	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Overall Marketplace Metrics						
Gross Merchandise Volume (GMV) ($) [1]						
# of Transactions						
Average Order Value (AOV) ($)						
GMV Growth Rate, M-o-M (%) [2]						
GMV Growth Rate, Y-o-Y (%) [3]						
Take Rate (%)						
Revenue ($) [4]						
Revenue from transaction fees ($)						
Revenue from listing fees ($)						
Revenue from supplier or seller services ($)						
Buyer-to-Seller Ratio [5]						
Total CAC as a percentage of Revenue (%) [6]						
Seller / Supplier Metrics						
Total # of Sellers or Suppliers [7]						
# of New Sellers or Suppliers						
Seller or Supplier Growth Rate, M-o-M (%) [8]						
Seller or Supplier Growth Rate, Y-o-Y (%) [9]						
Percentage of Sellers or Suppliers still active after 1 month (%) [10]						
Percentage of Sellers or Suppliers still active after 1 year (%) [11]						
Average revenue generated per Seller or Supplier ($)						
Average percentage of Month 1 GMV generated by Sellers or Suppliers in Month 12 (%) [12]						
Percentage of revenue generated by Top 20% Sellers or Suppliers (%)						
Seller or Supplier NPS						
Seller or Supplier CAC (paid and organic) ($) [13]						
Seller or Supplier CAC (paid) ($) [14]						
Percentage of Sellers or Suppliers acquired through paid acquisition (%)						
Total # of Listings [15]						
# of New Listings						
Listings Growth Rate (%) [16]						
Average Listing Price ($)						
Sell-Through Rate (%) [17]						
Buyer Metrics						
Total # of Buyers [18]						
# of New Buyers						
Buyer Growth Rate, M-o-M (%) [19]						
Buyer Growth Rate, Y-o-Y (%) [20]						
Percentage of Buyers who have purchased more than once (%)						
Percentage of GMV from Buyers who purchased in previous months (%)						
Percentage of Buyers whose second purchase is in a different category (%)						
Average amount purchased per Buyer ($)						
Average # of Orders per Buyer						
Average Order Growth per Buyer, Y-o-Y [21]						
Average percentage of Month 1 GMV generated by Buyers in Month 12 (%) [22]						
Percentage of revenue generated by Top 20% Buyers (%)						
Buyer NPS						
Buyer CAC (paid and organic) ($) [23]						
Buyer CAC (paid) ($) [24]						
Percentage of Buyers acquired through paid acquisition (%)						

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[1] = AOV * # of Transactions

[2] = (GMV of current month - GMV of previous month) / GMV of previous month

[3] = (GMV of month in current year - GMV of same month in previous year) / GMV of same month in previous year

[4] = GMV * Take Rate

[5] = # of Buyers / # of Suppliers or Sellers

[6] = (Buyer CAC + Seller CAC) / Revenue * 100%

[7] = Total # of Suppliers or Sellers in previous month + # of new Suppliers or Sellers in current month

[8] = (Total # of Suppliers or Sellers in the current month - Total # of Suppliers or Sellers in previous month) / Total # of Suppliers or Sellers in previous month

[9] = (Total # of Suppliers or Sellers in month of current year - Total # of Suppliers or Sellers in same month of previous year) / Total # of Suppliers or Sellers in same month of previous year

[10] Supplier or Seller retention, i.e. monthly cohort analysis

[11] Supplier or Seller retention, i.e. yearly cohort analysis

[12] Supplier or Seller GMV retention

[13] = (Average Supplier or Seller CAC * % of Suppliers or Sellers acquired through paid acquisition) / Total # of Suppliers or Sellers

[14] Through paid acquisition

[15] = Total # of Listings in previous month + # of new Listings in current month

Note: in a services marketplace, perhaps consider the number of active suppliers at a specific time instead.

[16] = (Total # of Listings in current month - Total # of Listings in previous month) / Total # of Listings in previous month

[17] = (# of units sold through the end of the month) / (# of items at the beginning of the month)

[18] = Total # of Buyers in previous month + # of new Buyers in current month

[19] = (Total # of Buyers in the current month - Total # of Buyers in previous month) / Total # of Buyers in previous month

[20] = (Total # of Buyers in month of current year - Total # of Buyers in same month of previous year) / Total # of Buyers in same month of previous year

[21] = Average # of Orders per Buyers in month of current year / Average # of Orders per Buyers in same month of previous year

[22] Buyer GMV retention

[23] = (Average paid CAC * % of Buyers acquired through paid acquisition) / Total # of Buyers

[24] Through paid acquisition