

Campaign Trend

Category ▾

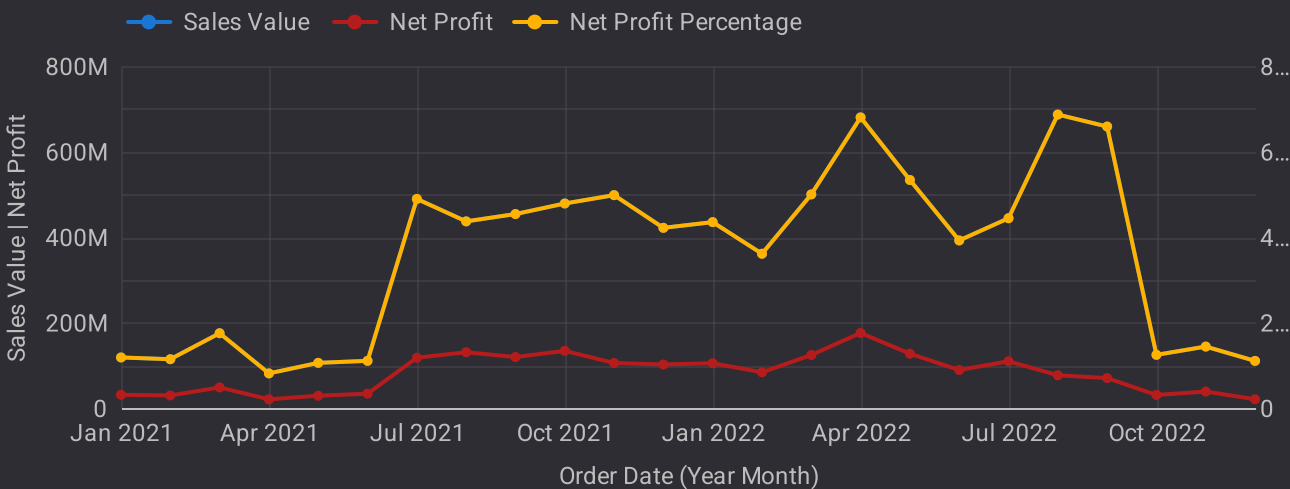
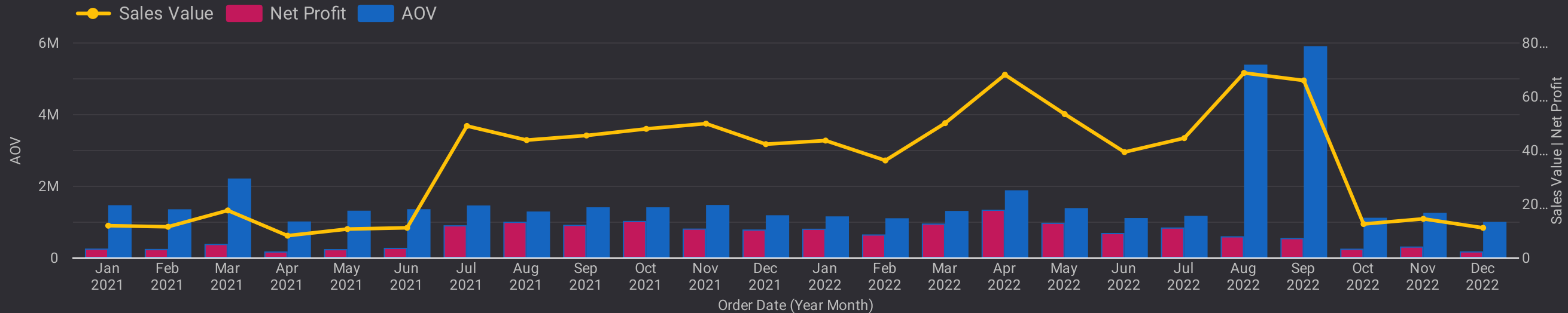
Payment Method ▾

Value Transaction ▾

2022

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Sales Value vs Net Profit vs AOV



	category	Sales Value	Net Profit ▾	Net Profit Percentage
1.	Mobiles & Tablets	3,425,097,634	642,108,102	3,425,097,634
2.	Computing	1,173,403,812	334,805,908	1,173,403,812
3.	Entertainment	1,295,031,180	315,387,548	1,295,031,180
4.	Appliances	1,168,138,242	293,882,398	1,168,138,242
5.	Men Fashion	274,741,914	65,880,632	274,741,914
6.	Women Fashion	264,862,357.4	63,473,440.4	264,862,357.4
7.	Home & Living	209,542,048	57,191,382.4	209,542,048
8.	Beauty & Grooming	167,871,610	44,291,598	167,871,610
9.	Health & Sports	147,144,664	25,765,926.2	147,144,664

