

→ EXPORT DATA

You can export data as a CSV file for further analysis.

Dataset

Search

Order Creation Date	Market	Subcategory Type	Category Type	Sales - EUR (€)	Orders
2022-04-28	id	Sports Lifestyle Bags	Sports		
2022-04-27	id	Sports Lifestyle Bags	Sports		
2022-04-28	id	Sports Lifestyle Shoes	Sports		
2022-04-26	id	Sports Lifestyle Bags	Sports		
2022-04-25	id	Sports Lifestyle Bags	Sports		
2022-04-27	id	Sports Lifestyle Shoes	Sports		
2022-04-26	id	Sports Lifestyle Shoes	Sports		
2022-04-25	id	Sports Lifestyle Shoes	Sports		
2022-05-26	id	Sports Lifestyle Bags	Sports		
2022-05-26	id	Sports Lifestyle Shoes	Sports		

Force refresh
 Fetched a few seconds ago

- View chart in Explore
- View query
- Copy chart URL
- Share chart by email
- Maximize chart
- Download as image
- Export CSV**

2

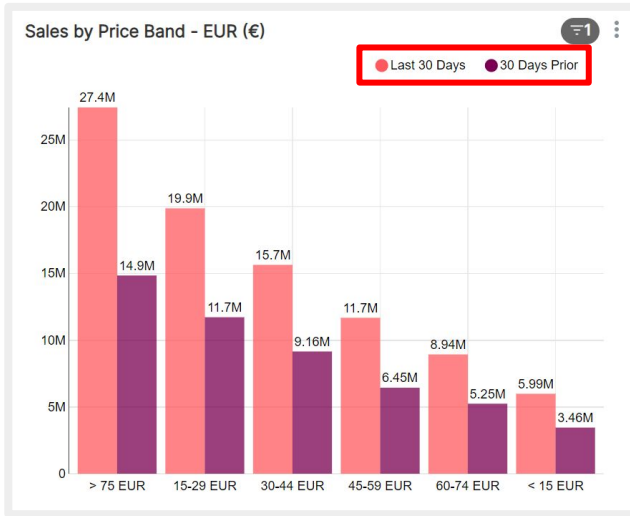
Step 1:

Scroll to the bottom of the dashboard for the dataset table and click on the ellipsis button (3 vertical dots).

Step 2:

Select “Export CSV” from the dropdown menu and the file will be downloaded to your device automatically.

Note: The “Export CSV” option will only work for the Dataset table.



DASHBOARD PAGE

TRENDER BASIC DAILY SALES DASHBOARD

→ LEGEND DESCRIPTION

Last 30 Days:

- Represents the data from the last 30 days up to the day of viewing the dashboard.
- For example, accessing the dashboard on 15 May 2022 will show the data from 16 April 2022 to 15 May 2022.

