

Campaign Trend

category

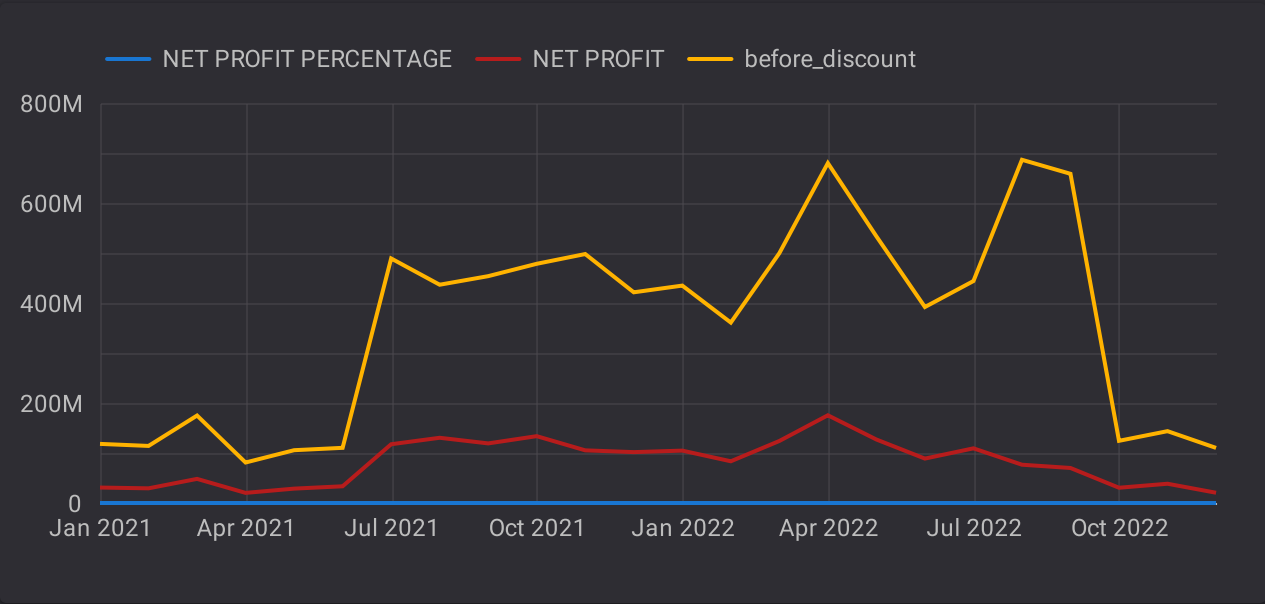
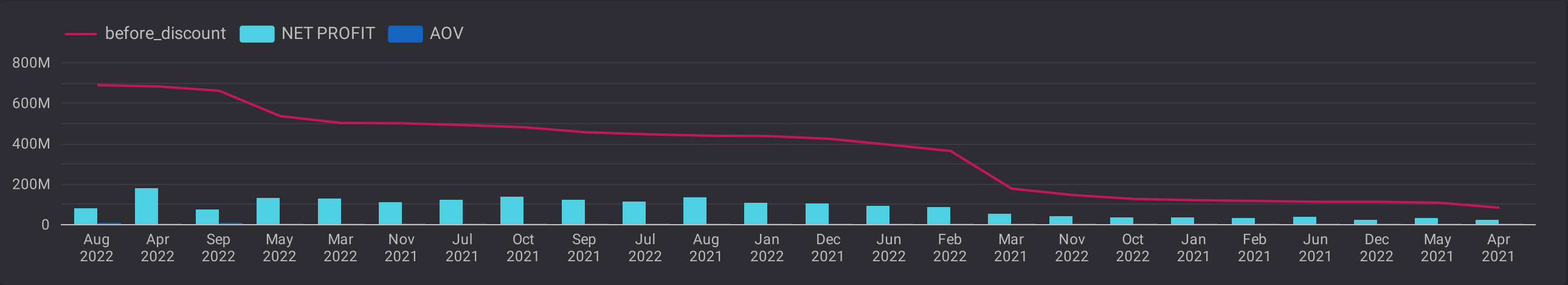
payment_method

Value Transaction

2022

RESET

Sales Value vs Net Profit vs AOV



category		before_discount ▾	NET PR...	NET PROF...
1.	Mobiles & Tablets	3,425,097,634	642,108,1...	0.19
2.	Entertainment	1,295,031,180	315,387,5...	0.24
3.	Computing	1,173,403,812	334,805,9...	0.29
4.	Appliances	1,168,138,242	293,882,3...	0.25
5.	Men Fashion	274,741,914	65,880,632	0.24
6.	Women Fashion	264,862,357.4	63,473,44...	0.24
7.	Home & Living	209,542,048	57,191,38...	0.27
8.	Beauty & Grooming	167,871,610	44,291,598	0.26
9.	Others	151,148,058	38,700,42...	0.2

