Campaign Trend

| category ▾ | payment_method ▾ | Value Transaction ▾ | ▬ 2022 | RESET |

Sales Value vs Net Profit vs AOV

— before_discount ▬ NET PROFIT ▬ AOV

| | Aug 2022 | Apr 2022 | Sep 2022 | May 2022 | Mar 2022 | Nov 2021 | Jul 2021 | Oct 2021 | Sep 2021 | Jul 2022 | Aug 2021 | Jan 2022 | Dec 2021 | Jun 2022 | Feb 2022 | Mar 2021 | Nov 2022 | Oct 2022 | Jan 2021 | Feb 2021 | Jun 2021 | Dec 2022 | May 2021 | Apr 2021 |

▬ NET PROFIT PERCENTAGE — NET PROFIT — before_discount

| | Jan 2021 | Apr 2021 | Jul 2021 | Oct 2021 | Jan 2022 | Apr 2022 | Jul 2022 | Oct 2022 |
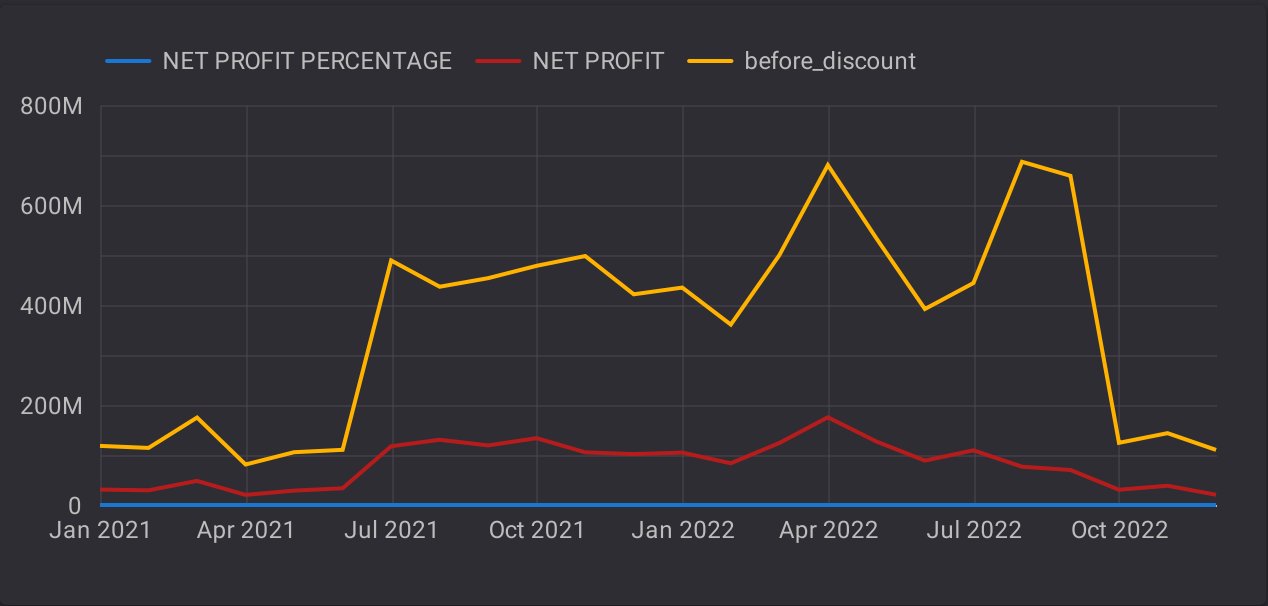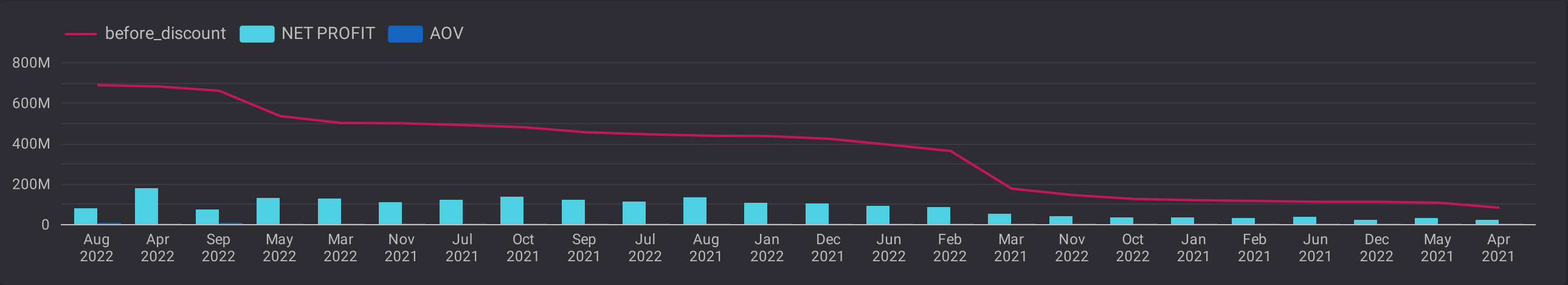
category ▾	before_discount ▾	NET PR…	NET PROF…
1. Mobiles & Tablets	3,425,097,634	642,108,1…	0.19
2. Entertainment	1,295,031,180	315,387,5…	0.24
3. Computing	1,173,403,812	334,805,9…	0.29
4. Appliances	1,168,138,242	293,882,3…	0.25
5. Men Fashion	274,741,914	65,880,632	0.24
6. Women Fashion	264,862,357.4	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	29,790,43	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 Grey	Mobiles & Tablets	89,374,090	89,374,090	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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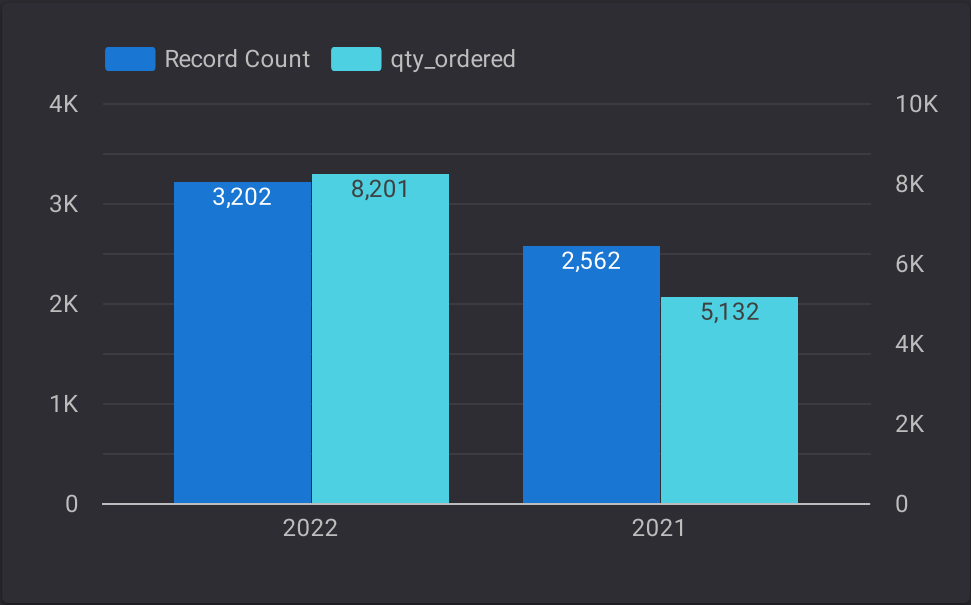
before_discount
8,548,453,652.8