30 Days Prior:

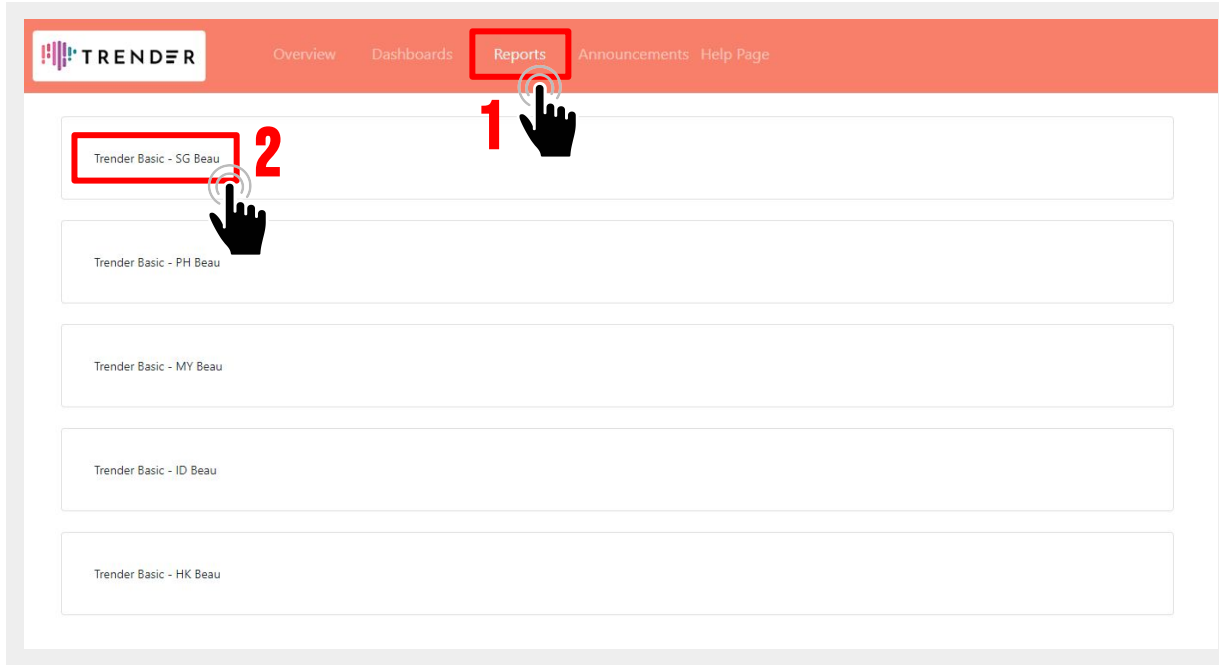
- Represents the data from 30 day prior to the “Last 30 Days”
- For example, accessing the dashboard on 15 May 2022 will show the data from 17 March 2022 to 15 April 2022.