# Customer & Sales Data

Category ▾

Payment Method ▾

Value Transaction ▾

2022

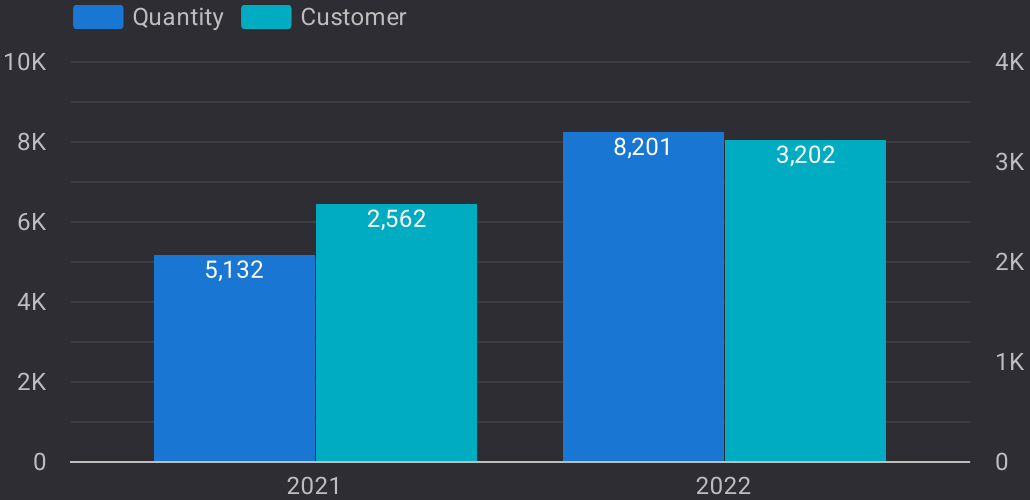
Select date range ▾

	Product Name	Category	Before Discount	After Discount ▾	Net Profit	Quantity	CS ID
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	1,037,504,000	1,037,504,000	67,860,000	2,000	2
2.	samsungGALAXY S-7 EDGE 32GB LTE	Mobiles & Tablets	188,106,300	187,665,500	28,624,860	41	17
3.	MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7	Computing	177,190,000	177,190,000	63,788,400	13	9
4.	iphone_7-128GB-wof-Matt Black	Mobiles & Tablets	130,456,700	130,398,700	18,508,070	23	23
5.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	129,997,720	129,997,720	31,519,340	26	22
6.	iphone_7-128GB-wof-Jet Black	Mobiles & Tablets	118,927,060	118,927,060	19,451,740	21	21
7.	samsung_K6000 49	Entertainment	98,736,320	98,736,320	27,293,660	19	12
8.	GMZV_PS4 Pro 1TB - Region 2	Entertainment	91,685,290	91,685,290	13,839,490	30	6
9.	infinix_Zero 4-Grey	Mobiles & Tablets	89,374,090	89,374,090	11,619,250	67	14
1...	samsung_galaxy-s7-edge-pearl-black	Mobiles & Tablets	88,044,000	88,044,000	27,213,600	16	9

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	Customer ID	Net Profit ▾
1.	C206125L	
2.	C460487L	
3.	C378684L	
4.	C374672L	
5.	C492850L	
6.	C200115L	
7.	C520373L	
8.	C514596L	
9.	C750160L	

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Before Discount  
8,548,453,652.8

After Discount  
8,515,253,661.42

Net Profit  
1,947,612,819.42

Quantity  
13,333

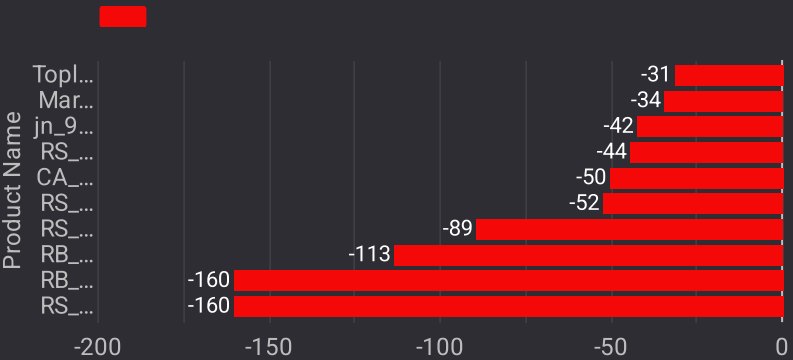
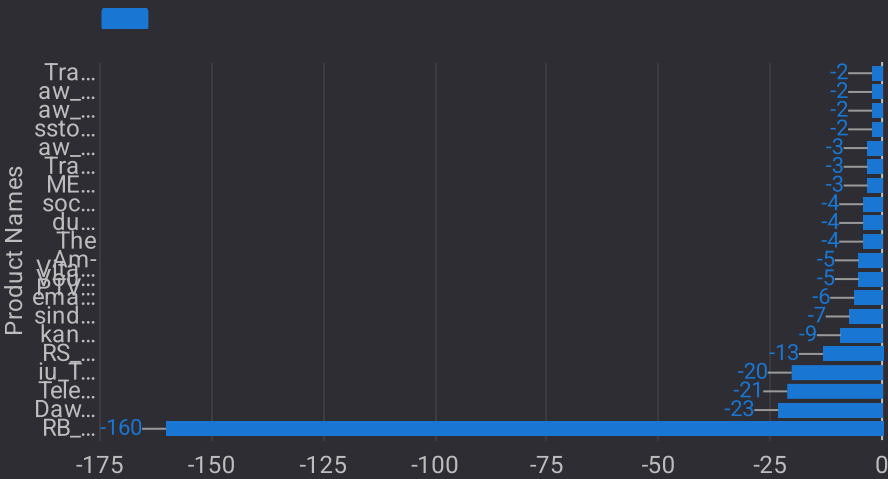
Customers  
5,764

