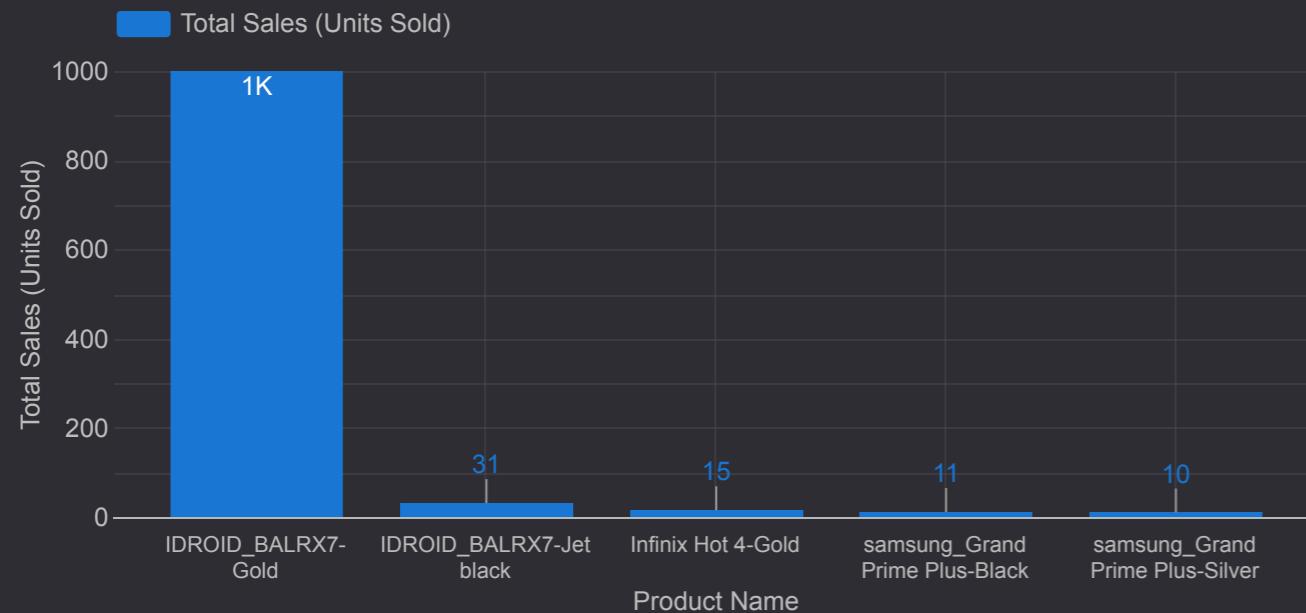


# Sales Insights & Growth Trends (2022)

- Weekdays consistently higher: 17.5M vs 15.5M (11.4% gap)
  - November worst: 18.9M (weekday) vs 15.2M (weekend)
  - Weekend campaigns underperformed - require strategy revision