Reports

REPORT PAGE



The **Reports tab** contains past TRENDER Basic reports for your subscribed category for the latest month.

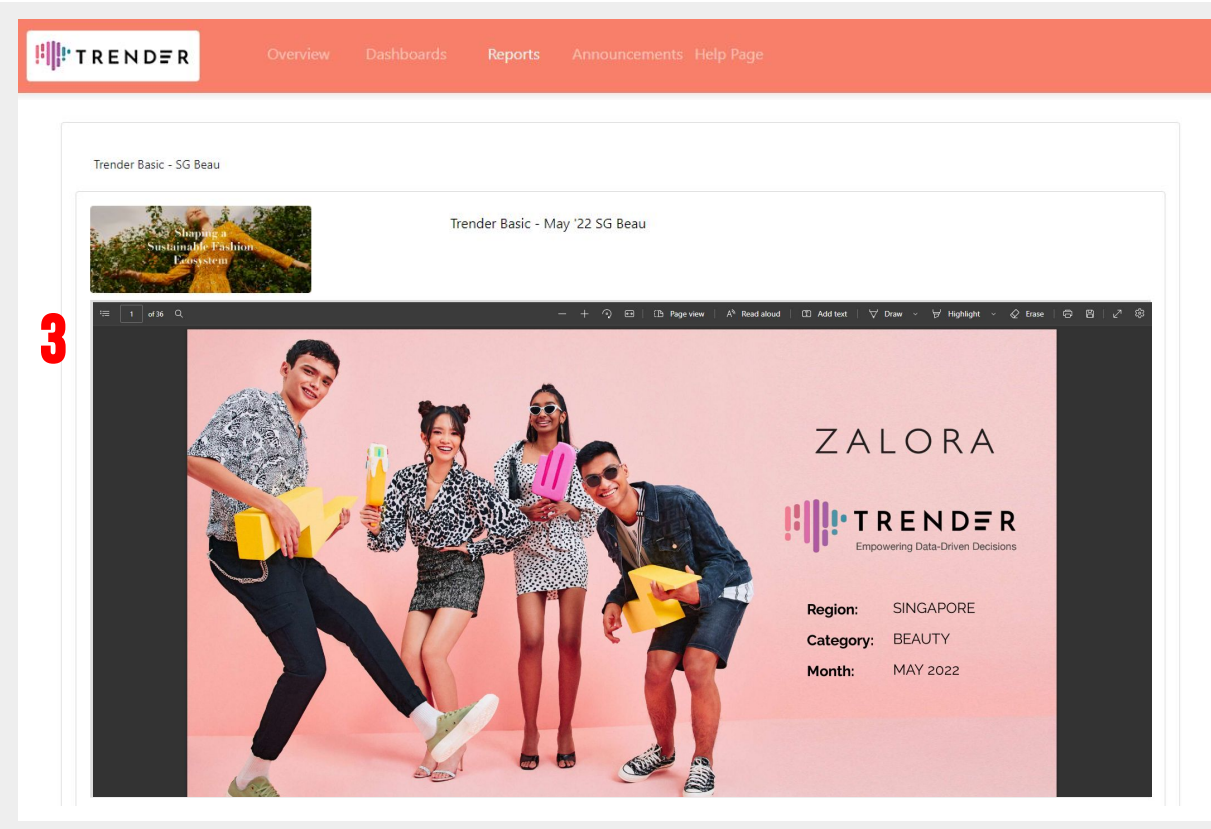
Note: Reports will only show for categories you are subscribed to.