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Customer and Sales Data

category

payment_method

Value Transaction

2022

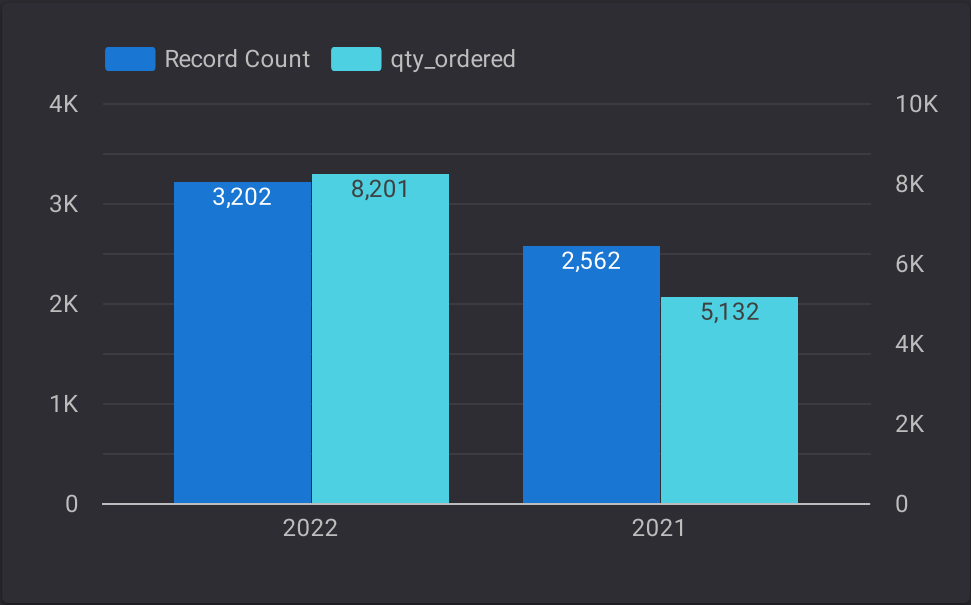
Select date range

	sku_name	category	after_discount	before_dis...	NET PROFIT	Record Count
1.	IDROID_BALRX7-Gold	Mobiles & Tablets	1,037,504,000	1,037,504,000	67,860,000	2
2.	samsungGALAXY S-7 EDGE ...	Mobiles & Tablets	187,665,500	188,106,300	28,624,860	19
3.	MACBOOK PRO 15-INCH 2.2...	Computing	177,190,000	177,190,000	63,788,400	10
4.	iphone_7-128GB-wof-Matt Bl...	Mobiles & Tablets	130,398,700	130,456,700	18,508,070	23
5.	Apple iPhone 6S Plus 16GB ...	Mobiles & Tablets	129,997,720	129,997,720	31,519,340	24
6.	iphone_7-128GB-wof-Jet Bla...	Mobiles & Tablets	118,927,060	118,927,060	19,451,740	21
7.	samsung_K6000 49	Entertainment	98,736,320	98,736,320	27,293,660	19
8.	GMZV_PS4 Pro 1TB - Region 2	Entertainment	91,685,290	91,685,290	13,839,490	6
9.	infinix Zero 4 Gray	Mobiles & Tablets	89,274,000	89,274,000	11,619,250	17

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	customer...	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

qty_ordered

13,333

Record Count

5,764

AOV

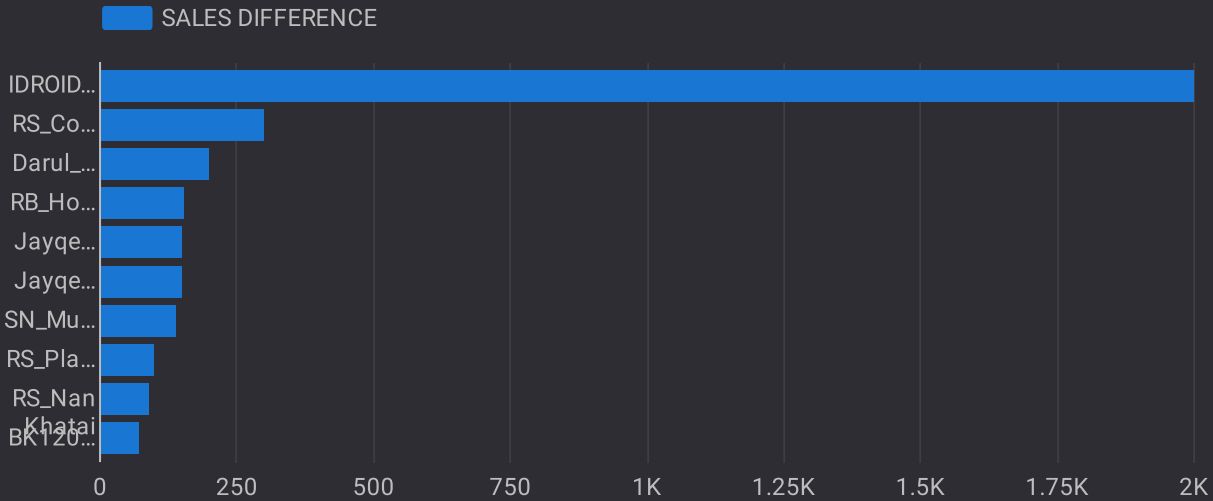
1,483,076.62

RESET

SALES DIFFERENCES

	sku_name	SALES ...	SALES 2021 ▾	SALES DI...
1.	shahi_buy one get ...	0	240	-240
2.	RB_Dettol Germ Bus...	45	200	-155
3.	RS_Plain Rusk	0	160	-160
4.	RB_Household Bun...	0	133	-133
5.	CK_BF530-Underwe...	0	119	-119
6.	RS_Baklawa 500gm	18	107	-89
7.	vitamin_TVC-BB Cre...	0	99	-99
8.	jn_900g	10	57	-47
9.	Al Muhafiz Sehan	40	52	-12

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TASKS 2

DAYS_TO_FIRST_ORDER
55.48