## Top 5 Products by Sales Quantity in 'Mobiles & Tablets' (2022)

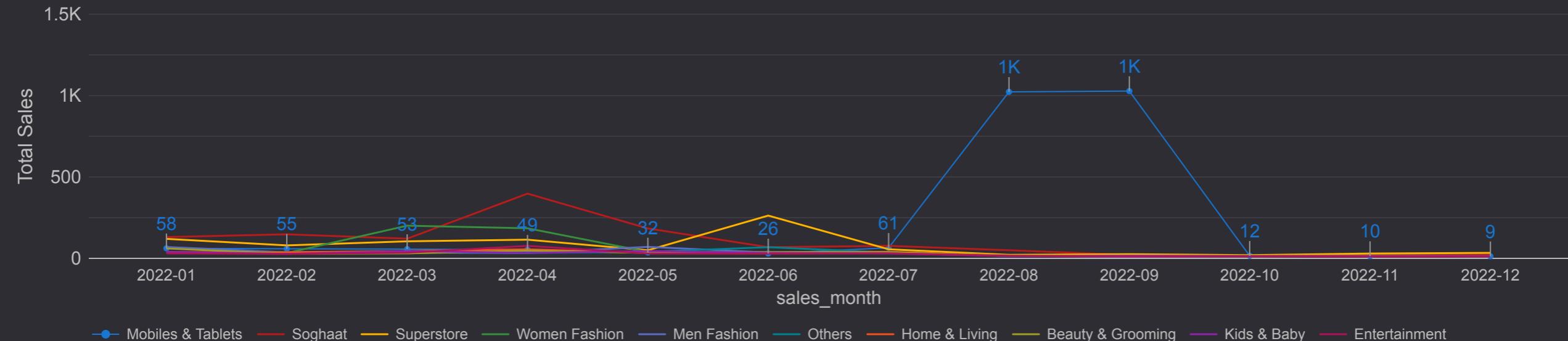


Average Daily Sales (Weekends vs Weekdays), Q4 2022



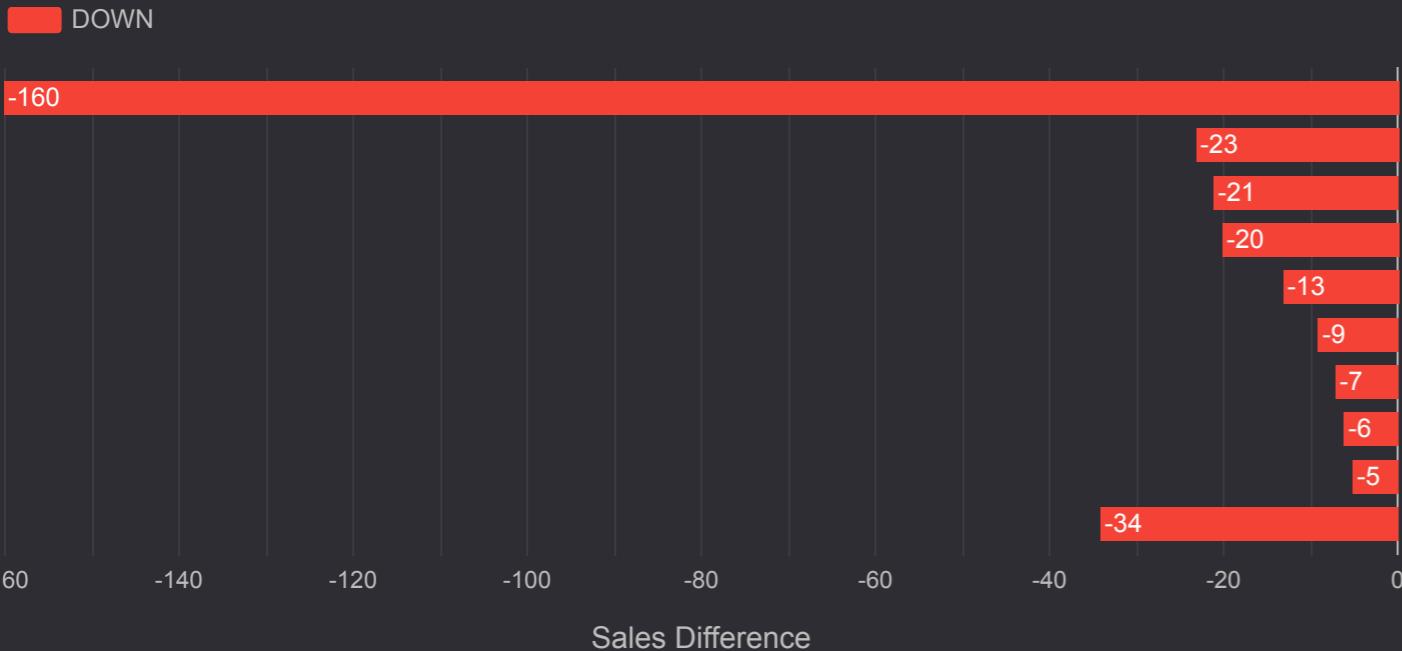
- Mobiles & Tablets: Highest performer (1,019 units)
  - Q2-Q3: Peak revenue window (Apr-Sep)
  - Q4: Urgent investigation needed

# Sales Trend for Multiple Categories (2022)



# Sales Decline & Customer Drop-off Analytics

## Top 20 Products with largest sales decrease in 'Others' Category (2022 & 2021)



## Top 10 Products with Largest Sales Decrease (2022 vs 2021)



## Products with Largest Sales Decrease (Others)

sku_name	sales_diff
1. MEGUIAR_G19216	-2
2. sstop_Universallensclipkit	-2
3. seagate_SG E-2TB	-2
4. MEGUIAR_G13616	-2
5. Trans2_LW 999	-3

1 - 5 / 20 < >

## Customers Who Checked Out but Didn't Pay (2022)

Customer ID	Record Count
1. C654029L	1
2. C143684L	1
3. C663962L	1
4. C333743L	1
5. C972737L	1

1 - 100 / 820 < >