REPORT PAGE

The **Reports tab** contains past TRENDER Basic reports for your subscribed category for the latest month.

Note: Reports will only show for categories you are subscribed to.

3

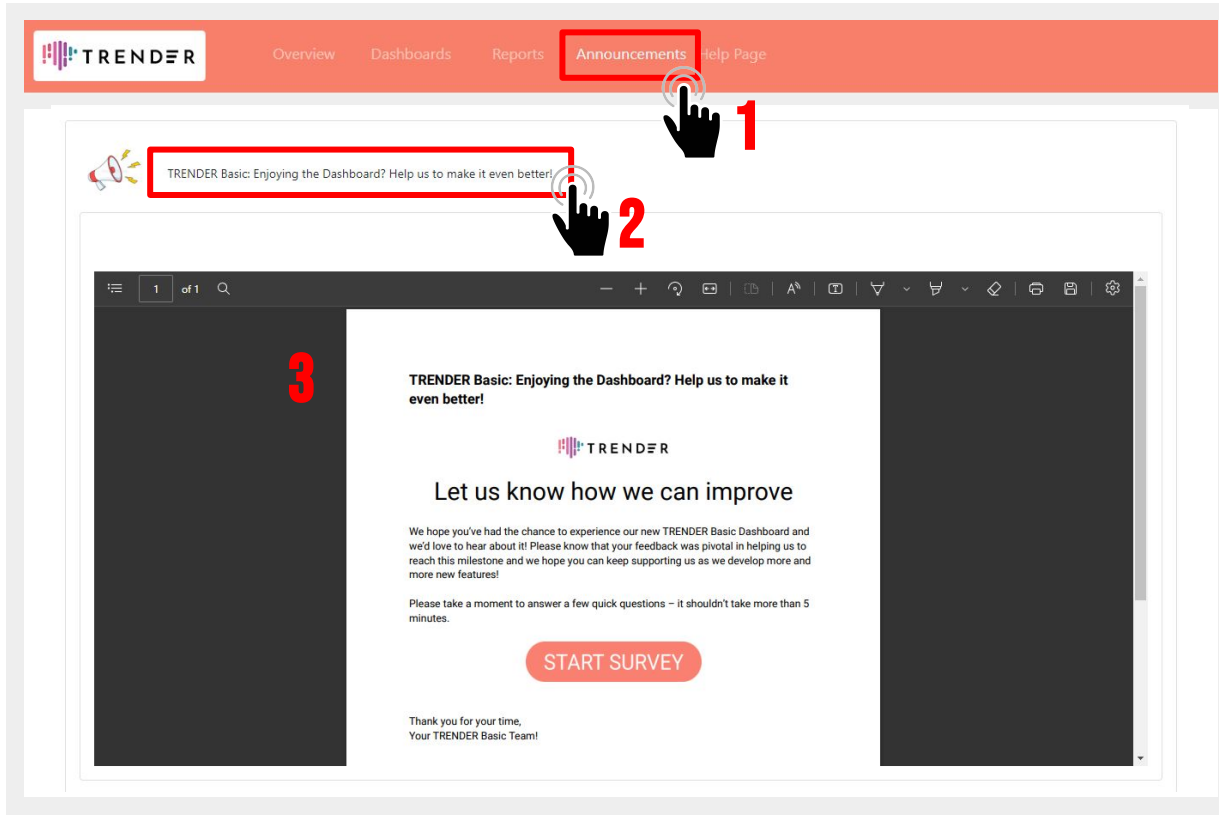


The screenshot shows the TRENDER interface with a navigation bar containing 'Overview', 'Dashboards', 'Reports', 'Announcements', and 'Help Page'. The main content area displays a report titled 'Trender Basic - May '22 SG Beau'. The report content includes a Zalora advertisement featuring four models holding yellow boxes. The advertisement text reads: 'ZALORA', 'TRENDER Empowering Data-Driven Decisions', 'Region: SINGAPORE', 'Category: BEAUTY', and 'Month: MAY 2022'. A small thumbnail image in the top left of the report area shows a person in a yellow outfit with the text 'Shopping a Sustainable Fashion Ecosystem'.



Announcements

ANNOUNCEMENTS PAGE



The screenshot shows the TRENDER web interface. At the top, a navigation bar contains the TRENDER logo and menu items: Overview, Dashboards, Reports, Announcements, and Help Page. The 'Announcements' tab is highlighted with a red box and a hand icon labeled '1'. Below the navigation bar, a notification banner reads 'TRENDER Basic: Enjoying the Dashboard? Help us to make it even better!' and is also highlighted with a red box and a hand icon labeled '2'. The main content area displays a survey titled 'TRENDER Basic: Enjoying the Dashboard? Help us to make it even better!' with the TRENDER logo, a heading 'Let us know how we can improve', a paragraph of text, a 'START SURVEY' button, and a closing message 'Thank you for your time, Your TRENDER Basic Team!'. A hand icon labeled '3' points to the left sidebar area.

The **Announcements** tab is where you can find the latest news and updates about TRENDER Basic.