AOV  
1,483,076.62

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Internship Tasks

Top 5 Selling Products in Mobiles & Tablets (2022)
 Top 20 Products in 'Others' Category with the Largest Sales Decrease
 Top 10 Products with the Largest Sales Decrease



Average Daily Sales for Entire Quarter (Q4 2022)

	Day Type	before_discount
1.	Weekday	772,341
2.	Weekend	558,865.06

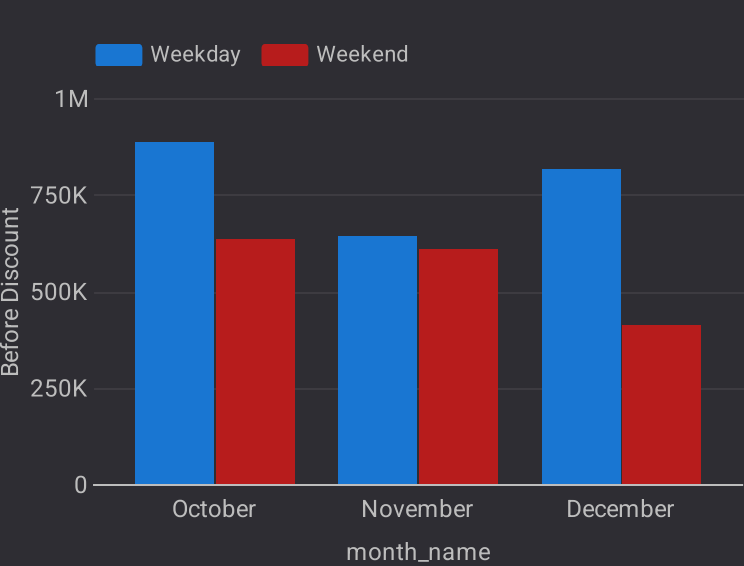
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Checkout Complete, No Payment in 2022

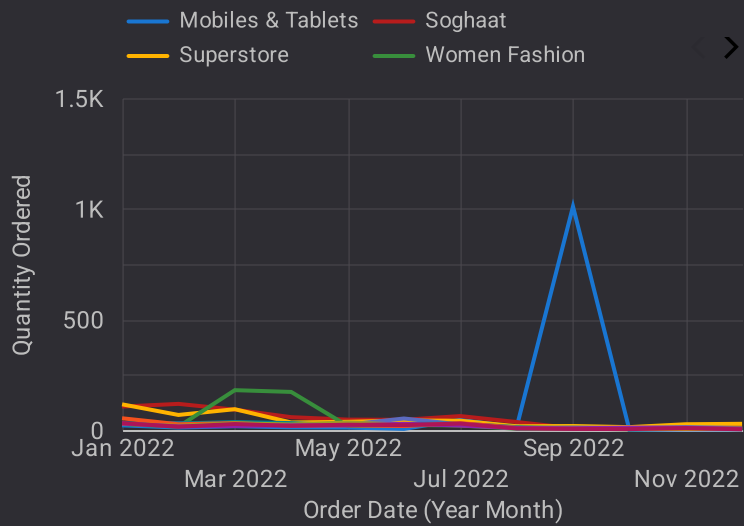
	Count Dis...	Registration ...	Count Distinct ...
1.	C206125L	Aug 6, 2022	1
2.	C960097L	Apr 16, 2022	1
3.	C175928L	Jun 29, 2022	1
4.	C289178L	May 22, 2022	1
5.	C289178L	May 23, 2022	1
6.	C951338L	May 3, 2022	1
7.	C222341L	Apr 27, 2022	1
8.	C371644L	Jan 31, 2022	1

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Average Daily Sales per Month (Q4 2022)



Monthly Sales Data by Category for 2022:



Category

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