

Campaign Trend

category

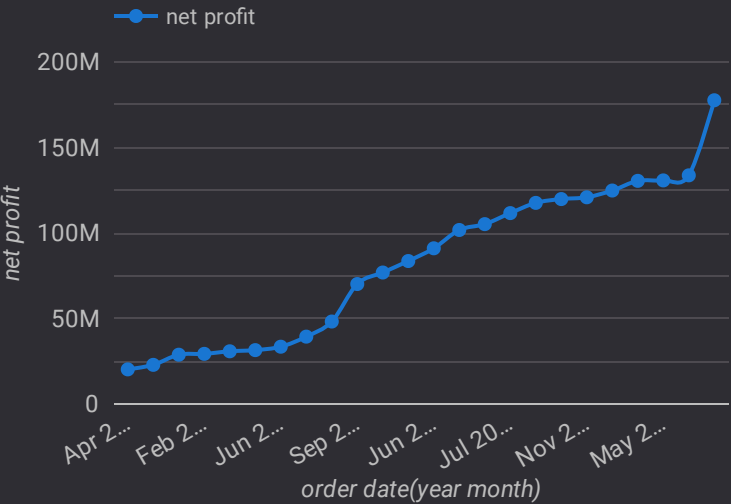
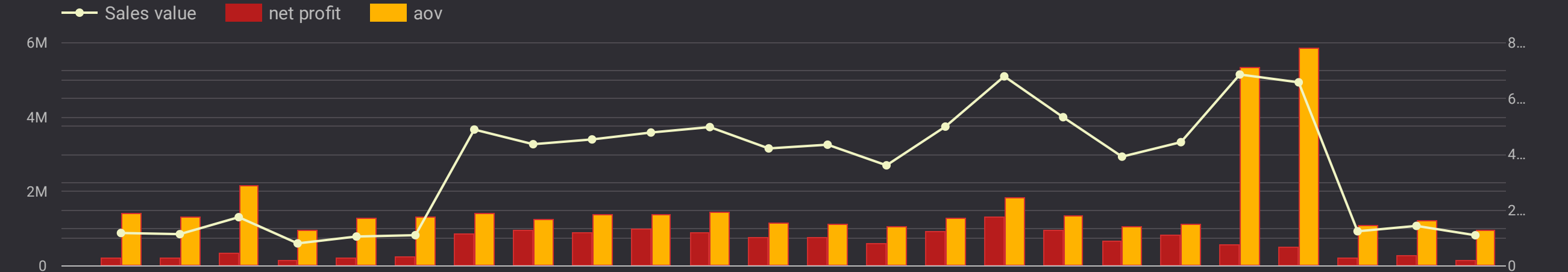
payment_method

Value Transaction

2022

RESET

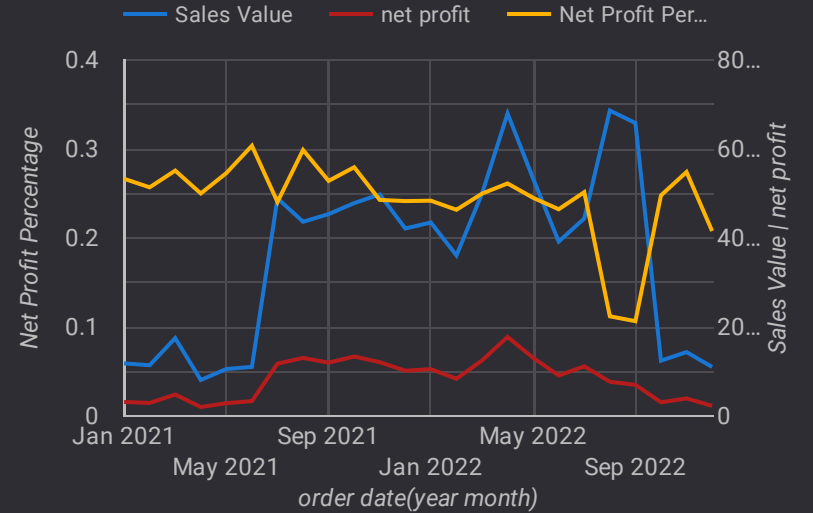
Sales value vs net profit vs aov



	category	before_disc...	net pro...	Net Profit...
1.	Mobiles & Tablets	3,425,097,634	646,137,...	0.19
2.	Entertainment	1,295,031,180	324,253,...	0.25
3.	Computing	1,173,403,812	337,672,...	0.29
4.	Appliances	1,168,138,242	298,536,...	0.26
5.	Men Fashion	274,741,914	67,128,2...	0.24
6.	Women Fashion	264,862,357.4	64,586,6...	0.24
7.	Home & Living	209,542,048	58,516,4...	0.28
8.	Beauty & Grooming	167,871,610	44,946,7...	0.27
9.	Others	151,148,058	33,181,0...	0.22

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Sales Value and net profit over time



Customer and Sales Data

category

payment_method

Value Transaction

2022

Select date range

	Product Name	category	Before di... ▾	After discount	Net Profit	Quantity	CS I
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	29,065,660	41	19
3.	MACBOOK PRO 15-INCH 2.2GHZ QuadCore i7	Computing	177,190,000	177,190,000	63,788,400	13	10
4.	iphone_7-128GB-wof-Matt Black	Mobiles & Tablets	130,456,700	130,398,700	18,566,070	23	23
5.	Apple iPhone 6S Plus 16GB Silver	Mobiles & Tablets	129,997,720	129,997,720	31,519,340	26	24
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	19
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	90,274,000	90,274,000	11,610,250	67	17

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RESET

before_discount

8,548,453,652.8

after_discount

8,515,253,661.42

net profit

1,980,812,810.8

Quantity

13,333

Customers

5,764

AOV

1,483,076.62

	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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