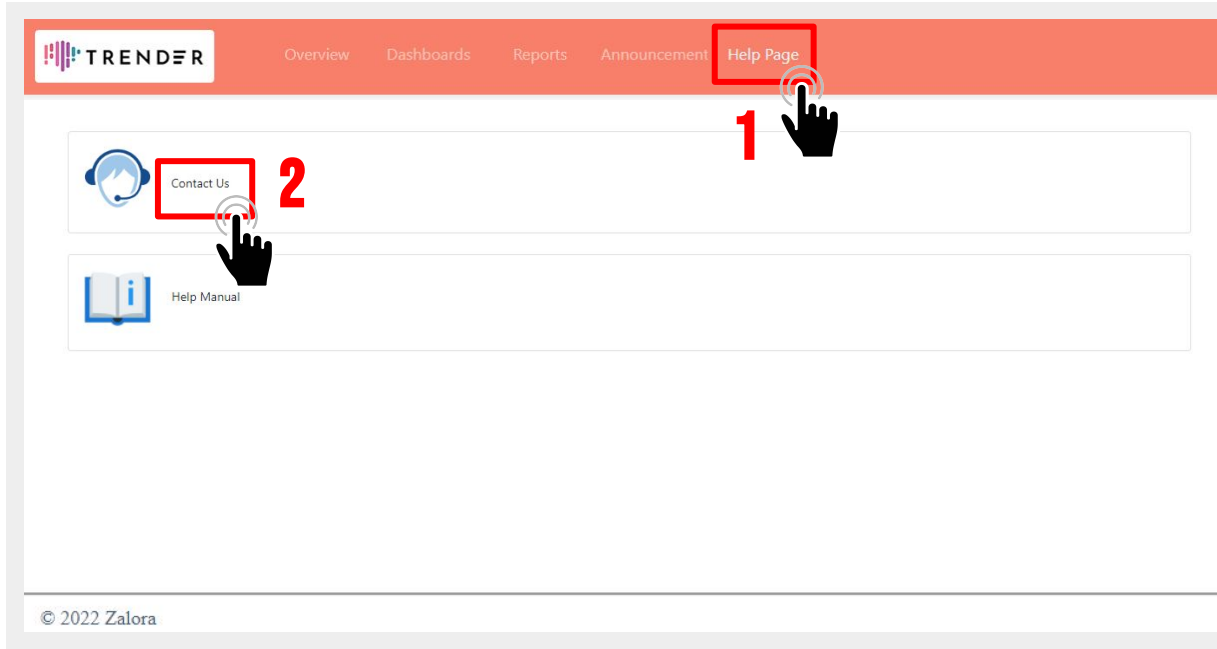


Help Page

HELP PAGE

CONTACT US

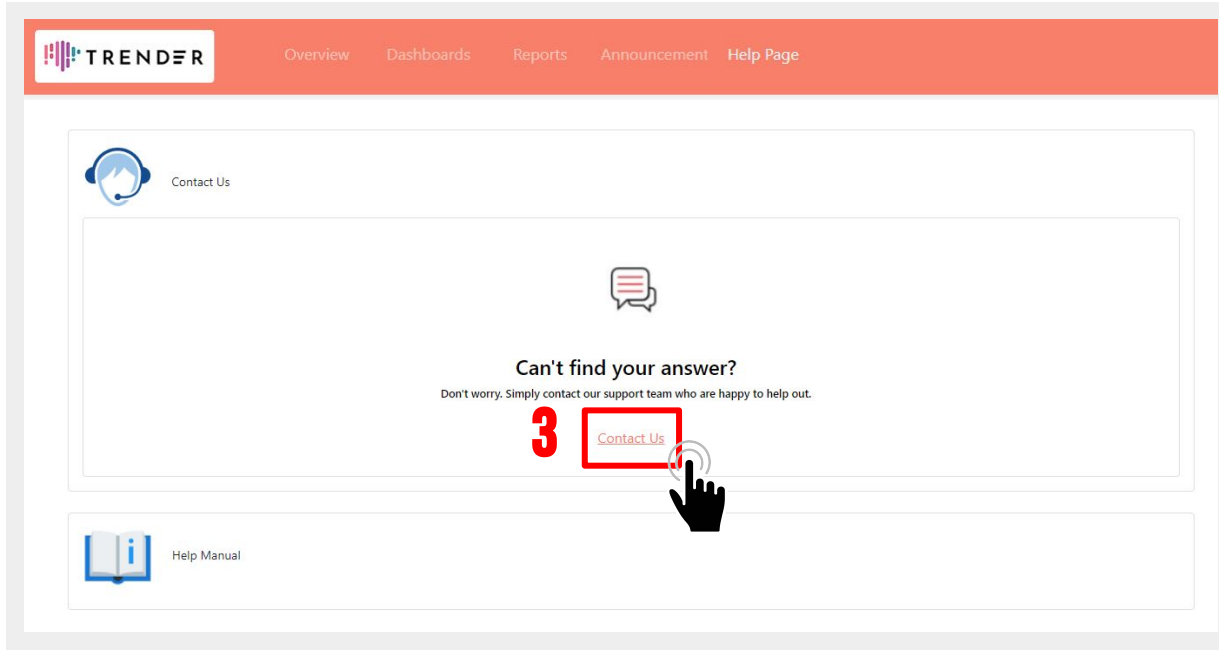
The **Help Page tab** consists of a Contact Us form where you can contact the support team directly if you require any assistance or help.



HELP PAGE

CONTACT US

The **Help Page tab** consists of a Contact Us form where you can contact the support team directly if you require any assistance or help.