after_discount
8,515,253,661.42

NET PROFIT
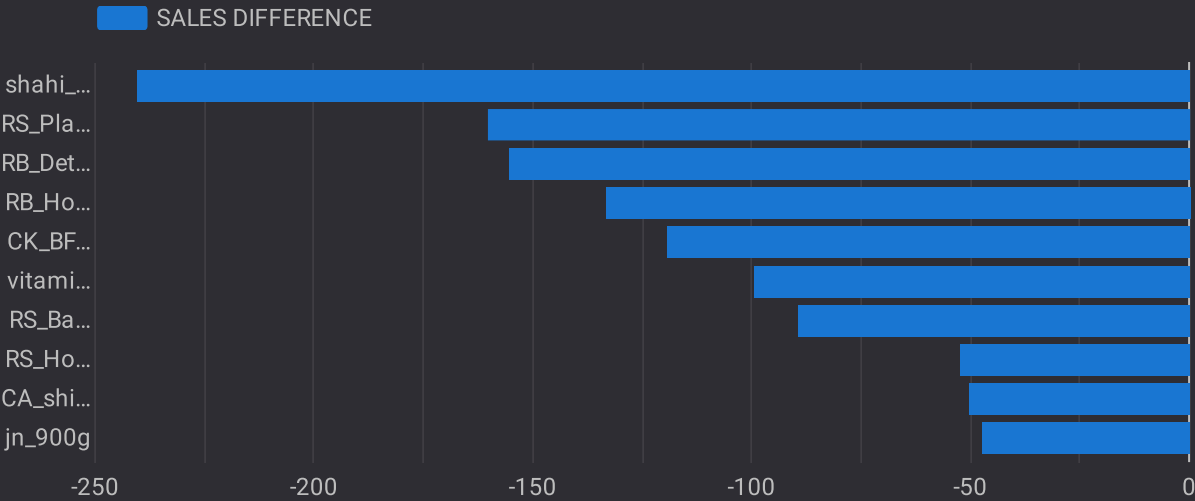1,947,612,819.42

qty_ordered
13,333

Record Count
5,764

AOV
1,483,076.62

RESET

Chart: Record Count, qty_ordered

	Record Count	qty_ordered
2022	3,202	8,201
2021	2,562	5,132

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 Sohan	40	53	-13

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■ SALES DIFFERENCE

(bar chart: shahi_..., RS_Pla..., RB_Det..., RB_Ho..., CK_BF..., vitami..., RS_Ba..., RS_Ho..., CA_shi..., jn_900g; x-axis -250, -200, -150, -100, -50, 0)

TASKS 2

DAYS_TO_FIRST_ORDER
55.48

■ customer_id

(bar chart — ORDERS_DELAY_BUCKET)

31+ Days	0–5 Days	6–10 Days	11–15 Days	21–30 Days	16–20 Days
2,619	432	361	348	306	252