Pancake-Assisted Facebook Sales Operations at Ha Nguyen Women's Fashion Shop

Đỗ Chí Công
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student669@ictu.edu.vn

***Abstract*—This undergraduate case study describes adoption of Pancake for Facebook-based sales at Ha Nguyen Shop in Phu Tho. The source documents centralized message handling, customer tags and histories, order creation, staff assignment, and shipping integration. It analyzes a Pancake POS snapshot and reports 8,799 new conversations, 7,986 closed orders, and 814 orders from newly reached customers in a recent 30-day view; most reported orders therefore came from returning customers. The manuscript also presents growth percentages and monetary totals, but some period and cumulative figures are internally difficult to reconcile. This summary does not repeat those as validated performance gains. No independent pre-adoption control data or platform export is supplied to establish that Pancake caused sales growth. The strongest supported contribution is a documented account of the shop's workflow and the operational questions raised by its own dashboard figures.**

***Index Terms*—Facebook sales, Pancake POS, customer relationships, order management, fashion retail**

I. Introduction

Selling fashion through Facebook creates a stream of messages, product questions, orders, and delivery updates. The thesis describes problems caused by fragmented manual handling and examines how Pancake can bring these activities into one workflow for Ha Nguyen Shop. The study aims to analyze sales operations, customer interactions, and order management after adoption. Its evidence is primarily system descriptions and a dashboard snapshot from one shop, so the analysis concerns this case rather than the general effectiveness of customer-relationship software [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student documents the shop's Facebook sales process and the use of Pancake to connect the fanpage, assign conversations, label customers, create orders, and coordinate delivery. The source presents dashboard tables for interactions, customers, orders, and revenue, including a recent 30-day view and some cumulative values. This summary checks the denominators of selected order figures and distinguishes an observed dashboard total from a before/after treatment effect. The source does not provide raw exports, a matched comparison shop, a controlled pre-adoption period, or a reproducible revenue reconciliation [1].

Supervisor: Nguyễn Văn Giáp, Thai Nguyen University of Information and Communication Technology (nvgiap@ictu.edu.vn).

III. Results

The source reports 8,799 newly opened conversations and 7,986 closed orders in its recent 30-day dashboard view. It attributes 814 orders to newly reached customers and 7,172 to returning customers; these components sum to 7,986 and correspond to approximately 10.19% and 89.81% of the reported total. The case describes staff-specific conversation assignment, customer-history tags, order handling, and shipping links in Pancake POS. It also reports higher interaction counts and average order values, but the quoted cumulative and 30-day revenue figures are not clearly compatible as labeled. Accordingly, no sales-growth magnitude or causal improvement is adopted here as a verified outcome [1].

IV. Discussion

The integrated interface could make customer follow-up and order tracking easier, and the high reported share of returning-customer orders identifies an important operational segment. Yet counts from a single dashboard cannot show what would have happened without Pancake. Some source totals use different windows or labels without enough explanation; these should be reconciled against exported transactions before use in performance claims. The thesis itself identifies dependence on connectivity, subscription cost, and an uneven assignment of conversations as practical limits. Earlier ICTU work on CRM, online sales, and channel integration offers related design context, not a comparative performance baseline [1].

V. Conclusion

The study documents Pancake-supported Facebook messaging, customer management, and order workflows at Ha Nguyen Shop. Its internally consistent order split shows that returning customers account for most reported closed orders in the described 30-day view. The available evidence does not establish a causal sales gain, and monetary totals require reconciliation before a firm business-performance conclusion [1].

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