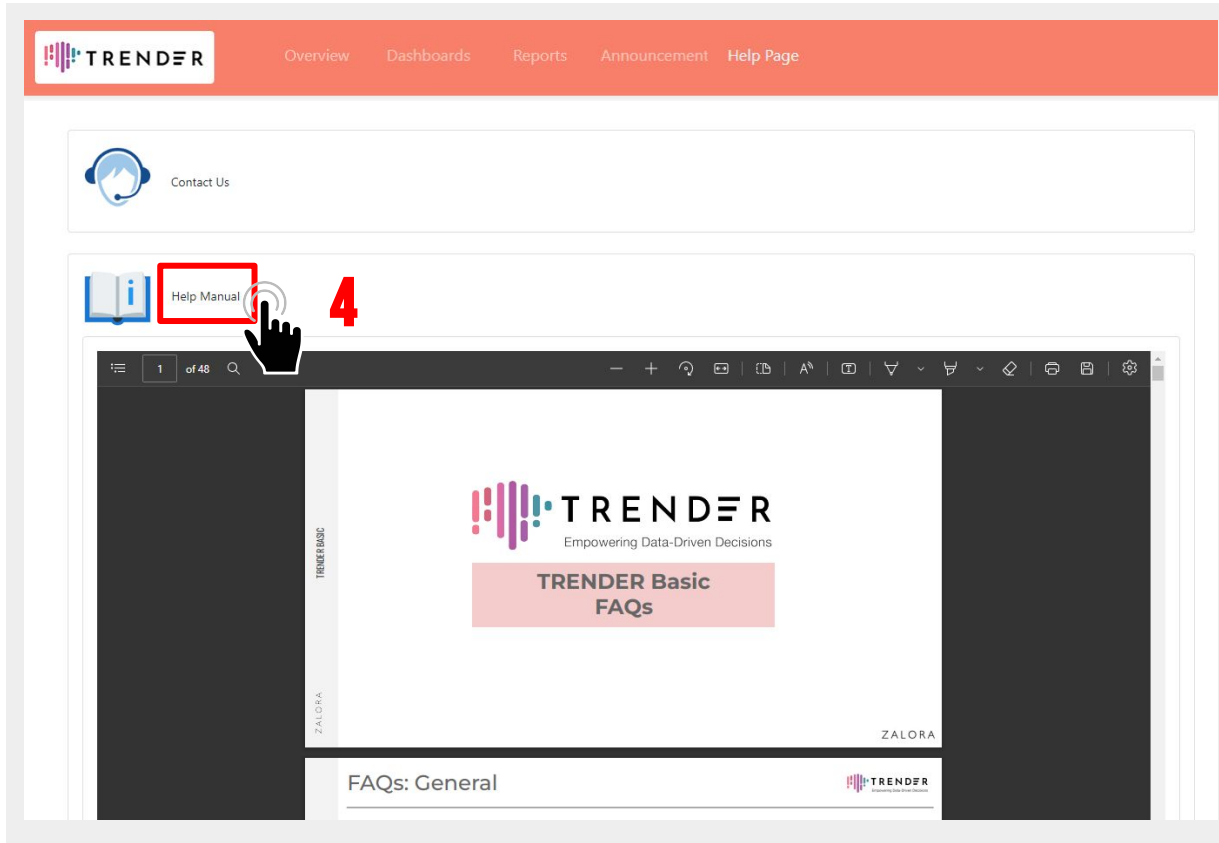


The screenshot shows the TRENDER Help Page interface. At the top, there is a navigation bar with the TRENDER logo and menu items: Overview, Dashboards, Reports, Announcement, and Help Page. Below the navigation bar, there are two main sections. The top section is titled "Contact Us" and features a large white box with a speech bubble icon. Inside this box, the text reads: "Can't find your answer? Don't worry. Simply contact our support team who are happy to help out." Below this text, a red number "3" is positioned to the left of a red-bordered button labeled "Contact Us". A hand cursor icon is pointing at the "Contact Us" button. The bottom section is titled "Help Manual" and features a book icon.

HELP PAGE

HELP MANUAL

The **Help Page tab** also consists of the Help Manual, which includes the TRENDER Basic FAQs, Walkthrough Guide, and Pricing Sheet.



The screenshot shows the TRENDER application interface. At the top, there is a navigation bar with the TRENDER logo and several menu items: Overview, Dashboards, Reports, Announcement, and Help Page. Below the navigation bar, there is a "Contact Us" button with a headset icon. The "Help Manual" tab is highlighted with a red box, and a hand cursor is pointing at it. A red number "4" is placed next to the hand cursor. The main content area displays the TRENDER Basic FAQs page, which includes the TRENDER logo, the tagline "Empowering Data-Driven Decisions", and the title "TRENDER Basic FAQs". The page also features a sidebar with "TRENDER BASIC" and "ZALORA" labels, and a footer with "FAQs: General" and the TRENDER logo.

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